

A nighttime photograph of a bridge with a blue-lit tower and a purple arch, with a man and a woman in formal attire looking at a camera. In the background, a stadium is illuminated with colorful lights, reflected in the water below. The sky is dark with a shooting star.

TOURISM WESTERN AUSTRALIA  
**BRAND PRESS KIT**

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

# ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the Traditional Custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

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## WESTERN AUSTRALIA UNVEILS THE NEXT PHASE OF ITS ICONIC GLOBAL TOURISM BRAND AS INTERNATIONAL VISITATION BREAKS RECORDS

Western Australia has released the next chapter of our globally recognised Walking On A Dream tourism brand, building on the success of one of Australia's most effective destination marketing campaigns as international visitation hits record numbers.

First launched in 2022, Walking On A Dream has become a powerful global tourism platform, showcased across 13 key international markets. The brand has played a significant role in Western Australia becoming the first Australian state to achieve full recovery of international visitation, welcoming 1.024 million overseas visitors in the year ending October 2025 — a 17 per cent increase year on year and surpassing the previous pre-pandemic record set in 2019.

Walking On A Dream continues to position Western Australia as a distinctive, world-class destination within an increasingly competitive global travel market, supporting visitation growth and the ongoing expansion of the state's tourism sector.

## ABOUT WALKING ON A DREAM

Walking On A Dream invites travellers to uncover the magic of Western Australia - a place where vast deserts glow beneath endless skies, coral reefs shimmer in turquoise seas, and ancient landscapes whisper stories that stretch back millennia.

This next chapter of the global advertising campaign from Tourism Western Australia reimagines the Spirit of Adventure, inspiring travellers to go beyond the expected and lose themselves in a state that feels truly dreamlike. At its heart lies a celebration of deep connection - to nature, to culture, and to Country - reflecting the Aboriginal belief that every element of the natural world is intertwined.

In collaboration with WA-born musician **Luke Steele** of Empire of the Sun, **the West Australian Symphony Orchestra**, and Bidyadanga artist **Billy-Jo Shoveller**, the creative breathes new life into the iconic anthem Walking On A Dream. Starring proud Nyikina man **Nelson Baker** and actor **Angelica Blazeska**, the films capture moments that feel suspended between reality and reverie.

Filmed across five breathtaking locations - from the diverse marine wonderlands of Ningaloo Reef / Nyinggulu and the vineyards of Margaret River to Perth's / Boorloo's glittering skyline, Rottnest Island's / Wadjemup's idyllic shores and the ancient beauty of Mirima National Park - Western Australia is celebrated as a land of extraordinary beauty and endless adventure.

Here, every journey feels like stepping into a dream - where adventure, wonder and connection await at every turn.

## OUR BRAND STORY PILLARS

### TIME

60,000 years of stories, shared by the world's oldest living culture on earth.

Stories that bring otherworldly landscapes to life. Traditions that have been handed down across generations. And experiences across the State and the seasons.

### SPACE

Otherworldly phenomena, majestic landscapes and big sky country.

Supernatural contrasts of colour, sheer scale and spaciousness. Quiet, powerful, soulful.

### CONNECTION

Full of characters and rich with culture.

A special place, where connecting with the land helps you reconnect with yourself.

Locals with a warm, welcoming and generous spirit, who share our culture, lands and way of life.

### FREEDOM

Brimming with special and rare experiences, for those seeking the freedom to embark on new adventures.

Luxury, but not as you know it. One-of-a-kind experiences, set on nature's doorstep.

Relaxed and down to earth. The freedom to embark on every kind of unforgettable adventure.

*Bush food, rock art, adventure tours, dreamtime stories, culinary experiences, camping with custodians, and inspiring journeys that will leave you transformed.*

*Pink lakes, horizontal waterfalls, Australia's whitest beach, a staircase to the moon, wildflowers, sweeping outback plains and ancient gorges.*

*Local characters who will take you on an adventure to discover historic streets of Fremantle, hike the spectacular Cape to Cape track and explore a lake so big it feels like an ocean.*

*Luxury stays set in the dunes of Ningaloo Reef, helicopter flights over Purnululu National Park, and fine wines and incredible food in the Margaret River Region.*

## OUR STORY: THE SPIRIT OF ADVENTURE

There's something truly special about Western Australia.

Whilst many of the world's tourism destinations are well-known, well-trodden and overcrowded, Western Australia is not.

Western Australia is an unpolished gem, unspoiled, and a bit wild.

Western Australia is ancient tracks brimming with adventures, ready to welcome you in.

Witness otherworldly phenomena: pink lakes, horizontal waterfalls, whale sharks, wildflowers, sweeping outback plains, a staircase to the moon, Australia's whitest beach, and red dust you can't get out of your veins.

Indulge in luxury accommodation on nature's doorstep, take a seafood cruise to catch your own wild lobster, go truffle hunting with truffle dogs, swim with wild dolphins without leaving the city, or kickback in the country's most awarded fine wine region that sits amongst tall timber forests and renowned surf breaks.

For those wanting more, take a helicopter ride amongst Purnululu's Bungle Bungle Range, walk into Earth's time capsule in Karijini's two and a half billion year old gorges, go coasteering along incredible stretches of coastline and caves in Margaret River, or go glamping in the dunes of Ningaloo Reef / Nyinggulu or Rottneest Island / Wadjemup with the world's happiest marsupial, the Quokka.

Western Australia is for travellers seeking barefoot luxury, unique experiences, and an unforgettable adventure that will fill you up.

There's an adventure waiting for everyone in Western Australia.

# BEHIND THE MUSIC

The new creative sees the continuation of the partnership with Empire of the Sun, led by WA-raised Luke Steele. Tourism WA has worked closely with Luke Steele, the West Australian Symphony Orchestra and lead singer from The Family Shoveller Band, Billy-Jo Shoveller from the Kimberley community of Bidyadanga, to reimagine the title track Walking On A Dream.

