

THE MULTI AWARD WINNING

WILLIE CREEK PEARL FARM *Tour*

SOUVENIR GUIDE



T·QUAL
AUSTRALIAN TOURISM
QUALITY ASSURED





WESTERN AUSTRALIAN TOURISM AWARDS

Willie Creek Pearls have been successful in winning multiple Western Australian Tourism Awards over the past five years. These prestigious awards recognise excellence within the tourism industry which firmly establishes Willie Creek Pearls to be the best in Western Australia. In 2010 Willie Creek Pearls was inducted into the Hall of Fame which was awarded for winning the same three categories for three consecutive years. Also in 2010 Willie Creek Pearls won the coveted Sir David Brand award for tourism, which is the pinnacle of the awards program and recognises outstanding achievement in the WA tourism industry.

WILLIE CREEK PEARLS AWARDS

Tourist Attraction – Winner 2007 to 2009 and Hall of Fame 2010
Major Tour and Transport Operator – Winner 2007 to 2009 and Hall of Fame 2010
Specialised Tourism Services – Winner 2007 to 2009 and Hall of Fame 2010
Sir David Brand Award for Tourism – Winner 2006 and 2010

WILLIE CREEK Pearls

CONTENTS

Willie Creek Pearl Farm	5
About Willie Creek Pearls	6
Pearl Farming	9
Growing a cultured pearl	10
Oyster Anatomy	13
Pearl Products	14
Choosing a Pearl	17
Caring for your pearls	18
Pearl Showrooms	21
Damper Recipe	22

WILLIE CREEK PEARL FARM

The Willie Creek Pearl Farm is one of Broome's most popular tourist attractions now hosting more than 50,000 visitors a year. Each tour provides visitors with a first hand look into the mysteries of pearl farming.

The farm is owned and operated by the Banfield family, who took over the business in 1994. Originally wheat farmers from Tincurrin; Valda, Don (deceased) and their four children were lured to Broome in 1989 through a business relationship with Lord Alistair McAlpine – the man responsible for the town's early tourism foundations. They first purchased Broome Coachlines, followed by the Town Bus Service.

They developed tours around the region and to the newly established pearl farm which soon became one of the town's most popular tours.

Under the guidance of this energetic family the business has grown steadily. The company now operate six pearling showrooms located in Broome, Willie Creek and Perth. The Banfields also purchased the iconic historical attraction Pearl Luggers which enabled them to offer a complete pearling experience for visitors to Broome.

The Banfield family also own and operate Broome Sightseeing Tours, offering historical and cultural highlights of Broome.

Willie Creek Pearls has the largest selection of pearl jewellery in Australia. Featuring the sought after Australian South Sea Pearl, their range is supported by a comprehensive selection of beautiful Freshwater Pearl jewellery as well as pieces made using Mother of Pearl Shell.



Tour

ABOUT WILLIE CREEK PEARLS

Broome's famous South Sea pearls are produced by the silver or gold lip pearl oyster *Pinctada maxima*. As the name *maxima* suggests this species is the largest pearl producing oyster growing up to 30cm in diameter and weighing up to 5 kilos.

Broome has been famous for its moon bright pearls and mother of pearl for more than 100 years. Today the region's South Sea Pearls fetch top prices around the world as they are the largest and most lustrous oceanic gems.

