SEGRA 2011
Keelie Hamilton
Skills for Regions
Addressing employment shortages through partnerships with Government, business and skilled professionals
Population – A Brief History

In 1788, when European settlement began, Australia’s Aboriginal population was about 400,000.

Today, over 22 million people live here. Migration has been the main driver for this change.
The skilled migration program is focussed on Australia’s skills needs.

The Economic Development Unit – City of Greater Geelong Manage the Skilled Migration Project for the Geelong Region.
At A Glance

- Estimated Resident Population Barwon Region 285,096 (2009)
- Annual growth rate 1.7%
- Labourforce of 134,000 (Est 30 June 2009)
- Unemployment Rate July 2011 - 6.0%

In August 2011 an average of 165 regional job advertisements were in the Geelong Advertiser each week.
Our changing landscape

Change in Employment by Industry, Barwon Region, 1996 - 2006

- Retail Trade
- Health & Community Services
- Construction
- Property & Business Services
- Education
- Government Administration & Defence
- Transport & Storage
- Accommodation, Cafes & Restaurants
- Personal & Other Services
- Cultural & Recreational Services
- Wholesale Trade
- Finance & Insurance
- Mining
- Electricity, Gas & Water Supply
- Communication Services
- Agriculture, Forestry & Fishing
- Not Stated
- Manufacturing

Number of People
Growing up...... and growing out
Australia needs 2.4 Million Skilled Migrants
Collaborative Government Approach

**Australian Government**
**Dept of Immigration and Citizenship (DIAC)**
The role of DIAC is to determine whether your application meets the legal requirements for a visa. Purpose is to 'enrich Australia through the well managed entry and settlement of people'.

**Victorian Government**
**Department of Business and Innovation**
Fund the Skilled Migration Program. Regional Development Victoria act as the Regional Certifying Body providing sanction of applications prior to lodgement.

**Local Government**
**City of Greater Geelong**
Work directly with, and on behalf of, employers with skill shortages. Market the Geelong lifestyle to prospective skilled migrants and aid in matching skilled people to unfilled positions.
Geelong Region Skilled Migration Project

Is a free program:

To Assist Employers Who Cannot Fill Skilled Positions from the Local Labour Market

Workforce issues: Baby boomers retire, global workforce, jobs are increasingly requiring more skilled. Priority is to train our own workforce but not always possible due to lead times.

Priority Given to Employers in Identified Skill Shortage Sectors (trade/diploma or higher)

Importance of understanding regional skill shortages – need to make sure we are targeting the right occupations

Project is outcome oriented.

Last three years we have filled 166 skilled vacancies
Skilled Migration – the picture of activities.
Collaborative Approach with Employers

Skills Shortages Labour Market Data – Annual Survey
The survey is useful to many sectors in understanding where there could be shortages and how they may need to do things differently to attract people to roles.

Skilled Migration Advisory Group – Quarterly Meeting
Representation from Geelong Key Stake holders and Major employers. Chaired by Councillor.

RSMS – Regional Skilled Migration Service Visa.
This visa class is one of several government initiatives designed to encourage migration to regional and low population growth areas of Australia.
Collaborative approach with Skilled Migrants

Geelong:

• provide a welcome pack
• hosts social networking events.
• have a buddy system / mentoring program
• circulates regular e-bulletins specifically for skilled migrants
• supports spouses and family members with finding employment and settlement issues.
With thanks to the dedicated staff of the Geelong Skilled Migration Project:

Chris Silvestroni
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www.geelongoaustralia.com.a