



**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”**

A man with dark hair, wearing a white t-shirt, stands in a cornfield. He is looking off to the side, away from the camera. The background shows a sunset with a low sun on the horizon, casting a warm orange glow. Tall corn stalks are in the foreground, some partially obscuring the man.

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.**



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4T 6T

FOR DAY



NO STOPPING



WESTERN SYDNEY

- **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%.**



we are living.

we are living.

we are

 **evocities**
REGIONAL CITY LIVING



- **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.

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REGIONAL CITY LIVING