



STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY  
Ms Leanne Castley MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),  
Mr Johnathan Davis MLA

**Inquiry into Annual and Financial Reports 2020-2021**  
**ANSWER TO QUESTION ON NOTICE**

Asked by ELIZABETH LEE MLA: To ask the Chief Minister

Ref: Chief Minister, Treasury and Economic Development Directorate

1. For the financial years 2018-19 to the present, how much has ACT Government spent on marketing or other measures to attract interstate and overseas workers to migrate to the ACT and fill skills shortages?

ANDREW BARR MLA: The answer to the Member's question is as follows:—

The ACT Government delivers a range of programs designed to attract a skilled workforce in key sectors to the ACT.

These programs include delivery of initiatives such as the Future Jobs Fund, establishment of the Canberra Cyber Hub, key sector advocacy, funding the work of the Canberra Innovation Network and working with the Commonwealth on skilled migration programs.

Whilst the investment in the programs does not specifically include 'work' or 'live' in Canberra campaigns, the effort and investment in these initiatives directly support jobs growth, attraction and retention of labour.

The [Canberra.com.au](https://canberra.com.au) website launched in 2019, provides the key digital platform to promote Canberra as a great place to work, live, study, visit and do business. The website enables international and interstate markets to access a range of information to assist with understanding work opportunities, what the city offers as a place to live and information to support decision making.

Noting the website performs a range of functions, a approximately \$250,000 was invested to establish the Canberra.com.au website. Approximately \$60,000 has been spent on new content each subsequent year and \$2,000 per year has been spent on administration and maintenance.

The ACT Government's Digital Toolkit, established in 2021, could also be used by businesses to attract skilled migrants or workers. The Toolkit cost \$11,000 to establish, with an ongoing \$5,000 annual fee for maintenance.

Approved for circulation to the Standing Committee on Economy and Gender Equality

Signature: 

Date: **22. 3. 22**

By the Chief Minister, Andrew Barr MLA