



BUILD A LIFE IN WA

Help jobseekers fill your jobs now.

The Build a Life in WA campaign supports construction and manufacturing industries by encouraging workers across Australia to make the move west to work and live in WA.

With beautiful beaches, Western Australia enjoys one of the best lifestyles in the world. Plus, Perth has more days of sunshine than any other city in Australia!

As the nation's most affordable capital city to buy a house and a significant pipeline of work, there's no better time to build a life in WA.

How is this campaign helping connect people with jobs?

The Build a Life in WA campaign captures jobs posted on seek.com.au in construction and manufacturing industries, and promotes those jobs through a campaign website, buildalifeinwa.com.au.

The campaign website drives awareness about the campaign and promotes WA as a great place to live and work. It also links to additional information and resources to help jobseekers on their journey.

The campaign is advertised on radio and billboards around Australia, as well as digital channels including online video, social media, mass media, Spotify and other targeted channels.

The campaign is designed to help with short term jobs growth. To support longer term opportunities, the WA Government is also enhancing its training system to help fill thousands of jobs created for skilled workers. Find out more on the Jobs and Skills WA website www.jobsandskills.wa.gov.au.



How do you get involved?

Many jobs in the construction and manufacturing industries are already advertised on [seek.com.au](https://www.seek.com.au). Our campaign taps into this existing digital channel to capture these job titles:

- ▶ Bricklayer
- ▶ Tiler
- ▶ Roof Carpenter
- ▶ Electrician
- ▶ Motor Mechanic
- ▶ Automotive Electrician
- ▶ Truck Driver
- ▶ Train Driver
- ▶ Driller
- ▶ Shot Firer
- ▶ Driller's offsider
- ▶ Welder
- ▶ Boilermaker

For your advertised jobs to gain maximum exposure and benefit from the campaign, simply post any available positions on [seek.com.au](https://www.seek.com.au) and use the job titles above in your Seek advertisement to be captured within the campaign.

SEEK

If you don't currently use Seek to advertise your jobs, please see the instructions below:

- ▶ Go to [seek.com.au](https://www.seek.com.au)
- ▶ Click on Employer Site (top right)
- ▶ Click Register or Sign in if you have an account
- ▶ Once you are signed in click Create a job
- ▶ Follow the instructions and fill in all mandatory fields
- ▶ In the Job Title section, include one of the job titles listed in this fact sheet
- ▶ One of these job titles must be included in all ads to be captured in the campaign

You can also edit existing ads to include the job titles in the Job Title section of your ad.

Your ad will now be linked to from the [buidalifeinwa.com.au](https://www.buidalifeinwa.com.au) campaign website.

