



Jon Stanhope MLA

CHIEF MINISTER

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SYDNEY'S APEC CHAOS PROVIDES NEW OPPORTUNITY TO SPREAD *LIVE IN CANBERRA* MESSAGE

With central Sydney in lockdown for APEC, Chief Minister Jon Stanhope said the timing was perfect to promote Canberra's lifestyle benefits through the *Live in Canberra* campaign.

"It is wonderful of course that Australia is hosting this important meeting of world leaders but it is no secret that the disruptions are taking their toll on the patience of many Sydneysiders," Mr Stanhope said.

"We are anticipating a large influx of Sydney visitors trying to escape the chaos this weekend and *the Live in Canberra* team will have a strong presence at the tourist information centre on Northbourne Avenue with hundreds of brochures, posters and postcards on display."

Mr Stanhope said the *Live in Canberra* message would also be promoted in today's *Sydney Morning Herald* and *Daily Telegraph* with the simple message: '**Like traffic that moves? Move to Canberra**'.

"Since we launched the campaign nearly 18 months ago we have had great success in the Sydney region. On a daily basis people there are getting fed up with the lengthy traffic jams and increased toll roads. Those who have moved here can't believe how easy it is to get around.

"During APEC the normal traffic problems in Sydney, especially in the heart of the city, are being multiplied many times over.

"It's perfect timing, especially with so many people heading out of Sydney for the long-weekend, to promote Canberra's relaxed lifestyle and incredible job opportunities."

Mr Stanhope said the *Live in Canberra* message would also catch the eye of visitors at this year's Floriade event which opens next weekend in Commonwealth Park

"The skills shortage remains the biggest economic challenge for Canberra. It is ironic that APEC, an event that should rightly be held in Canberra as the nation's capital, might ultimately send some new skilled workers and residents our way. We will of course welcome each and every one of them to our wonderful city."

Statement Ends

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