

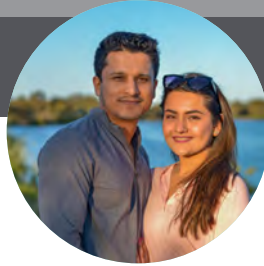
**MOVE
TO
MORE**
.COM.AU



MOVE TO MORE
PROSPECTUS 2024

Anil:
'In Sydney, I always found myself feeling exhausted and often short of time. In Temora, our life is more balanced. Work is great and, when I'm not working, we have more time for relaxing and spending time together'

ANIL ACHARYA
TEMORA NSW



Angela:
'That time I used to spend travelling to the Melbourne office, I now go to the gym. You just have more time in your day.'

ANGELA DURSTON-RYAN
SHEPPARTON VIC



Mez:
"In Sydney, I didn't know what community was. Living here I finally get it. I know what community means."

HAMISH AND MEZ KEITH
BATHURST NSW



ABOUT MOVE TO MORE

Move To More is a national initiative to raise awareness among metropolitan Australians about the opportunities to live, work and invest in our regional towns and cities.

At movetomore.com.au regionally-curious Australians can search seventy-six regions and almost 2000 regional towns and cities. Regional Australia is home to thousands of rewarding and diverse jobs.

Our regions need doctors, architects, childcare professionals, nurses, farm workers, engineers, builders, environmental scientists, graphic designers and more.

This means, no matter what your profession, skill or ambition you'll likely find a job that's a perfect match for you!

Best of all, a career in the regions is about much more than a job. It's about unlocking a new life: with more time; more space and more bang for your buck.

OUR PARTNERS

Move To More is powered by dynamic mix of partners, including our strategic partners Domain, Muval, nbn co., Careers at Council and Seek.

Move To More is also supported by the Regional Australia Council (comprised of leading Australian businesses), and the Regional Activators Alliance (comprised of people on the ground in the regions, including councils, development organisations and business chambers).

Domain

Domain, a leading property marketplace of Australia is the official Move To More property partner. Domain is committed to inspiring confidence in life's property decisions and reaches over 8.4m Australian's every month to do this.

seek

SEEK is the official jobs partner of Move To More. As Australia's preeminent online employment marketplaces, SEEK is the place to find the regionally-based career you've been searching for. With more than 87,000 internet-advertised job vacancies in regional Australia, there's never been a better time to #MakeTheMove

muval

Muval is the official moving partner of Move To More. Muval is a free online service that connects movers with quality, vetted, local or interstate furniture removalists.

nbn

The nbn is the official connectivity partner of Move To More. Underpinned by a purpose to connect Australia and bridge the digital divide, nbn's key objective is to ensure all Australians have access to fast broadband as soon as possible, at affordable prices, and at least cost. Use the nbn's 'check your address' feature to determine what nbn service is available in your dream regional location.

careers at council

Careers at Council, a leading online careers and employment portal for local government provides easy one-click access to various positions, from senior executive roles to part-time task-driven roles with Council's throughout regional Australia.



The **Regional Australia Council** is a cohort of 15 of Australia's leading businesses all with an interest in and passion for regional Australia. Chaired by the Regional Australia Institute, the Council is a solution-based group that helps inform and support the work of the RAI and, in-turn, regional Australia.





'I found here people are much friendlier than in the city. Everyone smiles, everyone says hello, and even at the supermarket, the cashier will have a chat.'

LINDA LORENZA
MACKAY QLD



The **Regional Activators Alliance** is a growing group of businesses and associations, local and state government agencies who have their roots in the regions. Alliance members are at the forefront of a powerful national movement which is changing the narrative on the value of regional Australia.



OUR AUDIENCE

Recent Regional Australia Institute research found that one in five people living in our major capital cities was considering a move to regional Australia, motivated by the desire for space, well-being and a more affordable life.

Did you know, right now regional Australia has almost 100,000 internet-advertised job vacancies?

The Move To More website is the only online platform where the regionally-curious can look for places to live, the jobs available and the lifestyle needs they desire all in one location.



www.movetomore.com.au

All ages are thinking of moving, but we know millennials are most interested in making the move!



**Capital city
Australians**

Skilled migrants play such an important part in our regional workforce and community!



