

MEDIA RELEASE

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Unlocking North Queensland's Workforce Potential: Skills Attraction Showcase brings together industry leaders and business.

The recently concluded Skills Attraction Showcase Breakfast and Expo brought together industry leaders and businesses in a sold-out event to address the region's workforce challenges, fostering collaboration and discovering innovative strategies to tap into hidden talent.

Hosted by the Townsville Regional Jobs Committee in partnership with Workforce Australia Local Jobs Townsville and Regional Development Australia Townsville and North West Queensland, the event aimed to empower regional employers with the tools and knowledge to build a diverse and dynamic workforce.

The keynote presentation by renowned social researcher, demographer, and thought leader, Mark McCrindle, provided valuable insights into the current state and future trends leading up to 2030. His observations underscored the significance of understanding upcoming trends for the region's growth and development.

Prominent industry leaders, David Mitchell, Executive Director of TropIQ, and Maria James, CEO of MITEZ, shed light on skills attraction in the health and knowledge precinct in Townsville and the North West corridor, respectively. Stephanie Naunton, CEO of Unify Intercultural Australia, John Caligari AO, DSC, Chair of The Oasis Townsville, and Noel Gertz, Director of On Common Country, discussed the evolving landscape of recruitment and opportunities in employing talent from various cohorts and the benefits of doing so.

The event also marked the release of a comprehensive Guidebook. The Guidebook contains valuable case studies, tips for accessing hidden talent, and extensive contacts for HR support, training, hiring assistance, grant funding, and programs. This resource-rich Guidebook complements the existing Jobs Townsville North Queensland Resource Kit, which already includes two launched Websites, JobsNorthQueensland.com and LiveNorthQueensland.com. These powerful tools aim to not only help attract but also retain talent in the region.

The Jobs North Queensland resources are now available, and the North Queensland community is encouraged to take full advantage of them.

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Media Contact:

Louise Hayes - Communications and Stakeholder Officer – Regional Development Australia Townsville and North West Queensland

0419524210

louise@rdanwq.org.au