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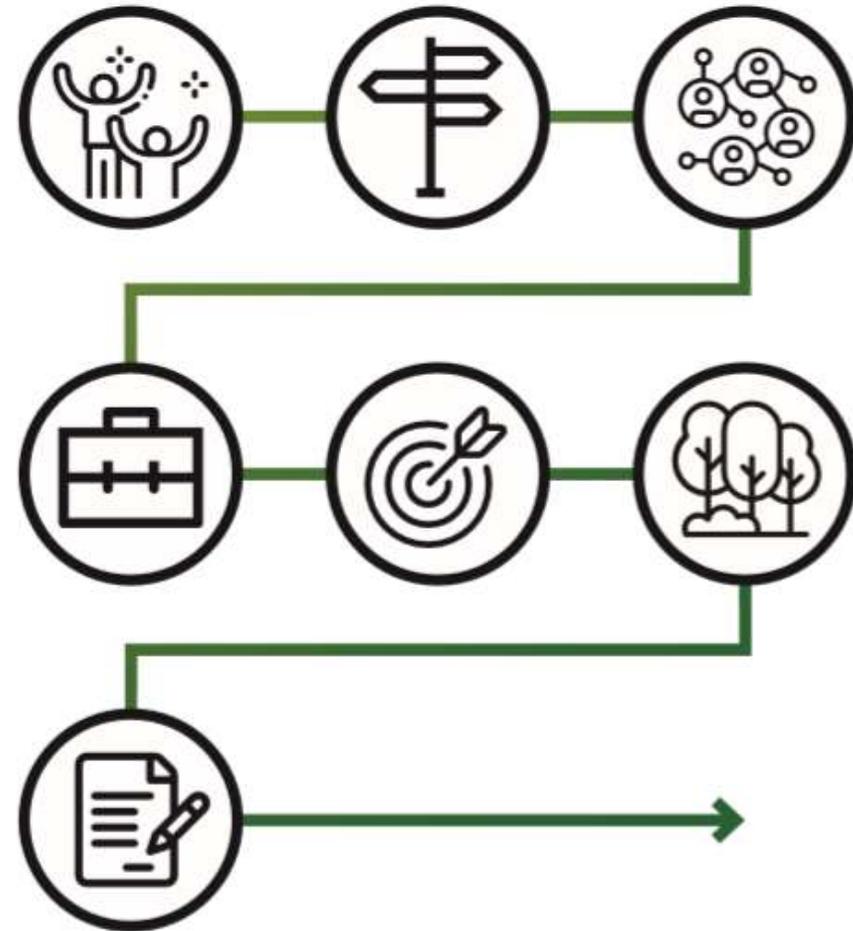
STRENGTHENING LIVEABILITY
A TOOLKIT FOR RURAL AND REGIONAL COMMUNITIES LOOKING TO GROW

Seven Steps

1 Gather your local champions

2 Know your neighbours

3 Map out mobility

4 Predict jobs and skills needs

5 Know your target market

6 Assess local liveability

7 Activate

Matching people with jobs for regional growth

COVID revealed the reliance on short and long term labour mobility for skilled workers in regional Australia

Population growth has been quite low in many inland places

- Growth concentrated in and around larger centres and the coast

Regional vacancies rising

- Need better matching of newcomers to required skills
- Need better matching of locals to required skills

Intense competition for the right people, so:

1. Grow your own local skills base and workforce

2. Attract skilled workers from other places

3. Encourage migrant workers

Will we see more effort for regional self-reliance and self-sufficiency?

