



## **WORKSHOP PROGRAM - WEDNESDAY 22 MAY 2019**

### **Exhibition of Jacqueline Pemberton's, Wildlife Botanic Art**

*Jacqueline is a botanical artist in Western Australia who conveys her passion for the natural environment in her superbly detailed botanical art.*

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MC FACET Chair, Ryan Mossny

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11.45-12.00 **Registration**

12.00 **Welcome & Overview**

12.15 **Insights into the effective marketing of Coral Coast's wildflowers.**  
**David O'Malley, Chief Executive Officer, Australia's Coral Coast**  
*Learn about Australia's Coral Coast's integrated approach to marketing wildflowers.*

12.35 **Leveraging Wildflowers to infuse a distinct Sense of Place**  
**Anthony Brookfield, Principal, HASSELL**  
*Celebrating Western Australia's unique wildflowers through design, taking inspiration from the wild and varied forms, colours and textures exhibited by WA's rich native flora.*

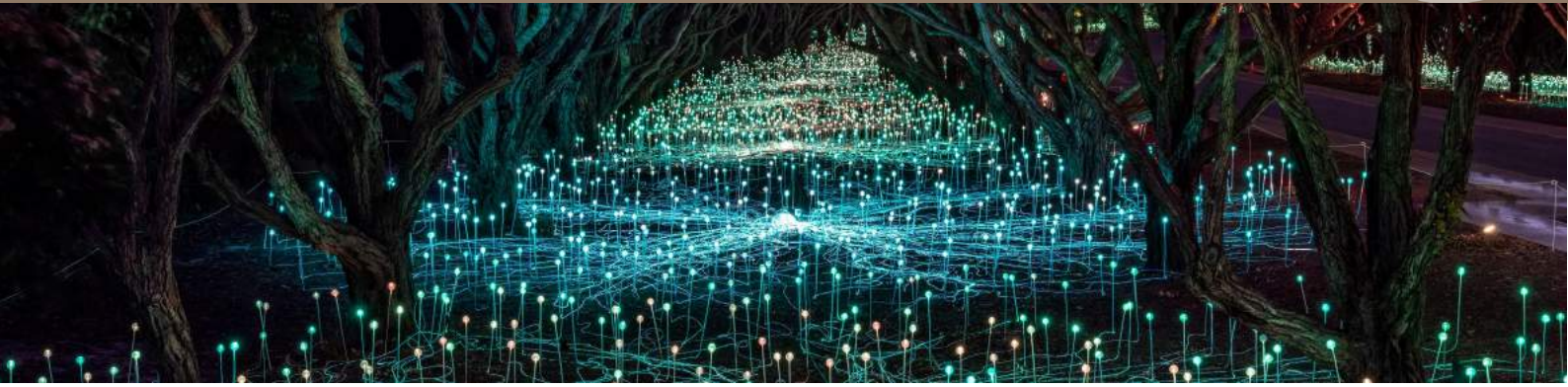
12.55 **Questions - Panel Session**

1.00 **Networking Lunch**  
**Enjoy a delicious lunch overlooking the stunning gardens of Kings Park**

2.00 **Wildflower Country - A collaborative tourism approach by Local Government**  
**Nils Hay, Chair, Wildflower Country and Chief Executive Officer**  
**Shire of Mingenew**  
*Local Governments driving wildflower tourism.*

2.20 **An Aboriginal cultural perspective of native flora**  
**Walter McGuire, Go Cultural Aboriginal Tours & Experiences**  
*Gain an insight into the Aboriginal perspective on native flora as bush tucker and medicine and the six seasons.*

*Creating tourism opportunities from  
Western Australia's unique flora*



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- 2.40 **WA Wildflowers - The art of a good story.**  
**Lorna Charlton, Department of Biodiversity, Conservation & Attractions**  
*Explore industry best practice in park interpretation.*
- 3.00 Questions - Panel Session
- 3.05 **Networking - Afternoon Tea**
- 4.00 **Around the State in 80 garden beds**  
**Alan Barrett, Executive Director, Botanic Gardens and Parks Authority**  
*Learn how the Botanic Gardens and Parks Authority maximises visitor opportunities to experiences the wonder of Western Australian wildflowers.*
- 4.20 **Growing Destination Reach through Wildflower Events**  
**Karen Castiglioni, Managing Director, Distinctly Tourism Management**  
*The Field of Light; Avenue of Honour event has generated over 200,000 visitors to Albany in the last 8 months, making it the most successful tourism event in the region, eclipsing the Anzac Centenary in 2014. Inspired by the beautiful colours of native wildflowers of WA's Southern Coast, the event has been an outstanding example of integrated tourism marketing across all segments.*
- 4.40 Wildflower Tour Operator - Presentation tbc
- 5.00 Questions - Panel Session
- 5.10 Finish

*According to Tourism Western Australia,  
WA's wildflower collection is the largest on Earth.  
With more than 12,000 species, over 60% are unique to the State.*