

**PRESIDENT'S REPORT – MARCH 2021**Tuesday, March 15<sup>th</sup>, 2021

How quickly a month flies by!!

We have been extremely busy with our *Renew Burnie* program plus our involvement with Ten Days on the Island. There are several very strong candidates for tenancy in some of the vacant shops in the two arcades. Cyndia Hiller is working hard to finalise these arrangements. One is for a co-working facility where local entrepreneurs can share office space plus visiting business people can use these facilities as a regional office. We will be speaking with Startup Tasmania later in the month and featuring its President Fiona Turner at our breakfast on the 31<sup>st</sup>.

We had meetings with the Treasurer, Josh Frydenberg, the Deputy Treasurer Michael Sukkar plus contacts with Gavin Pearce, Senator "Jonno" Duniam and Premier Gutwein plus presented to Waratah Wynyard Council at a recent workshop.

The airfare subsidy scheme has been well received by our tourism operators. Overall, I reckon it's great for the NW Coast. We need to bring more people from Melbourne down here as it is so close for them and will be very affordable. We have the accommodation to cater for them, but lack of rental cars is the big problem - I hope the like of Avis and Hertz can gear up quickly as this will occur all over Australia because they cut their fleets when COVID broke out and now are caught short.

On the mainland there are car share companies like *Car Next Door* which are registered down here but only have a handful of vehicles. They would be a good source of cars so I hope one of those companies can gear up in Tasmania very quickly.

Our breakfast networking sessions are proving popular with the Cradle Coast Authority presenting last fortnight.

This week we have Jens Kraeft; Jens is from News Corp and he's presenting a product they have called *NewsXtend* and it's all about *flexing your digital marketing muscle* and, as we know NewsCorp owned by Rupert Murdoch is one of the largest media organisations in the world. It is a major player in the world market and dominates the Australian market so they must know a fair bit about digital marketing and having met Jens several times and previewed the presentation I can assure you it will be very interesting.

One of the sections relates to the power of Google and search engine optimisation, also the power of social media and your digital presence, how to create outstanding digital advertisements and to develop and optimise a successful advertising campaign to reinforce your brand.

Speaking of marketing it would be remiss of me not to mention the information sessions 7BU is running at the Townhouse next Monday and Tuesday featuring the GM of 7HO Greg Scealy – they are all about *Your Brand* and Greg will be talking about how to better engage with your target audience. Greg is a very experienced guy with great background experience in government, private sector and the media. I'm looking forward to hearing him speak. Call 7BU on 6431 2555 to book a spot.

Our Regional Employment Trial (RET) *Helping Burnie Work* recommences next week and I am interviewing potential course participants over the next two days. We have had success in placing 6-7 of our past students into full time work. I am working with the Department of Employment to investigate the possibility of running more courses in the future.

I feel there will be a workforce crisis in a couple of years if we can't get young people into trade jobs. We don't want to be using FIFO workers to build major infrastructure projects such as Marinus, Battery of the Nation, CLTP mill, etc as it only adds to the cost and doesn't build communities. The subsequent "goldrush" of jobs will heavily impact our housing shortage unless we can get developers building tracts of residential housing along the coast once the current government induced house building boom finishes.

So many issues to get right – it will be hard for our governments going forward and I just hope they get it right.

Following our meeting Wednesday evening please join us for a meal in the RSL bistro.

Best regards

A handwritten signature in blue ink that reads "Ian".

**Ian Jones** – President

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