



WORLD WIDE MIND

PRESS RELEASE

14th July 2015



World Wide Mind's Aboriginal Australia **"Our Country Is Waiting For You"** campaign, produced for **Tourism Australia**, launches today to the world's media.

Sydney, NSW – Tourism Australia has partnered with award-winning production and post-production team **World Wide Mind** (WWM) and **Heckler** to create a film project promoting **Australia's Indigenous Tourism Experiences**. The new three-minute film is co-directed by Aboriginal Director/Cinematographer **Warwick Thornton** and Australian director, **Brendan Fletcher**.

The initial brief from Tourism Australia was to produce a film that brings to life what Aboriginal tourism is and why these truly are 'must do' experiences in Australia. Today, is the culmination of that vision with the debut of the new Aboriginal Australia **"Our Country Is Waiting For You"** campaign.

WWM Executive Producer Michelle Parker says, "While the brief from Tourism Australia was a dream, the logistics of shooting with two directors, a small crew, and limited resources, could have been a nightmare but with the passion and support of a fantastic cast and crew, a like-minded client and two extraordinary directors, the shoot was in fact a dream."

Together, Thornton and Fletcher have decades of experience making films with and about Indigenous Australians. Warwick Thornton has worked on award-winning films such as *Samson and Delilah* and *The Sapphires*. And Brendan Fletcher is best known for his critically acclaimed film, *Mad Bastards*.

Tourism Australia Managing Director, John O'Sullivan, says the project brings to life the range and depth of Australia's world-class Indigenous tourism experiences on film to motivate international visitors to experience it for themselves. "Having the expertise of Warwick Thornton and Brendan Fletcher has helped us share the stories of our 'Champion' tourism products in a very compelling way and in turn increase the interest and participation in our Indigenous tourism experiences," said Mr. O'Sullivan.



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It was important that the film showcase authentic Indigenous experiences, which could take the international visitor from the urban cultural experiences in the major cities to places such as the lush green rainforests of the Mossman Gorge, QLD; to the crystal blue waters of the Lirwi Coast, NT; and to the iconic red centre of Australia and its ancient rock art. “What we have made is a special series of films which reflect the passion and commitment from everyone who contributed to the project. Not only were we able to show the incredible places and experiences available to visitors but we were also able to show how these experiences, when shared with Aboriginal guides can provide a much richer and deeper journey that will stay with you forever,” said Ms. Parker

Speaking about the project *Co-director/Cinematographer* Warwick Thornton recalls, “When I first heard about the project I was incredibly excited and saw it as a great opportunity to celebrate what is so very special about this country and our indigenous culture. Being Aboriginal and a filmmaker I have had the opportunity to travel to a lot of different parts of our country but as part of this film project it has been great to share the proud stories of our people, their culture and their land so we can promote these unique experiences to others around the world and encourage them to explore a little further when they come here to visit.”

Co-director Brendan Fletcher explains, “For me there’s no point going to some places unless you have the right Indigenous guide because they will open a door to a view that makes the place 10 times more meaningful than if you explore it on your own. That’s what makes this project so special – it’s a real opportunity to open the door to that world and to tell the story of our Indigenous culture through tourism and film.”

About World Wide Mind

World Wide Mind (WWM) is a next generation creative film company, specialising in storytelling and premium content creation across all media. WWM is a company of like minds from around the world, headed by *Executive Producer*, **Michelle Parker**. Offices are on Abbot Kinney Blvd, Venice Beach, Los Angeles and in the Paramount Pictures Building, Surry Hills, Sydney. WWM was founded by one of the most highly awarded international Australian Creative Directors, **Ben Nott**, who is also a co-founder of Droga5 advertising. WWM represents premium creativity with multi award-winning feature film/commercial directors, Rocky Morton, Warwick Thornton and Ben Nott. WWM is designed to service a client’s every need, uniting the pursuit of intelligent, creative, engaging advertising and content.

About Warwick Thornton

WWM Director/Cinematographer Warwick Thornton is an award-winning Indigenous director, screenwriter and cinematographer; best known as the writer and director on the acclaimed movie *Samson and Delilah*, and as cinematographer for *The Sapphires*. His numerous awards include the **Caméra d’Or** at the **2009 Cannes Film Festival**, the **2009 Northern Territorian of the Year** and the **2009 Best Director and Best Original Screenplay AFI award**.

About Brendan Fletcher

Director Brendan Fletcher is considered to be one of Australia’s most versatile and critically acclaimed directors. His debut feature drama *Mad Bastards*, filmed in the Kimberley’s, was nominated for the **Grand Jury Prize** at the **2011 Sundance Film Festival** and received several local awards including the **2011 Deadly Award for Best Film**. Other creative projects include theater, documentary, animation, and comedy shows.

Credits

Production Co: World Wide Mind

Directors: Warwick Thornton & Brendan Fletcher

Executive Producer: Michelle Parker

Post Production: Heckler

Editor: Andrew Holmes

Post Production Producer: Ali Kennedy

Music: Alex Lloyd

Sound Mix: Sonar

For more information on **World Wide Mind**, visit www.worldwidemind.tv

Ends

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