

Media release

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East Arnhem launches bold new brand to step onto the national stage

Developing East Arnhem Limited (DEAL) has launched a bold new national brand and campaign designed to propel East Arnhem onto the national stage.

As mining operations wind down and the region continues its economic transition, the new brand aims to build national awareness of East Arnhem not only as a place to visit, but as a place to live, work and invest.

The campaign leans into the region's remoteness, reframing it as a strength that underpins East Arnhem's resilience, cultural depth and independence.

At the forefront of the campaign is comedian Lou Wall, cast as the everyday Australian visitor experiencing East Arnhem for the first time. Through Lou's journey, audiences see the region through fresh eyes, moving beyond picturesque postcard imagery to discover a place defined by deep cultural connection and strong community. Music from East Arnhem's own King Stingray features throughout, with their track *Let's Go* providing a distinctly local sound.

DEAL Chief Executive Officer Luke Walker said the new brand marks a defining moment for the region.

"East Arnhem has always been extraordinary, but the rest of Australia has been missing out," Mr Walker said.

"At a critical time in our region's history, it's important we step forward confidently. We've chosen to own the challenges that come with remoteness, because they are exactly what shape our resilience, our community strength and our opportunity."

"This is about ensuring East Arnhem is understood nationally, not just for tourism, but as a region filled with emerging industries, innovation and long-term potential."

The campaign is delivered in partnership with KWP+Partners, who have worked with local artists and community members to develop the brand identity and national rollout.

Developing East Arnhem Limited (DEAL)

A: Level 1, 8 Franklyn Street, Nhulunbuy, 0881 NT Australia | PO Box 1436, Nhulunbuy, 0881 NT Australia
E: enquiries@developingeastarnhem.com.au | P: (08) 8987 0558 | W: www.developingeastarnhem.com.au
ABN: 23 602 771 979



The regional brand and campaign launched on 15 March 2026, including the new regional brand identity, regional website and national film campaign across cinema, digital and social platforms.

East Arnhem is 100 per cent Aboriginal owned and steeped in Yolŋu history, culture and songlines, making it one of the most culturally rich and historic areas in Australia. Its communities are strong and deeply connected, and at the heart of what makes East Arnhem resilient and vibrant.

Through strong partnerships and a clear long-term vision, DEAL continues to help drive East Arnhem forward with intent, ensuring the aspirations of Yolŋu people are realised while building a sustainable and secure future for the region.

Media contact

Grace Amanatidis
True North Strategic Communication
0477 985 963 | grace@truenorthcomm.com.au

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