

# #SoKal

That's so Kalgoorlie



## Campaign Partnership



### The Challenge we face

Kalgoorlie-Boulder is currently experiencing a significant workforce shortage across our key industry sectors.

As your Chamber of Commerce, we recognise this as a critical issue with potential impacts on business operations, service delivery standards and our community's continued vibrancy.

### Our Strategic Response

The Kalgoorlie-Boulder Chamber of Commerce & Industry is proud to announce the launch of our **#SoKal** (So Kalgoorlie) initiative.

This comprehensive workforce attraction program leverages authentic regional storytelling and targeted marketing to showcase how our region delivers exactly what many Western Australians are increasingly seeking: accelerated career advancement, genuine community connection, and a balanced lifestyle where there's actually time to enjoy life – which makes it so Kalgoorlie - **#SoKal**.

# What does #SoKal look like?



## The Kalgoorlie-Boulder Advantage

As highlighted in the KBCCI Priority Projects Position Paper (September 2024), the Goldfields region offers a robust \$14.3 billion economy with diverse employment pathways and \$16.5 billion in planned projects creating substantial future opportunities.

Understanding the workforce challenges faced by our members and the broader business community, the KBCCI is working alongside key industry stakeholders to implement practical solutions. We've engaged one of our long-standing members, Market Creations Agency, to develop a data-driven, integrated strategy to support our region in attracting and retaining the skilled professionals we need today and tomorrow.

## The #SoKal Campaign Framework

The **#SoKal** initiative establishes a compelling lifestyle and career brand for Kalgoorlie-Boulder, raising awareness of our region's opportunities and attracting professionals, entrepreneurs and families from Perth and regional WA, as our primary target market.

### Our implementation strategy includes:

#### Authentic Success Stories

Showcasing the journeys of real Kalgoorlie locals who discovered career advancement alongside genuine work-life balance in our region.

#### Targeted Sector Approach

Attracting innovators across emerging sectors including technology, health and wellness, creative industries and hospitality, alongside traditional industries such as trades, resources, finance and childcare.

#### Strategic Messaging

Communicating our region's unique value proposition through targeted campaigns including "Where Ambition Meets Balance", "Live More with Less Stress" and "Real People, Real Connections".



“ Understanding the workforce challenges faced by our members and the broader business community, the KBCCI Strategy will explore the stories of local businesses who are coming together to address this challenge.”

# Where do I *come in?*

## #SoKal Implementation Strategy

The KBCCI seeks strategic investment from local businesses to fund this essential workforce initiative with the KBCCI contributing **\$100,000** in matching funds.

The KBCCI will launch a targeted campaign to attract needed workers through our core digital strategy, with expanded reach across additional channels as investment levels increase. The strategy will explore the stories of local businesses who are coming together to address this challenge.

### Core Campaign Elements

At entry-level funding from members, we will deliver these foundational elements:

- Compelling transformation narratives (“Came for 2 years, stayed for 10”)
- Local testimonials highlighting career advancement journeys
- Strategic content partnerships with Perth digital channels
- Sector-specific digital media placement

### Enhanced Reach with Additional Investment

With increased business partner support, the KBCCI will progressively implement:

- **#SoKal** experiential activations in metropolitan Perth
- Industry-focused networking events
- Regional TV campaign and podcast sponsorships
- Print media features in business and lifestyle publications
- Targeted out-of-home advertising in key Perth locations
- Every additional business partner amplifies our collective voice and extends campaign reach across expanded channels beyond our core digital strategy.

“  
Your involvement represents more than financial support – it demonstrates your commitment to ensuring a thriving future for our region.”



## Supporting Regional Prosperity Through Partnership

The KBCCI invites our members and the broader business community to participate in this important regional initiative. Your involvement represents more than financial support – it demonstrates your commitment to ensuring a thriving future for our region.

### By partnering with the KBCCI on this initiative, your business will:



**Enhance your reputation** through demonstrated commitment to regional prosperity



**Achieve cost savings** by participating in a coordinated talent attraction campaign rather than isolated recruitment efforts



**Gain access to professional campaign assets** that can be customised for your specific workforce needs



**Directly contribute** to building a more diverse and resilient regional economy

# Opportunities *to be involved*

We're offering five levels of involvement to suit our member businesses, not-for-profits plus government and industry partners. Remember, your contribution will be matched dollar-for-dollar up to \$100,000 by the Chamber, effectively doubling your impact of the first \$100,000 received in co-operative funding:

<b>Business Supporter</b> <b>\$2,500</b> Professional marketing assets for member use Direct contribution to Kalgoorlie-Boulder's future prosperity Enhanced reputation and community engagement Two standard listings per month	<b>Campaign Supporter</b> <b>\$5,000</b> Campaign inclusion - digital channels Professional marketing assets for member use Direct contribution to Kalgoorlie-Boulder's future prosperity Enhanced reputation and community engagement Three standard listings per month	<b>Silver Partner:</b> <b>\$15,000</b> Campaign inclusion - Secondary branding Professional marketing assets for member use Direct contribution to Kalgoorlie-Boulder's future prosperity Enhanced reputation and community engagement Five standard listings per month	<b>Gold Partner</b> <b>\$25,000</b> Campaign inclusion - Premium branding Custom video production and still photography of member brand Event participation opportunities 10 premium listings per month, enhanced visibility <b>Plus Silver benefits</b>	<b>Platinum Partner</b> <b>\$50,000</b> Project working group representation Potential as campaign ambassador Comprehensive post campaign reporting Premier recognition Campaign feature and inclusion Unlimited job listings, featured placement, company profile page <b>Plus Gold &amp; Silver benefits</b>
---	--	---	--	--

## Other ways to support

- Share the campaign on your own communication channels – including your website, social media accounts and newsletters
- Nominate success stories to participate in the campaign. We'd love to hear from people who came for a short-term opportunity but stayed for the lifestyle and community

## Moving Forward Together

Implementation will commence in October 2025, and extend well into 2026, with an expected 12-month campaign to be run at minimum.

We invite you to join our proactive, coordinated approach to address our region's workforce challenges and secure a prosperous future for the community we call home.

For further information or to discuss partnership opportunities, please contact:

**Simone de Been**  
Chief Executive Officer

Phone: (08) 9021 2466 | Email: [ceo@kbcci.com.au](mailto:ceo@kbcci.com.au)

An initiative of  
 **KBCCI**