

CASE STUDY

ENGINEER YOUR FUTURE:

Connecting Engineers to Opportunity through Regional Immersion



Overview

South Australia Destination Management Co. (SADMC) partnered with Skillsmart to deliver a four-day regional immersion tour across South Australia's Eyre Peninsula and Far North regions. Designed to connect international skilled engineers based in South Australia with regional employers and live project environments, this initiative blended professional development, local engagement, and destination showcasing — reflecting SADMC's strength in delivering meaningful, results-driven travel and event programs.

The Challenge

Skilled engineers relocating to Australia often lack context about regional opportunities and employer networks. The Engineer Your Future program required a seamless, high-impact regional tour experience that:

- Maximised engagement with local industry and employers
- Showcased regional lifestyle and professional opportunities in South Australia
- Delivered flawless logistics, immersive content, and meaningful connections in remote locations

SADMC's role was to design, manage, and deliver the touring component, ensuring the experience was highly curated, professionally executed, and aligned with regional economic goals.

The Solution

SADMC deployed its destination management expertise by a Certified Australian Economic Development practitioner to deliver a project tailored to this unique cohort:

- Itinerary Design & Curation: Mapped four days of visits across the Eyre Peninsula and Far North, including stops in Port Augusta, Whyalla, Tumby Bay, and Port Lincoln, aligned with industry hubs and local employer sites.
- Logistics & On-Ground Coordination: Managed transport, accommodation, site tours, local guide support, and seamless transitions across remote regions.
- Narrative & Storytelling: Framed each location visit with employer insights, regional economic context, and lifestyle appeal — enabling participants to experience both opportunity and liveability.
- Stakeholder Engagement: Worked closely with regional employers, host venues, and local government and tourism bodies to deliver a program supporting both career-pathway outcomes and regional promotion.

The Outcome

Participants engaged with multiple regional employers across key industry locations, deepening their understanding of employment pathways in South Australia's engineering and infrastructure sectors. The tour component elevated regional visibility among skilled professionals and supported the state's broader goal of attracting talent to regional areas. Feedback from participants and employers highlighted the quality of the experience, logistics smoothness, and impactful employer interactions — reinforcing SADMC's capability in niche, professional development-led touring.

Looking Ahead

SADMC looks forward to leveraging the learnings from this project to support future initiatives that combine professional education, regional economic development, and destination promotion. By aligning touring experiences with sector-specific engagement and regional employer networks, SADMC continues to offer high-value programs that deliver both participant outcomes and regional benefit.