**Aspiring and
new migrants**

Our research shows intra-regional migration is on the rise!



Regional people

'I am able to work for a company that delivers modern, high quality legal services and still enjoy a regional lifestyle with plenty on offer.'

SHANNON TALTY
GOONDIWINDI QLD



WHY MOVE TO MORE?

- Australia is one of the most urbanised countries in world.
- Sydney and Melbourne are on track to be megacities by 2056.
- There are more jobs than people in regional Australia! In June 2023, there were almost 100k internet-advertised regional jobs.
- Regional workforce participation is the highest it has ever been on record at 64.54%.
- A bigger regional population has the potential to add \$13.9 billion to our nation's bottom line!

WHAT OUR RESEARCH TELLS US



"I knew that I wanted to move out of Sydney, but it had to be for the right role. When I came to the interview, I realised very quickly that it was going to be a great opportunity from a professional point of view."

ANIL
TEMORA NSW



1 IN 5 One in five capital city Australians aspire to move to the regions



10% > 14%

Dissatisfaction with city living grew from 10% in 2019 to 14% in 2023



47% of those between 18-29 are more likely than other age groups to agree regions offer jobs with salaries on par with the city



Sense of spacing (82%); improved wellbeing (80%); better affordability (78%) are the key pull factors for those considering the move



68% of regionally-curious Australians cited the desire to reduce debt as a motivating factor

MOVE TO MORE IN ACTION!

Search almost 2000 regional towns and cities



IT'S YOUR MOVE.

Regional Australia's Biggest Ever Recruitment Drive.



MOVE TO MORE .COM.AU



SERIES 3 PODCAST



A growing email subscriber base of 20k+



500k+ website visits since launch

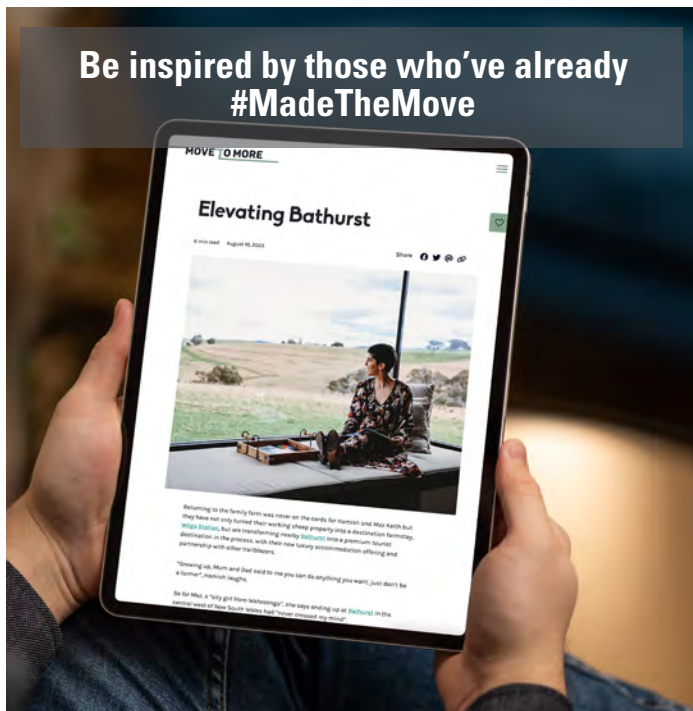


Media reach of more than 2m



10k + social media connections

Be inspired by those who've already #MadeTheMove



Connect with Move To More on social media



A national campaign talking to metro Australians about career opportunities in regional Australia



IT'S YOUR MOVE.

Regional Australia's Biggest Ever Recruitment Drive.



