

# “YOUR NEXT CHAPTER AWAITS”

## Sea Change Campaign Launched

12 March 2026



The Upper Spencer Gulf is promoting itself to the nation, aiming to attract skilled workers and families considering a 'sea change' by relocating to regional South Australia.

The cities of Port Augusta, Whyalla and Port Pirie are working together through Spencer Gulf Cities (SGC) to highlight the amazing lifestyle and employment opportunities currently available in the region.

A nine-month marketing campaign will highlight everything our region has to offer through a website and video series [Liveability Project | Upper Spencer Gulf Common Purpose Group](#) featuring story tellers from each council area. The videos focus on everything from community and lifestyle; to employment and housing.

Port Augusta Mayor Linley Shine, acting Chair of the SGC said “our councils have so much to offer to workers, their families and friends that will be promoted through this campaign. The workers that we need come from a wide range of professional backgrounds, as well as construction, trades and many more. All their needs and aspirations for a great life can be fulfilled in our cities, so we are keen to highlight everything we have to offer.”

Whyalla Mayor Phill Stone said “we are set for unprecedented change in our city as the steelworks enters the next stage in its evolution to become a world-leading green steel producer. This will require skilled workers and their families to come from across the globe, so this campaign aims to highlight how fantastic it is to live in our region and the opportunities you can't find elsewhere.”

Port Pirie Deputy Mayor Alan Zubrinich said “Port Pirie is growing and industry and businesses are looking to support workers to relocate and take up the diverse range of jobs now and into the future. Relocation is a big decision for young people and their families. All the support services are available in the region for settling in and becoming part of our great and diverse community.”

The development of these videos and support for the campaign has come from grants from the LGA's Regional Capacity Building Fund.

The SGC thanks the many locals who assisted with the development of the videos, especially the local storytellers and producer who helped bring the of the long form videos to life. Special thanks go to:

- Sarah Freer and family – Port Pirie
- Luke Nottle and family – Port Augusta
- Steve Storic and family – Whyalla
- Marika Davies – Cultural Storyteller
- Kim Mavromatis – Producer of the long form videos - Mav Media

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