Living and Working in Whyalla Expo Report
July 2019

This report has been produced by the Australian Migrant Resource Centre (AMRC) with assistance from Regional Development Australia Whyalla and Eyre Peninsula.

Partners

The Living and Working in Whyalla Expo was held on the 18th of July 2019 at the AMRC, Adelaide Multicultural Centre.
**Purpose**
The purpose of the Living and Working in Whyalla Expo was to inform community and ethnic leaders/members, prospective workers and their families of migrant and refugee background of the various educational and employment opportunities available in Whyalla. This expo also focused on informing participants of the lifestyle aspect of Whyalla in regards to education and training, sports and recreation, housing affordability, arts and culture, and healthcare. The expo was presented by the Australian Migrant Resource Centre (AMRC), in partnership with Regional Development Australia Whyalla and Eyre Peninsula, the South Australian Department for Innovation and Skills, Unearth Whyalla, TAFE SA Whyalla, University of South Australia, Whyalla Aged Care and Chandler Macleod.

**Aim**
The aim of the expo was to introduce training, apprenticeships and small business employment opportunities in Whyalla to participants and offer them an opportunity to gain in-depth information and guidance about these pathways. Participants were provided with an avenue to directly network with job recruiters and presenters to seek clarification, ask questions and express their interest in employment opportunities. The expo also aimed to link job recruiters with potential candidates and build the confidence of participants to consider moving to Whyalla for work.

**Participant Profile**
The profile of over 100 participants was comprised of community and ethnic leaders/members, service providers, government representatives, and young people of migrant and refugee background. Participants came from an array of backgrounds including Burmese, Filipino, Afghan, Chinese, Eritrean, Ethiopian, Ugandan, Bhutanese, Indian, Syrian, Iraqi, Armenian, Egyptian, Ghanaian, Venezuelan, Iranian, Congolese, Lebanese, Tamil, Acholi and many more.

**Presentations**
The expo featured numerous presenters including The Honourable Vicki Chapman MP, Acting Premier; Mayor Clare McLaughlin, Whyalla City Council; Chris Cowley, Chief Executive Officer, Whyalla City Council; David Penfold, Economic Development Manager, Regional Development Australia Whyalla and Eyre Peninsula; Professor Carol Grech, University of South Australia; and Robin O'Dea, Manager Regions Whyalla, TAFE SA.
Presenters summary reports

The Honourable Vicki Chapman MP, Acting Premier of SA
- State Government’s key initiative for the future of Whyalla
- State Government investing in the transformation of Whyalla with new infrastructure:
  - High School
  - Upgrading of Whyalla’s Port
  - Hospital
  - Expansion of TAFE SA Campus
  - Expansion of new industries i.e. Solar Power
- State Government’s commitment in the redevelopment and regrowth of Whyalla, working with federal and local governments
- 500 applications available for skilled and business migration
- Pathways to lead into permanent residency
- Acknowledged the Australian Migrant Resource Centre (AMRC) and other parties in their commitment in furthering growth in regional and metropolitan South Australia.

Mayor Clare McLaughlin and Chris Cowley, CEO, Whyalla City Council
- Whyalla urgently in need of Aged Care and NDIS workers
- Major redevelopment happening over the next 2 years in technology, construction, human services, etc.

David Penfold, Regional Development Australia Whyalla and Eyre Peninsula
- Shortages in trades and workers in human services
- New projects and job prospects
- New industry upgrades i.e. solar farms.
Feedback

- **Clare McLaughlin, Mayor, Whyalla City Council**
  “What a successful event, with around 100 people attending the Living and Working in Whyalla migration forum. Numerous people spoke with me on the night of their interest to come and live in Whyalla, with some having been in contact since the forum. I believe it is critical for Whyalla to develop a long term program to attract working migrant families into the city and region, and support the opening of a Migrant Resource Centre to help new migrants to settle into our city. The Whyalla City Council knows the critical need companies have to attract suitable workforce to enable the future growth and prosperity of Whyalla, and the migrant community is a key part of the solution. Thank you to the Australian Migrant Resource Centre for organising such a wonderful evening.”