## LUKE STEELE

Luke Steele is an award-winning singer, songwriter, multi-instrumentalist, and creative visionary from Perth, Western Australia. Best known as the frontman and architect of the globally celebrated electro-pop project Empire of the Sun, he has headlined iconic stages including the Hollywood Bowl, Red Rocks, Coachella, Glastonbury, and Lollapalooza, and was recently honored with a dedicated exhibit at the Western Australian Museum.

With era-defining hits like 'Walking On A Dream' and 'We Are The People', Steele has generated billions of streams and a decade of viral moments that have cemented his status as one of Australia's most imaginative and influential artists.

In 2025, he led two sold-out U.S. tours and a sold-out European run in support of Ask That God, while also releasing Human Now, his acclaimed collaboration with Anyma, which debuted with a special New Year's Eve performance at The Sphere in Las Vegas.

A sought-after collaborator, Steele has worked with Jay-Z, Beyoncé, Lindsey Buckingham, Steve Aoki, and Daniel Johns, continually pushing the boundaries of sound, storytelling, and modern pop.

Tourism WA first partnered with Luke in 2022 for the initial roll-out of Walking On A Dream, and is proud to extend this partnership for the second iteration of the creative.



## WEST AUSTRALIAN SYMPHONY ORCHESTRA

The West Australian Symphony Orchestra (WASO) is the state's premier professional orchestra, founded in 1928.

WASO collaborated with Tourism WA to bring to life the reimaged version of Empire of the Sun's 'Walking On A Dream' for the launch of the new creative assets.

Its purpose is to "bring the soundtrack to life in WA", connecting communities with world-class performance, education programs, and regional outreach initiatives. From orchestral masterworks to collaborations with opera, ballet, festivals and contemporary artists, WASO celebrates Western Australia's vibrant cultural spirit and brings music to life for people of all ages and places.

Each year, WASO delivers more than 140 concerts, reaching audiences in Perth and across regional Western Australia.



## BILLY-JO SHOVELLER

Adding vocals to the latest reimagining of Walking On A Dream is proud Karajarri man Billy-Jo Shoveller.

Billy-Jo hails from the remote Kimberley community of Bidyadanga. From early days playing guitar and singing in his school band, Billy-Jo grew into the dynamic front-man of his family's ensemble, The Family Shoveller Band, championing contemporary culture rock and reggae blend with country fused with traditional language and English. He has also guided studio projects for remote community artists via the PAKAM Music Truck and home studio in Bidyadanga.

The band tours Australia and internationally, taking their culture from the bush to major festivals, carrying stories of country, language and song to new audiences. With Billy-Jo at the helm, they shine a spotlight on community, culture and creativity rooted in Western Australia's far north.



## INTRODUCING THE FEATURED LOCATIONS

## PERTH

Perth is effortlessly Australian, one of the most relaxed and naturally beautiful capital cities in the world.

It is Australia's sunniest capital city, experiencing more than 3,000 hours of sunshine per year, and consistently voted as one of the world's most liveable cities.

Within 30 minutes of Perth's / Boorloo's city centre, visitors can sample fresh food and premium wine in the Swan Valley – the state's oldest wine growing region; relax in one of the world's largest inner-city parks – Kings Park and Botanic Garden / Kaarta Koombā; watch an iconic Indian Ocean sunset at one of Perth's 19 pristine metropolitan beaches, and; explore the bohemian city of Fremantle / Walyalup with its heritage streetscapes, thriving craft beer and busker scene. Located a short ferry ride from Perth's coastline sits Rottnest Island / Wadjemup, home to 63 beaches, 20 bays and the world's happiest animal, the quokka.

Perth CBD is bustling with bars, restaurants, hotels, while its disused heritage buildings and laneways have become a canvas for local, interstate and international artists.

# MARGARET RIVER REGION

The Margaret River Region is one of the most indulgent culinary and spectacular coastal adventures in the world.

It is the only premium wine region in Australia that combines world-class food and wine with pristine beaches, tall-timber forests, renowned surf breaks and ancient caves. The region sits on a cape between Busselton / Undalup in the north and Augusta / Tallinup in the south, three hours' drive south of Perth.

As one of WA's nine wine regions, the most successful wines produced in the Margaret River Region are Chardonnay, Sauvignon Blanc and Semillon, and Cabernet Sauvignon. Margaret River Region is home to more than 150 wine producers, 100 cellar doors and produces more than 20 per cent of Australia's premium wine. Some of the original wineries still in operation today include Vasse Felix, Leeuwin Estate, Cullen Wines, Moss Wood Wines and Cape Mentelle. Alongside the wineries, there are many fine restaurants, boutique breweries, art galleries and an abundance of fresh produce. You'll find berries, stone fruit, apples, venison, beef, poultry, seafood, cheeses, venison, marron and chocolate.

Margaret River Region is also known internationally as one of the best big-wave surfing locations on Earth for consistently spectacular breaks. There are more than 40 top spots along Margaret River's coast, with conditions ranging from powerful reef breaks to fun beach surf.

Among many other travel experiences, the Margaret River Region is great for whale watching (six-month long season), fishing, rock climbing, abseiling, mountain biking, canoeing and hiking. The region is also known for the Cape to Cape Track, which spans for 135km along the Leeuwin-Naturaliste Ridge, between the lighthouses of Cape Naturaliste in the north to Cape Leeuwin in the south. The moderate Top Trail features spectacular coastal and forest scenery, caves, headlands, rock formations and an ever-changing display of vegetation and wildflowers.

## NINGALOO REEF

The Ningaloo Reef offers one of the most exhilarating marine adventures in the world.

It is Australia's largest fringing reef. Visitors can walk straight off the beach and snorkel over superb coral gardens teeming with colourful fish mere metres from the shore.

The 300-kilometre-long Ningaloo Reef / Nyinggulu lies within the World Heritage-listed Ningaloo Marine Park and is the closest coral barrier reef to a land mass in the world. As one of the most biologically diverse marine environments on the planet, Ningaloo Reef is home to whale sharks between March and August each year. Tours from Coral Bay or Exmouth provide the once in a lifetime opportunity to go swimming with whale sharks – the only destination in Australia providing an encounter with the biggest fish in the world.

