



SUPPORTING
INDIGENOUS
CAREERS FOR
OVER 25 YEARS

11 February 2022

MEDIA RELEASE

Aboriginal Employment Strategy celebrates 25 years ‘We Deadly Together’

Starting the year off strong, the Aboriginal Employment Strategy (AES) are celebrating their 25 years in operation, kicking off as major sponsors of the NRL Indigenous All Stars game in Sydney 12 February.

Proud Murri and South Sea Islander woman and CEO of Aboriginal Employment Strategy, Kristy Masella said it was about celebrating the success of working together.

“We are so proud. It is not only an achievement for us as an organization, but a reflection of the partnership approach that has gotten us to this point. Working in collaboration with community and employers to create career opportunities. That’s at the heart of what we do at AES, and as a result we are deadly, together,” Kristy said.

The AES works with more than 550 employers across Australia each year to create career opportunities for Aboriginal and Torres Strait Islander Australians. 16 regionally based offices across four states and territories, work locally to support more than 1,150 career opportunities each year.

Part of the approach is working with the employer to support cultural competency and understanding, and helping individuals develop skills and capabilities they need for career success.

“Our employers are key. They come to us with a willingness to do better, be better. They walk with us to better their organisation in terms of cultural capability and understanding, inclusiveness and building respectful connections to local communities - with the ultimate aim of creating a culturally safe workplace for our people,” said Kristy.

“But the ultimate outcome is driven by mob. It’s the resilience and strength of the individual, that desire to support their family, community and be proud in what they have achieved through their job and ultimately their career. That’s what makes AES so special, we are all working together to support Aboriginal and Torres Strait Islander people to succeed. The AES approach is strengths based – it’s a key difference in our approach to supporting better employment outcomes – and as a result, we are standing the test of time, growing stronger each year.”



SUPPORTING
INDIGENOUS
CAREERS FOR
OVER 25 YEARS

The proof of success is seen in many ways – 25,000 career placements since establishment plus 2,500 traineeships and apprenticeships. Further, 85% of Indigenous candidates placed by the AES remain in employment long term.

Kristy credits this to the AES mission to drive change across sectors and place people in careers that interest them rather than define them.

“We don’t put any restrictions about the type of work people are interested in. As a result, we see huge growth in a diverse range of sectors. Over recent years, we’ve seen a lot of success in Aboriginal women gaining careers in the construction industry for example. A typically male dominated industry that is now a sector of choice for many women, given the opportunity are achieving huge success,” Kristy said.

The AES supports people of all ages, from 16 to 76-year-olds represented in their client cohort.

In recent years, the organisation has expanded to support more careers in Australia’s largest employers including government agencies and kickstarting career pathways across every industry and sector and at every level.

AES was established on Gomeroi/Kamilaroi country in response to low unemployment of Aboriginal people in the regional northern NSW community of Moree.

Today, the AES operates in 16 regional offices, is a 100 per cent Indigenous managed and Supply Nation Registered Charity. 95% of AES staff are First Nations, representing more than 140 Aboriginal and Torres Strait Islander language/clan groups nationally. Aboriginal women make up a significant portion of AES senior management.

The AES also operates a successful Art Gallery, Yaama Ganu, supporting economic participation in regional and remote Aboriginal communities and careers in curating, gallery management and hospitality.

Café Gali, in Moree is also run by AES, providing employment, experience and training for local Aboriginal people in hospitality and customer service.

-ENDS-

Media enquiries

Haidee Allan / 0402 560 135

haidee@33creative.com.au or media@33creative.com.au



SUPPORTING
INDIGENOUS
CAREERS FOR
OVER 25 YEARS

MEDIA ASSETS

MEDIA IMAGES



[Click to download](#)

AES CEO Kristy Masella with little stars of the [NRL 'Little legends, big dreams' series](#).



[Click to download](#)

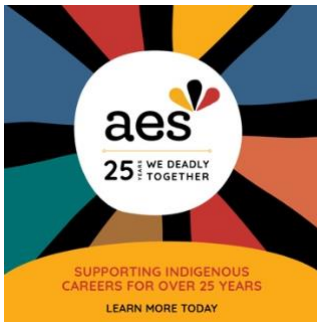
NRL All Stars Josh Addo-Carr and Shaylee Bent, celebrating 25 years of AES ahead of the game.



[Click to download](#)

NRL All Stars Captain Josh Addo-Carr and little stars of the ['Little legends, dream big series'](#) to celebrate 25 years of AES.

SOCIAL MEDIA TILES



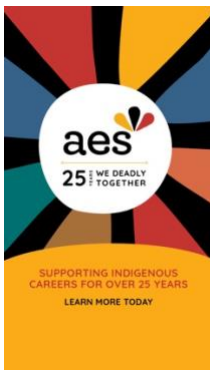
[Click to download](#)



[Click to download](#)



[Click to download](#)



[Click to download](#)



[Click to download](#)



[Click to download](#)

MEDIA BACKGROUND

ECONOMIC IMPACT SINCE INCEPTION

Economic impact of the AES over the last 25 years representing the net present value of benefits over the lifetime of all candidates

Value to individuals/communities	Dollars (\$)
Direct income benefits	2,061,070,853.75
Benefits from reduced medical costs	9,418,483.75
Benefits on better childhood development outcomes	3,287,702.50
Benefits from lower incidences of property crime	5,651,682.50
Total value delivered to individuals/communities	2,079,428,723.00
Value to government	
Cost saving from reduced welfare payments	55,212,412.50
Benefits from increased tax revenue	180,300,536.25
Benefits from reduced medical costs	178,951,182.50
Benefits from reduced alcohol and other drugs consumption	
Cost savings on the health system	1,797,312.50
Cost savings from reduced criminal justice costs	1,126,252.50
Benefits from reduced property crime	4,454,576.25
Total value delivered to government	421,842,272.50

Source: Data based on the AES commissioned report by PwC, The Economic Value of the Aboriginal Employment Strategy Ltd