



**Australian Geographic brings *Our Country* to life through an
Incredible immersive experience**

Australian Geographic in partnership with global presenting partner, Tourism Australia, is proud to announce the launch of *Australian Geographic: Our Country Immersive Experience (Our Country)*. A first-of-its-kind event for the iconic brand, it will provide a multi-sensory experience showcased through impressive large format multi-screens to take its audience into the beating heart of Australia's vast wilderness.

Together with TEG Live, the international touring event will launch its world premiere in Sydney on 19 November 2022 at Hall 7, ICC Sydney Exhibition Centre in strategic partnership with the NSW Government through its tourism and major events agency, Destination NSW. The event is supported by Official Partner, AAT Kings.

In collaboration with Australian production company, Northern Pictures and Indigenous owned and led social enterprise, Old Ways, New, *Our Country* brings together natural history filmmakers alongside the stewardship of Elders, celebrated Indigenous musicians and creative technologists with kinship connections across the country.

It explores the natural landscapes of Australia, from rainforests, oceans and desert land to shooting stars, right through to the harsh conditions of snow, fires and floods. Made up of the works of 25 specialist cinematographers, Australian Geographic has created a compelling and emotional event, stimulating all those who see it to want to immerse themselves in Australia first-hand.

Tourism Australia Managing Director, Phillipa Harrison said this was a unique opportunity for Australians and potential overseas visitors to see the breadth and diversity of Australia's great land in one spot.

"Australian Geographic has a long tradition of showcasing the very best of Australia's natural environment, wildlife, people and places through stunning photography and storytelling.

"*Our Country* will display Australia's incredible diversity and help to drive widespread visitation by highlighting all we have to offer on a global stage."

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The experience was created by Karina Holden, UNESCO Sydney City of Film, Filmmaker of the Year and Head of Factual at Northern Pictures, in collaboration with Professor Angie Abdilla, a palawa-rawlwoolway woman and Founder and CEO of Old Ways, New. It celebrates all parts of Australia, incorporating exquisite details of nature's textures mapped across screens and backed by the sounds of Country.

NSW Minister for Tourism, Ben Franklin said the world premiere of *Our Country* was an exciting drawcard for Sydneysiders and visitors to the Harbour City.

"As the gateway to Australia and its premier tourism and events destination, Sydney is proud to be the first to showcase *Our Country* to the world and position it as a highlight attraction for domestic and international visitors.

"This is an exciting addition to NSW's world-class events calendar for the upcoming summer and school holiday months, which will provide incredible inspiration for Sydneysiders and NSW visitors to travel right across our state and beyond."

Featuring highly crafted cinematography and a powerful 360-degree surround soundscape, the immersive experience will encourage audiences to connect to *Our Country* and develop a personal relationship with the natural world.

David Haslingden, Chair of Australian Geographic Society said:

"It's an honour to showcase Australia in all its glory. Australian Geographic, in partnership with sister company, Northern Pictures, specialise in capturing the most incredible content whether for factual or visual purpose. *Our Country* is something to be proud of and we want every Australian to walk away feeling like they belong in this vast landscape we call home."

Ben Hall, Chief Executive Officer of AAT Kings Group said:

"AAT Kings is delighted to partner with Australian Geographic on the remarkable event - *Our Country*. As an iconic travel brand with more than 120 experiences across beautiful Australian country, we welcome the opportunity to showcase both the celebrated and hidden destinations in a spectacular format that is sure to whet the travel appetite."

Specialists in exhibitions, entertainment and touring, TEG's Chief Executive Officer, Geoff Jones said that he was thrilled to bring such an innovative event to Sydney.

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“This is a unique immersive exhibition and one that will bring together all Australians to appreciate the great country we live in. An exhibition for young and old, don’t miss this extraordinary event, made possible by our partners Australian Geographic, Tourism Australia, Destination NSW and AAT Kings.”

Our Country will be mapped over 40 impressive screens up to six metres tall. Using large screen 4K technology, motion controlled timelapse cameras and UHD aerial drones, it will be a spectacle not to be missed.

Australian Geographic Our Country Immersive Experience will be at Hall 7, ICC Sydney Exhibition Centre from 19 November 2022. Following the world premiere in Sydney, *Our Country* will tour internationally.

A Telstra Plus member pre-sale, including Early Bird special prices will run from 10am, 29 September through to 9am, 4 October. Visit telstra.com/tickets for details.

Tickets go on-sale to the general public from 10am, Thursday, 6 October.

Visit www.ausgeo-ourcountry.com for further information.

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For further information and/or media enquiries, please contact Alana Chetner, ETOILE PR, 0499 224 027, alana@etoilepr.com.au

About Tourism Australia

Tourism Australia is the Australian Government agency responsible for promoting Australia to the world as a destination for business and leisure travel. The organisation is active in around 15 key markets, including Australia, where it aims to grow demand for the destination’s tourism experiences by promoting the unique attributes which will entice people to visit. Tourism Australia’s activities include social and digital media, traditional advertising, public relations and media programs, trade shows and programs for the tourism industry, consumer promotions, online communications and consumer research.

About Destination NSW

Destination NSW is the champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the [NSW Visitor Economy Strategy 2030](#) in partnership with government and industry. Destination NSW influences and shapes

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the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.

About Australian Geographic

For almost 40 years, Australian Geographic has worked to capture the essence and spirit of Australia through its meticulously crafted and beautifully presented stories and photography in print, online and social. Our team of journalists, photographers and editors seek to inspire, inform, explain and entertain, connecting readers to Australian landscapes, plants and animals, science, industry and people. Australian Geographic supports conservation, adventure and community projects through its charitable foundation, the Australian Geographic Society.

About Northern Pictures

Established in 2010, Northern Pictures has one of the strongest storytelling reputations in Australian television, with its award-winning content recognised around the world.

Producing content for Australian and global broadcasters, our slate includes scripted, children's, factual entertainment and documentary content.

As well as being recognised for its outstanding content, Northern Pictures is continually acknowledged for its significant contribution to diversity and representation on and off screen. Our critically-acclaimed productions have garnered Rose D'Or and Emmy nominations, Venice Television Awards, New York Festival Gold Medals and AACTA awards amongst many others

About TEG LIVE

TEG Live is wholly owned by TEG, Asia Pacific's leading ticketing, live entertainment and data analytics company. TEG Live is a dynamic and diverse promoter of live content in music, family entertainment, eSports and exhibitions. TEG Live connects millions of fans every year with unique live experiences and adds value to events with hospitality and sponsorship services. For more information: TEG Live Website: <http://www.teglive.com.au>

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