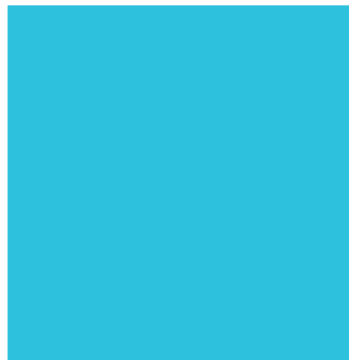


Growing Tasmania's population  
to 650 000 by 2050

# Population Growth Strategy



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# PREMIER'S FOREWORD



It is a great time to be in Tasmania and an even better time to be a Tasmanian. We want more people to call Tasmania home because a bigger Tasmania is a better Tasmania.

Population growth strengthens the economy, creates more job opportunities and a greater diversity. That's why we have created Tasmania's Population Growth Strategy, which aims to increase our population to 650 000 by 2050.

This is a targeted and comprehensive set of actions aimed at encouraging more people to our state through job creation, migration and ensuring Tasmania is recognised as the great place it is to live and work.

Tasmania has so much to offer to so many; overseas migrants, international students, humanitarian entrants, and Tasmanians living elsewhere who can hear home calling.

We have a lifestyle that is the envy of many; vibrant and welcoming communities and opportunities to make a living that's not outweighed by the cost of living. All of this is set against the backdrop of one of the most magnificent natural environments in the world.

Now is the right time to spread this message and to share our state. Tasmania's doors are open.

I am incredibly proud to be Tasmanian and I feel privileged to raise my family here. I look forward to welcoming more people to our island as they discover for themselves why Tasmania is the greatest place to call home.

A handwritten signature in black ink, which appears to read 'Will Hodgman'.

Will Hodgman MP

Premier

# MESSAGE FROM THE MINISTER



The Tasmanian Government has set a bold and ambitious target to increase Tasmania's population to 650 000 by 2050.

Tasmania has the oldest and slowest growing population in the country. Unless we take action now, Tasmania's population is likely to go into decline in the next four decades. A declining population will result in a slowing economy, fewer people in our workforce to support those unable to work and a reduced capacity to fund essential services such as education and health.

On the other hand, higher population growth will support stronger economic growth. Economies with larger populations sustain a broader range of industries and provide a wider range of employment opportunities. A larger population enables governments and businesses

to improve the efficiency of services for consumers and lowers costs through economies of scale.

This Population Growth Strategy is part of the government's vision of making Tasmania the best place in the country to live, work, invest and raise a family.

The Tasmanian Government will provide leadership and support long term, sustainable population growth through action against three key pillars.

- Job creation and workforce development: we will facilitate job opportunities in the state to enable people to move to and stay in Tasmania. We will also identify future employment opportunities to enable us to target our education and training system to provide skills for jobs and meet workforce needs.
- Migration: we will actively pursue and facilitate overseas and interstate migration to Tasmania and encourage Tasmanians living elsewhere to come home.
- Liveability: we will build and promote Tasmania's liveability, to attract and retain people in Tasmania. We will foster a culture which is vibrant, inclusive, respectful and supportive.

Achieving Tasmania's population target will not be easy. We will need long term, coordinated action by all levels of government, industry and the community if we are to grow Tasmania's population and reach our target.

A handwritten signature in blue ink, reading 'Matthew Groom'.

Matthew Groom MP

Minister for State Growth

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# EXECUTIVE SUMMARY

Growing Tasmania's population is a top priority of the Tasmanian Government. We share a vision that Tasmania is the best place in the country to live, work, invest and raise a family.

The Tasmanian Government has set a target to grow Tasmania's population to 650 000 Tasmanians by 2050.

To grow our population, we have developed a targeted and comprehensive set of 50 actions against three key pillars:

- Job creation and workforce development
- Migration
- Liveability

We will invest over \$10 million over four years to implement these actions.

## Job creation and workforce development

We will invest \$7.3 million over four years to facilitate job creation in the state to enable people to move to and stay in Tasmania. We will also identify current and future employment opportunities to inform investment in education and training and migration strategies.

### Actively pursue investment, business relocation and job creation

- |   |   |
|---|---|
| 1 | Facilitate and support businesses moving to Tasmania and creating new jobs. |
| 2 | Encourage businesses to establish remote working hubs in Tasmania.          |

### Identify and project current and future employment opportunities

- |   |   |
|---|---|
| 3 | Develop a framework for industry workforce planning.            |
| 4 | Develop a model for projecting future employment opportunities. |

### Invest in real skills for real jobs

- |   |  |
|---|--|
| 5 | Release annual Ministerial Priorities for Training and Workforce Development.  |
| 6 | Create specific population growth education and training initiatives under the Skills Tasmania Signature Projects Fund.                  |
| 7 | Work with the University of Tasmania under the Partnership Agreement to align higher education programs with Tasmania's workforce needs. |

## Migration

We will invest \$2.55 million over four years to actively pursue and facilitate overseas and interstate migration and retain people in Tasmania. We will also encourage the return of the Tasmanian diaspora.

### Retain our best and brightest

- |    |   |
|----|---|
| 8  | Undertake research to better understand education and career pathways for young Tasmanians.           |
| 9  | Enhance kindergarten to Year 12 career and life education through the <i>My Education</i> initiative. |
| 10 | Promote and support graduate programs.  |
| 11 | Encourage intergenerational knowledge transfer and succession planning.                               |
| 12 | Promote secondment programs in the public and private sectors.  |
| 13 | Foster entrepreneurship and business creation.  |

### Increase engagement with the Tasmanian diaspora and encourage them to return home

- |    |   |
|----|---|
| 14 | Establish a formal network for the Tasmanian diaspora.    |
| 15 | Develop a database of Tasmanians living across the world. |
| 16 | Increase engagement with the Tasmanian diaspora.          |

### Actively pursue overseas migration

- |    |  |
|----|--|
| 17 | Provide migration advice and support services to potential overseas migrants.                  |
| 18 | Assist Tasmanian businesses to sponsor overseas migrants and to employ international students. |
| 19 | Work with the Australian Government to pursue migration opportunities for Tasmania.            |

