

An aerial photograph of a rural landscape. In the foreground, there are patches of green and brown fields, some trees, and a small cluster of buildings. A river winds through the middle ground. In the background, there are rolling hills and a town with many buildings. The sky is a clear, light blue.

Local Revitalisation Officers

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Hokkaido





Outline

- Introduction – National Policy
- Local Revitalisation Officers
 - 1) *overview*
 - 2) *requirements*
 - 3) *contract terms*
 - 4) *issues*
- Hokkaido case – Yuni & Rikubetsu
- Summary

Japan needs local revitalisation!

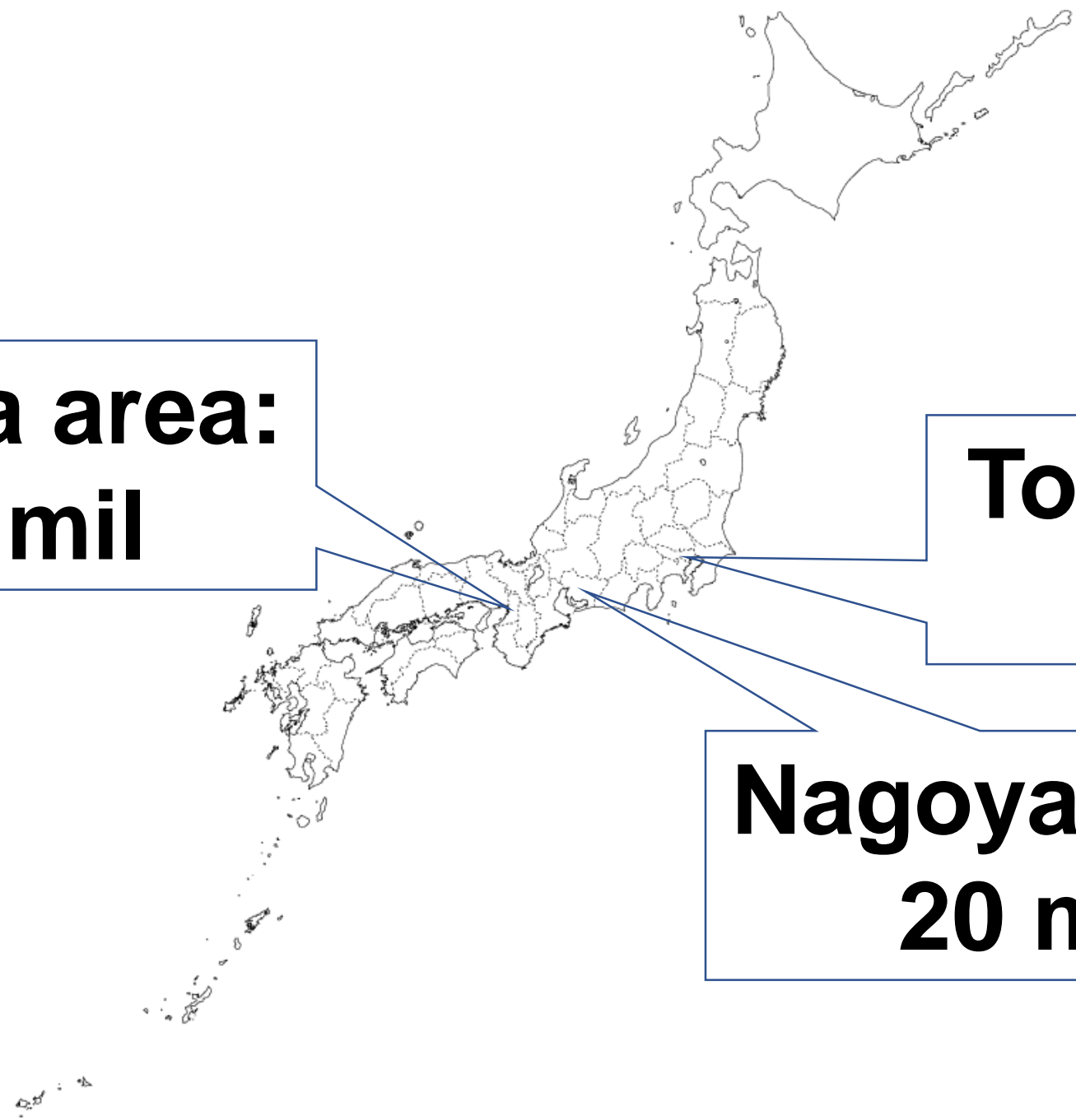
- Budget: AUD 29 billion
 - *(1 AUD = 86 JPY)*



