IRISHMAN WINS NT OUTBACK ADVENTURER BEST JOB

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Minister for Tourism and Major Events Matt Conlan said Irishman Allan Dixon has been named the NT’s Outback Adventurer as part of Tourism Australia’s ‘Best Jobs in the World’ campaign.

Mr Conlan congratulated Allan on his win along with the other finalists for the NT position, French woman Aude Mayan and American Graham Freeman.

“All three finalists were outstanding, but Allan was particularly impressive with his content creation, networking capabilities and interviews with the Tourism Australia and the Tourism NT panel,” Mr Conlan said.

“Allan also made a captivating short video during the candidates three day road trip in Central Australia this week which will allow people all over the world will see the Territory as a fun, adventurous destination.

“The Best Jobs campaign is all about increasing international visitation to the Northern Territory and Allan will be key in targeting the youth sector especially backpackers and working holiday makers.”

Allan beat a strong field, which included 6,906 video applications from around the world and more than 87,000 expressions of interest for the position of the NT Outback Adventurer.

After winning the award 26 year old Allan said; “I’m here to make the NT look unbelievable”.

“I want to show the world the character of the NT landscapes and personalities through my eyes.”

Allan is an aspiring entrepreneur having already launched and sold an internet company, which gained 40,000 impressions in its first day.

The Irishman used his expertise to create a social media campaign, rallying celebrity support including adventurer Bear Grylls, American TV host, Conan O’Brien, actor Hugh Jackman and sprinter Usain Bolt to become a finalist for the Outback Adventurer job.

The final three contestants took part in a series of challenges in the NT this week which included demonstrating their enthusiasm, passion and communication skills for the job of selling the NT.

Allan is expected to embark on his Territory adventure in the coming weeks where his first taste of Territory life will be the Darwin Cup and Darwin Festival followed by the Henley on Todd Regatta.

To watch Allan’s video go to: http://www.youtube.com/watch?v=EE44zRv9QIQ&feature=youtu.be
For coverage of final challenges go to: www.bestjobsintheworldmedia.com

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