



International Festivals & Events Association

**Barry Wilkins, OAM
2000 IFEA Hall of Fame Inductee**

The District Council of Mount Barker



For more than 30 years, Barry Wilkins has been a driving force behind the Australian tourism, arts, festivals and special events industries. His long event-planning history includes more than 20 years as Director and CEO of the Ballarat Begonia Festival Association Ltd., Victoria, and three terms served on the IFEA Board of Directors.

Currently the Tourism and Special Events Manager for the District Council of Mount Barker, South Australia, Wilkins learned of his selection to the IFEA/Miller Brewing Company Hall of Fame with surprise.

“I feel very humbled by the nomination because of the caliber of previous recipients,” he said. “It is a great thrill and privilege to be honored by your peers for a most prestigious award.”

Wilkins describes himself as a champion of small to medium festivals at state, national and international levels of government. IFEA helped him form ties that made his success possible, he said.

“I owe a great deal to IFEA,” Wilkins said. “It’s network has kept me in touch with the industry on a global scale. I can recall many experiences that would never have happened if I had not been a member of the IFEA.”

Besides his work in Australia, Wilkins has numerous credentials abroad. In 1987 he provided his expertise to the Nicheman Corporation in Japan. During his time with the Ballarat Begonia Festival Association, Wilkins signed a sister festival agreement with the Capitola Begonia Festival in Santa Cruz, CA. His involvement in study tours of festivals and events throughout the world has led to greater international understanding.