



**Dear Member friends**

**TALGA invites you to register to attend Conference 2023 to be held at  
The Carrington Hotel, Katoomba in the beautiful Blue Mountains, NSW**

Book your place using our online facility: [CLICK TO REGISTER NOW](#)

We have put together a compelling speaker and workshop programme that will satisfy both experienced and new lavender growers and business people alike – focusing on the **Five Elements of Business Success – Vision | Singularity | Value | Visibility | Personality**

**What you can expect:**

- Two full days of expert speakers and topics that will help you plan and grow your lavender business;
- Q&A after every speaker;
- Grower panel discussion on Lavender Agritourism and Q&A;
- Advice on value-adding your lavender into products for profit;
- Nose training workshop to develop understanding and evaluation of lavender essential oil fragrances;
- Farm visit inspection of drying and distillation equipment, processing machinery and tour of lavender;
- Product labelling and compliance workshop;
- Best practise guidance for drying lavender and essential oil/hydrosol production and storage;
- Meet other growers, make connections and share information;
- Meet industry suppliers who will provide relevant and helpful product advice.

**DELEGATE FEES for FULL CONFERENCE INCLUSIONS (see details below)**

*If you are unsure which member category you are please contact [secretary@talga.com.au](mailto:secretary@talga.com.au) to confirm before you book*

| TICKET CATEGORY  | TICKET PRICE (GST not applicable) |
|--|-----------------------------------|
| TALGA Life/Honorary/Full & Affiliate Member            | \$400                             |
| International NZLGA Full Member                        | \$400                             |
| TALGA Associate Member                                 | \$450                             |
| Non-members  | \$490                             |
| Optional extra Friday Farm Visit for non-delegate      | \$120                             |
| Optional extra Gala Dinner attendance for non-delegate | \$130                             |

### DELEGATE FEE INCLUSIONS:

- Welcome drink & canapes function;
- Full Conference delegate package with morning/afternoon tea, lunch, all day coffee/tea, TALGA 'sample showbags', pens/notepads, wifi access;
- Gala Dinner & Awards Evening with Guest Speakers in the Grand Dining Room – 3 course (alternate drop) menu with 3hr drinks included;
- Coach transport to Friday Farm visit location (subject to 50 passenger limit);
- Friday Farm visit and tour of Blue Mountains Lavender Farm in Little Hartley with refreshments, boxed catered lunch, complimentary coffee van, EITHER Nose Training Workshop and Labelling/Regulations workshop for product makers OR local open garden visit and tour;
- Complimentary post-conference access to view session videos;
- Complimentary speaker notes.

[TO BOOK ONLINE NOW CLICK HERE](#)

### WHAT'S ON?

#### **WEDNESDAY 17 MAY 2023**

3pm Annual General Meeting

5.30-7pm Welcome Function for all delegates

#### **THURSDAY 18 MAY 2023**

9am-4.30pm Conference sessions, lunch and refreshment breaks/trade table supplier access

6.30pm Gala Dinner & Awards

#### **FRIDAY 19 MAY 2023**

9am Blue Mountains Lavender Farm Visit & Workshops/OR afternoon local garden visit

4pm Afternoon tea and Conference wrap up

### THE VENUE – THE CARRINGTON HOTEL, KATOOMBA

*Our venue is the historic and uniquely beautiful The Carrington Hotel, Katoomba.*

*Restored to its former grandeur, this heritage-listed hotel is a local Blue Mountains landmark offering the elegance, luxury and charm of a bygone era. It is superbly located on the main street of Katoomba, just 50m from Katoomba train station, in the heart of this high altitude mountain village shopping precinct.*



## INTRODUCING OUR GUEST SPEAKERS



### **KEYNOTE SPEAKER 'VISION' – DEE-ANN SECCOMBE PRATHER** **Managing Director, Down Under Enterprises**

*Dee-Ann will speak about her experience creating clear goals that gave focus and direction to the development of her family farm to achieve major export success.*

Dee-Ann founded Down Under Enterprises in 2001 in the United States. Originally selling only Tea Tree Oil from her family's farms in Australia, her leadership has propelled Down Under as one of the foremost experts on native Australian ingredients, offering over 35 native Australian products, including those produced from our own farms.