Large **numbers** of people are moving to the big regional centres

But the largest inflow **rates** are to places with either

- Great job prospects
- Great 'lifestyle' prospects

Signs of boom then bust if it's just jobs alone

'Lifestyle' is highly personalised. What matters to one person doesn't always matter or matter in the same way to another person. Nor is it constant through life.
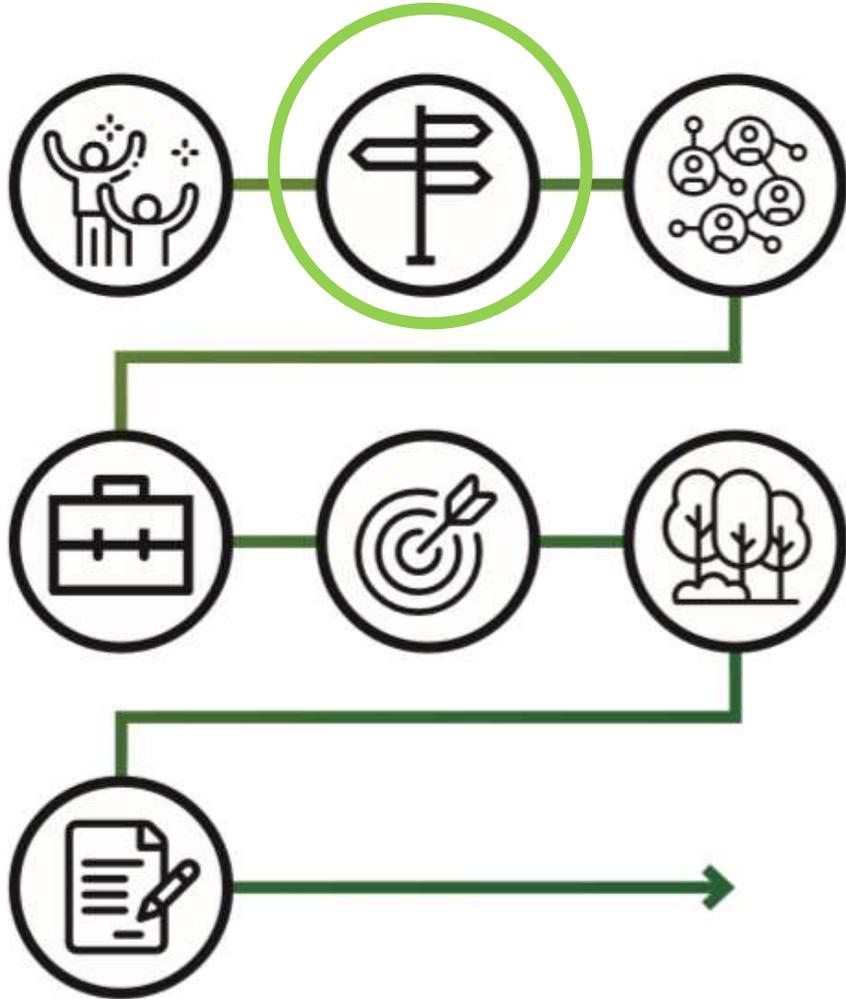
Step 1 Gather your local champions
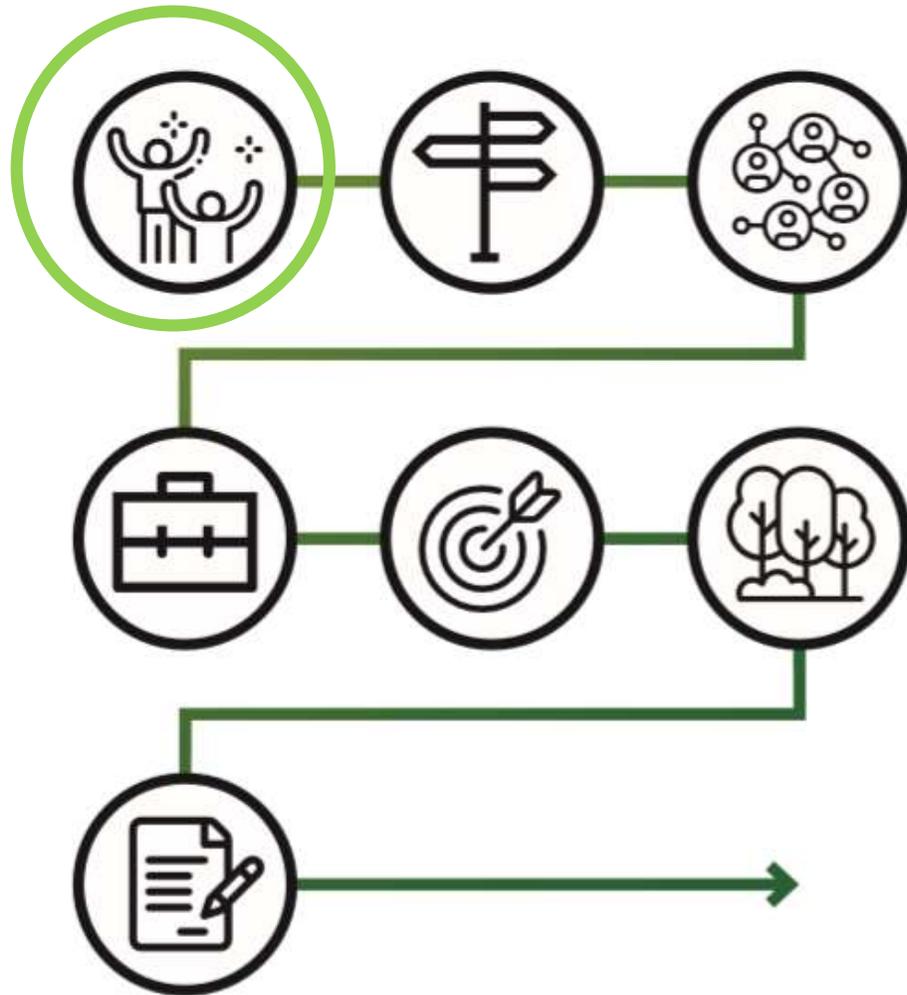
Identify and gather your local champions

Who needs to be involved to design, develop and implement a Liveability Action Plan?