POWERED BY seek

It's Your Move – Regional Australia's Biggest EVER Recruitment Drive

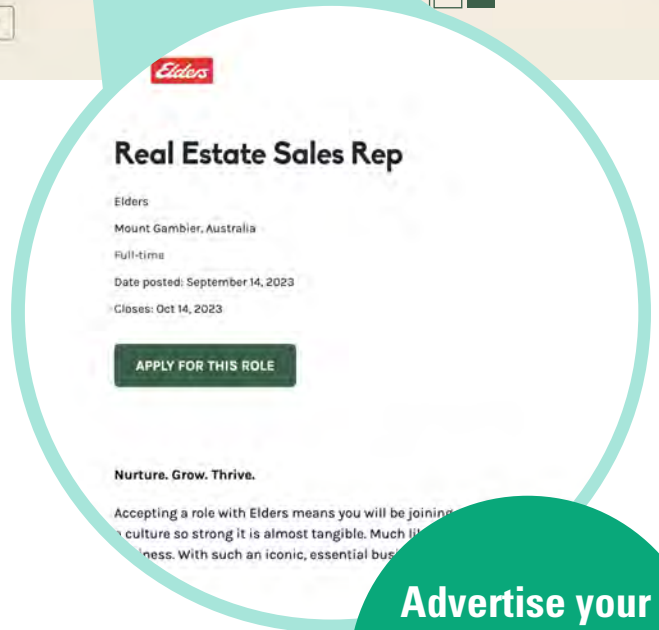
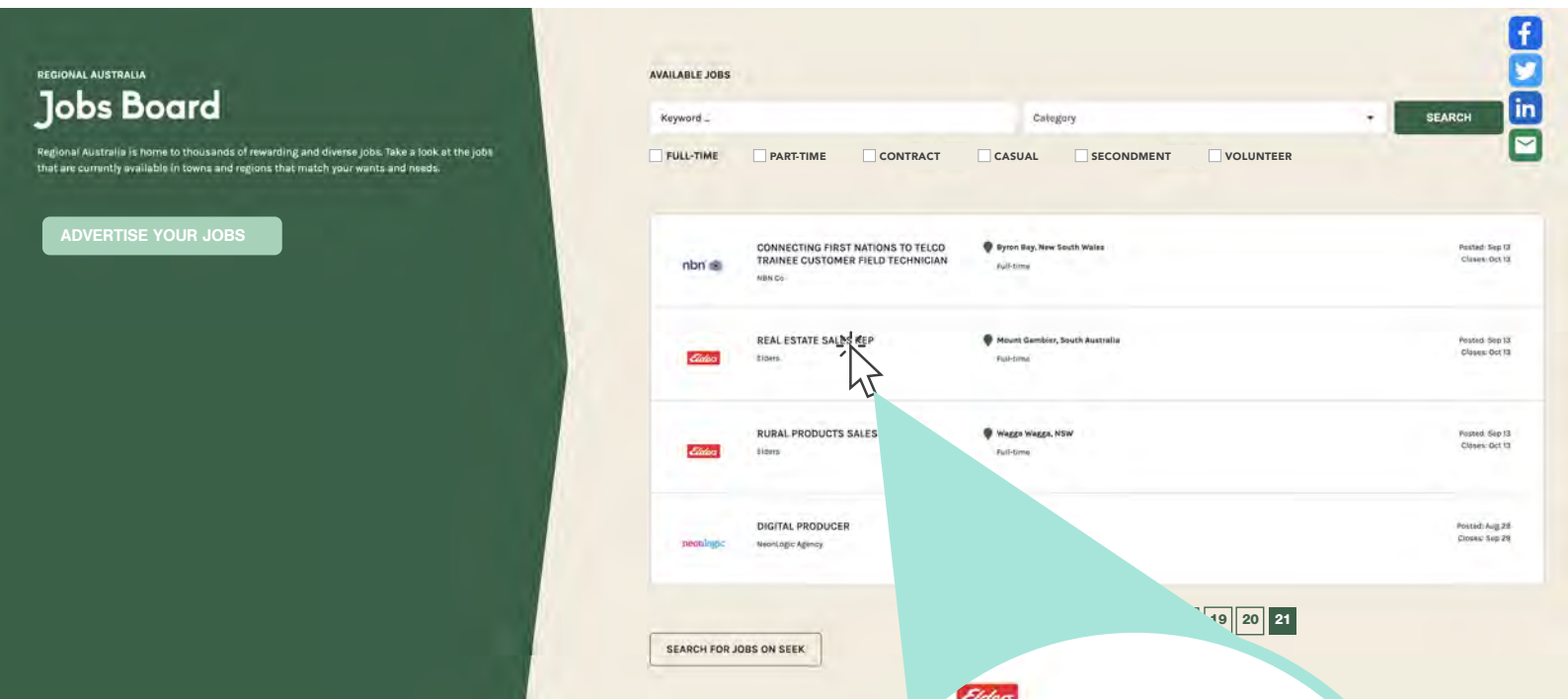
Regional Australia is in a jobs boom. Put simply, there are more than people in our regions right now!

