



**MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION**

Media Release

9 February 2023

Margaret River Pre-Vintage 2023 Welcome to Country and Smoking Ceremony

Whilst living, travelling, visiting and holidaying on Wadandi Boodja, we ask that you respect the area and walk softly on the country, taking the time to listen to Boodja (Country) as she Wongi (talks) of the season, and leave nothing but footprints.
- Pibulumun Wadandi Yunungjarli Elder Wayne Webb.

With vintage 2023 commencing, the Margaret River Wine Association (MRWA) and Margaret River Busselton Tourism Association (MRBTA) invite their members and the local community to join Wadandi Pibulumun Elder, Dr. Wayne Webb for a Welcome to Country and Smoking Ceremony, for everyone who has recently joined our region to work vintage.

The traditional smoking ceremony is used to cleanse and purify the spirit, body and soul and signifies the beginning of something new.

The event will also feature live music by local, acoustic artist Dan White. The event is free of charge and will take place at Pioneer Park Amphitheatre, Cowaramup from 5.30pm Thursday, 23 February 2023. Guests are encouraged to BYO chairs or picnic blanket.

MRWA CEO Amanda Whiteland said, “the start of vintage is an incredibly special time of year in the region’s calendar with lots of seasonal workers arriving and nerves building in anticipation of what the season will deliver.”

“Seasonal workers are critical to our region’s wine and tourism industry and the region’s economy and the community more broadly”.

MRBTA CEO Sharna Kearney said, “We are honoured to have Dr Wayne Webb offering this cultural ceremony to provide newly arrived seasonal workers with an opportunity to build connection to the Wadandi culture and the local community.”

“The event will offer us all a moment to acknowledge that the Margaret River Wine Region is located upon the ancient lands of the Wadandi People, the traditional owners who have lived in harmony with the environment of Wadandi Boodja (Saltwater People’s Country) for over 50,000 years.”

The Cowaramup Business Association also invites guests that would like to go for a dinner or refreshment after the ceremony to visit one of the new or favourite Cowaramup venues.

Jobseekers looking to join the Margaret River Wine Region workforce can find information at margaretriver.wine/work.

Downloads

Harvest image [here](#)

Event flyer [here](#)

For further information, please contact:

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