Dee-Ann's previous experience includes Management Consulting (Deloitte) and Investment Banking (Bankers Trust, Macquarie). Dee-Ann holds a Masters of Commerce, Finance (University of New South Wales), a Bachelor of Economics (University of Sydney), and an Associate Diploma, Applied Finance (Australian Securities Institute). She is a graduate of the Australian Institute of Company Directors (AICD) program. Dee-Ann is currently the President of the Essential Oil Producers Association of Australia, a member of the federal government's AgriFutures Tea Tree R&D Advisory Panel, and won the 2015 NSW Premier's Export Award for Women in International Business.



### **'SINGULARITY' - CLARE DEAN, Managing Director** **Tasmania Lavender Company and Port Arthur Lavender**

*What makes your lavender business stand out in the marketplace? Clare Dean will share her experience and perhaps some secrets about the distinctive and exciting brand experience at Port Arthur Lavender and other retail outlet in Richmond, Tasmania.*

Tasmanian Lavender Company, owned and run by Clare Dean and husband Brendan, represents a total transformation of a once struggling family farm into a major lavender cropping enterprise with two retail outlets selling a huge range of their handmade lavender products.

During the ten years of product development, Clare has discovered the enormous customer demand for an authentic local lavender experience and she and Brendan deliver the delight by the bucketload. Their visitor centre at Port Arthur now offers a dynamic Tasmanian visitor experience based around value-adding their lavender. Central to this is a functioning essential oil distillery using world best processing practices that enables visitors to connect with the entire paddock-to-plate concept.



### **'VALUE' – PHILLIP PRATHER, Head of Marketing and Operations,** **Down Under Enterprises**

*Phil is the Chairman of ATTIA Ltd, the industry body for Australian Tea Tree Oil and will give an overview of the accreditation process in the industry and the value this has brought to Australian producers. The question is should lavender oil distillers look to this example for our own industry?*

Phil leads Marketing and Operations for Down Under Enterprises, which attained Platinum status with Ecovadis, a global Sustainability benchmarking company, placing Down Under in the top 1% of over 100,000 companies.

Before Down Under, Phil was highly involved in the global medical device industry, serving as CEO of start-up Leo Cancer Care (Nano-X) Pty Ltd, and senior positions with medical companies Cochlear, Cellestis (a division of QIAGEN), PHILIPS, and Medtronic. A graduate of the Australian Institute of Company Directors (AICD), Phil also holds dual degrees in Biology and Economics (University of Vermont), honors work in the College of Medicine (Neurobiology), and GradDip, Finance, from Case Western Reserve University.





## **‘VISIBILITY’ – NIKKI BARKER, Monroe Marketing + Design**

*How do we reach our customers and get our brand noticed when there are so many messages bombarding us every day? Nikki will arm us with tools to audit our marketing efforts and inspire a more focused and effective digital marketing plan for the future.*

Based in the beautiful Macedon Ranges in Victoria, Nikki Barker from Monroe Marketing + Design partners with businesses to create results driven and practical marketing solutions that resonate through strategy, words, imagery and just a little bit of marketing know-how.

After over 20 years of working in advertising, marketing and communications for small to medium organisations, Nikki is aware that marketing is often made overly complicated and expensive coupled with an understanding that many businesses don't have the budget or time for a dedicated marketing department, nor the understanding to know how to effectively promote their services or product - and one size definitely does not fit all!

Nikki is skilled at educating small businesses in simple, effective marketing techniques that are affordable and most importantly, achievable.



## **DINNER GUEST SPEAKERS ‘PERSONALITY’ – Shane and Tessa McLaughlin Proprietors Hillbilly Cider, Bilpin NSW**

*Shane and Tessa McLaughlin are a dynamic couple who have built a fun and vibrant brand for their Blue Mountains grown cider apple business. They will encourage us to let our personal style and individuality shine.*

A move to an orchard in Bilpin in 2007 was Shane and Tessa's inspiration for creating this favourite Blue Mountain's Hillbilly Cider. With 20 years of wine and cider making under his belt, Shane uses a blend of Aussie classic apples as well as heritage cider apples to perfect the various award-winning styles. Hillbilly is also the only cider in the world to use the Julie apple – winning a total of four 'Best in Class' awards.

The McLaughlin's sell their cider via their cellar door in Bilpin as well as wholesale to bars and restaurants in the Blue Mountains, Sydney, Melbourne and Brisbane. They have a large and loyal following on social media and their fun photos and events really embody their pledge of 'Hillbillification'!



