



**AUSTRALIAN EMBASSY
PHNOM PENH**

MEDIA RELEASE

Future Unlimited video animates global education campaign

Today, HE Ms Penny Richards, Australian Ambassador to Cambodia, launched an eye-catching video promoting Australia's international education sector under its new brand, *Future Unlimited*.

Created by global advertising agency M&C Saatchi and produced by award-winning visual effects company Animal Logic, makers of hit movies such as *Happy Feet*, the video uses animation techniques to emphasise the value of Australian education as an investment in the future.

Ms Richards said the aim was to highlight Australia as provider of high quality education services, rather than just a great place to live while studying. It was developed in conjunction with the Government's broader national branding campaign, *Australia Unlimited*, launched in 2010.

The new brand and video are part of Australia's ongoing strategy to promote its international education sector which attracted more than 554,000 international students from around 200 countries in 2011.

"The Australian Government remains committed to ensuring our education sector maintains its international reputation for excellence," Ms. Richards said.

Ms. Richards said international education fostered closer social and commercial links between Australia and its trading partners while cultivating "life-long ambassadors for Australia."

"Our institutions are among the world's finest, equipping students with knowledge, skills and networks that will last a lifetime."

The video is available from www.studyinaustralia.gov.au, and the *Australia Unlimited* website (www.australiaunlimited.com.au), where tablet owners can also download a free *Australia Unlimited* app. The March 2012 edition features a special presentation about the new *Future Unlimited* video and soundtrack.

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