Identify whether you should be coordinating more widely.

Ask whether your town is interdependent with a neighbouring town or towns.

Are you stronger together?

Service hubs and mobile workers

31 Regional Cities (over 50,000)

182 Mid-Sized Towns (5,000-50,000)

1,580 Small towns (200-5,000)

With much movement between places for lifestyle and work

Industry Towns

Service Towns

Connected Towns

Coastal Lifestyle Towns

Mixed Function towns
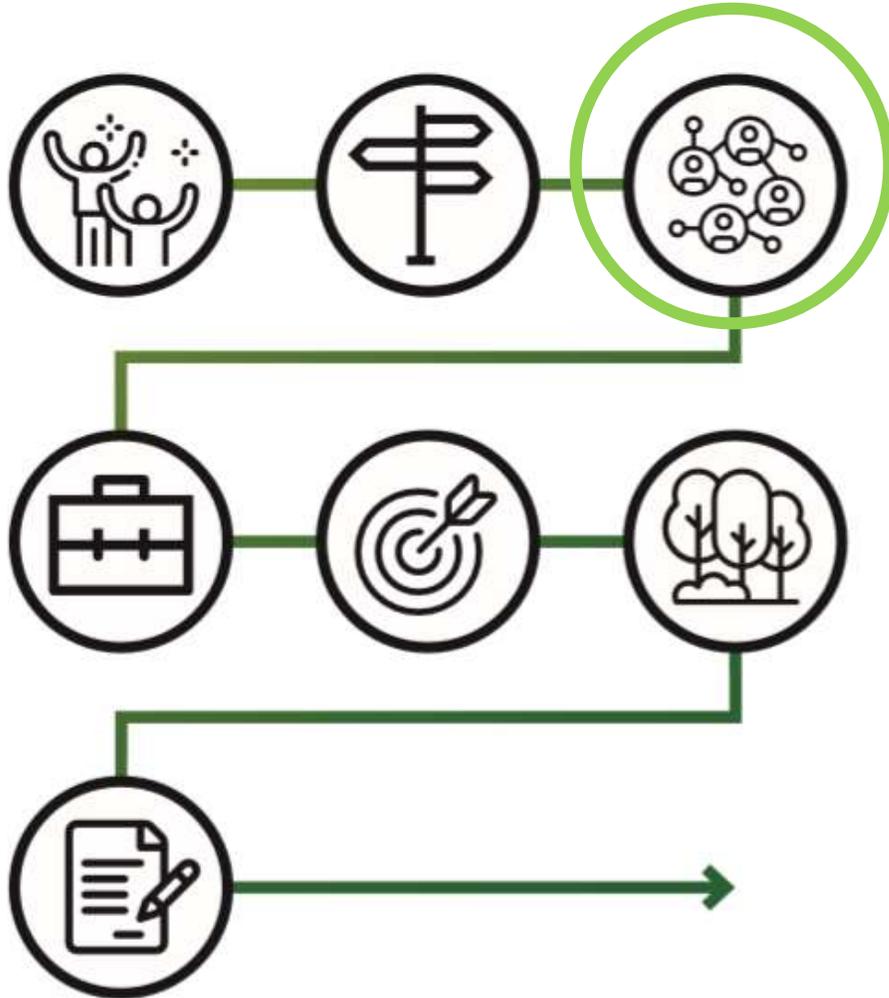
Understanding the way that population moves into and out of your region is an important first step in identifying who you may need to attract in order to stay strong into the future.

