



# a warm welcome home for new tamworthians

WITH DROUGHT COVERAGE PAINTING A DIRE PICTURE OF LIFE IN OUR REGION, MANY LOCAL BUSINESSES AND GOVERNMENT ORGANISATIONS ARE FINDING IT A CHALLENGE TO ATTRACT QUALITY STAFF TO TAMWORTH. AN INNOVATIVE START-UP IS NOW OFFERING SUPPORT BY PROVIDING NEW EMPLOYEES WITH A KEY TO THE CITY, IN THE FORM OF LOCAL KNOWLEDGE, AND A HELPING HAND TO SETTLE IN.

Big Sky Relocations provides personalised information and a variety of organisational and practical support services to individuals, couples and families moving to Tamworth. This new venture is the brainchild of Amy Kelly, who has been a writer for Downtown. Editor Anna Davis was keen to discover more about how the business was born and about Amy’s plans to make life easier for our local employers.

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## A RELOCATION CONSULTANCY... HOW DID YOU COME UP WITH THE CONCEPT?

A best friend was living in Singapore and landed a new job in the US. She was offered a relocation consultant as part of her recruitment package. She said it was just amazing and made the transition so much easier for her whole family. It’s a pretty common service in the capital cities, and not just for international relocations, but domestic as well. It just sounded like a brilliant job!

Also, I kept having these conversations with mums and dads who were new to town and felt completely lost. Their partners had moved here for work and they were the ‘trailing spouse’ – while their other half enthusiastically launched into their new job, they were left to take care of everything else. It can be very challenging and lonely. Often, the partner and children of the new employee just don’t settle, they never find their place in the community, and then the family leaves and that business has to start the whole recruitment and training process all over again. I thought there had to be a way to help people find their groove in Tamworth - if they had all the information and support they needed right from the start, I think they would not only stay, but love it here too.

## WHO CAN USE YOUR SERVICES?

Businesses work with us to include our services as a sweetener or as a standard part of their recruitment packages. There are also financial incentives available for certain industries relocating employees to a regional area – we can help organisations determine their eligibility.

We have a range of relocation support options and all have the flexibility to be tailored for the individual, making them ideal for the time-poor executive, career couple or busy household on the move. We are also here to help people who are relocating to Tamworth independently, not just through their employer - we even do gift vouchers!





### WHAT'S THE FIRST STEP?

Every relocation begins with a phone call or a face-to-face chat to discover who will be moving. We are careful to consider the needs of everyone relocating, including the fur babies! The client then completes our comprehensive pre-arrival survey and we create their personalised local report, featuring information specific to their household. Based on their responses, it will include recommended suburb profiles (reflecting housing, transport, education and lifestyle needs), contacts for essential services and facilities, education, sporting, leisure and cultural options, and religious, community and service organisations. It will also include an overview of Tamworth City and the region and Tamworth Regional Council's new resident information.

### HOW WILL YOUR SERVICES BENEFIT PEOPLE MOVING TO TAMWORTH?

Most people relocating are still very busy in their current jobs and knee-deep in the chaos of life, so to spend hours trawling the web for generic, cookie-cutter information is just wasted time they can't spare. To have it all done, and specific to everyone also making the move will save so much time, energy and stress! Plus, you can't Google local knowledge. We will help them discover the hidden treasures and inside info that only Tamworthians know – all the things that make life worth living.

What I've also discovered is when candidates come to Tamworth for their interview or to check out their new city before the move, they are completely overwhelmed and disorientated. We have a network of trusted local real estate agents, so can give our clients the inside track to their new home. We can provide summaries of available listings and source pre or off-market properties – we can even organise after-hours video call inspections! Plus, we can help navigate education options and school zones, and provide essential information to make choices and secure enrolments. They might have to make multiple trips, which means taking time off work, plus transport and accommodation costs. We can fix that! We offer both Guided Orientation and Hosted Itinerary Visits which are tailored to reflect the needs of the entire household, providing the best chance to make informed choices in the shortest possible time.

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### HOW WILL YOUR SERVICES BENEFIT EMPLOYERS?

Research says that when relocating staff, it's all about 'stickability', and the key to achieving this is by assisting the new employee, their partner and family to get settled quickly and easily. We can offer opportunities to make social and professional connections, creating a much better chance of discovering like-minded people within their new community. With our Move Management services, we can also take care of all the time-consuming, tedious tasks associated with relocating, so the new recruit can start the job fresh and focussed and feeling valued right from the get-go.

In these difficult times, when the stakes are higher and the sell is harder, you might have to get a bit more creative... and that's where we come in. We can help business owners and Government departments attract and retain skilled staff. It just makes good business sense!

### WHAT DO YOU HOPE FOR THE FUTURE OF YOUR BUSINESS?

I am very lucky to kick off with a Big Sky team who have all been chosen for their enthusiasm, commitment to customer service and an absolute love of the Tamworth region. Our Business Development Manager, Susan Sims was actually Chair of Tourism Tamworth, so how's that for commitment to the cause! I'm looking to further pursue our passion for celebrating regional Australia with other services, cities and towns in the pipeline, so stay tuned.

Tamworth really is a wonderful place to live and raise a family. Yes, of course our beautiful city is not looking her sparkling best at the moment and there's real hardship being experienced within our postcode and beyond, but it's still got so much to offer! I want to help businesses recruit new residents, with their fresh ideas and varied expertise, and then welcome them home, so they will live and love the local life for years to come.

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For further information on Big Sky Relocations check out  
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