**Osaka area:
20 mil**

**Tokyo area:
34 mil**

**Nagoya area:
20 mil**



National policy — Local revitalisation

- **Decentralisation of population**

Government buildings will move to regional areas

Established the Centre of Internal Migration

- **Reactivating regional areas**

Set up special districts (e.g. special regional tax zones)

Regional welfare subsidies

Local Revitalisation Officers

- LGs hire people from urban areas
- Started in 2009
- 4158 participants are working (2016)
- Applicants: any adult living in an urban area in Japan
- Task: to reactivate their LG

What are the actual roles?

Town Planning,
Advertising

- Work in tourism-related events
- Brand LG products

Agriculture,
Forestry, Fishery

- Become fishermen, farmers, etc

City Services

- Elderly care services
- Preschool teachers

Job requirements

- Qualification: Japanese national living in an urban area (resident registration)
- Pass background checks
- Age: LG decides cut-off age

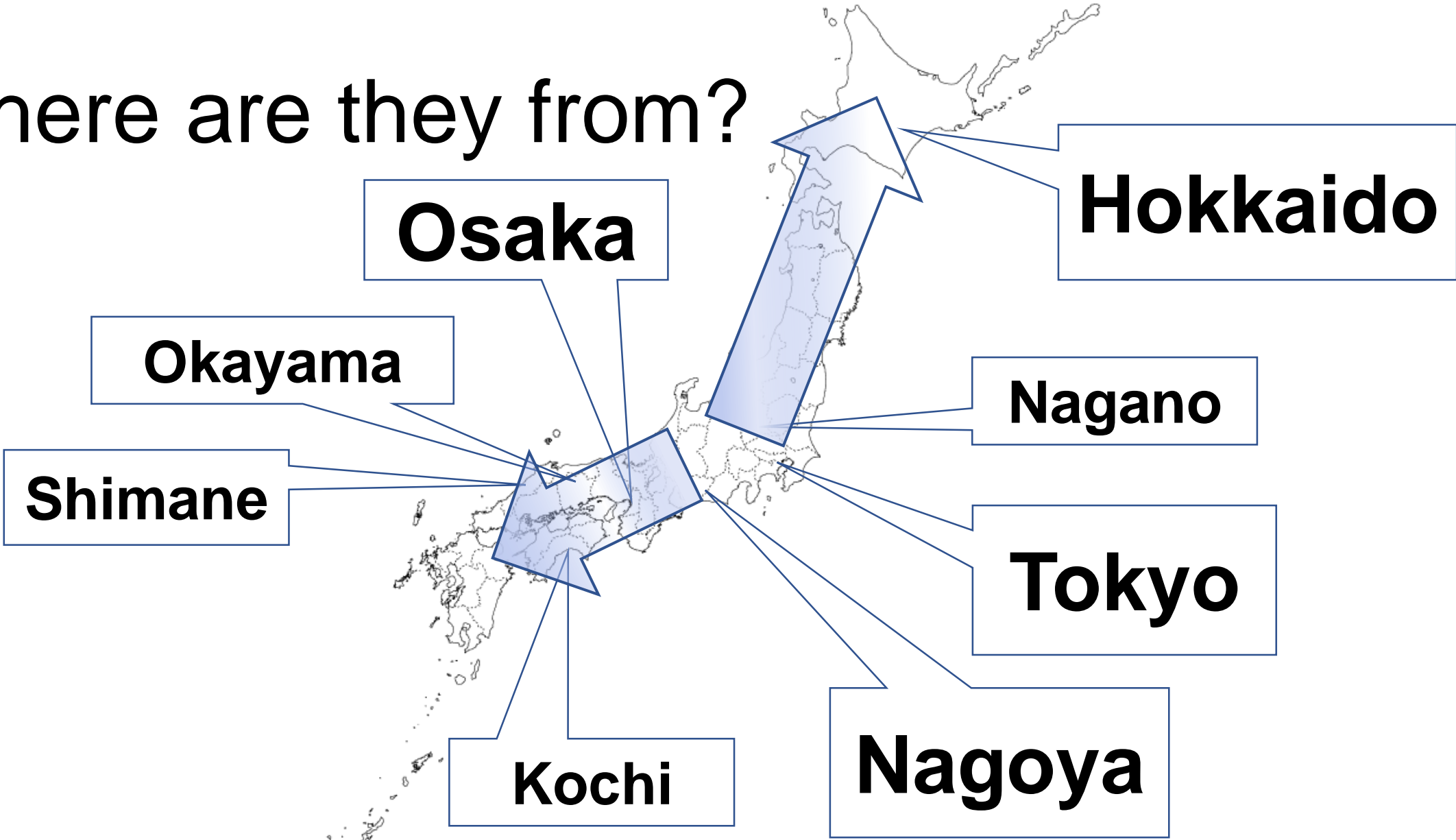
What are the contract terms?

