

2016 Tourism Event

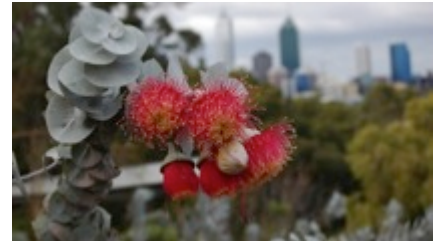
Registrations Now Open



www.facet.asn.au

Uncovering Western Australia's Unique Sense of Place

Monday 13 June, Fremantle – Tuesday 14 June, Perth



Images courtesy of Claire Savage

***People that live here know that Western Australia is special,
so how do we educate the rest of the world?***

In a world where everything seems to have become the same it is increasingly important for destinations to establish what makes them unique. Destination development, destination branding and place activation are all strong current trends. Cities around the world strive to be named most livable city and an increasingly mobile world community is choosing their next holiday or life destination based on these indexes. But what is WA's unique point of difference?

FACET's 2016 Forum will bring together experts in the areas of nature, culture, heritage, the arts, community development and urban activation to share lessons from those that have succeeded and start the conversation about what makes WA unique.

- We will explore how to engage the community with the unique indigenous culture, landscape and flora & fauna of Australia's only biodiversity hotspot;
- We will examine how culture and the arts help to create a more livable and memorable place;

- We will look at how built heritage helps to reinforce uniqueness; and
- We will investigate how to activate spaces and engage the community in creating our unique point of difference.

June 13 Fremantle Workshop with Marcus Westbury; a broadcaster, writer, media maker & festival director who has been responsible for some of Australia's more innovative, unconventional and successful cultural projects and events. He has also worked across a range of media covering fields as diverse as culture, art, media, urban planning, sport and politics.

June 14 Forum Program – State Library, Perth; will include a range of engaging and provocative speakers to stimulate a discussion about how we can contribute to uncovering WA's unique sense of place.

The program has been designed to allow you to pick the elements that are most relevant to you.

We of course encourage you to attend it all.

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2016 Tourism Event

Monday, 13 June 2016, 8.30-2.00pm

Workshop – MANY 6160, Kings Square, Fremantle

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FACET

Forum Advancing Cultural &
Eco-Tourism Inc

Creating Sense of Place

Master Class with Marcus Westbury



Marcus Westbury is a broadcaster, writer, media maker and festival director who has been responsible for some of Australia's more innovative, unconventional and successful cultural projects and events.

In 2008 Marcus founded 'Renew Newcastle' with his own funds and energy. A unique scheme that has attracted interest from around the world, 'Renew Newcastle' is a low budget, not for profit, DIY urban renewal program that has brokered access to more than 30 empty buildings for creative enterprises, artists and cultural projects, in his home town of Newcastle, NSW.

As a festival director, Marcus also founded Newcastle's 'This is Not Art' Festival, now Newcastle's largest annual tourism event and one of the largest media arts events in the world. From 2002-2006 Marcus was the Artistic Director of Melbourne's *Next Wave Festival* and was director of *Festival Melbourne 2006*, the Cultural Program of the Melbourne 2006 Commonwealth Games.

Marcus is currently based in Melbourne working on the development of an arts hub in Collingwood and is working on projects in Brisbane, Sydney and Newcastle including *Renew Australia* – a national scheme to make temporarily empty spaces incubators for arts, community and creative projects.

In this workshop Marcus will share his approach and provide inspiration and ideas on his formula for reactivating places. The workshop will be held in Fremantle's MANY 6160 building in Kings Square and will also include a hands on element exploring opportunities in Fremantle.

This workshop is not to be missed and will appeal to anyone that has a role to play in the development and ongoing activation of public and private spaces.

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Keynotes & Panel Members



Richard Offen – Heritage Perth

Richard has broad experience of heritage matters around the world, having worked for the UK National Trust where he spent time with organisations including Eco Mediterranea (Spain), the Maltese National Trust, Italian National Trust and the Czech Union for Nature Conservation, advising them on conservation strategies and fundraising. He has also advised the Canterbury Diocesan Committee for the Care of Churches, Historic Houses Trust in NSW and the National Trust Australia (WA). Now Executive Director of Heritage Perth, Richard's work in promoting heritage to a wide audience was recognised when he was awarded 2014 WA Heritage Council Award for 'Outstanding Contribution to Heritage by a Professional in the Heritage Industry' category.



