New fishing show to lure tourists to Arnhem Land

18 December 2014

Tourism in Arnhem Land is set to receive a boost with a new six-part television documentary currently being filmed in the region to air around Australia next year.

The documentary called *Fishing the Wild* will show viewers the spectacular scenery of the region while taking them to some of the world’s best fishing hot spots.

“This is much more than just another fishing show,” said Chief Minister Adam Giles.

"*Fishing the Wild* will give the audience a rare glimpse into one of the most pristine and culturally rich corners of Australia.

“Arnhem Land is still largely undiscovered as a holiday destination and one of the Territory’s great hidden gems. It is rich in ancient Indigenous history and very few outsiders have discovered the raw beauty of region.

“We know that people watching the show will have never seen anything quite like Arnhem Land and we believe it will lead to a much needed tourism boost for the area.

“The Giles Government is working hard with the East Arnhem community to identify new industries which might be pursued as well as helping existing ones to expand tourism is one of those industries.

“Luring more visitors to Arnhem Land through this documentary is just one way the Giles Government is helping to build sustainable economic activity in the region into the future.”

*Fishing the Wild*, produced by local Darwin production company Run for the Hills, follows the journey of two friends into Arnhem Land in search of adventure, friendship and the ultimate catch. Ex-AFL footballer Hamish Simpson and Territorian Morgan Hartney meet, hunt and fish with the local Yolngu people as they explore the region with only their swags, fishing rods and a small tinny.

Mr Hartney said the pair had been exploring Arnhem Land together for more than a decade and were now looking forward to sharing their secret.
“The region is a place close to both of our hearts and we feel a sense of responsibility to showcase the region and its people in the way it deserves. We’re excited to be able to share our experiences of this stunning region with the world,” said Mr Hartney.

The series will showcase remote fishing, four-wheel driving, beaches, diving and Aboriginal art and culture. Filming has been underway since November and has been visiting locations including Nhulunbuy, Dhaniya and Gangan. The crew are now preparing to head to Arnhem Bay’s Nyinikay and the pristine Wessel Islands.

The program is slated for national broadcast on Seven Mate from March-June next year and is expected to reach an audience of hundreds of thousands and potentially millions with international syndication, as there is already strong interest from international distributors.

Mr Giles said that Tourism NT is working with the producers, local tourism providers and traditional owners develop a web portal to capitalise on the interest and publicity the program is expected to generate.

This web portal will feature more detail on how to book a trip to Arnhem Land and places to explore. Tourism NT will be running a digital retail campaign to increase visitors to the region from Australian travellers.

The Fishing the Wild campaign follows the recent launch by the NT Government of Developing East Arnhem Limited, a new body to drive economic development in the region, which will be hosted in the newly established Northern Australia Development Office in Nhulunbuy.

To view a sneak peak of the Fishing the Wild documentary go to: www.rfthills.com or follow the team’s adventures on twitter @FishingtheWild.

Photo attached: Hamish Simpson and Morgan Hartney filming Fishing the Wild in East Arnhem Land.

Media Contact: Danielle Parry 0413 081 801