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**Title:**  
Article for Jaycees Journal 'See Australia First'

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- "SEE AUSTRALIA FIRST"

The decision by Jaycees to adopt "See Australia First" as the theme for national Jaycee Week is an important and imaginative step towards promoting Australia to Australians.

In recent years the drift of young Australians overseas has increased dramatically, and the irony of this situation is that in many cases the challenges they seek abroad can be met here, in their own country.

But I am not suggesting that they should not go overseas. I think it is important that people learn as much as they can about the world at first hand.

But it is also important for Australians to know their own country well.

Australia has snowfields, cities, tropical islands, and mountain and desert scenery equal to anything in the world, and all within easy reach.

And because of its rugged vastness, it offers the exciting challenges that so many people are seeking today.

We have already seen many examples of the kinds of adventure Australians can provide for themselves in their own country.

Canoe trips along the Murray system, opal gouging expeditions to frontier towns like Coober Pedy and Andamooka, 4-wheel drive treks across the continent, underwater adventures along the Great Barrier Reef, and big game fishing.

Besides these, Australians should be encouraged to learn about and to appreciate our own history and culture.

For instance, the early convict settlements, the German and Cornish towns in South Australia, old buildings of historic interest throughout Australia, are all integral parts of our heritage and should play a much greater role in our tourist promotion.

Australia is also fortunate in that much of our aboriginal culture is still intact and can still be studied, and our tourist planning should take account of this.

It is time we all realised the vast and complex range of unique places we have before us, in our own country.

To see Australia first will be to understand properly exactly what we are and how we compare when journeys beyond our own shores are made.