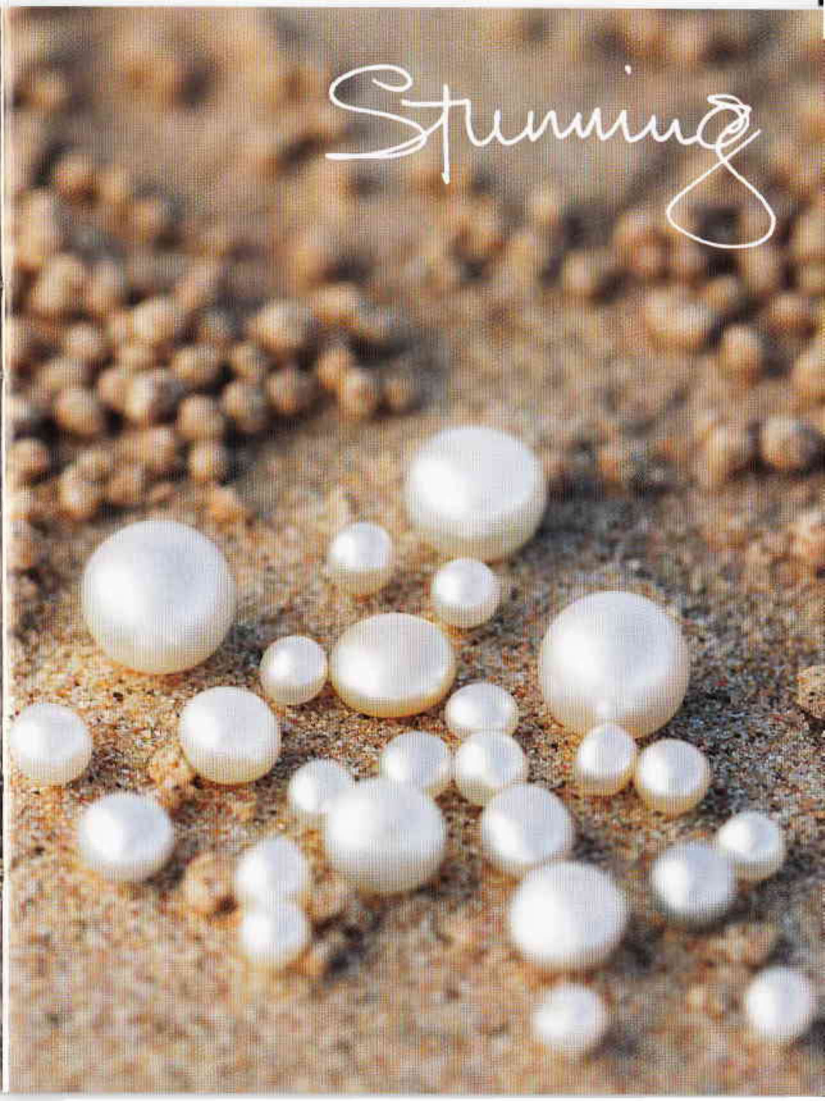
Willie Creek sources South Sea and Freshwater Pearls that are regarded as some of the finest and purest in the world. Broome has long been regarded as the home of Australian pearling and today is considered to be the pearling capital of the world. At the centre of this is Willie Creek Pearls.

We are famous for our pristine quality and purity, offering an inspiring selection of jewellery made from the finest South Sea Pearls. Visitors can also choose from our range of Freshwater Pearls or Mother of Pearl pieces.



WILLIE CREEK
Pearls

Stunning





PEARL FARMING

The Australian cultured pearl industry is carefully managed through catch and seeding quotas to maintain the pearl oyster resource. Currently there are 22 pearl farming licenses in Australia, 16 of which are located in Western Australia.

Today, divers collect the majority of oysters used in pearl production and these are collected off the West Australian coast from January to March. Healthy 'wild' oysters of a minimum legal size of 120mm are then rested for 4 months to acclimatise to their new location prior to pearl seeding. However, heavy investment into research by Australian companies has led to an increased production of hatchery produced *Pinctada maxima* with a minimum legal size of 90mm. This technique reduces the cost and hazards of collecting wild shell whilst allowing more control over oyster growth, health and production.

Hatchery and Wild oysters are held in large re-circulating tanks on board seeding vessels prior to their first operation. Oysters are relaxed and 'pegged' open to allow a pearl technician to perform the operation in a sterile room on board the vessel.

farm

WILLIE CREEK
Pearls



GROWING AND PRODUCING A CULTURED PEARL

Highly trained pearl technicians perform the delicate 'seeding' operation. A small nucleus formed from the shell of the Mississippi mussel is inserted into an incision in the oyster's gonad. This nucleus is coupled with a piece of nacre secreting mantle tissue, which develops into a sac around the nucleus within the gonad. The shell is then safely housed within a pearl panel and placed on the ocean floor to undergo a complex 'turning' process, which encourages the development of a round pearl.