Between August and October humpback whale interaction tours operate, giving visitors the opportunity to swim with these giant mammals. Visitors can swim with manta rays year-round at Coral Bay. Like whale sharks and humpback whales, manta rays are filter feeders and have a large toothless mouth which they use like a sieve to scoop up plankton and krill.

In addition to swimming with whale sharks, humpback whales and manta rays, this spectacular region offers so much for visitors to see and do. Here, the outback meets the reef, where desert sands collide with the turquoise waters of the Indian Ocean. From stepping off the shore to snorkel in the pristine waters with more than 500 species of fish and 220 species of coral and diving on world-class dive sites, to exploring the rugged Cape Range National Park.

## THE KIMBERLEY

The Kimberley is one of the oldest and largest wilderness landscapes in the world.

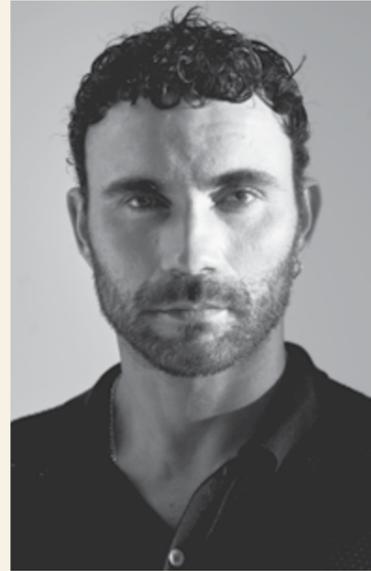
It is where ancient culture, landscapes and nature abound. As one of the best destinations in Australia to have an authentic Aboriginal experience, visitors to the Kimberley can take guided tours and discover ancient rock art, go mud crabbing and spear fishing, and hear Dreamtime stories.

The pearling capital of Australia, Broome / Rubibi is the western gateway to the Kimberley wilderness. It is home to Cable Beach / Walmanyjun, often named as one of the world's best beaches. Broome is also the home of the Australian South Sea pearls – among the largest and most coveted commercially harvested cultured pearls in the world, and dinosaur footprints – estimated to be more than 120 million years old.

In the turquoise water of Talbot Bay, the fast-moving tidal current squeezes through two narrow gorges of the McLarty Range, pushing the water into rapid-like formations which rush through the twin gaps, producing Australia's only Horizontal Falls / Garaan-ngaddim.

The eastern part of the Kimberley is home to some of the world's most unique attractions – including the Bungle Bungle Range in World-Heritage listed Purnululu National Park, which is believed to be 350 million years in the making; and Lake Argyle – one of the largest freshwater lakes in the Southern Hemisphere.

The iconic Gibb River Road is a 660-kilometre epic road trip across the Kimberley from Kununurra / Goonoonoorrang to Derby, and one of Australia's classic four-wheel-drive adventures. It cuts through some of the most rugged country on Earth and provides access to spectacular wildlife, stunning red gorges and pumping waterfalls.



ACTOR / MODEL / POET

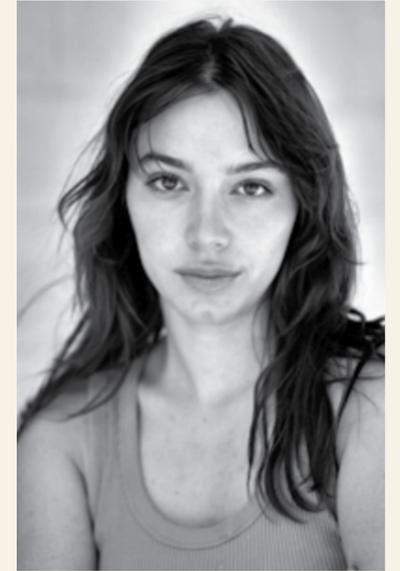
## NELSON BAKER

Nelson Baker is an actor, model, poet and proud Nyikina man from the Kimberley region of Western Australia, whose work bridges Country and contemporary storytelling. A graduate of the Western Australian Academy of Performing Arts (WAAPA), where he studied Aboriginal Theatre and Screen Performance. Nelson made his screen debut in the ABC series *The Warriors*. His stage credits include *Brothers Wreck* at Malthouse Theatre Company and *Raised in Big Spirit Country* for Black Swan State Theatre Company. Nelson can currently be seen in the acclaimed Foxtel series *The Twelve* (Season 2) and the SBS series *Warm Props*. Deeply connected to his Kimberley roots, Nelson brings a distinctly West Australian perspective to every role — celebrating the strength, humour, and resilience of First Nations stories on both stage and screen.

“I don’t think there’s any other place like it in the world, the Kimberley. Anywhere you go from Broome is a very, very special place. Anyone who’s coming up that road to travel is coming up that road for adventure... a lot of culture, community, the best beaches in the world. People come to the bush for silence, but it’s actually really loud because it’s alive.

“It never feels like home is too far away because your people have already walked here.

The more you learn about your connection to Country, the more you grow as a person. You gain a stronger understanding of self, and energy, and love, and how important it is just to walk and move with it. Spend as much time as you can putting your bare feet on the ground because it will heal you. Everything’s listening. Everything’s connected. It’s up to you and how you want to build your connection with it. If you talk to country, it will talk back.”



ACTOR / ARTIST

## ANGELICA BLAZESKA

Angelica Blazeska is an Australian actor and proud Western Australian artist, bringing authenticity and warmth to her work on screen. A graduate of the Western Australian Academy of Performing Arts (WAAPA), where she completed a Diploma of Screen Performance in 2023, Angelica represents the next wave of WA-trained talent making their mark nationally. She made her on-screen debut as JJ Campbell in the upcoming romantic comedy *Tidal* (TwoBlackCatsFilm) and has since appeared in Foxtel’s *The Twelve* (Season 3) and the drama *Egyptian Blue*. Based in Perth, Angelica draws inspiration from WA’s creative energy and diverse landscapes, grounding her performances in honesty and connection. With her natural screen presence and strong storytelling instincts, she embodies the spirit of Western Australia’s vibrant new generation of actors.

