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F/17/138  
D/19/81345

10 September 2019

Committee Secretary  
Joint Standing Committee on Migration  
P O Box 6021  
Parliament House  
Canberra ACT 2600

Dear Sir/Madam

**RE: Inquiry into migration in regional Australia**

I refer to the above matter and wish to have the matters below listed as the basis of Council's submission to the Joint Standing Committee inquiry.

**Locally-led initiatives**

Southern Grampians Shire Council (SGSC) is located in south-west Victoria, covering an area of over 6,500 square kilometres and a population of just over 17,500. The regional centre is Hamilton, with a population of just over 10,000. Major industry sectors include agriculture, food and fibre and personal professional services.

In August 2017 Council entered into a Memorandum of Understanding with Leadership Great South Coast and the Great Lake Agencies for Peace and Development International to establish working relations for settling community members within the Shire as part of the Great South Coast Economic Migration Project. The main objectives of the MoU were:

- Successfully integrate new community members from migrant backgrounds to Southern Grampians Shire to strengthen the social, economic and cultural activities of existing communities.
- To promote intercultural relationships throughout rural communities.
- To promote best practice resettlement modules.
- To create and promote good working relationships between the Southern Grampians Shire community and the new families to the area.
- Promote multicultural activities in the local communities.
- Support incoming families in employment opportunities, training and linking them with service providers.

The Great South Coast Economic Migration Project (GSCEMP) assists metropolitan families, originally from Africa to relocate to rural towns in the region.

Families aspire to move to our region to gain employment, access farming and rural lifestyle opportunities creating a new life for themselves and to contribute to our communities

Following the establishment of the MoU, a Great South Coast Economic Migration Project Working group was established. A review of the working group operations in early 2019 has led to a renewed focus on employment, particularly in agriculture and food and fibre and on industries where labour shortages exist. Working group members possess local experience and knowledge in these areas.

The program has extended into neighbouring Glenelg Shire Council and to date project progress is as follows:

***Population Growth***

*Southern Grampians Shire Council*

Families	5
Adults	11
Children	23
<b>Total number of people</b>	<b>34</b>

*Glenelg Shire Council*

Families	4
Adults	5
Children	12
<b>Total number of people</b>	<b>17</b>

***Total Population Growth***

Families	9
Adults	16
Children	35
<b>Total number of people</b>	<b>51</b>

***Total Jobs Filled***

Full Time	4
Part Time	6
Casual	1
<b>Total Number of people</b>	<b>11</b>

***Break down of jobs by sector***

Manufacturing	1 x Full Time
Forestry	1 x Part Time
Agriculture	1 x Full Time
Construction	1 x Full Time
Child Care	1 x Full Time
Translation	1 x Part Time
Aged Care	1 x Part Time
Cleaning	1 x Part time
Disability Support	1 x Casual
Health	1 x Part Time
Project Management	1 x Part Time

***Job sectors that families are seeking work***

Agriculture	2
Disability Support	1
Civil Engineering	1
Manufacturing	1
<b>Total</b>	<b>5</b>

**Regional Support and Collaboration**

The Great South Coast Group is a formal alliance of local government, business and community partners working towards a more prosperous, equitable, sustainable and liveable Great South Coast region.

Encompassing the Shires of Corangamite, Moyne, Southern Grampians and Glenelg and the City of Warrnambool, the Great South Coast Group's key cities and towns include Warrnambool, Port Fairy, Camperdown, Portland and Hamilton.

The region is blessed with a beautiful natural environment and internationally recognised iconic tourism assets including the Shipwreck Coast's Great Ocean Road, the 12 Apostles and the awe-inspiring Grampians.

Given the above program and results, it was recommended that the Great South Coast Group formally recognise this approach in our Regional Priorities and work with all stakeholders and supporters to drive both the profile and successes of this program.

In August 2018 the GSC Board resolved to submit via the Regional Australia Institute (RAI) a funding proposal for \$250,000/year to:

- support the work of the Designated Area Migration Agreement (DAMA) in Warrnambool and the region,
- broaden the Economic Migration pilot in Southern Grampians and Glenelg,
- provision of support services within the region for new arrivals.