## **FRIDAY FARM VISIT & WORKSHOPS – Louise & Bruce Bickerton Blue Mountains Lavender, Little Hartley**

*This TAGLA member farm will host the Friday Farm visit which will focus on the value-adding and product-making side of growing lavender.*

At an altitude of 800m and located in a private valley on the western foothills of the Blue Mountains escarpment, this small boutique lavender farm is an artisan producer of naturally grown lavender flowers, distiller of lavender essential oil, and maker of quality body care and lifestyle products that embody the calm and beauty of the mountain landscape.

Louise has served as a TAGLA Board Member since 2020 and currently holds the office of Vice President and Events Subcommittee Coordinator.



## **WORKSHOPS ‘Best Practise for Storing EO and Drying Lavender’ ‘Train your Nose to Assess and Evaluate Lavender EO’ – Fiona Glover, Creative Dried Flowers**

Fiona Glover qualified as a Librarian in 1970 and was employed as a research Librarian working for government and private industry in Melbourne before moving to Port Moresby as Librarian for the Department of Primary Industry.

Returning to Melbourne with a young family, Fiona studied floristry and started her own business Creative Dried Flowers. With her partner, they developed a rose and lavender farm, including a large oil still, at Barkly, Pyrenees Shire, Vic.

Fiona joined TALGA in 2000 and started attending Conferences and learning all about Lavender. Fiona developed an interest in essential oil and aromatherapy. Joining the TALGA Board in 2012, Fiona and members of the Central Vic Growers Group, set about reviving the Olfactory Oil Competition for TALGA. Her mentors along the way have been Rosemary Holmes, Dawn Baudinette, Tere Bonner and Noel Porter, along with many members of TALGA.

### **KAYE KELLY – WORKSHOP ‘Compliance Protocols around Product Development and Labelling’**

Kaye Kelly established Tower Hill Lavender, a boutique lavender farm situated in SW Victoria in 1999. Over the years Kaye has been a TALGA multiple winner for her Essential Oil, Your Best Product and the Craft Awards. A highlight being the inaugural winner of the Dawn Baudinette Tourism Award. In 2019 Kaye was awarded a TALGA Honorary Membership. Since retiring from farming several years ago, Kaye remains an active member of TALGA spending several years on the TALGA Board, initiating the regular ENews to keep members connected, ALR Co-ordinator and mentoring new growers including the Timboon P12 School for their ag project.

Kaye will speak on what happens after you have grown, dried and/or distilled your lavender and you have enough product to market. This will include discussing the various regulations surrounding value adding and the different options that you may consider to market your product.

## **DELEGATE REGISTRATION BOOKING DETAILS**

Registrations can only be accepted via an online booking system which will collect your details and enable you to pay the delegate fee by credit card/debit card at the time. Bookings open on 17 November 2022 and we encourage you to register as early as possible to make conference organisation a little bit easier!

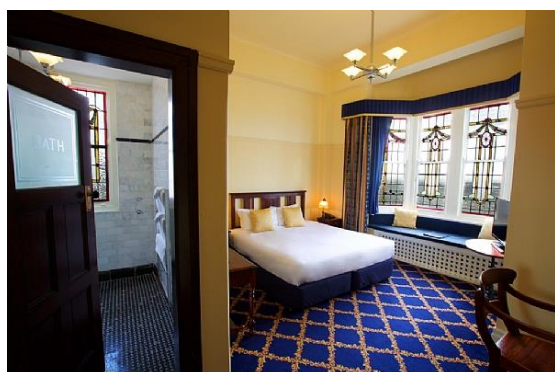
If you prefer to pay by EFT directly please contact Louise Bickerton at email [talgaevent00@gmail.com](mailto:talgaevent00@gmail.com) or 0409717899 and she will help you to do this.

[CLICK HERE TO BOOK NOW](#)

This link takes you to our external booking website partner Trybooking.com All fees quoted are in AUD and GST is not applicable. There will be a small booking fee (once only for all delegates booked at the one time) and an extra credit card service fee for each delegate booked. You will be asked to accept the Terms & Conditions in order to book, please view the full document distributed with this flyer.

## **ACCOMMODATION, TRANSPORT AND THE BLUE MOUNTAINS LOCAL AREA**

### **ACCOMMODATION AT THE CONFERENCE VENUE OR KATOOMBA**



**The Carrington Hotel** is giving us very reasonable accommodation room rates, with most guest rooms at \$190 per room per night including continental buffet breakfast and traditional rooms with separate private bathroom for \$125 per room per night b&b.

