

Be.Bendigo  
www.bebendigo.com.au

Phone - (03) 5442 7816  
Email - admin@bebendigo.com.au

276 Hargreaves Mall, Bendigo

PO Box 113  
Bendigo Central, Victoria 3552

**BE.**  
**BENDIGO**

## **MEDIA RELEASE**

**9<sup>th</sup> August 2022**

### **Are You a “Tree Changer”?**

**In light of new reports that show the continuing skills shortage in regional areas, Be.Bendigo (Bendigo’s Chamber of Commerce) wants to encourage more “tree changers” to bring their professional skills to Bendigo.**

Australia is currently experiencing a skills shortage across a range of key industry sectors, with the shortages felt most acutely in our regional areas. Regional Australia Institute recently released its June Quarter Regional Labour Market Update, which indicated that a staggering 67% of Regional Employers were having difficulties meeting their recruitment needs, with the largest demand being for professional roles (24% of all vacancies in June), followed by Technicians and Trades roles (16%), and Clerical and Administrative roles (14 %).

We know that regional populations have grown strongly during the last two and a half years of Covid. Whether we characterise it as sea-change or tree-change, the fact is that more and more people are seeking to re-balance their lives by leaving the major cities, where the long commute can be replaced by more family time, recreation time or deeper community involvement. In many cases though – as a result of the ability to “work from home” – these new residents are still using their professional skills in their old metropolitan employment.

If we are to make the most of our population growth – both socially, and for economic prosperity - we must find a way to help these new residents shift more of their lives to our regional areas. It might happen over time, as people become involved with school communities, sporting clubs and cultural activities, and start to build more local professional connections. But that will take time, and local businesses know that there are opportunities for growth now, and the need for employees in many areas is acute – a recent Jobs Fair in the city had over 1,000 current vacancies listed!

Be.Bendigo would love to hear more from new residents to Bendigo – what has brought you to the City?; are you working locally or in your existing Metro job?; what’s holding you back from finding local employment? We know there are many local employers and employment consultants who are keen to meet you to discuss the opportunities.

Please respond to : [rstephenson@bebendigo.com.au](mailto:rstephenson@bebendigo.com.au)

**Media Contact: Rob Herbert, CEO, Be.Bendigo Mobile: 0427 562 031**