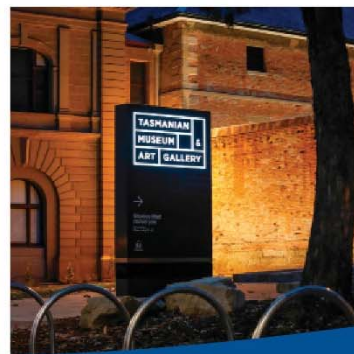
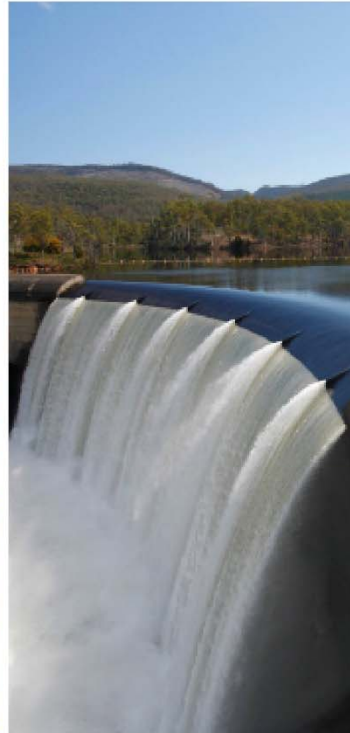
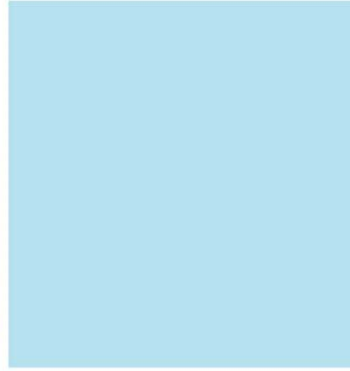


Annual update 2017



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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 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 these 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;
- 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, short-term action is also required to build momentum and put in place foundations to support growth. Activity in the second year of implementation has been informed by research and learning in the first year, with both new and existing programs supported. Key highlights are set out below.

Make it Tasmania

The Make it Tasmania website was launched in August 2016 to promote the benefits of working and living in Tasmania. The site is designed to:

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

The website hosts a portal for users to subscribe and keep in touch, and is complemented by a Facebook page and a Twitter account.

In October 2017, a revised version of the website was launched to improve functionality and accessibility.

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 Boosting Business and Skilled Migration Program has been 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;
- offering new migrant employment support programs, such as:
 - the Join the Industry program, to help international students graduating as cooks and chefs gain employment in Tasmania following the completion of their studies; and
 - the Business Migrants Assistance Program, which offers professional legal and financial services to help nominated migrants start their business ventures successfully.
- 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 through migrating to Tasmania; and
- supporting the University of Tasmania (UTAS) Asia Institute to undertake a program of public seminars and migration related projects to better inform future migration policy.

International education

In June 2017, the Tasmanian Government released the Global Education Strategy, 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 \$211 million in revenue to the State in 2015-16 and injecting cash into retail, transport, accommodation, tourism and hospitality sectors.

The Government will be investing in a range of initiatives to promote and strengthen Tasmanian'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; and
- developing a global alumni network.

Supporting migrant settlement, diversity and inclusion

In 2017, the Tasmanian Government committed funding to a number of programs designed to support migrants new to the State and foster a culture that is vibrant, inclusive, respectful and supportive.

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:

- a work trial program delivered by the Tasmanian Chamber of Commerce and Industry (TCCI) which aims to connect skilled migrants with Tasmanian employers, primarily through the TCCI Employer of Choice Network;
- 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;
- a diversity internships program delivered in partnership with UTAS, offering 10 intern scholarships for students from a migrant background; and
- funding to support the Jobs in Disability Services for Migrants Program delivered by MRC North and St Giles to support high quality disability support services across the State.

New seed funding was provided to MRC South to deliver a social enterprise service designed to help Tasmanian migrants overcome barriers to employment. The organisation engaged an expert advisory panel to help inform the design and delivery of a catering service scheduled to launch in 2018.