Richard McLellan – Northern Agricultural Catchment Council

Richard is charged with the role of progressing the organisation's mission to support the community's contribution towards environmental stewardship in the Mid West region. An environmental scientist, Richard joined the NACC in February 2015 after 15 years with the World for Wildlife Fund as a field ecologist on a private lands protected area program in the Wheatbelt. He has since worked across WA and Australia, Southeast Asia and from 2007-2015 in Switzerland. With a long-standing interest in community-based conservation, Richard is committed to a future in which people live in harmony with nature – through connecting, conserving and contributing to our natural environment.



Jim Sharp – Department of Parks and Wildlife

Jim was appointed Director General of the Department of Parks and Wildlife in March 2014. Prior to that he was Deputy Director General Parks and Conservation in the Department of Environment and Conservation. He was the Department of Conservation and Land Management's Director National Parks for 12 years and Scientific Advisor before that. Jim has a background in social research, policy development, tourism and recreation access, Aboriginal policy, volunteers, external funding, leases, licenses and visitation research. He is a board member of the Bibbulmun Track and Munda Biddi Foundations. Jim is a member of the World Commission on Protected Areas Working Group on Tourism in Protected Areas and has a strong interest in the establishment, promotion and sustainable use of protected areas.



Kyle Jeavons – FJM Property

Kyle Jeavons is the Development Director of FJM Property, being a private property development and investment group. Kyle holds a Bachelor of Commerce with a Double Major in Finance and Property. Kyle joined FJM Property over 5 years ago, and oversees the development and delivery of all FJM developments, which saw a key focus on the recently completed redevelopment of the State Buildings (formerly Old Treasury Buildings) in Perth.

Kyle has worked in the property industry for more than 15 years, and prior to his role at FJM Property, Kyle was the Senior Development Manager of New Business at Mirvac Group, for over 9 years.

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Ryan Zaknich – Two Feet & a Heartbeat

Ryan is co-founder of Two Feet & a Heartbeat Walking Tours, principal consultant for Two Feet Heritage and Tourism Consulting and co-founder of the Museum of Perth. In 2007 Ryan teamed up with long-time friend to begin a part-time venture, Two Feet & a Heartbeat, provided guided tours of Perth and expanded to Sydney in 2011. Two Feet have been awarded three consecutive gold medals in the WA Tourism Awards and is also in the Hall of Fame for the WA Heritage Awards. Ryan's understanding of planning matters, local history, interpretation and the industry as a whole has contributed to recognition as a leader in the heritage tourism sector. In 2015 Ryan helped establish The Museum of Perth, a not-for-profit entity that chronicles the social, cultural, political and architectural history of Perth.



Andrew Bowman-Bright – Carnamah Historical Society & Museum

Andrew is the virtual curator and project manager of the Carnamah Historical Society & Museum, works independently as a cultural heritage consultant and was formerly with the State Library of Western Australia Foundation and Curtin University. His work promoting the history and heritage of Carnamah, a town and farming community in WA's Mid West, was acknowledged with the Outstanding Newcomers Professor David Dolan Award at the 2013 Western Australian Heritage Awards. He played an integral role in four WA projects that won Museums and Galleries National Awards (MAGNA's) in 2014 and 2015 but has more recently been covered in dust, helping to conserve and adapt Carnamah's oldest bank into a gallery space.



Alec Coles – Western Australian Museum

Alec Coles is CEO of the Western Australian Museum, the State's museum with branches in Perth, Fremantle, Geraldton, Kalgoorlie and Albany. He has held this position since March 2010. Previously he was Director of Tyne & Wear Archives & Museum in North East England for 8 years. He is an Adjunct Associate Professor in the School of Social Sciences at The University of WA, an Executive Member of the Council for Australasian Museum Directors and Vice-Chair of ICOM Australia. Alec is committed to developing and demonstrating the public value of museums. He is driving WA's initiative to build a new State Museum in Perth and aspires to create a museum that is owned and valued by all West Australians and admired by the world. In 2010, he was awarded an OBE for Services to Museums.



Louise Scott – Tourism WA

Louise moved to Perth from Aberdeen in Scotland in 2011 and in January this year joined Tourism WA as Executive Director Strategy, Brand & Marketing Services. Prior to that, Louise headed up Marketing, Communications & Events for the City of Perth. Her team was responsible for the successful Perth City Get to Know Me campaign and also delivered a number of high profile City events including the largest Australia Day event in the country – Skyworks. Louise graduated from Robert Gordon University with an Honours Degree in Hospitality Management and is currently working towards an MBA at the University of WA. She is a Member of the Chartered Institute of Marketing and Local Government Managers Australia. Louise has held a number of senior roles in both the public and private sector and has over 20 years' experience in marketing, communications, economic development, tourism and events management.

