

# 2014 Conference

**Register Now Places are Limited**

[www.facet.asn.au](http://www.facet.asn.au)



## ***Creating Connections***

### ***Interpretation – Practice, Principles & Tools***

***Monday 9 – Thursday 12 June 2014, Swan Valley, Guildford & Perth***



***“Interpretation attempts to communicate in a thought provoking way to an audience that’s completely free to ignore it.” Sam Ham***

Signs, Guides, Apps or Art – what is the best way to engage the audience? How do you get your message across in 100 words or less?

Interpretation is a powerful tool in our efforts to create connections. The FACET 2014 conference will be examining how to make the most of your interpretation opportunities.

The conference will be held in Guildford and Perth. The program is currently being finalised and incorporates practical field trips, traditional conference style presentations and two interactive workshops.

FACET will be celebrating the huge array of talent available in WA as well as bringing in international experts to share their skills and knowledge.

We have created an exciting program providing insights into a range of aspects related to interpretation and creating connections with the audience.

**Day 1 – Field Trip** – Half day practical field trip through a range of interpretive sites in the Swan Valley.

**Day 2 – Conference** – with international interpretation experts Tim Merriman and Lisa Brochu, WA’s own FACET Golden Guides and a range of case studies highlighting different ways of creating connections.

**Day 3 – Interactive Workshop**  
Interpretation Planning

**Day 4 – Interactive Workshop - FULL**  
Tour Guiding Skills  
*Proudly Sponsored by Perth Zoo*

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.**

## **Our Partners**



Department of  
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***to inspire and promote the responsible community use of Western Australia’s cultural and natural heritage through tourism***

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Swan Valley, Guildford & Perth



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Forum Advocating Cultural &  
Eco-Tourism Inc

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## ***Creating Connections – Interpretation Practices, Principles and Tools***

### **Program Overview**



We have created a flexible program to allow you to experience as much or as little of the program as you would like. We encourage you to take full advantage of the whole program as it will expose you to a range of new skills and experiences.

#### **Monday 9 June: Interpretation in Practice – Field Trip Swan Valley & Guildford**



We have developed a half day field trip that will expose you to a range of interpretive experiences. Starting with a lunch including native foods and an Aboriginal cultural experience at Maalinup Gallery in the Swan Valley, the group will move to Guildford to find out about one of WA's oldest towns and to see the new interpretation that has been put in place.



#### **Tuesday 10 June: Many Ways to Create Connections – Conference Rose & Crown, Guildford**

A number of keynotes and panels have been brought together to showcase the many ways that interpretation can be used to create lasting connections with the audience.



#### **Wednesday 11 June: Interpretation Planning Workshop Department of Parks & Wildlife, Kensington**

Lisa Brochu and Tim Merriman will present a one day workshop on how to develop an interpretation plan.



#### **Thursday 12 June: Face to Face Guiding Workshop - FULL Perth Zoo**

*Proudly Sponsored by the Perth Zoo*

Lisa Brochu and Tim Merriman will present a one day workshop on tour guiding skills.

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## ***Interpretation – Creating Connections***

### **Conference Speakers**



**Tim Merriman & Lisa Brochu, Heartfelt Associates, USA**

Tim and Lisa have extensive experience in the interpretation field and have worked as planners, trainers and curriculum developers in 24 nations and every state in the USA. They have significant knowledge of natural and cultural interpretation. They have co-authored two novels and six interpretive texts.



**Jonathan Holloway – Director – Perth International Arts Festival (PIAF)**

Since 2012 Jonathan has been Artistic Director of PIAF one of the largest and best respected festivals in the world and the longest running in the Southern Hemisphere. Previously he spent six years as Artistic Director and Chief Executive of the Norfolk and Norwich Festival, increasing audiences tenfold to become the fourth largest city arts festival in the UK



**Alec Coles OBE – Chief Executive Officer – Western Australian Museum**

Alec Coles has been CEO of the WA Museum since 2010. He is driving the initiative to build the 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. Previously, he was Director of the Tyne and Weir Archives and Museum and in 2010 he was recognised for services to Museums in the Queens Birthday Honours List, being awarded an OBE.



