



**Star (Footscray - Yarraville)**  
**Tuesday 14/4/2009**  
**Page: 7**  
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**Region: Melbourne Circulation: 29,710**  
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Brief: WPCGROUP

# Weatherman joins jobs push

BY BELINDA NOLAN

WELL-KNOWN weatherman Rob Gell has been appointed to WPC Group's board of directors.

The television presenter will join the employment company's campaign to provide opportunities for skilled job seekers.

WPC Chief Fred Maddern said Mr Gell's stance on environmental issues made him the obvious candidate for the role.

"We had the opportunity to bring in a co-opted board member over the next six months," Mr Maddern said.

"Rob is so heavily involved in the green movement we thought he would fit into our team really well."

Mr Gell's credentials will be especially useful for WPC's Greenskills program, which aims to build the skills base needed to tackle Australia's growing climate change problems.

In February, Star teamed with WPC Group for a new campaign, "Give a kid a go", to encourage businesses of the West to hire apprentices.

The campaign comes as the Federal Government launches a new employment program in a bid to boost the struggling economy.

Last week, Kevin Rudd announced he had commissioned trucking magnate Lindsay Fox and former trade union boss Bill Kelty to advise disadvantaged communities on how to secure local jobs.

The scheme will kick off in the City of Casey but has so far bypassed



Melbourne's West, one of the most disadvantaged regions of Victoria.

Mr Maddern said more needed to be done to tackle the West's growing employment crisis.

"No one can deny the City of Casey has a big problem and one that needs to be addressed," he said.

"But I was a little taken aback and a little disappointed that the West of Melbourne didn't rate a mention in this initiative."

Mr Maddern said WPC Group would continue to campaign for businesses to "Give a kid a go" and was calling on all levels of government to answer the call by hiring apprentices, particularly those with a disability.

SEN Radio has also joined the campaign and will be running 30-second community notices asking businesses to "Give a kid a go."

For details about how you can help, call WPC Group's Marie Holmes or Evan Henry on 1300 656 461.



**Star (Keilor-Taylor's Lake-Sydenham)**  
Tuesday 14/4/2009  
Page: 4  
Section: General News  
Region: Melbourne Circulation: 22,489  
Type: Suburban  
Size: 133.58 sq.cms.  
Frequency: -T-----

Brief: WPCGROUP

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Star (Sunshine-Ardeer-Albion)

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Page: 4

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Region: Melbourne Circulation: 16,909

Type: Suburban

Size: 133.46 sq.cms.

Frequency: -T-----

Brief: WPCGROUP

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