



Kimberley dreaming

WA Tourism Minister **Liz Constable** is banking on **Baz Luhrmann**'s movie *Australia* and its stars **Nicole Kidman** and **Hugh Jackman** to justify spending \$2.2 million on a tourism campaign aimed at attracting more than 250,000 tourists, including 40,000 from overseas, to the Kimberley next year. The campaign will target east coast Australians and tourists from Germany, Britain, the US, Singapore and New Zealand. "This is the only state that has the Kimberley, so we're starting our focus on the Kimberley," Constable says. The television spots will feature the Purnululu National Park, the Cockburn Range and Cable Beach. Parts of the movie were shot at the Cockburn Range and Purnululu National Park. "People will be drawn very much to the landscapes of the Kimberley that are shown in the film," Constable says.