



14th World Flower Show

LAND OF CONTRASTS



A U S T R A L I A

2024 - 2027

PROGRAMME

16th - 23rd March 2027

Sydney Olympic Park, Sydney

WELCOME

President WAFA Australia Management Committee

MADHU SHAH



It is with great joy and anticipation I welcome you all to Australia for the 14th World Flower Show “Land of Contrasts”, proudly hosted by the Australian Floral Art Association (AFAA) and the World Association of Floral Artists (WAFA) Australia Management Committee in March 2027.

Australia is a land where nature paints with bold strokes - where deserts meet oceans, ancient landscapes embrace modern cities, and diverse cultures live in harmony. This setting provides the perfect backdrop for a world-class celebration of floral artistry.

We invite you to immerse yourself in this unique experience - come to compete, to inspire, and to be inspired. Our program promises spectacular floral exhibitions, spirited competitions, educational demonstrations, and moments of global friendships that will stay with you for a lifetime.

The festivities will also include a gala dinner and a floral extravaganza, where we will come together to celebrate the universal language of flowers, surrounded by the warmth of new and old friendships.

Let us make the 14th World Flower Show “Land of Contrasts” a true celebration of creativity, beauty, and unity. We cannot wait to welcome you to our beautiful country.

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MESSAGE FROM THE AUSTRALIAN FLORAL ART ASSOCIATION



EILEEN WENN OAM *

President AFAA Australia

Dear WAFA Members

On behalf of the WAFA Australia Management Committee and the members of AFAA, we look forward to welcoming friends from around the world to the 14th World Flower Show "Land of Contrasts."

Preparations are well underway for this special event at the Sydney Showground, Sydney Olympic Park. The week will feature Honorary Country Exhibits, competitions, inspiring workshops, a Floral Extravaganza, and a gala dinner - all celebrated in the spirit of friendship through flowers.

Australia is honoured to host the WAFA World Flower Show 2027, and we hope floral artists and organisations from your country will be inspired to make the 'Trip Down Under' to join us in Sydney.

Together with the AFAA Committee and its members, we extend our very best wishes to WAFA Australia Management Committee President Madhu Shah and the entire WAFA Australia team for a truly successful World Flower Show.

* OAM = Order of Australia Medal in recognition of services to the floral art community

MESSAGE FROM THE WORLD ASSOCIATION OF FLORAL ARTISTS LTD

Chairperson Board of WAFA Ltd

KITTY GALLAGHER



On behalf of the Board of WAFA Ltd, I extend our grateful appreciation to the WAFA Australia Management Committee, representing the Australian Floral Art Association Inc, for their unwavering commitment and dedication in preparing what promises to be another exceptional World Flower Show.

Participating in a World Flower Show is a cherished experience for all floral artists. It offers us the opportunity of seeing beautiful plant material crafted into innovative and imaginative designs which reflect the individual creativity of our global members.

These shows not only showcase extraordinary floral artistry, they deepen the bonds that unite us.

Since the founding of the World Association of Floral Artists in 1981, our members have created lasting memories through the joy of shared experiences and a mutual love of flowers and nature. These friendships are at the heart of our association, and they continue to flourish across borders and generations.

We are especially honoured in 2027 for Australia to host the World Flower Show.

Australia has played a foundational role in our association's history. As one of the original member nations, their members have consistently participated in and supported every World Flower Show. Their commitment to the global floral community is deeply appreciated.

We look forward to gathering in Sydney in 2027, not only to celebrate exceptional floral artistry, but also to immerse ourselves in the city's vibrant culture, stunning landscapes, and renowned hospitality. Until then, may our shared passion for flowers continue to grow. May the friendships we've formed through this wonderful association continue to blossom.

We look forward to seeing you in Sydney in March 2027!

MEET THE WAFA AUSTRALIA MANAGEMENT COMMITTEE

President

I was born in Kenya and have had the privilege of practicing floral art at local, national, and international events for over 40 years. My journey in floral design began as a member of the Kenyan Floral Art Association, where I later served as President. In 1999, I relocated to Sydney, from where I have continued to compete, present demonstrations, and lead workshops. Over the years I have participated in competitions, judged events, and delivered floral art demonstrations across many countries, including Australia, Kenya, South Africa, India, Barbados, Ireland, England, Japan, the United States of America, Oman, and Dubai. I have received numerous awards and championship titles. I actively pursue opportunities to attend workshops with leading floral designers to continue evolving my skills and creativity.

MADHU SHAH



ALETHIA QUICK OAM *

Vice President



I became involved in floral art in 1989 with a club starting in our local area of South Australia. My interest grew quickly, and I qualified as a judge in 1996. Whenever possible I attended events in other Australian states to broaden my knowledge of the art. I have attended WAFA seminars in Pakistan and India and WAFA World Flower Shows in New Zealand 1996, Japan 2005, & India 2020. I represented Australia at Canada Blooms in 2009 with an exhibit and demonstration. To be able to gain so much knowledge from other designers, see the materials used over the years and how designs have changed and grown is an inspiration. In addition was the experience gained of administration of many varied organisations. I feel honoured to be able to be part of floral art worldwide.

*OAM = Order of Australia Medal in recognition of services to floral art organisations and the community.

Secretary

I am delighted to serve as the Secretary for this amazing event. My skills in the floral art world have evolved over the years—from graduating in horticulture management, working in the Sydney Flower Markets and the Dutch markets in Holland, to owning and operating a retail florist shop in regional NSW for 15 years. Along the way I gained my Certificate III in Floristry and proudly became an accredited AFAA demonstrator and judge. I have competed nationally and internationally with success, which has further enriched my experience and passion for floral art and design. These opportunities have allowed me to grow within the floral art community and contribute to its continued excellence on the world stage.

