



Jon Stanhope MLA

CHIEF MINISTER

TREASURER MINISTER FOR BUSINESS AND ECONOMIC DEVELOPMENT
MINISTER FOR INDIGENOUS AFFAIRS MINISTER FOR THE ENVIRONMENT, WATER AND CLIMATE CHANGE
MINISTER FOR THE ARTS
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LIVE IN CANBERRA TO TEMPT FLORIADE VISITORS TO STAY, PERMANENTLY

The *Live in Canberra* program will be planting a seed of its own at this year's Floriade which opens this weekend by promoting Canberra as a great place to live to the thousands of visitors expected to attend the event.

Three giant *Live in Canberra* banners (measuring 8 metres by 1.5 metres) with the messages '*Invite your friends to stay, permanently*' and '*Like it here? Why not live here?*', will be placed in prominent locations within Floriade. Signage and postcards will also be on display around the event's food and entertainment areas.

Chief Minister Jon Stanhope said Floriade, a flagship tourism event for Canberra, offered great potential to market the city's excellent employment and lifestyle benefits to people visiting from all corners of the nation as well as from overseas.

"Floriade showcases the best of our city has to offer, and with more than 50 per cent of all visitors to Floriade coming from interstate, it's a perfect opportunity to promote the advantages of living and working in the nation's capital," Mr Stanhope said.

"With the ACT's unemployment rate at a record low of 2.8 per cent, there's never been a better time for people interested in a fresh start to consider the excellent jobs and salaries on offer in Canberra."

The Live in Canberra program is not only utilising Floriade to reach the interstate visitors it attracts. As part of the program's 'Welcome to Canberra' events, new Canberrans will enjoy a complimentary breakfast and tour of Floriade on Saturday 22 September.

"The *Live in Canberra* welcome events continue to grow in popularity with the 60 places available being snapped up by new Canberrans within a few hours." Mr Stanhope said.

Statement Ends

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