



## **OUTCOMES**

### **HRF PROFESSIONAL SERVICES RESEARCH AMBASSADORS MEETING**

When: TUESDAY, 1 DECEMBER, 2015 9.30-11.30am

Where: AECOM, 17 Warabrook Boulevard, Warabrook, NSW 2304

Attendees: Eight HRF Research Ambassadors + AECOM and HRF Staff

#### **OPPORTUNITIES**

- Use existing organisations/agencies to promote professional services
- Resources – access resources globally and nationally
- University of Newcastle – graduate skills
- University of Newcastle – collaboration / research
- Collaboration with complementary professional services
- Collaboration with similar professional services to meet capacity
- Hunter Region-based professional services promotion / expo
- Upper Hunter – changes in access/employment/growth areas

#### **CHALLENGES**

- Need mind shift in the Hunter / need to see good examples and/or case studies
- Not seen as having specialists – hard to reach out to specialists locally
- Seen as generalists – this can be a problem
- University of Newcastle to be able to listen to and meet the skill/training needs within professional services
- Struggling to fill some skills gaps
- Can be hard to attract new staff to the Region – reluctant to move to Newcastle / Hunter Regions; salaries may not be high enough, jobs/projects may not be seen to be significant/big enough
- Need to build relationships to be able to bring major infrastructure works, projects, etc to the Hunter

#### **MAIN FOCUS**

Collaboration

Getting the right skills – in graduates – from training

Promotion capacity and capabilities of Hunter Professional Services sector

Targeting growth areas

#### **MAJOR IDEAS FOR HUNTER REGION (HR) – Growth areas**

- Business Park
- People / Human Services
- Digital / IT Start-up space

## STRATEGIES

What is the opportunity and/or strategy to grow the sector?	Who could be involved?	What are the next steps?
Breaking into Western Sydney Access Western Sydney market	Business Chambers to collaborate Institute Chartered Accounts in Australia Hunter representation on national boards	Partnerships built Establish a Hunter Hub / work/office space in Western Sydney for HR based firms to establish a base/presence there
Create technology and support start-ups (clean energy)	RDA Hunter University of Newcastle Leverage the Big 4 input to government and tax legislation	Tax reform Hunter representation
Targeting growth areas Infrastructure development Technology Park concept, flow down Transport investment / Transport interchange/transit development	RDA Hunter – bring in new businesses / create demand Funding – gov./private investment partnerships	Look for options for unused Port Corp land Big infrastructure project
Overcome barriers/access -planes, trains, automobiles	Govt. funding	Global transport connections Sydney train linkages
Communicate externally that the Hunter does have a strong skill set / capability box  Change the perception that we are all generalist	State gov., Department of Industry, Hunter Business Chamber	Communicate outside of the Hunter the benefits of the Hunter Region re: skill set and strong capabilities
IT/Tech/Startup sector – these guys are actually very good at collaboration		
Promote the fact that we are no longer just an “industrial hub”	New Govt. Minister for the Hunter, Hunter Business Chamber, prominent ex-Novocastrians to promote the Region	Engage Ambassadors Get Hunter reps on national boards Lobby government – reduce business costs (lower tax incentives in the Hunter) – engage in infrastructure building
Vocalise what we have identified as the need to grow/progress	Individuals – promote what we are trying to do	Starting today, engage with stakeholders and promote NOW!
Enhance soft skills of undergraduates (people skills)  Develop client relationship / people skills	University of Newcastle TAFE Professional Services firms	Review existing content of training Identify opportunities to assist the development of soft skills Sourcing senior “mentors” to spend time developing younger professionals