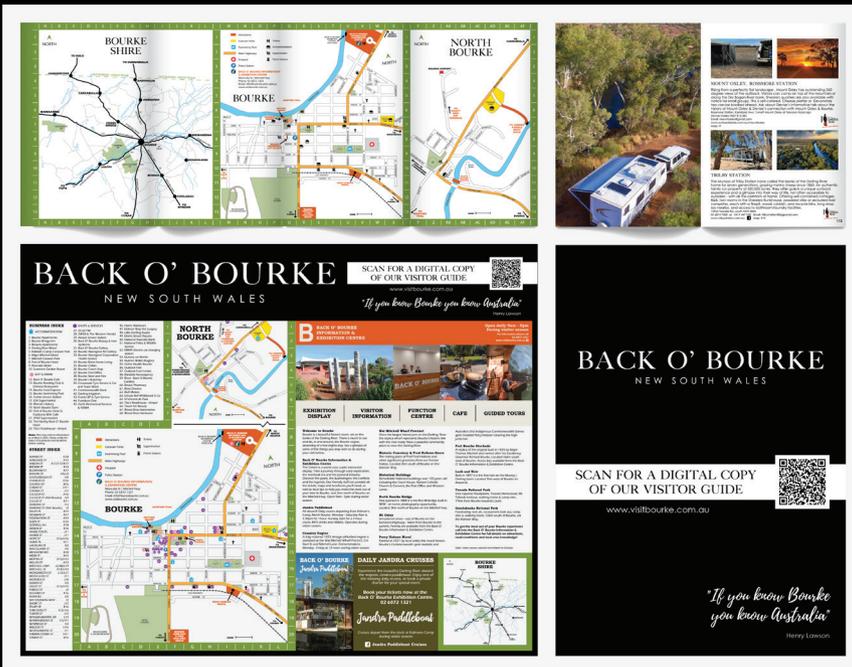


LAURA GILLARD

lauragillarddesign@live.com.au | 0407 877 746

Key highlights from my portfolio that showcase my expertise.
Each project reflects my commitment to creativity and innovation.

BACK O' BOURKE TOURISM GUIDE



CLIENT
Bourke Shire Council

BRIEF
Create a classic and user-friendly A5 booklet with 142 pages for the Bourke Shire tourism team. The design should be visually appealing and stylish, serving as both an informative guide for Bourke and an attractive coffee table book.

Beyond creating the layout for the booklet, I illustrated all the maps. Furthermore, I produced a digital magazine version and designed signage with QR codes linking to the online digital booklet.

BOURKE KIDS READY SET READ



CLIENT

Bourke and District Children's Services & Connected Beginnings Project

BRIEF

Collaborate with the language and early childhood education team to illustrate the book and the learning concepts, including local indigenous language, they developed to help the communities in supporting their children to learn to read.

Incorporating photos from the preschool and local scenery. Each child is illustrated to resemble those enrolled in the preschool that year, instilling pride and enthusiasm, so the kids can fully engage with the book and its resources.

The book was incredibly well received and widely celebrated as a valuable resource. We've also created large flashcards, with each one displaying the two-page spread for each letter of the alphabet for use in the class rooms. Additionally, we've developed a web platform - accessible via QR codes in the book - featuring extra content, including videos of preschool educators singing the nursery rhymes and more!

TOURISM BROCHURES

CAFE, CATERING & FUNCTION CENTRE

The Back O' Bourke Cafe offers a wide range of catering options for your meetings, functions, parties, weddings, birthdays, family events, corporate events, school events, sports events, and more.

BACK O' BOURKE INFORMATION & EXHIBITION CENTRE

Open daily 9am - 5pm
During visitor season (October - March)
Phone 02 6872 1321
www.visitbourke.com.au

BACK O' BOURKE EXHIBITION CENTRE

Enter our high tech cinema and watch exciting documentaries on the Darling River.

BACK O' BOURKE INFORMATION CENTRE

Follow the journey of the early explorers including Charles Sturt, to the river bend.

BACK O' BOURKE INFORMATION & EXHIBITION CENTRE

Discover the stories of early Bourke through the words of pioneer poet **Henry Lawson** and **Bill Hughes**.

