



Katy Gallagher MLA

DEPUTY CHIEF MINISTER

MINISTER FOR HEALTH

MINISTER FOR CHILDREN AND YOUNG PEOPLE

MINISTER FOR DISABILITY AND COMMUNITY SERVICES

MINISTER FOR WOMEN

MEMBER FOR MOLONGLO

MEDIA RELEASE

9 November 2007

LIVE IN CANBERRA RETURNS TO SYDNEY FOR A SERIES OF INFORMATION SEMINARS

The award winning *Live in Canberra* program will be returning to Sydney next week to convince Sydney residents to give up the 'rat race' and make a move to the nation's capital, with three days of *Live in Canberra* seminars.

ACT Acting Chief Minister Katy Gallagher MLA said the seminars will be supporting the recent back of bus advertising campaign - 'Like Traffic That Moves? Move to Canberra' and is a fantastic opportunity to 'sell' Canberra's employment and lifestyle advantages to Sydneysiders considering a better lifestyle.

"The *Live in Canberra* seminars will be held in Parramatta, Liverpool and Campbelltown from 12 – 14 November with lunchtime and evening seminars in each area," the Acting Chief Minister said.

Campaign supporters the Australian Public Service Commission and Candle ICT Recruitment will also have representatives on hand to give face-to-face advice about the opportunities in the Commonwealth Public Service and ICT industry in Canberra.

"Sydney has always been firmly on the radar for the *Live in Canberra* program and we're aware of a number of families who have already made the move here and, with our supporters, we're confident of more success through this latest campaign."

"Our continuing focus is attracting skilled workers to Canberra to help overcome our ongoing labour shortages, which extends across all employment areas. The back of bus campaign has sparked significant interest in Canberra from people in Sydney. Since the bus advertising campaign began, the *Live in Canberra* team has been responding to about 100 website enquiries per week and there has been an average of 2000 web site visits per week. This is the highest level of internet traffic since the *Live in Canberra* web site was launched in April 2006," Ms Gallagher said.

"Many Sydney residents are fed up with traffic jams, long commute times and tolls - 'driving' home the message on the back of Sydney buses. Overcrowding and high rates of crime are another issue for people living in Sydney and we intend to let Sydneysiders know that Canberra is a fantastic alternative, just two and a half hours down the road, with thousand of jobs and a lifestyle second to none.

ACT Legislative Assembly

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“Our city is ideally located; just two hours drive to the ski-fields and the beautiful beaches of the south coast, with a wide range of excellent and well-paid jobs. We’re offering Sydneysiders a great lifestyle – a city of four seasons, relatively low crime, no toll roads or traffic jams and wonderful schools and other community facilities. Canberra is recognised as the best place in Australia to raise a family.

Statement Ends

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Editors note – *Live in Canberra* Executive Director, Jeremy Lasek will be in Sydney from 12 – 15 November 2007 and is available on 0417 652 771.