- **Robin O’Dea, Manager Regions, TAFE SA**
  “The event was a great opportunity for TAFE SA to discuss their current course offerings and those expected areas of employment growth into the future. The large crowd present was most inquisitive and we received many queries around entry requirements into courses. It was also pleasing to talk with those who had existing qualifications and talk through potential pathways - some at a PhD level! TAFE SA welcomes the opportunity to keep working with the AMRC on seeking ways to increase the skills and diversity required for the Whyalla region going forward.”

- **Chris Cowley, Chief Executive Officer, Whyalla City Council**
  “It was a resounding success! One of our key challenges to growing our City is attracting people to fill the many jobs that are being created as part of our transformation. The migration expo supported by AMRC demonstrated that there are a significant number of skilled migrants who are ready and willing to relocate to Whyalla to be part of our amazing future.”

- **Luke Murphy, Client Development Manager, Whyalla, Chandler MacLeod**
  “The event I feel was a great success. We were inundated with a large amount of people wanting to know more about the work that is coming to Whyalla. I was speaking with a group of 4 men, 2 who were living and working in Adelaide and 2 that have recently arrived. The 2 that had been here, were not interested in coming to Whyalla. After the presentation the 2 that weren’t interested were first at the desk wanting to know more. We had a vast amount of different skill set of people expressing their interest in Whyalla with a total 27 providing their information to allow us to contact them to discuss further, they ranged from general labour, store people, couriers, English language teacher, project managers, estimator, quantity surveyor, aged care, home & community, engineers – mechanical, engineers – industrial, engineers - water supply, occupational therapist and graduate pharmacist. We also spoke with a lot of the community leaders who took our details to work with us as to exactly what skill sets they had in their communities to better fill the roles. Our Adelaide office also received a number of calls the following day from people that had friends that had attended. Over the next couple of days I will start working...”
through the list and contacting them all to talk further. All in all, the event was very successful."

- **Brad Riddle, Deputy Director, Regional Development Australia Whyalla and Eyre Peninsula**
  "Eyre Peninsula is a region built on a foundation of migration. Migration has made a significant contribution to our region over the past 200 years and is responsible for a great deal of the innovation across a number of industry sectors. The Living and Working in Whyalla Expo was hugely successful in connecting migrants with employment and training opportunities in Whyalla. The response from the more than 100 attendees was overwhelmingly positive with many unaware of the significant opportunities in Whyalla and beyond. I personally talked to more than 30 individuals, from highly skilled engineers to unskilled labourers looking for opportunities in their chosen field. The key to the success of the night though was the collaboration between RDAWEP, AMRC, Government and Industry. All stakeholders were very pleased with the high level of interest in living and working in Whyalla and RDAWEP will continue to work with industry, the AMRC, community leaders and all levels of government to build a sustainable workforce that will allow Whyalla to flourish into the future."

- **David Penfold, Economic Development Manager, Regional Development Australia Whyalla and Eyre Peninsula**
  "It was a fantastic turnout with a lot of positive interest. All of the stakeholders and presenters were very impressed and excited about the future potential."

- **Some members of the Afghan Community in Adelaide**
  There was a positive response from members of the Afghan Community in Adelaide, who were interested in expanding their construction and supermarket business in Whyalla. They were also interested in travelling to Whyalla to see what other employment and investment opportunities are available.

- **A few members of the Afghan Community in Adelaide**
  Noted concerns regarding travelling to Whyalla for work as they weren’t confident about their driving skills and driving in an unknown location. They suggested Afghan that tour groups to various job sites would be beneficial to learn more about the different industries and job opportunities available within them. They also raised concerns about relocation costs and not having a settlement service available in Whyalla to support participants in their relocation process. Male Afghan participants noted the uncertainty of moving to Whyalla on their own for work and leaving their young family behind until they earned enough money to have them move to Whyalla.

- **A few members of the Afghan Community in Adelaide**
  As there is a strong-based Afghan Community in Adelaide, that at this stage, it would be unlikely for them to move to Whyalla. This is because some members of the community already have successful businesses in construction, supermarkets and transport; therefore, they assist to employ other members of their community. It
was noted that some members of the community were apprehensive to move to Whyalla, as to their knowledge, there is no established Afghan community there and no settlement service.

- **Some Members of the Afghan Community in Adelaide**
  "To encourage relocation to Whyalla, an idea could be to start with a focus group of workers in one job area. This would entail hosting information sessions, whereby prospective employees are able to gain information about job requirements and so forth, and undergo a tour of the workplace."

