

HUNTER FUTURE LEADERS PROGRAM

Talent attraction & retention

DR ANTHEA BILL
HUNTER RESEARCH FOUNDATION CENTRE



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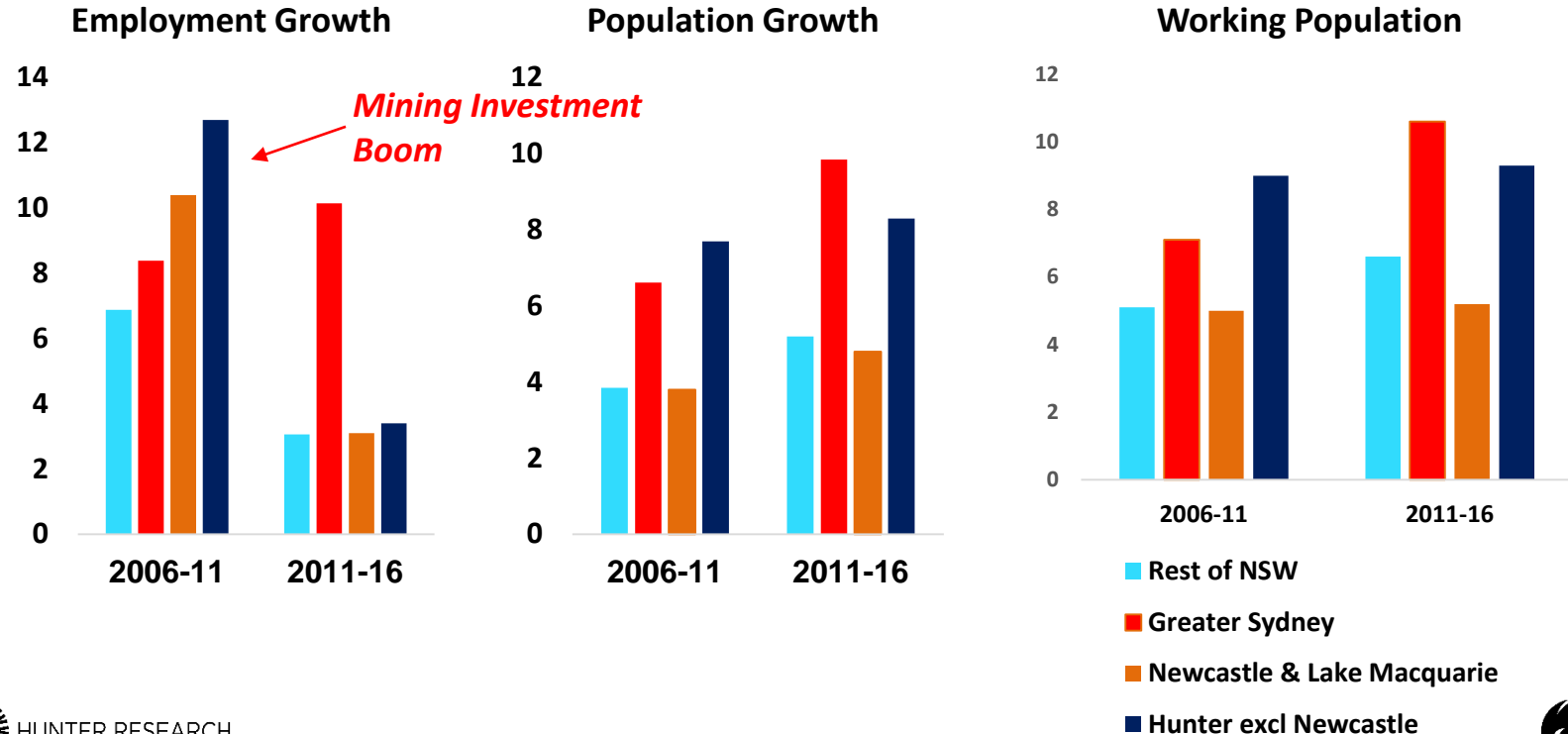
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Talent Attraction & Retention: Few Thoughts...

