

BUILD A LIFE IN WA CAMPAIGN

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

I refer to the McGowan government's national Build a Life in WA campaign, launched in 2021, targeting eastern states construction and manufacturing workers to move west.

- (1) As at 1 October 2022, how much has the government expended on this campaign?
- (2) How many manufacturing and construction workers have relocated to WA?
- (3) As at 1 October 2022, how many manufacturing and construction workers have relocated to the eastern states from WA?
- (4) What assessment/review criteria and matrix has been applied to this national campaign to determine the value and success or failure of this national campaign?
- (5) Will the government table the assessment/review criteria to the house; and, if not, why not?

Hon SAMANTHA ROWE replied:

I thank the member for some notice of the question. On behalf of the Leader of the House, I provide the following answer on behalf of the Premier.

- (1) Expenditure related to the Build a Life in WA campaign in the eastern states of Australia amounted to \$4 221 949.95, as at 1 October 2022.
- (2)–(3) The Australian Bureau of Statistics captures interstate migration data but not the industry or occupation of the individuals. The most recent data was compiled prior to the campaign launch. Western Australia's unemployment rate of 3.1 per cent is the lowest of all the 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 into office.
- (4)–(5) The campaign will be evaluated as per normal practice.