**Richard Offen, Chief Executive Officer, Heritage Perth**

Richard Offen is the CEO of Heritage Perth and in the past 5 years has succeeded in raising the profile of heritage with both the city of Perth and Perth residents and businesses. His Heritage Days program has proved that there is a deep interest in the stories of Perth and the places that are special to our hearts.

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## ***Interpretation – Creating Connections***

### **Conference Speakers**

**Janelle Provost - Director of Place Activation – Midland Redevelopment Authority**

The MRA has been instrumental in the revitalisation of Perth through a range of place activation tools. Activation through art works, events, and interpretation has lead to the city getting a new lease of life – Janelle will talk through what they have done and what is being done in other locations.

**Phillip Verscheur – Scitech science Communicator, Technician, Technology Wizard**

Scitech uses a lot of interactive exhibits to engage its audience. Phillip has done extensive research on the kinds of interactive displays that are available as well as having practical experience in installing and managing these kinds of exhibits.

**Andrew Doran - West Coast Institute**

West Coast Institute has undertaken a range of projects at high profile locations to incorporate augmented reality applications into the interpretive mix. Kings Park is one of their latest projects. They will be talking about the kinds of technologies that are available as well as some of the projects they have undertaken.

**Justin McArdle – Frame.AR**

Justin is Lead Producer and Strategist at WA based Frame.AR with over 15 years' experience executing and leading digital projects. Frame AR specialises in the new medium of Augmented Reality (AR). AR is the unique new medium that allows the physical world to be enhanced with contextual digital content. Taking experience from the film, TV and interactive media industries and combining them in magnetic new visitor experiences.

**Rod Annear – Department of Parks & Wildlife**

Rod has been at DPaW for a number of years and has a strong interest in how technology can be used to enhance the natural visitor experience. He has undertaken research into what is available in terms of applications, augmented reality and a range of other techniques as they pertain to the external environment and the challenges that brings.

**FACET Golden Guides - A panel of 5 of the past 14 winners of the FACET Golden Guide Award**

The FACET Golden Guides are award winning tour guides from across WA. The guides will each have 5 minutes to identify how they use interpretation to connect with their visitors. This is an opportunity to see best practice in action.

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## ***Many Ways to Create Connections Interpretation Practice, Principles and Tools***

### **Conference Program Overview - Tuesday, 10 June, Rose & Crown, Guildford**

- 8:30 - 9.00 **Coffee & Registration**
- 9.00 - 9.45 Welcome to Country & Official Opening
- 9:45 - 10.30 **KEYNOTE ADDRESS –**  
Lisa Brochu & Tim Merriman, Heartfelt Associates
- 10:30 - 10.45 **Tourism Interpretation Initiatives**, City of Swan
- 10:45 - 11.15 **Morning Tea**
- 11.15 - 12.00 FACET Golden Guides Panel Session
- 12.00 - 12:20 **Technology & Nature**, Rod Annear, Department of Parks & Wildlife
- 12.20 - 12: 40 **Augmented Reality**, Andrew Doran, West Coast Institute  
Justin McArdle, Frame.AR
- 12.40 - 1.00 **Engaging the Audience**, Phillip Verschuer, Scitech Discovery Centre
- 1.00 - 2.00 **Lunch**
- 2.00 - 2.20 Janelle Provost, MRA
- 2.20 - 2.40 **WA Museum Developments**, Alec Coles, WA Museum,
- 2.40 - 3.00 **Heritage**, Richard Offen, Heritage Perth
- 3.00 - 3.10 Q & A Session
- 3.10 - 3.30 **Afternoon Tea**
- 3.30 - 3.50 **Indigenous Interpretation**, Dale Tilbrook, Maalingup Gallery
- 3.50 - 4.30 **CLOSING KEYNOTE** - Jonathan Holloway, PIAF
- 4.30 - 4.45 Wrap Up – FACET Chair, Claire Savage
- 4.45 - 5.45 **Informal Drinks & Optional Tour of Rose & Crown**

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## REGISTRATION FORM



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### Delegate Information:

Title: ..... First Name: .....

