



MEDIA RELEASE

MARTIN FERGUSON

Minister for Resources and Energy
Minister for Tourism

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BAZ LUHRMANN'S CREATIVE STYLE APPLIED FOR AUSTRALIA

The Minister for Tourism, Martin Ferguson AM MP, today welcomed Tourism Australia's engagement of Baz Luhrmann and his Bazmark production team to produce an international campaign to promote Australia.

Minister Ferguson said: "This special campaign will run from October until the middle of next year and I am delighted that Tourism Australia is working closely with one of our country's pre-eminent creative talents to develop this campaign.

"The campaign unveiled today will be rolled out in major markets in Europe, Asia, and North America from October 2008 and will run across television, cinema, print, and online platforms.

"The campaign will reflect some of the themes conveyed through Baz Luhrmann's forthcoming movie *Australia*, but will not be about the film itself. The campaign is designed to stand apart from the movie and deliver a compelling message about the unique experiences that Australia offers international visitors.

"Tourism Australia earlier this month appointed DDB Worldwide to develop Australia's next global branding campaign and this work has already commenced. I am pleased to see that DDB Worldwide will also be supporting the project we are announcing today.

"I congratulate Tourism Australia's on their plan to build on the excitement around the release of Baz Luhrmann's new movie through its promotional partnership with 20th Century Fox, as well as taking the opportunity to develop a new creative campaign to promote Australia to the world.

"Baz Luhrmann and his Bazmark production team bring a record of high achievement, international acclaim and commercial success to their work, and I am pleased Tourism Australia has harnessed some of the best Australian talent to help create this special campaign."

"These are challenging times for the tourism industry and I hope this campaign will motivate people around the world to visit Australia.

"The Government is committed to addressing the supply-side constraints presently affecting the industry through the development of a National Long-term Tourism Strategy, as well as supporting the work of Tourism Australia as our national tourism marketing agency."

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