

# Media Release

**The Hon Jaala Pulford MLC**

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



Wednesday, 17 November 2021

## **SALONS REGROWTH: MORE HAIRDRESSERS MAKING THE CUT**

More hairdressers will soon be in salons across the state to meet the growing demand for tresses to be trimmed, treated and coloured thanks to the Andrews Labor Government.

Minister for Employment Jaala Pulford today visited Ohana Salon in Collingwood where owner Olivia Zynevych has taken on a recruit under the program – a partnership between Jobs Victoria and Box Hill Institute that will create 75 ongoing and secure hairdressing jobs for women over 45, young people and long-term jobseekers.

It's a win-win as jobseekers embark on a new start and the industry gains enthusiastic workers, including hairdresser Chiara Perrone, 26, who suffered an injury prior to the pandemic which forced her to take a break from the profession and work.

The program has provided Ms Perrone with support and mentorship from Ms Zynevych, who has praised her new worker for the skills and enthusiasm she has brought to the salon.

As the industry reopens and demand for stylists and makeovers increases, the initiative will see aspiring hairdressers complete two weeks of training before starting work – in time for summer and the celebration season.

The hairdressers will continue to learn as they earn, studying a Certificate III qualification in either hairdressing or barbering while receiving on-the-job support and skills development.

The initiative is supported by the \$250 million *Jobs Victoria Fund*, which is creating 10,000 steady and secure jobs for those people most impacted by the pandemic.

Jobs Victoria works with employers in sectors with workforce demand to create jobs, then supports people looking for work to secure and train for the new roles.

Find out how Jobs Victoria can help employers or people looking for work at [jobs.vic.gov.au](https://jobs.vic.gov.au) or call the Jobs Victoria hotline on 1300 208 575.

### **Quotes attributable to Minister for Employment Jaala Pulford**

*"Many people have struggled to find work through no fault of their own, and now as we reopen we're making sure Victorians have every chance to build a rewarding career."*

*"Jobs Victoria is backing partnerships that marry work with training to produce enthusiastic, engaged workers in industries like hairdressing where demand for staff is high."*

### **Quote attributable to Ohana Salon owner Olivia Zynevych**

*"This great program with Box Hill Institute and Jobs Victoria has enabled us to continue with the ongoing education programs that are required to remain at the industry's forefront."*

### **Quote attributable to Ohana Salon recruit Chiara Perrone**

*"I have found the support invaluable and feel like this is not just putting me through a course, but supporting me on my journey of my future career path."*

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