

Council to Participate in Regional Recruitment Case Study

South Gippsland Shire Council is one of five regional organisations selected to participate in a live case study that will provide real-world solutions for the shortage of skilled workers in regional Victoria.

The Regional Recruitment Study will be undertaken by Deakin MBA students as the final unit in this trimester. The other organisations participating in the study are Gippsland Southern Health Service, City of Greater Bendigo, Bass Coast Health and Orbost Regional Health.

The students will work with the organisations on the assessment question: How can organisations based in regional Victoria attract a highly skilled workforce that is sustainable for their needs?

Through research and by working closely with each organisation to understand their employment needs, the students will develop innovative ideas to help attract workers to each respective area.

From an educational perspective, the students will be given unique insights into the five organisations and will have an opportunity to develop real-world solutions that may be adopted. More details on the case study can be found at: <https://businessnewsroom.deakin.edu.au/articles/mba-students-tackle-regional-workforce-challenge>

Quote attributable to South Gippsland Shire Council CEO, Kerryn Ellis:

“Attracting workers to regional areas is vital, particularly as many industries – such as tourism and hospitality - are looking to bounce back after the impact of COVID-19. More people are travelling regionally right now because they can’t get overseas or interstate for holidays but some of our businesses are really struggling to take advantage of this because they don’t have access to staff.

We are thrilled to be partnering with Deakin MBA students for this project and consider it to be a great way for the students to explore the real-world challenges we are experiencing on the ground right now and to potentially come up with really innovative solutions.”