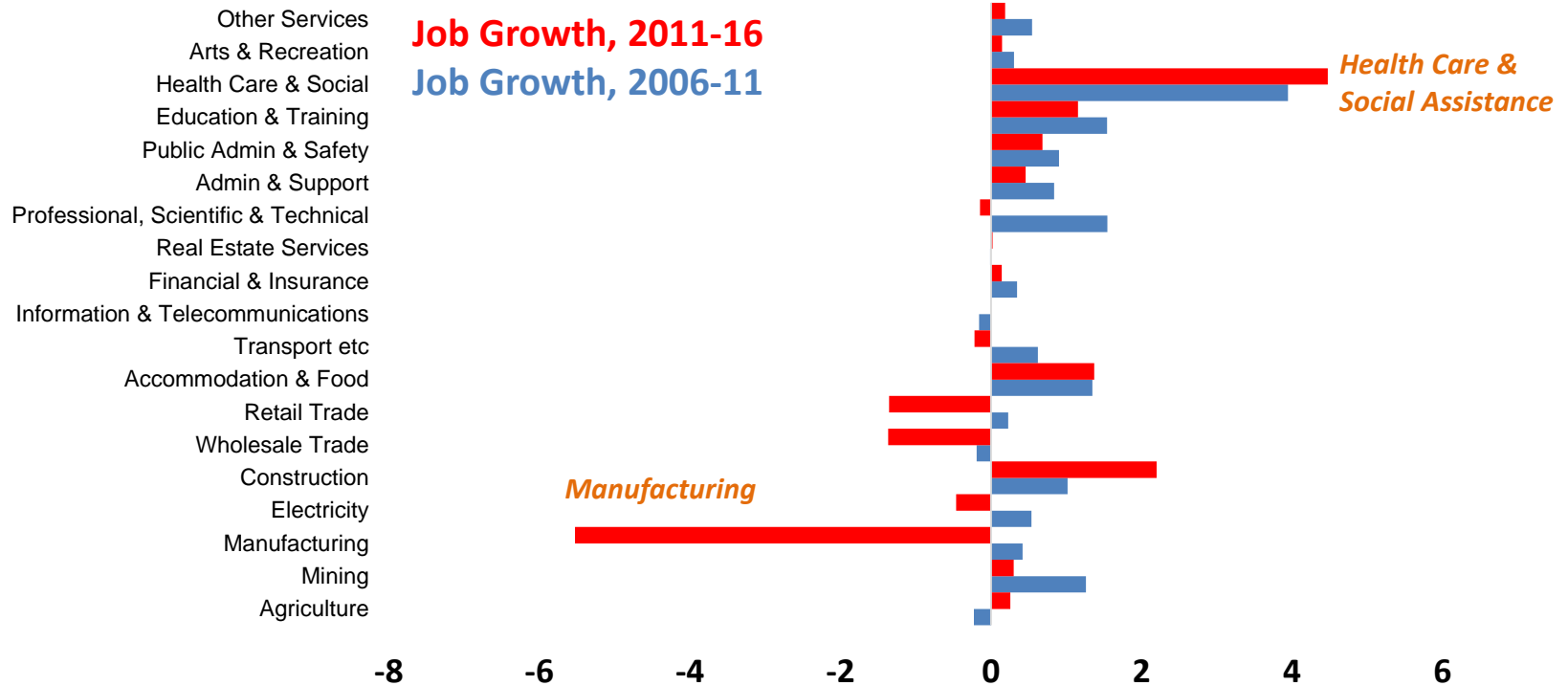
- **Newcastle and Hunter at a ‘tipping point’?**
- *Unique opportunity at this moment in Newcastle.. opportunity flows from the timing and magnitude of deliberate public and private investment to increase connectedness, innovation, drive economic transition, and boost liveability.*

“Fast forward to 2017, and Newcastle now boasts a strong construction sector as well as a bustling café culture and growing services. This transition is most stark at the redeveloped Honeysuckle foreshore — incomes have risen and more people are working.” (Office of the Chief Economist, 2017)

