



Jon Stanhope MLA

CHIEF MINISTER

MINISTER FOR TRANSPORT MINISTER FOR TERRITORY AND MUNICIPAL SERVICES
MINISTER FOR BUSINESS AND ECONOMIC DEVELOPMENT
MINISTER FOR INDIGENOUS AFFAIRS MINISTER FOR THE ARTS AND HERITAGE
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FOOTY STAR POWER TO BOOST SOUTH AFRICAN MIGRATION PUSH

The *Live in Canberra* and Skilled and Business Migration Programs will travel to South Africa in March to conduct migration seminars and leverage local interest generated by the Brumbies' Super 14 tour.

Minister for Business and Economic Development Jon Stanhope said South Africa was growing in importance as a potential source of skilled and business migration to Australia, and the ACT was determined to build awareness of Canberra as a destination of choice among South Africans already considering Australia.

The March seminars will build on an earlier successful campaign in May last year, which coincided with another Brumbies tour.

Brumbies matches are scheduled for March in Johannesburg and Durban. The *Live in Canberra* team will conduct daily seminars in the lead-up to each match and high-profile Brumbies will provide 'star power', speaking to locals about the employment and lifestyle benefits of Canberra.

"The seminars will capitalise on the strong relationships already established with a number of South African migration agents, and ensure that we are speaking to an audience of people who are not only committed to moving to Australia, but have the skills to succeed," Mr Stanhope said.

"We're offering South Africans with the right skills a great lifestyle – a city of four seasons, low crime, no toll roads or traffic jams and wonderful schools and other community facilities."

The Skilled and Business Migration Program will also investigate opportunities for South African businesses to invest in Canberra and for Canberra businesses to expand into the South African market. In addition to Durban and Johannesburg, business migration seminars will be conducted in Cape Town, which has been identified as a strong potential market.

Mr Stanhope said now was not the time to pull back from attracting skilled workers to Canberra.

"While the slowing world economy will affect Canberra's economy in the short term, the issue of skill shortages is not about to disappear," Mr Stanhope said.

"Migration decisions are not made overnight and it is imperative for the long-term interests of the Canberra economy that we build on the interest and momentum we have already created in South Africa, so that our local workforce attracts its share of skilled workers and businesses."

Statement Ends

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