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MEDIA RELEASE

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ILLAWARRA RESIDENTS ENCOURAGED TO *LIVE IN CANBERRA*

The ACT Government's *Live in Canberra* campaign is expanding to the Illawarra Region with a campaign launched to promote the national capital's lifestyle advantages and the range of highly paid jobs now available in Canberra.

ACT Chief Minister Jon Stanhope said the *Live in Canberra* campaign offers Illawarra residents a win-win opportunity.

"With the ACT's unemployment rate at just three per cent - one of the lowest in the nation – and the Illawarra experiencing some of Australia's highest unemployment figures, it makes perfect sense to target job-seekers in the Illawarra Region," Mr Stanhope said.

"We call it our hundreds and thousands campaign. We have thousands of jobs available in Canberra which will have great appeal to people living in the Illawarra, in a range of areas including construction, hospitality, engineering, the public sector and retail."

"What's more, Canberra has hundreds of lifestyle advantages and is a great place to raise a family. We have an outstanding school system, excellent health services and a clean and safe environment."

Visiting the Illawarra today, campaign director Jeremy Lasek says he has first-hand experience when it comes to making the move from the Illawarra to Canberra.

"I lived in the Wollongong area for 25 years before making the move to Canberra to progress my media career and enjoy a change of lifestyle," Mr Lasek said.

"I loved my time in the Illawarra and still enjoy regularly catching up with friends here. But I haven't looked back after making the 'tree change' to Canberra.

Mr Lasek encourages any Illawarra resident looking for a lifestyle change to consider relocating to the capital.

"Canberra is a strong, proud and vibrant community of 330,000 people, a community that enjoys all the benefits of the city, with none of the drawbacks.

"There are thousands of rewarding jobs available in Canberra for people with the right skills, and hundreds of lifestyle reasons to make the move," he said.

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

An extensive print and radio marketing campaign will commence in the Illawarra on Saturday 10 February.

Interested residents are invited to attend information sessions to be held later this month at 12:30 – 1:30pm and 6:30 – 7:30pm on:

Monday 26 February	Illawarra Steelers Club
Tuesday 27 February	Shellharbour Workers Club
Wednesday 28 February	Kiama Leagues Club
Thursday 1 March	Nowra Golf Club

Please RSVP by telephone on (02) 6205 0028 or email tellmemore@liveincanberra.com.au

Visit www.liveincanberra.com.au or call 13 22 81 for further details or to receive an information pack.

Statement Ends

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