HELEN MITCHELL



BARBARA GRIFFITHS

Finance Officer



I am married to Richard, and we have two sons & two grandsons. In the last 25 years of my working life, I worked in Office Management & Accounts. I have always had a great interest in floral art. In the 1980's while we were living in the United States of America, I attended a wonderful Ikebana course which started me on a journey which continues today. I was a member of the Floral Art Guild of the Australian Capital Territory in Canberra for many years. I am currently the President of The Canberra Flower Club Inc. which has recently amalgamated with the Floral Art Guild. One of my floral pleasures is being part of the flower team for the historic St Johns Church here in Canberra. I am looking forward to the WAFA Australia World Flower Show.

Show Chairperson

CECILY ROGERS OAM*

I am honoured to have been appointed Show Chairperson for the WAFSA Australia Committee. My involvement in the floristry industry and floral art has been a lifelong passion starting with my first job as a junior florist in 1959. Over the decades I have held many and varied positions including Technical and Further Education (TAFE) teaching (Floristry & Floral Art), President of the Professional Florists Association of NSW and President of the Royal Horticultural Society of NSW. I have also competed in many state, national and international competitions including WAFSA World Flower Shows with success. Currently, I am a judge and judges' convenor for the Royal Horticultural Society of NSW, a judge for the NSW Floral Art Association and an honorary councillor of the Royal Agricultural Society of NSW. In 2019 I was honored with an Order of Australia Medal (OAM) for my contribution to the horticultural industry and floral art. I continue to work with many national and international designers. I pride myself on keeping up to date with all current trends within the floral art world.



* OAM = Order of Australia Medal in recognition of services to horticulture and floral art

JEAN SHINE

Seminar Chairperson



Born and raised on a family farm in Brunswick, Western Australia. My love of flowers began early, inspired by my mother and the local show community. A lifelong passion for floral art led me to join the Bunbury Floral Art Society in 1996 (now the Flower Designers Club of Bunbury), advancing to Open Class and later qualifying as a Western Australia Floral Art Society (WAFAS) Judge in 2006. I have represented Australia internationally, receiving a gold medal at the 2016 World Flower Show in Barbados and serving as delegate, competitor, and demonstrator at events in Dublin, India, and Sydney. My proudest achievement was being invited as the Annual Guest Demonstrator and Tutor for New Zealand in 2018. I am currently the Chairperson for the 2025 WAFSA Australia Seminar Committee, I continue to share my joy of floral design through teaching and inspiring others.

Judges Arbitrator

EILEEN WENN OAM*

I am very excited to be a member of the committee hosting the 14th World Flower Show "Land of Contrasts" and look forward to meeting all flower friends when you arrive in Sydney Australia.

I have humbly accepted the role of Judges Arbitrator for the World Flower Show and look forward to working with accredited Judges from all over the world.

Personally, I have been in floral art for more than 40 years, attending WAFSA shows and seminars since 1996 where I have successfully competed, demonstrated, and judged. In Australia I have demonstrated, provided many workshops, competed and won many championships and best in show awards. I continue to learn and share my skill. I have been a qualified Australian Floral Art judge for 26 years. In my home, the City of Bunbury, Western Australia, I am known as 'The Flower Lady.'



JUDITH LITTLE



My journey in floral design began in 1980 when I enrolled at the Wollongbah Technical and Further Education (TAFE) campus to enhance my cake decorating skills. I quickly fell in love with fresh botanical materials and joined New South Wales Floral Art Association (NSWFAA) soon after. I've since become a passionate competitor, judge, demonstrator, and educator in floral art.

I am a qualified professional florist and have studied advanced design with Mark Pampling. I currently chair the Floral Art Society Queensland (FASQ) Judges Committee and am dedicated to training and mentoring new judges. I am a life member of both FASQ and the Maclean Agricultural Society, have served on the AFAA National Management Committee (AFAA NMC) and currently hold the position of Minutes Secretary.

My career highlights include winning the inaugural National Designers Competition at the Sydney Royal Easter Show in 2016, consistent placings at national and international competitions, and over a decade of involvement in the Toowoomba Flower Carnival. I've trained with world-renowned designers including Gregor Lersch, Per Benjamin, and Bart Hassam.

I was recognised with the Joan O'Brien Award in 2018 by the Garden Clubs of Australia and named a 2024 Champion of the Royal Agriculture Society, I regularly demonstrate at the Sydney Royal Easter Show and numerous garden clubs, shows, and conventions. I'm experienced on stage and known for working with large-scale floral designs.

Hospitality Convenor

I have over 25 years of experience in event management and as a trainer across the retail, business, and hospitality sectors. In 2019, I served as volunteer coordinator and co-manager for a signature event celebrating Moët & Hennessy's 150th anniversary in Australia. During this time, I was inspired by the work of sculptural florist Emilia from Bloodwood Botanica, which led me to pursue a long-held interest in floral art.

In 2023, I commenced formal floristry training and established my home-based studio, Fleur Orner. I am an active member of the NSW Floral Art Association and regularly participate in regional events. In 2025, I began my role as Wollongong Area Manager for Lynch Group.

I am honoured to be part of the WFAA Australia National Management Committee, supporting hospitality for the World Flower Show.

