

# English Australia MEDIA RELEASE



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## \$4 MILLION GLOBAL YOUTH CAMPAIGN

English Australia is delighted to see the launch today of a new \$4 million global youth campaign by Tourism Australia.

The campaign aims to demonstrate to young people of the world why 'There's nothing like Australia' and create a level of engagement and interest that will increase the number of working holiday makers in Australia by 20%.

The Executive Director of English Australia, Sue Blundell, said today, "The strong Australian dollar has had a negative impact on Australia's affordability for study and travel, however the strong economy also means that there are work opportunities to assist with supporting these activities that are just not available in other destinations. This campaign will provide a welcome boost to Australia's global profile as a great destination for travel, study and work."

Tourism Australia has taken one of the most successful tourism campaigns in recent times – Tourism Queensland's 2009 "Best Job in the World" - and made it bigger by involving most State Tourism Organisations – in a concerted effort to promote Australia internationally with a single voice. On offer will be six extraordinary jobs in six extraordinary states and territories, collectively showcasing the best of our country and the best that Australian tourism has to offer the world's youth travellers.

Ms Blundell said, "The working holiday visa is a highly popular way for young people from around the world to explore what Australia has to offer. The visa allows for up to 17 weeks of study to enhance the cultural exchange and work opportunities that are available to young people visiting Australia. Many visitors choose to undertake an English language course at the beginning of their stay to help them maximise both the social and work aspects of their visit."

The campaign will target travellers between 18 and 30 years of age in Australia and overseas, with particular focus on international markets eligible for an Australian working holiday visas, including the UK and Ireland, the US and Canada, Germany, France, Italy, Sweden, Hong Kong, Taiwan, South Korea and Japan.

The six 'Best Jobs in the World' each come with an attractive six month salary package worth A\$100,000 including living costs and are: Chief Funster (New South Wales); Outback Adventurer (Northern Territory); Park Ranger (Queensland); Wildlife Caretaker (South Australia); Lifestyle Photographer (Melbourne, Victoria); Taste Master (Western Australia).

For further information:

**Sue Blundell | Executive Director**

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*English Australia is the national peak body for the English language sector of international education in Australia, and represents over 100 member colleges throughout Australia that provide quality English language programs to students and professionals from around the world. Over 80% of the more than 130,000 international students learning English in Australia in 2011 chose to study with an English Australia member college. Over 40% of English language students have tourist or working holiday visas and combine their study with travel around Australia.*

**Tourism Australia media information is available at:**

<http://www.media.australia.com/en-au/eventsandpromotions/Best-Jobs-in-the-World.aspx>