

MEDIA RELEASE:

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Wiggles encourage Australians to plan job future



NATIONAL CAREER DEVELOPMENT WEEK
.com.au



Anthony Field, Murray Cook, Jeff Fatt, and Sam Moran encourage Australian job-seekers

The Wiggles will support this year's National Career Development Week (NCDW) with a national TV, cinema, and radio campaign that says it's important to be proactive about job choices in the current climate – no matter what your age.

Says Blue Wiggle Anthony Field, "It's important to have a job but a job that suits you is even better. Take a course, write down your goals, and develop the skills to get a job that matches your interests and your lifestyle. There's some help on the web to get you started at nationalcareerdevelopmentweek.com.au"

The Wiggles "dream big" message will be seen on television and some cinema screens Australia-wide from May 13. Community service radio announcements including one from Blue Wiggle Anthony Field and one from Steve Liebmann will also run during May.

The Wiggles is an Australian success story that cuts across all demographics, and has now spread across the world stage. Yet the group is not immune to the challenges of managing a successful career. In 2006 The Wiggles bounced back from the shock departure of one of the founding members of the group, Greg Page, due to illness. As they approach almost two decades in the business, the group continues to work hard to maintain their top spot as preschool entertainers and educators with fresh new initiatives.

Career Industry Council of Australia President Mike Geeves, says, "The Wiggles' success is very much the result of combining interests and lifelong learning with a continuing passion for what they do. The National Career Development Week campaign encourages all Australians to do the same, to be proactive about managing your life, learning and work – and to take control of your future."

The National Career Development Week (NCDW) campaign, now in its third year, is supported by a website that provides helpful advice, inspiration and links to resources. NCDW career events take place throughout the year, with a special week of celebrations

from 18 – 24 May. NCDW is an initiative of the Career Industry Council of Australia (CICA) and supported by the Federal Government Department of Education, Employment and Workplace Relations (DEEWR).

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