MELISSA MOYGANNON



TANIA LEE



I'm a second-generation florist with over 30 years of experience in the floristry industry. Based in Western Australia, I've built a career that brings together creative practice, education, and leadership. I spent many years working in my family's floristry business before going on to own and operate my own. For the past 18 years, I've been a lecturer at South Metropolitan TAFE, where I train and mentor the next generation of florists. I'm also a founding member of the Mandurah Floral Art Group and have held several leadership roles, including President and, currently, Treasurer.

In addition to my involvement in floral art, I work as a freelance florist, regularly collaborating on large-scale installations, weddings, and events. While I deeply value my work in commercial floristry and education, my true passion lies in floral art. I consider it a privilege to be a custodian of its history - helping to keep the artistry alive and inspiring future generations.

Workshop Convenor



VENUE



The Sydney Showground precinct, located in the heart of Sydney Olympic Park, is an expansive state of the art facility with ample space and modern amenities. It is the perfect setting for our grand event, easily accessible by public transport and surrounded by beautiful parks.

Use the red lines on the map to find your way between key WFA World Flower Show Program locations:

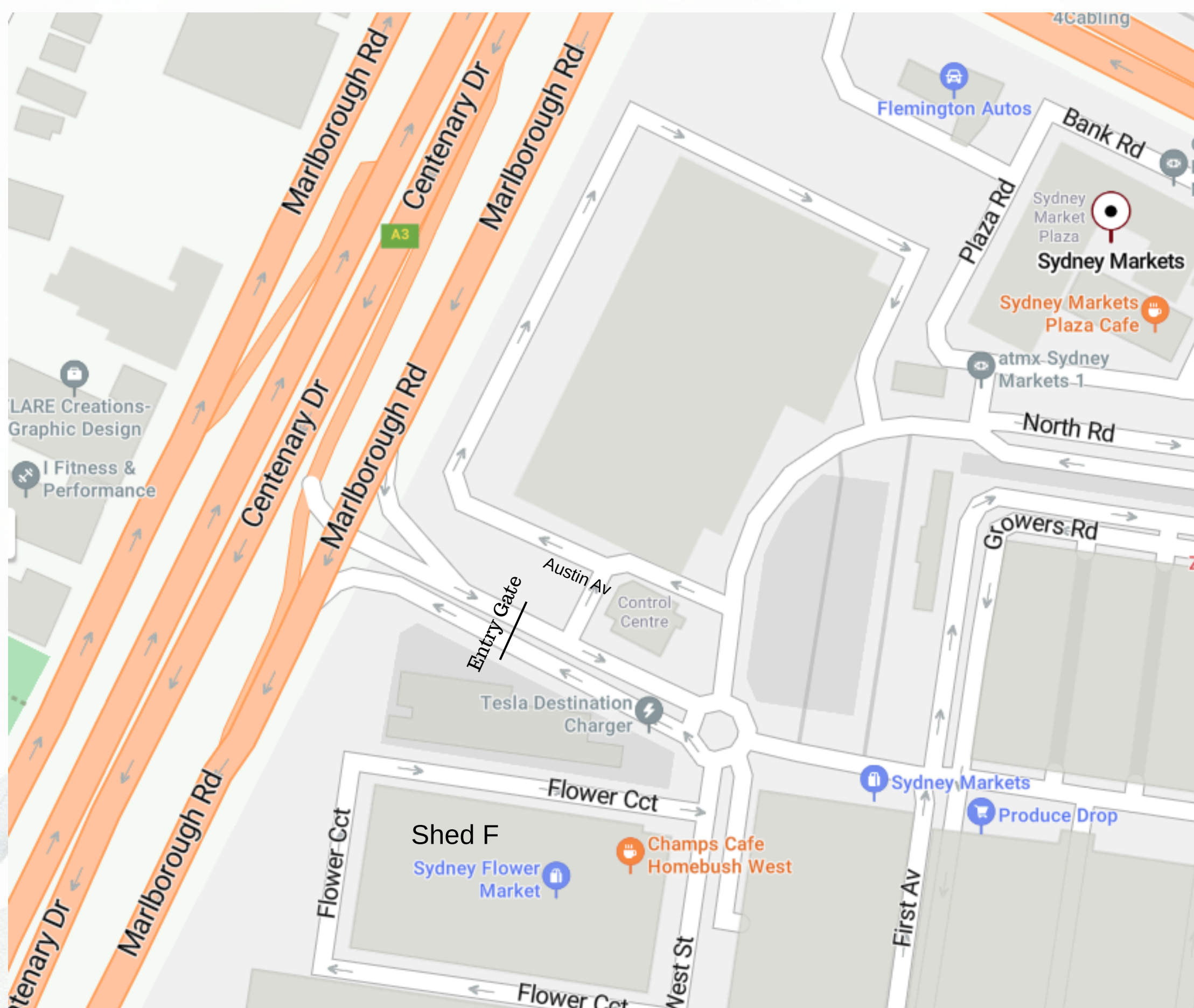
- ★ **Workshop Venue** - follow the red line from Olympic Park Train Station to the Workshop Venue in the Woolworths Fresh Food Dome. There will be signs to the Sommerville & Pearson Rooms on Level 1.
- ★ **Competition & Display Venue** - continue along the red line to the Flower & Garden Pavilion. Entry to the Southee Pavilion is in Hall 5 through the curved front doors.
- ★ **Gala Dinner Venue** - follow the red line to the Vincent Fairfax Stand within the Main Arena, near the giant Ferris Wheel.
- ★ **Seminar Reunion Venue** - follow the red line to the foyer under the Arena View Bar, then upstairs to the See Rooms.