- Employer: LGs
- Term: 1-3 years
- Salary: approx. \$46,500 (maximum)
 - *(\$48K is average salary in Japan)*
 - *1 AUD = 86 JPY*

What are the incentives/attractions?

- Job security (for a set period)
- Relaxed countryside lifestyle
 - *30% people in urban areas want to live in the countryside (2014 survey by Cabinet Office, Japanese Government)*

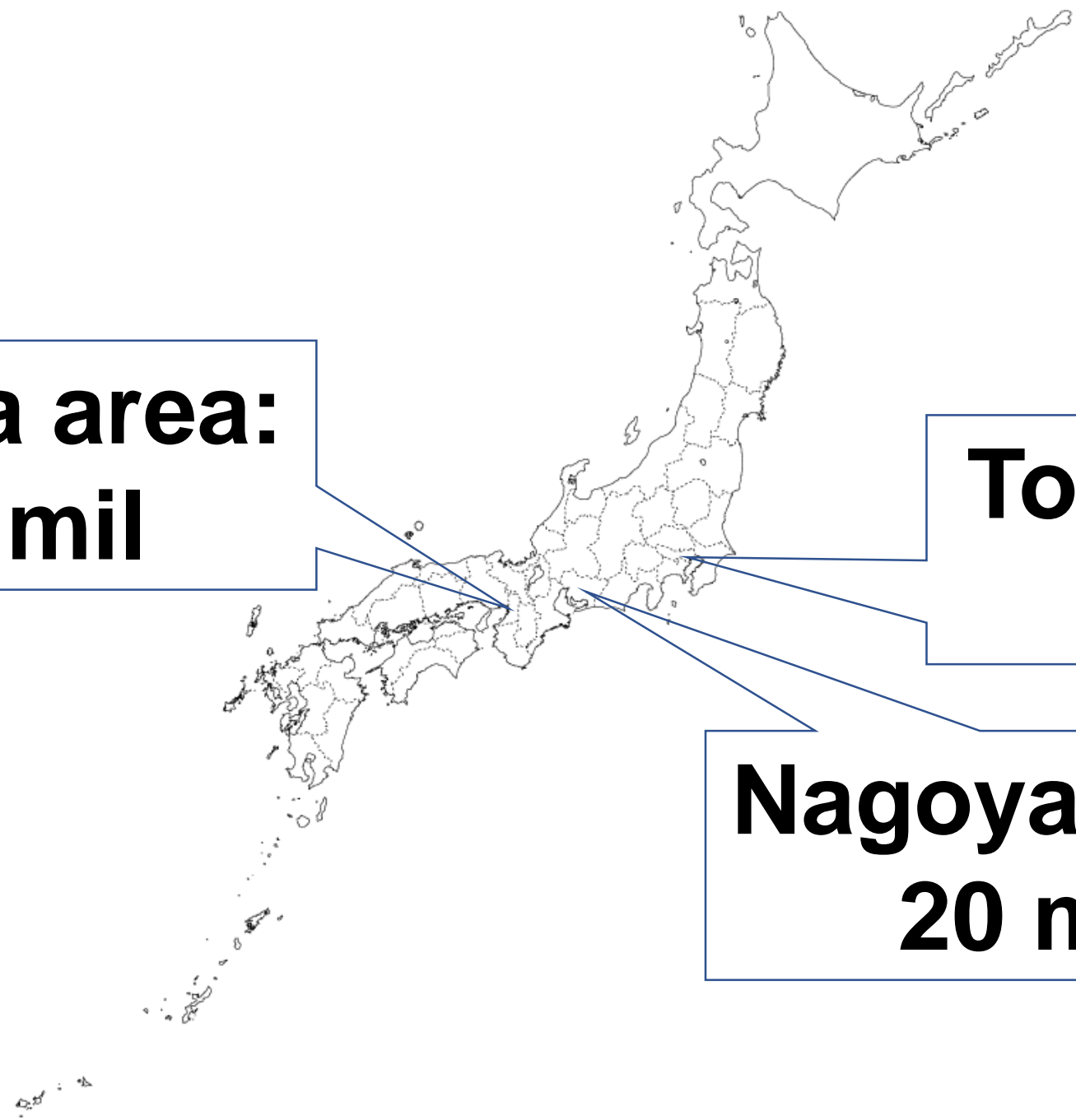
Where are they from?



