

Media Release

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Great start to Ballarat's jobs challenge

The announcement on June 17 of 600 new information and communications jobs for Ballarat has been welcomed by the Committee for Ballarat as a great start to the city's job creation challenge.

Chair of the Committee for Ballarat, Tony Chew, said the decision by Vertex Australia to invest up to \$11.5 million to establish a Technical and Customer Support Centre in the city was "extremely encouraging and welcome".

"It's fantastic news and a credit to all who were involved in securing this investment for Ballarat, including the City of Ballarat and the State Government," he said.

Mr Chew said the development was exactly the sort of project Ballarat needed to attract to ensure it could meet its job challenge for the future as the population continued to grow.

The Committee for Ballarat has declared an employment challenge for Ballarat of 10,000 jobs in 10 years and Mr Chew said this was the perfect start in meeting that challenge.

"It is not just the fact that Vertex will create these jobs, but it is just as much about the positive signal this sends to other potential investors in this city and region," he said.

"These investment decisions have the capacity to build on themselves, with other companies recognising that they can have confidence in establishing or expanding their operations in particular locations, in this case Ballarat.

"The challenge of 10,000 jobs in 10 years is daunting, but when we see announcements such as this one it gives confidence that this level of employment creation can and will be met in Ballarat.

"It must be met if Ballarat is to avoid stagnating with unacceptably high levels of unemployment as people come here to live and find no jobs to occupy."

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