



Hon Peter Lawlor MP
Member for Southport



**Minister for Tourism and Fair
Trading**

7 May 2009

Best Job candidates explore Queensland's Outback

Two of the finalist for Tourism Queensland's Best Job in the World recruitment campaign will explore Queensland's Outback over the next few days, Tourism Minister Peter Lawlor announced today.

"Mirjam Novak from Germany and James Hill from Australia will visit Mount Isa and explore Lawn Hill Gorge from a home base at Adel's Grove," Mr Lawlor said.

"During their trip they will go swimming in creeks, canoeing through Lawn Hill Gorge, bush walking, bird watching, exploring the Riversleigh Fossil Fields and Boodjamulla National Park, enjoy a breathtaking aerial tour with West Wing Aviation, and descend down the Hard Times Mine at Outback at Isa.

"Both Mirjam and James will stay overnight in a variety of hotels throughout the regions, experiencing the breadth and quality of local accommodation options."

Mr Lawlor said the two finalists had had a challenging few weeks, culminating in an intensive three-day interview process at Hamilton Island.

"Mirjam and James narrowly missed out on the island caretaker position, which yesterday went to Ben Southall from Britain," Mr Lawlor said,

"These candidates absolutely wowed us and have ensured Queensland was at the forefront of media in their respective countries during the campaign, all while holding down full-time jobs and family commitments.

"With more than 34,000 applications, the Caretaker of Islands of the Great Barrier Reef was arguably the most sought-after job in the world.

"The worldwide response to Best Job in the World campaign was nothing short of phenomenal and achieved more than \$100 million worth of global publicity for Queensland.

"International tourism is a key economic driver for Queensland and during challenging economic times, activities such as the Best Job in the World campaign are crucial to increase the visibility and presence of Queensland destinations and products in international markets.

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

Ends