Global Skills for Victoria
Victoria’s Skilled Migration Strategy 2008-2011

October 2007

A Victorian Government initiative
Victoria is one of the world’s great multicultural success stories. Population growth has always underpinned our economic development and prosperity, and that growth has historically been built on immigration. As a result, Victoria is now one of the most welcoming, diverse and harmonious places in the world.

Our Government has worked proactively for almost eight years to attract overseas migrants to Victoria, increasing Victoria’s share of Australia’s skilled migrants from 17.6% in 1998-99 to 26.8% in 2005-06.

More than 1,500 skilled migrants and members of their families have now settled in regional Victoria under our Skilled Migration Strategy – and Victoria is considered the destination of choice for skilled migrants and their families in Australia. But as our economy continues to grow – with record levels of business investment, historically low unemployment and strong employment growth – the need for skilled workers grows.

Now, more than ever, we need to ensure sustainable population growth that supports the economy, creates jobs for all Victorians and helps build stronger communities. That is why I am launching the next phase of our Skilled Migration Strategy – Global Skills for Victoria.

Global Skills for Victoria will help Victorian businesses and industries attract the talented and highly skilled workers they need to move towards an increasingly innovation-based knowledge economy. Migrants have always made an immense contribution to Victoria and will continue to be an important source of population growth and cultural diversity.

With our great quality of life, vibrant communities and world-class education system, Victoria continues to be an outstanding place of opportunity for people looking to migrate.

Global Skills for Victoria will not only consolidate the work that we have done to make Victoria the preferred destination for skilled and business migrants. It will also ensure that Victoria remains a wonderful place to live, work and invest.

Hon John Brumby MP
Premier of Victoria
Victoria – and regional Victoria are in the midst of a sustained economic boom, with our industries driving jobs growth as they continue to take on more and more workers.

In regional Victoria more than 132,000 new jobs have been created since 1999.

But factors such as record low unemployment and less people entering the workforce are making it harder for businesses and industry to get the skilled workers they need to continue to thrive and expand.

A recent survey of regional employers found there continues to be strong demand across the state for skilled workers in areas ranging from business services and the health sector to advanced manufacturing and food production.

*Victoria’s Skilled Migration Strategy 2004-07* successfully boosted Victoria’s share of Australia’s intake of skilled and business migrants to well above our target of 25 per cent.

In an Australian first, it established the *Regional Migration Incentive Fund*, a highly successful initiative that has helped our regional communities to attract and retain more than 1,500 skilled migrants including their families. This includes doctors, nurses, scientists and pilots.

To continue to attract migrants like these in the face of constant global competition, we need to keep working to maintain Victoria’s status as the destination of choice for skilled and business migrants.

The Brumby Government’s new Skilled Migration Strategy, *Global Skills for Victoria*, will build on our successes by increasing the state’s share of skilled and business migrants to 28.5 per cent of Australia’s intake and ensuring our regional communities attract the skilled workers they need.

The new strategy complements the Government’s focus on education and training, which has seen $7.3 billion invested in education and training since 1999.

By advancing Victoria’s position as a destination of choice for skilled and business migrants, *Global Skills for Victoria* will play a key role in guaranteeing the State’s future economic prosperity so that it continues to be a great place to live, work and invest.

Jacinta Allan MP
Minister for Skills and Workforce Participation
Introduction

**Victoria’s Skilled Migration Strategy 2008–2011: Global Skills for Victoria**

Victoria’s strong economy and its changing skill needs has increased demand for skilled workers.

Where skills needs cannot be met locally, skilled migration plays an important role in meeting these needs.

*Global Skills for Victoria* responds to the changing national and international factors and drivers that affect Victoria’s human capital needs. Building on the achievements of *Victoria’s Skilled Migration Strategy 2004-07*, this new strategy will contribute to:

- Developing a highly skilled Victorian workforce;
- Growing the population of Victoria and regional Victoria;
- Promoting State economic and social development; and
- Developing the State’s international linkages and connections.