CENSUS 2016: METRO VS NON-METRO



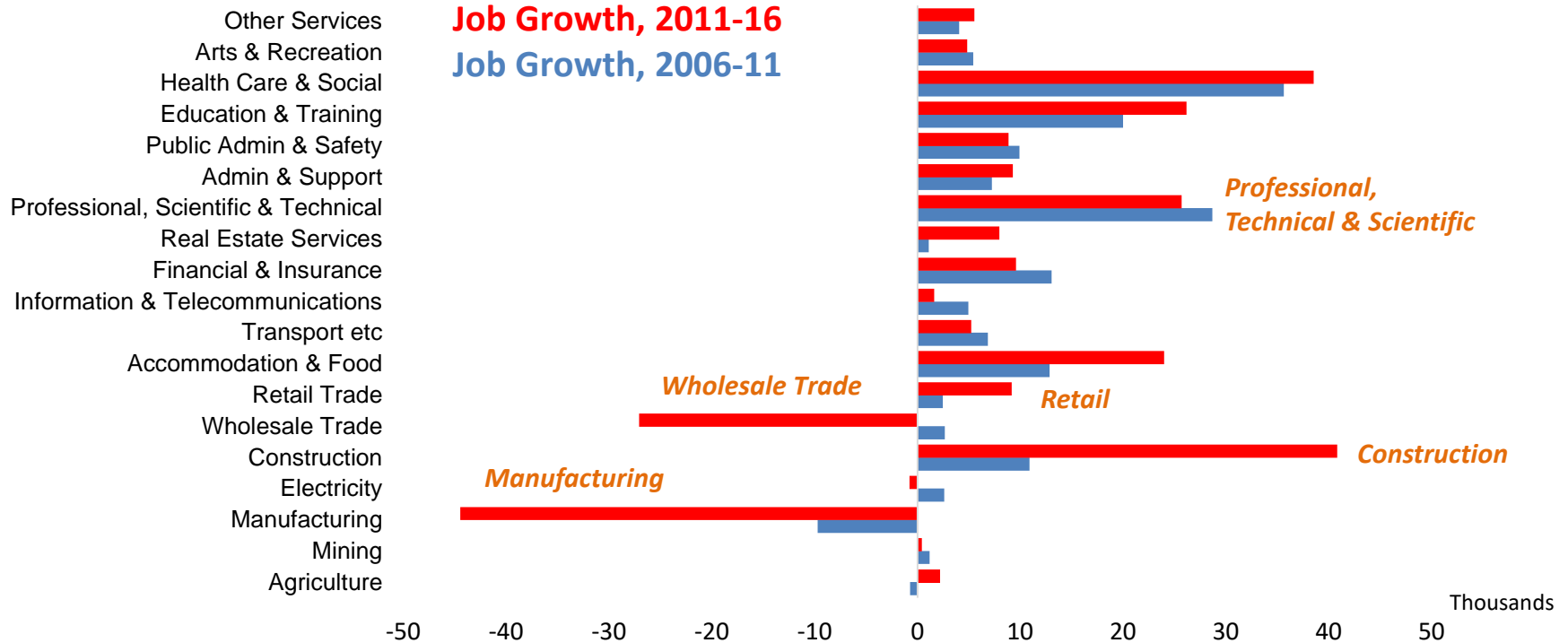
CHANGES IN INDUSTRY DRIVERS: NEWCASTLE & LAKE MAC



Source: ABS, Census 2011 and 2016. * Excludes NS/NCL

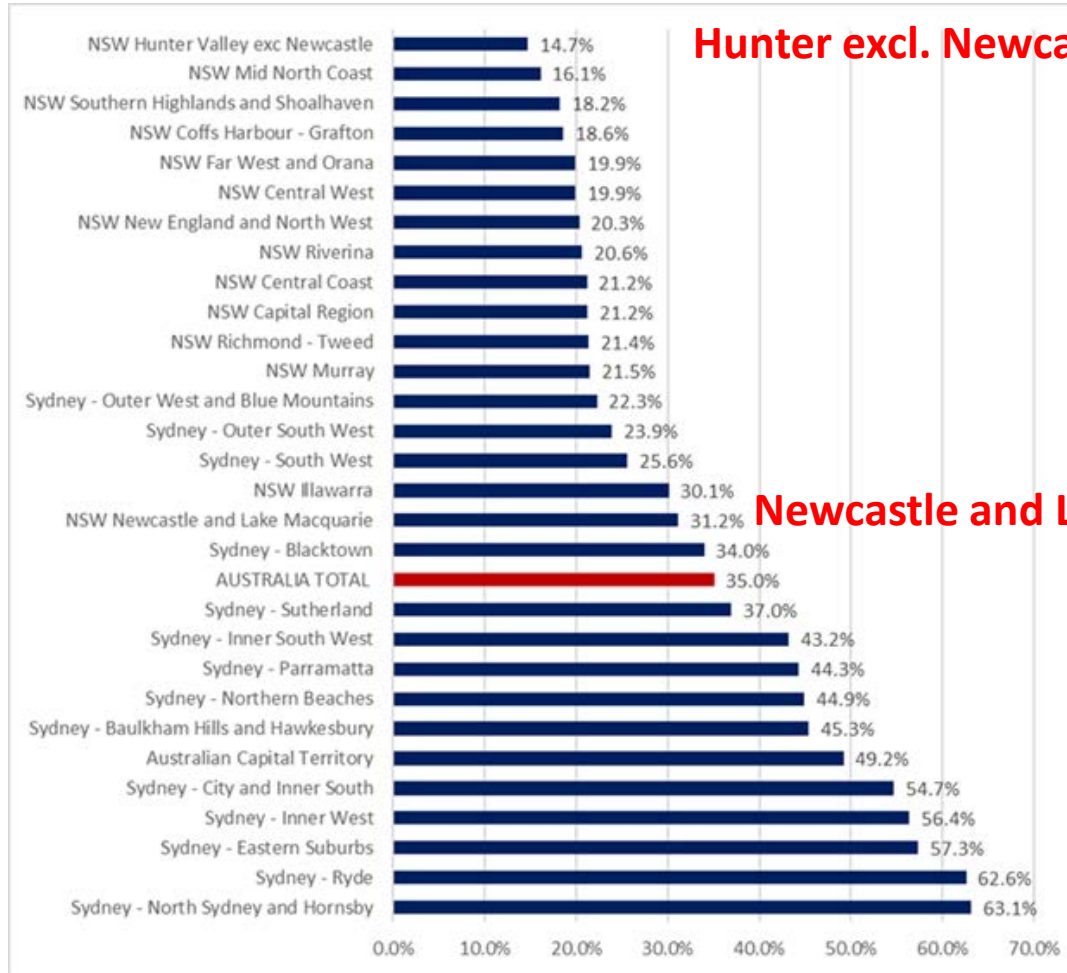