### Increase our share of humanitarian entrants

- |    |  |
|----|--|
| 20 | Work with the Australian Government to increase Tasmania's share of humanitarian entrants.       |
| 21 | Work with the Australian Government to support improved family reunion of humanitarian entrants. |
| 22 | Establish a Safe Haven hub for refugees and asylum seekers.                                      |

### Increase numbers of international students

- |    |  |
|----|--|
| 23 | Under the Partnership Agreement with the University of Tasmania, develop a consolidated, statewide international education strategy. |
| 24 | Undertake a research project to better understand international student education and career pathway experiences.                    |
| 25 | Develop an action plan for the retention of international students.  |

Actively pursue interstate migration	
26	Promote business and employment opportunities in Tasmania.
27	Undertake recruitment drives to address large scale employment demand and for major projects.
28	Identify any barriers to making the decision to move to Tasmania from interstate and consider targeted options that could lower barriers.
Implement a strong marketing strategy	
29	Revitalise and enhance the Tasmanian brand.
30	Develop an online portal containing information about living and working in Tasmania.
31	Undertake a targeted national and international campaign to attract people to Tasmania to live and work.



“Migrants to Tasmania arrive on all visa types, skilled, humanitarian, temporary, permanent resident etc. The benefits of migration are great and many, and can vary according to the region migrants settle, the skills they bring and their backgrounds, the local economy and the existing population.”

*Alison O'Neill, Chief Executive Officer, Migrant Resource Centre (Southern Tasmania) Inc.*

## Liveability

We will invest \$727 000 over four years to build and promote Tasmania's liveability and foster a culture which is vibrant, inclusive, respectful and supportive.

### Nurture our vibrant communities

- |    |   |
|----|---|
| 32 | Enrich Tasmania's keen sense of community through the Events Strategy 2015-2020.                                  |
| 33 | Work with the Tasmanian Hospitality Association to further develop a vibrant and productive hospitality industry. |
| 34 | Invest in and develop our creative industries and cultural attractions.   |
| 35 | Respond to current and emerging community infrastructure needs.   |

### Support families to achieve a work-life balance

- |    |  |
|----|--|
| 36 | Develop and promote a work-life balance accreditation system.                                |
| 37 | Promote policies to support employees' work-life balance.                                    |
| 38 | Continue to support the provision of before and after school care at public primary schools. |
| 39 | Work with the Australian Government to support access to quality, affordable childcare.      |

### Assist migrants to settle and feel welcome in Tasmania

- |    |   |
|----|---|
| 40 | Continue to implement the Tasmanian Multicultural Policy 2014.      |
| 41 | Undertake research on the lived experience of migrants in Tasmania. |
| 42 | Assist migrants and their families to find employment in Tasmania.  |
| 43 | Extend settlement services provided to migrants.                    |
| 44 | Establish a Multicultural Grants Program.                           |
| 45 | Support Harmony Day celebrations.                                   |

### Create inclusive and supportive communities

- |    |  |
|----|--|
| 46 | Support the development of options for a shared Community and Multicultural Centre for Glenorchy through development of a Master Plan. |
| 47 | Continue to support long standing cultural festivals.  |
| 48 | Continue to support a whole of government approach to children and young people.   |
| 49 | Continue to support a whole of government approach to population ageing.   |
| 50 | Promote and support the implementation of cultural competency training.  |

## Tasmania's Population Growth Strategy

**Target:** Grow Tasmania's population to 650 000 by 2050

**Vision:** Tasmania is the best place in the country to live, work, invest and raise a family

**Mission:** the Tasmanian Government will provide leadership to support long term, sustainable population growth through facilitating job creation and developing our workforce, promoting our enviable lifestyle and encouraging migration.

Job creation  
and workforce  
development

Migration

Liveability

Objective: to facilitate job creation and identify current and future employment opportunities to inform investment in education and training and migration strategies

Objective: to actively pursue and facilitate overseas and interstate migration as well as encourage return of the Tasmanian diaspora

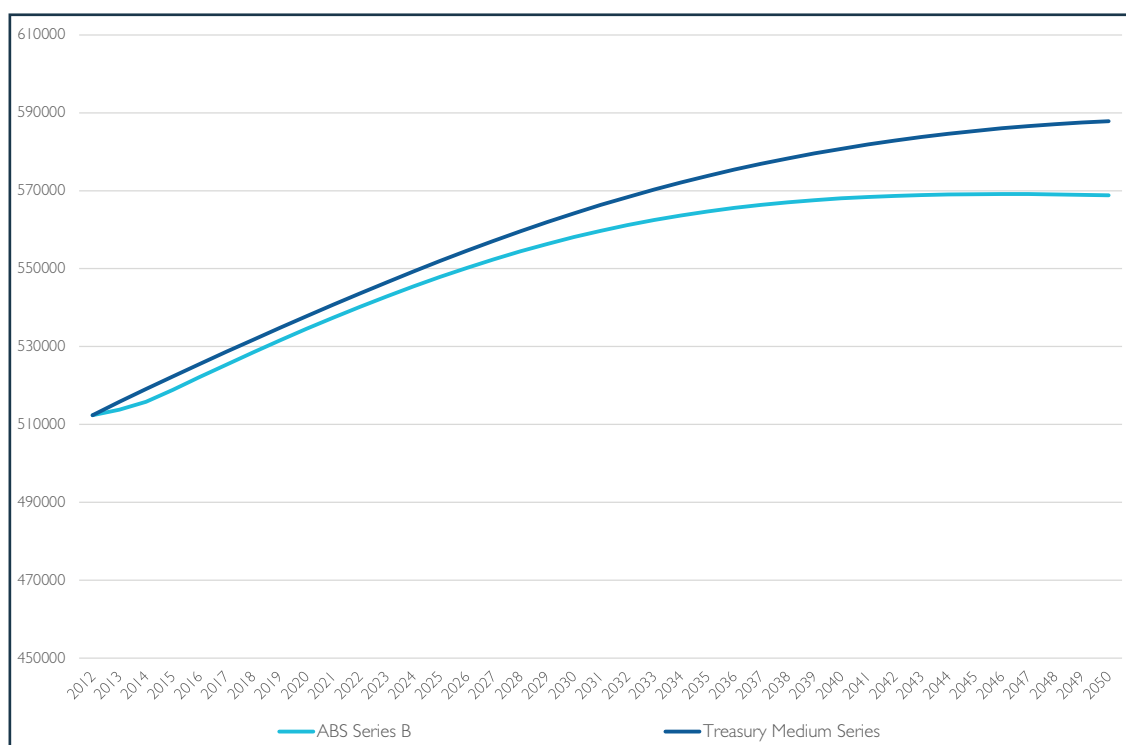
Objective: to build and promote Tasmania's liveability and foster a culture which is vibrant, inclusive, respectful and supportive

