

Media Release

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Job-seekers across Australasia plug into a career fair like no other

It is a career fair like no other, it is the biggest of its kind in Australasia, and it begins next week. The **2009 VIRTUAL CAREERS FAIR** runs from **23 March – 9 April** and will see an estimated 15,000 students log-in for some virtual engagement with employers, student peers and university careers advisers.

The University of New England initiated the event in 2000 to give regional university students access to large graduate employers. Now hosted by Graduate Careers Australia (GCA), the VCF's aim is a more expansive one – to provide a unique online meeting place for students, employers and careers advisers across Australia and New Zealand.

“This is a unique event. It gives students an opportunity to engage directly with a range of employers and careers advisers. And for the first time this year the VCF is supported by every university in Australia and New Zealand,” said Kathy Unger, GCA Sales and Marketing Manager.

“Students are able to find information on graduate employers and most importantly, interact with them via live chat sessions. Universities also benefit by providing students with relevant job-search advice and promoting their university's career service.”

The 2008 VCF featured 87 employers and attracted 13,688 visits over the nine active days of the fair. Miss Unger said she expected participation numbers to be even greater this year. “Each year the event grows, so there will be a natural increase in student numbers. But in the current economic climate there are also likely to be more employers wanting to take advantage of this very cost-effective way of promoting their graduate program.”

Miss Unger said that by participating in the VCF, employers gained an effective medium to communicate information on their graduate program, potentially reaching regional students that would not otherwise have the opportunity to attend on-campus career fairs.

While the content of the VCF is designed for final-year university students or recent graduates, and exhibiting employers are recruiting for graduate roles, Miss Unger said that there are lots of general job search resources on the site that would be useful for anyone that is currently looking for work.

In addition to employer profiles and chat sessions, the 2009 VCF will feature interactive interview games; a “get the look, get the job” quiz; job-hunting resources such as employment, industry and salary information; information on visas for international students and information on university career services and on-campus career fairs.

Miss Unger said that the VCF chat timetable would be available via a Facebook application closer to the event. Interested students and others need to register to use the resources on the VCF site during the event period and to participate in chat sessions.

More information: visit www.vcf.graduatecareers.com.au

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GCA is a not-for-profit organisation and a leading authority of graduate issues in Australia.