“My favourite part of Western Australia would be the tranquillity that comes along with a lot of the vastness of the land. There’s a certain peace you can feel in your bones when you go out into the country, like you’re a part of the land, and a part of nature.

“I worked on a farm in Manjimup when I was freshly 18, I made some beautiful memories there, so the southwest will always hold a special place in my heart.

This opportunity to represent WA gave me the chance to go to the Kimberley, which is further north than I’d been before. This experience really opened my eyes to the wonders of that part of the Country and I’d love to go back with my family at some point to share that with them.”

## INTRODUCING OUR FEATURED OPERATORS

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Meet the operators behind the bookable experiences featured in Walking On A Dream.



DESTINATION PERTH

## LAURA THE EXPLORER - LAURA HOLMES

Laura Holmes is the owner and guiding star of Laura the Explorer Cycling Tours on Rottnest Island / Wadjemup. A born-and-bred Perth / Boorloo local, Laura created this all-inclusive bike tour to share the island she's loved since childhood - its white sandy beaches, vibrant turquoise waters, and smiling quokkas. Her carefully designed 10 km loop lets guests relax, explore, and snap an iconic quokka photo, while cycling at a comfortable pace and hearing stories about the island's natural beauty and culture.



DESTINATION PERTH

## WARRANG-BRIDIL - NICK ABRAHAM

Nick Abraham is the owner and lead guide of Warrang-Bridil Cultural Tours in Perth / Boorloo - an immersive experience sharing the stories and spirit of Whadjuk Noongar Country. A proud Noongar man connected to the Whadjuk, Yued, Ballardong, Wilmen, Wardandi and Binjerup peoples, Nick founded Warrang-Bridil to build understanding between cultures and offer visitors a genuine connection to Country along the Derbal Yerrigan (Swan River). His tours invite people to see the landscape through Noongar eyes - rich with history, culture and respect.



AUSTRALIA'S SOUTH WEST  
**DEEP WOODS ESTATE**  
 - JOHN FOGARTY

John Fogarty is Chief Viticulturist at Fogarty Wine Group, overseeing premium vineyards across Western Australia, Tasmania, Victoria and New South Wales. A proud West Australian based in the renowned South West wine region, John brings over two decades of viticultural expertise to the family-run business. Under his leadership, the team crafts world-class wines that reflect the unique land, climate and heritage of Western Australia, with all four WA vineyards certified by Sustainable Winegrowing Australia.



AUSTRALIA'S SOUTH WEST  
**KOOMAL DREAMING**  
 - JOSH WHITELAND

Josh Whiteland is a proud Wadandi custodian and the founder of Koomal Dreaming, based in the Cape to Cape region of the South West. With deep connection to Country and more than 20 years of cultural-tourism experience, Josh guides visitors through the landscapes of Wadandi and Bibbulmun Country - from bushwalks and native food tastings to immersive journeys inside the iconic Ngilgi Cave. His tours emphasise slowing down, noticing the land, and experiencing the world's oldest living culture in one of Australia's most breathtaking natural settings.



## AUSTRALIA'S CORAL COAST LIVE NINGALOO - SARAH ELLIS

Sarah Ellis is the co-owner and operator of Ningaloo Discovery, based in Exmouth. With a background in marine ecology and a lifelong connection to the ocean, Sarah leads guests on unforgettable eco-adventures across the World Heritage-listed Ningaloo Reef / Nyinggulu - from whale shark and humpback whale swims to luxury sailing and snorkelling tours. Her work blends conservation, education, and awe-inspiring encounters with WA's marine life.



## AUSTRALIA'S NORTH WEST EL QUESTRO - TREMANE BAXTER-EDWARDS

Tremane Baxter-Edwards is a proud Ngarinyin and Walmajarri man from Wyndham in Western Australia's East Kimberley. Born and raised in the region, he has a lifelong connection to its landscapes, culture, and stories. As a Ranger and Indigenous cultural guide at El Questro, Tremane shares his deep passion for Western Australia by connecting visitors to the land's beauty, history, and spirit. Through his tours, he celebrates the richness of Country and his enduring bond with the East Kimberley.

## INTRODUCING THE DREAMERS

A collective of storytellers shaped by Western Australia. United by a love of discovery, they bring our landscapes, flavours, cultures, and creative energy to life through six defining experience themes. With an insider's view of our Dream State, they invite you to look deeper, journey differently and connect more meaningfully with WA.



## NATURE AND WILDLIFE: NUSH FREEDMAN

Nush Freedman is a West Australian-based underwater cinematographer, photographer and producer whose creative lens is inextricably linked to her love of the state's ocean and wilderness.

Hailing from the Ningaloo/Exmouth region in WA, Nush has spent much of her life immersed in the sea or out on the rugged coast - a connection she says defines her approach to storytelling.

Over the past decade she's worn many hats: from natural history camerawork, freediving and boat skippering to production roles on major documentaries including Shipwreck Hunters Australia for Disney + where she explores the wild shipwreck strewn coastline of WA.

Her mission goes beyond capturing beauty: she uses her work to shine a light on the fragility of marine ecosystems and inspire protection of WA's blue frontier.

With a deep rooted passion for her home state, Nush ensures each frame reflects the wild spirit of Western Australia - inviting viewers to fall in love with its landscapes and oceans, and ultimately stand up for them.

## Q&A

### WHERE DID YOUR PASSION FOR NATURE AND WILDLIFE COME FROM?

I've always been really inspired by animals and one of my favourite things is to sit in an environment and just watch what an animal's doing, look at behaviour... I've just always been really obsessed with it. Those moments make you stop and take in what you're looking at and be present. I can't really explain the love that I have for nature and wildlife. It's just always been there. It's a curiosity I'll never get rid of!