Thousands

CHANGES IN INDUSTRY DRIVERS: SYDNEY GREATER METRO



Source: ABS, Census 2011 and 2016. * Excludes NS/NCL

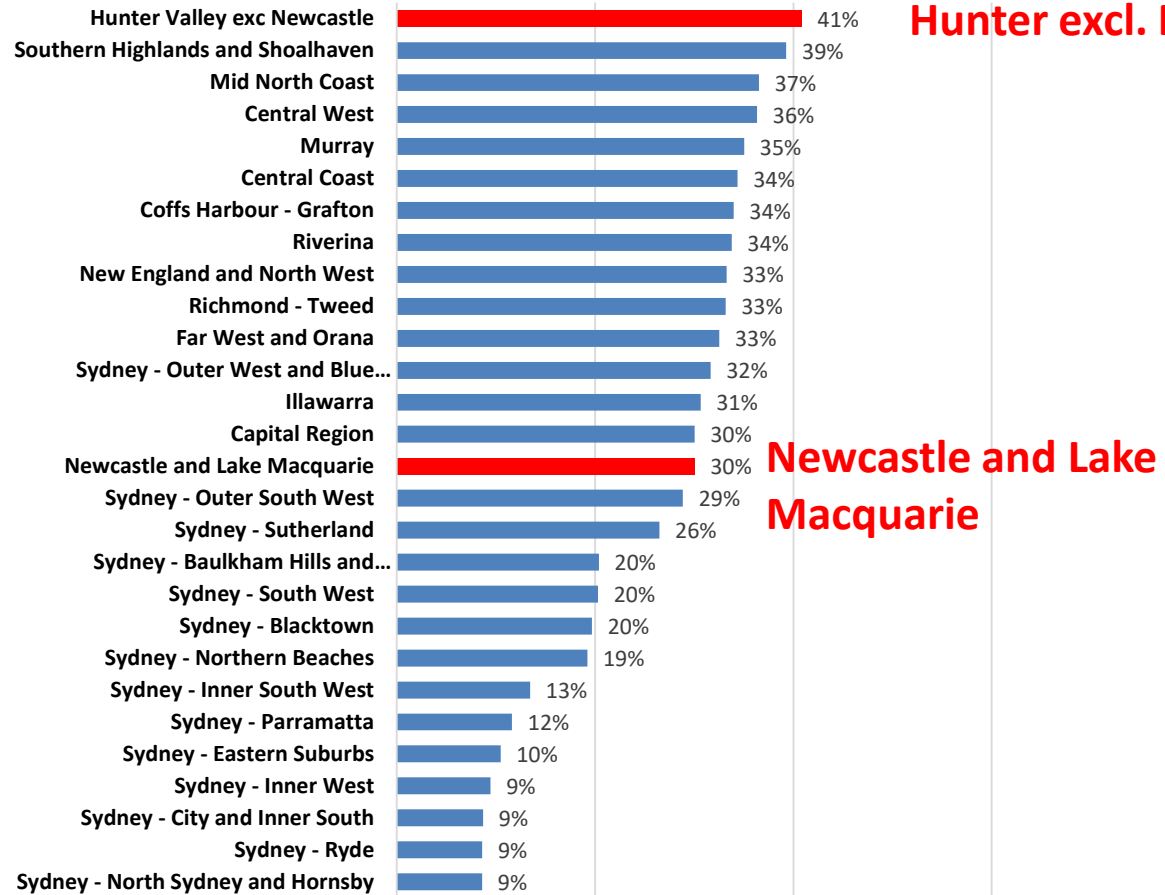
PERCENTAGE OF 25-34 YEARS, Bachelor Degree Higher Qualification



