

# Government Advertisement: 'WorkChoices' Industrial Relations Campaign

## Television Advertisement 1, Broadcast October 9 2005

Male voice over:

In recent years, something important has been happening in Australian workplaces. Australian workers and Australian businesses have started to change the way they work.

Every day, more employees and employers are getting together to talk and work out their own working arrangements.

Together, they're helping Australia build one of the strongest economies in the Western world. We're exporting more, we've created over 920,000 new permanent full-time jobs. Unemployment is around a 30-year low and interest rates are at historically low levels.

Australia has come a long way but we can't stand still. More needs to be done to make it simpler for employees and employers to work out their own workplace arrangements together.

We need to more ways to reward effort. More ways to increase wages and better balance work and family life. And we need to do more to remove the complex and costly rules and regulations in some parts of the current system which continue to hold Australia back. It's why we're introducing Workchoices.

We're moving towards one simpler, fairer national workplace system to replace the six different systems that exist now because by continuing to make sensible, practical and fair workplace changes we can create the opportunities we all need to grow and prosper. That's what Workchoices is all about.

There'll be more information coming in this Wednesday's newspapers. Or you can call 1800 025 239 for your free copy of the Workchoices booklet or visit the Workchoices website.

Female voice over:

*Authorised by the Australian Government, Canberra.*

Source: Transcribed from television advertisement, broadcast Channel Nine, October 9 2005.