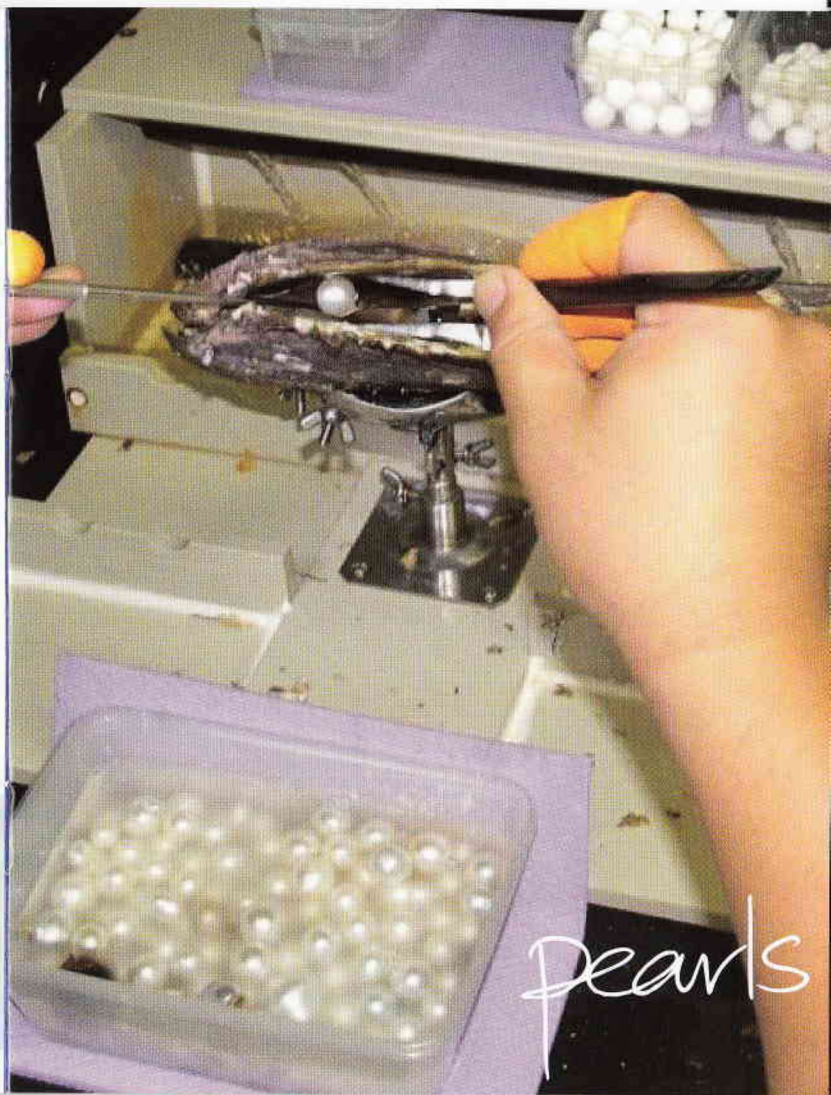
Oysters are then transported to farm sites, which provide a pristine environment such as the waters around Broome. Oysters thrive in these nutrient rich waters filtering over 80 litres of water per hour for microscopic phytoplankton.

Oysters are suspended in panels from longlines several metres from the waters surface during their life on the farm. During this time the oysters are cleaned of marine fouling organisms and also x-rayed to ensure the development of a cultured pearl.

A large lustrous South Sea pearl will take two years to develop. At this stage the oysters are once again examined by pearl technicians.



WILLIE CREEK
Pearls



OYSTER ANATOMY

Pearls are extracted from the gonad and where able, re-seeded with a nucleus of a comparable size to the pearl. As oysters age, the rate of nacre deposition declines and as such oysters are generally only re-seeded 3 times.

Pearl technicians are highly skilled and highly paid professionals performing up to 500 operations per day. They generally work for 3 months annually. Pearl technicians have been predominantly Japanese, however the success of the Australian industry has led to increased diversification with Australian technicians now more common.

- | | |
|--------------------------|--------------------|
| 1. Foot | 7. Sensory Tissue |
| 2. Pea Crab | 8. Anus |
| 3. Gonad | 9. Adductor Muscle |
| 4. Mantle Tissue | 10. Stomach |
| 5. Gills | 11. Hinge |
| 6. Mother of Pearl Shell | |

WILLIE CREEK
Pearls



PEARL PRODUCTS

Once the pearl producing potential has diminished, the oyster's value comes from other products. The last phase of the oyster's life on the farm has traditionally gone into the production of Mabe or half pearls. Due to the high cost of production these are rarely produced in Australia today. Mabe Pearls are formed by adhering plastic shapes to the lustrous inside surface of the oyster's shell.

These nuclei take around 12 months to gain a thick coating of mother of pearl (MOP) at which time the oyster must be sacrificed to remove the now lustrous shapes. Filling the cavity left by the nuclei with a resin of crushed MOP and a solid MOP back produces the finished Mabe pearl.

