



## Bid to snatch the top talent for SA



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**L**OCAL powerbrokers have become increasingly innovative in their bid to bring dynamic workers back into the South Australian fold.

Most recently, the Department of Trade and Economic Development took its "Adelaide. Make the Move" campaign to Sydney and Melbourne at the National Careers and Employment Expos.

The department is the major sponsor of these marketing spectacles.

Department chief executive Ray Garrand says the strategy places SA in an enviable position.

"Being the major sponsor, we were at the forefront of all advertising and publicity related to the events," he says.

More than 60,000 attended the SA Government-sponsored events.

More than 20 companies from industry and government joined the department to help promote their jobs interstate.

These included Tenix, ASC, Hudson, Tanner Menzies, the University of SA, Education Adelaide and the Department of Defence.

Aiming to show the diverse opportunities available in SA for people at all stages of their careers, the SA contingent also hosted an alumni function with UniSA, Flinders University and the University of Adelaide.

Bringing expatriates together

helped to sell the message of opportunity in SA.

"There was a really good vibe," Mr Garrand says. "One of the challenges is finding ways to put us on the radar and keep us there."

"As a result of these strategies, perceptions are changing. We are outpacing the rest of Australia in terms of economic growth."

An integral part of the State Government population policy is to increase SA's population to two million people by 2050 and reduce net loss to interstate to zero by 2008.

Adelaide. Make the Move targets professionals interstate with messages about job opportunities, housing affordability, quality education and our lifestyle advantages.

Business SA president Rob Chapman says interstate and international experience adds value to the local workforce.

"Over 15-20 years, this state has lost a lot of its young educated people to interstate and overseas," he says. "We stopped the outflow three years ago but in the past year it has crept back up again."

"People think the pasture is greener. But the wages for a lot of the occupations are equal here."

"Even so, if you go, you will come back and be a better person with more experience."

"I run a better business because of my experiences interstate."