



MEDIA RELEASE

30 January 2026

WPC Group Chairman Sophie Ramsey Urges Employers to Think Laterally to Win the War for Talent in 2026

As summer holidays end and businesses begin to focus on how to meet their 2026 workforce development needs, Sophie Ramsey, Chair of WPC Group, Australia's leading Group Training Organisation (GTO), is urging employers to shift focus from expensive recruitment practices to a more sustainable strategy: building their own talent from the ground up.

"With unemployment at 4.1%, seeking to fill vacancies via the open market is a high-risk strategy, as buying established talent requires a premium, which is expensive and risks creating an inflationary arms race," said Ms Ramsey. "The shrewd employers who are winning the war for talent are those choosing to use WPC Group and NextGen Jobs to 'build' talent in-house rather than hoping to 'buy' it from a tight labour market".

"Engaging an enthusiastic young apprentice or trainee through WPC Group is a proven investment, enabling employers to develop a loyal worker specifically trained to meet their unique business needs."

WPC Group acknowledges that for many business owners, the barrier to "building" talent is the administrative complexity. "Many business owners are experts in their industry, but not in HR, payroll, or compliance. WPC Group's award-winning model removes that burden entirely and provides a blueprint for addressing enduring skills gaps," Ms Ramsey explained.

"At WPC Group, we handle the recruitment, administration, and government engagement. We de-risk the process, allowing you to focus on what you do best: growing your business."

"We work across a wide range of sectors, so if you are facing skills or hiring challenges, the solution is clear: invest in an apprentice or trainee, invest in your future," said Ms Ramsey. "If you are keen to start building your workforce's future, call today."

To secure your future workforce without the administrative burden, contact WPC Group on 1300 656 461 or visit wpcgroup.org.au

All quotes attributable to Sophie Ramsey, Chair of WPC Group.

About WPC Group: WPC Group is a not-for-profit Group Training Organisation that has launched more than 18,000 careers over 45 years. Specialising in apprentice and trainee management, WPC Group works with partners such as Nissan, Esso, Mercedes-Benz, Porsche and local and state governments to build Australia's skilled workforce.

Media contacts: Sophie Ramsey, Chair of WPC Group is available for interview. Please contact Stephen Nasr by email: snasr@wpcgroup.org.au or mobile: 0421 462 564.