

media release

SA Metropolitan Fire Service



CHALLENGE YOUR POTENTIAL: MFS launches diversity in recruitment campaign

Wednesday, 17 July 2019

Boosting workforce diversity will be the focus of the Metropolitan Fire Service's (MFS) latest full-time firefighter recruitment campaign, which launches today.

The organisation is challenging historical stereotypes of who is, can and should be a firefighter, seeking greater numbers of women and culturally diverse people applying.

The proactive campaign has a fresh tagline of **Challenge your Potential**, which urges people to challenge what they can achieve in their career – and look to become a firefighter.

MFS Chief Officer Michael Morgan said the MFS is urging fit, community-minded people who may never have considered firefighting before, to challenge their potential - and apply.

“There would be many women and culturally diverse people who would suit the team environment of firefighting but who've never thought it's a possibility for them. Our recruitment campaign is about reaching those people, asking them to research firefighting on our website and apply.”

The organisation has seen a 35 % increase in female firefighters within its ranks since announcing a push for greater diversity three and a half years ago.

“Currently we have 20 full-time female firefighters, up by seven since 2016, while applications from culturally diverse people have also jumped. We're determined to build on this success when full-time firefighter applications open on Monday, 29 July,” MFS Chief Officer Morgan said.

In recent years, the MFS has attracted applications from up to 2,200 aspiring firefighters. In 2019, it will be the **first time** the public will be given advanced notice of recruitment dates.

Applications to become a full-time MFS firefighter will **open on Monday, 29 July** at 9.00 am and close on Friday, 9 August 2019 at 5.00 pm sharp. Late applications will not be accepted.

MFS firefighters **Liam, Brooke, Dylan and Samantha** (L-R, pictured above) feature in the latest recruitment campaign and are available for interview.

The goal of the campaign is to see the organisation's firefighting workforce increasingly reflect the diversity within the community it serves. To find out more about applying, visit www.mfs.sa.gov.au

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