# INTRODUCTION

## Tasmania's population challenge

Tasmania's population currently stands at around 515 000. Population projections recently undertaken by both the Australian Bureau of Statistics (ABS) and the Tasmanian Department of Treasury and Finance, project that based on historical trends, Tasmania's population is likely to begin to decline from around the middle of this century (under their most likely or medium case scenarios). Tasmania is the only state or territory in Australia projected by the ABS to enter population decline in the projection period.

Figure 1: Population projections for Tasmania – ABS and Tasmanian Department of Treasury and Finance projections



Source: ABS, *Population Projections, Australia, 2012 (base) to 2101*, Cat. No. 3222.0, Department of Treasury and Finance, 2014 *Population Projections, Tasmania*

Tasmania currently has the oldest population in Australia and our population is ageing faster than any other state or territory. In Tasmania, the median age is 41.5 years compared with the national median age of 37.3 years<sup>1</sup>. It is projected that more than one in four Tasmanians will be aged 65 or older by 2050, based on current trends.

Table 1: Tasmania's population by age group in 2014 and projected for 2050

Age group	2014		2050 - ABS		2050 - Treasury	
	Actual (%)	Number	Series B (%)	Number	Medium series (%)	Number
<15	18.4	94 620	16.1	91 697	15.1	88 764
15-64	63.8	328 584	56.1	319 259	55.9	328 546
65+	17.8	91 482	27.8	157 854	29.0	170 565
85+	2.1	10 972	6.0	33 880	7.8	45 667
Total		514 686		568 810		587 875

Source: ABS, Australian Demographic Statistics, Dec 2014, Cat No 3101.0, ABS, Population Projections, Australia, 2012 (base) to 2101, Cat. No. 3222.0, Department of Treasury and Finance, 2014 Population Projections, Tasmania

## Growing our population

There are many advantages for Tasmania in having a larger population. Higher population growth tends to support stronger economic growth. Economies with larger populations are generally able to sustain a broader range of industries and therefore provide a wider range of employment opportunities.

The Tasmanian Government, local councils and businesses are able to benefit from economies of scale with larger populations. Each extra person added to Tasmania's population will increase Tasmania's Goods and Services Tax revenue under the current arrangements.

Once a region reaches the point of natural population decline (more deaths than births), it is virtually impossible to return to population growth<sup>2</sup>. We need to act now to make sure we have the people and workforce we need to grow Tasmania's economy and our population.

To achieve our population target of 650 000 by the year 2050, we need to grow Tasmania's population by around 3 750 persons per year.

There are two ways to grow Tasmania's population – through natural increases (increasing the difference between the numbers of births and deaths in Tasmania) and through migration (increasing the number of people moving to Tasmania and decreasing the number of people leaving Tasmania).

<sup>1</sup> ABS, Population by Age and Sex, Regions of Australia, 2014. Cat. No 3235.0

<sup>2</sup> Jackson, NO 2014, 'Subnational depopulation search of the theory: Adding New Zealand in diagnostic framework to the international evidence base', NIDEA working papers No. 8, National Institute of Demographic and Economic Analysis, University of Waikato.

Unlike in some other Australian jurisdictions, there are no major constraints in Tasmania to population expansion. Tasmania does not have any shortages of land or of water for household use in the major urban areas where most population growth is likely to occur. The scale of possible population increases in Tasmania's cities is not expected to result in the same congestion issues that some cities in mainland Australia are facing.

Equally, environmental impacts are likely to be manageable under current regulatory arrangements.

To provide for ongoing sustainable population growth, a balanced age structure is required between the working age and non-working age population. In particular, to stabilise our population age structure to enable long term, sustainable population growth, it is important to attract and retain young working age people and families to Tasmania.



“Instead of focusing on the challenges, we should be part of the solution, to create a viable and inviting workplace and community environment to encourage expatriate Tasmanians and new families to settle permanently in the state.”

*Tasmanian Women's Council*

## Planning for our growing population

The Tasmanian Government provides extensive services to Tasmanians, including schools, healthcare, infrastructure and policing. As our population grows, government will need to plan for, and deliver services to a larger population.

To that end, the Tasmanian Government is currently reforming the Tasmanian planning system and developing a single statewide planning scheme to ensure land is appropriately allocated for growth, and that services and infrastructure can be delivered efficiently and effectively now and in the future. This includes considering where land will be made available for residential, industrial, business and commercial development.

The Tasmanian Government has also recently established Infrastructure Tasmania, to ensure investment in infrastructure is strategic and supports state growth. Infrastructure Tasmania will advise the government with respect to where infrastructure and essential services are needed to enable economic development. It will also ensure that infrastructure and essential services are located appropriately to service our community, businesses, industries and visitors. This includes unlocking significant economic, social and education opportunities for Tasmania through the National Broadband Network.

Significant review and reform is also occurring with respect to the delivery of education and health services in Tasmania, to ensure our children have the education and skills they need for future employment and to manage the changing health service demands of our growing and ageing population.

## Input into the development of this strategy

On 30 April 2015, the Department of State Growth released a Population Discussion Paper and commenced a six week public consultation process to seek input into the development of this Population Growth Strategy.

More than 40 submissions were received from organisations and interested individuals, with respect to growing Tasmania's population. These submissions have informed the development of this strategy.

Consensus from the consultation process was that population growth will rely on Tasmania being able to provide meaningful work opportunities and superior lifestyle advantages. Tasmania boasts some of the world's most liveable and beautiful cities. As our population grows, we understand we will need to maintain Tasmania's liveability.

Through our consultation, three key themes emerged in terms of growing Tasmania's population. These were:

- the need for strong economic performance, including providing real work opportunities and investment in education and training
- the need to improve and promote Tasmania's liveability
- the need to plan for growth, including provision of social and economic infrastructure.