**Economic and social benefits of skilled and business migration**

Skilled and business migration brings social and economic benefits to Victoria including:

- Meeting the skills needs of the Victorian economy which cannot be met locally, helping to address economic constraints on business;
- Boosting the skill composition of Victoria’s human capital and assisting Victoria’s internationally competitive industries, through a more productive and competitive workforce and a broader pool of labour;
- Increasing population, boosting the demand for housing and locally produced consumer goods (assisting increased GSP);
- Increasing Victoria’s international linkages, which results in increased tourism, international education and exports;
- Offsetting some of the economic impact of Australia’s ageing population;
- Creating local jobs and boosting wages; and
- Increasing tolerance and trust and helping to build stronger, more inclusive communities.

**Case Study: Nadeem Hussain – Chemical Engineer, Environmental Protection Authority (EPA), Wangaratta**

Nadeem – “I saw Victoria as more vibrant and a better place for work. I’m very happy in this (EPA) office and with my colleagues. I see them as my other family.”

Fergal Grahame, Acting Manager for EPA North East Regional Services – “Nadeem has a strong background in chemical engineering and specialises in dealing with the wood and textile industries. It’s very hard to find someone with his skills and experience so we’re very lucky to have him.”

**Vision:** To make Victoria the destination of choice for skilled and business migrants to Australia.

**Fact:** Victoria has exceeded the Government’s target of 25 per cent share of Australia’s skilled migrants.
Victoria has a strong economy, providing excellent employment opportunities and economic benefits for both skilled migrants and their families that are highly appealing to migrants from all nations.

<table>
<thead>
<tr>
<th>Economy</th>
<th>Socio-cultural</th>
<th>Political/legal</th>
<th>Technological</th>
<th>Natural environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Developed economy</td>
<td>• Vibrant multicultural and welcoming society</td>
<td>• Stable system of government</td>
<td>• Strong research and development</td>
<td>• Clean, unpolluted</td>
</tr>
<tr>
<td>• AAA finance rating</td>
<td>• Family friendly</td>
<td>• Transparent/accountable</td>
<td>• Early adopter of new technology</td>
<td>• Temperate climate</td>
</tr>
<tr>
<td>• Technologically advanced economy</td>
<td>• Secure with low crime levels</td>
<td></td>
<td></td>
<td>• Diverse landscape</td>
</tr>
<tr>
<td></td>
<td>• Internationally recognised higher education systems</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Lifestyle – renowned for its food, arts, cultural precincts, sport and festivals</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Case Study: Rachel and Semir Mustovic – Educational Software, Geelong**

**Rachel** – “We kept saying to ourselves, I can’t believe how helpful everyone is. It was pretty breezy in terms of setting up our business. We went to a small business centre here in Geelong and they were just so helpful, giving us advice about taxation, bank accounts, and providing a list of accountants in the area – even checking if we had ambulance cover.”

“The big difference we find culturally is the openness and willingness to accept new people in Australia, and to make an effort to get to know you.”

“We’ve appreciated the way the Victorian Government has continued to stay in touch to see how we’re settling in. I’ve been impressed by that.”
Victoria has been highly successful in attracting people from overseas. It is a diverse multilingual and multicultural society. At the 2006 Census, 23.8% of Victoria’s 4.9 million residents were born overseas in more than 200 countries, and a further 19.8% have at least one parent born overseas; 20.4% of Victorians spoke a language other than English at home, with over 200 languages and dialects spoken.

Victoria’s welcoming, tolerant and inclusive society has been essential to the success of Victoria’s Skilled Migration Strategy 2004-07. The Strategy increased Victoria’s share of skilled and business migrants and helped to grow Victoria’s population to support the economy and build stronger communities. The Strategy attracted skilled and business migrants to respond to skill shortages in Victorian industries that could not be filled locally.

**Increased Victoria’s share of skilled migrants to over 25 per cent.**

Victoria’s share of Australia’s skilled migrants increased from 17.6 per cent in 1998-99 to 26.8 per cent in 2005-06 and the overall number of migrants increased by 425 per cent.

**Key Achievements of Victoria’s Skilled Migration Strategy 2004-07**

*Delivered a national first, the Regional Migration Incentive Fund*

The Regional Migration Incentive Fund has provided support to 11 regions to develop and implement local strategies to attract and retain skilled and business migrants. It has been a highly successful program that has assisted over 1,500 skilled migrants and their families to settle in provincial Victoria, helping to meet the skills needs of regional employers. It has increased regional awareness of the important role that skilled migration can play in meeting regional employment needs. This has been achieved by an extensive network covering most of provincial Victoria.

