

Council encourages Australia to Live Work Alice

Monday, 18 July 2022

Alice Springs Town Council is supporting local businesses to recruit staff by creating an advertising campaign titled 'Live Work Alice'.

The campaign, created in collaboration with the Department of Industry, Tourism and Trade, has been designed to attract people to Alice Springs and encourage them to take up employment opportunities in the region. It is hoped that the campaign will help boost the local economy and assist businesses in their efforts to fill vacant positions.

"Businesses across all industries in Central Australia are struggling to recruit staff. The impacts of that are far reaching, with many shopfronts having to close their doors temporarily," ASTC CEO Robert Jennings said.

"In collaboration with the Northern Territory Government, Council wanted to give businesses an extra tool to use in their recruitment campaigns. We know Alice Springs is a tremendous place to live and work and we wanted to share that message with the rest of Australia."

The campaign features four promotional videos advertising Alice Springs as an attractive destination to work. A website has also been created, serving as an information hub for workers considering relocating to Central Australia.

"These campaigns are an important part of not only drawing people to the Northern Territory and the Red Centre, but keeping them here through attractive employment opportunities," Minister for Business Paul Kirby said.

"Giving people who move to Alice Springs a purpose as a part of the community will create benefit to the economy and social lifestyle of Central Australia."

The promotional videos will be provided to Alice Springs businesses and organisations to use at their discretion and can be found at liveworkalice.com.au.

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