



MEDIA RELEASE

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Bounce, Climb, Fly to Employment Success

Latitude is the 2018 National Employment Services Association (NESA) Champion Employer of the Year. Latitude joins 5 other people and organisations honoured in the NESA Awards for Excellence ceremony held last night at the Brisbane Hilton, as part of NESA's 2018 National Conference.

Latitude is an indoor fun activity centre boasting an acre of climbing and trampolining activities for kids and adults alike. But the fun is not just for the customers. Latitude specifically employ 18 to 24 year olds, not only to maintain the young energy of the brand, but also with a deliberate aim of alleviating unemployment in the highest unemployment age group. They attract and retain staff by providing a fun and supportive environment for young people to thrive and develop.

Latitude reached out to Employment Services provider atWork Australia to maximise their effectiveness in recruiting new employees. The company took on 14 new recruits sent by atWork, of whom 12 are still employees.

The company deliberately takes on young, inexperienced employees, and are therefore committed to upskilling them and allowing them to develop within the company. They also maintain communication methods that ally closely with the technological reality and experience of their young staff, employing smart phones and social media as an integral part of their staff experience.

"It is always encouraging to see companies ready and willing to allow young people to get a start on their professional paths, and Latitude are an excellent example," said NESA CEO Sally Sinclair. "Latitude don't just give young people a job, they let them develop critical workplace skills that will be important to them throughout their careers. NESA are proud to acknowledge Latitude's exemplary business model with this most deserved award."

The NESA Champion Employer of the Year Award is proudly supported by the Department of Jobs and Small Business.

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