Extracts from a number of submissions received through the public consultation process appear throughout this document.

## Monitoring progress in growing our population

Growing Tasmania's population will not be easy. We will need long term, coordinated action by all levels of government, industry and the community if we are to grow Tasmania's population and reach our target. This Population Growth Strategy outlines a number of actions that will support population growth over the next four years.

In order to monitor our progress in growing Tasmania's population, the Department of State Growth will lead an annual review of implementation of the actions contained within this strategy, based on the development of indicators to evaluate progress towards the target. The review will also include consideration of the effectiveness of the initial actions and the outcomes of the research projects. A comprehensive evaluation will also be undertaken in 2019.

Data about the size of Tasmania's population is released quarterly by the Australian Bureau of Statistics. The following incremental targets will also be used to measure our progress towards achieving our overall target of 650 000 Tasmanians by 2050.

*Table 2: Incremental population targets*

Year	2015	2020	2030	2040	2050
Population	515 000	530 000	570 000	600 000	650 000

To measure our progress in growing our population and to plan for service delivery to that population, the Tasmanian Government will continue to undertake population projections for Tasmania and its local government areas as required.

This strategy will be revised and updated periodically to reflect new actions and initiatives required to grow our population.

# ACTIONS TO GROW TASMANIA'S POPULATION

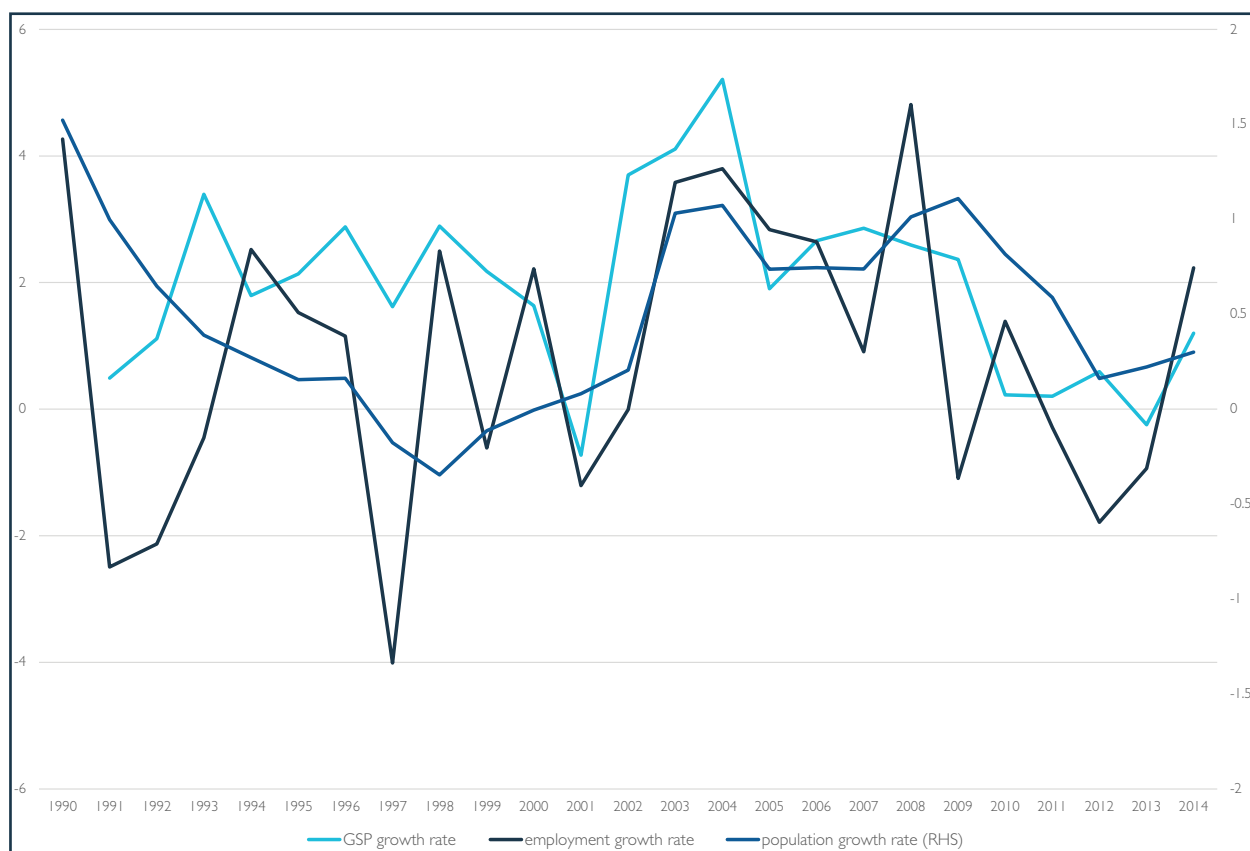
## Job creation and workforce development

Objective: to facilitate job creation and identify current and future employment opportunities to inform investment in education and training and migration strategies.

We know that population growth is strongly correlated with economic performance. When the Tasmanian economy is strong, particularly in relation to the national economy, the rate of population growth increases.

As Figure 2 shows below, when our economic performance improves (measured by Gross State Product), the number of people employed increases (measured by the employment rate) and so too does the population growth rate. The converse is true when economic performance is poor.

Figure 2: Growth in Gross State Product, employment and population in Tasmania between 1990 and 2014



Source: ABS, Australian National Accounts: State Accounts, 2013-14, Cat. No. 5220.0; Labour Force, Australia, Cat. No. 6202.0; Australian Demographic Statistics, Dec 2014, Cat. No. 3101.0

Tasmania is now in a similar position to the early 2000s, when we experienced strong economic performance, employment growth and population growth.

While we need strategic intervention to address Tasmania's projected population decline, there are also opportunities presented though an increase in the number of older Tasmanians.

Growth in new and expanding industries to cater for an older population, as well as the need to replace workers as they retire (approximately 110 000 people will retire over the next 15 years) will create employment demand. This provides Tasmania with an opportunity to become a leader in providing aged care services and to harness this, together with our inclusive, age-friendly community, to attract and retain people in the state.