Hunter excl. Newcastle

Newcastle and Lake Macquarie

PERCENTAGE OF 25-34 YEARS, TRADE CERTIFICATE



0.00 0.20 0.40 0.60

Source: ABS, Census, 2016

Talent Attraction & Retention: Few Thoughts...

- **Not Hunter specific problem – faced by other regions nationally and internationally.**
- **Big cities as ‘escalators’ - arguments UK (London School of Economics, Ian Gordon)**
 - Big cities reward (wages, training and skill acquisition) the young and talented quicker and faster
 - Deeper labour pools – greater range of jobs, occupations and skills.
 - Firms are more likely to invest in training – workers get better experience and training.
 - Greater intra and inter-firm mobility
- **Agglomeration economies (Krugman, 1991)**
- **Classic chicken and egg problem – which comes first talent or jobs?**

Talent Attraction & Retention: Few Thoughts...

Pull Factors	Push Factors
Affordability	Jobs – weak in advanced services
Diversified economy ?	Lack of specialisation ?
Life-style/amenity	Agglomeration economies/global linkages
Natural assets/environment	Wages
Ease of commute	Physical connectedness/infrastructure
Community connectedness	Diversity – cultural, built form <i>etc</i>

SECOND CITIES AGENDA

- ***Great Small Cities*** – RAI Australia (2018)
Identified national network of ‘great small cities’
GVA per worker exceeds outskirts of large metropolitan cities
Good prospects for this medium-term economic performance to continue
- **Committee for Geelong – ‘second city agenda’ for development outside capital cities;** community, stakeholders, all level govt. & global influencers, to lead long-term city decision making



Talent Attraction & Retention: Few Thoughts...

- **Winning from Second – City of Geelong,**
<http://www.committeeforgeelong.com.au/current-projects/winning-from-second-international-research-paper/>
- **Sandstone Mega Regions -** http://www.sydney.org.au/wp-content/uploads/2015/10/The_Sandstone_Mega-region_Final_Web.pdf
- **Richard Florida, ‘Cities and the Creative Class’**
<https://creativeclass.com/rfcgdb/articles/4%20Cities%20and%20the%20Creative%20Class.pdf>
- **Marcus Westbury, ‘Creating Cities’**
- **RDA, ‘Smart Specialisation’ -** <http://rdahunter.org.au/initiatives/smart-specialisation>

Talent Attraction & Retention: Few Thoughts...

- **Innovation Agenda/City Deals/Smart Cities**
 - **[NCC Smart City Strategy:](#)**
http://www.newcastle.nsw.gov.au/getattachment/Business/Smart-City/smart-city/2752_Smart-City-Strategy-FINAL-WEB-indexed.pdf.aspx?lang=en-AU
 - **<https://smartcitiescouncil.com/>**
 - **Brookings Institution: ‘Innovation Precincts’**
 - **Concentrate economic, physical and networking assets in a compact geography to produce high quality jobs.**

Talent Attraction & Retention: Few Thoughts...

- **International examples**
 - **Prof Greg Clark, Greater Metropolitan Plan (Malmo, Portland, Cardiff etc)**
 - <https://www.planning.nsw.gov.au/~media/files/dpe/reports/greater-newcastle-metropolitan-strategic-planning-case-studies-report-2017-07.ashx>
 - **Case studies of international Innovation Districts**
 - **Cultivating a Successful Innovation District, Urban Growth NSW,** <https://thebayssydney.nsw.gov.au/assets/Document-Library/Reports-and-Plans-2014-/2016-Cultivating-A-Successful-Innovation-District.pdf>

Data Sources...

- ABS Census 2016
 - Basic Community Profile/Quickstats
 - Table Builder
 - Data Packs
- ABS, Small Business Counts – more recent
- ABS, Building Approvals – more recent
- REINSW, House Price Data – not free.

THANK YOU

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