



Media Release

SA Metropolitan Fire Service

CHALLENGE YOUR POTENTIAL: MFS launches diversity in recruitment campaign 26 April 2022

Metropolitan Fire Service's (MFS) launches the latest full-time firefighter recruitment campaign today to boost workforce diversity.

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 campaigns' tagline of *Challenge your Potential* 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 community-minded, fit 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 the number of female Firefighters double since the Chief Officer first announced the increased focus on diversity in 2015.

"Currently we have 24 full-time female firefighters, with 8 of those being recruited since the 2018 campaign, while applications from people from cultural and linguistically diverse backgrounds have also jumped. We're determined to build on this success when full-time firefighter applications open on Tuesday 26 April," MFS Chief Officer Morgan said.

In recent years, the MFS has attracted applications from around 2,200 aspiring firefighters, making it arguably one of the most sought-after roles in the state. This year, applications will be open for an extended period meaning that the public can apply throughout the entire duration of the 4-week campaign.

Applications to become a full-time MFS firefighter will **open on Tuesday, 26 April** and close on Friday, 20 May at 5.00pm sharp. Late applications will not be accepted.

MFS firefighters Joel, Ailsa, Damien, James and Gen feature in the latest recruitment campaign and are available for interview. Please call MFS Media on 8204 3770 to arrange interviews.

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

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

Members of the public should call the MFS Community Engagement Department on (08) 8204 3611 during business hours for further information. Country callers 1300 737 637.