SYDNEY FLOWER MARKET

Sydney Flower Market is approximately 3km from the Showground. The flower market is located in Shed F within the Sydney Market Precinct and is open to the public from 6am - 10am Monday, Wednesday & Friday - arrive early. If catching a taxi or bus, we suggest have them drop you outside the main gate and walk into the markets. For your safety, please be alert and aware of the many vehicles and forklifts within the market area. When crossing any road remember to look left and right.

The flower market in Shed F is easily accessed via Austin Avenue, off Marlborough Road or Centenary Drive.



WEARING A HIGH-VISIBILITY VEST IS SUGGESTED and enclosed shoes for safety reasons when in the flower market. Competitors will be provided with a high-visibility vest on their first entry into the Showground at the Main Entry Gate.

TAKE CASH Like all markets, cash is king. Not all vendors have a card machine, and although there are ATMs on-site, it is advisable to take cash with you. **Australian Dollars** are the only accepted currency.

FLOWER GROWER/WHOLESALE CONTACT DETAILS

The Sydney Flower Market is home to a wide range of growers and wholesalers. A comprehensive directory of traders is available as a separate document on our website.

ITINERARY

Tuesday 16 March 2027

NOTE: The Southee Pavilion is located in Hall 5 of the Flower & Garden Pavilion - Competition Venue. Refer Map Page 7

TIME	SESSION	LOCATION
3.00pm - 5.00pm	World Flower Show Registration for competitors opens	Hospitality Room, Southee Pavilion

Wednesday 17 March 2027

TIME	SESSION	LOCATION
6.00am - 9.00am	Sydney Flower Market open to the public	Enter from Marlborough Road, Sydney Market - Shed F. Refer Page 8 for directions
9.00am - 6.00pm	World Flower Show Registration	Hospitality Room, Southee Pavilion
9.00am - 3.00pm	Staging International Honorary Exhibits	Foyer, Southee Pavilion
9.00am - 12.00pm	Workshop No. 1 - Catherine Meads Sustainable Botanical Fashion	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
1.30pm - 5.30pm	Workshop No. 2 - Clement Lee Held by the Edge	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
12.30pm - 2.30pm	Competitors deliver their materials for Class No's 1, 2, 3, 4, 6, 10, 15, 16, 17, 18, 19 & 20	Southee Pavilion
4.00pm - 6.00pm	Staging of Mail-in Class No's 5, 11 & 12 and Pre-done Class No's 7, 8, 9, 13 & 14	Southee Pavilion
6.15pm - 7.15pm	Judging of Class No's 5, 7, 8, 9, 11, 12, 13 & 14	Southee Pavilion
	Dinner own arrangement	

Thursday 18 March 2027

TIME	SESSION	LOCATION
6.00am - 12.00pm	Staging of Competitive Class No's 1, 2, 3, 4, 6, 10, 15, 16, 17, 18, 19 & 20	Southee Pavilion
9.00am - 12.00pm	World Flower Show Registration	Hospitality Room, Southee Pavilion
11.00am - 12.00pm	Judges Luncheon & Debriefing	Judges Room - Southee Pavilion
1.00pm - 5.00pm	Judging of Competitive Classes	Southee Pavilion
7.00pm - 9.00pm	Opening Ceremony, Awards Presentation & Cocktail Function (full registrants ONLY)	Southee Pavilion

ITINERARY

Friday 19 March 2027

NOTE: The Southee Pavilion is located in Hall 5 of the Flower & Garden Pavilion - Competition Venue. Refer Map Page 7

TIME	SESSION	LOCATION
7.00am - 9.00am	Maintenance of exhibits	Southee Pavilion
8.00am - 9.00am	Competitors & Judges session	Southee Pavilion
9.00am	Assemble for Imposè Class No. 21	Southee Pavilion
9.30am - 12.30pm	Start Imposè Class No. 21	Southee Pavilion
9.00am - 5.00pm	Workshop No. 3 - Bart Hassam Proportion and Placement (FULL DAY with an hour break for BYO lunch)	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
9.30am - 7.00pm	Sydney Royal Easter Show opens to the public.	Southee Pavilion
10.00am - 12.30pm	Demonstration on Stage	Southee Pavilion
10.00am - 10.30am	Demonstration on Stage	Southee Pavilion
10.30am - 11.00am	Demonstration on Stage	Southee Pavilion
11.00am - 11.30am	Demonstration on Stage	Southee Pavilion
11.30am - 12.00pm	Demonstration on Stage	Southee Pavilion
12.00pm - 12.30pm	Demonstration on Stage	Southee Pavilion
1.00pm - 2.00pm	Judging Imposè Class No. 21	Southee Pavilion
1.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
1.30pm - 2.00pm	Demonstration on Stage	Southee Pavilion
2.00pm - 2.30pm	Demonstration on Stage	Southee Pavilion
2.30pm - 3.00pm.	Demonstration on Stage	Southee Pavilion
3.00pm - 3.30pm	Demonstration on Stage	Southee Pavilion
3.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
6.00pm - 9.00pm	WFA Seminar 2025 Reunion Cocktail Dinner (only for delegates who attended the Seminar in 2025) includes evening arena entertainment.	The See Room, Level 3, Sinclair Stand in the Main Arena building.

