

# FACET CONFERENCE

The Spirit of Trails  
14-16 March 2021, Collie

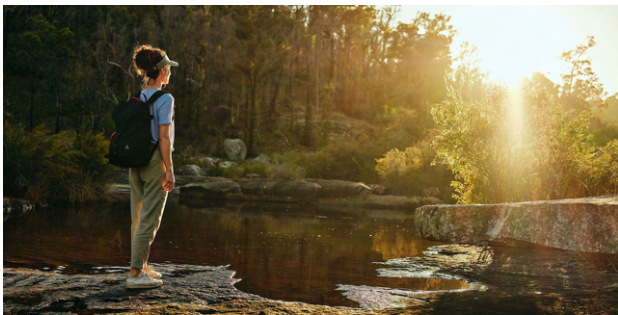
*"We're passionate and committed advocates for the sustainable development of nature-based, cultural and heritage tourism. If you share our passion - join us"*

## THE SPIRIT OF TRAILS

Right now, Western Australia is experiencing a massive investment in trail development. Attend FACET's *'The Spirit of Trails Conference'* and learn more about how tourism businesses, current and emerging trail towns can benefit from these investments. Hear from international and local experts in their field who will share with you their insights on how to build a sustainably-managed trail destination.

The picturesque town of Collie is hosting this event - an opportunity to see first-hand a town being transformed into our newest trail town.

Join with us and connect with like-minded people.



*Join us for 'The Spirit of Trails Conference'*

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



**GUIDED PRE-CONFERENCE TOUR**

Sunday 14 March 2021 - 10.30am - 5.00pm

Join us for a tailored bus tour as we celebrate the beautiful trails and township of Collie (includes lunch at the Wellington Dam Kiosk). The bus tour will be followed by a walking or mountain bike experience of your choice.

**FULL DAY CONFERENCE PROGRAM**

Monday 15 March 2021 - 8.00am-7.30pm

**Conference venue:** Collie Mine Workers' Institute, 75 Patterson Street, Collie

**Sundowner/Dinner:** Harris River Estate Winery  
442 Harris River Road, Collie.



*With thanks to our partners and sponsors of this event*



Department of Biodiversity, Conservation and Attractions





**Conference Program: Monday 15 March 2021**

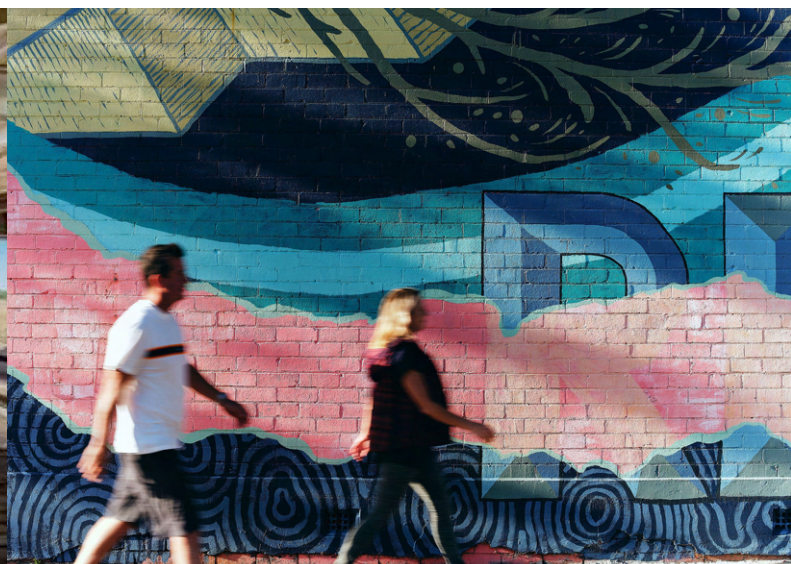
- 8.00am **Registration, networking, coffee and tea**
- 8.30am **Welcome and overview** - Ryan Mossny, Chair of FACET
- 8.40am **Welcome to Country** - Joseph Northover, Cultural Consultant
- 8.55am **Official Conference Opening** - President, Shire of Collie - Cr Sarah Stanley
- 9.10am **Keynote Speaker** - Troy Rarick, Over the Edge Sports, Fruita, Colorado USA via Zoom
- 9.40am **Development, sustainability, governance, funding and investment in trails** - Kerstin Stender, Department of Biodiversity, Conservation and Attractions (DBCA), Parks and Wildlife Service
- 10.00am **Overview from Tourism WA and promoting trails throughout the South West Edge** Kym Francesconi, Partnership Manager, Tourism WA and Catrin Allsop, CEO, Australia's South West
- 10.25am **Panel discussion with above speakers / Q and A** - led by Ryan Mossny
- 10.40am **Morning tea / networking** - catering supplied by Jax Corner Deli and Diner
- 11.10am **Operating a trail-based tourism business at a time when 'Nature for Wellbeing' is growing** - Kate Gibson, Founder and Managing Director, The Hike Collective
- 11.30am **Trail Blogging Insights** - Mark Pybus, The Life of Py and Donovan de Souza, The Long Way's Better
- 11.55am **Becoming a trail destination and role of Trails WA** - Linda Daniels, Trails WA
- 12.15pm **Panel discussion / Q and A** - led by Steve Crawford (DBCA)
- 12.30pm **Lunch and networking** - lunch supplied by Jax Corner Deli and Diner

