

Internet Site Critical to Country Week Efforts

Jo Byrnes, Executive Director, Tamworth Regional Development Corporation (TRDC), today called for employers to take advantage of next weekend's Country Week initiative by ensuring they have listed all available job vacancies on a national jobs website.

"We'll be promoting Tamworth as a fantastic place to live and work and we need to ensure that there are real jobs available to capitalise on this effort," said Ms Byrnes.

"Some recent research indicated about 25% of city-siders are seriously interested in calling regional Australia home," said Ms Byrnes. "And the majority of them are using the internet to research their options. We have to take advantage of this."

TRDC has recently investigated options for creating a Tamworth regional job vacancies website, but with high set up and maintenance costs involved, have decided to promote the Federal government's site instead.

"There's a national website at www.jobsearch.gov.au that's free and simple for everyone to use, and we're now actively encouraging the local business community to use that website."

"At the same time, in our marketing of the region, we're telling those thinking about moving here to monitor [jobsearch.gov.au](http://www.jobsearch.gov.au) for suitable opportunities. So, it's important we continue to use this site long after Country Week is over."

"Jobs are the absolute number one priority for people thinking about moving. We've got everything else they're looking for right here – affordable housing, great schools, and an incomparable lifestyle. But they need to know there are jobs here for them."

Ms Byrnes is now asking employers to try out the [jobsearch.gov.au](http://www.jobsearch.gov.au) site or alternatively call the Employer Hotline on 13 17 15 for over the phone assistance.

"There are no guarantees of immediate success with this, but given the skills shortage is the single most important issues that businesses have raised with me over the past few months, it's imperative that our business community utilises all available avenues to find staff – and the internet is critical."

Country Week will be held in Sydney from 11 to 13 August 2006.

For further information, contact Jo Byrnes 6766 2200 or 0414 315 383.