In June 2023, there were 91,000 internet advertised jobs. That doesn't include jobs advertised on shop windows, on community pages, by word-of-mouth or the jobs employers have simply given up recruiting for.

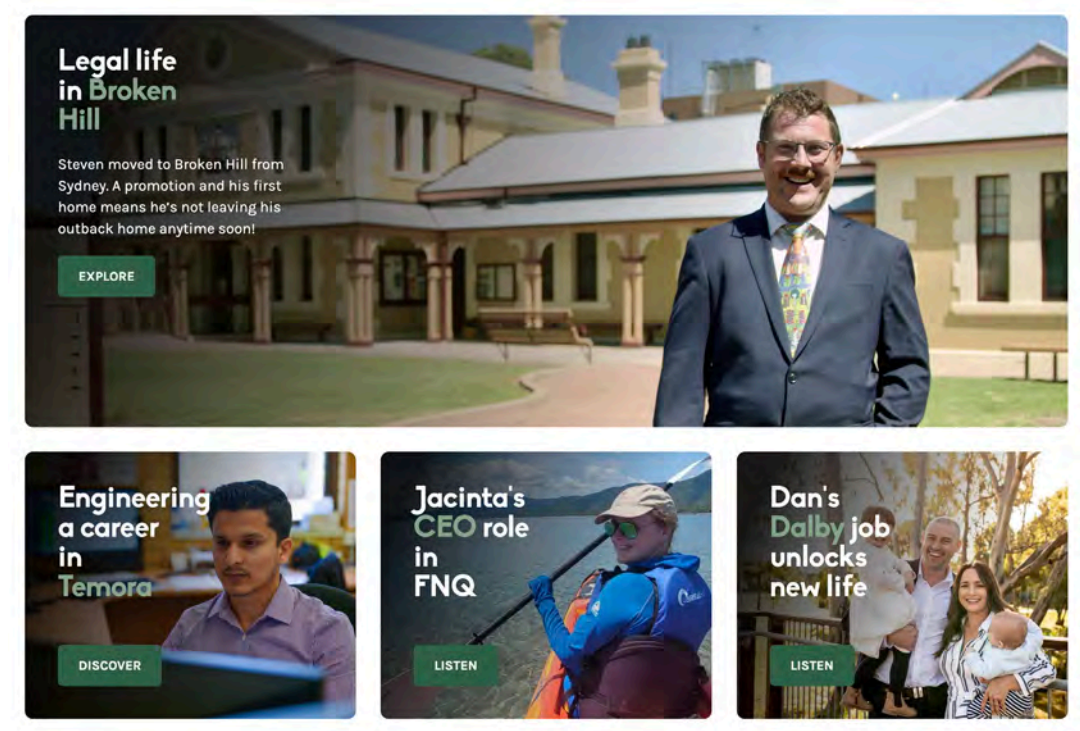
It's Your Move – Australia's Biggest EVER Recruitment Drive is leading a conversation with Australians about the many, diverse and rewarding career opportunities in every sector and industry across the regions.

Communicate your positions vacant with the tens of thousands of regionally curious job seekers that visit the Move To More website daily.

Storytelling opportunities not only are a powerful tool for personal branding it can also connect with your audience and build trust.



Advertise your jobs on the Move To More Jobs Board!



MOVE TO MORE PARTNERSHIP OPPORTUNITIES

IT'S YOUR MOVE JOBS BOARD PACKAGES



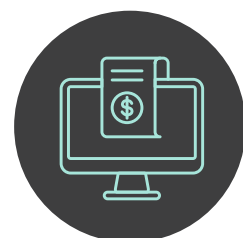
Individual listing

1 x listing
1 x social media post promoting position across M2M platforms.
Inclusion in Weekly Top 6 Regional Jobs EDM
Fee: \$100 + GST



Job listing package

10 x listings (over 12 month period)
1 x social media post per job across M2M platforms.
Inclusion in Weekly Top 6 Regional Jobs EDM
Fee: \$1000 + GST
** Free for RAA Members*



Annual subscription

Unlimited job postings (over 12 month period)
1 x social media post per job across M2M platforms.
Inclusion in Weekly Top 6 Regional Jobs EDM
Fee: \$3,300 + GST
** Free for RAA Members*

Talk to us about bespoke ways you can reach thousands of regionally-curious Australians via Move To More.

