

media release

SA Metropolitan Fire Service



CHALLENGE YOUR POTENTIAL: Full-time MFS firefighter applications open

Monday, 29 July 2019

The Metropolitan Fire Service (MFS) is encouraging a diverse range of people to apply to become full-time firefighters as recruitment begins today.

Applications to become a full-time firefighter **opened at 9.00 am on Monday, 29 July** and will **close on Friday, 9 August 2019** at 5.00 pm sharp (South Australian time).

With the organisation needing to recruit about 300 new firefighters over the next few years to replace retiring personnel, the MFS is seizing on the opportunity to diversify.

The MFS has launched a recruitment campaign with a fresh tagline of ***Challenge your Potential***; urging people to challenge what they can achieve in their career – and look to become a firefighter.

MFS Chief Officer, Michael Morgan said the organisation is encouraging fit, community-minded people to apply.

“Our campaign is about encouraging people who may hold all the attributes of a firefighter but who may have never considered firefighting as a career before, to apply.

“In recent years we’ve seen more women and culturally diverse people applying and being recruited as firefighters, and we want to build on this. With greater diversity in applications, our workforce will continue to diversify,” MFS Chief Officer Morgan said.

The goal of the organisation’s proactive recruitment campaign is to see the firefighting workforce increasingly reflect the diversity within the community it serves.

The campaign involves bus shelter advertising, social media advertising, website updates, fresh imagery and graphic design and traditional media.

For more information and to apply, visit: www.mfs.sa.gov.au

For media enquiries please telephone the MFS Media Line on (08) 8204 3770

www.mfs.sa.gov.au

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