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Victoria Laurie - Author

Victoria Laurie is an award-winning journalist in the Perth bureau of The Australian newspaper.

She is also a natural history writer and author of *The Southwest: Australia's Biodiversity Hotspot* and *The Kimberley: Australia's Last Great Wilderness* (UWAP).



Henry Boston – Chamber of Arts & Culture, Western Australia

Henry Boston is an experienced arts and community engagement administrator. His background has included theatre performance, technical and stage direction, multi-arts programming and arts to business advocacy. From 1988-1999 he was General Manager of the annual Festival of Perth. During that time he co-commissioned the highly successful stage adaptation of Tim Winton's *Cloudstreet*. He co-founded Cultural Pursuits Australia in 1999 and then became the WA director of the national business arts organisation, Australia Business Arts Foundation (AbaF), from 2001-2013. He joined the Chamber of Arts & Culture WA as inaugural Executive Director in July 2013. Henry was recently recognised as the 2015 West Australia of the Year – Arts & Culture for his long-term advocacy and commitment to the sector.



Lisa Montgomery - Place Match

Lisa Montgomery is a founding Director of Place Match, an award-winning place making consultancy that specialises in the West Australian market. A visionary and multi-disciplinary place maker, she has played a lead role in shaping some of WA's most valued places, working at the nexus of planning, brand development, business, creativity and, most importantly, community. Her approach centres on leveraging local identity and aspirations, defining competitive advantage and positioning places to attract investment and other partnerships that bring them to life. She has extensive experience working across government, retail, tourism, development and education sectors, in urban and regional places.



Jenelle Provost – Metropolitan Regional Development Authority

Jenelle Provost is the General Manager of Elizabeth Quay at the Metropolitan Redevelopment Authority. She has managed the transition between project delivery and the operational phase, when the precinct opened in late 2015. After 20 years in television journalism (7.30 Report, Australian Story, Dateline) she completed a Masters in Leadership & Management from Curtin Graduate School of Business before embarking into public relations, marketing & media management for the State Government (Fire & Emergency Services Authority & Department of Housing & Works). She then was given a number of opportunities to manage large and complex teams in housing and land development before working with LandCorp. Jenelle's current role evolved from her previous position as Director of Place Activation for the MRA. The team plans and delivers Place Activation in some of Perth's iconic projects including, Perth Cultural Centre, The Midland Workshops & Yagan Square.

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John Galvin – Georgiou Group

John Galvin is Georgiou's Executive General Manager and has more than 25 years' experience in the construction and engineering industry both in Australia and New Zealand. John has overall responsibility for overseeing a number of Georgiou's operational business units, its cadet program, reconciliation action plan and gender diversity strategies. The Georgiou Group is a privately owned building construction, engineering and property development company, delivering major projects across Western Australia, Queensland, Victoria and New South Wales. With more than 30 years' business experience and 800+ people on board, Georgiou has developed congruent businesses which work hand-in-hand to provide a complete service for their clients.



Marilyn Morgan – Kambarang Services

Marilyn is an experienced practitioner in Aboriginal health and business management. She has a strong background as a senior clinical physiotherapist, educator and Aboriginal Health Practitioner advising Government and Community Controlled Health Organisations. Her attributes include strong and inclusive leadership, and clear cross-cultural communication with the ability to engage in comprehensive stakeholder consultations that deliver consensus agreements. Marilyn has an Indigenous Futures focused leadership approach, seeking mainstream partnerships that work towards a common goal of delivering substantive change in Aboriginal circumstances, improved health, social and emotional wellbeing, and Reconciliation.



Danny Ford – Kambarang Services

Danny is a senior Traditional Owner of Whadjuk Country (Perth metropolitan areas), with connections to the wider Noongar Country and well-connected to the Aboriginal Communities and families across Western Australia. Danny is a qualified teacher and social worker, having worked in government at senior levels in areas of family support, housing, Aboriginal Affairs and mental health. Danny's attributes include strong leadership, clear thinking and strategic approach to issues, and the ability to engage in comprehensive stakeholder consultation. He has a community development approach that seeks partnerships to work towards a common goal that meets stakeholder needs.



