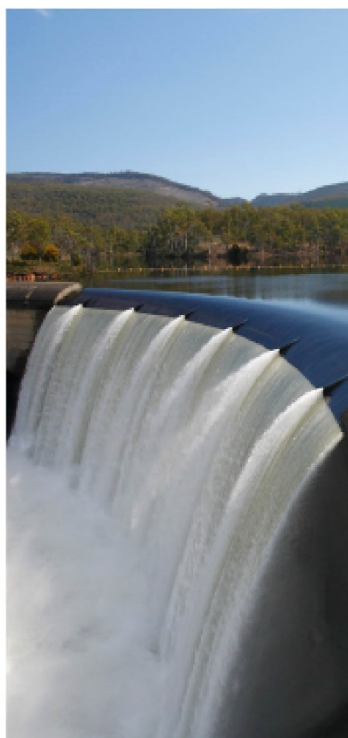
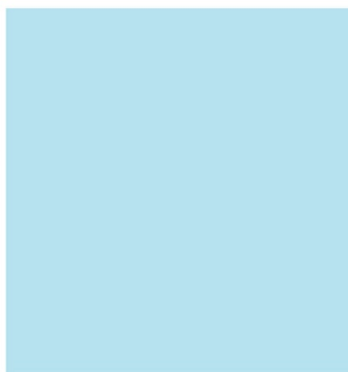


Annual update 2018



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650 000 by 2050

The Tasmanian Government is working to sustainably grow Tasmania's population. In September 2015, it made this priority clear with the release of Tasmania's Population Growth Strategy. The Strategy provides a plan to guide action to support population growth, setting a long term target to increase the State's population to 650 000 people by 2050.

At the time the Strategy was released, Tasmania had the oldest and second slowest-growing population in Australia, accompanied by negative net interstate migration and a very low annual growth rate of 0.37 per cent. Without intervention, modelling by the Australian Bureau of Statistics (ABS) and the Department of Treasury and Finance indicated that Tasmania's population would be in decline by 2050.

While changing existing population trends will take time, the Population Growth Strategy identifies a broad range of actions to build momentum and support long-term growth.

The Strategy includes 50 actions, centred on three key areas:

- supporting job creation and workforce development
- supporting interstate and overseas migration
- building on and promoting Tasmania's liveability.

Annual highlights

Activity in the third year of implementation has been informed by research and learning in the first and second years, with both new and existing programs supported. Key highlights are set out below.

Make it Tasmania

The **Make it Tasmania** website (www.makeittasmania.com.au) was launched in August 2016 and continues to be a key engagement platform, providing a portal for information on living, working, studying and doing business in Tasmania.

The website features articles that capture individual stories and highlight emerging opportunities across the State, which are shared regularly and promoted on linked social media pages. There are over 100 articles featured on the site.

The website is complemented by a **Facebook page**, which has just over 2 800 followers, and provides another avenue for engagement and promotion.

Throughout 2018, Make it Tasmania showcased new businesses and entrepreneurs across the State, and emerging opportunities in the health care, education, tourism and advanced manufacturing industries, to name a few.

As well as featuring local talent and opportunities, the drafting of stories and maintenance of the website is provided by skilled Tasmanian people and businesses.

You in a Year

The **You in a Year** campaign was launched in January 2018. The online campaign has been developed to specifically target agile workers, and people in the following skills shortage occupations:

- construction workers to ease the skill shortage in our building industry
- health professionals to support access to quality health services
- tourism and hospitality professionals to meet the needs of our growing economy.

The campaign includes an interactive web app (www.youinayear.com.au) and a series of videos, featuring local actor Mick Davis, giving a sample of life in Tasmania. The campaign videos are available on the **Department of State Growth's YouTube channel**.

The interactive web-based app allows people to see what their life could be like after making the move and living in Tasmania, and includes scenarios in the South, North and North West regions.

The campaign has been implemented in three phases. The first targeted a Sydney audience in January, supported by a second phase re-targeting Sydney and sampling the Melbourne market in May and June. The campaign was featured on YouTube, CatchUp TV and a range of websites.

The campaign had excellent uptake with strong completion rates (people watching the videos from start to end), and was referenced and featured in articles in Sydney newspapers, which saw further promotion of the opportunities available within the State.

The third phase of the campaign has seen the development of a toolkit, which includes postcards, pop up banners and copies of the videos, to support businesses, associations and groups to promote opportunities in their region and/or industry.

To access these resources please email contact@makeittasmania.com.au

Tasmanian Employment Networking Service

The Make it Tasmania website and You in a Year campaign are complemented by the **Tasmanian Employment Networking Service (TENS)**.

Initially launched in October 2017, TENS has continued to expand and provides assistance to skilled tradespeople as well as people seeking employment in identified skill shortage areas including construction, engineering, information and communication technology (ICT), health and hospitality related fields, by connecting them with relevant local industry and business contacts.

The service is free and open to people from all geographical locations who are eligible to work in Australia and interested in finding employment in Tasmania.