Many people already moving in and out

Moved in   Moved out   Total 2016
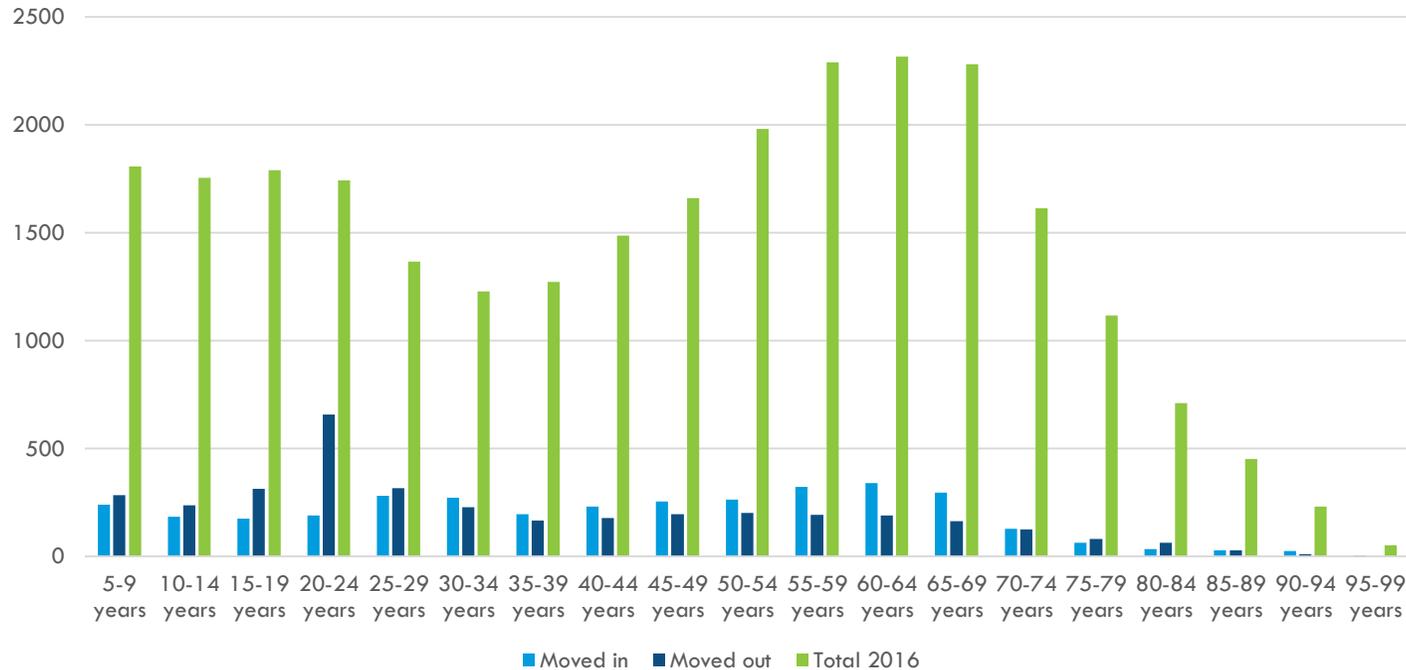
Lots of **young people left** Kempsey between 2011 and 2016

But lots of **people over 30 moved in** too

Big inflow numbers 55-64 ie **pre retirement**

Many of the 30-40 newcomers were **professionals**
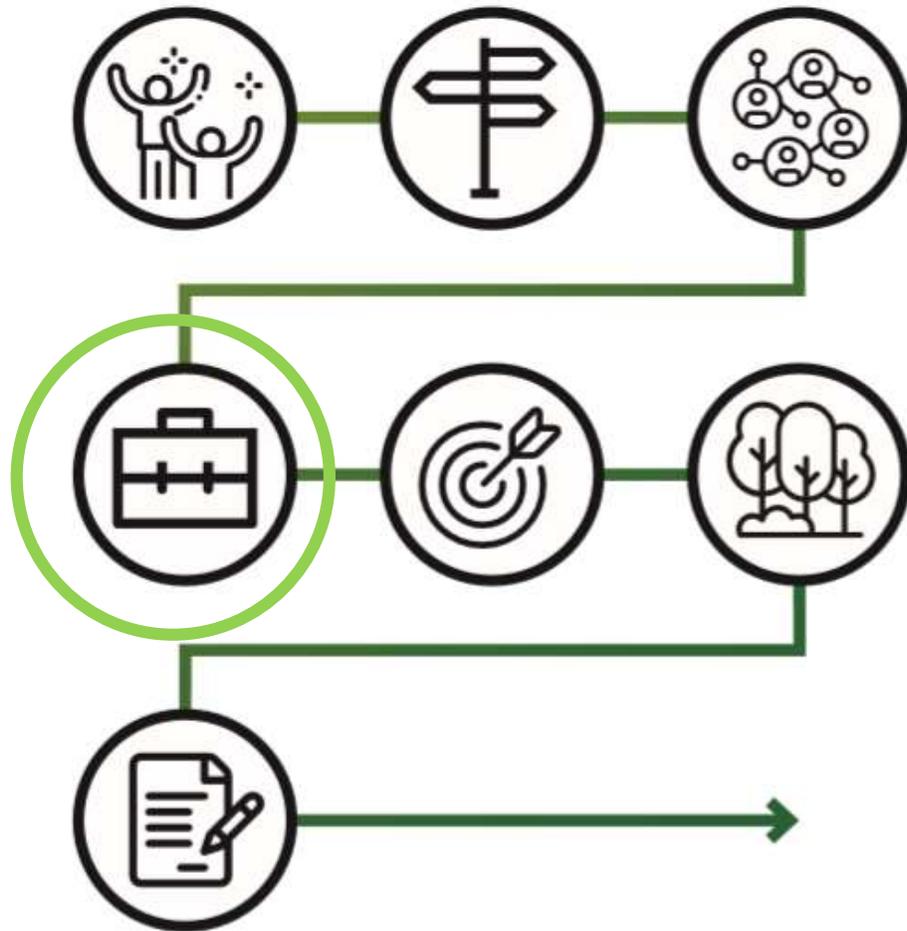
Understand how the regional workforce is changing and build populations which will help fill current as well as future workforce needs

