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# Talent Attraction for Science Parks in Aerotropolis Developments

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# Outline

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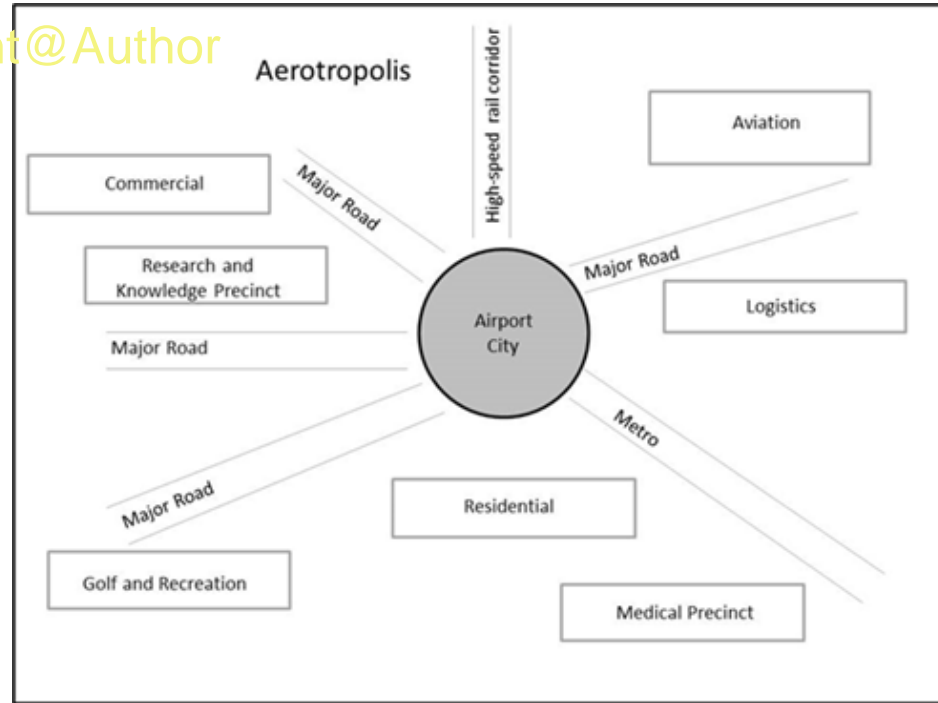
1. Context
2. Talent attraction in the 21<sup>st</sup> century
3. Game-changer COVID-19
4. Discussion on implications for Science Park developments of the future



# Aerotropolis defined

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- Cluster of Business Parks of different sectors in proximity of an airport (up to appr. 30km)
- Science and Technology Parks are common business cluster in the Aerotropolis



# Location Factors Companies

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- **Physical Infrastructure** (Kimelberg and Nicoll, 2012)
- **Social Infrastructure** (Weterings, 2012)
- **Business Environment** (Martin and Rogers, 1995)
- **Cluster** (Brown et al., 2010)
- **Entrepreneurship** (Wiedemann, 2014)
- **Available Workforce** (Florida, 2010)



# Context

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- Countries and companies around the world compete for “talent”
- Companies’ decision of location highly influenced by available workforce
- Highly skilled labour is not driven by money



# How does talent look like in the 21<sup>st</sup> century?

- Highly mobile
- Values experience over money
- Values work-life balance
- Looks for challenging and interesting opportunities



# What TALENT values

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- Culture-diverse and tolerant locations
- Amenities such as vibrant nightlife, music scene, cafes and restaurants
- Pleasant built environment
- Excellent public transport
- Fast internet connections
- Walking and cycling urban development



# Game-changer Pandemic

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- Even before the pandemic
  - companies were more and more footloose
  - digital nomads were seen more often
- The COVID-pandemic has accelerated this trend





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# The Great Resignation Is Accelerating

A lasting effect of this pandemic will be a revolution in worker expectations.

By Derek Thompson



# With the Great Resignation, Australians are ditching pre-COVID burnout and pursuing better work-life balance

By James Norman

Posted Sat 30 Oct 2021 at 4:45am, updated Wed 3 Nov 2021 at 1:56pm



# Australia jobs: 'The staffing issue is impossible'

By Phil Meier  
BBC News, Sydney

3 November

Coronavirus pandemic



GITTY IMAGES

Overseas staff have underpinned Australia's hospitality sector for decades but the pandemic forced many bar workers and wait staff to return home



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# The Great Resignation is Accelerating

- Record numbers of resignations
- Job openings are sky-high
- Supply chains are breaking down
- Shift in family patterns
- Moves to suburbs
- Companies offer permanent work-from-home policies



# With the Great Resignation, Copyright © Author Australians are ditching pre-COVID burnout and pursuing better work- life balance

- “The phenomenon of the Great Resignation has been well documented. According to Microsoft research, **more than 40 per cent of workers globally** are considering giving their jobs the sack this year. In the US alone, 4.3 million people quit their jobs in August, according to the latest US Bureau of Labor report. ”



# With the Great Resignation, Copyright © Author Australians are ditching pre-COVID burnout and pursuing better work- life balance

- "Global pandemics often prompt **long-lasting social change**," says Aaron McKewen, a behavioural scientist at Gartner. "The black plague arguably ended 300 years of feudalism in Europe and paved the way for modern democracy, largely due to a **severe shortage of workers**. We're seeing something similar unfold with COVID."



# With the Great Resignation, Copyright © Author Australians are ditching pre-COVID burnout and pursuing better work- life balance

“..., workers all over the world are increasingly **retreating from pre-COVID work patterns.**”



# With the Great Resignation, Copyright © Author Australians are ditching pre-COVID burnout and pursuing better work- life balance

*“It wasn't that I didn't love my job — I absolutely did and respect the organisation I worked for. But I **had started to reconsider my priorities** post-COVID and realised I was looking for a **less office-bound** but more fulfilling life. And I'm not the only one.”*



# With the Great Resignation, Copyright © Author Australians are ditching pre-COVID burnout and pursuing better work- life balance

“....working remotely in a beachside town has helped her reassess her life priorities. She is set to resign from her secure university position.”



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# Australia jobs: 'The staffing issue is impossible'

"At a start-up in Sydney's inner-city, highly-skilled scientists are in demand but hiring is proving difficult."

*"What we need are some of the smartest people in the world across cell biology, material scientists and also engineering....*  
*Getting people in is hard.*" Mr Noakesmith tells the BBC.





# Discussion

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- Does this change what we offer talent e.g., flexible working arrangements

OR

- Does this change the importance of physical business parks?



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**Thank you!**

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