CLIENT

Bourke Shire Council

BRIEF

I've designed a wide range of flyers and posters for various tourist attractions in Bourke Shire including the Back O' Bourke Information & Exhibition Centre, Jandra Paddleboat and more! My goal is always to make each piece engaging, easy to read, and reflective of the unique character of each attraction or event.

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EXHIBITION DISPLAY | **VISITOR INFORMATION** | **FUNCTION CENTRE** | **CAFE** | **GUIDED TOURS** | **GARDENS** | **GIFT SHOP**

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Enter our high tech cinema and watch exciting documentaries on the Darling River.

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Phone 02 6872 1321
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EXHIBITION DISPLAY | **VISITOR INFORMATION** | **FUNCTION CENTRE** | **CAFE**

Take the interactive journey through the early exploration, the riverboat era, the pastoral industry, discover the poets, the bushrangers, the conflicts and the legends...

BACK O' BOURKE Jandra Paddleboat

Experience the beautiful Darling River aboard the majestic, hand-crafted paddleboat. Enjoy one of the relaxing daily cruises, or book a private charter for your special event.

Once on board, the Captain will inform and entertain you with a delightful commentary on river life, flora, fauna and the history of the riverboat era.

The original Jandra was a steam paddleboat, built in Merriam, South Australia in 1894 for Arthur Senior of Bourke.

Our modern paddleboat was built by Russell Mansel and his family, and commissioned in 2000, the first paddleboat to operate on the Darling River in over 60 years.

Book your tickets now at the Back O' Bourke Information & Exhibition Centre. 02 6872 1321

Jandra Paddleboat

Cruises depart from the dock at Kidman's Camp during visitor season.

Jandra Paddleboat Cruises

BACK O' BOURKE BUCKET LIST DESTINATIONS

- BACK O' BOURKE EXHIBITION CENTRE
- JANDRA PADDLE BOAT
- MT OXLEY
- PERCY HOBSON MURAL
- CROSSLEY ENGINE
- NORTH BOURKE HISTORIC BRIDGE
- HISTORIC WHARF
- HISTORIC DUNLOP STATION TOURS
- HISTORIC CEMETERY
- FRED HOLLOWES GRAVE
- TOODRAE NATIONAL PARK
- GUNDABOOKA NATIONAL PARK
- GARFORD FIRE ENGINE
- MARITIME TRAIL
- LOCK & WEIR
- NANCY BIRD AIR TERMINAL

BACK O' BOURKE INFORMATION & EXHIBITION CENTRE
02 6872 1321
WWW.VISITBOURKE.COM.AU

BACK O' BOURKE May's Bend

15km from Back O' Bourke Information Centre.

May's Bend is Bourke's free camp located on the banks of the Darling River in North Bourke. There are many great camping spots available alongside the Darling River. You will need to be fully self-contained as there are no facilities. May's Bend is recommended for dry weather only as you will travel on a mix of gravel road and back-roads.

Directions:

- Start 100m north of Back O' Bourke Information & Exhibition Centre.
- Turn left from the Information Centre and travel toward North Bourke. Go over the North Bourke Bridge (4km) and turn right on the Kidman Way towards Cummins.
- You will travel through the village of North Bourke and pass the Kidman's Camp Caravan Park (1.7km).
- At 9.9km turn right onto Bulamunta Road (gravel road and back-roads - dry weather access only) (signed half way).
- You will come to a Y-junction at 12.6km - take the right fork.
- Continue along until you reach May's Bend (15km).

To Cummins
To Bourke
To North Bourke
To Kidman's Camp Caravan Park
To Bulamunta Road
To May's Bend
To Darling River

BACK O' BOURKE Historic Cemetery SELF GUIDED TOUR

Guided tours are available with the optional number for your convenience at the cemetery, as well as self-guided tours on the map on the back of this brochure.

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BACK O' BOURKE Maritime Trail

Walk or drive along the Maritime Trail, and learn all about Bourke's maritime history on the information signs dotted along the river track. Scan the QR code at each point to watch a video of local historian Paul Rice giving you more insight into Bourke's Maritime history.