**Osaka area:
20 mil**

**Tokyo area:
34 mil**

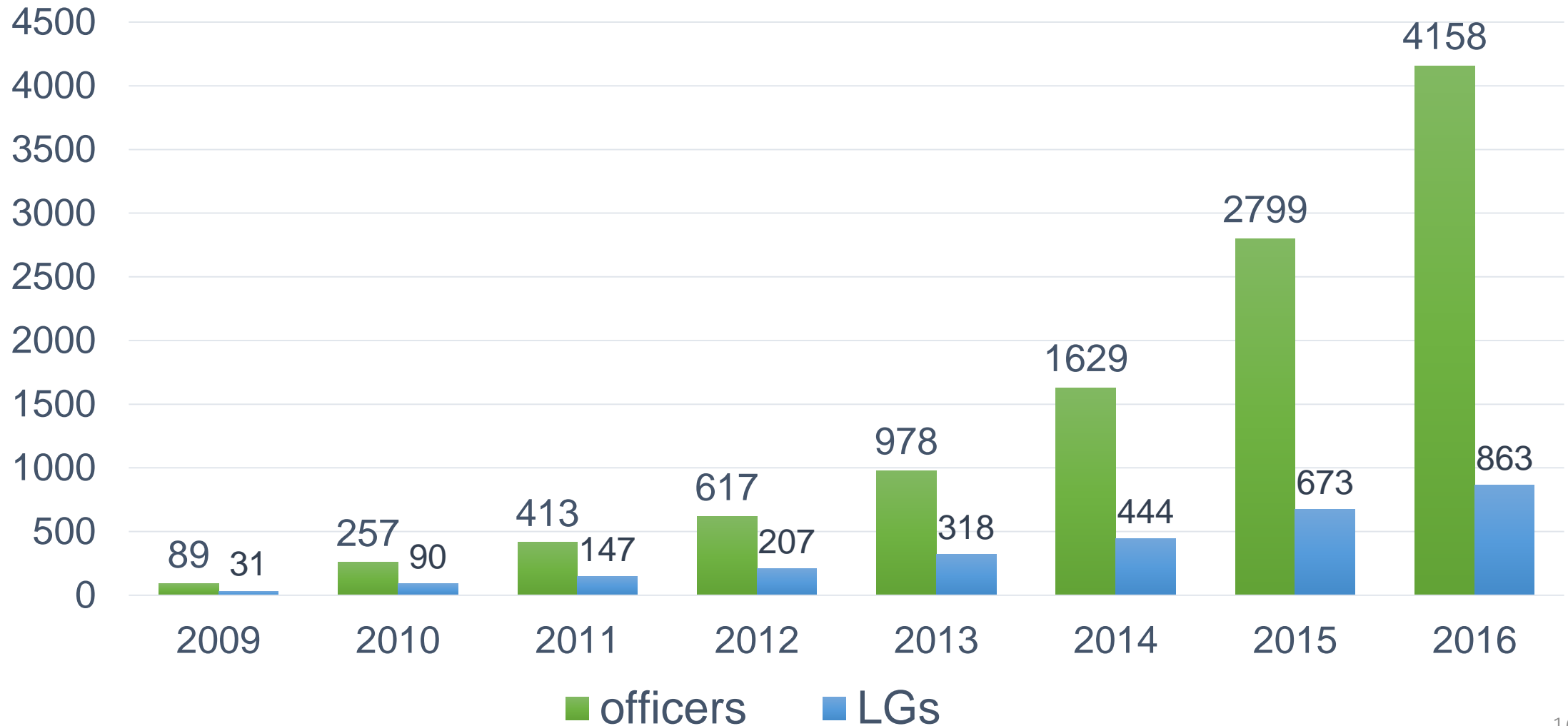
