



MEDIA RELEASE
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WHEN SCHOOL'S OUT SCHOOL'S OUTDOORS

SchoolHolidays.com.au, Australia's Visual Search Engine of Family Fun says learning doesn't stop when the bell rings.

In late April [SchoolHolidays.com.au](https://www.schoolholidays.com.au) a new Outdoors Victoria affiliate, will launch its unique **photo and video search engine of fun, so simple, even kids can use it. And in doing so it will align strongly with the goals of Outdoors Victoria promoting active family lifestyles, learning outdoors and encourage immersive learning experiences.**

SchoolHolidays.com.au summary

The new technology and School Holidays brand has been developed by a team of experienced Melbourne Social Entrepreneurs after almost a year of technical development and grassroots consultation with Australian families, businesses, Schools, Councils and Organisations. The brand has been created to help Australian families easily find fun things to do including programs, activities, holiday experiences and accommodation. It also directly connects families with businesses and organizations that offer those experiences and activities and allows fast easy online payments, Live Chat and more social features. Businesses and organisations will be able to join free, upload their photos and videos to the School Holidays visual search engine in order to be found by families from all over Australia. As an Impact Business, [Schoolholidays.com.au](https://www.schoolholidays.com.au) will support young people and families through [OzChild](https://www.ozchild.com.au) and pursue other positive social, cultural, ecological, economic and intergenerational objectives.

SchoolHolidays.com.au key features

- **Australia's new visual Search Engine of Family Fun that even kids can use!**
- **Free for businesses, organisations, mums, dads, kids and carers.**
- **Easy for businesses to add their photos and videos to the search engine, generate sales.**
- **eCommerce function allows businesses to make direct, real-time sales.**

- Families can search by Special Needs categories and ‘Necessities’ such as nearby toilets unfamiliar territory (handy!)
- Financially supporting young people and foster families through [OzChild](#).
- Already many 1000’s of high quality businesses on [SchoolHolidays.com.au](#) prior to official B2B launch.
- Year round fun for the kids including outdoor activities, sports, events, lessons, school holiday programs and more
- Year round fun for grownups too including high quality shops, galleries, festivals and much more.
- Family friendly accommodation and holiday parks.
- Integrate the full planning, payment and family holiday experience in one site before and during holidays.
- Automatically displays nearby activities and experiences in pictures and videos.
- Australia wide promotional channel for tourism and vacation care businesses and family focused brands.
- Supporting regional job creation and capability building.
- Developed to meet Social, Environmental, Cultural, Economic and Intergenerational impact goals.

School Holidays has joined Outdoors Victoria as a loudspeaker and advocate for outdoor learning, championing the many benefits of physical activity for all people. CEO of Outdoors Victoria, Andrew Knight says he was impressed with not only the innovative technology and concept behind School Holidays, but also its strong value set.

“When we first met, it was obvious SchoolHolidays.com.au was doing something different and exciting in the Australian outdoor learning and adventure sector - there’s a real market need they cater to. On top of this, they are quite committed to the promotion of learning outdoors and understand its benefits directly, through experience. This is vitally important around half of Victorians (including our kids) are not getting enough exercise and this can make for a disastrous future if not addressed. We think we can work together to help get more people outside, active and hopefully learning, more often.”

School Holidays Founder / CEO Chris Gillard (who is a Dad but calls himself a #Dadventurer) agrees with Andrew noting that if people just got outdoors locally for two 20 minute sessions every day – perhaps walking to the train station and back or riding a bike to school and back, then the terrible statistics would begin to improve. He added that it is fundamental to the School Holidays business that it supports positive social, environmental, cultural and intergenerational objectives. The promotion of regular physical activity and its positive learning and health impacts is part of this.

“I have two young children and because of my own background, I am very focused on their levels of physical activity and their own outdoor learning opportunities. I was lucky enough to go on many long roadtrips with my Grandfather when I was young, so I grew very much to love the outdoors and genuinely learned a lot along the way – even what people might call STEM these days – just by having fun! Working together as a member of Outdoors Victoria I think School Holidays can help to communicate and demonstrate these kinds of benefits to the kids, parents and carers of many Australian families. And of course those families can easily find fun outdoor activities on our platform.”

As an Impact Business School Holidays will also be supporting Foster kids and families through [OzChild](#), extending their brand promise of 'Find Fun' to Aussie kids and carers who Chris says deserve a bit more fun in their lives. The company will also champion and support Inclusive Tourism, Eco-tourism, Indigenous Tourism and Special Needs Friendly Visitor Economy and Care businesses.

Talking more broadly about the School Holidays concept, Chris came up with the idea initially to solve a problem for families like his: what to do with the kids on the holidays?

"Someone like me in a family often spends ages trawling lots of websites for things to do such as School Holidays programs or activities or where to go and that's exasperating and time consuming. I wanted to make organizing and planning for School Holiday periods and the holidays themselves, easier for kids, parents and carers and give business direct access to a huge Australian family market. So now we've created one place for family fun through one giant search engine that connects businesses and organizations to fun seeking Aussies everywhere. That's School Holidays."

School Holidays will be launching in late April and then undertaking national collaborative marketing activities over 2017 and 2018 including a consumer launch promotion and a number of long-term roadtrips across Australia. The company welcomes all enquiries from Outdoors Victoria members or others who may wish to collaborate, take part in marketing initiatives or join School Holidays as Business Users.

#Find #SchoolHolidays on #SocialMedia: [Instagram](#) [Facebook](#) [Twitter](#)



For media interviews with any of the School Holidays team please contact:

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For additional comment please contact Outdoors Victoria, The peak body for the Outdoors Sector in Victoria

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