

CORONAVIRUS — STATE ECONOMIC RECOVERY PLAN

517. Ms M.J. DAVIES to the Premier:

I refer to the job-matching program for people from the city to fill the acute skilled and unskilled worker shortages that the Premier referred to in his answer to the member for North West Central's earlier question.

- (1) What is the scope and nature of this program?
- (2) When will it be formally announced?
- (3) How much funding will the government allocate to this program?

Mr M. McGOWAN replied:

- (1)–(3) When I was in Kalgoorlie, or maybe Albany, the other day, we outlined that we will be undertaking a major promotional campaign to promote living —

Ms M.J. Davies: It's an advertising campaign.

Mr M. McGOWAN: I have said that a number of times now. There will be a major promotional campaign about job opportunities across regional Western Australia. If people go to Kalgoorlie, they will find lots of jobs in the gold industry. If they go to agricultural areas, they will find lots of jobs—particularly seasonal jobs—in agriculture. If they go to the north or the south west, they will find lots of jobs in tourism. Promoting those opportunities is very important. I think we all have a role in that. I do not think it is just a paid-for advertising campaign, which is what we will do. It is also a role for all of us in this place to promote life in regional WA and the fact that people can get a great job, have an adventure in life and do something a little different. That is what this initiative will be all about—making sure that we promote opportunities for people who may have lost a job or are unemployed to take up job opportunities in regional WA.