ITINERARY

Saturday 20 March 2027

NOTE: The Southee Pavilion is located in Hall 5 of the Flower & Garden Pavilion - Competition Venue. Refer Map Page 7

TIME	SESSION	LOCATION
7.00am - 9.00am	Maintenance of exhibits	Southee Pavilion
9.00am	Assemble for Imposè Class No. 22	Southee Pavilion
9.30am - 12.30pm	Start Imposè Class No. 22	Southee Pavilion
9.00am - 1.00pm	Workshop No. 4 - Clement Lee Earthbound Lines	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
9.30am - 7.00pm	Public viewing Opens	Southee Pavilion
10.00am - 12.30pm	Demonstration on Stage	Southee Pavilion
10.00am - 10.30am	Demonstration on Stage	Southee Pavilion
10.30am - 11.00am	Demonstration on Stage	Southee Pavilion
11.00am - 11.30am	Demonstration on Stage	Southee Pavilion
11.30am - 12.00pm	Demonstration on Stage	Southee Pavilion
12.00pm - 12.30pm	Demonstration on Stage	Southee Pavilion
1.00pm - 2.00pm	Judging Imposè Class No. 22	Southee Pavilion
1.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
1.30pm - 2.00pm	Demonstration on Stage	Southee Pavilion
2.00pm - 2.30pm	Demonstration on Stage	Southee Pavilion
2.30pm - 3.00pm.	Demonstration on Stage	Southee Pavilion
3.00pm - 3.30pm	Demonstration on Stage	Southee Pavilion
3.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
5.00pm - 9.00pm	Land of Contrasts Floral Extravaganza Arrive 5.00pm for BBQ Dinner then 7.00pm - 9.00pm Demonstration	Sydney Flower Market - Shed F. Refer Page 8 for directions to the market venue.

ITINERARY

Sunday 21 March 2027

NOTE: The Southee Pavilion is located in Hall 5 of the Flower & Garden Pavilion - Competition Venue. Refer Map Page 7

TIME	SESSION	LOCATION
7.00am - 9.00am	Maintenance of exhibits	Southee Pavilion
9.30am - 7.00pm	Public viewing opens	Southee Pavilion
9.00am	Assemble for Imposè Class No. 23	Southee Pavilion
9.00am - 12.00pm	Workshop No. 5 - Catherine Meads The Body and Botanicals	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
9.30am - 12.30pm	Start Imposè Class No. 23	Southee Pavilion
10.00am - 12.30pm	Demonstration on Stage	Southee Pavilion
10.00am - 10.30am	Demonstration on Stage	Southee Pavilion
10.30am - 11.00am	Demonstration on Stage	Southee Pavilion
11.00am - 11.30am	Demonstration on Stage	Southee Pavilion
11.30am - 12.00pm	Demonstration on Stage	Southee Pavilion
12.00pm - 12.30pm	Demonstration on Stage	Southee Pavilion
1.00pm - 2.00pm	Judging of Imposè Class No. 23	Southee Pavilion
1.30pm - 5.30pm	Workshop No. 6 - Mark Pampling Cut, construct, displace: explore displacement by working away from the point of origin.	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
1.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
1.30pm - 2.00pm	Demonstration on Stage	Southee Pavilion
2.00pm - 2.30pm	Demonstration on Stage	Southee Pavilion
2.30pm - 3.00pm.	Demonstration on Stage	Southee Pavilion
3.00pm - 3.30pm	Demonstration on Stage	Southee Pavilion
3.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
6.30pm - 9.00pm	Land of Contrasts Gala Dinner	Vincent Fairfax Stand - Playfair Room on Level 3. Refer Map Page 7

ITINERARY

Monday 22 March 2027

NOTE: The Southee Pavilion is located in Hall 5 of the Flower & Garden Pavilion - Competition Venue. Refer Map Page 7

TIME	SESSION	LOCATION
7.00am - 9.00am	Maintenance of Exhibits	Southee Pavilion
9.00am - 12.00pm	Workshop No. 7 - David Berger Floating Fascination	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
9.00am	Assemble for Imposè Class No. 24	Southee Pavilion
9.30am - 12.30pm	Start Imposè Class No. 24	Southee Pavilion
9.30am - 7.00pm	Public Viewing Opens	Southee Pavilion
10.00am - 12.30pm	Demonstration on Stage	Southee Pavilion
10.00am - 10.30am	Demonstration on Stage	Southee Pavilion
10.30am - 11.00am	Demonstration on Stage	Southee Pavilion
11.00am - 11.30am	Demonstration on Stage	Southee Pavilion
11.30am - 12.00pm	Demonstration on Stage	Southee Pavilion
12.00pm - 12.30pm	Demonstration on Stage	Southee Pavilion
1.00pm - 2.00pm	Judging of Imposè Class No. 24	Southee Pavilion
1.30pm - 5.30pm	Workshop No. 8 - Mark Pampling Native Tilt	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
1.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
1.30pm - 2.00pm	Demonstration on Stage	Southee Pavilion
2.00pm - 2.30pm	Demonstration on Stage	Southee Pavilion
2.30pm - 3.00pm.	Demonstration on Stage	Southee Pavilion
3.00pm - 3.30pm	Demonstration on Stage	Southee Pavilion
3.30pm - 4.00pm	Demonstration on Stage	Southee Pavilion
7.00pm - 8.00pm	Dismantle exhibits & close show	Southee Pavilion
	Dinner own arrangement	

ITINERARY

Tuesday 23 March 2027

NOTE: The Southee Pavilion is located in Hall 5 of the Flower & Garden Pavilion - Competition Venue. Refer Map Page 7

TIME	SESSION	LOCATION
9.30am - 1.00pm	General Assembly for WAFA Country Representatives	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome
2.30pm - 5.30pm	Workshop No. 9 - David Berger Tactile Tension	Sommerville & Pearson Rooms Level 1 in The Woolworths Fresh Food Dome



MY COUNTRY



Written by Dorothea Mackellar in 1904, aged 19

The love of field and coppice,
Of green and shaded lanes,
Of ordered woods and gardens
Is running in your veins.
Strong love of grey-blue distance
brown streams and soft, dim skies
I know but cannot share,
my love is otherwise.

