

MEDIA RELEASE

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RECRUITMENT FIRM “CAR GIVEAWAY” TO COMBAT ACUTE TALENT SHORTAGE.

Family-owned recruitment firm, Summit Recruitment is offering a brand-new car as a prize to one lucky member of its temporary and contract workforce, in a promotion designed to attract the volume of workers required to meet client demand in the lead up to Christmas.

The Summit Recruitment Car Giveaway promotion aims to attract 1,000 new candidates to Summit Recruitment prior to 1st December so the recruitment firm can meet the increased demand from clients over the Christmas period.

According to Summit Recruitment Founder, Mr Jon Munoz, blue-collar and industrial recruitment specialists are feeling the pressure from clients to attract large volumes of talent, from a talent pool that is essentially non-existent.

“Our clients are ready to return to full production post the pandemic, they are screaming out for more workers.”

“The Government’s recent Jobs Summit talked about increasing the available workforce through changes to migration, retirement pay structures and disability engagement structures. These are all welcome initiatives, but the fact is, those measures will not be in place this side of Christmas. Our clients need workers today for the pre-Christmas rush.”

In an effort to attract new candidates into the Summit Recruitment Workforce, Mr Munoz and his team decided they needed to think differently – that is where the Summit Recruitment Car Giveaway idea was born.

“It’s certainly a different approach. I have never heard of a recruitment firm giving away a brand-new car to a member of its workforce simply for doing their job,” Munoz said.

“Extraordinary times call for extraordinary action and these are definitely extraordinary times. Some people may see this promotion as over the top, but from my perspective it’s a serious business decision driven by the acute talent shortage facing the Australian business community.”

“We are committed to fulfilling the needs of our clients in the lead up to Christmas and beyond. To do that we simply need more workers,” Munoz said.

Summit Recruitment will be giving away a brand-new MG Core3, valued at \$18,990.

The draw will take place at 12pm on Friday 23 December 2022 at Summit Recruitment Head Office (97-101 Victoria Street, Smithfield, NSW). The draw will also be live streamed on the Summit Recruitment Facebook page.

For full details regarding eligibility and other terms and conditions contact Summit Recruitment on 1300 080 080 or visit - www.summitr.com.au/win-a-car.

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