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**Unique Lifestyle and Adventure to Attract Teachers**

The unique lifestyle and exciting adventures on offer in the Northern Territory are the main drawcards of the campaign to recruit more teachers to the NT launched today by Education Minister Paul Henderson.

Mr Henderson said the $150,000 campaign, launched at Palmerston High School, included a dedicated website, national press advertisements, internet advertising, and a promotional DVD.

"Moving to the Northern Territory can be a big decision, but it brings with it big opportunities, a unique lifestyle and exciting adventures," Mr Henderson said.

"Northern Territory teachers are amongst the best paid in the country and the Government offers significant incentives to encourage them to remain in the NT, including providing a laptop for every teacher in a Government school (the most beneficial arrangement in Australia), opportunities in Indigenous education, subsidised housing in regional and remote areas and great professional development in specialist areas such as ESL.

"The Northern Territory, like the rest of Australia, is faced with a competitive market to attract new teachers, and this campaign will help set the NT apart by promoting the professional and personal benefits of teaching in the Territory."

The campaign will run locally and nationally and focus on attracting university undergraduates, post-graduates, current teachers and teachers who may be travelling.

A significant part of the campaign is the dedicated website, www.teaching.nt.gov.au, which enables people to register their interest to teach in the Territory, read testimonials from Territory teachers, and apply for current vacancies.

"The recruitment campaign will run in conjunction with the Government’s Student Teacher Bursary Scheme which is in place to encourage and support Territorians to become teachers.

"The NT Government is committed to ensuring our schools and students are the best they can be, and these campaigns are all about attracting the best possible teachers to our classrooms," said Mr Henderson.

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Moving the Territory Ahead