

Media Release

Regional Development Australia Far North (RDAFN), Port Augusta, Flinders Ranges and Coober Pedy Councils along with the Outback Communities Authority is partnering with the Dream Australia international television series and on-line media platform to showcase the region to a global audience.

'This is a great opportunity to promote both our region and the depth of real opportunities for families who are considering moving to Australia and those looking to relocate to regional areas. Too often will hear about families moving to the capital cities because they do not know about our regions in Australia. This project will help to highlight the Far North of SA with real life stories from current residents showing how special this region is.' said RDAFN CEO, Claire Wiseman

The initiative focuses on attracting families and skilled workers to the Far North SA region and it will have the extra benefit of promoting the region as tourist destination. RDAFN clearly see the benefit of promoting the region and all the opportunities that exist, to a wider audience. "Attracting people to the region is the first step, we then need to work on what we can do to keep them here and the first step is promoting the lifestyle and opportunities that exist", Ms Wiseman said.

Dream Australia is a new documentary television series capturing the real human stories from families that have moved from across the globe to Australia with a special focus on regional South Australia in the first series. 'With each story we explore their life back in the home country, their passage to Australia, changing culture, lifestyle, environment, and new communities' Mr Butler said.

'The audience will be able to walk in the shoes of people that have moved to Australia. 'Watch as they build their lives and reflect on events that have changed and shaped their family. Through these stories people living overseas will be able to watch, learn and be inspired to make the move themselves'. Paul Butler said

At the start of each story, the presenter sets the scene with a brief description of the story with overlap footage showing a map of where the family has originated and the region they have moved to (the overlap footage will show a map of Australia, then the State (ie South Australia) and then the specific region (ie Far North) with the names of the major regional towns.

Dream Australia on-line is a dynamic interactive site which compliments the television series and enables visitors to source a greater level of information on Australia. A Far North profile page will be designed providing all the information a family requires to move to the region, including employment, housing, education, health, general information on the region, a short video podcast and much more.

We are now calling for families who have moved from across the globe to the Far North Region and have a great story to tell to contact the producer by my e-mail at paul@dreamaustralia.com.au.

For more information contact:

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