



MEDIA RELEASE

Date: Thursday 28 July, 2022

Community leaders partner to address workforce challenges

Photo opportunity:

Who: Local businesses and community leaders

What: Promotion of the Welcome to Central Goldfields project

When: Today, Thursday 28 July at 1.45pm

Where: Maryborough Community Hub

Local business and community leaders are partnering to lead a pilot project to attract skilled migrants to the Central Goldfields Shire and specifically Maryborough.

The partnership is in response to staff and skills shortages that are affecting businesses big and small – both locally and nationally.

The pilot project – Welcome to Central Goldfields – is an opportunity to look at ways to support successful relocation to the Shire as well as advocate at all levels of government on workforce and housing needs.

This project is an ambitious initiative. It's an exciting opportunity to create a long-term plan for relocation in the Shire to ensure the needs of our current and future workforce are met.

Local businesses will have the opportunity to tap into the program by potentially recruiting specialist staff into roles they have previously had challenges in filling.

Maryborough Rotary President Garry Higgins OAM said it was exciting to see our local businesses and community leaders working together on the Welcome to Central Goldfields project.

"We know that since the pandemic there's been a huge shift in people moving from cities to the country – this is an exciting opportunity for us – this is our chance to showcase our Shire as the great place we know it is.

"This is not an easy task and we understand there will be hurdles. To help deliver this project we will not only need to work together as a community, but also seek advice from organisations to develop sustainable and effective settlement solutions, to ensure we get this right."

Central Goldfields Shire Mayor Cr Chis Meddows-Taylor said workforce challenges were a real issue for our local community.

"Council recently surveyed and met with more than 50 local businesses – all of which cited workforce challenges as a common issue, which had been made harder by the pandemic.

“We know there are vacant jobs that are not being filled locally – this has serious implications for the growth of our local economy and it also impacts our community who are missing out on essential services.

“This project gives us a chance to relocate people to our community to help us not only solve workforce issues but have a positive impact on all areas of community life.

“We’re calling on our community to watch this space! We’ll be communicating more about the project in the coming months, including opportunities to play a part in welcoming new people to our community.”

A documentary film company, who are working alongside the project, will follow Welcome to Central Goldfields over a three-month period.

For more information visit www.engage.cgoldshire.vic.gov.au/welcometocentralgoldfields

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For more information and interviews contact Central Goldfields Shire Senior Communications Officer Kate Bucknall on 0457 604 252.