High level skills required in regions
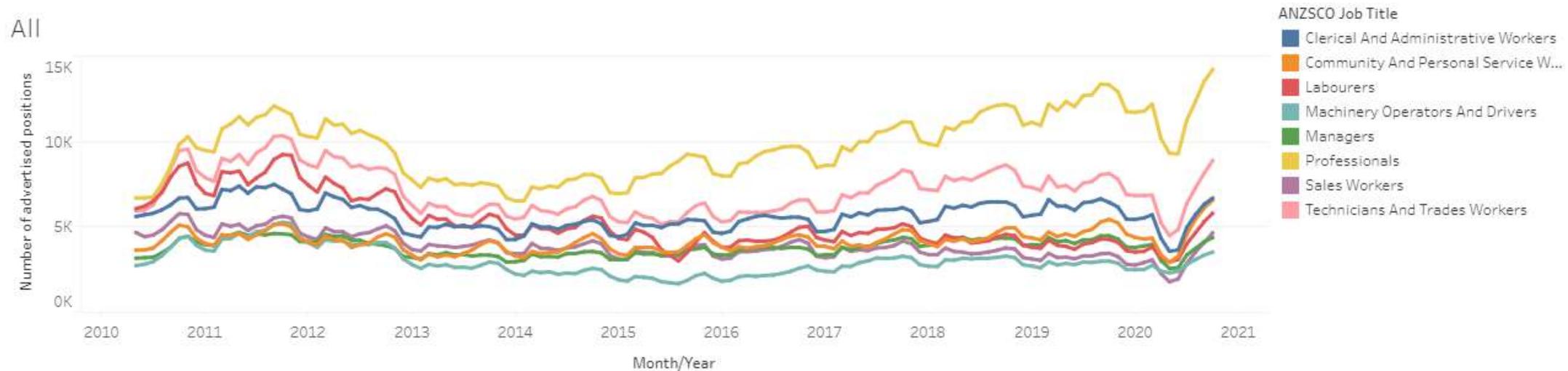
- Advertising for lower skilled jobs, especially Labourers, has fallen away.
- Vacancies now are dominated by skilled trades (especially automotive, electrical and construction trades) and professionals (health, education, business services, engineers)
- Gap between professionals and trades seems to be gradually widening
- Challenge for regional employers is that most regions are looking for similar skill sets
- This is good for mobile people with the skills, but bad for 'less attractive' regions

