



## MEDIA RELEASE

Monday, 1 May, 2017

### Ad campaign takes on 'dole bludger' stereotype of unemployed youth

#### Reality check: youth unemployment rate at 13.1%

The Job Hunter #NotDoleBludger outdoor advertising campaign, featuring striking images of young job seekers posted on bus shelters, was launched today by national welfare group the Brotherhood of St Laurence. It aims to challenge myths that young unemployed people are "job snobs" or not motivated to work.

The campaign, being rolled out this week, comes as the latest trend figures show the unemployment rate for young people aged 15 to 24 at 13.1 per cent for March, equalling 271,600 youth.

With the generous pro bono support of leading media company Adshel, the Brotherhood of St Laurence will reach audiences in Melbourne and Canberra across May and June through street-side advertising panels.

The ads feature young job hunters Ashley, 19, and Taylor, 18, wearing "Job Hunter Not Dole Bludger" T-shirts and link to a new website, [www.notdolebludger.com.au](http://www.notdolebludger.com.au)

Brotherhood head Tony Nicholson said it was time to stand up for young unemployed who are too often stereotyped in public discussion.

"Let's not replay the same old inaccurate story – that Australia's young unemployed people are lazy and don't want to work. From practical experience, I know this is far from the reality. Our young people know all too well that the passport to a good life in Australia is to work so they can achieve their goals and ambitions.

"As a baby boomer, I call for a new public narrative about the challenges young jobseekers face today. Being young and hunting for work in Australia has significantly changed from when this generation's parents and grandparents were young.

"Employers demand more skills and experience from all of us. And the entry-level jobs that used to exist for school leavers – from the mailroom, to the factory, to the farm – are disappearing in our globalised economy. We need to concentrate efforts as a community in creating opportunity for young people and building up their capacity for work.

"We thank the Adshel company for their support with this initiative."

Ashley, 19, said he was happy to be involved in efforts to challenge the dole bludger myth. "Every teenager wants to work. I don't think I've talked to a single one that just wants to sit at home and sit on the dole," he said. His last full time job was over summer working on a casual basis on the assembly line at a pickle factory.

Also featured in the campaign is Taylor, 18, who finished year 12 last year. She has casual hours in a fast food outlet and is searching for more regular work.

#### March youth unemployment rates for each state and territory, and their 'hot spots'

	Youth unemployment rate
<b>Australia</b>	<b>13.1%</b>
<b>New South Wales</b>	<b>12.0%</b>
Southern Highlands and Shoalhaven	24.7%
<b>Victoria</b>	<b>13.2%</b>

Melbourne - North West	17.6%
<b>Queensland</b>	<b>13.6%</b>
Queensland - Outback	48.0%
<b>South Australia</b>	<b>14.7%</b>
Adelaide - North	18.9%
<b>Western Australia</b>	<b>12.5%</b>
Western Australia - Wheat Belt	21.0%
<b>Tasmania</b>	<b>15.2%</b>
Launceston and North East	18.8%
<b>Northern Territory</b>	<b>7.7%</b>
Northern Territory - Outback	8.1%
<b>Australian Capital Territory</b>	<b>10.4%</b>

*Note: these are trend rates using the 12-month average to March 2017 from the Australian Bureau of Statistics.*

**Job Hunters Ashley and Taylor are available for interview.**

**Media inquiries: Jeannie Zakharov on 0428 391 117**

**Watch a video of job hunters Ashley and Taylor (1:54 minutes): [www.notdolebludger.com.au/](http://www.notdolebludger.com.au/)**