I love a sunburnt country,
A land of sweeping plains,
Of ragged mountain ranges,
Of droughts and flooding rains.
I love her far horizons,
I love her jewel sea,
Her beauty and her terror -
The wide brown land for me!

A stark white ring-barked forest
All tragic to the moon,
The sapphire-misted mountains,
The hot gold hush of noon.
Green tangle of the brushes,
Where lithe lianas coil,
And orchids deck the tree-tops
And ferns the warm dark soil.

Core of my heart, my country!
Her pitiless blue sky,
When, sick at heart, around us
We see the cattle die -
But then the grey clouds gather,
And we can bless again
The drumming of an army,
The steady soaking rain.

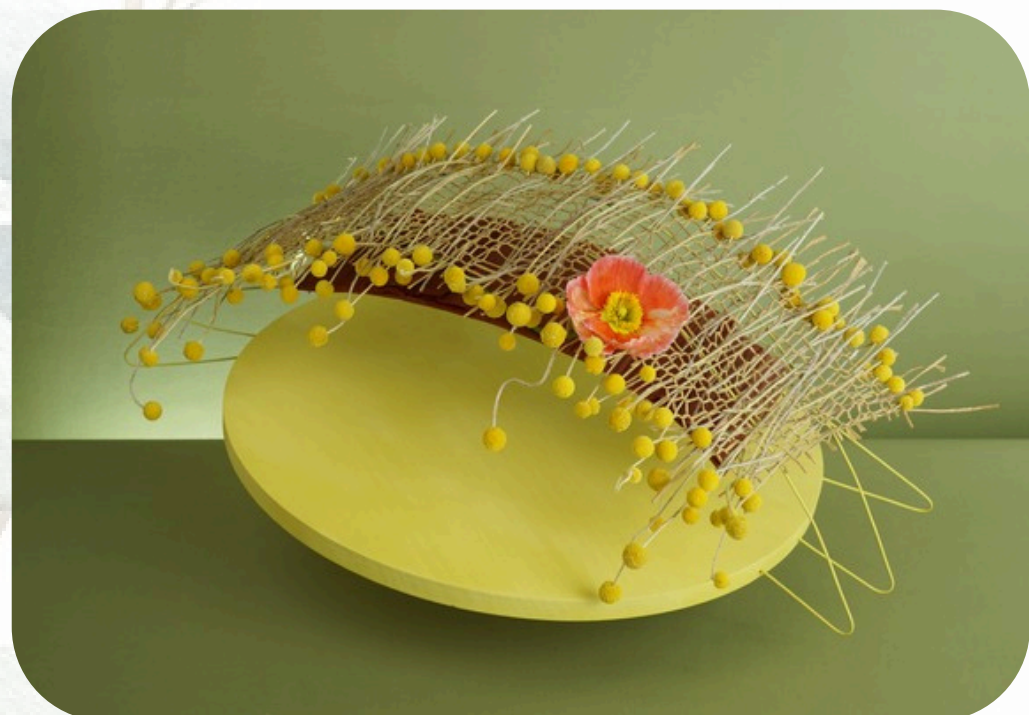
Core of my heart, my country!
Land of the Rainbow Gold,
For flood and fire and famine,
She pays us back threefold -
Over the thirsty paddocks,
Watch, after many days,
That filmy veil of greenness
That thickens as we gaze.

An opal-hearted country,
A wilful, lavish land -
All you who have not loved her,
You will not understand -
Though earth holds many splendors,
Wherever I may die,
I know to what brown country
My homing thoughts will fly.

MARK PAMPLING

There is no end to learning in floral design and I actively embrace the roles of both teacher and student.

Mark Pamplung is the creative force behind Flower Thinking. He thinks in flowers. Based in Australia, Mark is a world-renowned floral designer and teacher who has won awards in many countries. He has established a reputation as an expert in floral design. His work is often described as 'clean' with an affinity for clearly prioritising lines and strong forms. His designs frequently take a disciplined or resourceful approach to material selection. Mark's interest in floral material and skills originated in his hometown of Toowoomba QLD, known as Australia's Garden City and home of the Carnival of Flowers. He began introductory floral art and floristry education there, which led to a continuing passion to expand his knowledge and craftsmanship in floral design.



PROFESSIONAL & COMPETITIVE EXPERIENCE

- Two-time recipient of Australia's top floristry prize, the Interflora Australia Cup
- Highly placed in several international competitions and exhibitions, including:
 - 3rd place at the Interflora World Cup (2004), representing Australia
 - A Gold Medal at International Flower Show Japan (2014)
 - Champion at the Beijing World Flower Art Contest (2019)
- Experienced demonstrator and display coordinator
- Accredited floristry judge and industry consultant
- Senior Lecturer at Cohim Flower School Beijing for over three years
- Work showcased in numerous international floral design publications
- Digital presence through:
 - Online workshops
 - Video tutorials
 - Live presentations
 - Authoring instructional eBooks
- Collaborations and guest roles with schools, colleges, and flower associations internationally
- Career focus on high-level designing, balanced with roles in the floral retail world
- Co-owner of Alstonville Florist (Northern New South Wales)
- Director of Interflora Australia
- Delivered presentations and workshops in:
 - The Netherlands, Korea, Japan, New Zealand, Singapore, England, China, Malaysia, Pakistan, South Africa, Vietnam, The Philippines, Indonesia
- Floral Fundamentals Ambassador

BART HASSAM

To create beauty through plant material, with elegance and appropriateness but above all, with a respect for the flower.