### WHAT FIRST DREW YOU TO THE WATERS?

I have always felt really connected to the ocean in Western Australia, and I think that's because you can just literally step off the beach and you're right amongst incredible wildlife. Western Australia has some of the most incredible coastlines on Earth. It's wild, it's unique, it's wacky - from all creatures, from great to small. Whether you're with the beautiful tiny fish on a coral reef or the majestic giants, the whale sharks at Ningaloo. It's just an incredible place that you can get so close to nature.

The first time I saw a manta ray, I literally swam off the beach and was greeted by this beautiful, graceful giant of the ocean. Manta rays are one of the smartest creatures in the ocean - they've got the biggest brain-to-body ratio of any fish, so you really feel a connection when you swim with them... seeing these graceful, beautiful animals dance in the water.

### WHAT MAKES OUR NATURE IN WESTERN AUSTRALIA SO DREAMY?

Every time I get in the water in Western Australia, it gives me goose bumps, because you never know what you're going to see - that's what is so special about it. Every day is a huge surprise. When you're looking at the coral reefs, whether it's a tiny little fish or a gentle giant like a humpback whale or whale shark, it's unlike anywhere else, and we're so lucky to have the biodiversity of marine life here.

Not only do we have incredible wildlife in the sea, but also on land. We've got forest, bushland, desert where you see iconic Australian animals. Some of my favourites are kangaroos and thorny devils on the Coral Coast. I also love being in the southwest in the forest and seeing black cockatoos and possums - wildlife is everywhere.

### HOW DOES YOUR PASSION FOR NATURE AND HISTORY INSPIRE YOUR TRAVELS?

WA is full of surprises. You never know what the next discovery is - whether it's wildlife, shipwrecks, or a remote place in the bush. It really gets deep within your soul.

In WA, we have incredible maritime history. We have the Shipwreck Coast, the Treasure Coast - it's wild and rugged. You can stand on a beach and just look out and not see anyone - where else in the world can you really do that? That's the incredible part of WA.

Shipwrecks are like wildlife magnets. Diving beneath the surface, you're surprised by unique animals and history together. It's magical.

### WHAT IS YOUR FAVOURITE HIDDEN GEM?

There are so many coastal hidden gems in WA, but Dirk Hartog Island is one of my favourites because of the incredible marine life. The island is beautiful, with hidden bays, coves, sandy beaches, blowholes, and a wild side. Migrating animals like humpback whales pass by. It is so worth a visit.

### WHAT DOES WALKING ON A DREAM MEAN TO YOU?

WA is the biggest way to describe a dream for a nature lover and conservationist. You've got everything from quokkas of Rottnest Island to whale sharks. Throughout WA it changes from the southern coast to the north. We're so lucky to have unique environments - bush, rivers, forests, coastline, coral reefs. I feel strongly about protecting all these wild places for the future.

### WHAT IS A DREAMER?

A dreamer is someone who goes in search of awe, and in WA, we have so many places and moments that bring awe - sunsets over the coastline, swimming with gentle giants, visiting quokkas at Rottnest Island. WA is full of magic and awe - it makes you stop and take it in and slows time down.



## ABORIGINAL CULTURE: TREMANE BAXTER-EDWARDS

Tremane Baxter-Edwards is a proud Ngarinyin and Walmajarri man from Wyndham in Western Australia's East Kimberley.

Deeply connected to Country and community, he is known for his leadership in regional development, youth empowerment, and fostering strong engagement between Aboriginal communities and all levels of government.

Tremane has worked across Local, State, and Federal Government, Aboriginal Community Controlled Organisations, and the non-government sector. His focus is on culturally informed strategies that strengthen community capability, support economic participation, and build respectful partnerships. A passionate advocate for emerging Aboriginal leaders, Tremane champions pathways for young people to succeed while staying grounded in culture.

Tremane's lived experience and insights continue to shape policies and programs that drive meaningful outcomes across regional WA.

He enjoys fishing, exploring Country, and family time; and is proud to share his culture as one of the East Kimberley's most-loved tour guides.

## Q&A

### WHAT DOES COUNTRY MEAN TO YOU?

Country is everything to the Aboriginal people of Western Australia. Personally, to me, it's a way I can connect with my ancestors and my great grandmother. When I work at El Questro and I work on Country, I remember where I am. I stand at the ranges with my great grandmother and my family before her, who looked at these ranges and were by these waterholes and rivers. I reflect and think what an honour and privilege it is to come from the oldest, continuing living culture in the world.

My ancestors have been walking on this Country for a very long time, feeling and immersing themselves in Country. That's important to who we are as West Australians. We should be immersing ourselves and experiencing Western Australia in its authenticity. It's an amazing place to feel and be on Country. Quite literally, you are walking on a dream in Western Australia. It's an amazing place to visit, see, and experience. It goes back to simple things like going barefoot, or taking your Akubra out on Country and walking the Country. As Aboriginal people we want to share Country with everybody. We want to show off Country because it's an amazing place. We want visitors to experience Country, to be immersed in Country and really feel what it's like walking on a dream.

### IS THERE A STORY THAT GUIDES YOUR TRAVELS?

It's the story of my grandmother. She lived an incredible life, and wherever I go, I think about my grandmother, where she was born, and how far she's come. From being a Bush woman, born under a boab tree, to living a wonderful life and caring for people. Through to the work she's done representing Aboriginal people across the Kimberley and the state. My grandmother is a powerful woman, and she raised me to be a powerful man, so I always think about her wherever I go.

I'm fortunate to speak my language and tell the stories passed down for generations. It's in the blood that I continue to travel everywhere. I think about my ancestors who walked across our Aboriginal Country on the Gibb River Road, and I bring that into my work today. I get to travel Australia, particularly Western Australia, and it's an amazing place to live, learn, grow, and travel. You can go from one end to the next and see something different. In the East Kimberley, you've got 1.8-billion-year-old rocks, the third oldest in the world; to the West Kimberley, to Cable Beach, pristine and world-renowned. It's amazing Western Australia offers that. What a wonderful place to come from.