- **President, Filipino Settlement Coordinating Council of SA**
  "Such an informative Expo, the guests and Deputy Premier Hon. Vicki Chapman MP were inspiring. Met Andrea and Luke from Chandler regarding referrals and other ways FSCCSA may be able to contribute. Thankyou AMRC"

- **AMRC Community Support Program (CSP)/Humanitarian Settlement Program (HSP) new arrival client**
  "It is good to know about the type of work and the lifestyle in Whyalla, and the resources available."

- **AMRC Community Support Program (CSP)/Humanitarian Settlement Program (HSP) new arrival client**
  The client is interested in the prospective jobs available in Whyalla and found the forum very useful, but has concerns about resettling. He is residing with his brother and is not receiving a Centrelink income at the moment. He is worried that he will need help to source accommodation and will not be able to pay his rent if he does not start working immediately. He would like to know more about the entire process from the recruitment agents.

- **Burmese young people in their early 20s**
  "We would like to have a chance to participate in a tour to the working sites in Whyalla and to meet with some more job recruiters to gain further information about employment opportunities available in Whyalla."

- **Syrian client**
  "I had not thought about living in Whyalla, but to know there are jobs there right now and to see the great facilities in the city and its plans for the future has made me interested in this possibility. I will definitely like to follow up, as I have working experience in transport and building."

- **Some members of the Iraqi and Syrian Community in Adelaide**
  Some participants noted that they would like to have more information about employment opportunities available in Whyalla, as there was some confusion about what jobs are available. Some participants also noted the need for contact details of job recruiters.
• **Member Congolese Community of SA**
  “It was useful to learn about educational opportunities and the lifestyle aspect of Whyalla in regards to sports and recreation, housing affordability, arts and culture, and healthcare.”

• **Member, Armenian Cultural Association of SA**
  “I need to admit that I didn’t know anything about that region and only heard Whyalla when people mean some place like the ‘city that is forgotten even by God.’ I also was quite skeptical about the chances of anyone moving to such a place. Everything changed after the expo. The presentation of the Whyalla city council was very impressive and gave me good information about the city infrastructure and the quality of life there. All mentioned funding for the variety of projects, which showed that it will be further developed and the need for specialists to make it real. It was nice to see that Whyalla has number of educational facilities to meet the needs of families with children. TAFE was very informative by pointing out the industries that will require more staff numbers in the future. Now I can see that it’s a really great chance for people who have employment conditions to get a PR or for people with financial hardship. People with different professional skill levels and backgrounds without local experience will have a higher chance to succeed there in comparison to Adelaide. I talked to a TAFE representative after the expo and they said that the number of companies there don’t have age restrictions for apprenticeships. This is the main issue in Adelaide that apprenticeships are real for school leavers and are very difficult to get one for mature age people who are interested to get an Australian qualification. I feel sorry that not many people came from my community. They missed the chance to find out about the opportunities in Whyalla. I approached David from Regional Development and asked if they had a flyer or website with all the information that was covered during the expo. I thought that we could send an email and share it on Facebook so more people could find the relevant information from a one page flyer with the links to city infrastructure, new projects, job vacancies and trainings. Together with the CEO of the Whyalla City Council, he said that they can combine information in a portal and make it available for the people who missed the session. They agreed that this is a good idea and they can organise it through Eugenia. Let’s see how it goes!”
Regional Settlement Challenges and Opportunities

Summary of challenges from the forum

Very little or no coordinated marketing of regional cities and towns except for tourist spots, internationally, nationally and within the state.

Lack of regional knowledge to market to culturally diverse stakeholders and through diverse media outlets.

Greater marketing of regional educational and job opportunities for young people who are one of the main reasons families shift back to big cities, to ensure their young people’s tertiary education needs.

Marketing is pitched to a white middle class audience and not to the diversity of prospective migrants or those currently in Australia living in big cities.

Lack of settlement coordination in some regional areas.

Resources to regional settlement through the Humanitarian Settlement Program and the Settlement Transition Services, are not flexible and or commensurate with the special regional needs but rather eligibility is based on outdated ABS Census data. These regional settler percentages do not draw the same resources as the larger Adelaide metropolitan numbers.

