

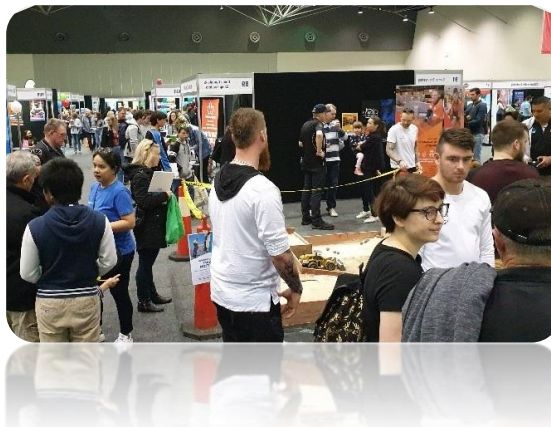
**August 2020**

Thursday 13<sup>th</sup> to Saturday 15<sup>th</sup>

**PERTH CONVENTION & EXHIBITION CENTRE**

*Showcasing*

**Working & Living in the Pilbara**



'Working & Living' in the Pilbara will be a Major Showcase at the 2020 SkillsWest Careers & Employment Expo promoting job opportunities in the Pilbara cities and towns.

This area will also educate expo visitors on the services, amenities, sporting and recreational activities for the whole family.

### About SkillsWest Expo

The SkillsWest Careers Expo is now Western Australia's largest careers, training and employment event. The Expo supplies businesses the opportunity to meet thousands of job seekers, career changers and students who are actively looking for information and advice on their future career path.

The event attracts over ten thousand job seekers, career changers and students.

Our mission is to connect organisations with thousands of people who are looking for guidance, clarity and opportunities in relation to their future career path.

The 2020 Expo will be staged from **August 13 to 15** at the Perth Convention & Exhibition Centre.

### Survey Results 2019

The 2019 Expo attracted over 10,000 visitors, our Visitor Survey Showed Expo Visitors in 2019 were...

- 26% Looking for Jobs
- 25% Graduates
- 16% Wanting University Options
- 18% Wanting a Career Change
- 15% Looking for Apprenticeships / Traineeships
- Gender Female 54% Male 46%

### Exciting News

**Education and Training Minister, Sue Ellery** has just announced that Perth will host the WorldSkills National Championships in conjunction with SkillsWest in 2020.

*The WorldSkills Championships is the nation's biggest vocational education and training (VET) competition, showcasing up to 60 different skill categories.*

### Marketing the Pilbara

As a Major Showcase - **'Working & Living' in the Pilbara** will be highlighted within SkillsWest...

- Promotional Posters and Flyers
- EDM's to Job Seekers, Career Changers and Graduates from the SkillsWest data base
  - Full page advert and editorial in the Expo Show Guide Magazine (Magazines are given to visitors at the Expo entrance)
  - Dedicated Page on Expo Web Site including Listing of all Exhibitors
    - Four facebook posts leading into the Expo

### The Organisers

KJEX Pty Ltd, trading as Kym Jones Exhibitions acquired the Careers and Employment Expos in Brisbane, Adelaide and Perth from Diversified Australia in July 2016. Once acquired, KJEX restructured the events; this new direction along with increased marketing has seen a surge in visitor attendance and exhibitor numbers.

Kym Jones has been a leader in the exhibition industry for 30 years presenting a range of popular home and lifestyle events plus industry trade shows.

**SPECIAL SPACE RATE AVAILABLE** for Chamber of Commerce & Industry Members

**To find out more, please contact Chris Brooks at Kym Jones Exhibitions**

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**[www.careeremploymentexpo.com.au](http://www.careeremploymentexpo.com.au)**