



Jon Stanhope MLA

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MINISTER FOR INDIGENOUS AFFAIRS MINISTER FOR THE ENVIRONMENT, WATER AND CLIMATE CHANGE

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INTERNATIONAL GONG FOR *LIVE IN CANBERRA* WEBSITE

The ACT Government's *Live in Canberra* website, designed to attract skilled workers to the ACT has today beaten more than 2,000 entrants to be named international 'site of the day' by software giant Adobe.

Chief Minister Jon Stanhope congratulated the *Live in Canberra* team and website developers Grey Worldwide and 108 Digital, for being selected from among the thousands of submissions Adobe receives every day from across the globe.

"It's pleasing to see the international section of the *Live in Canberra* website which is a key tool in our efforts to attract skilled workers from overseas has been awarded 'site of the day' by a major player like Adobe," Mr Stanhope said.

"The *Live in Canberra* website boasts hundreds of reasons to live and work in Canberra. Visitors to the site can learn all about Canberra's convenient location, our Skilled and Business Migration Program, nearby attractions and read testimonials from those who have made the move to Australia's Capital.

"This part of the website was specifically developed to support the *Live in Canberra* and *Skilled and Business Migration* programs' attendance at the *Australia Needs Skills Expos* in the United Kingdom and Ireland during October last year. During the expos 3000 CD-ROMs of the international website were distributed to skilled workers considering a move to Canberra.

"Grey Worldwide and 108 Digital developed the site using Adobe Premiere, Dreamweaver, Flash, Fireworks, and Creative Suite, all of which set our website apart from those of our State and Territory neighbours who are also trying to attract skilled workers from overseas.

"The *Live in Canberra* website has received over 50,000 unique visits, with 25 per cent now coming from overseas.

"The *Live in Canberra* program was created to attract skilled workers to Canberra as part of the ACT Government's strategy to deal with the local effects of the national skills shortage. It has been a great success, winning a national public relations award last year and now being selected as Adobe's website of the day," Mr Stanhope said.

The *Live in Canberra* international website can be viewed at www.liveincanberra.com.au/os

Statement Ends

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