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### **Final three Chief Funsters one step closer to claiming Best Job in the World**

The final three contenders for the 'Best Job in the World' – **the NSW Chief Funster** - have been announced with two applicants from the USA and one from the UK making the final cut from 124,000 applications. The three finalists will travel to Sydney next month to undertake a series of challenges as part of the final stage of the competition.

Brittany MacLeod, an effervescent college student from Massachusetts, USA; Andrew Smith, a well-travelled social-media aficionado from California, USA; and Holly Easterbrook, a media savvy drama student from London, UK, are all one step closer to immersing themselves in everything Sydney and NSW has to offer, and sharing their experiences with the world as NSW's Chief Funster.

The lucky trio made it to the final round following a unique selection process including submitting a 30-second video entry, referee endorsement, and generating publicity and social media awareness about their quest to land the NSW 'Best Job'.

Highlights of NSW's Top 3 include:

- **Brittany MacLeod's** social media campaign to 'Send BMAC\* Down Under' using Twitter, Facebook, Instagram and YouTube to generate support for her application. Her YouTube channel has had 2,785 views from over 76 countries. She's also launched her own website, [www.sendbmacdownunder.wordpress.com](http://www.sendbmacdownunder.wordpress.com) which has been seen by 3,500 people in over 23 countries. Brittany created a 'Send BMAC Down Under' street team, spreading the word of her campaign with balloons and postcards to participants of the walkway over the Hudson fun run, and also created the definition of 'Chief Funster' on Urban Dictionary. *\*BMAC: Brittany Building Memories Across Continents*
- **Andrew Smith's** captivating video, produced while he was travelling in Nairobi, demonstrated his proficiency at producing quality content on the road, connecting with locals and travellers alike and showing some different perspectives along the way. He also sourced celebrity endorsement from actors on the US soap opera Days of Lives, and campaigned through Twitter using #PickAndrew to engage with a global audience.
- **Holly Easterbrook's** demonstration of her powerhouse of creativity. She set up her own Chief Funster Facebook and Instagram pages and has 60,000 followers on Twitter. She organised a Clear Channel UK billboard on Camden High Street in London featuring her Chief Funster campaign which was viewed by 30,000 people, and she sourced images from her supporters all over the globe. Her blog [www.chieffunster.wordpress.com](http://www.chieffunster.wordpress.com) has been viewed by people across 12 countries, and she organised a publicity stunt Gangnam Style, where 70 London dancers performed around Central London - and now holds the world record for most people performing Gangnam Style at once.

Destination NSW CEO Sandra Chipchase said the final three were selected due to their personal charisma and energy, their understanding and use of social media, their love of travel, and original, creative and engaging ideas.

“The Chief Funster will be travelling the State as a social media commentator for Destination NSW, appearing at major festivals, tourism and media launches – sharing the latest and greatest about what’s happening in NSW with the world”, she said.

“The Chief Funster will be our voice to the youth traveller – they will use their creativity and savvy social media networking skills to encourage more young people to book their Working Holiday or trip to NSW now”.

“We are looking forward to welcoming the three finalists to Sydney in June to undertake the final stage of the Best Jobs competition – where they will be presented with a series of challenges in Sydney and across regional NSW which will really establish who is the best candidate for Chief Funster,” said Ms Chipchase.

The final NSW challenges, which will take place sometime in June, are yet to be revealed. However there is much speculation about how the final three will be put through their paces.

Will they be giving a surf lesson to a bunch of working holiday makers on Manly Beach? Perhaps panning for gold in Lightning Ridge, or wine tasting in the Hunter Valley? Or kayaking across Sydney’s magnificent Harbour?

Either way, Brittany, Andrew and Holly will certainly be provided with a taste of what their six-months as NSW’s Chief Funster will involve.

The final winner of the role will be announced on Friday 21 June 2013 in Sydney.

Tourism Australia’s ‘Best Jobs in the World’ competition was launched in March, and is part of a campaign to promote tourism opportunities provided by Australia’s Working Holiday Maker (WHM) program. Applicants chose from six jobs from states across Australia, with NSW’s Chief Funster receiving the highest number of applications.

The Top 25 Chief Funster applicants can be viewed at <https://bestjobs.australia.com/?fb=false&state=nsw> .