*Delegates will walk away inspired to work within their business and collaborate within their region to grow trails tourism in Western Australia.*



**Conference Program: Monday 15 March 2021, continued**

- 1.30pm **Converting LOOKERS to BOOKERS through trails destination planning**  
Bernard Whewell and Karen Castiglioni, Distinctly Tourism Management
- 2.15pm **Place attachment - what makes a great trail?**  
Mike Wood AM, Peregrine Travel Centre, WA
- 2.35pm **New business opportunities to support the growing communities of trail users**  
Melina Melino, Perth Trails Series
- 2.55pm **The importance of interpretation - connecting trails with nature and culture**  
Lorna Charlton - Senior Communication Designer, DBCA - Parks and Wildlife Service
- 3.15pm **Afternoon tea and networking - catering supplied by Jax Corner Deli and Diner**
- 3.45pm **Aboriginal song lines and Dreaming trails - Troy Bennell, Ngalang Wongi Aboriginal Cultural Tours, & Phillip Ugle, Managing Director of The Wilman Co. & Beelagu Moort**
- 4.45pm **Panel discussion / Q and A / summary - led by Ryan Mossny**
- 5.00pm **Conference closes**
- 5.15pm- **Sundowner & conference dinner at Harris River Estate, Collie with dinner provided**  
7.30pm **by Interstellar Grill & Spit**





**Keynote Speaker - Troy Rarick - Over the Edge Sports, Fruita, Colorado**

Troy Rarick is the founder of Fruita Colorado's destination mountain bike trails, Over the Edge Sports, the Fruita Fat Tyre Festival and T.H.E. Trails Summit conference series. The work he's been involved with has seen Fruita Colorado develop from a bankrupt town to a top ten world mountain bike/cycle tourism destination, now seeing over 24 million dollars in annual revenues from mountain biking. He and his team have helped develop trail town destinations around the world and he will be speaking about how Collie can capitalise on its unique opportunities to become a top trail town.



**Opening Address - Cr Sarah Stanley, President, Shire of Collie**

Sarah is a change agent with a wide range of experience and connections. She is skilled in branding, graphic design, community engagement, communications and project management. From multi-skilled roles in tiny not-for-profit organisations and small businesses to community relations and internal communications for multi-national companies, Sarah's experience is broad and varied. She has a strong background in corporate governance as President of the Shire of Collie and former Chair of the Collie Community Bank branch of the Bendigo Bank, as well as serving on numerous community committees over the past decade.



**Kym Francesconi - Senior Manager WA Partnerships & Industry, Tourism WA.** Kym's background is in small business, tourism, and marketing. Kym has had a diverse career that includes being a qualified dive Master, tour guide, business owner, board member, partnership manager and business advisor. Previous work experience includes being self-employed as a tourism consultant specialising in award submission writing, marketing strategy development, mentoring and training. Kym has also worked as a business advisor for the Small Business Development Corporation and Communications Manager for the Perth Region Tourism Organisation. Kym has operated several tourism ventures, including the Underwater Explorer glass bottom boat on Rottneest and Coastline Tours, a small bus tour company. Her talk will focus on destination marketing and where Collie fits in to the larger picture.



**Catrin Allsop - CEO, Australia's South West (ASW).** With more than 17 years' experience in the tourism industry, Catrin is the CEO of ASW, one of WA's five Regional Tourism Organisations (RTOs). Catrin brings strong leadership, proven strategic implementation and effective stakeholder engagement skills to the organisation and region. She is a Board Director of the Tourism Council, Board Member of the South West Development Commission, and has significant involvement in key industry project areas such as product development, aviation and wine tourism as well as collaboration with industry stakeholders in developing MOUs to increase cooperation and reduce duplication in destination marketing. ASW is responsible for promotion of product and experiences in the Australia's South West region into the intrastate, interstate and international markets. ASW has four sub-regions - Bunbury Geographe, Margaret River Region, Southern Forests and Valleys, and Great Southern. Caitlin's talk will take you on a journey into the heartland of an undisturbed and uncrowded Australia – The South West Edge.