If you would like to secure accommodation, please book directly with The Carrington (phone 02 4782 1111) **quoting our account number 75630**. The hotel will make this tariff rate available until 6 weeks before the Conference then will open availability of any unbooked rooms to the general public.

View room options here: <https://www.thecarrington.com.au/stay/>

Alternatively, there are many other accommodation choices at all different price levels in Katoomba we suggest you search on a booking website for the best deals but suggest don't leave it until the last minute!

## TRANSPORT OPTIONS

**From Sydney Airport by car:** Katoomba is a 2 hour drive on tollways from Sydney Airport. The Carrington Hotel has free onsite parking available for hotel guests driving to the Conference;

**From Sydney Airport or Sydney city by train:** the train trip is via T8 Airport Line to Central Station then the BMT Blue Mountains Line on the Intercity Trains Network will take approximately 3 hours see link:

<https://transportnsw.info/routes/details/intercity-trains/bmt/02BMT> you can pay either by credit card or with an Opal Card;

**From Sydney Airport or Sydney city by coach:** there is a service (3.5hrs) operated by Aust Wide Coaches route Sydney-Orange-Sydney visit this link for more info: <https://austwidecoaches.com.au/express-services/>

## WHAT TO SEE AND DO IN THE BLUE MOUNTAINS

### HIKING AND BLUE MOUNTAINS NATIONAL PARK

Echo Point lookout in Katoomba is the classic location from which to experience the majesty of the Blue Mountains escarpment, the viewing platform is perched on the edge of the vertical cliffs and has panoramic views of the Jamison Valley and the iconic Three Sisters.

It is the gateway to many great walks, from the paved wheelchair accessible pathway out to the Three Sisters to the more challenging Giant Stairway that leads you down almost 1,000 stairs to the valley floor.

Explore the hiking and lookout options on this website: <https://www.nationalparks.nsw.gov.au/things-to-do/lookouts/echo-point-lookout-three-sisters>

### SHOPPING

Katoomba: The main street of Katoomba is packed with interesting shops if you fancy antique and bric a brac, mountain fashions, the iconic Hat Shop, try the Little Co-op Shop for a range of sustainable gifts and homewares plus many outdoor adventure and camping equipment outlets. Seek out the BM Cultural Centre for their lovely selection of gifts and artsy products.

Leura: The quaint village of Leura located a short drive east of Katoomba is home to a eclectic array of speciality shops with a mix of fashion, homewares, vintage goods, jewellery, furniture, plants and much more. Recommended The Cats Meow, Moontree Candles and Art Gallery, and The Nook (upstairs) for local artisan products.

Medlow Bath: Don't miss the wonderful art deco atmosphere at The Hydro Majestic Hotel on the highway for a large and beautifully curated selection of local products, café and hotel restaurant.

For more recommendations visit: <https://www.visitnsw.com/destinations/blue-mountains/shopping>

## ABOUT THE AUSTRALIAN LAVENDER GROWER'S ASSOCIATION INC.



For over 25 years, The Australian Lavender Growers Association Inc (TALGA) has represented lavender growers, advocating a vision of an innovative and sustainable Australian lavender industry.

In recent years we have focused on encouraging the establishment of lavender farms across Australia, both large and small, supporting our members with networking opportunities and marketing strategies for solid business viability. We currently have 120 members who are actively growing, distilling and value-adding their harvest to fulfil the desires of their chosen markets.

At our Field Day 2022 held last May, we had many prospective growers attend and we receive frequent inquiries regarding starting a lavender business.

**TALGA Committee of Management:** President – Gary Young ([president@talga.com.au](mailto:president@talga.com.au)); Vice President – Louise Bickerton ([talgaevent00@gmail.com](mailto:talgaevent00@gmail.com)); Secretary – Kellie Oxenford ([secretary@talga.com.au](mailto:secretary@talga.com.au)); Treasurer – Stuart Whiteman ([treasurer@talga.com.au](mailto:treasurer@talga.com.au)); Public Officer - Fiona Glover ([admin@talga.com.au](mailto:admin@talga.com.au)); Christine Hitchin ([mclarenvale.lavender@bigpond.com](mailto:mclarenvale.lavender@bigpond.com)); Clare Dean ([clare@portarthurlavender.com.au](mailto:clare@portarthurlavender.com.au))