



Friday, 2 May 2008

**POWERCOR CELEBRATES ITS NEW GENERATION
OF LEADING EMPLOYEES**

Performance excellence among Powercor's future leaders will be celebrated at the Annual Apprentice and Trainee Awards at Ballarat Lodge this Friday, 2 May 2008.

The awards formally recognise Powercor apprentices and trainees for dedication to their careers to date and their efforts in developing the necessary skills to earn nationally recognised qualifications in the electricity industry.

Former Australian cricket world cup hero, Damien Fleming, will be guest speaker at the event. Fleming will discuss his career and draw parallels between his apprenticeship at the highest level of Australian cricket and the challenges faced by Powercor's apprentices and trainees.

As the only Australian to have taken a hat-trick on test debut, Fleming is well placed to impart valuable knowledge to attendees about making big impacts from the outset in their careers.

Powercor's Chief Executive Officer Shane Breheny will be in attendance to individually congratulate all award winners and graduates of the apprentice and trainee program.

CitiPower and Powercor Apprentice and Trainee Coordinator, Steve McConnell, said the event would enable apprentices and trainees to celebrate their career success with their mentors and reflect upon their achievements to date.

"Today's awards ceremony recognises how far this apprentice and trainee program has taken our business, with many former program participants now undertaking mentoring roles to help support the newest recruits being integrated to the system," Mr McConnell said.

"A commitment to developing young talent has enabled us to secure long term sustainability for our workforce. This program has helped us reach two significant milestones – reducing the average age of our field workforce to less than 40 and reaching more than 100 trainees and apprentices in training for the first time in our history.

"The individuals to be recognised today are motivated employees who have provided the highest standards of professionalism and customer services," Mr McConnell said.

Mr McConnell said that the business's long term ambition is to ensure the continued development of its field-based workforce

"CitiPower and Powercor provide structured training programs that place critical emphasis on health and safety and set high standards for the development of all apprentices and trainees," he said.

Media inquiries: Powercor's 24-hour media service on 9683 4342.

MEDIA RELEASE