In October 2018 the Board was presented and supported the Designated Area Migration Agreement (DAMA) proposal presented by City of Warrnambool on behalf of the GSC Group. The initial focus was on food processing, dairy and agriculture sectors which has subsequently been approved and is being implemented.

Additionally, a broader project was presented entitled Designated Workforce Project to present a cohesive narrative around our workforce and population shortages.

Whilst much work has been undertaken to date little support has been received directly from State or Federal Government to progress these initiatives.

The Great South Coast Regional Partnership is one of nine Partnerships across the state, established by the Victorian Government, recognising that local communities are in the best position to understand the challenges and opportunities faced by their region.

Separately but linked the Great South Coast Regional Partnership has supported work leveraging from the 2018 Regional Skills Demand Profile Great South Coast by the Victorian Skills Commissioner to map and forecast the jobs and employment profile of the region looking forward.

Finally this work has been on the radar of the region since the development and release of the Barwon South West Population Levers for Economic Development report released in September 2016 and the further work, research and programs to date are all supportive to this work.

The work of the GSC RP has now concluded and a broad action plan has been developed. The Great South coast group is now ideally positioned to take on this piece of work along with our other priority projects within this theme and set up a specific workgroup to lead and further progress actions on behalf of the region.

The key actions to be progressed from this work are:

1. Secure direct resources into local government to support the re-settlement program based upon the SGSC and GSC pilot models of economic migration;
2. Work closely with the City of Warrnambool to secure resources to support the further establishment and growth of the DAMA;
3. Work with regional education & skills providers along with employment placement and support agencies to identify, collate and improve visibility of job vacancies across the region;
4. Work with Department of Premier and Cabinet, Victorian Multicultural Commission and appropriate agencies and providers to develop a model and package of support services into the region focussed on secondary migration and retention;
5. Influence and support policy changes to improve the delivery and visibility of migration support and settlement services into the region through the Regional Australia Institute;
6. Work with regional education and skills providers to improve overseas student transition into employment through job placements, permanent residency and support services;
7. Develop marketing and promotional collateral into major centres targeting secondary migration;
8. Link to work currently underway by GSC LGA's on housing availability and strategies to address lack of residential housing in our townships.

9. Develop a regional Victoria Workforce attraction fund to enable funding of the individual projects as they are further developed and leveraging of resources is required.

To continue to achieve the results to date surrounding migration to the region over the last 3 years dedicated resources to enable these actions and to further develop the projects and program will be required.

Attached to this submission I enclose a copy of the Great South Coast Workforce Attraction and Retention proposal which has been developed in response to interest expressed by Hon. David Coleman MP Minister for Immigration, Citizenship and Multicultural Affairs supported by our local Member of Parliament Hon. Dan Tehan MP Minister for Education.

The attached proposal leverages from the pilot work and the initiatives currently underway and outlines an achievable way for Federal Government to support the locally-led initiatives producing real and outstanding results for both the communities within and the new arrivals re-settling.

I trust the above matters will be considered and am happy to present on any of the above or other matters

MICHAEL TUDBALL  
CHIEF EXECUTIVE OFFICER



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# WORKFORCE ATTRACTION & RETENTION PROPOSAL SEPTEMBER 2019

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**SUPPORTING DOCUMENTATION INQUIRY INTO  
MIGRATION IN REGIONAL AUSTRALIA**

## EXECUTIVE SUMMARY

For almost 3 years now the Great South Coast Board, Great South Coast Regional Partnership and Member Councils (Shires of Southern Grampians, Glenelg, Corangamite, Moyne, City of Warrnambool) in collaboration with the Shire of Colac Otway have been researching, piloting and collecting data on the current and future state of the region from an economic, workforce and population perspective.

The result of all of the collected data and research from Federal and State Government agencies and departments, locally collected and on the ground experience is that a suite of highly successful, locally –led initiatives have been implemented to demonstrate success factors and resources required to address our challenges and opportunities.

This proposal is to establish a federal fund to leverage both State and Local investment into three main areas having been successfully piloted across the current program:

1. Support to the Designated Area Migration Agreement led by Warrnambool City Council;
2. Support to, and expansion of the Workforce Attraction and Retention project developed by the Great South Coast Regional Partnership and to be led by the Great South Coast Board for the next three years, and
3. Support to, and expansion of the locally-led support services arrangements as piloted by Great South Coast led by Southern Grampians and Glenelg Shire Councils.