## **Kate Gibson - Founder and Managing Director, The Hike Collective**

Kate shares her story of The Hike Collective, from the humble beginnings of a mental health awareness campaign to an award-winning tour operator. Discover how empowering mental health through nature has been the key to success.

After living in Germany for four years training and competing in equestrian events, Kate moved back to Perth for a career change and a fresh start. She has since been a successful hotel and events manager, personal trainer, entrepreneur and her proudest role, mum to her two-year-old boy. She is a lover of all things nature and hiking, and is passionate about carving your own footprint into the trails of life, and living authentically to who you are.



**Mark Pybus (The Life of Py) and Donovan de Souza (The Long Way's Better)** will talk about the rise of blogging and podcasts as resources for trail users in Australia, as well as providing analytical insights learned from their years of experience for trail professionals and advocates.

## **Mark Pybus - The Life of Py**

Mark is a keen hiker and mountain biker, always exploring the trails and nature spaces of Western Australia. As the founder of The Life of Py and co-host of the Real Trail Talk podcast, Mark has been an advocate for trail use and was elected to the HikeWest Board in 2020 as an Executive Director.



## **Donovan de Souza - The Long Way's Better**

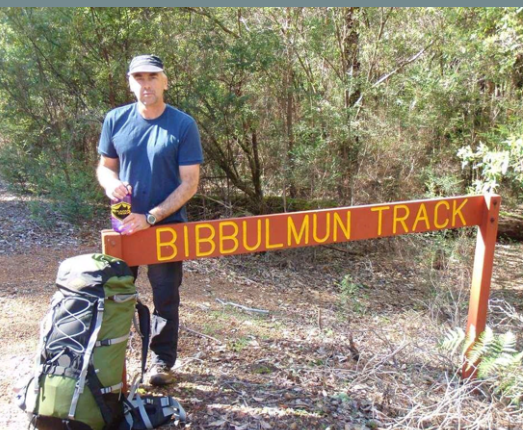
Donovan is a passionate advocate for trails and nature-based outdoor activities, with a particular focus on hiking, mountain biking and snorkeling. Donovan has been writing about trails since the 2015 founding of the blog The Long Way's Better, with a particular focus on multi-day trail experiences in Australia and New Zealand. Donovan also co-hosts the trails podcast Real Trail Talk with Mark Pybus.



## **Linda Daniels - Bibbulmun Track Foundation and Trails WA**

Linda Daniels has been involved with trails for the past 18 years as Executive Director of the Bibbulmun Track Foundation and is also Executive Officer of Trails WA.

She has also been a long-standing member of the Trails Reference Group and has contributed to the development of some of the state's trail strategies. Her key drive has been to improve the promotion of Western Australia's trails and make it easier for people to find and enjoy a suitable trail experience.



## **Mike Wood AM - Peregrine Travel Centre, WA**

Mike Wood's outdoor adventure history stretches all over the world and across many activities. From beginning as a white-water kayaker and bushwalker in Victoria to spending his twenties as a white-water rafting and kayaking guide in the Nepal Himalaya. Mike has led groups of adventurers to trek in iconic parts of the world including the Kokoda in PNG, Mt Kilimanjaro in Tanzania, the Inca Trail in Peru, Patagonia in both Chile and Argentina, Tasmania, New Zealand and extensively in the Nepal, India and Bhutanese Himalaya. In recent years he spent time on the Camino trails in Spain and Portugal plus walks in the Dolomites, crossed the UK on the Coast to Coast, braved the weather on the Scottish West Highland Way and led a cycle group through the Baltic States of Estonia, Latvia and Lithuania. Mike has also done 7 trips to Antarctica.

Mike owned and operated the Mountain Designs WA equipment stores from the late 80's until selling the chain of stores in WA in 2010. He was the Founding Chair of the Bibbulmun Track Foundation and chaired the Board for 21 years. Since 2008 he has managed the Peregrine Travel Centre selling and leading adventure travel trips all over the world until that business became a victim of the COVID international travel ban. Mike is now with the Parks and Wildlife Service specialising in Communications and Community Engagement around the Great Southern Adventure Trails project. Mike is uniquely placed to understand what makes a good trail, what attracts people to it, and what makes it 'saleable' to the public.