TENS can be accessed online on the Make it Tasmania website – www.makeittasmania.com.au

TENS is supported by a locally contracted career development professional.

Small Grants Fund

The Population Growth Strategy Small Grants Fund was launched in early 2018 as a one-off initiative to support businesses and organisations to implement and undertake projects, initiatives, events and/or services to help support population growth within the State, consistent with the intent of the Population Growth Strategy.

A total of 11 applicants were awarded grants of up to \$50 000 from a total of \$400 000 through a competitive process designed to assess the merits of applications against the intent of the Population Growth Strategy.

The full list of successful projects is provided below.

Recipient	Project	Total funding
Migrant Resource Centre Northern Tasmania Inc.	Cultural Diversity Training for Employers	\$50 000
Susan Bell	Launceston Freelance Festival	\$16 025
King Island Council	Workforce Retention Program	\$45 000
Enterprize Tasmania	Brand Strategy	\$39 243
Hair and Beauty Tasmania	Hair and Beauty Expo	\$41 577
Flinders Island Tourism and Business Inc.	Populate Flinders	\$15 600
Wide Angle Tasmania	Screen Enterprise	\$49 700
Tasmanian Seafood Industry Council	Virtual and Augmented Reality Project (Workforce Development)	\$50 000
Regional Development Australia (Tasmania)	Bell Bay Branding and Marketing Strategy	\$41 000
Burnie Chamber of Commerce and Industry	Promote Burnie as a Place to Live and Work	\$25 927
Launceston Chamber of Commerce Inc.	Promote Launceston as a Place to Live and Work	\$25 927

Supporting migrant settlement, diversity and inclusion

In 2018, the Tasmanian Government supported a number of programs designed to help new migrants settle in Tasmania and foster a vibrant, inclusive and respectful culture.

The Government continued to partner with the non-government sector to extend settlement services provided to assist overseas migrants and their families to find housing and employment, study and settle into communities. This activity included:

- migrant information and referral services for new arrivals, delivered by the Migrant Resource Centres (MRC) in northern and southern Tasmania, designed to assist international students, family and skilled migrants to live, work or study in Tasmania
- self-employment workshops organised by MRC North and MRC South to assist refugees to start or grow their own small business.

The Multicultural Grants Program was delivered for a third year, with a total of \$100 000 in funding allocated across 17 projects in 2018. The program is designed to enhance cultural diversity and promote social cohesion, including festivals and events that showcase the vibrancy of multiculturalism and encourage whole of community participation. The program will continue in 2019.

The Tasmanian Government was delighted to partner with the Multicultural Council of Tasmania for a third year to support its work in celebrating Harmony Day and Harmony Week in March 2018. Harmony Day is held on 21 March each year. The celebration of Harmony Week is part of a commitment to provide more opportunities for events and activities to be shared in schools, businesses and communities.

Planning for growth

In addition to the work underway across government to support strategic investment in infrastructure, affordable housing and planning reform, State Growth appointed consultancy firm Place Design Group in July 2018, following a procurement process, to provide advice and consider options to help address growing demand for well-located housing within existing urban centres.

This work is underway and the findings of the research will inform the Government's further engagement with stakeholders and strategic planning.

Supporting business and skilled migration

The Tasmanian Government continues to undertake a range of activities to welcome and support new migrants moving to Tasmania. This supports the objective of growing Tasmania's population, and helps Tasmanian businesses to increase their productivity by filling critical skills shortages. The Business and Skilled Migration Program is designed to attract and retain skilled and business migrants by:

- supporting visa applications through state nomination for highly skilled migrants, including recent Tasmanian graduates, employer-nominated sponsorship and overseas applicants with high-demand skills
- providing support and face-to-face assistance to skilled and business migrants and migration agents, with a particular focus on supporting regional visa options
- delivering migration workshops and seminars interstate and internationally to directly inform prospective migrants about the opportunities available in Tasmania.

International education

The Tasmanian Government's Global Education Growth Strategy aims to increase Tasmania's international education market and cement the State's reputation as a global education hub.

International education is already a significant contributor to the Tasmanian economy, providing over \$376 million in revenue to the State in 2017 and injecting cash into retail, transport, accommodation, tourism and hospitality sectors.

The Government is continuing to invest in a range of initiatives to promote and strengthen Tasmania's international education offering, including:

- marketing Tasmania as a study destination
- strengthening partnerships between education and training providers, and with industry
- providing visiting students with a supporting and welcoming community in which to gain internationally recognised qualifications
- facilitating opportunities for further investment into education and infrastructure by government and the private sector
- developing a global alumni network.

Progress

Tasmania is growing. ABS data indicates that as at March 2018, the State's population was 526 663.

