

# 2013 Conference

## Program & Registration Form

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**FACET**

Forum Advocating Cultural &  
Eco-Tourism Inc

### ***Culinary Journeys – All the Tourism Ingredients***

**Wednesday 17 – Saturday 20 April 2013 Manjimup, Southern Forests**



APRIL 17-20TH 2013  
*Culinary*  
**JOURNEYS**  
*All the Tourism Ingredients*  
**SOUTHERN FORESTS**



FACET's 2013 Conference, **Culinary Journeys - All the Tourism Ingredients** will bring together the food and tourism industries to explore ways of leveraging each others strengths to create memorable visitor experiences and launch the region as a must visit food and wine destination.

The conference will provide an exciting platform for the sharing of ideas and the development of opportunities for the community and the food, wine and tourism industries in the Southern Forests region of Western Australia.

The Southern Forests region falls within the Shire of Manjimup. This area has a strong farming background and an impressive pedigree when it comes to producing high quality food and wine.

Famous for truffles, cherries, avocados, beef, dairy, wine and home to the Pink Lady apple this region has a lot to offer. In addition to food it is also a popular tourism destination offering breath taking forests, pristine coastline and high quality tourism operations throughout the region.

The 2013 FACET Conference will provide an opportunity to bring together tourism, agricultural and marketing minds from all over Australia and the world to examine the issues and identify ways of capitalising on the opportunities of building a strong link between tourism and food to create a strong destination.

The key themes for the conference focus on creating greater connection between food production, preparation and tourism;

- Linking fresh food with tourism;
- Food and cultural identity;
- Leveraging your culinary point of difference;
- How food can heal the mind and soul.

Held over four days we will identify the basic ingredients needed, explore the regions assets and assemble them all into a series of recipes for success. We all know the proof is in the pudding so the final day will be a celebration of what can be achieved through the creativity and collaboration with a community showcase in partnership with the Manjimup Farmers Market.

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### **Program Overview – Creating a Recipe for Success**

This conference will be a culinary journey in every sense taking in all parts of the Southern Forest region and beyond. The journey will be split into four stages:

#### **Day 1: The Basics – Keynotes & Plenaries**

Starting with the basics day one will present a range of exciting keynote speakers who will showcase the ways that food and culinary tourism have been used to develop strong destination brands and provide ways for regional communities to leverage their point of difference. We will identify what you need to have a successful culinary destination.

#### **Day 2: Gathering Ingredients – Regional Visits**

You can't create experiences without having the ingredients and day two will take participants on a series of tours of the region to visit the food production and tourism opportunities that could be used to create a range of memorable experiences for visitors. Delegates will also be starting to explore ideas that will be further developed in day three.

#### **Day 3: Creating the Menu – Product Development Workshop**

Following a wonderful Aboriginal breakfast with Mark Olive participants will relocate to Pemberton for a day of case studies, workshops and creativity as we pull together a range of creative ideas to be submitted for the Southern Forest Food Council for consideration in the development of their strategy.

#### **Day 4: The Proof Is In The Pudding - Community Showcase**

A special event has been developed on the final day to showcase the produce and culture of the region. We have worked with the Manjimup Farmers Market to give participants a real taste of what can be achieved.



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## Conference Keynotes

We have developed an exciting program that will engage, excite and enlighten participants. In addition to national and international keynote speakers we are engaging local experts to guide us through the process of creating memorable culinary experience. A full program will be released in due course.



**Bill Gammage** is an adjunct professor in the Humanities Research Centre at the Australian National University (ANU). He grew up in Wagga (NSW), and was an ANU undergraduate and postgraduate before teaching history at the Universities of Papua New Guinea and Adelaide. He wrote *The Broken Years* on Australian soldiers in the Great War (1974), *Narrandera Shire* (1986), *The Sky Travellers* on the 1938-39 Hagen-Sepik Patrol in New Guinea (1998), and *The Biggest Estate on Earth: How Aborigines made Australia* (2011).



