



TLI Connect

Followmont Transport are leading the way

Followmont Transport is tapping into the next generation of workers to proactively address their ageing workforce.

In comparison to other industries, the transport and logistics industry has one of the highest percentages of mature aged workers and lowest percentage of young people in the workforce. People and Culture Manager at Followmont, Alice Atkins, recognises that unless their company takes steps now to attract younger workers, it will be a major workforce issue down the track. 'We are thinking, what's Followmont going to do, or what's the industry going to do in 10 years' time? Because there is going to be a huge gap.'



Zachary Keys, Ashleigh Keleher, Cody Walton,
Alice Atkins and Colleen Hills

One of the steps the company took was to support Alice to deliver a Business Blackboard lesson to the Year 12 English Communications class at Earnshaw State College. The lesson gave Alice a chance to talk with the students about Followmont, what they do and the wide variety of career opportunities available within the company. The students also learnt about recruitment processes, how employers review applications and how students can stand out from the crowd when applying for jobs. 'Hopefully it opened up their minds so they could see that an employer looks at a lot more than just the resume.'

The students responded positively to the lesson and commented on how great it was to have someone come in from the real world to teach an industry based lesson.

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Alice was not surprised the students weren't aware of the career opportunities available to them in the transport and logistics industry, she was in the same boat before starting work at Followmont. 'I didn't even know the industry existed. You see trucks on the road but it never really clicked. It was only when I got my foot in the door here, that it actually opened up a whole new world,' she said.

Followmont has also had great success with the GenR8 youth program, a 20 week structured work placement that combines a qualification and valuable on the job work experience for Year 12 students. Seven of the students who participated in the program over the last two years have gained employment with the company on completing the program.

The benefit of adding Business Blackboard lessons to their youth strategy is that Followmont can showcase the industry to students from as early as Year 10. Understanding more about the industry and the opportunities that exist within it means students are more likely to consider transport and logistics as a career path. 'I would have loved if someone came to my school and explained the industry,' Alice said, adding that there is much more to the industry than trucks and warehousing. 'We have all the business units, Sales, Human Resources, Finance and IT. There are so many different career possibilities.'

If you are a transport, logistics or supply chain business interested in finding out more about youth strategies, please contact us at TLI.Connect@tmr.qld.gov.au or on (07) 3066 0785.

