

be seen. be heard. be there.

THE NATIONAL
careers & EMPLOYMENT expo

2009 Post Show Report

Be Seen. Be Heard. Be There.

Compiled by: EOC Group - A review of visitor exit surveys and individual exhibitor surveys as at June 2009.

BROUGHT TO YOU BY:



More than **115,000** visitors to our expo's nationally*

94%

said the NCEE provided the opportunity to establish relationships and network with potential employers

89%

said the expo has been of value to them

96%

said the expo encouraged them to think about their skills & interests & provided a number of opportunities

78%

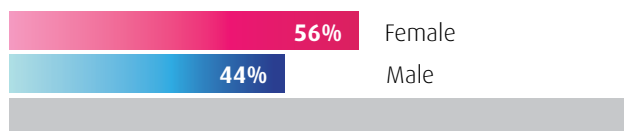
said they found jobs of interest to them



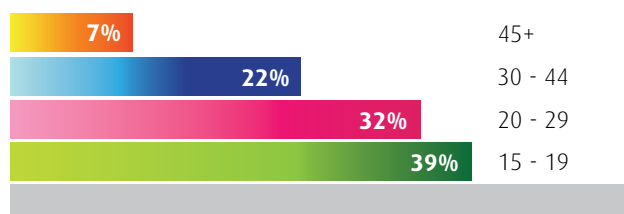
Overview of 2009

In one of the most challenging economic environments, The National Careers & Employment Expo brought thousands of candidates to organisations and sought after information to career minded attendees across the country. Our visitor profile remains consistent to previous years with 61% of attendees being 20+ years of age. As expected the numbers of those attending the expos who were not working but looking for work increased compared to previous years.

Visitor profile:



Demographic breakdown:



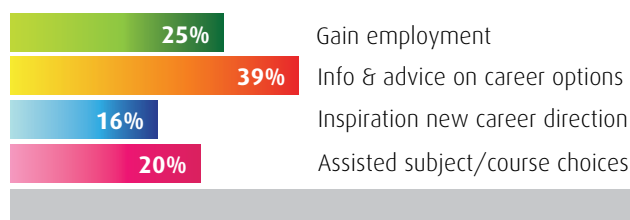
61% are aged over 20 years

Lifestage

- 29% Secondary student
- 11% University/TAFE students
- 4% Mature/parent returning to work
- 10% Not satisfied with current employment
- 16% Currently not working but looking

Visitor highlights:

Most significant reasons for attending



* Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Hobart, Gold Coast, Townsville.

The statistics compiled are gathered from an exit survey conducted on site.

61% are aged over
20 years of age

How has the Expo been of value to you?

	%
Helped inspire & inform me on employment opportunities	28
Found education/training options	20
Assisted with subject/course choices	20
Found employment (up 100% on 2008)	12

Some insights: How?

'Was very helpful in getting me a job.'

'A wide platform for career hunters.'

'Really jam packed with advice, people & ideas for getting ahead.'

'A very broad informative expo and I have enjoyed it and will return next year.'

'Interesting, helpful and a lot of fun!!!'

Has the expo helped influence your career decisions?

Yes 74%

How?

'A good way of finding a new job in the current economic climate.'

'Exciting, worthwhile, interesting and useful to discover your potential.'

'Informative and inspirational.'

'Really good if you want a change from your current career.'

'Inspirational and a great way to realise your potential.'

'Is a great source of job information.'

'A place for employees to meet the employers for better career opportunities.'

'Motivating and inspirational.'

Overall satisfaction rating for The National Careers & Employment Expo

88% of visitors were satisfied with the expo

Did you find any jobs of interest?

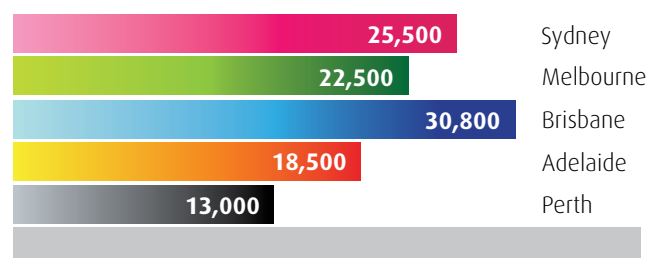
Yes 78%

Attendance: National view

Overall attendances were strong:

Despite the economic gloom and doom attendances were very strong in all major markets. The National Careers & Employment Expo is still the largest event of it's type attracting large numbers of career minded individuals nationally.

Attendances by major metro market: 110,300



On a lighter note....

'As GOOD AS!'

'Awesome!'

'Very good and I am glad I came.'



388 exhibitors in 2009

95%

of exhibitors reported a favourable response to their stands

90%

of exhibitors said The National Careers & Employment Expo is an effective tool to communicate employer, industry or educator branding messages to the general public

81%

of exhibitors said The National Careers & Employment Expo helped achieve its objectives



Exhibitor highlights: what they told us

"Rail Careers attended The National Careers & Employment Expo in all of the major capital cities this year. Our main aim was to raise the awareness of the industry to job seekers who only see careers in the Rail Industry as Train Drivers. Over the course of the 5 events, we spoke to what seemed like thousands of people who had never considered rail as a viable career choice and through this I think we achieved our aim. I would also like to say that the whole experience was a pleasant one, everyone involved from EOC was helpful, all of the logistics ran smoothly and nothing was a problem. I'd like to thank the team at EOC for their hard work and a job well done."

Rail Careers

"The National Careers & Employment Expo is a good opportunity for us to promote what a great place Sydney Water is to work. It is not just about filling our current vacancies. The expo sets Sydney Water up as a quality organisation in the minds of all who visit. This gives us a pool of potential employees well into the future."

Sydney Water

"The Department of Ageing, Disability and Home Care have exhibited at The National Careers & Employment Expo for the last 4 years. The NCEE is a very well organised and presented 2 day event which draws 1000's of potential job seekers into a situation where they have the opportunity to ask questions and learn more about possible career paths."

"Our recruitment intake has increased due to our participation in the event, but above all the opportunity to promote the Department as an employer of choice at the event is an opportunity that over rides all especially to school leavers and university students who are making life choices in terms of career prospects. We will definitely be attending for years to come."

The Department of Ageing, Disability and Home Care

"Very positive response from the audience we were targeting."

WorkSafe Victoria

More than **115,000** visitors
to our expo's nationally

Congratulations and thank you for a successful expo!!
We attended the Career Expo in Perth and were very impressed with the organisation of the event. You and your team were the ultimate professionals and it was a pleasure working with you all. Cocktails on Friday night was also a great idea and a wonderful opportunity to network with peers. We received some wonderful prospective students. Again thank you to your team for a job well done."

Dental Nursing Australia

"Being our first Careers & Employment Expo that we have participated in independently, we were keen to promote the various and exciting careers that Target has to offer. We found at all Expos that we participated in during 2009, the EOC Group provided very professional service and were well organised."

Target Australia

"The response was quite good – a lot of interest was exhibited by a wide array of people."

Local Govt Careers - LGSA NSW

2010 Events:

The 2010 expo dates are currently being finalized.
Talk to you local EOC representative for further information
on: **1300 667 121**



81%
said they would return to
the NCEE next year

43%
of those employed said
they were satisfied in
current employment



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We would like to thank the following organisations for their support in 2009:

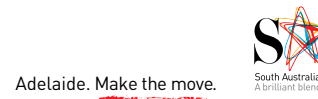


The Advertiser



The Daily Telegraph

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