This Population Growth Strategy will leverage off the economic turnaround over the past 18 months to provide a strong economy from which population growth can occur.

The Tasmanian Government is already active in attracting investment and facilitating job creation to drive state growth. Some key initiatives are outlined below.

## **Jobs growth package**

The Tasmanian Government is investing \$315 million in a jobs growth package that will support economic growth and the creation of around 8 000 new jobs.

The jobs growth package includes:

- the \$60 million Northern Cities Major Development Initiative, which specifically targets Launceston, Devonport and Burnie and includes initial funding to progress the Devonport Living City project, the Launceston University of Tasmania Campus Relocation project, and enhancing the University of Tasmania presence in Burnie;
- \$8 million to upgrade parks infrastructure;
- \$6 million to grow the tourism sector and create quality visitor experiences by strategically investing in priority tourism marketing, infrastructure, products and workforce;
- \$17 million to the Regional Revival Fund to support projects, industry and jobs growth in regional areas of Tasmania.

## **Infrastructure investment to create jobs, deliver safer roads and rail**

The Tasmanian Government is investing \$1.806 billion to deliver the infrastructure needed to drive economic growth and create jobs in Tasmania.

This investment in our hospitals, schools and roads will give our construction industries a major boost. It will also facilitate substantial work on upgrading TasRail's freight rail network.



## New \$24 million fund to create jobs and grow the economy

The Tasmanian Government is partnering with the Australian Government to establish a new fund to leverage private investments that will create jobs and help grow the Tasmanian economy.

The Tasmanian Government will invest an additional \$8 million, on top of the \$16 million from the Australian Government (formerly allocated to Cadbury) to create a new jobs and investment fund.

The fund will support private investment on a \$2 to \$1 basis and could leverage up to \$72 million in job creation projects for Tasmania. The fund will be targeted to our key competitive strengths in tourism, agriculture and aquaculture, and advanced manufacturing.

## Energy

The Tasmanian Government is also investing in a 20-year vision for the future of energy in Tasmania. The Tasmanian Energy Strategy sets out a plan to once again make energy a competitive advantage for Tasmanians by driving investment, facilitating jobs and reducing cost pressures on households and business.

Tasmania has the second lowest regulated tariff rates in the country and the government is committed to doing all we can to ensure we are delivering the lowest, sustainable electricity prices into the future.

## What we will do

We will invest \$7.3 million over four years to facilitate job creation in the state to enable people to move to and stay in Tasmania. We will also identify current and future employment opportunities to inform investment in education and training and migration strategies.

### *Actively pursue investment, business relocation and job creation in Tasmania*

1. Facilitate and support businesses moving to Tasmania and creating new jobs through the Business and Jobs Attraction Initiative. Lead agencies: Department of State Growth, Office of the Coordinator-General.
2. Encourage businesses to establish remote working hubs in Tasmania. Lead agency: Office of the Coordinator-General.

### *Identify and project current and future employment opportunities*

3. Develop a framework for industry workforce planning and a consistent method for gathering data about requirements for workforce development. Lead agency: Department of State Growth.
4. Develop a model for projecting future employment opportunities, including labour replacement for ageing workforces and to identify current and future skills demand. Lead agencies: Department of State Growth, Department of Treasury and Finance.

### *Invest in real skills for real jobs*

5. Release annual Ministerial Priorities for Training and Workforce Development as per Section 5 of the *Training and Workforce Development Act 2013* to inform investment in education and training, leading to employment outcomes for Tasmanians. Lead agency: Department of State Growth.
6. Create specific population growth education and training initiatives aligned with employment opportunities under the Skills Tasmania Signature Projects fund. Lead agency: Department of State Growth.
7. Continue to work with the University of Tasmania under the Partnership Agreement to align higher education programs with Tasmania's current and future workforce needs. Lead agencies: Department of State Growth, Department of Education.

"In order to encourage Tasmania's youth to remain in the state, it is essential that support is provided for young people to secure employment, and that incentives are offered for young people to attend the University of Tasmania, rather than studying at interstate institutions."