The remaining lustrous Mother of Pearl of the *Pinctada maxima* is now thick and as such highly prized for buttons, jewellery, furniture inlay and cosmetics. The iridescence and pearly lustre of the shell is as alluring today as it was a century ago when it initiated the pearling industry in Broome.



WILLIE CREEK
Pearls



Lustrous

FIVE VIRTUES OF THE PEARL

Lustre



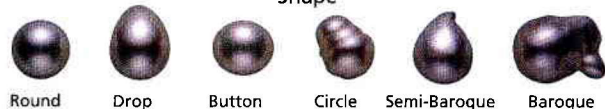
Excellent Very Good Good

Size



8mm 11mm 12mm 13mm 14mm 16mm 18mm

Shape



Round Drop Button Circle Semi-Baroque Baroque

Colour



Silver Silver Rose White White Rose Golden White Gold

Surface



Exceptional Skin Fine Skin Marked Skin

CHOOSING A PEARL

It is often said that you don't choose the pearl, the pearl chooses you. There are five virtues to a pearl and they are size, shape, colour, surface and lustre. Whatever your preference you should always look for excellence in surface and lustre – the two most important characteristics. Size, shape and colour are a matter of personal choice and reflect individual style and personality.

Other types of pearls that you will find include Keshi and Freshwater pearls. Keshi is the Japanese word for 'poppyseed'.

Keshi pearls are as close as we get to a natural pearl from the farm environment. They are irregular in shape and are quite small. They can be formed due to a number of reasons, but do not have an implanted nucleus.

Freshwater pearls are mostly grown in lakes and streams in China and India. They are cultivated in mussels which may grow up to 50 simultaneously. Most of these pearls are 4mm to 8mm and their colour and shape vary dramatically. Black Freshwater pearls have been laser treated to produce their rich, dark colours.

WILLIE CREEK
Pearls



CARING FOR YOUR PEARLS

To ensure your pearls maintain their colour and lustre, please follow these suggestions:

A little care is needed when applying perfumes, hairsprays and other chemicals. Where possible apply these before you put on your pearls.

If your pearls are exposed to the above, wipe over with a soft cloth to remove residue. After cleaning, place back separately in jewellery box or container.

Try to avoid wearing pearls in chlorinated water and always remove your pearl jewellery before using hot soapy water.

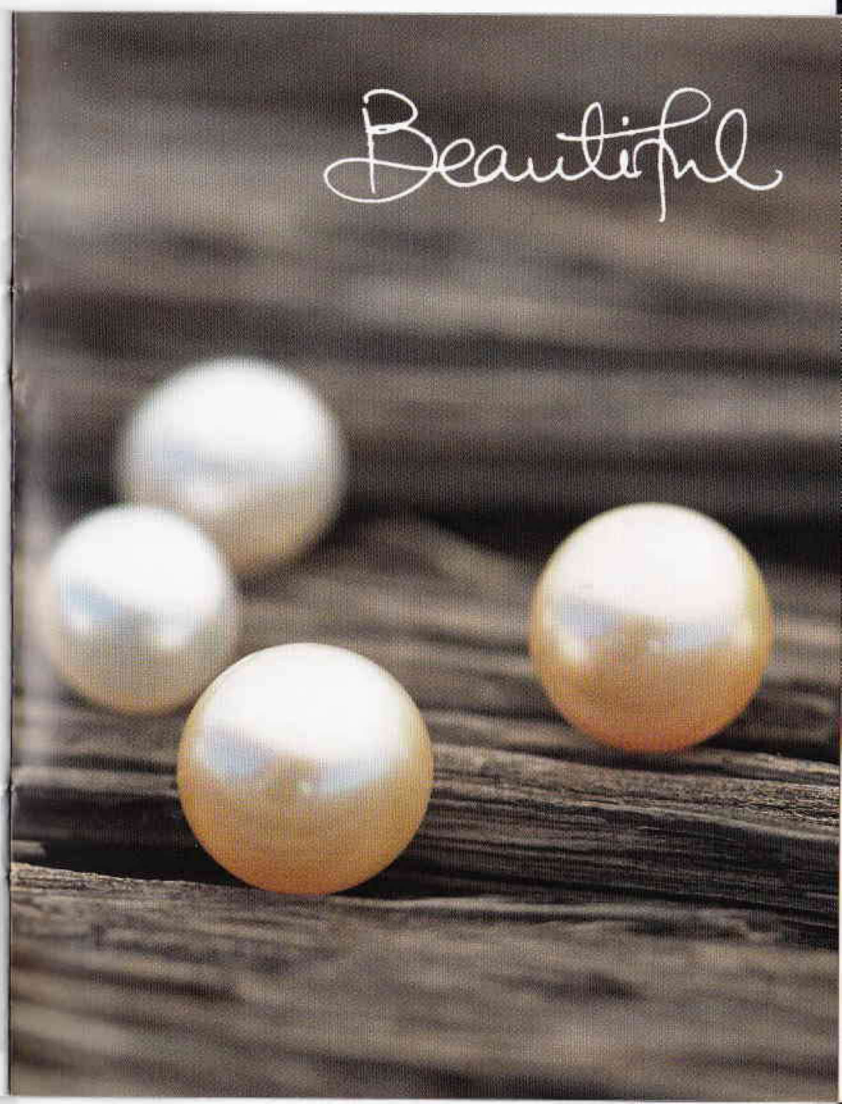
Above all, remember pearls like to be worn and can benefit from your skins natural oils. By following these suggestions and enjoying their beauty, your pearls will last you a lifetime.