The total package of an initial resource to coordinate the program of \$125,000 per year over three years and a further \$300,000 per year over three years to expand the program areas.



### The Ask

The establishment of a fund of \$1.275 million over 3 years (\$425,000 per year) to progress the multi-pronged workforce attraction and retention program of the Great South Coast region.

## BACKGROUND

The 2016 LGSC Alumni have instigated this program in partnership with iGen Foundation and the Great Lakes Agency for Peace and Development. The Program aims to encourage metro families to move to western Victoria to assist in driving economic development in our region.

The program aims to support a small number of families, originally from Africa, to relocate to the Great South Coast. These families aspire to move to regional areas to gain employment, particularly in agricultural industries, to create a new life for themselves and contribute back to our communities.

These families are Australian Citizens who, after living in metropolitan regions for approximately 10 years, wish to move to rural areas similar to where they have come from where their agriculture skill-sets are best placed and utilized.

## GSC Workforce Attraction and Retention Proposal

An online interactive database will be established as a platform to match families with employment prior to arrival. Families will be supported locally with links to housing, schools, training providers and service clubs to ensure community integration.

Southern Grampians Shire were the initial area agreed to commence the program following keen interest shown by the Shire Leadership and has so far relocated 5 families with 10 anticipated by the end of 2019.

### **Regional Australia Institute (RAI)**

Southern Grampians Shire has also been working very closely with the RAI. They are a think tank devoted to issues concerning regional Australia. They gather and analyse the best information we can find on regions and make this readily accessible to people around the country. They work with regional leaders around the nation to understand their challenges and help them identify opportunities for future development that they can implement. They also talk to governments at all levels and provide independent, evidence based advice about the options they have to make regions even greater.

The RAI is a not-for-profit organisation established as a public company limited by guarantee and are an Approved Research Institute for tax purposes. The Institute was founded in 2012 with seed funding from the Australian Government, although current operations depend upon a mix of Commonwealth and State government support, partnerships with a range of companies and projects working directly with regions.

In response to the Australian Senate's Inquiry into Regional Inequality in Australia, the Regional Australia Institute (RAI) has identified many critical areas for policy focus in regions. These include human capital, where regions face education, employment and income inequality; transport and technological infrastructure; and innovation and entrepreneurship.

To address inequalities between regions and ensure regional Australia continues to play a productive role in contributing to the national economy, governments need to work closely with regional leaders to develop place-based strategies and help provide the right political and policy settings for fostering regional growth.

The gaps are largest in the Heartland or more rural regions which have lower levels of education, employment, innovation and technological connectedness than more populous areas.

In the RAI submission to the Senate Inquiry, they suggest that more integrated and collaborative government approaches, at all tiers of government, could produce better outcomes for regional Australia by:

- improving local service delivery to ensure government spend on services supports local jobs and population retention,
- effective international migration strategies to stabilise the population and meet skilled and unskilled workforce demand,
- effective industry and economic policies to maintain and improve the competitiveness of the key local industry (this relies on effective national mining, agriculture and tourism policies) and supporting local entrepreneurial initiatives to diversify or expand the local economy, and
- enhancing connectivity to urban areas and international markets via improved transport and telecommunications infrastructure.



## GSC Workforce Attraction and Retention Proposal

Given the success of the Southern Grampians program to date, interest from other GSC members, a willingness for the Federal Government to work with RAI and regional Councils on solutions and the issue of workforce and population raised at the last GSC Regional Partnership Regional Assembly it was recommended that the GSC Group formally recognise this approach in our Regional Priorities and work with all stakeholders and supporters to drive both the profile and successes of this program.

At the meeting held 24 August 2018 the Board resolved to submit via the Regional Australia Institute (RAI) a funding proposal for \$250,000/year to support the work of the Designated Area Migration Agreement (DAMA) in Warrnambool and the region, broaden the Economic Migration pilot in Southern Grampians and Glenelg and the provision of Support Services within the region for new arrivals.