Step 5 Know your target market
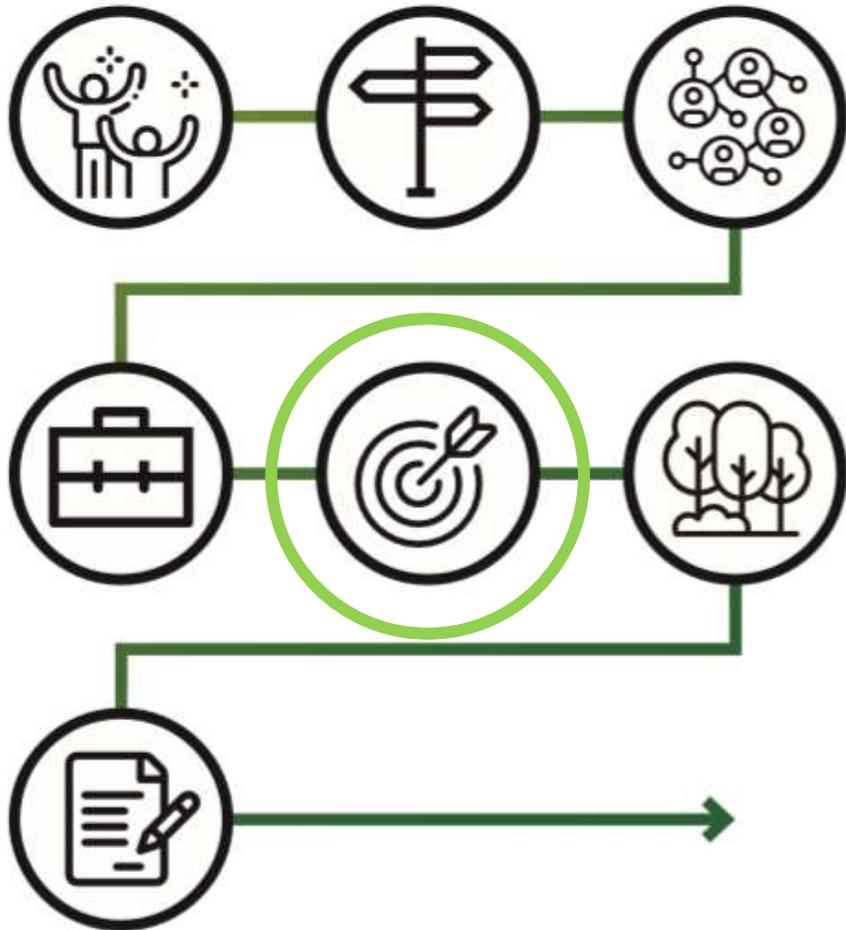
Consider what your target market is looking for in terms of lifestyle.

Different demographic groups value different aspects of liveability.

Health Services

Education Services

Cost of Living

Amenity

Connection to Community

Lifestyle and Opportunity
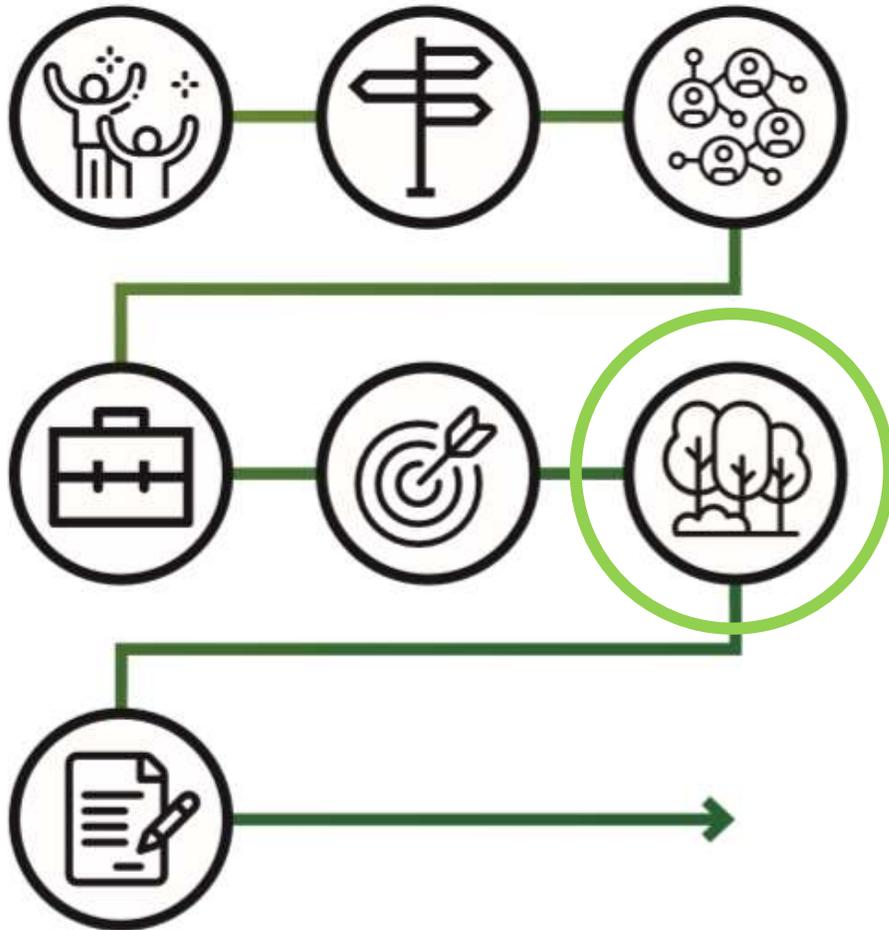
Candidly take stock of the liveability factors in your town and community.