## **Karen Castiglioni - Managing Director, Distinctly Tourism Management**

Karen leads the DTM team with a practical approach to tourism development through a keen understanding of connecting brand authenticity, storytelling and logistics solutions, to deliver quality tourism experiences.

Karen brings sound, critical thinking to developing tailored, development strategies and mentoring programmes for our clients across Australia. In addition to co-developing the Tourism Boost mentoring programme for Tourism Council WA, Karen has developed DTM's bespoke PRIME mentoring programme, currently being delivered in partnership with Australia's Golden Outback and the Victorian Tourism Industry Council.

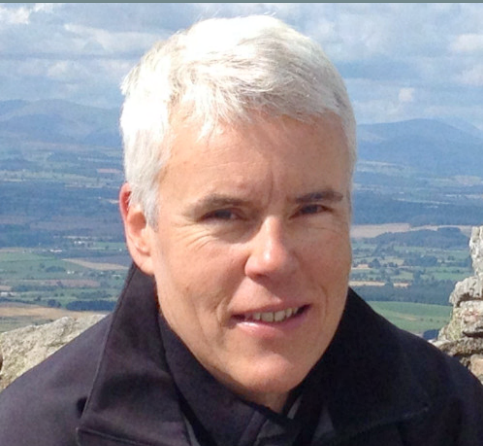
## **Bernard Whewell - Director, Distinctly Tourism Management**



Bernard has worked with industry at all levels to mentor organisations in understanding the dynamics of tourism as an economic driver, the importance of strong tourism communities and strategies to build capability in tourism businesses to generate destination awareness.

Bernard has a sound operational knowledge of destination marketing in the tourism industry, having sat on the board of Australian Tourism Export Council (ATEC), Australia's Coral Coast, Kimberley Tourism Association and as an industry contributor to multiple tourism marketing development and aviation strategies

**Karen and Bernard's session will explore the role of destination packaging to educate trails consumers in how to experience a destination beyond the trail, encouraging longer length of stay, the motivation to book and the partnerships needed to support trails destination marketing.**



**Kerstin Stender - Coordinator, Recreation and Trails, Department of Biodiversity, Conservation and Attractions (DBCA), Parks and Wildlife Service**

Kerstin Stender is the Coordinator of the Recreation and Trails Unit with the Department of Biodiversity, Conservation and Attractions, providing advice and support across Western Australia. Kerstin's work is informed by her Master of Business in Tourism Development, with her thesis investigating sustainable trail business models from a local and global perspective. In her free time she explores trails by foot, bike and kayak.



**Lorna Charlton - Visitor Communications Branch at DBCA, Parks and Wildlife Service**

Lorna Charlton is a senior communication designer with the Department of Biodiversity, Conservation and Attractions. She is responsible for the preparation of communication strategies and the development of a range of interpretive media including signs, installations, and electronic and print products. She originally made the shift from environmental research to heritage interpretation when she joined the Department in 1999. Since then, Lorna has relished sharing her passion for our natural and cultural heritage through creative writing, visual design and developing meaningful visitor experiences.



**Troy Bennell, Ngalang Wongi Aboriginal Cultural Tours**

Troy has travelled extensively throughout Europe and Asia, as an artist, cultural performer, gallery curator and ambassador for tourism in Australia. Proud of his Noongar heritage, his country and the place where he grew up, Troy has combined those passions into Ngalang Wongi Aboriginal Cultural Tours and uses his skills in tourism and story telling to promote his greatest passion... his homeland and the cultural heritage of his people. As an acclaimed Australian artist, Troy has been involved with many of the public art projects in and around Bunbury. Closest to his heart are those that celebrate and commemorate the historical and cultural contributions of the local Noongar people in the region. Troy also works extensively with local Indigenous youth and is involved in developing 'on country' programs aimed at helping at risk young people through interaction with positive role models from within their local community.



**Ryan Mossny - Chair of FACET**

Ryan Mossny is the co-founder of Two Feet & a Heartbeat walking tours and Matagarup Zip+Climb. His specialties include tourism product development, product planning, heritage/historical/cultural interpretation, tour guide training, financial sourcing/management, place making and grant application management. In 2007, he co-founded Two Feet & a Heartbeat and in 2021 launched his newest business venture, Matagarup Zip+Climb that sees guests climb up and over the iconic Matagarup Bridge and/or zipline off the structure to the Burswood peninsula. Ryan is recognised as leader in the tourism and heritage fields having received a number of awards including:

- 2018 WA Heritage Awards – Professional Contribution
  - 2015 Winner of WA Business News 40under40
  - 2012 FACET Golden Guide Winner – top tour guide in Western Australia
- He is on the Board of Visit Mandurah and The Museum of Perth, and is a WA Parks Foundation Ambassador.





