

**Environmental Development** and Allied Professionals

Addressing the Challenges of Attracting Professional Staff to Regional Areas

Mathew Dickerson Evocities Chairman

# COMMON REGIONAL ATTRACTION STRATEGY

"BUILD IT AND

THEY WILL COME"

### NUMBER 5 ON THE ALL-TIME LIST OF MOVIE MISQUOTES: "BUILD IT AND HE WILL COME"

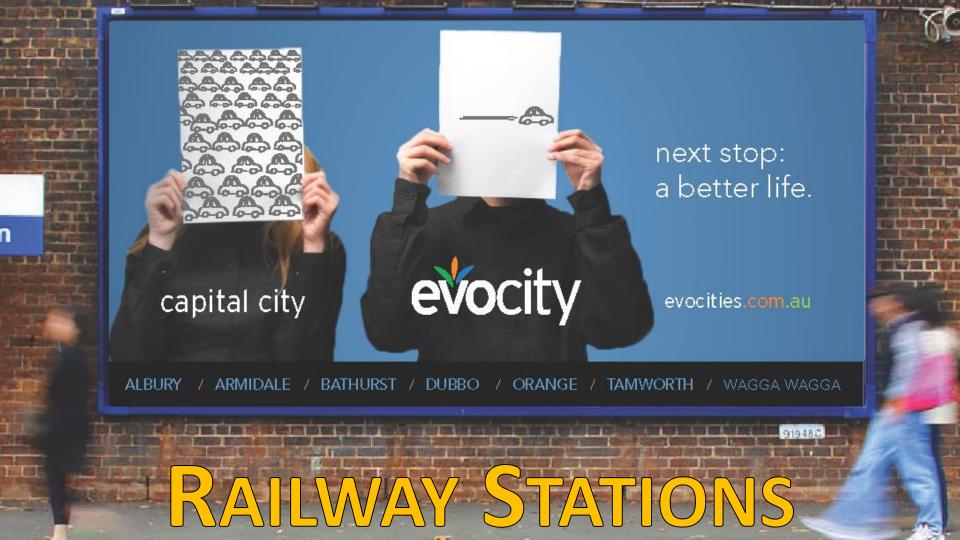
## "BUILD IT AND THEY WILL COME" IS NOT A STRATEGY IT IS A PRAYER

- Evocities launched in September 2010
- One objective: Marketing campaign
- •Market research:
  - Not a tree change but a city change
  - Images of modern cities not 'bush'
  - Focus on the negative the pain factor
- Funding from Council; Fed; Corp; State.

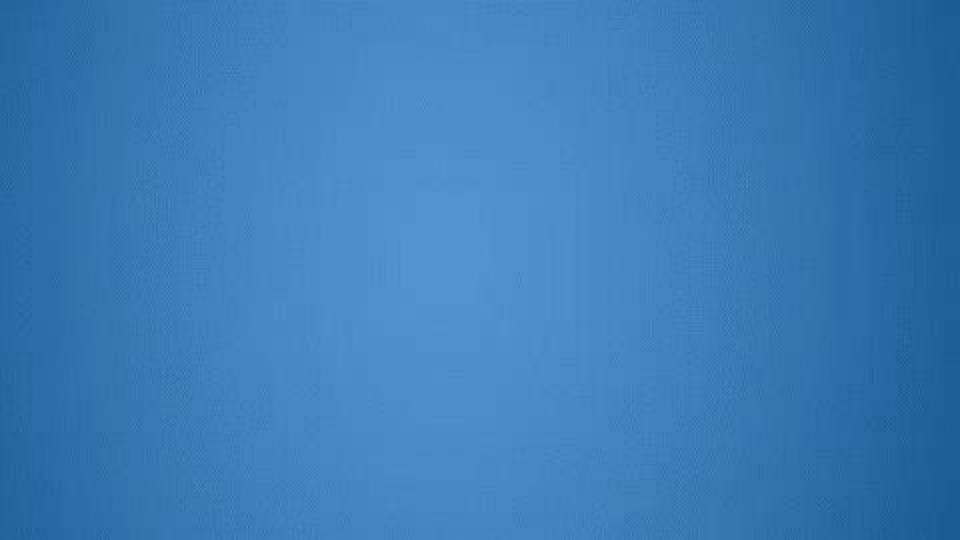


#### MOTORWAY BILLBOARDS









- Evocities Web site visitation: 400,106
- Evojobs Web site visitation: 1,644,873
- Facebook Impressions: 646,783
- Media placements: 3,078
- Relocation enquiries to Councils: 5,193
- •I don't really care about these numbers.

- Relocators: 7,095 (2,628 households)
- Evocities responsible for 2.2% growth
- •\$94,909 injection per household = \$250M
- •81% employed first; 49% no previous link
- •66% of Sydneysiders want to move
- •\$5.125M: LG=55%; Fed=33%; State=4.5%.







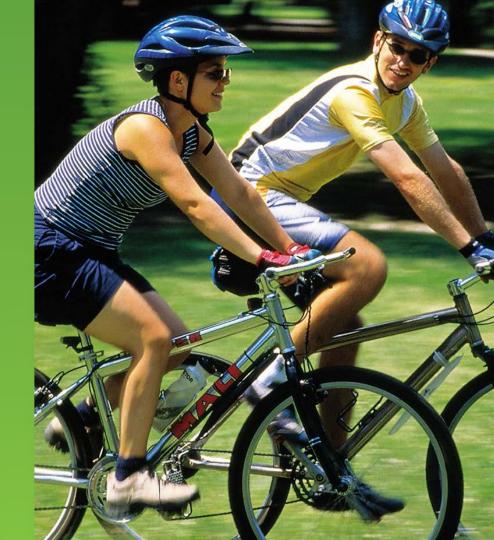
WAGGA WAGGA



we are living.

we are







- •Evotowns? Evoregions? Evobush?
  - City-like not bush appeals to Sydneysiders
  - High financial cost for low return
- 'Sponge Cities' or 'Exothermic Cities'
- Satellite Town growth via regional centre
- Education is the key
  - Capital City ignorance is our greatest barrier.

we are



REGIONAL CITY LIVING