

**2025 Forum Advocating Cultural and Eco-Tourism Inc. (FACET)
Annual General Meeting**

AGM AGENDA – Wednesday 22 October 2025, 4.30-5.30pm in the Auditorium at the City of Perth Library, 573 Hay Street, Perth.

The AGM will be followed by refreshments from 5.30pm to 6.00pm, then we hope you can join us for an informal meal, at your own cost, from 6.15pm to 8.45pm at Petition Beer Corner.

Nominations for the Executive Committee (Board) are due by COB 8th October 2025. **RSVPs** and **Proxy forms** for the AGM would be appreciated by email to admin@facet.asn.au by 20th October 2025, and please advise if you will be coming along to the dinner following the AGM, thank you.

A G E N D A

1. Welcome
2. Acknowledgement of Country
3. Apologies
4. Proxies
5. Minutes of the 2024 AGM – 22 October 2024
6. Chair's Report
7. Financial Statements
8. Executive Committee Nominations
9. General Business
 - 9.1 Update on FACET's application for charity status.
10. Meeting Closes – refreshments served.

Minutes of the Forum Advocating Cultural and Eco-Tourism Incorporated (FACET) Annual General Meeting held on Tuesday, 22 October 2024 from 4.30pm in the Geographe Room of the State Library of Western Australia, 25 Francis Street, Perth WA 6000.

1. **Attendance:** Ryan Mossny (Chair/President)
Dr Steve Crawford (Deputy Chair/Deputy President)
Chris Pye AM (Treasurer)
Pat Barblett AM
William Barry
Tabetha Beggs
Caroline Buck
Mark Delane
Professor Ross Dowling AM
Wendy Dowling AM
Jacqui Higgins
Lisa Hindmarsh
Sally Hollis
Jason Graneri
Jeremy Perks
Cath Sutherland

2. **Apologies:** Jan Barrie
Michael Collins
Kim Eckert OAM
Kelly Leonard
Helena McCabe
Pauline McMullan
Karen Morrissey
Sharon O'Reilly
Ann Pilkington
Carol Redford
Tracy Shea (Executive Officer)
Renee Turner

3. **Proxies:** Nil

4. **Welcome and Acknowledgment of Country**

The Chair welcomed all attendees and acknowledged the Wadjuk Noongar people as the Traditional Owners of the land on which we met and paid his respects to their Elders past and present.

5. **Minutes of the 2023 AGM**

Minutes of the 2023 FACET Annual General Meeting held on 25 October 2023 were accepted as a true and correct record of the meeting. Moved: Steve Crawford. Seconded: William Barry. Carried unanimously.

6. **Chair's Report**

The Chair welcomed all attendees and thanked the members of Geoparks WA who had stayed on after their own AGM to attend the FACET AGM.

The Chair acknowledged Mrs Pat Barblett AM – Founder, Life Member and Patron of FACET – for her foresight in establishing the organisation nearly 34 years ago and thanked her for attending the AGM.

Ryan commenced his report by acknowledging the huge contribution of the FACET Executive Committee (Board) members throughout the year, who attended meetings every six weeks or so and also volunteered their time to contribute to the various Subcommittees and assist with events.

Ryan also expressed his profound gratitude to FACET's longstanding partners, the Parks and Wildlife Service of the Department of Biodiversity, Conservation and Attractions (DBCA) and Tourism Western Australia for their ongoing support. Other major sponsors and supporters, including the City of Perth and the Heritage Council of WA, were also acknowledged and thanked for their valuable ongoing support. FACET's appreciation of the assistance provided by WAITOC and many local government authorities during the year was also acknowledged.

Over the reporting period, FACET had delivered a number of highly successful and well attended events, including the Tourism and Hospitality Connect held at the Perth Town Hall in July 2023 (presented on behalf of Tourism WA); the "Who's Who at the Zoo Breakfast" in November 2023 which showcased the new event venue at Perth Zoo – The Maali; the Christmas Get-Together and Dinner which featured a specially curated Fremantle tour by "Oh Hey WA" founder Adie Chapman followed by dinner at Gage Roads. FACET was also proud to deliver two Job Expo events on behalf of Tourism WA – one in May 2024 at the Government House Ballroom, which was opened by the Governor, His Excellency the Honourable Chris Dawson AC APM, who – along with his wife, Darrilyn, welcomed the audience to Government House. The second Job Expo in June 2024 was held at the Dolphin Discovery Centre in Bunbury. Both events were well attended and showcased opportunities for employment of mature-age people in the hospitality and tourism industry.

During the year, FACET continued to provide access to events via Vimeo which allowed a significant number of people to participate online. FACET's events had united the various sectors of the tourism industry and provided valuable opportunities for professional development, collaboration and networking.

The Chair also thanked FACET's Executive Officer Tracy Shea for her hard work this year and the support she provided to the Board and FACET's event partners.

The Chair tabled a written report to be included in the Minutes (see Attachment 1).

7. Financial Statements

The Treasurer, Chris Pye AM, presented the financial statements and reported that there had been ongoing progress made during the year with FACET's financial reporting systems and he thanked FACET's bookkeepers – Yoswan Enterprises, and in particular Jason Graneri and Zoe Kosky – for their services and support. The Chair thanked the Finance and Governance Subcommittee for their excellent work during the year.

Chris Pye moved that the 2023/24 FACET financial statements be accepted. Seconded Steve Crawford. Carried unanimously.

8. Executive Committee Nominations

Eight nominations were received for eight vacant positions and the nominations were summarised in the meeting papers.

