



**BOURKE  
SHIRE  
COUNCIL**

## **MEDIA RELEASE**

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### **Work in Bourke**

Bourke Shire Council has today released a recruitment video to support local businesses, government departments and non-government organisations, and the like, in recruiting staff to the Bourke community.



“Recruitment and retention is a key economic development issue for Bourke” says Bourke Shire Council Mayor, Barry Hollman. “All regional and remote communities have the same issue, particularly since the Covid 19 pandemic where there has been a real issue recruiting staff to remote locations.” he added.

Mayor Hollman advised that Council had found that various organisations in the community were taking active steps to promote their various jobs using video and other media formats.

“Council was keen to support these local efforts as part of its role in developing economic opportunities in Bourke, and hence Council’s development of the supporting recruitment video titled “Work in Bourke”, Mayor Hollman advised.

The video, which features numerous local people, answers some of the most frequently asked questions when potential employees are looking to re-locate for that new employment opportunity.

The “Work in Bourke” video provides a snapshot of education and health services, sport and recreation facilities, opportunities for further employment and the availability of goods and services in the Bourke community, according to Councils Manager of Economic Development (MED), Melanie Milgate.



“There are numerous organisations in the Bourke community that are seeking to promote the availability of their own roles and opportunities. People who are looking to move to a new location are seeking as much information as possible regarding where they are potentially moving to, and how their life will be once they get there,” said Ms Milgate. She continued, “Bourke Shire Council wanted to show, in a visual and informative format, that Bourke is a modern, friendly town where you can get all that you need, with all the services you would expect in this day and age.”



The video is available either on the Bourke Shire Council website at [www.bourke.nsw.gov.au](http://www.bourke.nsw.gov.au) or accessed via YouTube, by simply searching, Work in Bourke.

Ms Milgate advised that Council was encouraging all local organisations to make full use of the resource as they went about their recruitment task.

“Council is keen to invite any Bourke organisation to take advantage of this recruitment resource” Ms Milgate said.

“Anyone can go to the Council's website and copy the link for the video to insert into their next job advertisement, it's that simple. If HR departments want to use different techniques to embed the video into their recruitment page, Council would be most happy to provide the files in the format they require. Simply contact Council.” Ms Milgate said.

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