### Melina Melino - Perth Trails Series

In a relatively short space of time Melina Mellino has fallen in love with the wild trails of Western Australia, rallied the running community around a series of singletrack events, and established herself as one of the leading trail ambassadors in Australia. She's the Director of Perth Trail Series, on the board of Trails WA, on the Media Team for the World Trails Network, and a Trail Ambassador for WA. Melina will explore how new businesses can best facilitate and manage the growing number of trail users coming to trail towns.



### Phillip Ugle - Managing Director of The Wilman Co. and Beelagu Moort

The Wilman Co. is an Aboriginal-owned and operated business from Collie, Western Australia. The Wilman Co. creates artisan products, including Gin, using in season (Noongar Season) botanicals, herbs and spices. In a recent collaboration with Harris River Estate winery, the company has produced a very special product - Boodja Gin. All ingredients for this unique Gin are foraged in a culturally appropriate way by Beelagu Moort working with the Noongar six seasons. Harris River Estate recently launched the Boodja Gin and beer, a new line more than a year in the making with Beelagu Moort, a 100 per cent Aboriginal owned and operated company in Collie's Noongar Wilman Country.



### Joe Northover - Cultural Consultant

Joe Northover is a Beeliargu Wilman Noongar. He was born in Collie and has strong connections to the river. He tells of living the Noongar way off the land, eating bush tucker. He and his siblings would hunt for goanna, turtles and gilgies. Joe tells of the strong ties within his family, with his aunts and grandmothers. He speaks of the easier life he had, compared to his parents, who had to carry citizenship papers and had restrictions placed on where they could go and when.

*I am Beeliargu, forming part of the Wilman Noongar tribe, with family links to both the south-west and the Pilbara. My totem is Kwerdlung – the currawong.*



### Simone Fraser - TraaVerse. - bus tour on Sunday 14th March

TraaVerse is a family-owned and run kayak and stand-up paddle-board (SUP) hire, tours and transfer business in Collie that helps you experience the beauty of the Collie River Valley region. TraaVerse provides connections between existing services and products to help you spend more time enjoying what the region has to offer. Our personalised service and attention to detail means you can enjoy an authentic and memorable experience. Our employees and partners are as passionate as we are about connecting you with your adventure. **Simone is providing and sponsoring the Pre-Conference Bus Tour on Sunday.**



## Erik Mellegers - Crank'n Cycles, Collie.

When Erik took on the shop in February 2007 it was a typical country town store – plenty of ‘family’ level bicycles for mum, dad and the kids. Since 2007 the shop has matured into a store that has sold, serviced and maintained some of the best quality bicycles on the planet – plus it is heavily involved in the local community. One of the largest impacts has been the development of mountain bike trails locally. This has been led by a group of dedicated locals working alongside land managers to plan and develop some fantastic mountain biking trails in the Collie area. **Erik is leading the mountain bike experience as part of the Pre-Conference Bus Tour on Sunday.**



## Alison Melvin - Forest Explorers, Collie

Alison Melvin lives a rural lifestyle bordered by Wellington National Park. A passion for nature has inspired Alison to share with others the experience. Alison has just started her business "Forest Explorers" focusing on local wildflowers, timber heritage and nature-based mural tours. **Alison will be providing and sponsoring the town mural walk as part of the Pre-Conference Bus Tour on Sunday.**

*FACET thanks its major partners, Tourism Western Australia and the Department of Biodiversity, Conservation and Attractions (DBCA) Parks and Wildlife Service, as well as the generous local sponsors of this event - Collie Hills Village (Geoff Stowe & his team); B-Tech Electronic Systems (Ben Menaglio); TraaVerse. (Simone Fraser); Forest Explorers (Alison Melvin); Harris River Estate, Collie (Julie Hillier); and Barrecas Wines, Donnybrook (Fil and Kelly Barrecas). We also thank all our speakers and tour guides; Tahlia Wood, Kerstin Stender and Leon Price from DBCA, Parks and Wildlife who organised the Pre-Conference Bus Tour; Jax Corner Deli and Diner for providing the morning and afternoon tea and lunch; Interstellar Grill and Spit for providing the conference dinner at Harris River Estate; and Greg Busson and Joanne Sanford at the CFMEU for assisting us with the use of the Mine Workers' Institute building.*



Department of Biodiversity,  
Conservation and Attractions



Collie Hills Village



BARRECAS  
WINES



TraaVerse.  
TRACKS. TRAILS. ADVENTURE.