**Danny McCubbin** has worked for Jamie Oliver for nearly 10 years, 4 of them as his PA. In that time he has become an ambassador for Jamie's work, spreading Jamie's word about cooking and eating good food. Danny worked very closely with Jamie on all of his campaigns – The Fifteen Foundation, School Dinners and Ministry of Food both in the UK and the USA. Danny works as Jamie's Community and Social Media Editor and he is also a Jamie Oliver Foundation Ambassador working closely with young people from Jamie Oliver's Fifteen.



**Mark Olive, aka 'The Black Olive'**, has been a chef for over 25 years and has become a well known Australian celebrity with his charismatic style and creative approach to food, starring in his own television series 'The Outback Cafe' and a host of cooking, lifestyle and travel shows nationally and globally. Mark's passion for fusing native food and culture with contemporary lifestyle cooking has led to a huge international profile, and the creation of Black Olive catering, an Indigenous catering company in North Melbourne, Victoria.



**John Stanley**, is always at the forefront of change in the farm retail and marketing sector around the world. Considered by many to be the world's leading farm marketing consultant due to the sizeable economic returns he helps his clients achieve, he has been described by his clients as "The Retail Guru". Internationally one of the fastest growing activities is farmers becoming involved in "Food Tourism". Farmers are developing farmers markets and on site tourist attractions as a major profit generating activity. The leaders in this form of retailing and marketing are based in the USA, Canada and the UK and John's presentation will take the winning formulae already in existence and place them in a West Australian situation and identify the challenges and tourism developments. John will look at how WA farmers can promote their values to tourists and grow the market either on the farm or as a region.

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### ***Culinary Journeys – All the Tourism Ingredients***

#### **DAY ONE – The Basics**

**Manjimup Town Hall**

**Wednesday, 17 April 2013**

- 8:00 – 8:30 Registration
- 8:30 – 9:00 Welcome to Country and Official Opening
- 9:00 – 9:45 **KEYNOTE ADDRESS – *The Biggest Estate on Earth: How Aborigines made Australia***  
Bill Gammage, Adjunct Professor, Australian National University
- 9:45 – 10:30 **KEYNOTE ADDRESS – *Creating the linkage between food, tourism and the visitor.***  
John Stanley, Retail Guru, John Stanley Associates
- 10:30 – 11:00 **Morning Tea – Sponsored by Bannister Downs**
- 11:00 – 11:45 **KEYNOTE ADDRESS – *Food as a focus for wellbeing and direction.***  
Danny McCubbin, Jamie Oliver's Ambassador
- 11:45 – 12:10 **KEYNOTE ADDRESS – *Linking nature, health and good food.***  
Peter Sharp, Department of Environment & Conservation
- 12:10 – 12:35 **KEYNOTE ADDRESS – *Ingredients for a successful marriage of food and tourism.***  
Stephanie Buckland, Tourism Western Australia
- 12:35 – 1:30 **Lunch**
- 1:30 – 3:00 **CASE STUDIES**
- ***Raising the profile of food in the Southern Forests.*** Jeff Pow, Southern Forests Food Council
  - ***Creating a successful link between food and tourism.*** Sophie Zalokar, Foragers.
  - ***Creating culinary & cycle tourism products..*** Pam Lincoln & Murray Gomm, Oranje Tractor
  - ***Selling the sizzle: The link between food and the visitor.*** Ian Leaning, Chef
  - ***A hunger for knowledge: The Australian Culinary Academy,*** Adjunct Prof. Jack Carlsen, Curtin University
- 3:00 – 3:30 **Afternoon Tea – Sponsored by Bannister Downs**
- 3:30 – 4:30 **CASE STUDIES**
- ***Creating a recipe for success.*** Claire Savage, Savagely Creative
  - ***Inspired by nature.*** Fiona Sinclair, Southern Forest Arts
  - ***Agritourism and the Internet, remaking the connection between farmers and consumers.***  
Barry Green, Boronia Farm and Western Tourist Radio
  - ***Adventure, Discover and Evolve,*** Pemberton Discovery Tours
- 4:30 – 4:45 Summing Up and Field Trip Briefing
- 5:30 – 7:30 **Welcome BBQ – Fonty's Pool**  
***Enjoy an opportunity to network with delegates in the picturesque setting at Fonty's Pool.***

