



MEDIA RELEASE

MARTIN FERGUSON

Minister for Resources and Energy
Minister for Tourism

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MINISTER WELCOMES NEW TOURISM AUSTRALIA CAMPAIGN

Minister for Tourism, Martin Ferguson AM MP, welcomes Tourism Australia's fresh direction in global marketing created by acclaimed Australian film director, screenwriter, and producer, Baz Luhrmann.

The short-term advertising campaign is to be rolled out around the world from today and will appear in cinemas, on television, in print, and online.

Minister Ferguson said: "Australia's tourism industry is currently facing a difficult period and this significant change in direction from Tourism Australia comes at a very important time.

"The advertisements being unveiled today are the first instalment of a campaign which will take advantage of the massive publicity push around Luhrmann's soon-to-be-released film *Australia*.

"Baz Luhrmann has produced a campaign which Tourism Australia believes can convince people to holiday in Australia.

"This will be the highest profile and most sophisticated campaign ever undertaken by Tourism Australia and it is rightly a source of great hope for our industry."

There are two new Luhrmann-produced advertisements being released today – the first of which will be shown on UK television from today.

The campaign will run across 22 countries until June 2009. In addition to the television ads, eleven print advertisements – shot in every Australian State and Territory - have been produced in conjunction with DDB Worldwide: Tourism Australia's new advertising agency. DDB will produce Tourism Australia's next international campaign to be rolled out post-June 2009.

Tourism Australia will invest around \$40 million in the campaign being launched today in Sydney.

Minister Ferguson said: "The new campaign will reflect some of the themes conveyed through *Australia*, but these ads will in no way be advertising the film itself.

"This campaign will remind people why holidays are important; and that an Australian holiday will give them an experience that will change them and their lives.

"I congratulate Baz Luhrmann and his team and look forward to the international response."

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