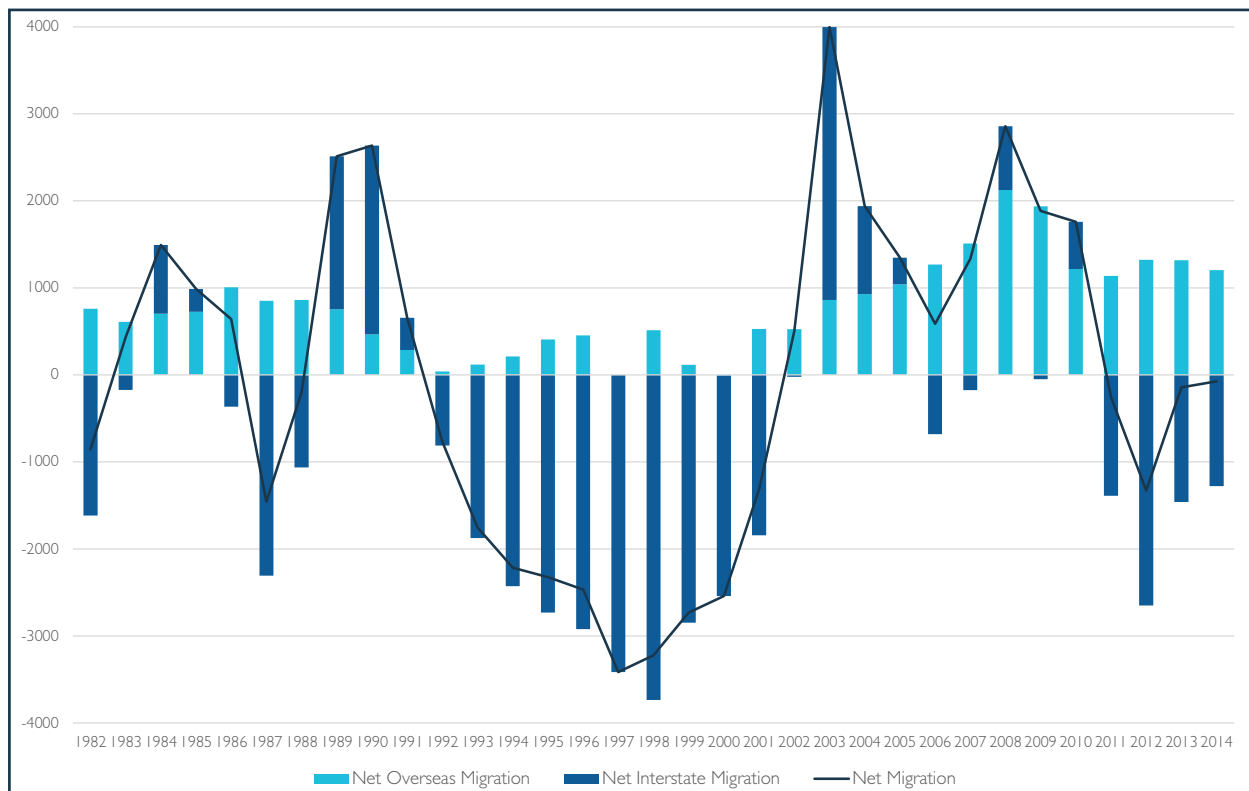
*Tasmanian Women's Council*

## Migration

Objective: to actively pursue and facilitate overseas and interstate migration to Tasmania and encourage the return of the Tasmanian diaspora.

We know that Tasmania's ability to grow our population is strongly impacted by interstate and overseas migration, and by the age profile of migrants. In the past, Tasmania has experienced net losses of people interstate and net gains of people from overseas, which have cancelled each other out over the longer term. However, on a year by year basis, interstate and overseas migration have varied considerably, as shown in Figure 3.

Figure 3: Net overseas migration, net interstate migration and net migration, Tasmania graph



Source: ABS, Australian Demographic Statistics, Dec 2014, Cat. No. 3101.0

If we can reduce the average number of people leaving Tasmania each year by a quarter, we will go much of the way to achieving a long term, sustainable population growth rate and achieving our target.

It will also be important to attract people from interstate and overseas to come to Tasmania to work, visit and study. The Tasmanian Government is already active in attracting and settling migrants in Tasmania through initiatives such as:

- providing information to people wishing to migrate to Tasmania, including through the Migration Tasmania website
- promoting business and skilled migration to Tasmania under the Boosting Business and Skilled Migration Initiative, including through trade missions and marketing campaigns
- providing settlement services to refugees and humanitarian migrants
- implementing the Tasmanian Multicultural Policy 2014
- providing funding to support cultural groups and events
- promoting Tasmania as a study destination through Study Tasmania.

“For almost a decade, as other States have succeeded in recording consistent growth in the population of migrants, Tasmania failed to attract and retain a significant migrant population both skilled and humanitarian refugees.”

*Multicultural Council of Tasmania*

“... steps need to be taken to increase and promote the opportunities available to young people already living in Tasmania, to give them the resources they need to remain living in Tasmania and achieve their goals and aspirations.”

*Youth Network of Tasmania*



## What we will do

We will invest \$2.55 million over four years to actively pursue and facilitate overseas and interstate migration and retain people in Tasmania. We will also encourage return of the Tasmanian diaspora.

### *Retain our best and brightest*

The net loss of young, educated and skilled people is one of the major challenges faced by Tasmania. We know this exodus has been influenced by a lack of employment opportunities in the state for school leavers and graduates. While we support young people's aspirations to experience opportunities elsewhere, we want them to also have opportunities in Tasmania, and if they do choose to leave, to be able to maintain a strong connection to the state with a tangible pathway to return.

8. Through the Peter Underwood Centre, undertake research to better understand education and career pathways for young Tasmanians. Lead agency: Department of Education.
9. As part of the *My Education* initiative, enhance kindergarten to Year 12 career and life education, through continuing to develop the knowledge, skills and attributes learners need to successfully plan and make informed choices for their future. Lead agency: Department of Education.
10. Promote and support the continuation of graduate and training programs in the public sector and the adoption of graduate and training programs in the private sector. Lead agencies: Department of Premier and Cabinet, Department of State Growth.
11. Encourage intergenerational knowledge transfer and succession planning in both the public and private sectors, through mentoring and phased-in retirement programs. Lead agencies: Department of Premier and Cabinet, Department of State Growth.
12. Actively promote secondments in both the public and private sectors, to build capability and flexibility in the employment market. Lead agencies: Department of Premier and Cabinet, Department of State Growth.
13. Develop an action plan to foster entrepreneurship and business creation, supported by education and skill provision. Lead agency: Department of State Growth.

"Young people who are studying not only need part time work to support their studies, but also need long term, permanent employment when they graduate."

*Youth Network of Tasmania*

### *Increase engagement with the Tasmanian diaspora and encourage them to return home*

There are many people in Australia and across the world who call Tasmania home, and who, if given the choice, would love to return to live and work and raise their families. We need to better engage with Tasmania's diaspora, to showcase the opportunities now available in the state and encourage Tasmanians to return. We also need to engage Tasmanians living elsewhere to act as ambassadors for our state and help link Tasmania to the rest of the world.

14. Establish a formal network and chapters for Tasmanian diaspora, including providing seed funding and supporting networking events. Lead agency: Department of State Growth.
15. Develop a database of Tasmanians living across the world and provide information to the network about opportunities in the state. Lead agency: Department of State Growth.
16. Increase engagement with the Tasmania diaspora. Lead agency: Department of State Growth.

### *Actively pursue overseas migration*

Overseas migrants present many opportunities for Tasmania and Tasmanians. We know that many businesses in Tasmania have benefited from employing skilled migrants. Businesses have experienced increased revenue and profit, expansion, increased staff numbers and introduced new processes. However, we also know that there is a lack of awareness among Tasmanian employers of skilled migration visa processes and the potential solution skilled migrants offer to skill and labour shortages.

Historically, the contribution of overseas migration to Tasmania's population growth has been relatively low and less than the national per capita share. This contributes to comparatively lower ethnic diversity than other Australian states and territories.

17. Provide migration advice and support services to potential overseas migrants.  
Lead agency: Department of State Growth.
18. Implement an education and support program to encourage and assist Tasmanian businesses to sponsor overseas migrants and to employ international students.  
Lead agency: Department of State Growth.
19. Work with the Australian Government to:
  - promote migration to Australia and particularly to regional areas such as Tasmania
  - pursue opportunities provided by a potential Designated Area Migration Agreement
  - improve clarity and simplify application processes for business and skilled migrants
  - improve the process for recognition of international qualifications and credentials.Lead agency: Department of State Growth.

