

BUILD A LIFE IN WA CAMPAIGN

963. Hon Dr STEVE THOMAS to the Leader of the House representing the Premier:

I refer to the McGowan government's media statement of 5 July 2022 titled "Build a Life in WA' expands internationally to attract workers to WA".

- (1) Including the Premier's and minister's Reconnect WA overseas visits, as at 1 October 2022, how much has the McGowan government expended on the international Build a Life in WA campaign?
- (2) Since the launch of the international component of Build a Life in WA, how many skilled workers from Ireland, the United Kingdom and Italy have commenced full-time, permanent employment in WA?
- (3) What assessment/review criteria and matrix has been applied to this international campaign to determine the value and success or failure of this national campaign?
- (4) Will the government table the assessment/review criteria to the house, and, if not, why not?

Hon SAMANTHA ROWE replied:

I thank the honourable member for some notice of the question. I answer on behalf of the Leader of the House representing the Premier.

- (1) International Build a Life in WA campaign expenditure amounted to \$152 760.80 as at 1 October 2022. The Premier's mission to the United Kingdom and Ireland as part of Reconnect WA was focused on the state government's commitment to diversify the Western Australian economy, recruit new workers to WA and brief investors on WA's finances. It was not included in the Build a Life in WA campaign expenditure.
- (2) The most recent migration data, which is captured annually by the commonwealth government, was published prior to completion of the Build a Life in WA campaign. Western Australia's unemployment rate of 3.1 per cent is the lowest of all states and below the national average. Over the year to August 2022, employment in Western Australia has grown by five per cent or approximately 70 000 jobs. Around 167 000 jobs have been created since the McGowan government came to office.
- (3)–(4) The campaign will be evaluated as per normal practice.