Pearls For Everyone, Everyday



WILLIE CREEK
Pearls

Beautiful





Showrooms

SHOWROOM LOCATIONS

Our experienced showroom consultants can assist you with purchasing the perfect pearl for you. Visit any of the following store locations to view our exquisite range.

CABLE BEACH BROOME

2 Challenor Drive, Cable Beach
Located in the 'Old Zoo' complex
Telephone: 08 9192 0033

SORRENTO QUAY BOARDWALK

Shop 11
Hillarys Boat Harbour, Perth
Telephone: 08 9241 6553

CHINATOWN BROOME

31 Dampier Terrace, Chinatown
Located next to the Pearl Luggers Tour
Telephone: 08 9192 0044

SUBIACO

Cnr Rokeby Road
and Hay Street, Subiaco
Telephone: 08 9388 1001

WILLIE CREEK PEARL FARM

via Cape Leveque Rd
38kms from Broome
Telephone: 08 9192 0000

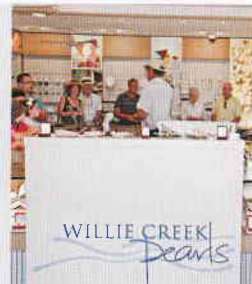
williecreekpearls.com.au

SHOP ONLINE WITH FREE SHIPPING:

Visit williecreekpearls.com.au/shop today to find a large range of pearl jewellery with free shipping within Australia and a free gift wrapping service williecreekpearls.com.au/shop

WILLIE CREEK PEARLS LOYALTY PROGRAM:

Join our Loyalty Program today and reap the rewards immediately. See our website for more details.



THE FAMOUS DAMPER RECIPE

Ingredients:

3 cups of self-raising flour

2 Tbsp of sugar

1 can of beer

Non-stick oil spray or Glad Bake paper

Method:

Place sugar in large mixing bowl and add one can of beer.

Add three cups of self-raising flour and stir until blended into dough.

Spray bread-baking tin generously with non-stick oven spray or glad bake paper. A lid is recommended but not essential.

Important:

Set thermostat to 180°C on low oven tray.

Bake for 35 minutes and test with skewer.

Variations:

Variations of this recipe could include sultanas, or dates and golden syrup with walnuts. Dampers can be frozen.



WILLIE CREEK
Pearls



Cafe

WILLIE CREEK Pearls



Pearls For Everyone, Everyday

To view the most exquisite collection of pearl jewellery visit a Willie Creek Pearls showroom

Showrooms

Broome
Subiaco
Hillarys

Cable Beach, Chinatown and Pearl Farm, (08) 9192 0000
Corner of Rokeby Road and Hay Street, Subiaco, Western Australia. (08) 9388 1001
Hillarys Boat Harbour Shop 11, Sorrento Quay Boardwalk, Western Australia. (08) 9241 6553

Stockists: Temelli Jewellers 259 Collins Street, MELBOURNE 03 9639 5556.
For additional stockists please phone 1800 799 999 or visit www.williecreekpearls.com.au

Perth | Broome | Willie Creek