

24 July 2024

Council launches new liveability campaign '*Glad you made it!*' to attract skilled workers to the region

Gladstone Regional Council has launched its *Glad you made it!* marketing campaign aiming to attract skilled workers to the region in areas such as medical and allied health services, industry, energy and corporate.

The campaign features former Brisbane Broncos NRL player Casey McGuire and many other locals who volunteered their time to be involved in the campaign.

The campaign showcases the region's unique blend of picturesque landscapes, rich cultural experiences and its beautiful climate, while highlighting the long-term economic opportunities available for investors and skilled workers considering calling the Gladstone Region home.

Gladstone Region Mayor Matt Burnett said that with strong and continued investment in the area, it is time to showcase the lifestyle our region has to offer.

"All eyes are on the Gladstone Region at the moment as we attract emerging industries to our area," Cr Burnett said.

"However, it is important that Council supports the diversification of the regional economy by marketing the region to skilled workers and their families.

"That's why we have developed a liveability campaign to position the Gladstone Region as an attractive place to live, work, invest and play to inspire potential residents to make the move."

Interest in moving to regional areas has spiked in recent years, with 2023 research commissioned by the Regional Australia Institute (RAI) revealing shifting attitudes towards regional job opportunities.

RAI's research also found that more than one-third (35%) viewed salary prospects in the regions on a par with the major capital cities.

For younger Australians, aged 18-29 years, research revealed they were most optimistic about regional job prospects with nearly half recognising the large amount of professional, skilled and entry-level jobs on offer.

Casey McGuire, 44, now a Gladstone Region resident for more than 11 years, said he was excited by the opportunity to attract more skilled workers and professionals to the region.

"It's been fun doing the liveability campaign and it's for a great cause trying to get the likes of health professionals here, teachers and just skilled workers in general," he said.

“If you're considering a move to the Gladstone Region, it's a great place to raise young kids, there's no traffic, and it's got beautiful parklands and reef fishing – there's a lot to do up here.

“Another great thing about Gladstone is – especially if young people want to get into a trade – it is a fantastic place to get an apprenticeship or a traineeship.

“There's a lot of employment opportunities and there's always new industries opening up.”

Casey, who grew up on the Sunshine Coast and had a rugby league career that saw him live in Sydney, Brisbane and France before rounding out his playing days back in Sydney, said he was glad his family made the move to the Gladstone Region.

“That's what is great about these smaller regional towns – the sense of community, everyone sort of knows each other, we look out for each other's kids, the school sport, the club sport and the schools,” he said.

“I've been very fortunate to meet some great people here in Gladstone as I transitioned out of sport and into the business world.

“We love the Gladstone Region and we are really proud to call it home.”

The Gladstone Region Liveability Campaign is an agile, multi-year commitment supported by key stakeholders including Gladstone Area Promotion and Development Limited (GAPDL), Gladstone Engineering Alliance (GEA), Gladstone Chamber of Commerce & Industry (GCCl) and Gladstone Region Engaging in Action Together (GRT).

'Glad you made it!' focusses on eight videos celebrating the liveability pillars of Work, Live and Invest – visit our new microsite www.gladyoumadeit.com.au to find more information.

Video Assets:

- [Glad You Made It TVC](#)

A creative take on a day in the life of former Brisbane Bronco NRL player Casey McGuire.

- [Living in the Gladstone Region | Gladstone born and raised](#)

Meet Madi, proudly born and raised in the Gladstone Region. Join Madi in enjoying the Gladstone Region's vibrant culture and stunning landscapes.

- [Living in the Gladstone Region | International relocation](#)

Meet Jackie and her sport-loving family, who made the bold move internationally to the Gladstone Region several years ago and have proudly called it home ever since.

- [Living in the Gladstone Region | An accessible region](#)

Meet Carmen (and her service dog Oakley) a spirited lover of the outdoors who's found her paradise in the beautiful Gladstone Region.

- [Working in the Gladstone Region – City relocation](#)

A member of the Brisbane Broncos' 2006 premiership side, Casey McGuire shares why he loves living in the Gladstone Region: the beautiful beaches, endless family time and activities, his passion for his local soccer club, and the great mates his children have made at school and through sport.

- [Working in the Gladstone Region – Regional relocation](#)

Meet Marc, who recently moved to the Gladstone Region from Mackay with his young family. He is excited for his new role as Lead Horticulturist at Tondoon Botanic Gardens.

- [Investing in the Gladstone Region – Small Business](#)

Meet Janine and Tim, the dynamic duo originally from the Gold Coast who are behind a bustling coffee shop that's not just survived, but thrived through tough times, including economic downturns and the challenges of the COVID-19 pandemic.

- [Investing in the Gladstone Region – Industry](#)

Meet Kristy, who recently relocated from southeast Queensland with her young family for work. She is driven by a passion for renewable energy and its future in the Gladstone Region.

ENDS