Born in Bundaberg QLD on the east coast of Australia and raised by his grandparents, Bart's passion for flowers and plants began at an early age introducing him to the world of floral design. He created his first wedding bouquet for a family wedding at age 13 and competed frequently in Floral Art competitions. After graduating secondary school, he went on to study and complete a Certificate of Commercial Floristry in 1996. From 1996 to 2004, Bart had the opportunity to spend most of this period working in Japan as a floral design assistant to Japanese Floral Designer Yoko Takahashi. Bart returned to Australia in 2004 to pursue a professional floral design career as well as competitive floristry. He won Interflora Australian Florist of the Year five times and winning the 2011 Intercontinental/Asia Cup held in Taiwan. In 2012, Bart became Head Designer for French Flowers in Brisbane. In 2018 he co-created Maison Fleur Floral Design – three studio flower boutiques in Brisbane. He exhibits, demonstrates and teaches floral design regularly around the world.



PROFESSIONAL & COMPETITIVE EXPERIENCE

- Queensland Interflora Florist of the Year – 2002, 2005, 2009, 2013, 2015
- Australian Interflora Florist of the Year – 2002, 2005, 2009, 2013, 2015
- Melbourne International Flower and Garden Show – 6 Gold Medals, 3 Silver Medals, 2 Bronze Medals
- Huis Ten Bosch International Garden Show, Nagasaki Japan – 1 Gold Medal, 1 Silver Medal
- Intercontinental/Asia Cup Taiwan – Winner 2011
- Interflora World Cup Australian Selection Competition – Runner-up 2009
- Interflora World Cup Australian Selection Competition – Winner 2018
- FTD World Cup Champion Philadelphia - Winner 2019
- Senior Floral Designer Daisys Florist 1998 -2012
- Head Floral Designer of French Flowers 2012 - 2017
- Co-creator of Maison Fleur Floral Design 2018
- Floral Designer/Demonstrator/Teacher in Japan, China, Hong Kong, Taiwan, United States, United Kingdom, Germany, Denmark, Spain, Italy, The Netherlands, Mexico, Russia, New Zealand and Australia.

CATHERINE MEADS

I am a sustainable floral artist based in the Southwest of Western Australia. Today I find myself deeply connected to two lands, New Zealand, where I was born and raised, and Australia, my home for over 35 years. I spent my childhood exploring the native bush which surrounded me in New Zealand. These early years nurtured my lifelong love for foraging and creating with natural elements. Travelling the world at 19, my background in floristry, and my love of gardening have connected me to extraordinary experiences which are now at the heart of my work providing endless inspiration.



PHILOSOPHY

I create sculptural botanical designs in my studio, teach workshops, present demonstrations and install public art creations. I am deeply inspired by natural materials which might otherwise be overlooked. I strive to support local growers and suppliers by using seasonally grown flowers and greenery. I aim to work harmoniously with nature by eliminating plastics and altered materials from my designs. My commitment to learning and exploring new techniques keeps my work evolving.

DAVID BERGER

David has been engaged in every facet of Floristry within his career. Head Designer for David Jones Florist for 25 years David travelled throughout Australia installing the annual Spring Show - the largest cut flower display in the Southern Hemisphere. A sought-after demonstrator throughout Australia and overseas David's designs are always commercially based. David specialises in the facilitation of workshops sharing latest trends and techniques with the Floral Industry



PROFESSIONAL & COMPETITIVE EXPERIENCE

- Master Florist New Zealand Professional Florists
- American Institute Floral Designers
 - Certified Floral Designer
 - Certified Evaluator Judge Society of American Florists
 - Professional Floral Communicators International
- A successful competitor representing Australia in the World Cup of Floristry on four occasions. Gaining two silver medals in overall placings and five individual gold medals in various sections.
- National Interflora Judge
- WorldSkills National Chief Judge
- International Expert for Floristry
- Full-time teacher at Western Sydney TAFE in Floristry.
- Head Teacher of five TAFE delivery locations, sharing his knowledge and experiences to a new generation of florists.



CLEMENT LEE

In every role I undertake, whether as a lecturer nurturing the next generation of florists or as a floral designer pushing the boundaries of creativity, I strive to inspire excellence and innovation. My dedication to staying abreast of the latest trends ensures I am equipped to motivate and guide both students and colleagues towards achieving their full potential in the ever-evolving world of floristry.



