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SUCCESS OF *LIVE IN CANBERRA* CONTINUES

The award winning *Live in Canberra* campaign, which encourages more people to live and work in Canberra, enjoyed a very successful 2007-08 financial year, with 2008-09 set to build upon this success, Chief Minister Jon Stanhope said today.

“Over 20 local businesses, Commonwealth organisations, the University of Canberra, the Australian National University and CIT have already agreed to support the 2008-09 *Live in Canberra* campaign,” Mr Stanhope said. “This is a fantastic result, achieved by the ACT Government and Canberra-based organisations working together to encourage skilled workers to make the move to Canberra.

“The profile of *Live in Canberra* has grown enormously in the past 12 months with the reach of the program extending into the United Kingdom, Europe and South Africa. This is reflected in the record number of international migrants coming to live and work in Canberra.

Mr Stanhope said the Welcome Event Program is proving very popular with 250 adults and more than 30 children joining the program since January 2008 bringing the total membership to over 700 people. Due to the increased demand, two welcome events are now conducted each month.

Requests for *Live in Canberra* information packs have increased by 50 per cent with up to 60 packs sent internationally and domestically each week. Over 3000 welcome packs have been distributed in the last 12 months alone.

More than 100,000 unique visitors from around the world viewed the *Live in Canberra* website in the last 12 months, staying on for an average of three minutes.

“The *Live in Canberra* team will be in Sydney in August to participate at the Country Week Expo and will re-visit the UK later this year with members of the Skilled and Business Migration Program. The UK campaign will target the hundreds of thousands of Australians living in the greater London area who are thinking of returning home.”

Future plans for the campaign, which are currently in discussion, include a re-visit to South Africa with the Brumbies and seminars in New Zealand with the CFMEU Raiders.

“I am thrilled that this program, established by the ACT Government just over two years, is proving so successful. The *Live in Canberra* campaign will continue to be supported with \$838,000 in ACT Government funding over the next four years,” Mr Stanhope said.

The *Live in Canberra* campaign, a joint initiative of the ACT Government and Canberra business groups, was launched in 2005 to raise awareness of the advantages of living and working in Canberra, as part of a suite of initiatives to address the skills shortages.

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