

# Magali (Netherlands)

## Magali Heuberger

Tourism Queensland Ambassador



I was born in Maastricht, a sunny city in the nether regions of the Netherlands in the summer of '83. By the age of 17, the charming medieval walls that surround the city and were intended to ward off invaders could no longer keep me in; I was overtaken by an unstoppable urge to explore the world and discover new places and people. To get away from the Low Countries, I first went as high as I could – the French Alps – to learn (and eventually teach) how to enjoy nature on a board. Four months later a spectacular board accident lead to a bone fracture and a trip cut short, yet despite that I knew something in me had changed. The excitement and adventure of being in a new surrounding on my own made me long to know what my next voyage of discovery would be.

I knew I wanted different things in life than most: if life was supposed to be like a box of chocolates, then I wanted to sample as many flavours as possible. I turned to Cultural and Social Sciences in my University and realised my passion lies with understanding the world I live in, learning from others when they truly act to what they feel, especially when it's out of the box. I grow by moving other people's worlds by opening their eyes, sometimes with a gentle kick if needed. Research for my thesis on youth subcultures took me to fashionable Sweden. Having had enough of freezing temperatures, I took my research to bohemian Barcelona, where I ended up staying for two years and only went back to the Netherlands to collect my diploma.

Mediterranean culture proved to be the life for me; warmth, sunshine, tapas, surf, beautiful nature... I had it all. I picked up Spanish as a fifth language and generally lived the life one can especially do in Spain – with simple enjoyment of everyday things. Together with my faithful companion, a pugnacious mix of a pug and a French Bulldog named Lluna, I joined a lively community of open locals and international expats living in Barcelona who, like me, were learning to appreciate the finer aspects of Spanish culture.

Whenever I am living abroad or travelling, I make sure my family and friends can enjoy my adventures by sending lively blogs as well as pictures and videos that make them get the same feeling I was having at the moment. (Well, almost!) My jobs so far are including Public Relations, marketing, organising and production for companies like a theatre company, cultural centre, inventive marketing company and some event companies. Working in these sectors, in teams as individual, feels natural to me and means having fun while achieving goals.

I admire to be a role model for others by living my life very consciously and responsibly, for example by consuming organic and fair trade products. I am direct, sincere, original and positive and those are ideal ingredients to inspire others to enjoy living a greener life. I feel passionate when giving my part to the growth of awareness regarding the environment and the production processes of products. My idea of living on the islands of the Great Barrier Reef is that I will be able to live the “pura vida”, in complete harmony with nature, respecting and discovering it to the maximum.