



## Tourism Australia and BuzzFeed Seek Applicants for the Road Trip of a Lifetime

World-first partnership gives young travellers from around the world the chance to experience and share the best of Australia

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Tourism Australia and BuzzFeed Australia are on the hunt for the next generation of visual storytellers from around the world to join the first ever **BuzzFeed Mateship** program, a once-in-lifetime fellowship and travel program that will see the Mates work, travel and capture content across Australia.

Eight young travellers and aspiring content creators from the UK, Germany, Italy and France will be flown to Australia for a three-month road trip to discover and report on some of the most unique, eye-opening and breathtaking experiences across the country for both Tourism Australia and BuzzFeed.com social channels.

Known as the **BuzzFeed Mates**, they will head off-the-beaten-track to discover some of Australia's very best local culture, festivals, surf breaks, food and wine offerings. They will be given a bespoke itinerary filled with things that appeal to the young traveller, like swinging on the world's fastest Minjin jungle swing in Cairns, enjoying world class music acts at one of Australia's many summer festivals or discovering ancient watering holes in Kakadu National Park.

Throughout the program, the Mates will learn to create spectacular digital content and master social storytelling whilst being mentored by the BuzzFeed Australia editorial team and Tourism Australia. Each Mate will be tasked with documenting their experiences and sharing them with the world on dedicated BuzzFeed social feeds.

"As far as working holidays go, I think you'd have to go a long way to beat this. It's the road trip to end all road trips," said John O'Sullivan, Tourism Australia's Managing Director.

"We're excited to partner with Tourism Australia to give our audience around the world the opportunity to come and embed with the BuzzFeed Australia team, learn new creative skills and see the best of what this country has to offer. It's truly the opportunity of a lifetime, and we can't wait to see what the BuzzFeed Mates create!" said Simon Crerar, Editor-In-Chief and General Manager BuzzFeed Australia.

Entries for the BuzzFeed Mateship program are open to applicants from the UK, Germany, Italy and France. The entries are open from 2-18 August to creative professionals and enthusiasts alike. Application details can be found online at [buzzfeed.com/jobs](http://buzzfeed.com/jobs).

Tourism Australia's partnership with BuzzFeed forms part of a new campaign set to launch in October, aimed at putting Australia back on the map as a memorable and desirable youth destination.



Federal Minister for Trade, Tourism and Investment, the Hon Steven Ciobo MP said that the youth segment represented a quarter of all international arrivals to Australia and 44 per cent of visitor spend.

“The Turnbull Government recognises the importance of bringing more young people to Australia, both to travel and work, and that is why we have made improvements to the working holidaymaker program and committed \$10 million to Tourism Australia for this campaign. These eight-lucky young travellers have a life-changing trip ahead of them and one which we believe will motivate many more young international travellers to follow in their footsteps.”

**#ENDS#**

**About BuzzFeed:**

BuzzFeed is the world’s leading tech-powered media company, with a cross-platform news and entertainment network that reaches hundreds of millions of people globally. The company includes BuzzFeed Entertainment Group, which produces articles, lists, quizzes, videos, original series, and franchises including Tasty, the world’s largest social food network; BuzzFeed News, which focuses on original reporting and investigative journalism; and BuzzFeed Product Labs, which develops social commerce products and experiences.

**About Tourism Australia:**

Tourism Australia is the Australian Government agency responsible for promoting Australia to the world as a destination for leisure and business travel. The organisation aims to grow demand for the destination’s tourism experiences by promoting the unique attributes which will entice people to visit.