It's Your Move Podcast Partner

Communicate your message to a growing audience of devoted listeners of the YMW?! podcast hosted by acclaimed TV and film producers and country WA resident, Bec Bignell.

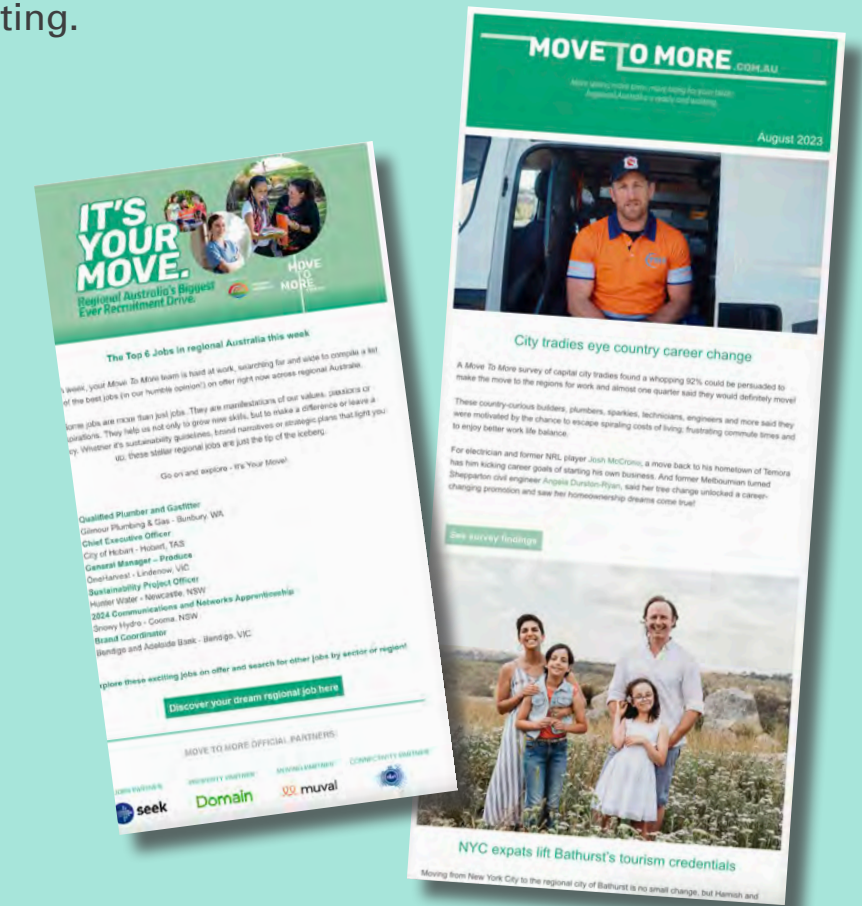


Digital display advertising on Move To More website & email direct newsletters

Reach hundreds of thousands of eyeballs by positioning your organisation's brand and message on Move To More website and digital marketing.

Showcase your business

Bespoke storytelling opportunities through film, audio and or print.





BECOME A MEMBER OF THE REGIONAL AUSTRALIA INSTITUTE!

RAI Members automatically qualify as a partner of Move To Move as well as benefiting from exclusive access to RAI research; access to Federal and State Government leaders and decision makers; discounted tickets to RAI's flagship Regions Rising events and much more.

Regional Australia Council

A cohort of Australia's leading corporate identities with a footprint and influence in regional Australia. Our Council members are committed to a brighter more prosperous future.



Regional Australia Council Associate

Associate Members include government agencies, universities, medium-sized businesses and others with vision for, and commitment to, a more balanced, more prosperous regional Australia.



Regional Activators Alliance

A growing group of Australia's most progressive local government associations, Regional Development Australia branches, and other grassroots businesses and social enterprises.



KEEP TALKING TO MOVE TO MORE

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