

Tuesday 5th March 2013

NSW Puts the 'Fun' into 'CFO' with the Best Job in the World

Destination NSW, the NSW Government's Tourism and Major Events Agency, today announced that NSW is contributing to the national Best Jobs in the World campaign run by Tourism Australia, to find a talented young person to take on the role of CFO - Chief Funster Officer. The new role has been created to celebrate and showcase the best that NSW has to offer visitors.

"Who wouldn't want to be Chief Funster for NSW? It's a dream job. Nowhere else can compete with NSW's fantastic events calendar and natural beauty including our harbour and foreshore, national parks, stunning regional attractions and country towns, and our magnificent creative arts and cultural scene," said Destination NSW Chief Executive Officer, Sandra Chipchase.

"While this is a light-hearted approach to promoting NSW as a youth travel and working holiday destination, there is a serious and positive outcome we are driving towards. The youth market represents over 33% of international visitors arriving into NSW each year, who contribute nearly \$4.1 billion to the State economy.

"This 'best job' for NSW has been created with the aim of increasing the social media coverage and online presence of NSW events, attractions and cultural experiences, and will contribute to the NSW Government's goal of doubling overnight expenditure by 2020."

Working for Destination NSW, the Chief Funster will be based in Sydney, travelling the state as social media commentator for NSW, appearing at all the major tourism launches, media events and selected festivals and major events, reporting on what's happening and how visitors can plan their trip to NSW.

"Our Chief Funster will immerse themselves in the biggest range of arts, cultural, entertainment and sporting events Australia has to offer right here is beautiful NSW. All they have to do is enjoy themselves and tell the world about what they are experiencing," Ms Chipchase said.

As Australia's major events and creative services capital, some of the great events that NSW's Chief Funster could choose from include:

- Sydney New Year's Eve
- Sydney Mardi Gras Parade
- Vivid Sydney
- The ARIA Awards
- Mercedes-Benz Fashion Week Australia
- Sydney Film Festival
- Parkes Elvis Festival
- Bathurst 1000
- Tamworth Country Music Festival
- Australian Open Surfing Festival
- 2014 Ashes Tour
- The Inter Dominion Championship
- Sydney Racing Carnival
- Sydney International Art Series
- The Deniliquin Ute Festival
- Iron Man Port Macquarie
- V8 Supercars
- Opera on Sydney Harbour
- Archibald Prize Exhibition
- Tropfest
- Surfest in Newcastle
- Sydney to Hobart Yacht Race

For more information and to apply, please visit www.australia.com/bestjobs

Media Contact: Elissa Tyrrell 0421 130 440