

To Whom It May Concern:

I am a professional marketer – bachelor in Marketing, master in Marketing and Strategy (UK), PhD in Marketing (RMIT Melbourne). I worked with brands, marketing agencies, digital agencies, retail, banking, telecom, FMCG, not-for-profit, and small and big businesses. Yet, I was struggling to get a job in Australia because there are internal structural inequalities built into the recruitment process in the country.

I have seen job advertisements with clearly written requirements “Do not apply if you have not worked in the Australian market”. Why? There is nothing exceptional about this country which would make professionals unable to perform their tasks. Hays report on marketing director career states that **59% out of 400 interviewed professionals worked overseas** at some point in their career, with **75% saying it considerably boosted their career** (see p.6 highlight in yellow).

Despite Australian marketers clearly stating how they benefit from overseas exposure, the legal landscape prohibits international professionals from bringing that experience to the local market. Moreover, I have talked to multiple professionals in the field here, and they all agree that people at my level in Australia – marketing coordinators – do not know basic marketing principles. They do some activities they like/ know, and over time they get promoted to managerial level although they lack strategic, fundamental, business-focused understanding of this function. This is why improving current marketing in Australia is so hard. Its level is very limited to what the rest of the world does. Many international professionals agree on that, including local job report marketers state that Australia lags behind the world (see Hays marketing director career report, highlights in yellow on p. 28) – “**In Australia we are about seven years behind** where I left London” and “**I find it harder here in Australia** compared to London”. See also p. 12, where **45% of marketing directors want to work overseas due to increased opportunities in international markets and international experience is a must for their career development**”. In short, Aussies are allowed to go overseas for work, but not overseas people working in Australia.

The argument for Australian lack of marketing skills is shared by people in the industry working with international and Australian clients. Local clients lack skills and understanding of marketing that is omnipresent overseas. Yet, it is impossible for foreigners to get hired. I got the job because I knew someone in the company who shared that they needed a marketing professional. For the level of position I was hired for, I could do this job 10 years ago without PhD and 6 years of work experience before that). However, local companies do not hire overseas professionals. I have applied for marketing jobs through local recruiting agencies, particularly ones specialising in marketing professionals. Despite working for global household brands and being in a golden talent pool, I have not even received an acknowledgement of receipt. They see “overseas” and completely ignore the knowledge these workers can bring despite the local employment market lacking skills. In sum, Australia does not know what it misses out on in marketing professionalism with overseas workers.

As a result, local marketing professionals do very basic, highly limited, insufficient actions to what marketing could do. Quite often marketing managers do not often understand how to develop companies further. The international landscape of marketers understands this limitation of Australia. International marketers cannot get into Australia because not only is local culture exclusionary, closed and Australia-centric, but also now because there are legislative risks of not being able to migrate based on your professional skills as marketers. All in all, closing immigration pathways for marketers significantly hampers Australia's further flourishing, leaving only a few privileged local professionals the opportunity to bring valuable international experience.

It is very important that Australia keeps marketing specialists' positions open for skilled immigration, as there is a huge untapped potential in pushing the economy of this market further if only skilled migrants with the right skills are given the time and legal support to get into the local employment market. Everyone I speak to locally is amazed at my level of marketing knowledge and expertise, yet I am at risk of not getting a professional visa because it is now on the “under consideration” list. I have taught hundreds of students to become marketers, I have written research journal articles and book chapters on theoretical knowledge in marketing. I have worked in 80% of all

marketing functions. Yet these legal changes will risk losing the value I could bring to Australia as a professional. Please do not make rushed decisions in this profession and keep “marketing specialist” along other marketing functions on the list for skilled immigration. Australia needs international marketers, and international marketers need to be in Australia.