

# Memo draws on talent

Sophie Elsworth

TWENTY companies from across the globe will battle it out this week in a bid to snare a \$1 million all-expenses paid holiday in the Sunshine State.

Coming off the back of the smash-hit Best Job in the World campaign, Tourism Queensland hopes its new Million Dollar Memo campaign, kicking off on Wednesday, will have the same impact.

In the global promotion that is targeting the business incentive travel market, 20 finalists from 11 countries will compete for the top prize.

The director of Brisbane-based company Base Architecture, Shawn Godwin, said he hoped he would be able to reward his 12 staff with the ultimate prize after Base Architecture made it to the finals.

"I think we've got a really good shot," he said. "The staff all put in really hard yards.

"We do a lot together. We feel like it's a little bit of a family business."

One representative from each of the 20 companies will tour Queensland and experience a range of challenges at some of the state's top tourism destinations including the Gold Coast, Sunshine Coast, Whitsundays and Tropical North Queensland.

Details of the challenges are secret, as is the exact nature of



TOP DRAWER: Shawn Godwin and Julie Lawrence with their sketches that made the finals.

Picture: Lisa Clarke

the \$1 million Queensland travel prize to be announced on August 31.

Tourism Queensland chief executive Anthony Hayes said while it had been a tough year for most operators in the sector, he was confident the new campaign would help generate

millions of dollars in new business.

"I think the worst of it's over, but now's the time we've got to be really aggressive and creative and try stuff like this to get that message out there," he said.

"This incentives market is

such a great example of a different market we can tap in to."

The Million Dollar Memo website has already had 800,000 visitors, with many more expected over the coming weeks.

Mr Hayes said the finalists

would blog and tweet throughout the nine-day event.

The finalists include businesses from Indonesia, Taiwan, China, Korea, Germany, United Kingdom and six from Australia.

They will each be judged on their creativity and enthusiasm.

## Lifesaver deal for tourism

Peter Hall

TOURISM will be given a healthy boost with Queensland set to secure one of the nation's biggest sporting events, the Australian Surf Life Saving Championships, for five of the next six years.

The Courier-Mail understands the deal, about to be struck between the Queensland Government, through Events Queensland and Surf Life Saving Australia, will generate almost \$100 million for the Gold and Sunshine Coasts.

An independent economic report found the event, which attracts 10,000 competitors and officials and 30,000 supporters, injects \$24m a year into host economies, with last year's event delivering 64,000 visitor nights.

Under the new agreement, Kurrawa will host the titles in 2012, 2013, 2015 and 2017 and a unique collaboration between Maroochydore, Alexandra Headland and Mooloolaba has won the right to run the surf spectacle in 2016.

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