**Nagoya area:
20 mil**



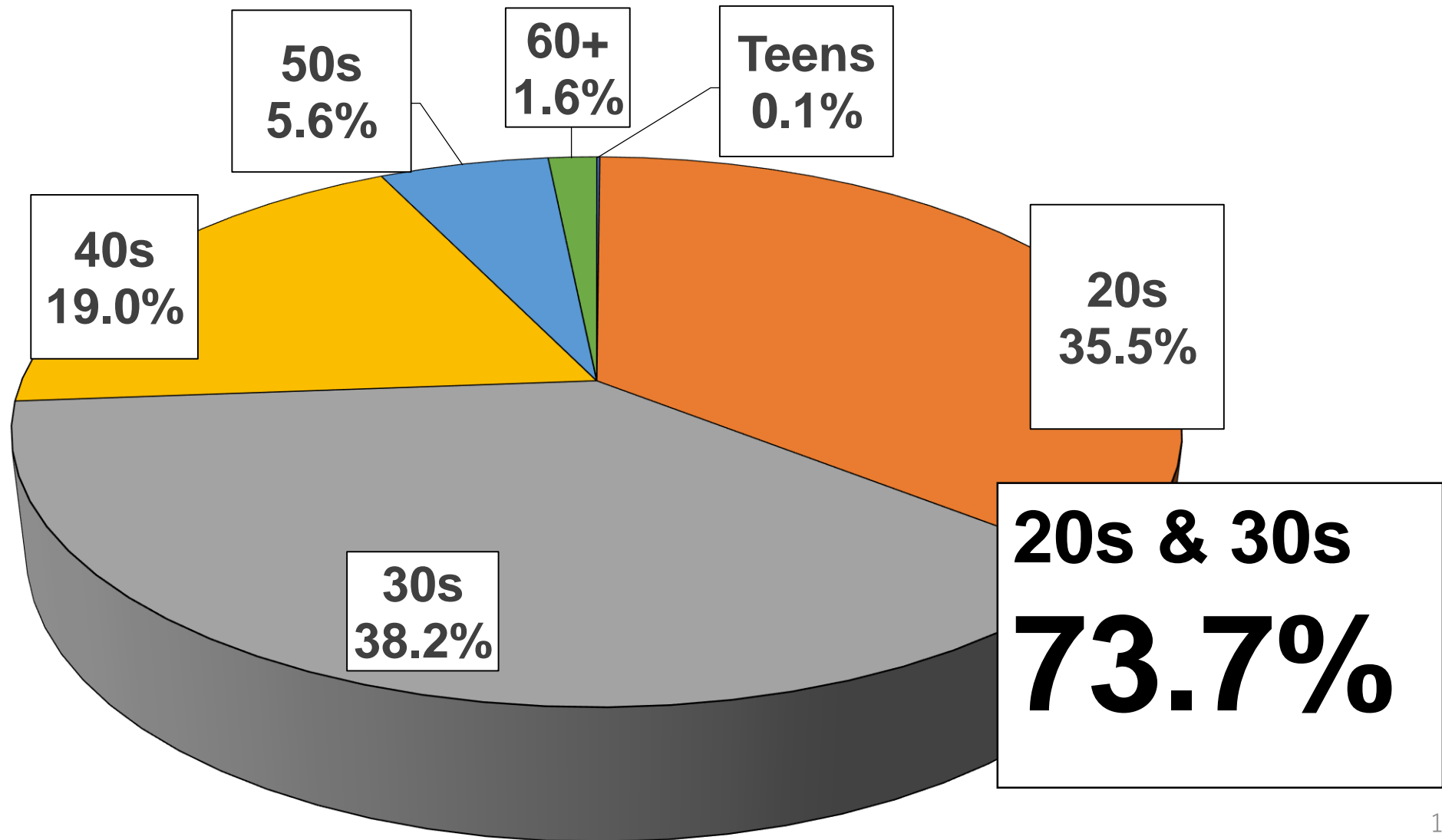
After the program...

