



MEDIA RELEASE

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‘Australia’ star Jack Thompson lends voice to Kimberley conservation campaign

Australian film legend Jack Thompson has joined conservation groups in the fight to save the Kimberley from industrialisation by lending his voice to a cinema advertising campaign to be launched today to coincide with screenings of ‘Australia’ across Perth.

Mr Thompson said in the recorded voice over, “The Kimberley, one of Australia’s last great wildernesses is under serious threat from industrialisation, why can’t we leave this special part of the planet untouched?”

Wilderness Society WA Kimberley Campaigner Josh Coates said Mr Thompson had taken time out to record a message prior to his flight to the US to promote the film.

“Mr Thompson has long been passionate about Australia’s environment and we are delighted to have his help in protecting our amazing Kimberley from current ill-conceived industrialisation plans.”

Conservation Council of WA Director Piers Verstegen said the future of the Kimberley was increasingly a national and international issue and films like ‘Australia’ serve to further highlight WA’s global responsibility to protect the area.

“The advertising campaign will coincide with screenings of the highly anticipated ‘Australia’ over the next month and we will be urging thousands of West Australians to ‘Act now’ by sending a message to Premier Barnett.

“The WA government has spent millions of dollars on producing its own tourism advertising campaign, to coincide with the movie and to highlight the extraordinary natural values of the Kimberley. This clearly demonstrates how valuable the Kimberley is to our tourism industry in its pristine state.

“I don’t think anyone could deny that people would be less attracted to the region and less prepared to travel across the world to see a landscape dotted with large scale, polluting industry or other activities that would damage this unique place. What they will come for is the humpback whales, the magnificent coastlines, unique cultural heritage and vast untouched wilderness.

Director of Environs Kimberley Maria Mann concludes, “We don’t need to turn the Kimberley into another Pilbara in order to create wealth and jobs, or secure the future of local communities, including Indigenous communities. We really hope the government will realise that.”

Further comment: Josh Coates 0438 805 284; Piers Verstegen 0411 557 892; Maria Mann 0427935052

Audio file and advertisement attached. Contact Josh Coates 0438 805 284 for a higher resolution version. For further information visit www.kimberleyactnow.org

What would you rather see in the Kimberley?!



CONSERVATION COUNCIL
OF WESTERN AUSTRALIA INC.

Act Now!
www.kimberleyactnow.org