Assess areas of strength and identify gaps.

HEALTH

Considerations

- Access to doctors including a female GP and bulk-billing clinics
- Access to pharmacy
- Access to dentist
- Access to mental health and specialist services

Our strengths are...

_____

_____

_____

_____

Our gaps are...

_____

_____

_____

_____

_____

EDUCATION

Considerations

- Access to accredited early childhood education services
- Access to primary school options
- Access to a local secondary school with breadth of curriculum
- Access to tertiary options
- Access to English language classes if seeking to attract new migrants

Our strengths are...

_____

_____

_____

_____

Our gaps are...

_____

_____

_____

_____

_____

If these services are located elsewhere, consider facilitating access, for example, through the use of community transport.

Where access to tertiary options is limited, consider establishing a study hub, with access to computers and Wi-Fi, and explore links with tertiary education providers. Can the community organise English conversation classes for new migrants?

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Develop and implement a targeted, placebased Liveabilty Action Plan for your town to improve aspects of liveability.

Liveability Action Plan

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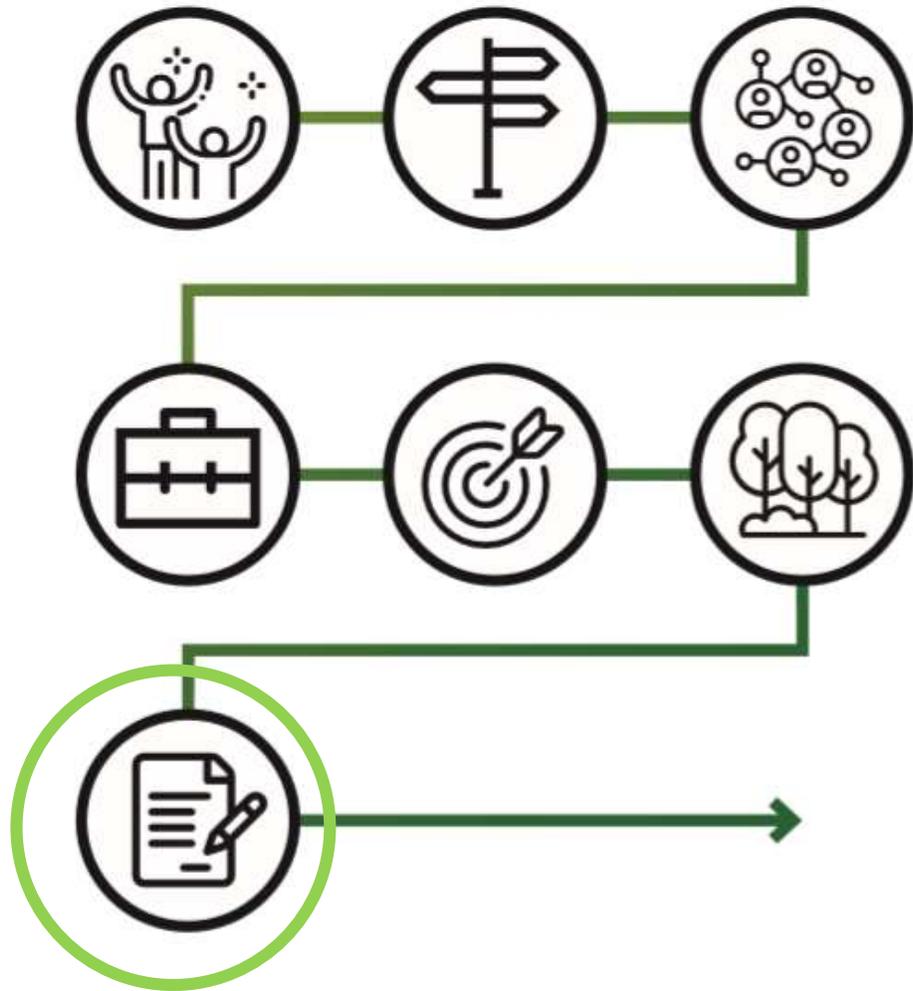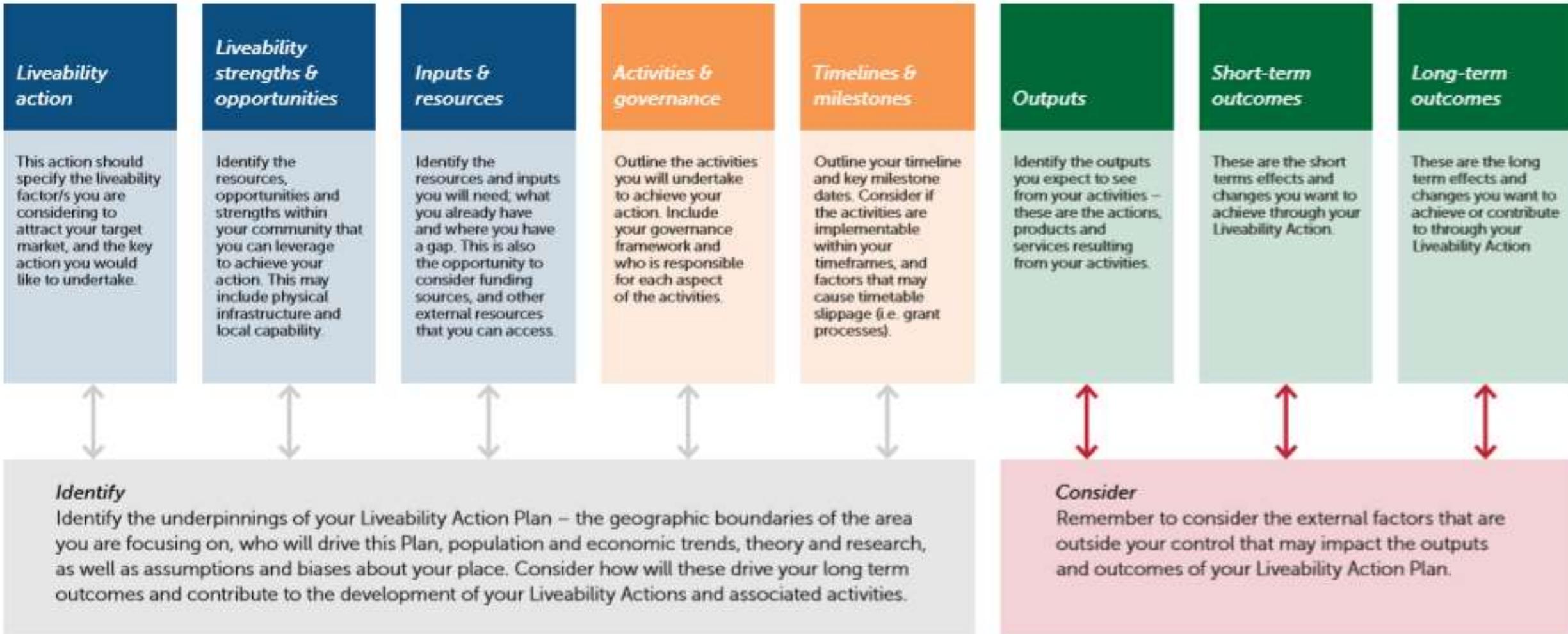| Liveability action	Liveability strengths & opportunities	Inputs & resources	Activities & governance	Timelines & milestones	Outputs	Short-term outcomes	Long-term outcomes