- They must look for a new job
- If they want to launch new business: their LG can provide support package (\$11,600 max)
 - *1 AUD = 86 JPY*

Number of officers and participating LGs

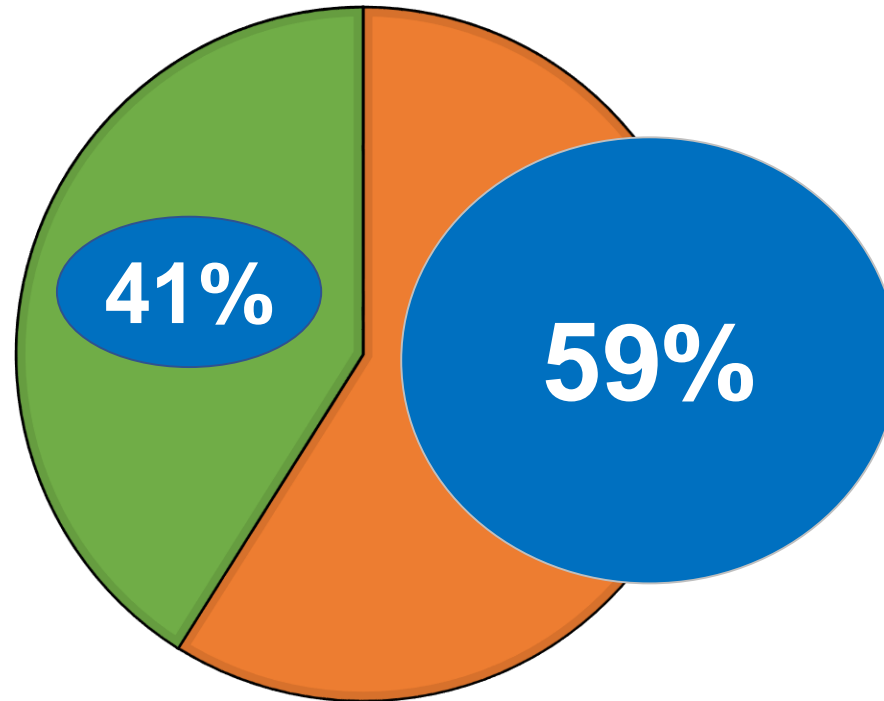


Ages of Officers



How many people choose to remain?

