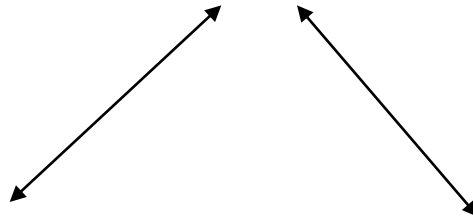


+tive Point of  
Difference

# Liveability



## Workforce

+/- tive Perceptions of  
Regional Victoria

## Growth

Some targeting  
(metro pros)

# Context

- That the State government's 'make it happen in provincial Victoria' campaign has been a success, with population growth targets met
- With further investment regional Victoria we can continue to take the pressure of metro growth
- We have a 'livability' factor that many metro areas don't have

# Context

- Professionals are in the process of becoming dominant occupational group in Australia's regional centres like Warrnambool
- Retention and attraction of skilled professionals is critical in supporting growth
- In the 2006 census, the 2,418 professionals were the largest group in the Warrnambool's workforce.

# What we need to sell?

- Priorities will differ according to the age and situation of professionals considering a move to regional areas.
- Young single adults will be particularly interested in whether or not Warrnambool is a 'happening place'
- For professional couples with children the availability of lifestyle, spouse employment, housing, childcare facilities and good schools will be important.

# What we need to sell?

- Older professionals would usually place greater emphasis on the quality of local health facilities and availability of low maintenance housing close to the City's amenities.

# What we need to sell?

Advertisement placed  
in The Age and The  
Australian  
newspapers in April  
2007.

**MEDICAL DOCTORS WANTED TO VISIT ALBURY & WODONGA**



**All expenses paid: BRING THE FAMILY**  
Tours of medical facilities, schools, sports facilities, lifestyle choices, recreation areas, wineries & restaurants.

**Weekend 16th / 17th June '07**  
Possible negotiation other dates

- WE'RE 3 HOURS DRIVE & 45 MIN FLIGHT FROM MELBOURNE
- WE'RE 1 ¼ HR FLIGHT FROM SYDNEY
- WE'RE A BIT MORE THAN 1 HOUR FROM VICTORIAN SKI FIELDS
- OUR LIFESTYLE GIVES YOU 3 HOURS MORE IN YOUR DAY

Have a look at the region at our expense & consider whether you might like to make a lifestyle change...

CONTACT: DENISE KLEMM  
**BORDER MEDICAL RECRUITMENT**  
phone: 0418 933 763  
email: [deniseklemm@bigpond.com](mailto:deniseklemm@bigpond.com)

Skill shortages in  
regional Australia and  
novel marketing  
campaigns: a sign of  
the desperate times!

Kerry Grigg

Institute for Land, Water and  
Society

Charles Sturt University, Albury,  
NSW

# What we need to sell?

- Six factors that influence skill shortages in **regional Australia**. These factors are:
  1. health
  2. education and training
  3. housing
  4. jobs and career opportunities
  5. infrastructure
  6. and **perceptions** of lifestyle and community

Bureau of Transport and Regional  
Economics

# Investment In Liveability

- "Regional Victoria will have an important part to play in absorbing its share of population growth ... As many regional centres transform from blue-collar towns to lifestyle centres, we have to be prepared to invest in their liveability, which means improved transport, health, social, cultural and recreational infrastructure ..."

