

MIGRANT WORK READY

Confident. Capable. Ready to Shine.



▶ CASE STUDY

As the Sunshine Coast diversifies with more than 2000 new migrants moving here annually, local businesses have everything to gain by tapping into this growing workforce.

The national award-winning Sunshine Coast Migrant Work Ready (MWR) program helps to prepare new migrants to be ready for Australian work and businesses seeking to employ a diverse and talented workforce.

A priority of the Sunshine Coast Council Community Strategy 2019-2041 is a desire for a region where opportunities are available for everyone in our community to participate socially and economically, and the Regional Economic Development Strategy 2013-2033 identifies that investment in talent and skills is critical to the continued growth of the economy.

▶ Employer's Story – Kilcoy Global Foods

Beef producer turned 'nature-to-plate food solutions business' Kilcoy Global Foods (KGF) supplies food service and retail to customers through operations in Australia, the United States and China.

KGF's global headquarters are located on the Sunshine Coast and employs more than 1600 people from 53 different nationalities. The team works towards continuous improvement and innovation through their workforce.

"Having a culturally diverse workforce is part of our key retention and sourcing strategy," Cheryl Keegan, Kilcoy Global Foods Strategic HR Consultant said.

"We've also been able to reach our global sales portfolio of customers, it's really given us access to those customers in a way we didn't have before. It's also opened our eyes to different things that might be available to target in terms of products and sales."

"By hiring people of diverse backgrounds, we have a greater ability to talk to and relate to customers from all over the world"

To help promote and enable a workforce's cultural diversity, Ms Keegan recommends ensuring business culture is one of inclusivity, by providing facilities such as prayer rooms and acknowledging different religious holidays.

"Having a culturally diverse workforce has definitely been key to our success."

MULTICULTURAL GROWTH ON THE SUNSHINE COAST

A culturally diverse population	1 in 5 (20%) Sunshine Coast residents were born overseas.
	Our region has migrants from 150 countries, 45 faiths and 96 languages.
	Over 2000 people arrive from overseas to live on the Coast every year.
International customers	Our region hosts over 3000 international students; expected 20% increase over the next 5 years.
	Each year, we welcome over 230,000 international visitors; expected to double by 2030.

Cultural Diversity Adds Value to Business

When businesses employ a diverse workforce, it benefits the business, its employees and customers.

A Deloitte Access Economics report from August 2019 found more diversity in the workplace is likely to lead to a raft of benefits including:

- increased creativity and productivity
- a wider range of skills
- improved employment outcomes
- improved mental and physical health
- reduced cost of social services and
- inclusive growth.

The report estimated the economic dividend to Australia having a more inclusive society to be \$12.7 billion annually.

▶ How to Get Involved

Businesses, community groups and potential mentors are welcome to join the Migrant Work Ready program in several capacities.

Whether looking to hire, ready to onboard an intern, wanting to share industry knowledge, or curious about including diverse voices in your workforce.

Let us talk about how we can work together to help boost your business' cultural diversity. Email us at commdevelopment@sunshinecoast.qld.gov.au

And for more information about the Migrant Work Ready program, please visit sunshinecoast.qld.gov.au/migrantworkready



Proudly partnering to deliver the Migrant Work Ready program:



The case for an
inclusive culture
Organisations with
inclusive cultures are:



2x
as likely to meet or
exceed financial targets



3x
as likely to be
high performing



6x
more likely to be
innovative and agile



8x
more likely to achieve
better business outcomes

Source: Juliet Bourke, Which Two Heads Are Better Than One? How Diverse Teams Create Breakthrough Ideas and Make Smarter Decisions (Australian Institute of Company Directors, 2016).