**Identified the skills needs of provincial Victoria**

In a national first, the Victorian Government, working with the Department of Employment and Workplace Relations, undertook the Regional Skills Shortages Surveys for the 11 Regional Migration Incentive Fund regions. The surveys have informed the skilled migration attraction strategies of each region.

---

**Case Study: Bob Viner - Carpenter**

Bob – “We were from a small town in the UK so we didn’t want to live in a big city. We chose Geelong because it’s near the coast, its up and coming, and there seemed like a lot of work opportunities.”

“It was incredible. I saw an ad for ‘carpenters required’, phoned up the guy and went for an interview. At the end of the interview he said, ‘OK you can start tomorrow’ and that was it. The job was on a new housing estate in Torquay with a large construction company.”

“It’s been so easy. It feels like we’ve been here for years now. There’s no way I’d turn around and go back. I should have done it years ago.”

Bob’s partner Jane agrees - “The education here is definitely better. When you go in to watch the children, the teachers are so positive, giving them a lot of encouragement. I’ve got four much more confident children.”
Increased State sponsorship to meet local needs

Victoria has been successful in attracting migrants through State-Specific and Regional Migration visas to meet local industry priorities. For example, Victoria has enjoyed great success in attracting scientists and helping to reverse the “brain drain” from Victoria through State sponsored visas. Victoria’s internationally recognised biotechnology, research and advanced manufacturing industries have been supported by State sponsoring of more than 430 science professionals as migrants.

Boosted the number of business migrants

Victoria’s economy has benefited through the attraction and sponsorship of business migrants who bring their entrepreneurial skills and acumen to the State. In 2006-07 alone, over 1,700 business migrants were sponsored to start new businesses in Victoria, and to create new jobs for Victorians.

Developed the highly successful LiveInVictoria website

LiveInVictoria.vic.gov.au is the front door for skilled and business migrants wanting to migrate to Victoria. It showcases Victoria and its regions. It was the first State government website to provide online migration information and application services. It provides important information about the skills in demand in Victoria and the requirements to work in those occupations. The website averages well over 60,000 unique visitors per month.

Figure 1: Victoria’s number and share of Australia’s skilled migrants, 1998-99 to 2005-06.
Source: DIAC Permanent Additions – unpublished data

Figure 2: Business skills stream permanent additions to Victoria’s resident population, 1998-99 to 2005-06.
Source: DIAC Permanent Additions – unpublished data
Victoria’s new Global Skills for Victoria Strategy has four objectives.

Objective 1 - Expanding and enhancing Victoria’s skills base

Addressing Victoria’s skills needs is critical for continued economic growth across Victoria. Where skills cannot be met locally, skilled migration provides Victorian businesses and industry with an important means to meet their skilled workforce needs.

Global Skills for Victoria will be important in developing the pool of highly skilled and talented workers required for Victoria’s economy. It will also help in establishing a critical mass of the high-calibre science and technology workforce and the creative knowledge workers required for Victoria’s innovation economy.

- Working in partnership with key Victorian industry sectors
  Partnerships will be developed with key industry sectors, such as advanced manufacturing, financial services, sustainable technologies, information and communication technologies, biotechnology, and design, to identify strategies to increase the sponsorship of skilled migrants to meet Victoria’s growing skills needs.

- Establishing a Skilled and Business Migration Advisory Committee
  The committee will be comprised of representatives from business and industry and the three levels of government. It will work to strengthen coordination on skilled and business migration issues and ensure an integrated and streamlined approach to the attraction and retention of skilled migrants to Victoria.

- Promoting State sponsorship in targeted marketing and communications activities
  These activities will highlight the availability of State sponsorship and will include overseas expos, and international and domestic marketing campaigns.

- Continuing advocacy of Victoria’s skilled and business migration needs
  The Victorian Government will continue its strong advocacy on skilled and business migration to the Commonwealth through the Ministerial Council on Immigration and Multicultural Affairs and other appropriate forums.

- Undertaking further Skills Shortages Surveys
  Skills Shortage Surveys will be undertaken in metropolitan Melbourne for the first time with analysis being provided on five sub-regions across key industry sectors. Building on the success of the regional surveys, further regional surveys will be conducted to keep up-to-date with regional skills needs. The results of these surveys will be highlighted in Victorian Government marketing activities and disseminated at the regional level.

