



MEDIA RELEASE

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Program delivers Christmas presence

Channel Seven's new weekend SeaChange TreeChange program brought immediate results for the region after a Townsville special aired last weekend. The program provided a snapshot of opportunities in the region during a time of year that many are considering potential relocation.

The feature, which was arranged by Townsville Enterprise and sponsored by Townsville City Council and Thuringowa City Councils, drew an audience of 400,000 viewers.

The exposure generated by the program has been valued at \$2.5 million. Townsville Enterprise has been fielding enquiries from around the country as a direct result of the broadcast – and the program will now be used as a promotional tool for relocation to the region.

Sea change Tree Change showcases regional areas around Australia, enticing people tired of the city life to make the move to a more relaxed lifestyle.

Townsville Enterprise Chief Executive Officer Glenys Schuntner said the Townsville program obviously resonated with the audience.

"We have received 30 serious enquires for information on moving to Townsville and what job opportunities are available. Contact details for these people have been passed on to employment agencies and we will be supplying further information on relocation to North Queensland," Ms Schuntner said.

"The show did a fantastic job of showing our great lifestyle and the tremendous employment opportunities we offer. "

"Townsville Enterprise is acutely aware of the challenge local businesses face when trying to find staff. We have taken the lead in making sure this program came to fruition because we believe that showing people the great lifestyle available to them here will attract them to come and work."

“The idea was to make something that would let people across Australia really understand what Townsville and the surrounding regions have to offer,” Ms Schuntner said.

The program, which aired on Sunday morning, featured testimonials from recent relocators – including Grant Lewis and Lindsay Simpson from Providence Sailing.

The couple relocated to Magnetic Island in May 2005. Ms Simpson said the attractive lifestyle, investment opportunities were a real lure.

“The lifestyle is excellent. It’s very casual, relaxed and enjoyable, but at the same time you’re only a plane trip away from doing business in some major city centres.”

“You can live on a Great Barrier Reef Island, with a city on your doorstep that offers restaurants and facilities you’d expect to find in any city. The lifestyle is unparalleled.”

“You’ve got all these exciting places to visit on our doorstep – there’s a contrast between the outback that seems to stretch on forever, the rainforest and the beaches to the north.”

“There’s no point moving a business to a region like the Gold Coast that already has a plethora of businesses – Townsville is a new frontier for entrepreneurs,” Ms Simpson said.

The program will air nationally in regional centres on the Prime Network early in 2008.

ENDS

Providence Sailing – 07 4778 5580 – Lindsay Simpson

For more information contact Nathan Campbell on (07) 4726 2753 or 0434 182 765