Surname: .....

Position: .....

Organisation: .....

Address: .....

..... State: ..... P/code: .....

Phone: .....

Email: .....

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

.....

**TAX INVOICE - ABN 65 924 883 562**

**NB - All prices include 10% GST**

#### Monday, 9 June:

- ☐ Field Trip (optional) .....\$ 60  
1.00 – 4.30pm

#### Tuesday, 10 June:

- ☐ FACET Conference, Rose & Crown, Guildford  
8.30am – 4.45pm

#### Wednesday, 11 June:

- ☐ Interpretation Planning Workshop, DPaW Kensington  
8.30 – 5.00pm

#### Thursday, 12 June:

- Guide Training Workshop, Perth Zoo **FULL**  
8.30 – 5.00pm

### Registration Fees:

Early Bird  
(2 May)      Standard

#### FACET Members

Conference Only .....	\$220	\$250
Workshop Only .....	\$175	\$200
Conference + 1 Workshop .....		\$400
Conference + 2 Workshops .....		\$550

#### Non Members

Conference Only .....	\$240	\$270
Workshop Only .....	\$195	\$220
Conference + 1 Workshop .....		\$450
Conference + 2 Workshops .....		\$600

#### Students/Unwaged

Conference Only .....	\$200
Workshop Only .....	\$150

### \*FACET Membership:

Join FACET now and take advantage of the Conference & Workshop discounts.

- ☐ FACET Membership Std \$60 (normally \$80)  
☐ Student/Unwaged \$30 (normally \$40)

### Payment Summary:

Field Trip .....	\$
Conference Option .....	\$
Workshop Option .....	\$
FACET Membership .....	\$

**TOTAL .....** \$

Email registration form to: [admin@facet.asn.au](mailto:admin@facet.asn.au)

- ☐ EFT Details: BSB: 306 051 Acc: 4163306 Ref: Name  
☐ Cheques payable to FACET

- ☐ Credit Card    ☐ Mastercard    ☐ Visa

Cardholder name: .....

Expiry Date: .....

Signature: .....

Card No:

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## About FACET

The Forum Advocating Cultural and Ecotourism (FACET) operates at the forefront of tourism trends and through its annual conferences continues to work with the tourism industry to identify and address emerging tourism issues. FACET is a not for profit tourism peak body established over 21 years ago to work with the tourism industry and its partners to create sustainable tourism experiences.

## Who Should Come

This conference will interest anyone involved in tourism, place-making, interpretation, guiding, museums and art galleries, heritage and culture. Participants will gain practical insights, knowledge and experience in product development that they can then take and implement in their own businesses.

## Accommodation:

Contact the Swan Valley Visitor Centre for accommodation options on 9379 9400 or visit: [www.swanvalley.com.au](http://www.swanvalley.com.au)

## Registration Information

A completed registration form from all participants (including speakers) is essential. Full Registration: includes attendance at all conference sessions, morning and afternoon teas, lunch and delegate kit. Method of Payment: Payment must accompany the registration form. Acknowledgement: Registrations received prior to 1 June will be acknowledged by email. For registrations after 1 June, please telephone FACET or email to confirm receipt.

## Cancellations and Refunds

Registration Fees – Cancellations must be advised in writing to FACET. Cancellations made before 1 June incur a \$50 administration fee. Refunds 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 conference is cancelled, fees minus deduction of expenses incurred will be refunded. Social Function: No refund will be given for cancellations after 7 June.

## 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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