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#### **DAY TWO – The Ingredients**

#### **REGIONAL FIELD TRIPS**

**Thursday, 18 April 2013**

8:00 am Manjimup Town Hall – Welcome to Day Two

Please select in order of preference when completing registration form

8.15 – 4.30pm **FIELD TRIP 1 – Gourmet Diversity Tour, Manjimup**

*Manjimup, the administrative centre of the Southern Forests Food Bowl, has a plenty to offer the discerning food tourist who is interested in seeing how freshly processed and packaged produce reaches our local and state markets. There is much more here than can be covered in one day. This tour will introduce you to the pleasures that can be found in the traditional and modern ethnic communities of Manjimup.*

**FIELD TRIP 2 – Pemberton Picnic Trail**

*Pemberton has a wide variety of primary producers, wineries and restaurants. This tour is a short but sweet introduction to the culinary pleasures that can be experienced by the food loving tourist in Pemberton*

**FIELD TRIP 3 – Northcliffe and Nature's Way – A Journey through time and place**

*Taking this trip from the horticultural heart of Manjimup through to the rugged cliffs of the D'Entrecasteaux National Park will cater for those that have an interest in contemporary food production, the cuisine of the early settlers and the true bush tucker of the Aboriginal custodians of the lower south west.*

Full field trip programs will be uploaded onto the FACET website in due course.

**6.30pm** **Conference Dinner – Manjimup Town Hall**

**to late** *Experience the seasonal flavours of the Southern Forest, prepared by local chef Ian Leaning.*

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**DAY THREE – The Recipe**

**Jarrah Jacks and Pemberton Sports Centre**

**Friday, 19 April 2013**

**8:00 am**      **Breakfast with Mark Olive, aka 'The Black Olive' at Jarrah Jacks**  
*Mark will start you off on the right foot with a delicious breakfast featuring local bushtucker.*

**10.00 – 12.30**      **COMMUNITY WORKSHOP - Development of a Practical Approach to Culinary Tourism**  
Led by John Stanley, John Stanley Associates & Claire Savage, Savagely Creative  
Pemberton Sports Centre,

**12.30 – 1.30**      **Lunch**

### **CONCURRENT WORKSHOPS**

**1.30 – 3.30**      **WORKSHOP (1) – Exploring Practical Links between Food, Culture and Youth**  
Led by Don Hancey & Danny McCubbin  
Camp School Firepit

**WORKSHOP (2) – Food & Tourism: The Big Issues**  
Led by Jeff Pow, Southern Forests Food Council  
Pemberton Sports Centre

**4.00**      **FIREPIT COOK-UP & BILLY TEA FAREWELL**  
Don Hancey, Danny McCubbin, Lloyd Hayes, Lorenzo Milanese, Mark Olive, Josh Whiteland, et al

*Free evening for delegates.*

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**DAY FOUR – The Tasting**

**Manjin Park**

**Saturday, 20 April 2013**

9.00 – 2.00 pm **TASTE OF THE SOUTHERN FOREST**  
Manjimup Farmers' Market and Cultural Fair



*Don't miss this celebration of fine produce, art and culture of the Southern Forest region. This special Farmers' Market and Cultural Fair will showcase delicious mouth-watering produce, fine arts and crafts, entertainment and much much more!*

**Vendors include:**

- Newton Orchards of Manjimup
- Edwards Farm Organic Vegetables
- Bookalaam Olive Oil
- Yallamurup and Rustlers, Jams & Olives
- Sally's Lane Sparkling Grape Juice
- Go Fresh Fish
- Jays Cakes
- Swirl & Twirl Coffee
- W Smith Honey
- Fontys Nuts
- Walkers Fresh Apple Juice
- Farmhouse Pizzas
- Holy Smoke
- Lions Sausage Sizzle
- Blue Ridge Marron

and more..... Watch this space!

