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## **MEDIA RELEASE**

**24<sup>th</sup> February, 2006**

### **jobsballarat.com.au – the best jobs are here**

Where to you go to find the best jobs in Ballarat? Click on jobsballarat.com.au to discover the Ballarat regions “online” answer to finding jobs and information on Ballarat’s liveability options. This is supported by all key employment agencies and businesses.

“jobsballarat.com.au is a key initiative of the Committee for Ballarat in partnership with the City of Ballarat with the aim to promote within Ballarat and external markets the strong employment economy of the Ballarat region Mr Noel Coxall, Chair Committee for Ballarat said, “We are proud to sponsor such an innovative project in conjunction with the City of Ballarat and local marketing and internet firm, the Ascet Group. The Committee’s Task Team has worked hard to have the website ready to be launched and to promote Ballarat as a place to work, live and play. It is designed to assist both job seekers and employers alike and help address skills issues in the region”, Mr Coxall said.

Committee for Ballarat Executive member and project task team chair, Grant Wiltshire said “Job seekers and employers are accessing the internet at an ever increasing rate and a ‘single’ access point for jobs makes a lot of sense. This initiative has a primary focus on available jobs, however also assists jobs seekers and their families with the liveability benefits of Ballarat.”

City of Ballarat Mayor, David Vendy said “the new website is an exciting initiative for the city and has received the unequivocal support of Ballarat’s recruitment firms and employers. jobsballarat.com.au will include links to information on Ballarat’s liveability and housing options and will be marketed heavily in both the local and Melbourne markets. The project is aligned with the City’s broader economic development strategies and within the scope of the City of Ballarat’s “blueprint” for the future prosperity of our great city”.

The launch on the 24<sup>th</sup> February will also see the start of the local marketing campaign for jobsballarat.com.au. A Melbourne campaign is planned to be conducted mid year to entice Melbournians to consider taking a job and relocating to Ballarat.

**For media enquires please contact:**

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