

MEDIA ALERT:

**Collaborative magazine launches to raise region's profile and promote growth opportunities in
COVID-19 comeback live event**

For Immediate Release

A magazine showcasing local Riverina tree changer experiences and promoting key benefits, will be launched in Temora on March 28 – the first of the initiative's live events since Covid.

The Autumn 2022 Country Change magazine is a collaborative publication under the Country Change campaign, led by Regional Development Australia. The program raises awareness of the region to attract people looking for a country change and new opportunities in business.

"More than ever, people are reassessing their choice to live in cities. They want space, freedom and more connection and the Riverina offers that and much more," said RDA Riverina's Chief Executive Officer, Rachel Whiting.

Some of the main messages attracting people from the cities are lower housing costs, a more robust lifestyle and work/life balance.

"We know from research that 77% of country changers want a sense of more space. Another 77% wanted to connect with the natural environment and 75% were seeking overall improved wellbeing. Throw in the fast-growing business opportunities here and people see it as a 'no brainer'," said Ms Whiting.

For many potential tree changers, concerns about employment options can be front of mind. However, with a growing acceptance of remote working conditions many people are finding they can keep their jobs and still live the life they desire.

"A number of country changers have brought their jobs with them but there is also plenty of work right across the Riverina for those wishing to work locally," said Ms Whiting. "There is also the potential to develop your own business with a supportive business network."

According to the Regional Australia Institute, there are over 70,000 job vacancies across rural Australia. Across the Riverina Murray region there were 2,131 jobs advertised across SEEK, CareerOne and Australian JobSearch in January 2022. The highest figure since May 2010 was 2,450, recorded in November 2021.

The Industry Capability Network's Regional Manager for Murray Riverina, Geoff Reardon, reports that \$26 billion in infrastructure across the Riverina in the next ten years is creating thousands of temporary positions for temporary workers. The pressure this can put on the housing market may be significant.

"We recognise there is a housing shortage across the Riverina which is a significant barrier to attracting a skilled workforce. Therefore, housing developments like Dustin Rose Estate, where we will launch the magazine, are some of the strategies communities like Temora are undertaking to meet the demand" said Temora Shire Council's Economic Development Manager, Craig Sinclair.

Housing development sites have opened across the Riverina to meet the growing needs of the communities. In the case of Dustin Rose Estate, over 120 lots have been released within the last 12 months and are selling fast.



Thursday 24th March 2022

“Some buyers are developers and investors, but many are young people building family homes or empty nesters downsizing,” said Mr Sinclair.

Though most of the blocks have been purchased by local people and developers, there has been strong interest from purchasers from the Western Sydney market.

Stages three and four of the development were released 3 weeks ago, with 50% already sold (<https://dustinroseestate.com.au/>).

Temora has three other major housing developments in progress including Highfields Estate (<https://www.highfields-estate.com.au/>), Hoskins Street Units, and Airpark Estate.

RDA Riverina has been working with local governments across the region to help businesses meet their workforce shortages, and Country Change is one pillar of this workforce development strategy. The Country Change program has been operating for over ten years, and features a website (www.countrychange.com.au), regular e-newsletters, social media, expos and magazine.

RDAs play a strong role linking governments with industries and people and ensuring needs are met to strengthen and grow our communities. For more information about our work in the community, visit www.rdariverina.org.au

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MEDIA NOTE:

Media launch details, Monday March 28 at the Dustin Rose Estate Site in Temora, 9:30am

Address: 62 Bundawarra Road, Temora

For more information, contact RDA Riverina CEO and Director of Regional Development Rachel Whiting on 0429 444 213.

