

TOURISM AUSTRALIA TEAMS UP WITH YOUTUBE



Tourism Australia has recently teamed up with YouTube on a fascinating project to help promote Australia - this time the lure is the YouTube Symphony Orchestra.

Australia is a country that has a lot to offer and **Tourism Australia is keen to present the country in its wondrous diversity**. A fantastic opportunity has recently arisen to focus on music, arts and culture. **In 2009, the online music channel YouTube launched a unique project called 'YouTube Symphonic Orchestra'**. Talented musicians had several weeks to audition for the orchestra, submitting a video of their performance not only to the panel of experts but also the wide public, on the YouTube channel. The selected 90 musicians from 30 countries performed at the legendary Carnegie Hall in New York. Their concert was streamed live on YouTube as well.

Not only the concert, but the entire project turned out to be a great success with wide public attention all over the globe. That is why the news that **YouTube is planning yet another such event** has been received so well. The YouTube Symphony Orchestra 2011 has already opened auditions. From 13th October to 28th November, musicians are encouraged to audition online and on 11 January 2011, a panel of experts from leading orchestras will announce the final selection.

The 'winners' will spend a week in Sydney, rehearsing at the UNESCO World Heritage Site and a magnificent concert hall - Sydney Opera House. Their performance on 20th March 2011 will be conducted by Michael Tilson Thomas, a Grammy-Award winner, and will be streamed live all over the world.

Mr Andrew McEvoy, **the Managing Director of Tourism Australia, believes working with YouTube** will not only mean wider online presence but **will also present Australia in a new and fascinating way**.

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