PROFESSIONAL & COMPETITIVE EXPERIENCE

- TAFE Floristry Lecturer Certificate II, III, IV
- Interflora Australia State and National Competitor
- Interflora Australia Demonstrator and Workshop Facilitator
- International Floristry Demonstrator
- Workshop Facilitator WorldSkills Australia
- Floristry Trainer
- Western Australia Royal Show Floristry Judge
- Interflora Relay Service Product Development Team
- Interflora State Champion Western Australia 2003, 2004, 2005, 2006, 2007, 2008
- Interflora Florist of the Year Western Australia 2010, 2011, 2013
- Interflora National Australia Cup Winner 2007
- Interflora Australia Asia Cup Trial Competitor 2008
- Interflora Australia World Cup Trial Runner-up 2009

PLACES OF INTEREST

WITHIN SYDNEY CBD AREA

<p>Chinese Garden of Friendship Pier St, Darling Harbour, Sydney CBD 02 9240 8888 www.darlingharbour.com/precincts/chinese-garden</p>	<p>Royal Botanic Garden Sydney Mrs Macquaries Road, Sydney 02 9231 8111 www.botanicgardens.org.au</p>
<p>Taronga Zoo Sydney Bradleys Head Road, Mosman https://taronga.org.au/sydney-zoo</p>	<p>Sydney Opera House Bennelong Point, Sydney www.sydneyoperahouse.com</p>
<p>Museum of Contemporary Art Australia 140 George Street, The Rocks, Sydney www.mca.com.au</p>	<p>Australian Museum cnr College St & William Street, Sydney https://australian.museum</p>
<p>Art Gallery of New South Wales Art Gallery Rd, The Domain, Sydney www.artgallery.nsw.gov.au</p>	<p>The Rocks precinct and learn about the history of Sydney and see the impeccably conserved heritage buildings, stone-paved lanes and historic landmarks. The Rocks Discovery Museum is a treasure trove, with exhibits telling the story of The Rocks.</p>
<p>Catch the Ferry from Circular Quay to Manly. Ferries run approximately every 20 - 30 minutes. Enjoy scenic views around Sydney Harbour as you cruise to this popular beach-side where you can find various dining and entertainment options.</p>	<p>Now you've seen the Harbour Bridge from the water, why don't you climb it?? Experience breathtaking views of Sydney from the top of the Harbour Bridge. 3 Cumberland St, The Rocks www.bridgeclimb.com Delegates receive a special offer via this link. https://www.bridgeclimb.com/book?agentrefer=992076714&PROMO=WAFWFS27</p>
<p>Take a day cruise on Sydney Harbour from a sight-seeing cruise with a buffet lunch or a Tall Ship Lunch Cruise, Sydney Harbour Cruises will have the perfect cruise for you. www.sydney-harbour-cruises.com</p>	<p>Catch a water taxi from Circular Quay to Doyles Seafood Restaurant, Watsons Bay. www.doyles.com.au bookings recommended for an a la carte experience. Doyles was founded in 1885 and is Australia's oldest continually running fish and chip shop.</p>

PLACES OF INTEREST

WITHIN 15KM OF SYDNEY CBD

Sydney Flower Market, Shed F (refer the map on page 19) Even if you are not purchasing flowers to compete, the flower market is Australia's largest and is a vibrant, busy spectacle. 6.00am - 10.00am Monday, Wednesday and Friday are the only days to visit.

Sydney Zoo
700 Great Western Hwy, Eastern Creek
<https://sydneyzoo.com/>

Blackburn Garden,
548 New South Head Road,
Double Bay
02 9391 7000
www.woollahra.nsw.gov.au/Recreation/list-of-parks-reserves-and-playgrounds/Blackburn-Gardens

OUTSIDE SYDNEY (MORE THAN 15KM) SUITABLE FOR A DAY TRIP

Blue Mountains Botanical Garden,
Mt Tomah
Bells Line of Road, Mt Tomah
02 4567 3000
www.botanicgardens.org.au/blue-mountains-botanic-garden-mount-tomah

Australian Botanic Garden Mount Annan
362 Narellan Road, Mount Annan
www.botanicgardens.org.au/australian-botanic-garden-mount-annan

Norman Lindsay Gallery & Garden, Art Museum in
Falconbridge, New South Wales
www.normanlindsay.com.au
14 Norman Lindsay Crescent,
Falconbridge New South Wales
2776
(02) 4751 1067

Mayfield Garden
www.mayfieldgarden.com.au
530 Mayfield Road, Oberon

OUR SPONSORS

A show such as the WFAA Australia World Flower Show doesn't happen without the help and support of generous businesses and individuals.

Our heartfelt thanks go to each of these businesses, clubs and individuals:



SYDNEY
flower
MARKET



Royal Agricultural Society of NSW



<https://premiumgreensaustralia.com>



New South Wales Floral Art Association Inc.



AUSTRALIAN FLORAL ART ASSOCIATION INC
(Incorporated in W.A. No. 1004051)
AFAA Website: www.austfloralart.org.au

West Australian Floral Art Society Inc



Canberra Flower Club Inc.

Friendship thru Flowers

Affiliated with AFAA Australian Floral Art Association



Nambour Floral Art Society

Flower Designers Club of Bunbury



The Floral Art Society of Queensland Inc.



- Millicent & District Floral Art Club
- Contemporary Floral Design Group Mid North Coast
- Woodville Academy of Floral Design
- Unley Floral Design Club
- Blackwood Floral Art Group
- Contemporary Floral Design Group Sydney



- Angela Lewis (dec)
- Arlene Robinson
- Helen Mitchell
- Alethia Quick OAM
- Cecily Rogers OAM
- Eileen Wenn OAM
- Lanny Pramana
- David & Sharryn Place
- Jean Shine

We are delighted to host this vibrant celebration of floral art, bringing together passionate designers and enthusiasts from around the globe. As we gather to share creativity, culture, and friendship through flowers, may this event inspire awe, connection, and lasting memories. Let the beauty of blooms unite us all.