***Sponsored by the***



2.00 pm 2013 FACET Conference: Culinary Journeys – All the Tourism Ingredients concludes.



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TAX INVOICE: ABN 65 924 883 562

All fees include 10% GST

### DELEGATE INFORMATION:

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

Surname: .....

Position: .....

Organisation: .....

Address: .....

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

Phone: .....

Email: .....

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

.....

### REGISTRATION FEES:

	Early Bird (prior 18 March)	Standard
Full Registration FACET Member .....	\$660	\$770
Full Registration Non-Member .....	\$715	\$825
Full Reg. Student/Unwaged Member .....		\$385
Full Reg. Student/Unwaged Non/Member .....		\$440
Day Registration (Wed 17 April 2013) .....		\$550
Community Workshops (Fri 19 April 2013) .....		\$ 40

### FIELD TRIPS (number in order of preference)

Refer to program for full details.

☐ Field Trip 1 ☐ Field Trip 2 ☐ Field Trip 3

### \*FACET Membership:

Join FACET now and take advantage off discounts.

- ☐ FACET Membership Std \$44 (normally \$66)  
☐ Student/Unwaged \$22 (normally \$33)

### SOCIAL PROGRAM:

**Wednesday, 17 April, 5.30-7.30pm**

**Welcome BBQ:** Fonty's Pool

- ☐ Included with Registration  
☐ Addition tickets \$45 x \_\_\_\_\_ includes BBQ & drinks.

**Thursday, 18 April, 6.30pm to late**

**Conference Dinner:** Manjimup Town Hall (Optional)

- ☐ \$132 ea x \_\_\_\_\_ includes 3 course meal & drinks

**Friday, 19 April, 8.00-9.30am**

**Breakfast with 'The Black Olive':** Jarrah Jacks

- ☐ Included with Registration  
☐ Addition tickets \$33 x \_\_\_\_\_

### Payment Summary: (All fees include 10% GST)

Registration Fee .....	\$ _____
FACET Membership .....	\$ _____
Social Program .....	\$ _____
Transport .....	\$ _____
<b>TOTAL .....</b>	<b>\$ _____</b>

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

Online registrations visit: [www.facet.asn.au/conference.aspx](http://www.facet.asn.au/conference.aspx)

### PAYMENT OPTIONS

- ☐ 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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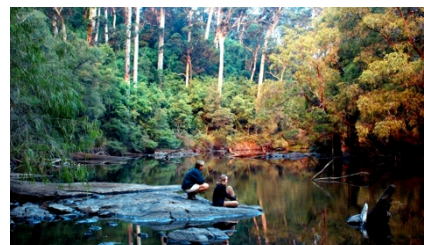
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### **About FACET**

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, food production or cuisine. Participants will gain practical insights, knowledge and experience in product development that they can then take and implement in their own businesses.

### **Accommodation:**

A limited number of rooms are being held for delegates at the Gloucester Motel 1800 761 360. For alternative accommodation options please contact the Manjimup Visitor Centre on (08) 9771 1831 or the Pemberton Visitor Centre on (08) 9776 1133.

### **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 8 April will be acknowledged by email. For registrations after 8 April, please telephone FACET or email to confirm receipt.

### **Cancellations and Refunds**

Registration Fees – Cancellations must be advised in writing to FACET. Cancellations made before 8 April 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 14 April.

### **Privacy Statement**

Please note that in registering for this event your contact details (name, address, 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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Potato Growers  
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