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SCREW LONDON, I'M OFF TO ADELAIDE, SOUTH AUSTRALIA

Screw working in Staines, Hello Adelaide

A controversial new advertising campaign for 'Adelaide, South Australia' takes an aggressive stance in promoting its own destination while publicly attacking everything everyone hates about the UK.

Staines, traffic, weather, house prices and London are all targets in the month-long campaign which breaks in the Evening Standard next Monday, 4 February. A series of five adverts have been commissioned including 'Screw working in Staines', 'Stuff London traffic', 'Sod London house prices' and 'Bugger it, I'm off to Adelaide'.

The tone portrayed in the ads reflects the dynamic and bold changing face of 'Adelaide, South Australia'... a modern message for a modern state. It's a stand off challenge for people to stick two fingers up to the UK and reach out for greater business prospects, better health care, higher quality education, warmer weather, lower house prices – overall a far superior quality of life.

Already, more than 3,000 Brits in 2006 and almost the same in 2007 have emigrated to South Australia thanks to immigration laws which target skilled labour and support business ambition, more so than the UK. With much more desirable working conditions, skilled and trade professionals are a target for Adelaide. Already Adelaide has poached more than 400 British beat bobbies who were disheartened by UK policing policies and drawn to a career with less crime and where all beat police carry guns.

Although the ads replicate what most of us are already saying about the state of the UK, the aggressive tone is expected to provoke pro-British uproar.

The campaign was commissioned by the State's London-based Agent General, Bill Muirhead – a founding partner at the global advertising agency, M&C Saatchi – himself an ex-Adelaidean. As a Former President and CEO of Saatchi & Saatchi Worldwide, he drew on the creativity and resources of his colleagues to create a bold campaign.

"If we didn't have the credentials, we wouldn't go up against the UK, but we have. Adelaide is enjoying an economic revolution and boom times lie ahead – we want people from the UK to come over and be a part of our successes. In return we'll reward people with jobs, migration

support, a better quality of life, world class wine, rich culture and amazingly affordable house prices, great scenery, beautiful beaches – and that’s just the tip of the iceberg,” says Muirhead.

In the current UK financial, political and social climate, Adelaide South Australia has a lot to shout about (see Notes to Editors for stats and credentials).

South Australia boasts one of the most progressive governments for investment, environmental credentials and migration in the world – this is a state that welcomes, encourages and rewards new arrivals. The State Government’s bonus regional points system is the most attractive on mainland Australia and structures are in place to support skills, new business and invest in growth.

The housing market is the most affordable of any Australian mainland capital city. To compare, £111, 500 in the UK will barely buy a flat in today’s housing market, however just 35 minutes outside of Adelaide on the beautiful Aldinga Beach, you can buy a spacious three bed brick home, with double garage and outside pool for the equivalent (\$260,000 AUD).

In this uncertain UK economic climate, this progressive antipodean state is set to see a record number of Brits make the break to South Australia in 2008. The advertising campaign is a serious call to all businesses, skilled professionals, students and tourists to look towards a future in a more progressive climate.

The advertising campaign will break in the Evening Standard on Monday 4th February and run on consecutive days over a five week period until Friday 28th February. The final advert will appear in the Metro on 29th February.

For more information, images or an interview, please contact:

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Notes to Editors:

Evening Standard: Monday 4 Feb, ‘Screw working in Staines’, Tuesday 12 Feb, ‘Stuff London traffic’, Wednesday 20 Feb, ‘Sod London house prices’, Thursday, 28 Feb. ‘Bugger it, I’m off to Adelaide’. **Metro:** Friday 29 Feb ‘Bugger it, I’m off to Adelaide’ - coincides with the Emigrate, Esher (London) Migration Expo Event in London on 1-2 March

In 2006, Australia had the world’s most resilient economy for the fifth year in succession and the lowest risk of political instability in the world (World Competitiveness Yearbook 2006) and it is the fastest place to start a business in the world (World Bank, Doing Business 2008).

Adelaide, South Australia Facts:

- Equal third most liveable city in the world - The Economist Intelligence Unit 2006
- 3rd best business destination in the world – top ranked Australian city. The Economist Intelligence Unit 2005
- Most cost competitive city in the world for a city of its size. KPMG Competitive Alternatives 2006
- One of the world's least expensive cities to live. Mercer Consulting Group, *Cost of Living*
- Lowest rents in Australia. www.southaustralia.biz
- 300 days of sunshine a year*⁹ Mediterranean climate. Australian Bureau of Meteorology
- Population: 1.584 million
- Average Summer temperature: 28 degrees centigrade - Average Winter temperature: 16 degrees centigrade
- Only Australian state to be settled entirely by Free Settlers
- Four times the size of the UK – twice the size of Spain
- It's a sporting capital which plays host to Rugby Sevens, Test cricket and the Tour Down Under, the only pro-tour cycling race outside of Europe
- Kangaroo Island – voted the best island in the Pacific Rim in National Geographic
- More than 90% of South Australia's marine plants and animals are found nowhere else in the world – Department for Environment and Heritage
- Wine capital of Australia – 60% of Australia's wine production
- £250m of wine exported to the UK alone
- Home of the two 2007 International Winemakers of the Year
- Oldest vines in the world with over 500 wineries
- Home to Penfolds including its 1990 vintage Grange: 'The Best Red Wine in the World'
- Home to Australia's only family owned brewery: Coopers Brewery (Coopers Beer)
- South Australia is the largest source of uranium in the world, boasts the second largest gold mine and the largest copper mine in the world
- Education is now South Australia's fourth largest export, cementing Adelaide's position as an internationally recognised education centre and as Australia's Learning City
- Adelaide is the home to the second largest Fringe Festival in the world outside of Edinburgh