

Media release



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yourtown turns the big 6-0 this month with a luxury Prize Home that delivers career growth to teens

yourtown marks a 60 year milestone this month. Since 1961, **yourtown** has supported young people by tackling the issues that affect them, along the way generating many thousands of pathways to ensuring brighter futures.

“Over the last 20 years of this history, **yourtown** has been a pioneer of Social Enterprises in Australia, having provided more than 3,000 young people with paid work experience and training. **yourtown’s** Social Enterprises significantly improves the life prospects of young people by providing them with the opportunity to earn and learn, developing the skills necessary to move into employment. This is especially important for those who face the prospect of being long-term unemployed,” said **yourtown** CEO Tracy Adams.

“This can be seen in the recent construction of the ultimate family dream home nestled on 2.5 acres in Queensland’s serene Tallebudgera Valley in the Gold Coast hinterland, which has been announced as the **yourtown** Art Union 60 year milestone property with a value of \$2.4M. The engagement of young people in the landscaping and irrigation and concreting of this modern, architecturally designed home has opened up opportunities for future apprenticeships and long term employment,” said Ms Adams.

“We’re proud that our anniversary Prize Home Draw has provided a great opportunity for young people to be involved. They have not only been involved in the development of a luxury home package, but also to contributing to the funds raised to the lives of thousands of children and young people across Australia. For many that also includes making a contribution to breaking the cycle of unemployment.

“With youth unemployment rates at 11.96% in Australia, young people are facing massive challenges when looking for a job, including a lack of vocational and non-vocational skills. Our goal is to transition young people into ongoing sustainable employment in the future,” continued Ms Adams.

Brock, a trainee in **yourtown’s** Social Enterprises program, worked on our beautiful Tallebudgera property. Through his training, Brock has gained experience in a wide variety of trade disciplines.

“I’ve learned so many different skills. We’ve done plumbing, concreting, landscaping, just a jack-of-all-trades, really. Not skills for just the particular industries, but skills that can help me get a foot in the door to employment in any industry that could offer me a job in the future,” he said.

“**yourtown** Prize Homes have played a significant part in creating brighter futures for Brock and thousands of other young people across Australia. It truly is a win-win,” said Ms Adams.

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