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LIVE IN CANBERRA TARGETS AUSSIE EXPATS IN THE UK

The ACT Government's award-winning *Live in Canberra* campaign will return to the United Kingdom next week with a strong focus on selling the Canberra lifestyle to Australian expatriates.

"The ACT Government wants to maintain the frequency of the *Live in Canberra* message to our target markets so we can continue to attract more skilled workers and their families to Canberra," Mr Stanhope said. "Attracting skilled workers to Canberra is a key part of the ACT's Government's \$51 million long-term strategy to tackle the local effects of the national skills shortage."

Mr Stanhope said representatives from the government's *Live in Canberra* campaign and Skilled and Business Migration Program will join the Master Builders Association and IP Australia in conducting seminars during the Opportunities Expos in Leeds and London.

"The ACT Government will conduct three seminars in London targeting Australian expatriates looking to return home and promoting the superior opportunities that Canberra can offer. There are approximately 200,000 Australians living and working in the greater London area with many highly educated and experienced in skilled areas of high demand in Canberra.

"The *Live in Canberra* campaign is a best-practice model of the ACT Government working together with local organisations to promote the excellent lifestyle and job opportunities that Canberra has to offer to skilled workers and their families. I am delighted that two *Live in Canberra* supporters, IP Australia and the Master Builders Association, can accompany this latest mission to support our message."

The ACT Government has also been invited by the Federal German Employment Agency to conduct *Live in Canberra* seminars to skilled workers and their families in Stuttgart, Germany. The request follows a recent visit to the ACT Chamber of Commerce and Industry by the German agency, which is interested in promoting Canberra to skilled workers in Germany where unemployment rates are high.

"With other States and Territories very active in the UK and broader European market, it is important that Canberra continues to make its presence felt to effectively compete for skilled workers.

"The ACT Government is working hard to ensure a steady stream of skilled workers and their families are aware of the great opportunities available here in Canberra right now," Mr Stanhope said.

Statement Ends

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