

# Population Growth Strategy



The **Population Growth Strategy** was launched in September 2015

## Three key pillars

1. Job creation and workforce development
2. Migration
3. Liveability

## Targets

- Long term target: 650 000 people by 2050
- Interim targets:
  - 530 000 by 2020
  - 570 000 by 2030
  - 600 000 by 2040
  - 650 000 by 2050

Current population is 529 903 (September quarter 2018)

Growth rate 1.15 %

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# Make it TASMANIA

([www.MakeitTasmania.com.au](http://www.MakeitTasmania.com.au))

## Primary target audience

- people with an existing connection to Tasmania
- 25 – 55 year olds

## Intent and approach

- to be casual and conversational
- provide information on, and promote living and working in Tasmania
- to share information through stories
- direct visitors to other information
- to highlight the opportunities available in the state and that a move to Tasmania is possible

The **You in Year** campaign was just over 12 months in development

**Step 1:** Marketing Plan development

**Step 2:** Campaign material development

**Step 3:** Launch Phase 1

**Step 4:** Launch Phase 2

### **Campaign design**

- Targeting: domestic working age audience with potential to address known skill shortages
- Online campaign
- Location based focus: Sydney

### **Campaign elements**

1. Screen pieces (6 variations)
2. Web based app

### **Phased implementation into the market**

- Phase 1 – January 2018
- Phase 2 – May to June 2018



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# THE TASMANIAN EMPLOYMENT NETWORKING SERVICE (TENS)

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Supported by Peter Tatham, Career Development Expert

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