- Responding to the needs of international investors
  The Victorian Government will work with international investors to build the skills base required to attract major projects and new industry development. Skilled migration to Victoria has built a strong multilingual workforce, which provides significant advantages for internationally oriented businesses. State sponsorship can be utilised to attract the highly skilled and talented workers to support investors wishing to establish high-technology and knowledge-based industries in Victoria.
Objective 2-
Marketing Victoria as the destination of choice for skilled and business migrants

Global Skills for Victoria will promote Victoria as a vibrant, diverse and welcoming destination for skilled and business migrants to pursue career and business opportunities and to create lifestyle choices that best suit themselves and their family.

Marketing and communications activities will be delivered through the Brand Victoria framework – the Victorian Government initiative to position the State as a destination of choice for skilled migrants, international students, investors and tourists.

- Establishing overseas postings in the United Kingdom and India
  Two new overseas postings have been created to provide a local presence for the Victoria Government’s Skilled Migration Program in two of Victoria’s largest source countries for skilled migrants.
  The posts will:
  - Link people, resources, and market intelligence to provide Victoria’s industry and regions with opportunities to attract skilled and business migrants;
  - Assist prospective skilled and business migrants and agents to efficiently access Victorian Government migration services and information; and
  - Promote Victoria as a destination of choice for skilled and business migrants.

- Utilising Victorian Government overseas posts to promote skilled and business migration
  Victorian Government overseas postings (coordinated through the Government’s International Business Office network) and their international networks will promote skilled and business migration to Victoria.

- Building on the success of the LiveInVictoria website
  The website will be enhanced, with a contemporary design and increased functionality to better assist migrants to make informed choices about where to migrate in Victoria through improved profiles of provincial Victoria. The range of online services will also be increased for potential migrants including online assessment tools and online sponsorship applications. This will reduce the time taken to migrate to Victoria and provide online tracking of applications by applicants.

- Undertaking overseas missions in key and emerging markets for business migrants
  These missions will promote Victoria to potential business migrants and communicate the opportunities and services available in Victoria to both potential migrants and their agents.

- Delivering public relations, online and website campaigns
  Domestic and international public relations campaigns will be undertaken.

- Increasing participation in international expos
  Victoria will participate in more international expos in key and emerging markets. It will also participate in domestic events (e.g. Melbourne-based expos) to target potential onshore migrants and to promote regional Victoria to encourage secondary migration.

- Developing marketing collateral and case studies
  Promotional collateral about living, working and doing business in Victoria, including services provided to prospective migrants and their agents, will be produced and distributed.
  Case studies will be developed that profile successful skilled and business migrants living, working and investing in provincial Victoria and Melbourne to raise awareness of the opportunities and the contribution of migrants to regions, industries and communities.

- Strengthening coordination with international networks
  Increased links will be made with ethnic organisations, family and other networks to capitalise on their potential to act as a means to attract people to Victoria. This will include utilising Victorians Abroad conducted by the Victorian Expatriate Network, as well as international alumnas and international chambers of commerce.
Objective 3 - Assisting skilled and business migrants to make the most of their skills

To make the most of their skills, business acumen and investment, new skilled and business migrants need to make a rapid transition to the Victorian labour market and business environment.

Government can assist in this transition by brokering community and industry partnerships and linking migrants to employment, business and industry networks and services.

• Delivering industry and career insight seminars
  The seminars will provide both newly arrived and new onshore migrants with the opportunity to meet with experts in their industries, gain insights into how these industries work in Victoria, and advice on finding work in their fields.

• Linking newly arrived skilled migrants with professional and industry networks
  Many professional associations and industry bodies can provide access to employer networks and mentoring that may assist migrants into skilled employment. The Victorian Government will continue to work with these organisations to assist both newly arrived, and new onshore, skilled migrants.

• Providing employment information on the LiveInVictoria website
  The Victorian Government will assist skilled migrants to find skilled employment by providing information on industries, Australian workplace culture and making job applications, websites for specific occupations, links to licensing and professional bodies and links to recruitment agencies and employment service providers.

• Providing services that improve labour market orientation for migrants with overseas qualifications
  Services will be provided to assist skilled migrants obtain recognition, to Australian standards, of qualifications gained overseas, including referral to the relevant professional organisation or recognition authority with the responsibility for such recognition. Migrants are eligible to access the services of the Victorian Government’s Skills Stores to obtain advice on nationally recognised vocational education and training qualifications.