VECCI

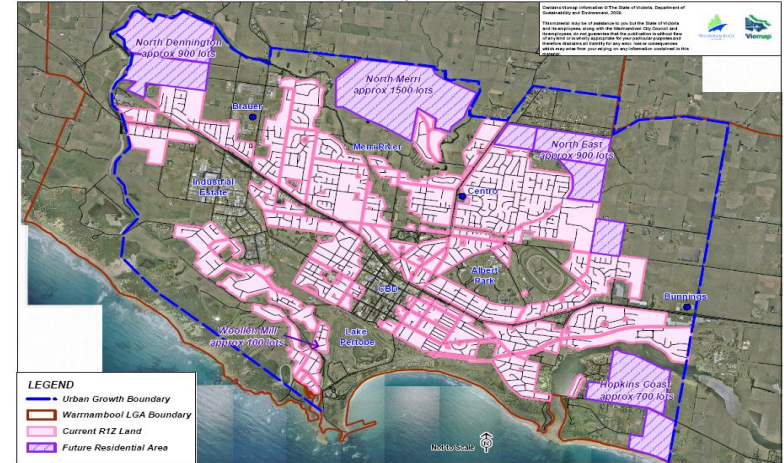
# Issue for Local Government



Lifestyle Infrastructure  
Investment



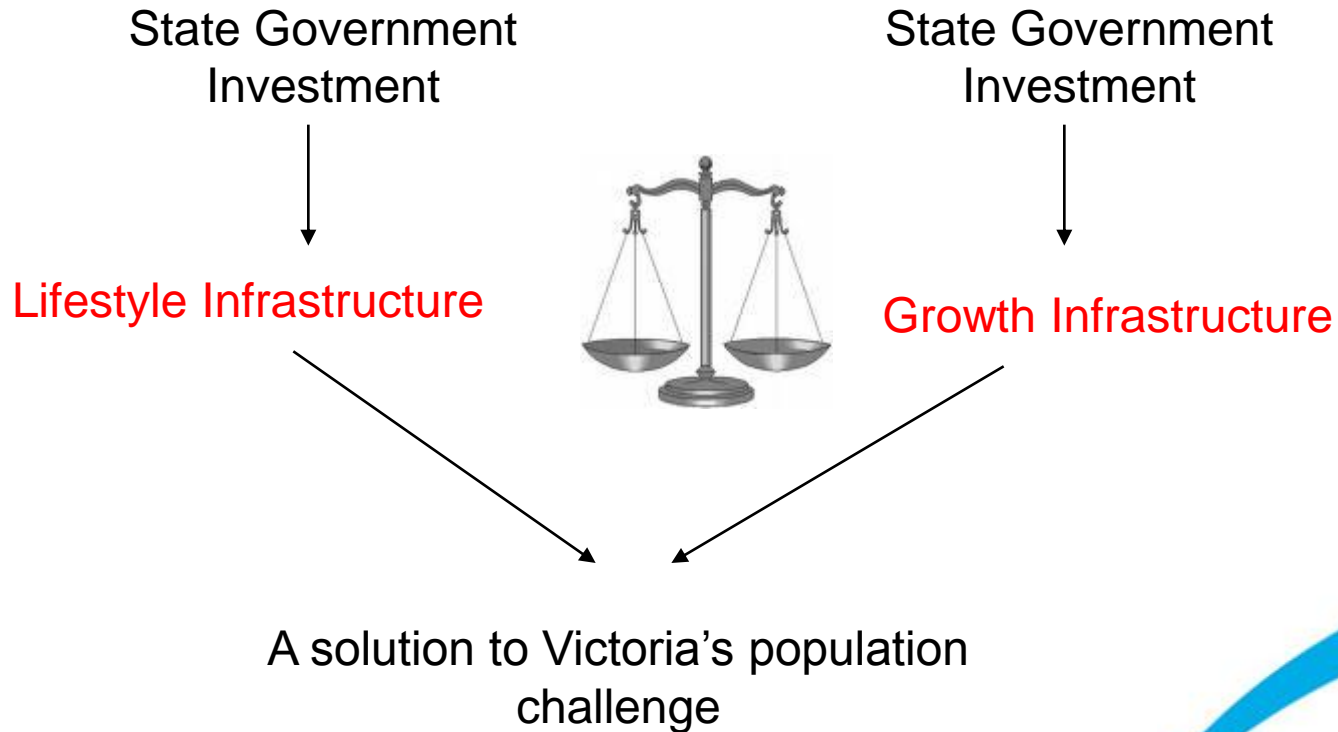
Current and future residential areas of Warrnambool (June 2009)



Growth Infrastructure  
Investment



# Regional Victoria



# Lifestyle - provide it, but will they come?



# Regional Perceptions

There is a strong correlation between the Metropolitan Australia's perceptions and the portrayal of regional Australia in the media

Particularly through television news, current affairs programs and country based drama programs

Regional Perceptions Study

# Regional Perceptions

The negative perceptions of regional Australia may provide an insight to what metro pros may be wanting:

**Qualitatively:** it was perceived that “luxuries of the city such as movies, the theatre, night spots, restaurants, cafes and shopping were thought to be very scarce”

Regional Perceptions Study

This was reflected quantitatively with statements like “limited social activities” (66%) and a “not happening place” (60%)

# Regional Perceptions

## Positive perceptions:

Good lifestyles/more laid back/less stressful 39%

Not having to deal with city problems 11%

Better than the city/good place to live 5%

Healthier 3%

Need to focus on  
these + tive  
perceptions as  
leverage

Regional Perceptions Study

# Regional Perceptions

When presented with a list of adjectives to describe regional Australia

Over 75% of the City sample selected 'affordable lifestyle'

Whilst developing strategies to overcome negative perceptions of regional, lifestyle can provide a key positive focus

# Regional Victoria

