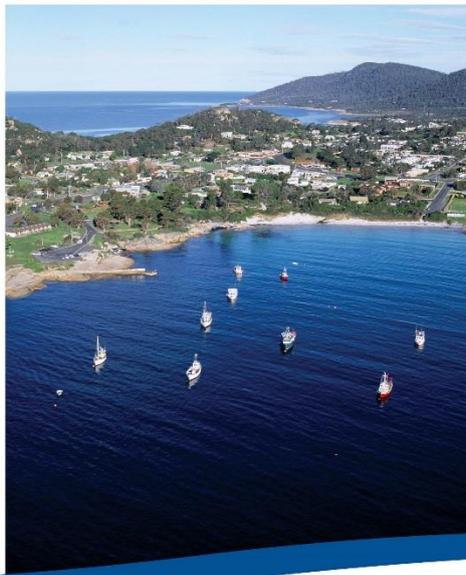


# Annual update 2016





## Towards 650 000 by 2050

The Tasmanian Government is working to 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 long term plan to guide action to support population growth, setting a bold and ambitious long-term target to increase the State's population to 650 000 people by 2050.

Achieving this growth will be challenging. Tasmania has the oldest and second slowest-growing population in Australia. If such trends continue, modelling by the Australian Bureau of Statistics (ABS) and the Department of Treasury and Finance indicate that Tasmania's population will 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 - including to support opportunities for existing and returning Tasmanians;
- supporting interstate and overseas migration; and
- building on and promoting Tasmania's liveability.

## Annual highlights

While the Population Growth Strategy sets out a long term approach, action is required in the short term to build momentum and put in place foundations to support growth. In the first year of implementation, work has focused on establishing programs and undertaking research to inform and guide ongoing implementation.

Some highlights from the first year of implementation are noted below.

### Research to support implementation

The Government worked with the University of Tasmania's Peter Underwood Centre and Institute for Study of Social Change, and the Multicultural Council of Tasmania this year to undertake a number of research projects to better understand:

- the lived experience of migrants, including international students;
- barriers and attractants for migrants; and
- education and employment pathways for young Tasmanians.

Among the findings, this work highlighted:

- the attachment to place that current and past residents feel to Tasmania;
- the importance of a welcoming community, including opportunities to support participation within communities, and access to services;
- continuing to promote Tasmania's lifestyle, affordability and safety as advantages;
- the need to continue implementation of the Government's Multicultural Policy and to further consider opportunities to support overseas migrants to overcome barriers to employment;
- the need to continue to support opportunities and pathways to employment in the State;

- international students continue to represent the majority of the State's overseas skilled migration; and
- mapping of the Government's education and training pathways and services for young Tasmanians, and the promotion of these, will be useful to build awareness of the suite of options available and support pathway planning.

This research is helping to inform the government's ongoing implementation of the Population Growth Strategy.

### Make it Tasmania

The [Make it Tasmania website](#) was launched in August 2016 to promote the benefits of living in Tasmania.

Make it Tasmania has been developed to:

- be accessible to all users, with the primary target audience being 25 – 55 year olds who have a connection to Tasmania;
- provide information and start conversations about business and lifestyle opportunities in Tasmania in a format that builds connections and enables sharing and engagement through social media;
- share the stories of people behind local businesses, families and those enjoying the Tasmanian lifestyle, and highlight employment and investment opportunities;
- direct users to other Government sites, and local resources more broadly, offering more detailed information on Tasmania and the opportunities in the state; and
- start and encourage conversations about maintaining connections with, and moving to, Tasmania.

The website and associated social media pages present information and articles that are current, of interest and evolve to encourage users to revisit the page, including through the addition of weekly articles featuring businesses, people, opportunities and lifestyle.

The website hosts a portal for users to subscribe and keep in touch, and is complemented by a [Facebook page](#) and [LinkedIn group](#).

### Supporting migration

The Tasmanian Government supports skilled and business migrants by providing state nomination to support their visa application. This includes:

- providing state nomination for University of Tasmania graduates;
- providing state nomination for family members of skilled and business migrants, without requiring evidence of a job offer in the State, to assist their move to Tasmania;
- providing advice and support in relation to skilled and business migration visas, particularly regional visa options; and
- introducing the Business Migrants Assistance Pilot Program supporting migrants to set-up and run a business in Tasmania.

The Government is also implementing an annual modelling and consultation process to understand the evolving demand for specific skills and occupations in the State. This will see an annual review to support migration processes, which will be informed by modelling undertaken by the Department of Treasury and Finance, and industry consultation led by the Department of State Growth.

Earlier this year, the Government relaunched its revamped [Migration Tasmania website](#) to provide clear information and guidelines to prospective applicants. A new integrated customer relationship

management system was also introduced, supporting streamlined online processing of applications for migrants.

Retention of skilled migrants is an important focus for the Government. In addition to the international education work being undertaken, earlier this year the government launched the Join the Industry program, providing grants to cover the cost of migration advice and visa related costs for Tasmanian businesses seeking to employ locally trained international cookery graduates. Information on this program is available on the [Migration Tasmania website](#). The implementation of this program will continue in 2016-17.

### International education

As part of the Government's partnership with the University of Tasmania, work is underway to identify initiatives to support the State's international education sector. To date this has included establishing an advisory committee bringing together government agencies, the University of Tasmania and TasTAFE; and the release of a position paper in July 2016. For a copy of the paper visit the [Department of State Growth's website](#).

