

**AWARENESS RAISING ACTIVITIES –
STATE SPECIFIC MIGRATION MECHANISMS**

In addition to the high level work undertaken on SSMM's with State and Territory Governments at senior officer level, a range of activities were undertaken in conjunction with State and Territory Government officials in regional Australia. These activities included:

- A presentation by the Melbourne Business Centre with a representative of the Skilled Migration Unit of the Victorian Dept of Innovation, Industry & Regional Development on State Specific Migration Mechanisms to a business group of about 35 persons in Mildura on 5 June 2002. The presentation, which provided information on various visa categories, was well-received, and has resulted in a number of follow-up enquiries.
- Seminars on General Skilled and Business Skills migration in Singapore conducted in conjunction with the South Australian Government.
- A mail out to over 1000 Business Skills and General Skilled migration clients to invite them to attend a number of seminars being held by the South Australian Government in the UK in March.
- DIMIA staff from the Warsaw embassy contributed to successful visit by West Australian Minister for Tourism and Small Business with a stand at a Business Seminar held by the West Australian Government. DIMIA's stand generated considerable interest in Business Skills.
- DIMIA staff in Hong Kong provided support to the South Australian Government's promotion of South Australia as a destination for skilled and business migrants.
- Work was undertaken with the Queensland Department of Health regarding the yearly intake of subclass 422 (Medical Practitioner) caseload used to temporary fill many vacant positions in regional Queensland.
- Australian Visa Services staff in Taiwan and the Queensland Investment Office met with the Taiwan Pig Farmers' Association to discuss investment opportunities in North Queensland.

Considerable ongoing work is also undertaken with a range of regional bodies, including regional development bodies and RSMS certifying bodies. These activities include:

- An all-day seminar for nine Regional Development Authorities held in April 2002 by the Perth office
- ACT Regional Office staff met with Peter Dale, (Riverina Regional Development Board), Nick Driver, (Investment Albury Wodonga) and Susan Ley, Federal Member for Farrer during an Outreach visit to Wagga Wagga and Albury. The visit to Wagga Wagga received wide local media coverage.

- An information session on regional initiatives was presented on 22 April 2002 in Nanango to the Burnett Inland Economic Development Organisation. Considerable interest was shown by attendees in the Skill Matching options.
- A presentation on SSMMs was given to a business group in Bendigo on 16 April 2002. The information was well received and generated a number of enquiries. The Regional Certifying Body was also involved in the presentation.
- Staff from the Brisbane office met with representatives from the Cairns Chamber of Commerce and the RSMS Certifying Body while in far north Queensland.

DIMIA Business Centre staff in Australia and migration officers overseas also conduct a range of other activities to meet the information needs of clients in, or interested in, Regional Australia, including:

- Information sessions and business breakfasts in Mt Isa, Rockhampton, Toowoomba and Cairns.
- Information sessions on REBA and EBA for prospective clients were held in both Brisbane and Cairns, each attracting approximately 20 participants. Other sessions were also held, including one in English and Chinese.
- Melbourne office organised a program of regional migration liaison visits in Bendigo (April) and Mildura (June).
- In June 2002 the ACT Regional Office hosted a "Business Entry – Canberra & Region" Seminar aimed at raising awareness of options available for business entry to regional Australia.
- The NSW Business Centres have been working with the Rural Doctors' Network and expect significant numbers of temporary and permanent residence applications under RSMS as a result.
- Considerable interest in skill matching was recorded by staff from the High Commission in London who attended the "Emigrate 2002", a major 3 day expo which is held annually on the outskirts of London and attracts thousands of prospective clients.
- Australian Visa Services Taiwan staff participated in a Business Migration seminar in the industrial city of Kaohsiung at which the South Australian and Queensland Governments were represented. Client interest was encouraging.

DIMIA will, in partnership with State/Territory government agencies and regional development agencies, build on its existing promotion and:

- Use regional media to inform employers how they can access migrants;
- Undertake regular visits to regional centres to provide information on regional migration;
- Provide more assistance and information on regional migration to key groups including:
 - Regional business, industry bodies and employment groups;

- Area Consultative Committees;
- Regional certifying bodies;
- Local government authorities including Mayors and general managers;
- Regional post secondary educational institutions;
- Overseas students studying in Australia;
- Key regional professional bodies;
- Employment agencies;
- Local MPs;
- Rotary clubs, Lions club, etc;
- Local press, radio and TV;
- Migration Agents; and
- All potential skill matching visa applicants.