At the meeting held 26 October 2018 the Board was presented and supported the Designated Area Migration Agreement (DAMA) proposal presented by City of Warrnambool on behalf of the GSC Group to be submitted for Federal Government approval initially focussing on food processing, dairy and agriculture sectors which has subsequently been approved and implementation commenced.

As part of the approved Advocacy Priorities adopted by the Board and presented as part of the GSC Regional Forum held at Deakin Warrnambool on 26 October 2018 a broader project was presented entitled Designated Workforce Project which coupled together the previous GSC Economic Migration Project, the RAI collaboration for additional resources to grow that project, the DAMA project and then work and support around Settlement Services into Regional Victoria to present a cohesive narrative around our workforce and population shortages.

Whilst much work has been undertaken to date little support has been received directly from State or Federal Government to progress these initiatives.

Separately but linked the Great South Coast Regional Partnership has supported work leveraging from the 2018 Regional Skills Demand Profile Great South Coast by the Victorian Skills Commissioner to map and forecast the jobs and employment profile of the region looking forward.

Finally this work has been on the radar of the region since the development and release of the Barwon South West Population Levers for Economic Development report released in September 2016 and the further work, research and programs to date are all supportive to this work.

## PROPOSAL

The work of the GSC RP has now concluded and a broad action plan has been developed with the Great South coast group now ideally positioned to take on this piece of work along with our other priority projects within this theme and set up a specific workgroup to lead and further progress this work on behalf of the region.


The key actions to be progressed from this work are:

1. Secure direct resources into local government to support the re-settlement program based upon the SGSC and GSC pilot models of economic migration;
2. Work closely with the City of Warrnambool to secure resources to support the further establishment and growth of the DAMA;
3. Work with regional education & skills providers along with employment placement and support agencies to identify, collate and improve visibility of job vacancies across the region;

GSC Workforce Attraction and Retention Proposal

4. Work with Department of Premier and Cabinet, Victorian Multicultural Commission and appropriate agencies and providers to develop a model and package of support services into the region focussed on secondary migration and retention;
5. Influence and support policy changes to improve the delivery and visibility of migration support and settlement services into the region through the Regional Australia Institute;
6. Work with regional education and skills providers to improve overseas student transition into employment through job placements, permanent residency and support services;
7. Develop marketing and promotional collateral into major centres targeting secondary migration;
8. Link to work currently underway by GSC LGA's on housing availability and strategies to address lack of residential housing in our townships.
9. Develop a regional Victoria Workforce attraction fund to enable funding of the individual projects as they are further developed and leveraging of resources is required.

As demonstrated by the significant amount of work undertaken since 2016, this issue across the Great South Coast is now at crisis point and immediate action is required to support this work, driven locally but policy and resource support federally and resource and service provision support at the State level.



### **Phase One Ask**

Employment of a dedicated resources to enable the actions and develop the projects and program further over a minimum three years at \$125,000 per year total \$375,000.



### **Phase Two Ask**

Commitment of \$900,000 over 3 years to support multi-pronged approach to Workforce Attraction and Retention supporting the DAMA, expanded Economic Migration program and locally designed and provided support services

## SUPPORTED BY REGIONAL PRIORITIES

### Great South Coast Regional Partnership Priorities 2018/19



Theme/Domain: Economy

Part A – Priority Outcome	
Describe the outcome the Partnership wants to achieve	A strong and diverse Great South Coast (GSC) economy with more local jobs and a growing workforce
Describe the problem	We have experienced strong jobs growth; however our below average population growth is creating a workforce shortage as our local businesses seek to expand. Youth unemployment remains high, and annual income across our region is below the State average
What does the evidence tell us about the extent of the problem?	<p>What local evidence and expert knowledge exists?</p> <ul style="list-style-type: none"> <li>Low unemployment in the region, aging population and low or declining population growth in these areas are contributing to workforce shortages.</li> <li>A critical shortage in local access to labour in the GSC region means businesses are unable to realise real and existing opportunities and are being forced to migrate core functions out of the region.</li> <li>Anecdotal evidence suggests there are more than 1000 jobs available in the GSC region. This number was recently tested across the food processing and dairy farming sectors, with over 600 vacancies reported across these sectors.</li> <li>GSC has a relatively smaller share of population aged between 20 and 44, and a relatively larger share of 55+ reflecting more retirees and a smaller working age population compared to Victoria.</li> </ul>