Also explore the relics of the paddle boat steamer, the 'P.S. Wave', that stranded in the 1929 floods.

Big Bilabong is where stockman, John Hallman drowned in 1877. The incident became part of the classic Lawson story, The Union Buries its Dead.

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BOURKE RACES

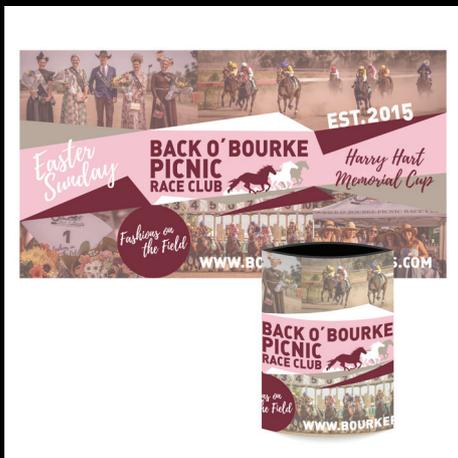


CLIENT

Back O Bourke Picnic Race Club

BRIEF

For the past eight years, I've designed the logo, website, signage, merchandise and advertising for the Back O Bourke Picnic Races - keeping the event looking fresh and fun year after year.



LOGOS

BACK O' BOURKE



I love bringing brands to life through logos that are simple, memorable, and full of personality.

My process is all about researching what makes a business unique and turning that into a visual mark that feels authentic.

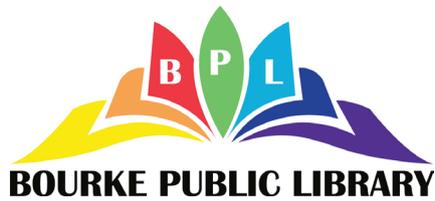
From clean and modern to bold and playful, I design with flexibility in mind, ensuring each identity works across all applications for its end use.

**OLD DARLING
STORE**
BOURKE



**BACK > BOURKE
COLLECTIVE**



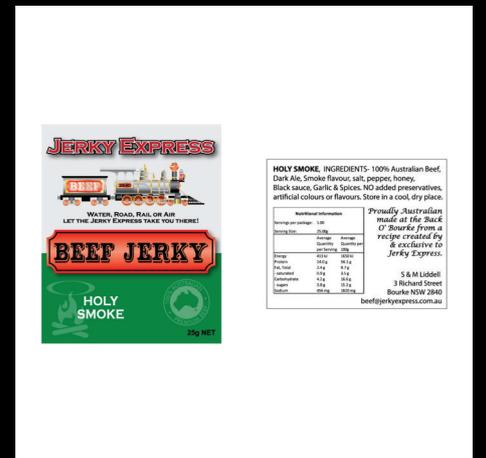
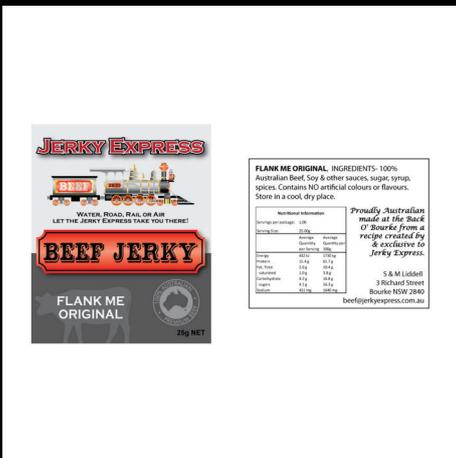


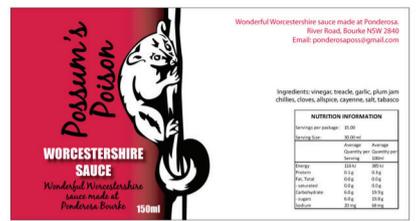
PACKAGING



I love creating packaging that not only looks great but also tells a story. For me, it's about capturing the vibe of a brand and turning it into something people actually want to pick up and hold.

From bold graphics to thoughtful details, I design packaging that stands out on the shelf while staying practical and true to the product inside.



