

Wednesday, 23 November 2016

## **ARC “future-proofing” the refrigeration & air conditioning industry**

The Australian Refrigeration Council (ARC) has released a new video which highlights the refrigeration and air conditioning (RAC) industry, promoting it as a career of first choice.

“The RAC industry has many facets and is central to maintaining the living standards of the modern world,” said Kevin O’Shea, Chairperson of the ARC.

“It plays a very important role in today’s society, deserving to be presented as dynamic, prosperous and vital, with many exciting and diverse opportunities. The industry warrants its own widely recognised profile in the community,” said Mr O’Shea.

“Surgery cannot be performed without RAC technicians and equipment, nor can food be kept fresh. Peoples’ welfare and comfort is directly affected by refrigeration and air conditioning.”

The RAC industry is ever evolving, utilising modern technologies to achieve energy efficiency and environmental benefits. The sector is at the cutting edge in energy efficiency and environmental stewardship, having led the world for over 10 years in Australia’s commitment to environmental best practice through the RAC sector.

“All this leads to a vast array of potential career opportunities. This video is all about getting prospective students excited about the trade. We are currently distributing the video to career counsellors in secondary schools around Australia. We encourage all people in the RAC industry to spread the word – let’s get young people excited about our trade again,” Mr O’Shea said.

The ARC services over 84,000 individuals and businesses in the RAC sector. This video is just one example of the initiatives the ARC is investing in for the betterment of the industry, participants and those who use refrigeration and air conditioning services.

Visit [www.arcltd.org.au/careers](http://www.arcltd.org.au/careers) to view the video.

*For further information, please contact Alex Doran, General Manager, Communications & Business Development at the ARC on 03 9843 1601 or email [adoran@arctick.org](mailto:adoran@arctick.org)*