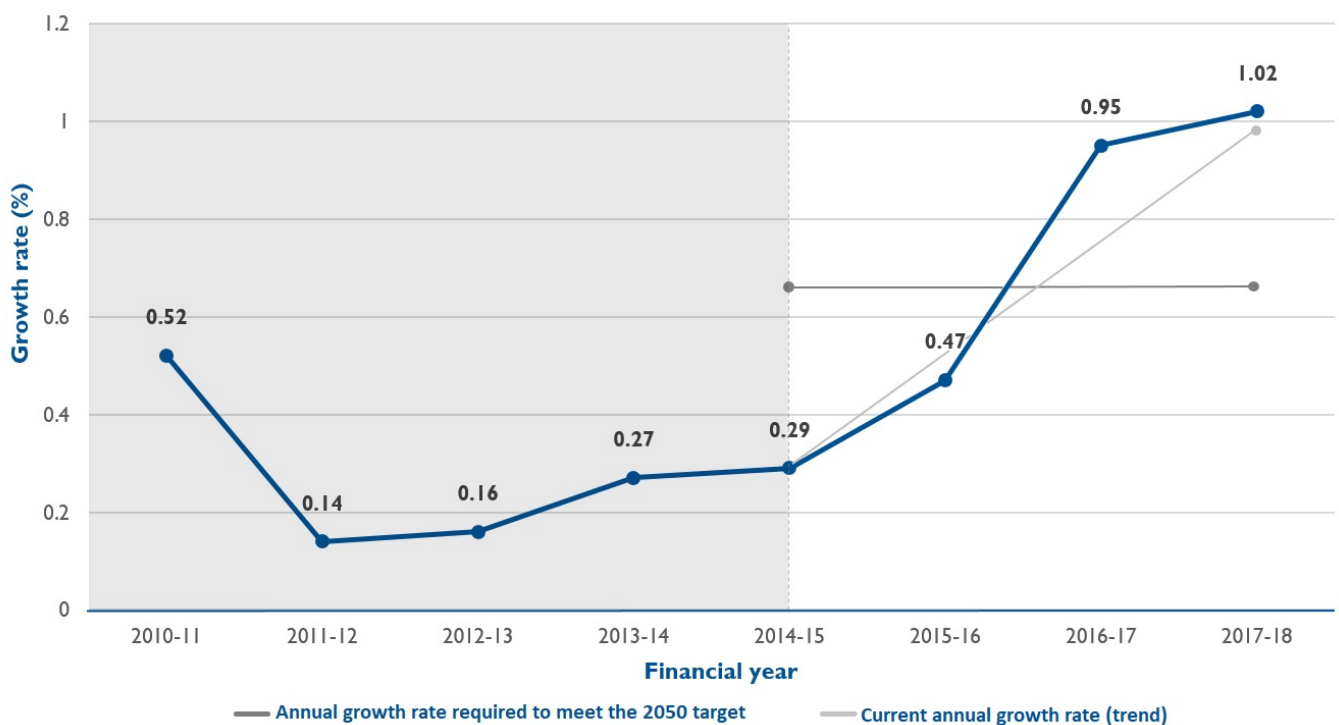
In the year to March 2018, Tasmania's population grew by 5 309 people, with a growth rate of 1.02 per cent. This represents the highest annual growth rate in nine years. In the three months to March 2018, Tasmania also recorded the highest quarterly population growth since March 2010, with an additional 1 837 residents.

As with all states and territories, Tasmania has regular movements of visitors and residents. In the year to March 2018, interstate migration contributed an additional 2 196 residents, with 750 of those arriving in the recent quarter to March 2018. This is the highest net interstate migration increase since the year to June 2004.

In the year to March 2018, natural population increases (births less deaths) in Tasmania was estimated to account for 848, which is 217 less than the previous year.

Overseas migration continues to be a significant contributor to Tasmania's population, with a net inflow of 2 265 persons in the year to March 2018. In the last quarter to March 2018, net overseas migration contributed an additional 726 new residents to the population.

Tasmania's population growth rate



*Figures are as at 30 June each year, except 2017-18, which is as at 31 March

Next steps

Growing Tasmania's population and increasing the number of working age members in the community will take time. While the State's recent improvements in population growth are a positive sign, work must continue in order to attract and support investment and opportunities, and to engage with current, new and former Tasmanians to offset the impacts of an ageing population.

The Tasmanian Government will continue to implement the Population Growth Strategy in 2019. Activity will include:

- continuing to promote Tasmania as a place to live through the Make it Tasmania website and other promotional activities, targeted campaigns and key partnerships
- continuing to assist people in identified skills shortage areas by connecting them with relevant industry and business contacts through the Tasmanian Employment Networking Service (TENS)
- continuing to work with key education partners to expand the international education market and improve educational, social and economic opportunities for Tasmanians
- supporting further partnerships to monitor, respond to and plan for growth
- continuing to work with partners to support settlement services for migrants and promote diversity and inclusion within the State.

State Growth is currently leading work to refresh the Tasmanian Government's Population Growth Strategy, with a revision to be released in 2019.

Further information

- Contact us - contact@makeittasmania.com.au
- Follow us on Facebook - www.facebook.com/MakeltTasmania
- Join us on Twitter - www.twitter.com/MakeltTasmania

To view the Population Growth Strategy visit:

www.stategrowth.tas.gov.au/policies_and_strategies/populationstrategy



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