### WHERE IS ONE PLACE IN WESTERN AUSTRALIA WHERE YOU FEEL MOST CONNECTED TO COUNTRY?

Definitely El Questro Wilderness Park in the East Kimberley. El Questro, or Marlabu, is quite a special place to our family. My great great grandmother was born on the Chamberlain River, and as I go up that river, I talk to her in my language. I think about all the people that have come from that area. I'm honoured to live there, to be present on Country, talking to Country, learning on Country, and seeing how beautiful that place is. We talk about the ranges and how old they are geologically, but also how old the stories are to us as Aboriginal people, the stories told in that area, so I feel most at home at El Questro.

Pigeon Hole at El Questro is my favourite lookout spot. It's an amazing place to feel what it is to be on Country, to be away from the cities and experience the wind and air traveling over the range. It's an amazing place to visit and see the rocks and golden hour, a pretty incredible sight.

### HOW DO YOU HOPE VISITORS CONNECT TO COUNTRY WHEN THEY'RE IN THE AREA?

I hope visitors to Western Australia can get involved by visiting local tourism operators. There's so much to Western Australia. Aboriginal tourism operators can offer something more, to feel Country with you and hear the stories of thousands of generations who have lived on this land.

### IS THERE A WAY PEOPLE CAN PHYSICALLY CONNECT TO COUNTRY?

I like to say being barefoot is a way of connecting. There's something about stepping on spinifex, hot sand, and rusty old ranges that doesn't feel the same with shoes on. It builds your feet and confidence. It's a different feeling you can't get when your feet are covered. You feel a lot, and it goes through your body. From the splinters in your feet, that's a physical way, but it spiritually connects you as well, even the waters. If you forget your shoes, don't worry, just go barefoot. It's a beautiful way of connecting to Country, and feeling it is important.



## ROAD TRIPS AND STATION STAYS: AARON GREEN

Aaron is a WA based travel photographer and visual storyteller devoted to exploring the road less travelled, while preserving the stories that are being lost to time.

Through his project Lands Unseen, he ventures off the beaten-path to explore the most remote regions of the state - everything from sprawling coastlines to forgotten ghost towns, along with the enduring communities that give them life and bring context.

His work blends a deep respect for history with a cinematic eye for the landscape, capturing the beauty, resilience, and quiet nostalgia of regional Western Australia.

Driven by curiosity and connection, Aaron seeks to showcase not only the places themselves, but the sense of adventure and wonder they inspire - shedding light on a side of the state that is just waiting to be experienced.

## Q&A

### WHAT DO YOU LOVE MOST ABOUT A WEST AUSTRALIAN ROAD TRIP?

The thing that I love most about road trips in Western Australia is the possibilities. You can be in Perth one moment and then you drive a couple of hours down the road and you're in an entirely different ecosystem. You're among incredible sprawling salt lakes, or you're on the coast with towering, towering cliffs above the water, and these amazing white beaches. There's just so much to see. You've got so much choice in Western Australia.

### WHAT MAKES YOUR ROAD TRIPS UNFORGETTABLE?

Something that, without fail, truly moves me every single time is the sunsets throughout the outback. When you look back in your rear vision mirror and the dust is kicking off in that sunlight of the sunset is hitting it... you're in awe at the countryside, and it's just such a simple moment that that really gets me every time. It's the big skies - you're traveling along, and there's just so much wide-open space that the sky looks massive. It lights with this incredible gradient from these lilacs down to your oranges and that in combination with the sunbeams coming through every time... it's so special.

Telling that story of the vastness of WA is a challenge, but once you put the drone up and you look out across the horizon, the photos take themselves essentially - especially when you see the scale of the place with my Troopy or someone sort of standing there - you're in awe at the sheer size of the state.

That also plays into your love of Station Stays.

The thing that makes station stays so unique is it's such a varied place from the North West, to the Coral Coast - it's all wildly different. So you can travel two hours from one station to another, and it'll be a completely different experience every time.

### DO YOU HAVE A PARTICULAR ROAD TRIP SOUNDTRACK?

Each individual area sort of encapsulates this different vibe. Down in the southwest, you've got those deep forests and those sprawling, beautiful coastline, so you've got a lot of more chilled out stuff, like Bon Iver, and things like that. Into the Golden Outback, you've got more of a sort of bluesy rock sort of vibe, and that's more like Tame Impala and Lord Huron and things like that.

Heading to the Coral Coast - it's a little bit more tropical inspired, maybe a little bit of French new wave, Polo & Pan, a lot of remixes that really sets the vibe well for those coastal towns.

Then in the northwest, it's always a lot of old blues, and it seeps so well with that feel of that old Australian country.

### YOU'VE TRAVELLED EXTENSIVELY AROUND WESTERN AUSTRALIA - WHAT IS THE ONE PLACE THAT FEELS LIKE A DREAM EVERY TIME YOU VISIT?

Down past Israelite Bay, so right at the end of the southwest edge, if you head on a little bit past Esperance and you go down to Israelite Bay and push a little bit further past that, you get to a place called Bilbunya Dunes... these massive, towering mountainous dunes. That whole section of beach actually links up with the Great Australian Bight. You can actually camp on the beach, under the Bight and every time, without fail, the sunsets, the location and the drive in, the experience - always a drea,

One landscape that definitely surprised me when I starting out on my road trips were the salt lakes. I got to the Golden Outback areas of Pitharra and just up past Wongan Hills, and to see these multi-colored salt lakes, every color of the rainbow out there, that has to be my favourite spot - my favourite thing to take photos of.

### WHAT IS A DREAMER?

A Dreamer it's someone who isn't afraid to do something outside of the norm. They have a dream and they just go after it - no matter what people think or no matter how it feels to them. For myself initially, I decided to get into a car because I had this dream of traveling around this beautiful state and this beautiful country, and it seemed so strange to a lot of my friends, my family, all of that. But I think when you go outside of these social norms, you really learn a lot about yourself and what you're capable of. To me, that's what a dreamer is - someone who is ready to learn the entirety of themselves and find out what they're capable of.

I've always believed that it's not so much about finding yourself when you go traveling. It's about creating yourself, and you find so many small pieces that resonate with you in tiny country towns and a little local pub.



