

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
5 November, 2020

Live in paradise and earn up to \$1,500 a week!

Tourism Whitsundays have today launched Work and Play in The Whitsundays in partnership with Bowen Gumlu Growers, a campaign aimed at enticing JobSeekers and school leavers to come and experience harvesting season in The Whitsundays. The campaign will show the many perks associated with living and working in The Whitsundays.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said many of our farmers are relying on this campaign to ensure their produce is picked and sent away.

“With the closure of international borders, we don’t have the same number of backpackers in region ready to do fruit picking work and there is a real fear that many farmers won’t have the workforce to get these crops picked over the next 12 months.

“The Whitsundays has a huge livability appeal. We are a laid-back community in the Heart of the Great Barrier Reef; imagine your days off spent island hopping, fishing, exploring our incredible hinterland, snorkelling the Great Barrier Reef, or exploring the bars and night scene of Airlie Beach,” Mrs Wheeler said.

Whitsunday Regional Council Mayor Andrew Willcox said the Bowen/Gumlu area produces the largest winter growing crop in Australia.

“It is critical that these farmers can maintain their farms and get their crops to market to ensure their quota is reached.

“The benefits of living and working in the beautiful Whitsundays and the potential earnings make it an attractive option for those wanting extra income.

“Employees can earn in excess of \$1,500 per week and the federal government is offering up to \$6,000 in relocation allowance for job seekers,” Mayor Willcox said.

Julia Wheway of Bowen Gumlu Growers Association believes there has been a significant amount of school leavers who may not quite yet know what their next steps are.

“Many young school leavers had plans to head overseas for their gap year, or get ready to head straight into University and at present, those plans may have changed.

“Why not visit one of the most idyllic places on earth, take advantage of some great earning potential and tick off some amazing bucket list experiences while you are here. #pickwhitsundays and help an industry in their time of need,” she said.

The harvesting season in The Whitsundays runs almost year-round across a wide range of agriculture from mangoes, prawns, melons, tomatoes, coffee, vegetables, stone fruit and cane.

For more information on how you can work and play in The Whitsundays, [click here](#).

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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