There is an emphasis to concentrate on skilled immigration, at the expense of utilizing and upgrading low and medium skills of many humanitarian entrants and other migrants including temporary visa holders living in metropolitan Adelaide who have been unemployed for months and years.

Relocation is a major concern for prospective workers and they include,
- The upheaval of re-establishing themselves and their families
- The cost of relocation
- Certainty regarding a job
- Rental contracts that are usually of a 6 or 12 month duration, and often do not coincide with permanency in a job
- Separation of families and mental health and financial costs of living if the principle bread winner relocates and leaves the family behind in metropolitan Adelaide
- Assistance with navigating the new environment, and sustainable orientation to settlement services and supports
Recommendations

The Regional Forum to be held by the AMRC later in 2019 with several partners, will engage current settlers in regional areas to identify how the above challenges have been overcome locally and what can be learnt and improved from these case studies.

The RDA, Whyalla and the AMRC coordinate a tour of Whyalla for interested people in late September, early October to further market the city to the diverse metropolitan community.

Chandler MacLeod monitor and report to the RDA and AMRC the outcomes from the Expo with regard to subsequent participant interest and or actual registrations for jobs to assist the evaluation of the initiative.

RDAWP initially host the AMRC in its Whyalla Office to assist strategies and opportunities for furthering population and settlement development in the region.

Partners to develop a marketing strategy.

Partners to develop a portal for jobs and a list of prospective employees.

The RDA and AMRC Host 6 monthly forums – Living and working in Whyalla with specific themes – the next being the health sector.
Organisation Biographies

**Australian Migrant Resource Centre (AMRC)**
The Australian Migrant Resource Centre (AMRC) has specialised in humanitarian and migrant settlement, and community capacity building and development for young people, women and other migrants in metropolitan Adelaide and regional South Australia, empowering them through civic, training and employment initiatives. By assisting to build community, the AMRC has for the past 40 years supported new arrivals and their new and establishing groups and communities to engage with and contribute effectively to South Australia’s society, culture, economy and environment. The AMRC delivers services through metropolitan outlets and currently through 3 outlets in the Limsetone Coast and 1 in the Murraylands.

**RDA Whyalla and Eyre Peninsula**
Regional Development Australia (RDA) is an Australian Government initiative established to encourage partnership between all levels of government and industry to enhance the growth and development of Australia's regional communities. The national network of 52 committees is made up of local leaders who work with all levels of government, business and community groups to support the development of their regions.

Regional Development Australia Whyalla and Eyre Peninsula (RDAWEP) is the peak body driving the expansion and growth of economic activity across Eyre Peninsula. The RDAWEP Committee is comprised of local leaders with broad and diverse skills and experience, who understand the challenges, opportunities and priorities in our local community. RDAWEP develops local solutions to local issues. As the regional development voice of the community, RDAWEP consults and engages with communities, promotes and participates in regional programs and initiatives, provides information and advice to all levels of government, and supports informed regional planning.

**Whyalla City Council**
Whyalla is a city of contrasts – from green parks and gardens to massive industrial operations, new housing estates to well established historic neighborhoods, and from the traditional corner store to multimillion-dollar shopping centres.
On the western shore of Upper Spencer Gulf, approximately 385 kilometers northwest of Adelaide by road and 40 minutes by air, Whyalla averages 300 days of sunshine every year and has an annual rainfall of around 270 millimeters.

Whyalla has an established industry and retail base, strong community spirit and its residents enjoy a comfortable lifestyle with sufficient amenities, events and activities.

The Whyalla Council has one of the most diverse operations of any local government. It operates an airport, public library, child care centre, cemetery and crematorium, visitor information centre, maritime museum, lighthouse, landfill, marina and boat ramps.

The council also owns the city’s leisure centre and is responsible for all major development including the foreshore, wetlands, public works, and innovative environmental projects.

Whyalla’s major industries include the steelworks producing a range of products including rail line and steel sleepers, Santos producing crude oil and LPG, industrial fabrication companies, national contractors to heavy engineering industries and commercial salt production.

Council’s urban boundaries comprise 41.5 square kilometers within a total local government area of approximately 1,000 square kilometers. With a population of 21,828 residents (2016 census), the regional community of Whyalla is a wonderfully diverse mix of cultures and nationalities.

