



**Media Release
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**Two iconic Australian tourism properties unveil web promotion around
Australia, the movie**

A new web site has been launched to encourage fans of the upcoming movie, *Australia* to visit two of the country's most exclusive and award winning accommodation properties.

The web site, www.farawaydowns.com promotes Faraway Bay, the Bush Camp in Western Australia's remote East Kimberley region, and Burrawang West Station in Central New South Wales.

The web site is designed to capitalise on each property's involvement in the Baz Lurhmann's soon to be released epic, *Australia* starring Nicole Kidman and Hugh Jackman.

Australia's film crew stayed at Faraway Bay on two occasions to shoot footage of the majestic twin falls on the King George River nearby, while Baz Lurhmann's production company selected Burrawang West Station to give international television crews promoting the movie a real taste of the outback without having to travel far from Sydney.

Faraway Bay owner Bruce Ellison said securing the domain of farawaydowns.com, named after the fictional homestead in the movie, had been a major coup.

"We expect fans of the movie around the world will look up the web address to see if Faraway Downs really exists," said Bruce.

"And they'll be happy to learn they can have a Faraway Downs experience in Australia when they visit either Faraway Bay or Burrawang West Station," he said.

The owners of each property are business partners and saw the opportunity to work together to leverage their involvement in *Australia* and the growing hype around its upcoming release later this year.

"These kinds of opportunities don't come along very often so we're doing all we can to capitalise on it," said Burrawang West owner Graham Pickles.

Faraway Bay and Burrawang West Station are leading Australia's tourism industry in their promotions around the movie. Other plans include:

- An online marketing campaign to promote the web site
- A publicity campaign to promote the web site and properties within Australia and overseas

- Close involvement in public relations activities being undertaken by Tourism Australia, Tourism Western Australia and Tourism New South Wales to capitalise on interest in the movie
- Involvement in media familiarisations surrounding the movie

Graham Pickles said both properties offered unique outback experiences that would be highly sought after by international travellers who see the movie.

“Burrawang West Station offers an authentic outback experience in complete luxury,” said Graham.

“And the beauty of Burrawang is that it’s Australia’s most accessible outback experience from Sydney - just one hour flight from the city,” he said.

“Burrawang West Station delivers a very real experience – we’re a working sheep stud and cattle station offering guests the chance to experience outback Australia from our luxurious homestead retreat.”

“It’s one of the few places in Australia where guests can get involved in the daily station activities, meet the stockmen, and also enjoy complete luxury.”

Faraway Bay recently won a coveted Australian Tourism Award, taking out the category of Unique Accommodation for the second time.

Bruce said it was exciting to be a part of the movie Australia and he looked forward to welcoming guests who came to see the East Kimberley landscape and the King George Falls.

“A boat cruise to the King George falls is just one of the many exciting activities we offer guests,” said Bruce.

“Our exclusive wilderness retreat also offers excellent fishing, an abundance of ancient rock art, plenty of birdlife, amazing bushwalks and complete isolation.”

Open air Eagle Lodge and exclusive cabins with 180 degree views of the wilderness cater for no more than 12 guests at a time, making Faraway Bay a truly unique escape.

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For more information visit:

www.farawaydowns.com

www.farawaydowns.com.au

High res images are available by request

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