### Great South Coast Regional Partnership Priorities 2018/19



	<p>What statistical data evidence exists?</p> <ul style="list-style-type: none"> <li>Q1 2018 Small Area Labour Market statistics show low unemployment rates in all LGAs in the region<sup>1</sup>. The overall unemployment rate for the region was 2.7%, compared to the Victorian rate of 5.9% and Australia at 6%<sup>2</sup>.</li> <li>The GSC contributes approximately \$5.725 billion to regional Victoria's GRP. Although the annual GRP growth rate has been declining on average -0.59% for the past ten years<sup>2</sup>.</li> <li>In 2016, the Agriculture, Forestry and Fishing industry contributed approximately 16.51% to GSC's local economy, in comparison to the State average of 7.7%<sup>4</sup>.</li> <li>The GSC's Youth Unemployment is 9.45% which is over double the GSC's general unemployment (2.7%), but significantly lower than the State Youth Unemployment rate of 13.87%<sup>2</sup>.</li> <li>As at December 2017, the Great Ocean Road region (including Glenelg, Moyne, Corangamite, Colac Otway, Surf Coast, Warrnambool) attracted over 5.2 million visitors to the region and had a total expenditure of \$1.3 billion.</li> </ul> <p>Source: <sup>1</sup> Commonwealth Department of Jobs and Small Business (March 2018), <sup>2</sup> RDV Information Portal, <sup>3</sup> National Visitor Survey, YE Dec 2017, Tourism Research Australia, includes 785k International Day Trip Visitors, Great Ocean Road Tourism (Dec 2017), <sup>4</sup> ABS Data (2016)</p>
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GSC Workforce Attraction and Retention Proposal

**Great South Coast Regional Partnership  
Priorities 2018/19**

	Private sector investors and land owners				
<b>Action:</b> Address workforce shortages and grow population in the GSC through a suite of initiatives including migration attraction and support, changes to visa requirements, encouraging the decentralisation of government departments and promoting the lifestyle advantages of the region					
Action Status	Stakeholder Partnership	Type	Timing	Funding or resources required	Potential funding source/s
Select one of the following: <input type="checkbox"/> Emerging idea <input checked="" type="checkbox"/> Under development <input type="checkbox"/> Implementation ready	GSC LGAs, RCV, RDA BSW, State Government, Federal Government, Leadership GSC, Deakin University, Office of Victorian Skills Commission	Select one of the following: <input type="checkbox"/> New investment <input type="checkbox"/> Alter existing program <input checked="" type="checkbox"/> Policy or service change	Select one of the following: <input type="checkbox"/> Short-term (next 12 months) <input checked="" type="checkbox"/> Medium-term (1-4 years) <input type="checkbox"/> Long-term (4-10 years)	\$ 900,000 over 3 years to support GSC region in a Designated Area Migration Agreement (DAMA)	Commonwealth and State budget/program allocation to support 3 year pilot (Regional Skills Fund)

**SMALL SCALE PILOT  
CLEARLY SUCCESSFUL**



**Economic Migration Project Progress**

**Population Growth:**

*Southern Grampians Shire Council*

Families	5
Adults	9
Children	18
<b>Total number of people</b>	<b>27</b>

*Glengeld Shire Council*

Families	4
Adults	7
Children	12
<b>Total number of people</b>	<b>24</b>

**Total Population Growth**

Families	9
Adults	16
Children	30
<b>Total number of people</b>	<b>51</b>

**Total Jobs Filled**

Full Time	4
Part Time	7
Casual	2
<b>Total Number of people</b>	<b>13</b>

**Break down of jobs by sector**

Manufacturing	1 x Full Time
Forestry	1 x Part Time
Agriculture	1 x Full Time
Construction	1 x Full Time 1 x Casual
Child Care	1 x Full Time
Translation	1 x Part Time
Tutoring	1 x Part Time
Aged Care	1 x Part Time
Cleaning	1 x Part Time
Disability Support	1 x Casual
Health	1 x Part Time
Project Management	1 x Part Time

**Job sectors that families are seeking work**

Agriculture	2
Disability Support	1
Civil Engineering	1
Manufacturing	1
<b>Total</b>	<b>5</b>

## RESOURCES SUPPORTING THE PROPOSAL



### FUTURE FOCUS – HIGH GROWTH SECTORS.





# Our opportunities – demand driven

## A Vibrant Diverse Economy forecast significant opportunity for growth

In 2018 the Victorian Skills Commissioner published a report estimating the demand for additional jobs in the GSC. The forecasts in the report had a strong focus on industries that require vocational &/or TAFE training and potentially underestimates the total demand.