JAPAN

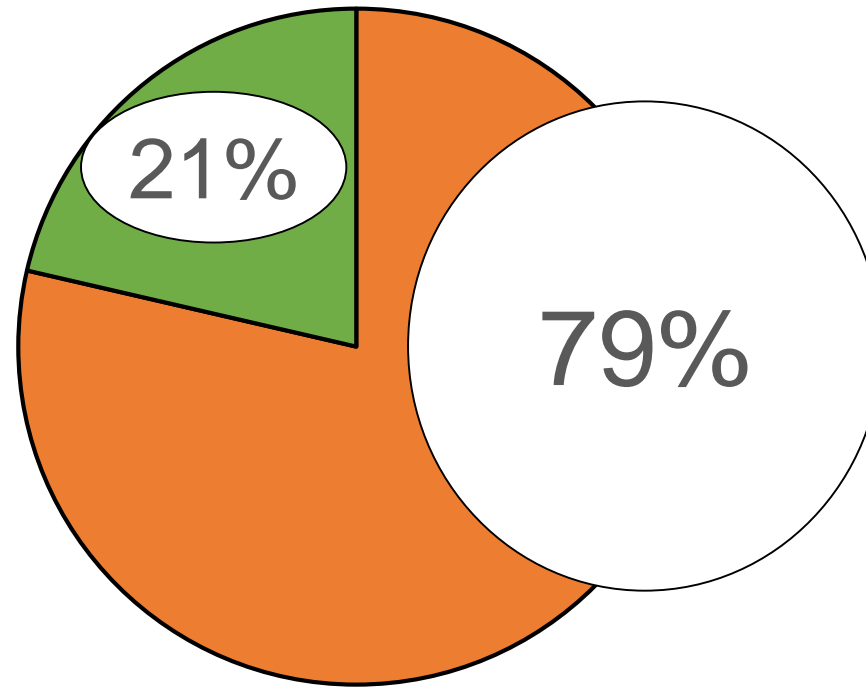


■ same or neighboring town

■ other

How many people choose to remain?

Hokkaido



■ same town & neighbor town

■ others

Issues

- Some officers return to urban areas
- Some LGs don't provide enough support
- The total number of officers is not large

Hokkaido case – Yuni town

- Population: 5,600
- Next to Yubari
- Main industry: agriculture
- Revitalisation Officers started work in 2014
(2014: 1 2015: 3 2016: 3)

Hokkaido case – Yuni town

- Name: Naoki
- From: Tokyo
- Program Period: 2014-2017
- Work Experience:
 - Beverage company (10 years)
 - IT company (several years)
 - Volunteer in Tohoku (several months)



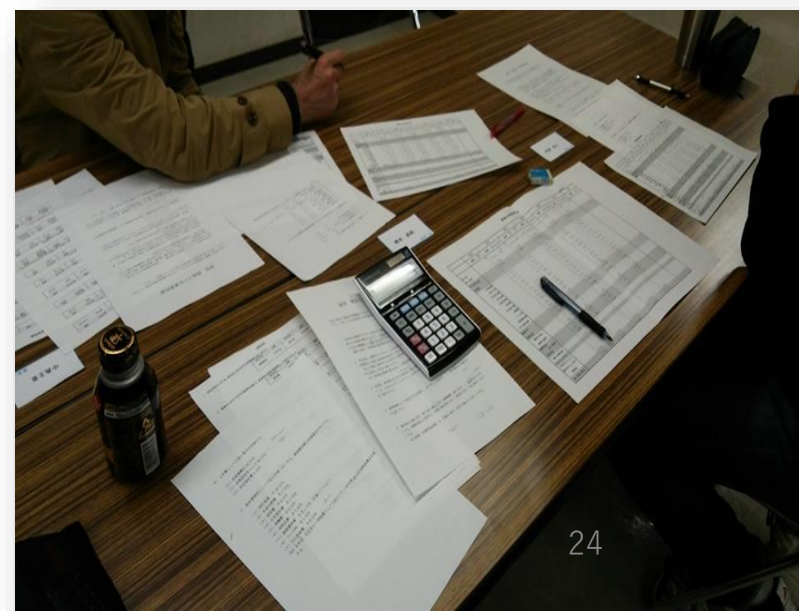
Hokkaido case – Yuni town

- His main task:
to convince ppl to move to Yuni
- His results:
 - Created social media pages
 - Organises experience tours
 - Participates in internal migration forum in Tokyo



