



**Hon Peter Lawlor MP**  
Member for Southport



**Minister for Tourism and Fair  
Trading**

## **6 October 2009**

### **Count-down on for Best Experience in the World**

Would be "best mates" from around the world have just 24 hours left to enter Tourism Queensland's Best Experience in the World competition, Tourism Minister Peter Lawlor said today.

Mr Lawlor said competition hopefuls had until 10am Wednesday October 7 (Queensland time) to select the three mates that they would like to bring to Queensland to assist Ben explore the Islands of the Great Barrier Reef.

"I'm sure there are lots of people out there who feel like a holiday and this is the perfect opportunity for people to reunite with three of their mates from anywhere in the world and converge on Queensland for the ultimate seven-week holiday," Mr Lawlor said.

"More than 22,000 people almost 150 countries including Venezuela, Bosnia, Guatemala, Costa Rica and Trinidad have so far visited [www.islandreefjob.com/best-experience](http://www.islandreefjob.com/best-experience) and entered.

"So far more than 8000 Aussies have entered the converted competition, streaks ahead of any other country.

"Ben's mates will have the opportunity to enjoy Queensland experiences from Brisbane in the south to Port Douglas in the north and a variety of destinations in between."

Mr Lawlor said competition hopefuls may not have succeeded in getting the Best Job in the World, but the winner and three of his or her friends would certainly have the Best Experience in the World in Queensland.

"The Best Job in the World campaign has captured the imagination of people from around the world with more than 8.4 million visitors to [www.islandreefjob.com](http://www.islandreefjob.com) since the campaign was announced in January, generating more than \$370 million in publicity for Queensland," he said.

"The Best Experience in the World is just another way of keeping people talking about and engaging with the Best Job in the World campaign, and more importantly with Queensland.

"Helping the Island Caretaker during his Queensland adventures is an ideal way to engage campaign followers and bring them closer to the Islands of the Great Barrier Reef.

"Ben's mates will report back to him about their experiences with photos, videos and via a guest blog on [www.islandreefjob.com](http://www.islandreefjob.com)."

Mr Lawlor said Ben had recently returned from conducting his caretaker duties on Keswick Island and was currently in Mackay.

"Ben has his sights set on the southern Islands of the Great Barrier Reef this week and will shortly depart from Mackay and head further south to the town of Seventeen Seventy, Agnes Water, Lady Musgrave Island, Bundaberg and Hervey Bay," he said.

"He's doing a fantastic job travelling around the Islands of the Great Barrier Reef and reporting on his experiences."

The opportunity to become the Island Caretaker helper and explore the Islands of the Great Barrier Reef will close at 10am on Wednesday 7 October Queensland time.

For more information on competition details, including an itinerary for the 'Best Experience in the World', visit [www.islandreefjob.com](http://www.islandreefjob.com).