



**Moreton Island Festival of Photography presented by Canon Collective
Fact Sheet Case Study
Canon Australia**

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| Company: | Canon Australia / Canon Collective |
| Date visited: | 26th-29th October 2017 |
| Length of conference: | Four days |
| Number of delegates: | 86 |
| Conference objective: | Offer a range of photography experiences across Moreton Island to help people learn new techniques, try out the best gear and meet like-minded people. |

Quotes attributed to: Greg Sullavan - *Canon Collective Experience Manager and AIPP Master Photographer*

Conference and Workshop Room: The Waterfront Pavilion

Backgrounder: During October the Canon Collective team and community of budding photographers travelled to pristine Tangalooma Island Resort for the Moreton Island festival of photography.

Over 3 nights and 4 days Tangalooma Island Resort hosted 86 delegates at the inaugural event, which offered incredible island shoot locations, relaxing beach atmosphere and the opportunity to meet and learn from a passionate team of Canon Collective facilitators, ambassadors and influencers.

The delegates had the opportunity to take part in a number of scheduled photography workshops and hero Moreton Island experiences, such as aerial photography from an R44 helicopter (doors off), snorkeling the Moreton Island ship wrecks, a desert fashion shoot and Sunrise at Cape Moreton Lighthouse.

With some of the most diverse landscapes off the coast of Brisbane and surrounded by National Parks, it's easy to see why Moreton Island offered up the perfect location for Canon Australia to hold the festival of photography.

“During the Moreton Island Festival of Photography, we were able to offer our delegates access to some of the most pristine, untouched natural landscapes on the East Coast of Australia.

“The workshops explored techniques of capturing the true beauty of the island, from the raw and rugged Tangalooma Desert, to the tropical underwater oasis at the Tangalooma Wrecks, and even the historic sunrise at Queensland's oldest lighthouse on Cape Moreton. We experienced it all!”

Tangalooma Island Resort's fleet of 4WD buses, helicopters and boats connected guests with the highlights and historic sites of Moreton Island, beyond the boundaries of the resort.

In addition to the informative workshops, Canon made the best gear available to play with including special Canon lenses and newly released cameras.

Renowned Travel Photographer - Sean Scott, Canon Master - Darren Jew, and partners - Goal Zero and Aquatech all attended the event.

"There is nothing like the creative inspiration you get from being part of a passionate group of people. This includes our Collective Ambassadors plus our growing community of photographers who love to learn, share and have fun together."

For more information or to book your next conference at Tangalooma Island Resort visit www.tangalooma.com or contact miceenquiries@tangalooma.com