Northern Territory Global Worker Attraction Campaign

# Quick Guide to the NT Worker Attraction Campaign

With fierce competition to attract workers increasing across Australia, the Territory is actively seeking skilled workers who are looking for a change.

The Territory is on the cusp of an exciting change as it embarks on growth of sustainable and competitive industries to achieve a $40 billion economy by 2030. This translates to jobs and opportunities for professional growth.

The Territory gives you a sense of freedom.

The Northern Territory Government will introduce you to some of the Territory’s newest locals, who have been generous in sharing their own stories about moving to the Territory, and who haven’t looked back.

Through a dedicated Northern Territory Worker Attraction Campaign, we will be marketing both domestically and internationally to encourage workers from interstate and overseas to move to the Territory.

The Territory must continue to grow our local workforce capability while continuing to attract and retain the best and brightest.

The Northern Territory Global Worker Attraction Campaign:

* targets skilled and semi-skilled workers aged 18 to 55 years of age
* uses national digital advertising to target NSW, VIC, SA, WA, ACT, QLD and TAS
* uses international digital advertising to target New Zealand, London, Singapore, Japan, South Korea, Switzerland, Italy, Vietnam, South Africa, Taiwan, Indonesia, Colombia, Brazil and Ireland
* advertises on digital job platforms Seek, CareerOne and Indeed, encouraging job seekers to search Territory job listings.

This includes skilled workers, recent arrivals, visa holders and all Australians considering a sea change, career advancement, business opportunity and that wonderful Territory lifestyle that we’re famous for.

Sectors with jobs in high demand include automotive, hospitality, education, aged care and disability services, health, construction and manufacturing as well as veterinary services.

## How to get involved

The new campaign will generate excitement by targeting the early adopters, the seekers, the bold and the innovative.

We want to attract the best.

We want to support businesses to attract the workforce they need.

We need to do this together.

Territory businesses are encouraged to get involved by:

* loading your jobs onto recruitment platforms, such as Seek, CareerOne or Indeed
* raising awareness about opportunities for moving to the Territory for work.

1. Share your job on social media using #movetotheTerritory
2. Use [theterritory.com.au](https://theterritory.com.au/) on your job advertising, your website and/or signage so potential employees can learn more about living and working in the Territory.
3. Download free images to use on your website, social channels or advertising.
4. Download free videos to use on the electronic information screens in your foyer, on your website or social media channel.
5. Tell your customers that the Territory is looking for workers - encourage them to take a look at theterritory.com.au
6. Chat to your peak industry association about promoting jobs for your sector.

For more information, email: [workforceattractionNT@nt.gov.au](mailto:workforceattractionNT@nt.gov.au)

Access our downloadable files at <https://industry.nt.gov.au/worker-attraction-toolkit>

To view the campaign visit

[theterritory.com.au](https://theterritory.com.au/)