



MAIN DAY - CULINARY TOURISM PROGRAM

Thursday 22 November

MC FACET Chair, Ryan Mossny

Busselton Youth & Community Activity Building
21 Foreshore Parade, Busselton

8.00-8.30 Registration

8.30 **Welcome to Country** - Wayne (Wonitji) Webb
Pibulmun/Wandandi Traditional Cultural Custodian
Welcome to the City of Busselton - Mayor Grant Henley

The Bigger Picture - Growing opportunities for WA

- 8.50 **KEYNOTE: New Global Travel Trends & How They Will Impact Your Business**
Charlotte Prouse, Destination Marketing Store
Fresh from the world's leading tourism think tank, New York SKIFT Global Forum, Charlotte will provide insights into the latest consumer behaviour research and how you can apply these findings to your cellar door, culinary experience and strategies.
- 9.20 **KEYNOTE: International Culinary Tourism Trends -Who's Travelling & Why?**
Robin Shaw, Founder, Wine Tourism Australia
Culinary tourism, gastronomic tourism or simply food travel - the moniker doesn't matter as much as the reasons behind the dramatic surge in consumer interest in a destination's unique cuisine and culture. Discover how countries, regions and residential locales are capitalising on this trend and attracting a new wave of visitors and revitalising their economies in the process.
- 10.05 **Western Australia's Initiatives for Food & Wine Tourism**
Jennifer Horner, Director Strategy & Research, Tourism WA
- 10.30 **Morning Tea**
- Experience Development Opportunities around Produce & Culture**
- 11.15 **KEYNOTE: Creating a Fresh Experience, Why & How**
John Stanley, John Stanley & Associates, Owner of Chestnut Brae, Nannup
Whether it is Italy, France, UK, USA or Russia, Food Tourism is growing. John will share what we can learn, adopt & adapt from the overseas experience.

*According to Tourism Western Australia's
Taste 2020 Strategy, culinary tourism is Western Australia's
International point of difference.*



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- 12.00 **Engaging Producers to build the 'Genuinely Southern Forests' Brand**
Monica Radomiljac, Southern Forests Food Council
- 12.25 **Bush Tucker and Beyond**
Dale Tilbrook, Maali Mia & Maalinup Aboriginal Gallery, Swan Valley
- 12.50 **Lunch**
Festival & Event Development
- 13.50 **Strategy to become the Events Capital of WA**
Peta Tuck, Events Coordinator, City of Busselton
- 14.15 **Collaboration to Create a Signature Regional Festival**
Erin Molloy & Brianna Delaporte Festival Directors, Cabin Fever Festival
- 14.40 **Afternoon Tea**
Destination Marketing
- 15.20 **KEYNOTE: Building Destination Awareness and Preference**
Charlotte Prouse, Destination Marketing Store
Marketing destinations in a competitive market-place is challenging. Charlotte will showcase the success of the award-winning Mudgee Region NSW marketing campaign to demonstrate how to drive conversion, attract a higher spending market and also raise the profile and preference of the Mudgee region as a short-break destination.
- 16.05 **Taking Margaret River Food & Wine to the World**
Janine Carter, Manager Cellar Door & Direct Sales, Voyager Estate
- 16.30 **Summation & Thank You** - Ryan Mossny
- 17.00 **Optional VIP Sunset Tour** - Busselton Jetty & Underwater Observatory
- 19.00 **Optional Dinner** - The Goose

Join us on this exciting culinary journey!

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WORKSHOP

Friday, 23 November, 8.15-12.00

HALF DAY - CULINARY TOURISM EXPERIENCE DEVELOPMENT

How to Create Visitor Focussed Culinary Tourism Experiences

Be inspired to think outside the box about your culinary tourism business and the type of experiences you offer.

Based on successful global case studies, Charlotte Prouse & Robin Shaw will share insights and practical tips to help you attract more of the visitors you want, increase sales and develop long term customer and trade relationships.

During this hands on workshop you will identify your key target market, develop relevant experiences and package them ready for sale.

WHO SHOULD ATTEND - Owners and managers of wineries, breweries, distilleries, food and tourism businesses looking to refresh and develop new culinary experiences.

8.15	Registration	Friday, 23 November
8.30	Workshop	Busselton Youth & Community Activity Building
10.00	Morning Tea	21 Foreshore Parade, Busselton
10.30	Workshop	
12.00	Finish	

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