

AMAGA NATIONAL CONFERENCE

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14-17 JUNE 2022, PERTH

ABSTRACT SUBMISSION

ABSTRACT TITLE:

WAndersonland - the new visitor portal to WA regional collections: changing the sector narrative

PRESENTATION TAKEAWAY:

From armadillo baskets to Aboriginal artwork - discover the breadth of WA regional collections through a beautiful new portal designed to provide alternative entry points for visitors, to more than 200 collections across the state. The portal shifts the narrative of the wider collections sector.

ABSTRACT CONTENT:

Are you dreaming of your next holiday? The WAndersonland website provides an enticing photographic glimpse of diverse WA regional collections from every corner of the state, brought to you by a team who travelled 12,000kms and visited more than 200 collections. This paper shares the journey of developing this innovative, visually driven project and revisits why collections are important to many different communities and why they are so much fun!

WAndersonland includes collections from Aboriginal art, language and cultural centres; museums, archives, interpretation centres, art and natural history collections, private collections and a thrilling myriad of others, woven together in a visual feast for your personal pleasure! It is the product of creative contributions by a small but brilliant team, including the stunning photography of Bo Wong and written content by Samille Mitchell, Annette Davis, Sarah Yu and Tui Raven. The website enables you to create your own itinerary, based on which collections appeal to you, from the Kimberley to the Great Southern region of WA, from regional centres to very remote places.

WAndersonland is a doorway to your own journey of discovery, not only to the collections, but the warm, generous folk who are always willing to have a yarn and share their local knowledge of wherever you are. It is designed to increase visitorship to all regional collection and simultaneously shift the narrative of the sector toward rich diversity, accessibility and a touch of the groovy.

Start planning your next WA adventure!

HOW DELEGATES CAN CONTACT THE SPEAKER:

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