## FOOD AND WINE: PAUL 'YODA' ISKOV

Paul 'Yoda' Iskov is the Head Chef of Fervor. Yoda established Fervor to give back to his community by connecting people to local ingredients. Many of these have been marginalised because of food inequalities.

Passionate about sustainability, First Nations rights and local excellence, Yoda has trained many young chefs in the pleasures and challenges of high-end cooking, thinking through production and taste along the way.

Although he has experience in the world's best restaurants including time at Amuse (Perth), Noma (Copenhagen), DOM (Sao Paulo), and Pujol (Mexico City), Yoda loves the coastline of Noongar Country, especially near Kinjarling (Albany) in the Great Southern, and can often be found in the water, his second home.

## Q&A

### WHERE DID THIS INTEREST IN NATIVE INGREDIENTS COME FROM?

I've always been curious about native Australian ingredients, and over the past 20 years it's been a mission to learn more. Western Australia is diverse with ingredients from the Kimberley, the Pilbara, the Great Southern. For me it's about going out on Country and learning from the Traditional Custodians. Not only learning about the ingredients, but the stories that go with them and connect us to the place. Once you start hearing these stories, it gives you an understanding of time and place and how special Western Australia really is.

### HOW DOES LAND AND CULTURE INFLUENCE YOUR, YOUR CREATIONS AND KITCHEN?

Western Australia is so diverse. It has unique and really special ingredients. For us, we take inspiration from all corners of Western Australia to design dishes that represent each region.

With our cooking, we want to do it in a respectful way. When we've spent time on Country, listening to the community and Elders, we factor that into how we prepare the ingredients. We want to highlight them in a simple, pure form. We're always taking guidance from the community.

### WHAT IS THE ONE INGREDIENT OR DISH THAT YOU FEEL TELLS A STORY ABOUT THAT COUNTRY?

One ingredient that tells a great story about Country is the honey. Spending time in the Goldfields region with the Aunties, digging for honey ants and tasting that honey, it's an incredible flavour and a unique ingredient. For me, it's about spending time on Country with family, listening to people speak in language and teach the next generation. You value how much effort goes into collecting these ingredients and how special they are.

### WHAT HAS BEEN ONE OF YOUR MOST MEMORABLE, DINING EXPERIENCES IN NATURE?

There have been many great dining experiences throughout Western Australia. We've cooked in the Kimberley region at the Bungle Bungle Ranges; closer to Perth at the Pinnacles Desert; on the islands in Albany off the Great Southern coast. It's hard to pick a favourite.

Going back about 12 years, the overall energy at our event in the Pinnacles was incredible. It felt like a dream. It was magical, and there was so much energy around that event. I'd love to do that again.

Last year we cooked in the karri forests in the Margaret River Region – a long table focused on hyper local and native ingredients. It's important to learn more about these native ingredients because they tell a story of Western Australia. If we're in the South West, those ingredients are found around us. You're walking through the forest or along the beach and you can see these ingredients. It gives you a sense of place, no matter where you are in Western Australia.

### YOU'VE COOKED AT SOME OF THE MOST RENOWNED RESTAURANTS AROUND THE WORLD. HOW DOES THE WEST AUSTRALIAN FOOD AND WINE SCENE COMPARE?

The West Australian food and wine scene is world-class. We have incredible chefs. The winemakers are producing delicious and interesting wine. Compared to the rest of Australia or the world, we're right up there with high-end food and wine.

The food scene has developed so much in the last few years. There are many talented chefs using native ingredients and telling the story of where they've come from, whether from the Margaret River Region, the Pilbara, or the Kimberley. All that seafood is unique to each region. The chefs in Western Australia are doing a fantastic job highlighting how fresh and pristine the produce is here.

The wine and beverage scene in Western Australia is fantastic. We have many wine regions, some right up there with the best in the world, like Margaret River, where people come from all over to sample the wines. Also the new breweries and the gin and other distillates being made here.

### WHAT IS A DREAMER?

A dreamer is someone with imagination. They walk through this world with wonder, looking for connection and experiences that connect people to this Country.



## ARTS, SPORT AND ENTERTAINMENT: AMBERLEY LOBO

Amberley Lobo has carved out one of Australia's most colourful and dynamic careers in the media. For more than 15 years, she's brought her trademark energy to television, radio, sport, and live events — building a body of work that celebrates storytelling, connection, and community.

Her media career began in 2009 with a live national television launch alongside then Prime Minister Kevin Rudd, when she became the face of ABC3. Since then, she's collaborated with multiple networks including Network Seven, the CBS Network, and BBC UK. A lifelong sports lover, Amberley has also worked with some of Australia's biggest sporting organisations including the AFL, Tennis Australia, NBL, Netball, Cricket Australia, and Football Australia.

She's also the creator and host of *Welcome to the Jungle*, a podcast featuring candid conversations with people from all walks of life. A passionate West Australian, Amberley is deeply proud of the place she calls home and loves celebrating the people, stories, and culture that make WA so special.

## Q&A

### WHAT HAS BEEN YOUR MOST MEMORABLE EVENT IN WA?

The event that's left the biggest impression on me would definitely be the AFL Grand final in Western Australia. It was the first time it's come to WA, hopefully not the last time. I was lucky enough to co-host and it was so fun because the whole crowd was so excited and so energized. It was just, it was a good time!

What do you think of the West Australian event that everybody needs to get to in? One event that everyone needs to know about is Fringe Festival. I mean, they should know about it, right? But it's the start of a year. Every year it's weeks of performances. Artists from all around the world in one spot. And the whole of Perth goes pink.

### HOW WOULD YOU DESCRIBE WESTERN AUSTRALIA'S CREATIVE SPIRIT IN A WORD?

I would need about 17 because it is so big. It is like bold. It is not afraid to take risks. It is imaginative. It's curious, it's fun, it's playful. I don't know if there's one word that means all that.

The events space in Western Australia is booming. No matter what you're into, there is something for you. If you want to go like for a cultural experience or culinary experience or sport, we've got you covered. There's always new things popping on the calendar, and it's honestly non-stop.