**TAFE SA Whyalla**

TAFE SA is Australia’s largest VET (Vocational Education & Training) provider with nearly 80,000 students and over 1000 courses.

Our focus is very much on offering courses, delivery models and career pathways that meet the needs of the areas in which they live, whether metro or regionally. We are increasing our collaboration with industry and key stakeholders to deliver industry driven programs that best fit potential job seekers.

In Whyalla, we are looking to invest considerably in our trades based programs. As well as training ongoing apprentices, we will continue to run our successful pre-apprenticeship programs for school students and job seekers, helping to build a pool of workers ready to take up opportunities as they arise.

We aim to deliver a broad range of opportunities, but in different ways that reflect contemporary approaches to teaching and learning and respond to the needs of individuals, businesses and regional economies.

**Whyalla Aged Care**

Whyalla Aged Care Incorporated is a community evolved not for profit aged care organisation established in 1968 in Whyalla. As the only residential aged care provider
in the community Whyalla Aged Care operates three residential aged care homes, provides community aged care packages and operates a small boutique retirement village.

Whyalla Aged Care is one of the largest employers in Whyalla with 270 employees working in a diverse range of roles across the organisation including nursing, administration, hospitality, IT and HR. As a learning organisation a broad range of training pathways are available for employees to continue to develop their skills to support a rewarding career at Whyalla Aged Care.

Whyalla Aged Care is currently entering a period of growth with two large building projects underway to expand residential aged care services and construction of a new lifestyle village with a multipurpose community centre. The organization is in the process of rebranding to Kindred Living which will co-inside with organisations strategic business growth to provide disability services.

**University of South Australia, Whyalla Campus**
Situated on a 22-hectare site, UniSA’s Whyalla Campus is the major centre of tertiary education for the western and northern regions of South Australia. Experience flexible learning and quality teaching with the benefit of a relaxed environment, practical learning opportunities, small class sizes, tailored support services and a strong community connection. We offer degrees in key areas such as education, nursing and social work, along with pathway programs, reflecting the needs and priorities of the region.

**Chandler McCleod**
Chandler Macleod Group is Australasia’s leading provider of integrated human resources services, products and technologies. Chandler Macleod helps people and organisations to reach their full potential by enhancing their human resource strategy and practices to support achievement of their goals. This is delivered through provision of Permanent, Temporary and Contract Staffing, Psychometric Assessment, HR Consulting Services, Managed Workforces, Outsourcing and Payroll & HR technologies.

In delivering these services, Chandler Macleod helps organisations to plan for their future workforce needs, source the best talent for their business, assess the potential of individuals and teams, develop skills to increase the effectiveness of employees, team and organisations and manage a safer, more efficient and productive workplace.

Chandler Macleod was founded in 1959 and now operates throughout 4 countries, including Australia, New Zealand and Asia, and is headquartered in Sydney.
List of Registered Participants

