**MARKETING STUDENTS AND 13CABS FACE OFF IN A FUN RUN**

It was a survival of the fittest when Holmesglen Marketing students recently took on 13CABS drivers in a competitive treadmill fun run at Fitness First, Chadstone.

The students created a marketing and communications brief and a part of it was to organise a spin-off event to coincide with the Holmesglen’s Recreation Team, Health and Wellbeing Week and link it with one of Holmesglen’s activity partners, 13CABS.

The marketing students came up with the fun run idea after seeing the lead-up activities on social media by 13CABS to showcase their involvement in the AFL Grand Final via Australia’s Fastest Cabbie competition. This event was organised to reward the cab drivers for their hard work in the community.

Marketing teacher, Jasmine Beschorner said “Providing students with real-life clients such as 13CABS and Holmesglen’s Recreation team, provided students with a catalyst to brainstorm an actual event and then develop the brief event further”.

Matt Smith from Holmesglen’s Recreation team congratulated the effort from the marketing students, “Having them develop some innovative and creative ways to engage students, staff and some of our sponsor partners in a fun run has helped us broaden the awareness of the importance of maintaining physical and mental health”.

Nancy Allet, Manager of the Business and Finance Department, welcomed the fun run idea, and felt it would provide students with an opportunity to de-stress during the lead up to the final assessment period.

The event was a great success with 12 Diploma of Marketing students participating in the event and run along with three 13CABS drivers. The winner was a Holmesglen student, Arthur Doux.
Do you have students who thrive on helping other people and are looking to pursue a rewarding career path?

Holmesglen is a proud provider of quality community services qualifications and is now offering two new dual qualifications in Youth Work and Alcohol and Other Drugs.

Our teachers have consulted with the sector and discovered that these dual qualifications give the student a great advantage when seeking employment.

One qualification incorporates the Certificate IV in Youth Work and the Certificate IV in Alcohol and Other Drugs. This is a 1-year full-time course. Students who undertake this course have the option to move into the Diploma of Youth Work for an additional 6 months.

The other qualification incorporates the Diploma of Youth Work and the Certificate IV in Alcohol and Other Drugs and is an 18-month full-time course. Students undertaking this course have the option to exit after the first 12 months with the Certificate IV in Youth Work and the Certificate IV in Alcohol and Other Drugs qualification.

Both courses are held at Holmesglen’s Moorabbin campus and run for 3 days per week integrating work placement throughout.

Some areas of employment that are popular for graduates with this qualification are:

- Schools and education settings
- Housing Services
- Support Workers
- Case Workers

For more information
T: 03 9209 5854
E: socialscience@holmesglen.edu.au