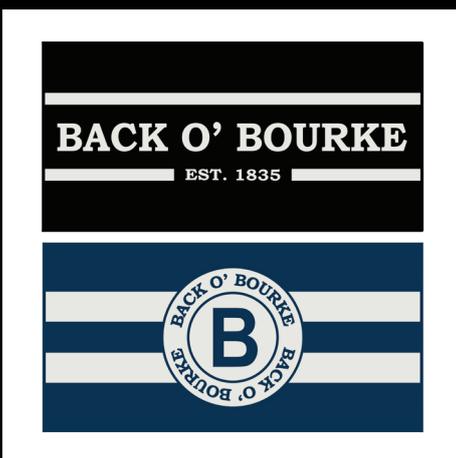
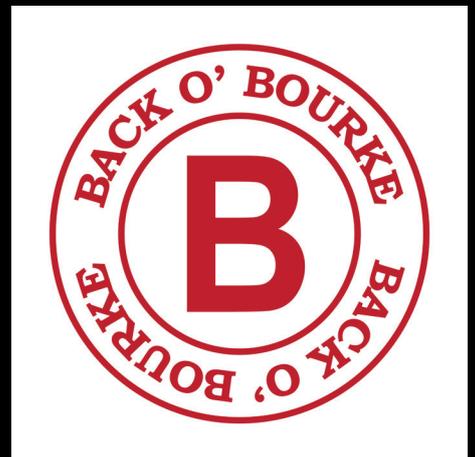


MERCHANDISE



I enjoy designing merchandise that people actually want to use and show off - whether it's stubby coolers, towels, stickers, drink bottles, magnets, bags, caps and clothing or anything in between.

I focus on creating fun, eye-catching designs that reflect the brand while working perfectly across different products. It's all about making everyday items feel a little more unique and memorable





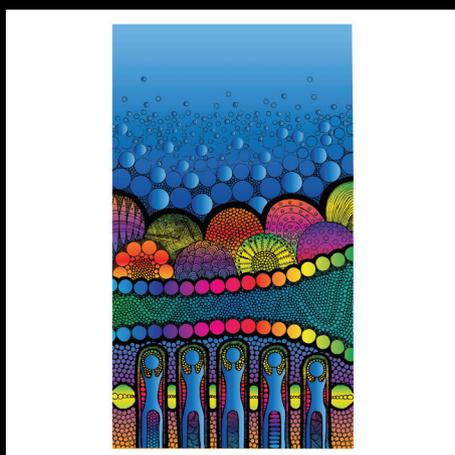
SUBLIMATED CLOTHING



For the past 16 years I've specialised in designing and producing custom clothing with sublimated printing.

From sporting uniforms to polo shirts, I love creating unique yardage and placement print designs that make each piece stand out.

My focus is on combining creativity with function, so the clothing not only looks great but also works perfectly for the people wearing it.



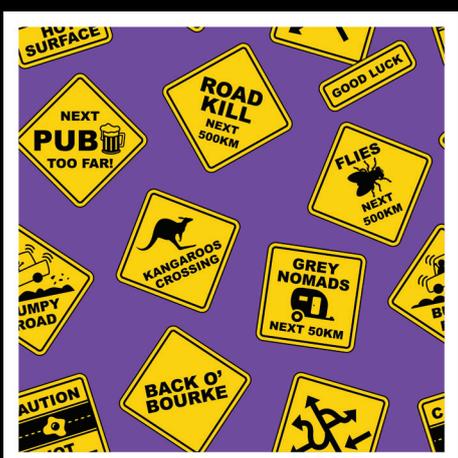


MORE CLOTHING



I've worked across many areas of fashion design and production - from kids' wear and underwear to sleepwear and beyond.

Running my own design business has given me the chance to create a wide variety of garments for clients, tailoring each piece to their style and needs. I enjoy the challenge of mixing creativity with practicality to design clothing that looks good, fits well and feels great.





CUSTOM HATS

I love designing caps that are more than just practical - they're a way to show off personality and brand identity. Over the years I've designed and produced a wide range of headwear, including trucker caps, baseball caps, and bucket hats. Working closely with my hat factory has given me hands-on knowledge of fabrics, finishes, embroidery and printing processes specific to headwear, which I use to create caps that are high quality, wearable, and full of character.