### *Increase our share of humanitarian entrants*

For many years, Tasmania has welcomed humanitarian migrants to our State. The Tasmanian Government is committed to supporting additional numbers of refugees and asylum seekers, particularly in response to humanitarian crises. Tasmania provides safe and welcoming communities in which to settle.

20. Work with the Australian Government to increase Tasmania's share of humanitarian entrants.  
Lead agency: Department of Premier and Cabinet.
21. Work with the Australian Government to support improved family reunion of humanitarian entrants.  
Lead agency: Department of Premier and Cabinet.
22. Establish a Safe Haven hub to provide additional support, including pathways to employment, additional interpreter support and settlement support for an additional 500 asylum seekers and refugees to relocate to Tasmania. Lead agency: Department of Premier and Cabinet.

"The social impact of the Karen Settlement is extraordinary. Nhill, a very conservative community, has embraced and opened their minds and hearts to the Karen. This has made Nhill a better place to live."

*AMES & Deloitte Access Economics, 2015, Small towns Big returns: Economic and social impact of the Karen resettlement in Nhill, AMES Australia, Melbourne.*



“The economic impact of migration flows through into every aspect of the economy. It has a profound positive impact not just on population growth but also on labour participation and employment, on wages and income, on our national skills base and on net productivity.”

*Migration Council of Australia and Independent Economics, 2015*

*Economic Impact of Migration 2015*

*Migration Council of Australia, Canberra.*



### *Increase numbers of international students*

In recent times, international students have been the greatest source of overseas migrants to Tasmania. The contribution of international students is multifaceted, providing significant economic inputs through tuition fees, accommodation and living costs, as well as the associated benefits resulting from visiting family and friends. In addition, for every 10 international students there are 2.9 jobs created, with three quarters of these jobs outside the education sector.

For many international students there is a desire to remain in Tasmania following their graduation, however, challenges preventing international students from achieving this include obtaining relevant work experience, employment opportunities and complex visa pathways.

23. Under the Partnership Agreement with the University of Tasmania, develop a consolidated, statewide international education strategy to market Tasmania as an international education destination with the objective of increasing the numbers of international students in Tasmania. Lead agency: Department of State Growth.
24. Undertake a research project to better understand the international student education and career pathway experience. Lead agency: Department of State Growth.
25. Develop an action plan for the retention of international students, in partnership with education providers and employers. Lead agency: Department of State Growth.

### *Actively pursue interstate migration*

On average, more people leave Tasmania each year to live interstate than arrive. That said, on average, around 11 000 people move to Tasmania from other Australian states and territories every year.

Tasmania offers a range of advantages over other Australian states, including our environment, climate, friendliness and housing affordability. However, there is a perception interstate that there are limited employment and business opportunities in Tasmania.

26. Promote business and employment opportunities in Tasmania in other Australian states and territories. Lead agency: Department of State Growth.
27. Undertake recruitment drives to address large scale employment demand and for major projects. Lead agency: Department of State Growth.
28. Identify any barriers for individuals in making the decision to move to Tasmania from interstate and consider targeted options that could lower barriers and deliver higher levels of migration than would otherwise be the case. Lead agency: Department of Treasury and Finance.



“Regional settlement brings strong positive outcomes for migrants, their families and the broader community. It remains important that they have access to support, particularly in settlement and participation in the local communities, provision of orientation and information to navigate their social and physical environment and for securing employment.”

*Migrant Resource Centre (Northern Tasmania) Inc.*

### *Implement a strong marketing strategy*

Tasmania has much to offer, including employment and training opportunities, a low cost of living, housing affordability, beautiful landscapes, work-life balance, an enviable lifestyle, a comfortable climate, safe communities and good health and education systems.

Tasmania is building its brand as the best place in Australia to live, work, invest and raise a family. If we want to attract migrants from interstate and overseas to our state, we need to enhance and promote Tasmania's brand.

We also need to provide information to people about how they can move here, particularly for overseas migrants who will need to navigate Australian Government visa application programs. This includes information about employment opportunities, housing, and health and education systems.

29. Revitalise and enhance the Tasmanian Brand and ensure a consistent approach to marketing Tasmania as the best place in the country to live and work, invest and raise a family.  
Lead agencies: Department of Premier and Cabinet, Department of State Growth.
  - Develop key messages and brand position for each target market to inform the development of a marketing campaign.
30. Develop an online portal containing information about living and working in Tasmania – for Tasmanians, migrants, students, employers and the Tasmanian diaspora.  
Lead agency: Department of State Growth.
  - Develop a contemporary website as a single entry point for people interested in moving to, living and working in Tasmania with a key component which promotes current and future employment opportunities.
  - Integrate the Migration Tasmania website into the portal and include an online automated application process for potential migrants.
31. Undertake a targeted national and international campaign to attract people to move to Tasmania to live and work.
  - Develop and implement an approach to marketing Tasmania to interstate and overseas migrants, international students and Tasmanians living away from home.  
Lead agency: Department of State Growth.
  - Develop and distribute a package of factsheets and information (in various languages) to provide to people interested in moving to Tasmania. Lead agency: Department of State Growth.
  - Through participating in migration expos and trade missions, actively promote employment and study opportunities in Tasmania. Lead agency: Department of State Growth.
  - Share the stories and testimonials of Tasmanians, interstate and international migrants who have moved to, and live in, Tasmania. Lead agency: Department of State Growth.

## Liveability

Objective: to build and promote Tasmania's liveability and foster a culture which is vibrant, inclusive, respectful and supportive.

Tasmania's liveability is one of its strengths.

Brand Tasmania markets our state as a place that offers rewarding career opportunities, an enviable lifestyle, a comfortable climate and vibrant, welcoming communities. Balancing work, family life and recreation is easier in Tasmania where housing is affordable, good schooling and services are available and average commute times are among the shortest in the nation. Tasmania also offers a stunning natural environment and cultural, arts and sporting events and attractions that are world-class.

