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MID NORTH COAST

Media release

RDA Mid North Coast to deliver The Welcome Experience for Port Macquarie, Kempsey and Nambucca Valley

15 August 2024

Regional Development Australia Mid North Coast (RDAMNC) is pleased to share that we have been successful in securing the tender to deliver [The Welcome Experience](#) to three local government areas on the Mid North Coast, including Port Macquarie, Kempsey and Nambucca Valley.

On 14 August 2024, NSW Premier Chris Minns and Minister for Regional NSW and Western NSW, Tara Moriarty announced that The Welcome Experience has been expanded from the pilot program to additional regions within NSW. The Welcome Experience program is designed to offer concierge-like services to essential workers looking to relocate to Regional NSW. Some of these services include finding a new home, settling into their communities, find a school for their children, joining sporting clubs and assisting their partners to find work. A full copy of the media release is available [here](#).

The skills shortages, in particular of essential workers, has been well documented and RDA Mid North Coast is looking forward to working with essential workers looking to relocate to Port Macquarie, Kempsey and Nambucca, employers of essential workers, local businesses and community groups in these local government areas to help attract and retain essential workers to the Mid North Coast to help meet the needs of the region.

RDAMNC is looking forward to working with the Department of Primary Industries and Regional Development and the other host organisations of The Welcome Experience to ensure this fantastic initiative sees outstanding outcomes for Regional NSW.

RDAMNC Chair, Kieren Dell said *“RDA Mid North Coast is very excited to be delivering such a valuable and needed program across the Port Macquarie, Kempsey and Nambucca Valley local government areas. Migration to our region is continuing to grow and place increased demand on essential services which sees an increased need for essential workers. The Welcome Experience program aligns with RDA Mid North Coast’s existing body of work on the Mid North Coast, and we are proud to be part of this great initiative. The*

RDAMNC team is looking forward to working with DPIRD and other host organisations of The Welcome Experience across NSW to deliver positive and meaningful outcomes for Regional NSW."

Minister for Regional NSW Tara Moriarty said The Welcome Experience pilot program has been a major success since it launched in June last year, supporting over 511 workers and their families to relocate to regional New South Wales.

"Moving to a new town can be daunting, but the feedback we receive from workers is that having a Local Connector like Regional Development Australia Mid North Coast to offer a warm welcome and local advice, significantly increases their likelihood of staying and contributing to their community long term," said Ms Moriarty.

"We've had close to 1800 enquiries from a range of essential workers considering making the move, and this demand for tailored relocation support is one of the key reasons The Welcome Experience has been such a phenomenal success so far."

"The NSW Government's recent decision to expand the program to 52 Local Government Areas across the state reaffirms our commitment to regional communities by ensuring they receive the skilled and robust workforce they need."

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