



Advertising Industry Labour Agreement Information Sheet

What are labour agreements?

- Labour agreements enable approved Australian businesses to sponsor skilled overseas workers for either a Temporary Skill Shortage (TSS) visa or an Employer Nomination Scheme (ENS) visa when:
 - there is a demonstrated need for skilled workers that cannot be met in the Australian labour market; and
 - standard temporary or permanent visa programs are not available.
- A labour agreement is a formal arrangement negotiated between an employer and the Department of Home Affairs.
- The terms of a labour agreement—including the numbers of overseas workers that can be sponsored and whether there is a permanent residency pathway—will vary on a case-by-case basis
- Labour agreements are in effect for five years.
- Labour agreements must only be used address a genuine skill shortages, not to accommodate an employer's preference to employ a particular overseas worker or to circumvent standard skilled visa program requirements.

What do you need to demonstrate to obtain an Advertising Industry labour agreement (AILA)?

- Before you can request an AILA, you must be formally endorsed via a process overseen by the Media Federation of Australia (MFA) and The Communications Council (TCC).
- The endorsement process includes participating in an annual Expression of Interest (EOI) conducted by the MFA and TCC—the MFA and TCC will assess each EOI and make recommendations to the Department of Home Affairs.
- Only endorsed businesses will then be able to lodge an AILA request.
- All requests are assessed by the Department of Home Affairs against the following minimum AILA requirements:
 - ✓ There is genuine and significant demand for the nominated occupations
 - ✓ You have made recent, genuine efforts to recruit Australian citizens or permanent residents
 - ✓ Sponsored overseas workers contribute directly to training outcomes for Australians
 - ✓ A labour agreement will not undermine employment or training opportunities for Australians
 - ✓ Your business does not have an over-reliance on overseas workers—at least 75 per cent of your workforce must be Australian citizens or permanent residents
 - ✓ Nominees will be paid a minimum of AUD \$85,000 per annum (guaranteed annual earnings)
 - ✓ The positions you are seeking to fill with overseas workers are eligible occupations.

What occupations are available under the AILA?

- There are five occupations available under the AILA:
 - Advertising specialist (ANZCO 225111)
 - Graphic Designer (ANZCO 232411)
 - Copywriter (ANZCO 212411)
 - Multimedia Designer (ANZCO 232413)
 - Web Developer (ANZCO 261212).

How do I request a labour agreement?

To make your request, you must:

Steps	Action
1	Complete an EOI with the MFA/TCC and obtain formal endorsement (the MFA/TCC will advise the Department in writing for each business endorsed).
2	Complete your request in ImmiAccount and attach all required documents. Note: If you lodge an AILA request without endorsement, your request will be declined by the Department.
3	The Department will then make an assessment of your AILA request based on the information you have provided in your application and all required supporting documentation.
4	If the Department is satisfied that your company meets the requirements for a labour agreement, you will then be sent the relevant labour agreement template.

Note: There is no application fee to request a labour agreement but there are fees and charges payable on nomination and visa applications.

Where can I find more information?

For information on the endorsement process, including when and how to lodge an EOI, please email:

MFA - aila@mediafederation.org.au

TCC - aila@communicationscouncil.org.au

For more detailed information on labour agreements, visit the Department's [website](#). Alternatively, you can contact the Department at labour.agreement.section@border.gov.au.