The Multicultural Grants Program was delivered for a second year, with a total of \$100 000 in funding allocated across 14 projects in 2017. 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 2018.

The Tasmanian Government was delighted to partner with the Multicultural Council of Tasmania (MCOT) for a second year to support its work in celebrating Harmony Day and Harmony Week in March 2017. Harmony Day is held on 21 March each year. The celebration of Harmony Week from 20 – 26 March 2017 is part of a commitment to provide more opportunities for events and activities to be shared in schools, businesses and communities.

In May 2017, the Tasmanian State Service Diversity and Inclusion Policy, and the supporting Framework, were launched to help departments consider diversity as a core part of employment practices, including job advertising and selection. Key stakeholders, such as MRC and MCOT, were consulted during the development stages to explore opportunities for improving outcomes for people from culturally and linguistically diverse backgrounds. This work is complemented by an online cultural awareness training program being piloted by the Department of Premier and Cabinet.

Progress

Tasmania is growing. ABS data indicates that as at March 2017, the State's population was 520 101.

In the year to March 2017, Tasmania's population grew by 3 091 people, with a growth rate of 0.6 per cent. This represents the highest annual growth rate in seven years. In the three months to March 2017, Tasmania also recorded the highest quarterly population growth since March 2010, with an additional 1 051 residents.

As with all states and territories, Tasmania has regular movements of visitors and residents. In the year to March 2017, interstate migration contributed an additional 651 residents, with 241 of those arriving in the recent quarter to March 2017. This latest quarterly change is the largest change since March 2010.

In the year to March 2017, natural population increases (births less deaths) in Tasmania was estimated to account for 1 048 persons.

Overseas migration continues to be a significant contributor to Tasmania's population, with a net inflow of 1 291 persons in the year to March 2017. This is the second highest annual increase in overseas migration since March 2010. In the last quarter to March 2017, net overseas migration contributed an additional 540 new residents to the population, the highest quarterly growth since March 2010.

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.

The Tasmanian Government will continue to implement the Population Growth Strategy in 2018. 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;
- undertaking the Tasmanian Employment Networking Service (TENS) pilot to assist people with skills and qualifications in information and communication technology (ICT), construction or health to find work in their field in Tasmania by connecting them with relevant industry and business contacts (service accessible via the Make it Tasmania website);
- launching the Population Growth Strategy Small Grants Fund to provide opportunities for businesses and not-for-profit organisations to implement and undertake projects, initiatives, events and/or services that are consistent with the intent of the Population Growth Strategy;
- continuing to work with key education partners to expand the international education market and improve educational, social and economic opportunities for Tasmanians through the Global Education Strategy and Making the Future Partnership 2015-2025; and
- continuing to work with partners to support settlement services for migrants and promote diversity and inclusion within the State.

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. Accordingly, the 2017-18 Budget continues the Tasmanian Government's broader work in this area. Major initiatives include:

- \$21.8 million to support the Cradle Mountain Visitor Experience;
- \$20 million to support business by reducing electricity costs;
- \$17.1 million for a payroll tax rebate to support the employment of apprentices, trainees and young Tasmanians;
- \$12.5 million to support the Agri-Food Plan;
- \$11 million in additional support for tourism marketing;
- \$9.5 million to support Copper Mines of Tasmania and the West Coast community;
- \$4.1 million for the Employment Partnership: Jobs Action Plan;
- \$3 million to implement the Global Education Growth Strategy; and
- \$2 million in grants to small business to support the employment of new apprentices and trainees.

Further information

- Contact us - contact@MakeltTasmania.com.au
- Follow us on Facebook - <https://www.facebook.com/MakeltTasmania>
- Join us on Twitter - www.twitter.com/MakeltTasmania

To view the Population Growth Strategy visit:

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



Department of State Growth

GPO Box 536

Suburb TAS 7001 Australia

Email: contact@makeittasmania.com.au

Web: www.makeittasmania.com.au