



TRANSPORT & LOGISTICS INDUSTRY SKILLS COUNCIL

Awards for Excellence 2015

WINNER

Excellence in Industry Promotion Award

Department of Education, Training and Employment

GenR8 is an industry-endorsed, employer-led school-to-work transition program for the transport, logistics and supply chain industry, managed by Queensland's Department of Education and Training.

From an industry and business perspective, GenR8 is a strategic recruitment model designed to address labour and skill shortages and the issue of an ageing workforce through youth engagement. GenR8 provides a genuine and significant opportunity for students to transition from school to an actual workplace and potential employment.

GenR8 promotes the transport, logistics and supply chain industry to youth as a viable and rewarding career upon exiting school. The program has deservedly become the industry's flagship youth engagement and recruitment strategy.

Workforce Development Initiative

GenR8 aims to create sustainable linkages between employers, local high schools and local communities by establishing schools as recruitment hubs. Through the program, Year 12 students are identified, selected and trained so they are industry aware, prepared and employable upon exiting Year 12.

Students undertake a nationally recognised qualification (Certificate II in Logistics) as well as 20 weeks (one day per week) in a structured work placement within a business environment. It is the perfect way to 'grow your own' workforce through a youth engagement strategy that provides real workplace experience, entry-level training and employability skills.

GenR8 is directly addressing both the ageing workforce and high youth unemployment rate by preparing students for entry-level employment opportunities with the transport, logistics and supply chain industry.

The program has been operating in Cairns, Tully, Innisfail, Townsville, Gatton, Warwick, Brisbane and the South East Queensland corner for three years. In 2015, GenR8 is being expanded to Fraser Coast, Bundaberg, Gympie, Moreton, Kilcoy, Toowoomba, Mackay and Rockhampton.

Outcomes included:

- An employment outcome rate of 66%
- Reduction in recruitment and selection costs (some employers now use GenR8 as their exclusive recruitment tool)
- Many businesses, including TNT, Transpacific Industries, Followmont Transport, KS Easter Transport Russell Transport and Young Guns Container Crews have now embedded GenR8 within their workforce development plans as a youth engagement recruitment model.



Queensland Government

