

Creating 'shining moments'

Queensland, Where Australia Shines captures the essence of what sets Queensland apart from other destinations - a beautiful Australian holiday destination, unforgettable experiences and shining Queenslanders themselves.

Bringing the Queensland brand to life is about capturing moments where people shine, and demonstrating how the Queensland experience makes you feel. It's what we call our 'shining moments'.

Grant Hackett, David Hudson, Brigitte O'Brien and Sam Wallis are shining Queenslanders - authentic, hospitable, warm, friendly, outgoing, positive, carefree and cheeky. We asked them to share with us their 'shining moments' of life as Queenslanders.

David Hudson, musician, artist and entertainer

David Hudson's life reflects his love and belief in Aboriginal culture. He comes from the Ewamin (oo-rah-min)/Western Yalangi (people of the north east coast of Australia) so it is natural that he makes his home in Cairns in the midst of the beautiful reef and rainforest.

David has travelled extensively throughout Australia and the World with world-renowned dance troupe, "Tjapukai", which he co-founded. He promotes awareness of Aboriginal culture and tradition wherever he travels.

David has a diverse career and is internationally renowned as a musician, artist, entertainer and presenter. His work is considered "contemporary" yet has a definite traditional influence.

David is inspired by all the natural elements of his environment and with each work he creates, he wholeheartedly gives a part of himself and his culture.

David has created a special painting to celebrate the launch of Queensland's first global tourism brand.



David says: "This painting represents my homeland. The four background colours indicate golden sunshine, blue waters and the reef, the green rainforests and the brown earth of the land to the west of Cairns, showcasing the historic Aboriginal rock art synonymous with the Western Yalanji people.

The colourful Boondarra (cassowary), which is the totem of the Tjapukai people, sits on the right hand side of the painting with the prehistoric crocodile, an ancient creature that has survived alongside our Aboriginal culture for countless generations.

On the left hand side of the painting, we see the beautiful pink Cooktown Orchid, Queensland's state flower, prolific in Tropical North Queensland and the silver barramundi, prized the world over as a game fish.

All of these images look to the bora ground - a ceremonial meeting place, surrounded with little gold stones representing the harmonious co-existence of my grandmother's people and their traditional lands.

The bora ground is a very important cultural symbol as it is the heartland of traditional lands, and no matter where our people travel in various directions, be it north east, west or south along the path of the journey lines, the heartland lands always remains with us.

This painting is protected by the hands that ward off evil spirits - and the boomerang symbolises strength and says that once you have visited our lands (Queensland) then you will always return again."

David says: "My shining moment first came to me in 1985 - when I was in California playing my music - and people started asking questions about me - and where I came from - and I realised there was a genuine interest in our culture, our country, and our state. That light continues to shine - 35 years later - every single day - as our cultural message returns to the far-flung corners of the globe, with those that have taken the time to experience a Queensland adventure."

For further information visit www.davidhudson.com.au

Grant Hackett OAM, swimming legend

Grant Hackett's leadership, professionalism, dedication and exemplary performance are a model for anyone whose work calls them to lead by example. In 2005 Grant was named captain of the Australian Swimming Team. It is not surprising then that his nickname is "Captain Fantastic".

Grant was World Swimmer of the Year in 2005, he has held the world records for the 1500m freestyle since 2001 and the 800m freestyle since 2005. Grant is easily our most medaled Olympic and World Cup swimmer.

In 2008 Grant retired from swimming. His story in and out of "the fast lane" is a master class tour in performance management, harnessing effort and doing the simple things very well. It was no surprise that Grant's next chapter would be just as successful. Grant is now working as Head of Sports & Entertainment for Westpac and as a TV presenter for Channel Nine. He has a Diploma of Financial Services and is currently undertaking an Executive MBA.

Grant is an ambassador for Westpac, Uncle Toby's and Mitre and is also involved with community groups, Alannah & Madeline Foundation, Preston James Research Fund and Surf Life Saving Foundation.

Grant says: "The lifestyle in Queensland, along with the support athletes receive here - has produced some of the world's greatest across a variety of sports - Greg Norman, Pat Rafter, Karrie Webb, Susie O'Neill, Kieran Perkins and Matt Hayden along with many more. In sport having a great training environment and a wonderful place to live makes all the difference. Queensland is a part of what makes me who I am and I doubt I would have had the same degree of success if I had grown up anywhere else in Australia."

For more information on Grant Hackett, contact: Charmaine Dick Talent Manager +61 2 9277 6192 or charmaine@internationalquarterback.com.au

Brigitte O'Brien

Brigitte O'Brien is a bright, bubbly and outgoing 11 year-old. Brigitte's interests include acting and performance and in 2005 Brigitte was selected for the role of "Alicia" in the Australian children's television series, *Mortified*. It was shot entirely on location on the Gold Coast for the Nine Network Australia, Disney Australia and the BBC.

Brigitte also loves to dance and has been participating in dance classes since she was six years old.

Brigitte says: "I love our beautiful beaches and the weather - and Queensland people are the friendliest people!"

Sam Wallis

Sam is an amazingly confident 12 year-old who has featured in previous Tourism Queensland campaigns. Sam can speak Japanese and has won many public speaking awards. He has also secured a performing arts scholarship for 2010 through Lenora High School and is in the Academic Excellence program.

Sam says: "I love the fact that you can get up early in the morning and its warm so I can go for a surf or a bike ride then have breakfast on the beach, all before I have to go to school."