### WHAT TYPE OF EVENT DO YOU LOVE THE MOST?

Western Australia is literally a place where dream events happen. We've got so much variety. We have super lifestyle festivals, international acts, all in the one beautiful place.

My favourite type of events are arts and sports. I can't split them because they're fun in different ways, but mainly it's because of the crowd. Everyone is really excited to be there and for a few hours, you're all sharing this one moment together. And those are always the two types of events that bring a feel-good atmosphere.

I'd love to host an event in regional WA – that would be the dream!

The regional events scene in Western Australia is going off. Seriously, there is so much to do. And the good thing about regional events in Western Australia is the location. It's so beautiful. It's like a dream. So if you haven't been to one yet, you need to get one.

### WHERE DOES THIS A PASSION FOR WA'S EVENT SCENE COME FROM?

I like making people smile and when hosting events, you get to create that energy and atmosphere and pull everyone into the experience and make everyone feel seen. Events are like this special moment in time where people from all different walks of life or backgrounds, or who have different things going on, can all come together for this one little special moment. It might be a few hours, they can just forget about whatever's going on and you're all in this magical experience together. It's so special.

### WHAT IS A DREAMER?

To me, a dreamer is someone who can imagine something bigger for themselves. And then is not afraid to go after it. They're bold, they're willing to take risks, and just give things a go.



## HIKES AND TRAILS: CAM BOSTOCK

Cam Bostock is an adventurous content creator based in Western Australia who channels a deep love for his home state into every hike, expedition and film he produces.

Born and raised in the Perth region, Cam's passion for WA's unique landscapes shapes his storytelling and outdoor lifestyle.

From coastal dunes to jarrah forests and outback tracks, he began exploring local trails such as the Bibbulmun Track and the Munda Biddi Trail before expanding globally, documenting epic journeys like the 3,000 km Te Araroa Trail in New Zealand.

Through his Instagram, YouTube and podcast "The Life Outside", Cam shares the raw beauty and adventurous spirit of Western Australia, inviting his followers to trade screen time for real life exploration, right where wilderness feels accessible and wild.

With each story and step, Cam celebrates WA as his 'backyard' playground and global base - proving you don't need to travel far to start an epic adventure.

## Q&A

### WHAT IS YOUR MOST UNFORGETTABLE HIKING EXPERIENCE?

One that stands out is my first long distance hike – on the Bibbulmun Track, the longest hiking trail in Western Australia. It runs from Perth to the south coast and Albany. In 2021, I walked the full 1000km with a friend, which ignited my love for long distance hiking. I have so many good memories of that trail, pushing myself physically and experiencing the diverse trail, from the south coast and beaches to the old growth forests and the Darling Scarp closer to Perth. It was an incredible experience.

In October, I walked the Bibbulmun Track for the second time, this time faster as a personal challenge. I attempted the unsupported fastest known time, which was hard. I walked the trail over 14 days, averaged about 72km per day, and experienced the beauty of the trail while pushing myself to the limits, which is one of the reasons I love hiking.

### WHERE DID YOUR INTEREST IN HIKING COME FROM?

I was in my early 20s when I got down to trails in Perth and fell in love with the wildflowers, waterfalls, hills, and local trails. I was about 21 or 22 when a mate took me on my first overnight hike on the Bibbulmun Track south of Perth. That's when I discovered I love spending extended periods of time in nature on trails, sleeping out there and making it my home for a short or long time. From there, I looked for longer and more diverse trails around the state and fell in love with it. Now all I think about is hiking.

Walking the trails in WA is a unique feeling. There's a certain magic to it. Walking through old growth forests in the southwest, through the ancient tingle trees, eucalyptus, and karri forests, you're in constant awe amongst trees that are hundreds of years old. I get that feeling when I climb mountains or walk along pristine coastline, especially when there's no one around. For me, it's that feeling of "wow, this is peaceful". It's natural. It's where humans are meant to be, and that's why I keep coming back to trails in WA.

### YOU'VE HIKED ALL OVER THE WORLD. HOW DO WEST AUSTRALIAN TRAILS COMPARE?

Over the last few years, I've explored a lot of trails globally and interstate, and I always miss Western Australia. We have world-class trails and some of the most incredible multi-day hikes in the world.

The organisations looking after those trails do an incredible job.

One thing about West Australian trails that I love is how accessible they are. People of all skill and experience levels can head out on multi-day trails and day hikes without too much worry. The Bibbulmun Track, for example, is well looked after and has 49 campsites with toilets, shelters, and water tanks. You can get out overnight for the first time and not be too worried about where you'll sleep or get water. I love that about West Australian trails.

There's a diversity here you can't find anywhere else. You've got mountains, coast, forest, arid desert, and gorgeous areas further north in the Pilbara, with many trails to explore.

### WHAT IS THE ONE TRAIL YOU WOULD RECOMMEND FOR SOMEONE SEEKING THAT DREAMLIKE MOMENT TO DISCONNECT?

If you're looking to get remote and into nature, I'd recommend Bluff Knoll in the Stirling Range National Park. It's one of my favourite trails in Western Australia and one of the most iconic. It's the tallest mountain in the southwest, an incredible rugged climb with an insane view at the top, and very accessible. My favourite thing is to start early so you reach the summit at sunrise and watch the sun rise over the Stirling Ridge. It's one of the most incredible things you can experience in Western Australia.

### HOW DO YOU CAPTURE THE SPIRIT AND MAGIC OF WA'S TRAILS IN YOUR STORYTELLING?

Capturing the magic of West Aussie trails in my content comes naturally. It's easy to be authentic when I'm out on trail, even talking to a camera, because I'm feeling these things. My goal is to inspire other people to get outside. I know the benefits of spending time in nature, and I want others to experience that too.

### WHAT IS A DREAMER?

A Dreamer is somebody striving for more and looking to improve and grow. That's why I love hiking – it's a way to leave your comfort zone and find a new version of yourself. I strive to do that in all aspects of life, to dream bigger. A Dreamer is someone seeking discomfort and finding something bigger than they had in themselves before.

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