Hokkaido case – Yuni town

- What next?
 - He started his own company in Yuni
 - He will work for the LG on weekdays and run his own business on weekends



Hokkaido case – Rikubetsu town

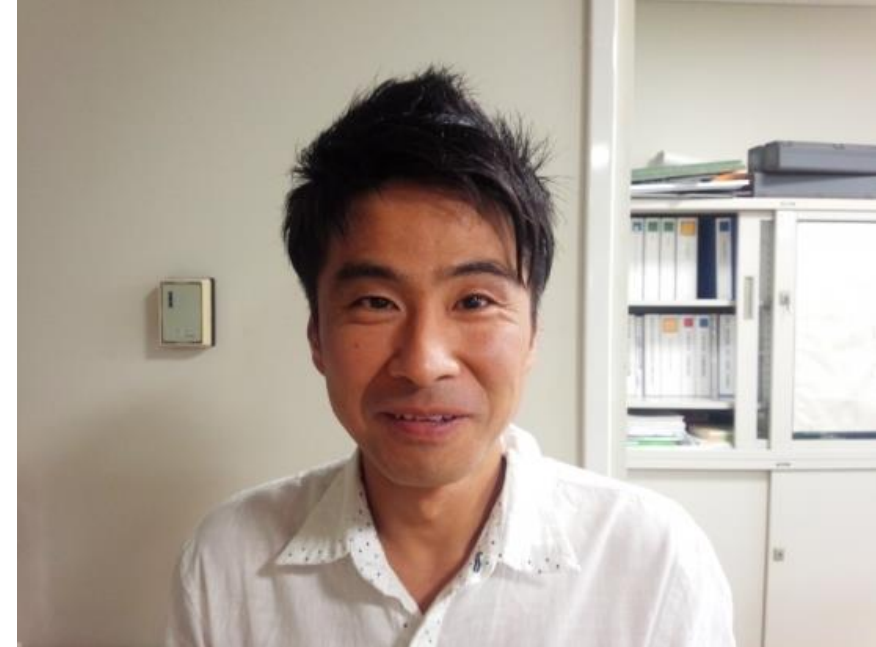
- Population: 2,600
- Dairy cattle: 10,000+
- Main industries: agriculture, dairy farming, forestry
- Coldest town in Japan!

Avg Winter Temps: -20°C



Hokkaido case – Rikubetsu town

- Name: Tomoya
- From: Tokyo
- Program Period: 2012-2015
- Work experience:
 - IT company (1999-2001)
 - Fair Trade NGO (2002-2012)



Hokkaido case – Rikubetsu town

- His main task: Branding
- His results:
 - Developed locally sourced venison jerky with local-resident think tank



Hokkaido case – Rikubetsu town

Venison jerky launch: 2013

Sales: 5,000 – 6,000 units/year



mild



spicy

りくべつ 4月26日 新発売

鹿しぐれ



陸別産鹿肉とフキ入り
保存料無添加

陸別産の鹿肉とフキをじっくり炊き上げました。
有機醤油と生姜で上品に仕上げたまろやかな
風味をご賞味ください。

内容量：80g 価格：600円（税込）

陸別町

4月19日 新発売



りくべつ 鹿しぐれ



マイルド味



ピリ辛味

ブルーベリーとしょうがの効いた味付けが
絶妙なハーモニーを奏でます。

●300g：750円（税込） ●500g：950円（税込）

陸別産鹿肉とブルーベリー入り

(株) 陸別町振興公社

Summary

- Mix of junior and experienced staff
- Plenty of support from local residents and LGs
- Helps kick start revitalisation efforts

Thank you for your attention!