### 2018 Regional Skills Profile

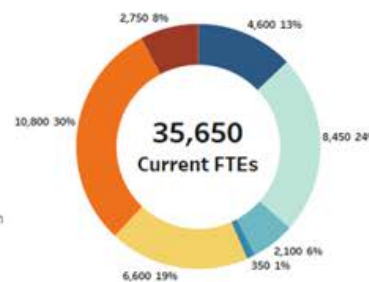
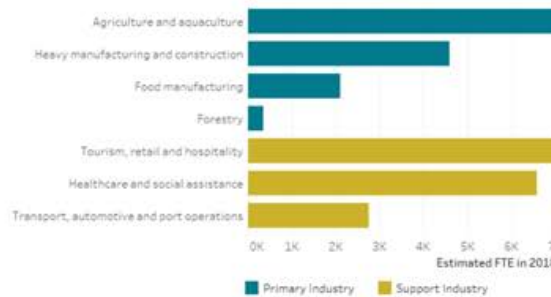
The Great South Coast's industry profile reflects a highly diverse economy. Agriculture accounts for 16.1% of annual real gross value added and is a major driver of the region's economy. Strong local and international demand has also led to major growth in food manufacturing, forestry and aluminium production industries. Similarly, the Great South Coast's unique location is a geographic competitive advantage in aquaculture, wind generation and tourism in the region.

Strong linkages across these major industries creates demand for the region's transport, automotive, port operation, heavy manufacturing and construction industries. These sectors are important enablers of the region's economy. Similarly, the flow of income from major industries, enabling industries and households generates demand for services such as retail and hospitality across the Great South Coast. The healthcare and social assistance industry is also significant and accounts for approximately 7.8% of annual gross value added and 12.9% of the region's workforce.

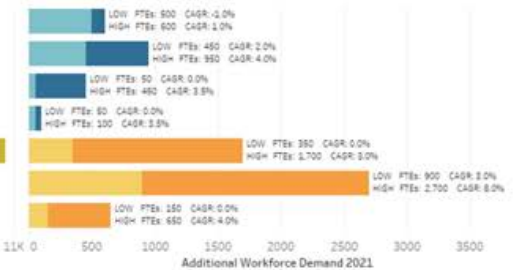
Neil Coulson  
Victorian Skills Commissioner  
2018 Regional Skills Demand Profile - The Great South Coast

- Industry Classification, Industry group**
- Primary Industry, Heavy manufacturing and construction
  - Primary Industry, Agriculture and aquaculture
  - Primary Industry, Food manufacturing
  - Primary Industry, Forestry
  - Support Industry, Healthcare and social assistance
  - Support Industry, Tourism, retail and hospitality
  - Support Industry, Transport, automotive and port operations

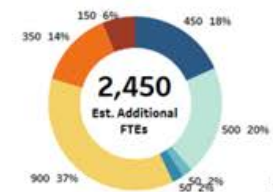
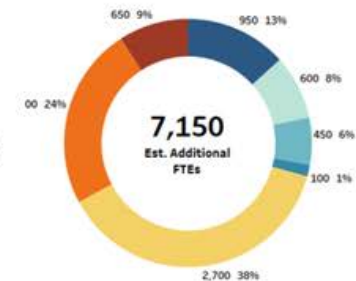
**Estimated Current FTE Jobs: 35,650**  
actual employed persons 54,000+



**Additional FTE Jobs by 2021**



### Growth by 2021



Data Source: 1

## GSC Workforce Attraction and Retention Proposal



### Growing the Population Through Jobs

Population growth in the urban centres of the GSC is slow and in most rural areas is contracting (see the story points on population). Across the GSC growth for the last decade was 3,433 persons, approximately 0.3% per annum. This slow, almost static population growth is not unique to the GSC, it is a national as well as global macro trend, which is stubborn and difficult to change.

