

A TRC Seminar

# Breaking the “Crazy Rich Bogan” Stereotype

## Opportunities, Challenges and Future of WA Film Tourism

Date: Thursday, 12 September 2019

Time: 2.00pm - 4.00pm

Venue: Room 405, Building 400 (Faculty of Health Sciences Boardroom)  
Curtin University, Kent Street, Bentley

A movie or TV series and the location it is filmed are intertwined in a flashdance of drama, emotions and imagery. Consequently, a connection with the movie often results in a connection with the destination. The release of films such as Crazy Rich Asians, The Lord of the Rings, Sex and the City, The Hangover and Harry Potter have resulted in significant increases in visitation to the sites at which they were filmed.

Recognising the potential economic impacts of film tourism, WA and a range of stakeholders are increasingly pushing for more filming in WA's spectacular destinations. While WA is often seen as the wild west of 'cashed-up bogans' due to its mining industry, screen productions offer an opportunity to reposition the state in the minds of screen audiences. This event aims at examining the opportunities, challenges and future of film tourism in WA. It will feature a range of experts in the film and tourism industries to give the audience greater insight into this fascinating form of tourism.

Places are limited.

**SIGN UP NOW!**

Speakers:

Mr Ian Brodie (Film Tourism Consultant)

A/Prof Sean Kim (Tourism Scholar, Edith Cowan University)

Ms Catrin Allsop (CEO, Australia's South West)

Ms Gabrielle Cole (Production Attraction & Services Coordinator, Screenwest)