



Media Release

2 July, 2009

Island Caretaker settles in to his second day on the Job

Ben Southall, Best Job in the World Island Caretaker, has had an action-packed start to his second day on the job, checking out the sights and meeting the locals on Queensland's Hamilton and Hayman Islands.

The 34 year-old Briton who beat more than 34,000 applicants from around the world to be named as Tourism Queensland's Caretaker for the Islands of the Great Barrier Reef, spent his second day on the job visiting the local beaches and experiencing the dining delicacies of the region.

Ben's second day kicked off with a visit to world-famous Whitehaven Beach, where he was given an orientation of the area by local marine park authorities.

Whitehaven Beach a pristine, award winning beach on Whitsunday Island, the largest of the 74 islands in the Whitsundays, stretches over seven kilometres and boasts brilliant silica sand that is among the purest in the world.

Tourism Queensland CEO Anthony Hayes said Ben had been busy taking in the sights on his second day and had also enjoyed a visit to Hayman Island.

"The weather in the Whitsundays has been absolutely perfect for Ben's arrival and he has today seen Whitehaven Beach and Hayman Island at its finest," Mr Hayes said.

"Ben's itinerary for today included a visit to Hayman Island's 'chocolate room' and wine cellar, where he was able to taste a selection of Queensland delicacies.

"Upon arriving back on Hamilton Island, Ben carried out some local duties, including collecting the mail in his golf buggy, doing the shopping, meeting the locals, visiting the koalas and cleaning the pool."

Ben said his first few days had been hectic but exciting with numerous media interviews and an orientation of the island for himself and Canadian girlfriend Bre.

"The weather has been absolutely fantastic and the locals have been very welcoming," Ben said.





ISLANDS
OF THE GREAT BARRIER REEF

"I still can't believe I was successful in being offered what has to be the most sought-after job in the world.

"Bre was also blown away by the beauty of Hamilton Island and is still coming to terms with her new address for the next six months.

"I have had the best start to my working week as Island Caretaker and can't wait to get out there, explore as many of the 600 islands that I can, and blog about my experiences."

On 6 May Ben Southall, a charity events organiser from Petersfield in the UK, was named Caretaker of the Islands of the Great Barrier Reef after a three-day selection process on Hamilton, Daydream and Hayman Islands.

Ben's six month \$AUD150,000 contract requires him to explore the Islands of the Great Barrier Reef, experience the destination, and report back on his adventures via a blog, video diary and media interviews.

Mr Hayes said The Best Job in the World was one of, if not, the most successful tourism campaigns ever.

The campaign has so far achieved more than \$AUD200 million in publicity value for Queensland and has won a swag of awards including three Grand Prix, two Gold Lions and two PR Lions at the prestigious Cannes Lions International Advertising Festival last week.

Sign up for Ben's blog at www.islandreefjob.com

A video news release will also be distributed shortly capturing Ben's second day at work and still images will be available from the Tourism Queensland image gallery - www.tq.lookat.me.com.au

For further information, including biographies and photos visit www.islandreefjob.com.