Anne Arnold – Heritage Council of Western Australia

Anne Arnold was appointed Chair of the Heritage Council of WA in February 2016, following more than 8 years as a highly valued member of the Council. Anne is the former Chief Executive of the Real Estate Institute of WA. She has been involved in property, planning, real estate and housing throughout her career. She is currently also a member of the Board of Landgate and a Director of Southern Cross Care. Anne has had an ongoing interest in heritage and its impact on property owners throughout her career in property. This includes working with owners about the benefits of heritage listing and assisting them to optimise the commercial viability of any development of their properties.

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Marcelle Broderick – Kings Park Botanic Garden

Marcelle joined Kings Park in 1998 and is responsible for the visitor services functions, incorporating park management, volunteers, education, events, website and corporate communications and the Aspects of Kings Park retail gallery. The Business and Visitors Services Directorate, led by Marcelle, is also responsible for all internal business and corporate services, governance, planning and reporting, and external business development, including partnerships, agreements, commercial leases and licenses. Prior to joining Kings Park, Marcelle worked for many years in a number of private and public sector organisations with varied responsibilities including corporate services, social research, community development, employee support and organisational change. She is currently A/Chief Executive Office of the BGPA with direct reporting to the Minister for environment and the BGPA Board of Management.



Anthony Rowbottam – LendLease

Anthony joined Lendlease in 2013 as General Manager of the Communities business in Western Australia. He has over 25 years national experience in all development and funding aspects of master-planned communities, government joint venture partnerships and apartment projects. Prior to joining Lendlease, Anthony held senior positions at Multiplex Residential and Urban Pacific. He has also been the Australian representative for a number of international investors in the Australian residential market. Anthony has served as Deputy Chairman of the Residential Development Council of Australia. Anthony holds a degree in planning and land economics from the



Wendy Martin – Perth International Arts Festival

Artistic Director Wendy Martin leads the Festival into an exciting new period of international excellence and brings to the 2016 -2019 Festivals a commitment to community, learning and participation. Wendy's career embraces television production, theatre and dance programming and production, event production and a contribution to the arts through board membership. Previously, Wendy was Head of Performance & Dance at Southbank Centre, London, where her achievements include creating the acclaimed disability arts festival *Unlimited*. A celebration of disability arts and culture on an unprecedented scale *Unlimited* had its inaugural outing during the Paralympic Games and was a highlight of the London2012 Cultural Olympiad. Wendy joined Sydney Opera House as a producer in 2000 and in 2006, was appointed Head of Theatre and Dance. At the Opera House she was the founding curator of *Message Sticks* Indigenous Arts Festival; she developed the international performance series *Adventures in the Dark* and in 2008 founded *Spring Dance* Australia's only international dance festival. Prior to these roles Wendy was a television arts and documentary producer working for ABC and SBS Television and Film Australia. Melbourne.

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2016 Tourism Event

Monday, 13 June 2016

MANY 6160, Kings Square, Fremantle

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Forum Advocating Cultural & Eco-Tourism Inc

Creating Sense of Place *Master Class with Marcus Westbury*



8.30 – 9.00 Registration

9.00 – 9.10 Welcome – Dr Brad Pettitt,
Mayor of the City of Fremantle

9.10 – 10.30 Marcus Westbury – Lessons Learned

10.30 – 11.00 Morning Tea

11.00 – 11.15 Nic Brunsdon, Director, Posit, Space Market

11.15 – 11.30 Danielle Cattalini, Chair & Jenny Marslen, Project Officer
Fremantle Business Improvement District (BID)

11.30 – 11.45 Luis Puig, Economic Development Coordinator, City of Fremantle

11.45 – 12.30 Hands on Exercise around Fremantle

12.30 – 1.30 Working Lunch & Brainstorming Ideas

1.30 – 1.45 Wrap Up



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Uncovering Western Australia's Unique Sense of Place

8:30 - 9.00

Coffee & Registration – Theatre Foyer (Enter Library from Francis Street)

9.00 - 9.10

Welcome to Country & House Keeping

9.10 - 9.20

Opening Address – Hon Colin Barnett, MLA, Premier & Minister for Tourism

9.25 - 10.20

Panel 1: Aboriginal Perspectives on Sense of Place

Marilyn Morgan, Kambarang, Danny Ford, Kambarang, John Galvin, Georgiou Group, Anthony Rowbottam, Lend Lease. Moderator Steve Crawford, Department of Parks and Wildlife

10.20 - 10.50

Morning Tea & Networking

10.50 - 11.10

Keynote 2: Natural Perspective on Sense of Place

Richard McLellan – Chief Executive Officer Northern Agricultural Catchments Council (NACC)