Mohsen Abdel Meseh, Australian Refugee Association
Miniver Ablorh, Ghanaian Community of SA
Mohammad Alizadeh, Afghan Community of SA
Fatim Alizadeh, Afghan Community of SA
Tahira Alizadeh, Afghan Community of SA
Sara Al-Kufish, Iraqi Cultural Community of SA
Hiba Alwani, Syrian Community of SA
Bahareh Aminsaremi, Persian Community of SA
Anna Amirkhanyan, Armenian Cultural Association of SA
Jane Apio
Gereon Ardivilla, SA Interpreting and Translating Centre
Bruk Asefa, Eritrean Community of SA
Nibab Habtom Asgedom
Mang Bawr
Merikokeb Abebe Bayou
Hermela Bayu
Cynthia Caird, Filipino Community of SA
Sunshine Carumba, Filipino Community of SA
The Honourable Vickie Chapman MP, Deputy Premier of South Australia
Sarah Charaki
Gopal Chheiri, Bhutanese Community of SA
Ekta Chheiri, Bhutanese Community of SA
Adriana Christopoulos, South Australian Multicultural and Ethnic Affairs Commission (SAMEAC)
Simon Cinzah, Burmese Chin Church of SA
Helen Connolly, Commissioner for Children and Young People
Chris Cowley, Chief Executive Officer, Whyalla City Council
Megan Cox, TAFE SA
Claudia Cream OAM, Multicultural and Veterans Communities
Nikita Dandur
Mohammed Danish
Gulhussain Darwishi, Afghan Community of SA
Reza Darwishi, Afghan Community of SA
Patience Diessa Odia, Congolese Community of SA
Michelle Dieu, Chinese/Malaysian Community of SA
Khodadad Dosti
Shakar Dosti
Habib Dosti Ryhallah Dosti
Nafisa Feizi, Afghan Community of SA
Florina Fernandes, Deputy Chair, Australian Migrant Resource Centre
Sebastian Geers, Welcoming Cities
Tania Gerlach, Department of Home Affairs
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Tesfay Giday
Ainaz Gol Kar, Iranian Community of SA
Luis Gozalo, Venezuelan Community of SA
Zeleka Habtegiorgis, Ethiopian Community of SA
Nibab Habtom, Eritrean Community of SA
Abdul Haidari, Afghan United Association of SA
Osman Ali Hamid
Mahama Hayibo, Ghanaian Community of SA
Hussain Heidary, Afghan Community of SA
Ali Hejazi, Iranian Community of SA
Nulredin Idrress
Claude Ipasso, Congolese Community of SA
Yazdan Jawshani, Afghan Community of SA
Ahmed Kadira, Ethiopian Community of SA
John Kakuyi, Congolese Community of SA
Kugan Kangaratnam, Ceylon Tamil Association of SA
Jyotshna Karki, Bhutanese Community of SA
Mohammed Kazem Azizi, Afghan Community of SA
Madan Kri Khapangi, Bhutanese Community of SA
Daniel Kholdaneriam, Eritrean Community of SA
Mohammad Loftollahi, Iranian Community of SA
Josephine Mahoney, Filipino Community of SA
Deng Manyoun, Lakes Community of SA
Clare McLaughlin, Mayor, Whyalla City Council
Carlota Mendoza
Reza Mohammadi, Afghan Community of SA
Anwer Mohammed
Khodem Mohsend
Sev Nagalingam, Ceylon Tamil Association of SA
Nematullah Najofi, Afghan Community of SA
Abdul Hussain Najofi, Afghan Community of SA
Awet Neguse, Eritrean Community of SA
Meron Neguse, Eritrean Community of SA
Mercy Ngun Ceu, Burmese Community of SA
Ibrahim Nowrozi, Afghan Community of SA
Mukhtar Nummbera
Jane Nyakefeho, Ugandan Community of SA
Robin O’Dea, TAFE SA
Taban Ongee, Acholi Community of SA
John Nelson Opio, Ugandan Community of SA
Nabil Osman, Eritrea Muslim Community of SA
Anahid Paichuk, Armenian Cultural Association of SA/Persian Cultural Association of SA
Alex Parken, Australian Migrant Resource Centre
David Penfold, Regional Development Australia Whyalla and Eyre Peninsula
Keith Preston, Australian Migrant Resource Centre
Abdu Qasim, Eritrean Community of SA
Hanif Rahimi, Afghan United Association of SA
Deepa Rai, Bhutanese Community of SA
Rabhetha Rajkunal
Alma Ramcilovic, Montenegrin Community of SA
Narges Ghulam Rasool, Department for Child Protection
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Hussain Razaiat, Afghan United Association of SA
Selim Salih, Department of Home Affairs
Kaled Salih, Department of Home Affairs
Ali Salih, Department of Home Affairs
Dunya Sardar, Iraqi Cultural Community of SA
Abdulkarim Shariati
Dawaud Sharify, Afghan Community of SA
Aisha Siddign
Judge Rauf Soulio, Chairperson, Australian Migrant Resource Centre
Matti Spellacy, Australian Migrant Resource Centre
Mamudu Tahiru
Goitom Tekle
Van Bawi Tinhlawng, Burmese Chin Community of SA
Eugenia Tsoulsis OAM, Chief Executive Officer, Australian Migrant Resource Centre
Nickson Tumosime, Ugandan Community of SA
Dilky Wijeyekoon, Sri Lankan Community of SA
Ben-Hur Winter, Filipino Settlement Coordinating Council of SA
Reza Yaqoob
Mohamed Yousef, Egyptian Community of SA
Nelly Zahinda, Congolese Community of SA