A key component of growing Tasmania's population will be building and promoting Tasmania's liveability, to attract and retain people in Tasmania.

This includes promoting and enhancing work-life balance and supporting people to raise their children and to care for their families in Tasmania. But it's not enough to just attract migrants, we need to make them feel welcome, help them to find work and access services and to feel part of the community so that they stay. We need to assist migrants, from overseas and interstate, to settle here. Moving to a new place, working out how to get around, where services are and establishing social networks, is not easy.

If we want people and families to stay in Tasmania, we need to make them feel welcome.

We also need to ensure workplaces and communities across the state are inclusive and supportive of people from different cultures and of different ages.



## What we will do

We will invest \$727 000 over four years to build and promote Tasmania's liveability and foster a culture which is vibrant, inclusive, respectful and supportive.

### *Nurture our vibrant communities*

Vibrant and culturally diverse cities and towns attract people and businesses, which in turn creates economic growth and employment opportunities. We will continue to work to enhance the lifestyle of Tasmanians, through delivering events across Tasmania, supporting cultural attractions, such as the Tasmanian Museum and Art Gallery, encouraging a vibrant and productive hospitality industry and providing community infrastructure.

32. Enrich Tasmania's keen sense of community through the Events Strategy 2015-2020.  
Lead agency: Department of State Growth.
33. Work with the Tasmanian Hospitality Association to further develop a vibrant and productive hospitality industry. Lead agency: Department of State Growth.
34. Invest in and develop our creative industries and cultural attractions.  
Lead agency: Department of State Growth.
35. Respond to current and emerging community infrastructure needs.  
Lead agency: Department of State Growth.



“The population of a community, region or state is a critical resource and a healthy population brings job creation, business opportunity, stable conditions for families and social networks to thrive and an enhancement of the general living conditions of the people.”

*Multicultural Council of Tasmania*



“In order to encourage Tasmanian women and families to have more children and thereby stimulate population growth, it is vital that greater support is provided for women who want to have children as well as a career.”

*Tasmanian Women’s Council*

### *Support families to achieve a work-life balance*

In Tasmania, the greatest contribution to population growth is natural increases (increase in the difference between births and deaths). However, decisions about whether to have children or have more children are affected by the cost of having children and the ease of combining family responsibilities with employment.

Tasmania’s total fertility rate maintains an average close to the population replacement rate (2.1 births per woman). While we know that most Tasmanian families are able to achieve their preferred family size, families may be more inclined to increase the number of children they have, if they can achieve an acceptable work-life balance.

If we want to enable families to have the number of children they desire, we need to support Tasmanian families to achieve work-life balance and to maintain engagement with the workforce.

36. Develop and promote a work-life balance accreditation system, as part of the Employer of Choice program. Lead agency: Department of State Growth.
37. Promote policies and programs in both the public and private sectors to support employees’ work-life balance and to provide flexibility for employees who care for children or other family. Lead agencies: Department of Premier and Cabinet, Department of State Growth.
38. Continue to support the provision of before and after school care at public primary schools. Lead agency: Department of Education.
39. Work with the Australian Government to support access to quality, affordable childcare. Lead agency: Department of Education.

### *Assist migrants to settle and feel welcome in Tasmania*

We don't just want to attract migrants to Tasmania, we want them to stay. Whether migrants settle permanently in Tasmania will depend on their experiences in the state. Retention rates are greatest for those migrants who secure employment in Tasmania, with decisions about whether to stay also impacted by their experiences with other Tasmanians, their ability to integrate in the community and to access cultural infrastructure. However, there is little understanding of the lived experience of migrants in Tasmania and how this experience may differ by visa type, ethnicity or age.

40. Continue to implement the Tasmanian Multicultural Policy 2014 and support migrant and multicultural communities. Lead agency: Department of Premier and Cabinet.
41. Undertake a research project into why overseas migrants are attracted to Tasmania, the barriers to them moving here permanently, and why migrants leave Tasmania, to inform future actions to grow our population. Lead agency: Department of State Growth.
42. Assist migrants and their families to find employment in Tasmania. Lead agency: Department of State Growth.
43. Work with the non-government sector to extend settlement services provided to overseas migrants to assist migrants and their families to find housing and employment, learn English and settle into communities. Lead agencies: Department of Premier and Cabinet, Department of State Growth.
44. Establish a Multicultural Grants Program to support projects that assist overseas migrants to feel welcome and part of the community. Lead agencies: Department of Premier and Cabinet, Department of State Growth.
45. Support Harmony Day celebrations. Lead agency: Department of Premier and Cabinet.

“The impact of a strong and sustainable program settling migrants in Tasmania as a contributor to population growth cannot be under estimated.”

*Ella Dixon, Chief Executive Officer,  
Migrant Resource Centre  
(Northern Tasmania) Inc*

### *Create inclusive, supportive communities*

The Tasmanian Government's Multicultural Policy vision is for “a strong, confident and inclusive society where all Tasmanians are treated fairly, with respect and without discrimination; and have an equal opportunity and responsibility, to engage in Tasmanian life.”

46. Support the development of options for a shared Community and Multicultural Centre for Glenorchy through the development of a Master Plan. The Master Plan will also explore options for a place of worship for our culturally diverse communities in the northern suburbs. Lead agency: Department of Premier and Cabinet.
47. Support significant long standing cultural events such as the Greek Community Estia Festival, Festa Italia and the Chinese Lunar/Lantern Festival. Lead agency: Department of Premier and Cabinet.
48. Continue to support a whole of government approach to children and young people. Lead agency: Department of Premier and Cabinet.
49. Continue to support a whole of government approach to population ageing. Lead agency: Department of Premier and Cabinet.
50. Implement cultural competency training across the Tasmanian Government and work with industry and businesses to encourage cultural competency training more broadly. Lead agency: Department of Premier and Cabinet.

“Immigration can boost the supply of skills different from and complementary to local communities, increase the supply of low-cost services, contribute to innovation and create incentives for investment and efficiency gains.”

*Alison O'Neill, Chief Executive Officer Migrant Resource Centre (Southern Tasmania) Inc.*





“Creating an enabling environment for migrants and helping Tasmania to be a welcoming community to new arrivals is an important part of any population retention strategy.”

*Multicultural Council of Tasmania*



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