In contrast to the slow population growth, local businesses are forecasting the need for up to 7,650(1) new jobs by 2021, with the Federal Government forecasting the need for 4,400 by 2023, an estimated growth rate of over 2% per annum, well above the capacity of the current population growth rate to sustain.

The challenge is how to grow the population. The need for workers is diverse and spread across the region, it encompasses a wide range of occupations and skill levels. Within Australia there are few (if any) other regions that have the combined natural assets of the GSC and the businesses that make these opportunities so compelling.

#### Strategy

**The GSC needs to increase its population growth rate and its strategy for doing that is to leverage its strong capacity to offer a diverse range of real job opportunities.**

**The overarching desired outcome is that the GSC will have a diverse and dispersed population that is able to sustain the workforce needs of local businesses and enable vibrant and resilient communities.**

Rather than concentrating our attention on the workforce needs of a specific industry this initiative will focus on two drivers that will have a broad impact across several industries and occupations.

1. Migrant Attraction and Retention
2. Youth Retention and Attraction

In the space of one project we may not be able to reverse the macro population trend. But we are hopeful that by acting collectively with targeted responses we may be able to measurably impact these trends to provide businesses in the GSC with better access to appropriately skilled workers.

### 2 Strategic Responses 4 KPIs

#### Population growth through Migrant Attraction and Retention

Our goal is to support and link three key initiatives, the Designated Area Migration Agreement (DAMA) the Pacific Labour Scheme (PLS) and the GSC Economic Migration project with a series of other projects and programs that will directly and indirectly impact workforce supply.

The migrant attraction in these schemes is job led. Industry is a key sponsor in both identifying the need for specific occupations and linking the migrant with a real job.

**The desired outcome is that:  
more migrants coming to Australia will choose to call the GSC home.**

##### Key Initiatives

- i. Great South Coast: Designated Area Migration Agreement
- ii. National: Pacific Labour Scheme
- iii. Great South Coast: Economic Migration

##### Key Performance Indicators

###### 1. Migrant Attraction

To achieve an increase in migrants arriving in the Great South Coast measured as: 1.1. increase in the % share of migrants arriving in Australia measured as: 1.2. increase in the total number of migrants arriving in GSC measured as: 1.3. increase in the number of resettled migrants arriving in GSC

###### 2. Migrant Retention

To achieve an increase in migrants remaining in the Great South Coast measured as: 2.1. increase in the % of migrants that stay longer than 5 years

#### Population stabilisation and growth through Youth Retention and Attraction

It is recognised that for many young people, migration to the large urban centres has been seen as part of their rite of passage in growing up, with many choosing to go to the cities to study. However, as shown in a study by Fiona McKenzie(3) there are a subset of youth that given the right study and career opportunities would choose to remain in the region. The gap is in the availability and or awareness of career pathways.

Secondly, we aim to attract new young people to the area. The GSC has a diverse economy that supports a diverse range of occupations, the profile of which is not too dissimilar to Greater Melbourne, see the story point on Industry Occupation Profile. The region has a growing need for talented young people and has the potential to offer career pathways that will provide access to excellent opportunities for professional growth. The gap has not been in access to talented young people but in the lack of awareness of the programs, assistance available and local business' willingness to take up the offer.

**The desired outcome is that:  
more young people will choose career pathways in the GSC.**

##### Key Initiative

- iv. Greater awareness of the career pathways available in the region.
- v. Deakin Talent.

##### Key Performance Indicators

###### 3. Youth Retention

To provide better understanding and access to local career pathways, and opportunities for local study.  
measured as: 3.1. number of students, schools and career guidance teachers engaged in local career events.  
measured as: 3.2. the implied change in aggregate youth migration in and out of the region measured at the SA2 level of detail.

###### 4. Youth Attraction

To attract young talent into jobs and career pathways based in the region  
measured as: 4.1. increase in the number of enrolled or graduate Deakin students that are offered job or intern placements by businesses in the GSC region.