



Hon Peter Lawlor MP
Member for Southport



**Minister for Tourism and Fair
Trading**

28 June 2009

Best Job in the World Island Caretaker meets Governor of Queensland

The successful candidate in Tourism Queensland's The Best Job In The World campaign, Englishman Ben Southall, has met with the Governor of Queensland, Her Excellency Ms Penelope Wensley at Australia House during G'Day UK festivities this week, Tourism Minister Peter Lawlor said.

"Ben and Her Excellency met at the official launch of G'Day UK, a comprehensive landmark public relations and marketing campaign aimed at encouraging Britons to visit Australia for business or pleasure," Mr Lawlor said.

"G'Day UK highlights the unique range of skills, resources, opportunities and experiences available to the British in Australia.

"This inaugural campaign aims to reinforce business and consumer partnerships between Australia and the UK, with a key focus on tourism, food and wine, migration and trade and investment.

"G'Day UK will help raise the profile of the Queensland tourism industry and support the development of networks and industry partnerships within the UK."

Run in partnership between Tourism Australia, several State Governments, the Australian Trade Commission and Qantas, the G'Day UK campaign involves promotional activities from 24-30 June 2009, including consumer and trade events.

"The UK is Queensland's third biggest international market with 246,000 people visiting in the 12 months to March 2009, supporting more than 3000 Queensland jobs," Mr Lawlor said.

"International tourism is a key economic driver for Queensland and during these challenging economic times, activities such as G'Day UK are crucial to increasing the visibility and presence of Queensland destinations and products in international markets."

Mr Lawlor said Ben would start his role as Caretaker of the Islands of the Great Barrier Reef on 1 July.

"The Best Job in the World campaign has been a massive success for tourism in Queensland, generating an estimated \$200 million in global media exposure, with more than \$57 million of this within the UK," he said.

"STA Travel in the UK reported bookings to Queensland rose by 17.3 percent during the campaign, in comparison with a 5.3 percent increase in bookings to Australia as a whole.

"Many other key international markets have also reported significant increases in bookings to Queensland since the beginning of the campaign.

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"We are committed to generating interest from international markets and are doing everything possible to maximise the benefits for Queensland."

For further information about G'Day UK visit www.gday-uk.co.uk and for further information about The Best Job in the World visit www.islandreefjob.com

*A photo of Ben Southall and Qld Governor Penelope Wensley is available on request

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