International education is a significant contributor to the Tasmanian economy and to the State's cultural and linguistic diversity, with international students representing 70 per cent of Tasmania's skilled migrants. Supporting and retaining international graduates offers many advantages for Tasmania, including population growth.

### Multicultural Grants Program

In 2015-16 the Tasmanian Government established its Multicultural Grants Program, providing \$100 000 in funding to support projects that enhance cultural diversity, promote social cohesion, including festivals and events that showcase the vibrancy of multiculturalism and encourage the participation of the whole community.

The Multicultural Grants Program will again be open to applications in December 2016.

### Supporting Harmony Day celebrations

The Tasmanian Government was delighted to partner with the Multicultural Council of Tasmania (MCOT) and support its work in celebrating Harmony Day and Harmony Week in 2016.

Harmony Day is held on 21 March each year. However, celebrations in Tasmania in 2016 were particularly important as it was the first time that the State formally celebrated not just Harmony Day, but also Harmony Week. Supporting the celebration of Harmony Week from 14 - 21 March 2016 provided more opportunities for events and activities to be shared in schools, businesses and communities.

In March 2016, the Tasmanian Government and MCOT partnership enabled the development of resources to support future celebrations including Harmony Week and Harmony Day branding and resources, and the establishment of a purpose [built website](#) as well as supporting events and activities across the state.

## How are we tracking?

Tasmania is growing. The latest ABS data indicates the State's population to be 518 478 persons as at March 2016.

In the year to March 2016, Tasmania's population grew by 2 202 people, with a growth rate of 0.43 per cent. This is the highest annual growth rate for four years. The three months to March was also the highest quarterly population growth recorded in the State since March 2010.

As with all states and territories, Tasmania has regular movements of visitors and residents on and off the island. However, in the three months to March 2016, the state had positive net interstate migration. This is only the third time Tasmania has experienced a positive quarter of net interstate migration since March 2011, with all three of these instances occurring in the last 12 months. This is particularly significant when compared to the previous 12 months, where Tasmania experienced a net outflow of 1 069 persons interstate.

Births also contribute to Tasmania's population, with natural population increase (births less deaths) in Tasmania estimated to be 438 persons in the three months to March 2016.

Overseas migration continues to be a significant contributor to Tasmania's population with a net inflow of 1 117 persons in the year to March 2016. The contribution of overseas migration to Tasmania's population is evident as growth broadly follows overseas migration trends.

## Where to next?

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 to attract and support investment and opportunities, and to engage with current, new and previous Tasmanians to help grow the State.

### Focus areas for the next year

In 2016-17, the Tasmanian Government will continue its implementation of the Population Growth Strategy.

This includes:

- supporting engagement with people linked to Tasmania and continuing to enhance and manage the Make it Tasmania website;
- management and continuation of the rollout of the Join the Industry program, which has been launched to assist Tasmanian businesses to sponsor overseas migrants and to employ international cookery graduates;
- continuing to working with key partners including the University of Tasmania and TasTAFE to identify international education initiatives;
- promoting employment opportunities in Tasmania by piloting a networking and career development framework that will be accessible to new, current and potential Tasmanians;
- developing a marketing plan to promote Tasmania and its natural advantages;
- developing a state-wide Tourism and Hospitality Workforce Development Plan;
- exploring options to assist migrants and their families to find employment in Tasmania;
- continuing to support extended settlement services;
- the continuation of funding Harmony Day celebrations; and
- undertaking another round of the Multicultural Grants Program in 2016-17 to support community projects.

## Continuing to drive growth

The Tasmanian Government recognises that while attracting people to move to Tasmania from interstate and overseas is an important strategy for population growth, job creation is critical to retaining Tasmanians and migrants in our state. To that end, the Government continues its broader work in growing Tasmania's economy and facilitating job creation.

In the 2016-17 Budget, the Government demonstrated its commitment to this task by announcing key initiatives, including:

- doubling the First Home Builders Boost to \$20 000 for new constructions. There is no better time for young Tasmanians, and our expats, to come home and build their first home;
- continuing to support growth in the tourism industry, including investing \$6.3 million in capital works on the Great Eastern Drive;
- improving education outcomes by investing more and supporting access to education by extending more secondary schools to year 11 and 12 and providing access to early learning;
- providing \$600 000 over two years to support small business with apprenticeships and traineeships;
- the \$10 million Tasmanian Energy Efficiency Loan Scheme;
- establishing the \$13.9 million Community Infrastructure Fund to support community infrastructure initiatives throughout Tasmania; and
- continuing with the Government's broader reforms to support investment and growth including by identifying, reducing and avoiding 'red tape' and implementation of a single state wide planning scheme supported by strategic State Planning Policies,

to name just a few.

## Keep in touch

Join us as we work to grow Tasmania and share in our celebration of this state.

Share your story and help us celebrate Tasmania at [www.MakeItTasmania.com.au](http://www.MakeItTasmania.com.au)

You can also:

- contact us - [contact@MakeItTasmania.com.au](mailto:contact@MakeItTasmania.com.au)
- follow us on Facebook - [www.facebook.com.au/MakeItTasmania](http://www.facebook.com.au/MakeItTasmania)
- join us on LinkedIn - [www.linkedin.com/groups/7062293](http://www.linkedin.com/groups/7062293)

For a copy of the Population Growth Strategy visit [www.stategrowth.tas.gov.au/populationstrategy/](http://www.stategrowth.tas.gov.au/populationstrategy/)



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