11.10 - 11.50

Panel 2: Nature Moderator: Tracy Shea, Department of Parks and Wildlife

Panel Speakers: Marcelle Broderick, Kings Park & Victoria Laurie, Author

11.55 - 12:15

Keynote 3: Arts & Culture Perspectives on Sense of Place

Wendy Martin, Artistic Director, Perth International Arts Festival

12.15 - 12.55

Panel 3: Art & Culture Moderator: Jane King, Artsource

Alec Coles, Western Australian Museum & Henry Boston, Chamber of Arts & Culture WA

12.55 - 1.40

Lunch & Networking

1.40 - 2.00

Keynote 4: Place Activation Perspectives on Sense of Place

Jenelle Provost, Place Activation Director, Metropolitan Redevelopment Authority

2.00 - 2.40

Panel 4: Place Activation Moderator: Peta McAuliffe, Museums Australia, WA

Kyle Jeavons, FJM Property, State Buildings & Lisa Montgomery, Place Match

2.45 - 3.05

Keynote 5: Built Heritage Perspectives on Sense of Place

Richard Offen, Executive Director, Heritage Perth

3.05 - 3.45

Panel 5: Built Heritage Moderator: Phil Griffiths, Griffiths Architects

Anne Arnold, Heritage Council of WA & Andrew Bowman-Bright, Carnamah Historical Society & Museum

3.45 - 4.00

Afternoon Tea & Networking

4.00 - 4.20

Keynote 6: People and Sense of Place

Jim Sharp, Director General, Department of Parks & Wildlife – Engaging People with Parks

4.20 - 5.00

Panel 6: People Moderator: Ryan Mossny, Two Feet & a Heartbeat

Ryan Zaknich, Two Feet & a Heartbeat – Engaging Visitors in Place

Liz Jack, Denmark Chamber of Commerce – Engaging the Community

5.00 - 5.15

Keynote 7: Uncovering your Unique Sense of Place – Brand

Louise Scott, Branding Manager Tourism WA

5.15 - 5.30

Aboriginal Tourism Creating a Unique Sense of Place - WAITOC

5.30 - 6.30

Networking Sundowner followed by optional tour

6.30 - 7.30

Two Feet & a Heartbeat – Eat, Drink, Walk Perth or Northbridge

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Registration Form



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Title: First Name:

Surname:

Position:

Organisation:

Address:

..... State: P/code:

Phone:

Email:

Special needs (dietary, disabled, etc).....

Two Feet & a Heartbeat Tour (Optional)\$ 50
Eat, Drink, Walk – Perth or Northbridge



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Monday 13 – Tuesday 14 June, 2016

Fremantle & State Library of Western Australia

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Forum Advocating Cultural & Eco-Tourism Inc

Uncovering Western Australia's Unique Sense of Place



About FACET

The Forum Advocating Cultural and Ecotourism (FACET) operates at the forefront of tourism trends and through its annual conference, workshops and forums, continues to work with the nature based, cultural, heritage tourism sectors to identify and address emerging tourism issues. FACET is a not for profit peak tourism body established over 25 years ago to work with the tourism industry, the community and its partners to create sustainable tourism experiences.

Who Should Come

The Forum will be of interest to anyone who has an interest in understanding the variables that help to create a unique sense of place. This includes anyone working on place activation, community development and experience development. It will also be of interest to anyone developing destinations and products to engage locals and visitors in the uniqueness of a place.

Registration Information

A completed registration form from all participants (including speakers) is essential. Full Registration: includes attendance at all workshop and forum sessions, morning and afternoon teas, lunch and delegate kit. Payment must accompany the registration form. Registrations received prior to 3 June will be acknowledged by email. For registrations after 3 June, please telephone FACET (08) 9448 8150 or email admin@facet.asn.au to confirm receipt.

Cancellations and Refunds

Cancellations must be advised in writing to FACET. Cancellations made before 3 June will incur a \$50 administration fee. Refund of fees after this time will only be made in exceptional circumstances. Substitute delegates will be accepted. Please note cancellations will not be processed until after the conference. If, for reasons beyond the control of the organisers, the event is cancelled, fees minus deduction of expenses incurred will be refunded.

Privacy Statement

Please note that in registering for this event your contact details (name, tel, email) will be incorporated into a delegate list for the benefit of all delegates and may also be made available to parties directly related to the event. If you do not wish your details to be included on the delegate list, please indicate on your registration form.

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