• Delivering post-migration business seminars
  These seminars will outline the obligations of business migrants and requirements for permanent residency in Australia. They will also introduce business migrants to Victoria’s business/commercial culture and will introduce newly arrived business migrants to the range of support and advisory services available to assist business people establish and grow their business.

• Providing business advisory services
  The Victorian Government, through the Office of Small Business and Regional Development Victoria, provides a range of services to assist business migrants to enter the Victorian market, including:
  - www.business.vic.gov.au, a comprehensive online resource that can help business migrants start, run and grow their business;
  - Seminars and workshops specifically targeting new businesses and business start-ups;
  - Energise Enterprise, Victoria’s month-long small business festival with over 400 events; and
  - Victorian Business Centres, located in Melbourne and provincial Victoria, that offer business advice and assistance and can refer business migrants to business mentors if required.

Case Study: Rajan Gautam – Research and Development Purchasing Officer, SPC Ardmona in Shepparton

Rajan – “We are very happy here. Mostly what we wished for in India was to give ourselves and our children the best opportunities to succeed, and have a good life. I definitely believe all those things are here in Australia – quality education, medical facilities, universities – everything is here and everything is within reach.”

Ron Nicholls, Manager of Supply Chain Purchasing at SPC Ardmona - “He’s just done an amazing job. He’s very skilled and has already saved the company around $750,000 by finding savings, sourcing new suppliers and improving efficiencies.”
Objective 4-
Attracting and retaining skilled migrants to provincial Victoria

As part of the Victorian Government’s commitment to provincial Victoria, Global Skills for Victoria will ensure delivery of specific initiatives, in partnership with local government and regional organisations, to increase the number of skilled and business migrants working in provincial Victoria. These initiatives will support sustainable industry growth and will complement initiatives being undertaken to assist local jobseekers meet local skills and labour needs.

- **Delivering the new Global Skills for Provincial Victoria Program**
  This new initiative will build on the success of the Regional Migration Incentive Fund to attract and retain skilled workers to benefit regional economies. The new Global Skills for Provincial Victoria program, delivered in partnership between the Victorian Government and local Government, will focus on:
  - Working closely with regional employers and communities to develop and implement services to attract migrants to their region and link migrants with local employers and professional communities;
  - Providing locally developed solutions to assist newly arrived migrants into employment, which may include local workplace orientation, mentoring, access to local employer and professional networks;

- Assisting regional economies to meet their skills needs; and
- Coordinating with the broader marketing and post-arrival services delivered under the Global Skills for Victoria Strategy to maximise benefits to regional communities.

- **Undertaking further Regional Skills Shortages Surveys**
  Further Regional Skills Shortage Surveys will be conducted to keep up-to-date with regional skills needs. The results of these Surveys will be highlighted in Victorian Government marketing activities including the LiveInVictoria website as well as dissemination at the regional level.

- **Promoting provincial Victoria through the overseas postings**
  The two new overseas postings in India and the United Kingdom will have a particular emphasis on promoting provincial Victoria as a destination of choice for skilled and business migrants.

- **Continuing to showcase provincial Victoria on the LiveInVictoria website**
  The website will provide information about existing and new services to attract and support migrants to provincial Victoria.

- **Highlighting provincial Victoria in targeted marketing and communications campaigns**
  These will demonstrate that provincial Victoria is a sophisticated, vibrant and welcoming place to live, work and raise a family, and a highly desirable destination of choice to prospective skilled and business migrants.

- **Featuring provincial Victoria in both international and domestic expos**
  The advantages of provincial Victoria, skills in demand and regional migration support initiatives will be emphasised at both overseas and domestic expos.

- **Highlighting sponsorship availability through the LiveInVictoria website, overseas expos and other marketing initiatives**
  The advantages of State sponsored visas will be actively promoted through marketing and communications activities.
Contact Details
Skilled and Business Migration Program
Department of Innovation, Industry and Regional Development

Skilled Migration Enquiries
Telephone +61 3 9938 0556
Email +61 3 9938 0547
Facsimile info@liveinvictoria.vic.gov.au

Business Migration Enquiries
Telephone +61 3 9938 0559
Email +61 3 9938 0561
Facsimile businessmigration@liveinvictoria.vic.gov.au