



Media Release

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CareerOne educates voters for upcoming federal election

National employment website, CareerOne.com.au, has launched a new editorial feature, **Election 2007- Your Future At Work**, in the lead up to the November 24 federal election.

The new section features credible, useful information on work-related policy promises being made by the major political parties, including an easy-to-use multimedia guide. The feature has been designed to educate working people on how their upcoming vote will impact their future, in particular their career.

The new **Election 2007 – Your Future At Work** feature on CareerOne.com.au includes:

- A comprehensive guide to what the five major political parties (The Coalition, The Australian Labor Party, The Democrats, The Greens and Family First) are promising in eight policy areas: Industrial Relations, Tax Reform, Welfare to Work, Working Parents, Indigenous Affairs, Vocational Education, Immigration and Higher Education.
- A variety of video content including interviews with voters and statements from candidates
- Opinion pieces
- Election news from around the News Limited Group focusing on employment related issues

Editor of CareerOne, Kate Southam, says the new election feature demonstrates a commitment to engaging and educating working people well beyond just providing job hunting tips.

"CareerOne.com.au offers its users a range of engaging content surrounding employment and helping people understand what is being promised by politicians to improve their future working life is an important part of this," she said.

"Political party policies on employment are a vital part of the decision making process in this federal election. Issues such as industrial relations, tax reform and working parents are a real part of daily life for a lot of Australians and we are helping people make an informed decision."

Election 2007 – Your Future At Work comes following CareerOne.com.au's relaunch last month, offering a new and enhanced website making it even easier for job candidates and employers to connect.

The new-look website features new and improved tools to engage and assist job hunters, including: new guided search capability and navigation, detailed company profiles to research potential employers with video and photographs. The enhanced site also boasts tailored editorial content, personalised career advice and a suite of tools for candidates to manage cover letters, resumes and job alerts.

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About CareerOne.com.au:

CareerOne.com.au is News Digital Media's (News Limited's digital business) national digital employment brand. CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers and News Digital Media, creating a leading recruitment service with truly national reach. With more than 60,000 job listings and an unrivalled collection of career advice, articles and resources, CareerOne provides unrivalled information and support for people looking for jobs or interested in their career development. CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.

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