This action should specify the liveability factor/s you are considering to attract your target market, and the key action you would like to undertake.	Identify the resources, opportunities and strengths within your community that you can leverage to achieve your action. This may include physical infrastructure and local capability.	Identify the resources and inputs you will need; what you already have and where you have a gap. This is also the opportunity to consider funding sources, and other external resources that you can access.	Outline the activities you will undertake to achieve your action. Include your governance framework and who is responsible for each aspect of the activities.	Outline your timeline and key milestone dates. Consider if the activities are implementable within your timeframes, and factors that may cause timetable slippage (i.e. grant processes).	Identify the outputs you expect to see from your activities – these are the actions, products and services resulting from your activities.	These are the short terms effects and changes you want to achieve through your Liveability Action.	These are the long term effects and changes you want to achieve or contribute to through your Liveability Action

Identify
Identify the underpinnings of your Liveability Action Plan – the geographic boundaries of the area you are focusing on, who will drive this Plan, population and economic trends, theory and research, as well as assumptions and biases about your place. Consider how will these drive your long term outcomes and contribute to the development of your Liveability Actions and associated activities.

Consider
Remember to consider the external factors that are outside your control that may impact the outputs and outcomes of your Liveability Action Plan.

Liveability Toolkit and Action Plan

Work together

Map your gaps

Understand your target market

Reach out with the right messaging

Join the National Campaign!