The nominees seeking election for a two-year period to the FACET Executive Committee (Board) were:

William Barry Committee Member seeking election as a Committee Member

Tabetha Beggs	Co-opted Committee Member seeking election as a Committee Member
Dr Steve Crawford	Deputy Chair seeking re-election as Deputy Chair
Wendy Dowling AM	Committee Member seeking election as a Committee Member
Lisa Hindmarsh	Committee member seeking re-election as a Committee Member
Sally Hollis	Committee Member seeking election as a Committee Member
Sharon O'Reilly	Committee Member seeking re-election as a Committee Member
Dr Amanda Smith	Committee Member seeking election as a Committee Member

The Chair noted that as there were eight nominations received for eight vacant positions, there was no need for a formal election process and all nominees were considered duly elected. For the office-bearing positions, there was one nomination for Deputy Chair (Deputy President), being Dr Steve Crawford. Ryan Mossny moved that Steve be accepted for this position. This was seconded by Chris Pye and accepted unanimously.

The Chair extended his thanks and gratitude to all the returning members of the FACET Board for their continuing support for the organisation.

9. General Business

9.1 Proposed changes to the FACET Constitution – approval in principle

The Treasurer, Chris Pye AM, reported that changes were being considered to FACET's Constitution to allow FACET to apply for charity status. FACET's partners/sponsors had been consulted about this option and indicated support, and it would not affect sponsorship arrangements. Approval in principle was sought from Members at this AGM to allow for a Special General Meeting to be called to consider the detailed changes proposed.

Ryan moved that approval in principle be given for FACET to pursue changes to the Constitution to allow for FACET to apply for charity status, subject to details of the changes being considered at a Special General Meeting of FACET Members. Seconded by Lisa Hindmarsh and accepted unanimously.

There being no further business, the Annual General Meeting concluded at 5.15pm.

Next Annual General Meeting: Wednesday 22 October 2025.

Signed as a true and correct record of the meeting.

Chair:

Date:

Treasurer:

Date:

Forum Advocating Cultural and Eco-Tourism Inc. (FACET)
PO Box 197, Fremantle, WA, 6959 admin@facet.asn.au 0434 131174

Attachment 1 to the Minutes: Chair's Report

Dear FACET Members,

As we reach the end of the financial year 2024, I am pleased to reflect on what has been another successful year for FACET. Since July 2023, our organization has continued to work diligently towards its mission of promoting responsible tourism while celebrating and preserving Western Australia's cultural and natural heritage. Despite ongoing challenges within the tourism and hospitality sectors, FACET has remained committed to fostering opportunities for both our members and the broader community, contributing positively to industry growth.

One of the standout events of the year was the **Tourism and Hospitality Connect**, held at Perth Town Hall on July 31, 2023. This event focused on bringing mature-age job seekers together with employers from the tourism and hospitality sectors, providing a valuable opportunity for networking, learning, and engagement. Attendees had the chance to hear from industry leaders through insightful discussions and presentations, as well as participate in hands-on "taster" experiences that gave them a better understanding of the career possibilities available in these industries. The event was a great success and a testament to the strength of our ongoing partnership with **Tourism Western Australia**.

Another highlight of the year was our annual **Christmas Get-Together**, held on December 13, 2023, in Fremantle. This event, which has become a much-loved tradition, brought together our members and guests in a festive atmosphere to celebrate the achievements of the year. It was a wonderful opportunity for everyone to connect in an informal setting, share stories, and reflect on the successes of the past twelve months. The event perfectly encapsulated the strong sense of community that FACET fosters, and it was a fitting way to end the year.

In addition to these events, FACET expanded its regional reach with the **Bunbury Tourism and Hospitality Job Expo**, which took place on June 6, 2024, at the Dolphin Discovery Centre. This expo was an important initiative aimed at supporting both job seekers and employers in regional areas, offering workshops, networking sessions, and hands-on learning experiences similar to those in our Perth event. The event was very well received, and it reinforced FACET's commitment to supporting the tourism and hospitality sectors not just in metropolitan areas, but across Western Australia.

A particularly memorable moment for FACET this year was the **book launch of our founder, life member, and patron, Pat Barblett**. At the end of April 2024, Pat launched her book, *Remembering Rottnest*, which reflects on the historical and cultural significance of Rottnest Island, a place close to her heart. Pat's lifelong contribution to promoting and preserving Western Australia's natural heritage, through FACET and her broader work, has been extraordinary. The book launch was a wonderful celebration of her legacy and an inspiring reminder of the passion that drives FACET and its members.

These events would not have been possible without the continued support of our partners. FACET has maintained strong and valuable relationships with key organizations such as **Tourism Western Australia**, the **Department of Biodiversity, Conservation and Attractions**, the **City of Perth**, and the **Heritage Council of Western Australia**. Their collaboration has been instrumental in ensuring the success of our events and in helping us advance our mission of promoting sustainable tourism practices. Furthermore, we are grateful for the **Federal Government's funding**, which provided essential support for the delivery of both the **Tourism and Hospitality Connect** event in Perth and the **Bunbury Job Expo**.

FACET's membership has remained stable throughout the year, and I am pleased to report that, while there have been no significant changes, our members have continued to actively engage with the organization. Their ongoing participation in our events and initiatives demonstrates the value they find in being part of this community, and we look forward to continuing to serve their needs in the year ahead.

This year's success would not have been possible without the tireless efforts of our volunteers and board members. I want to express my deepest gratitude to all those who contributed their time, energy, and expertise at our events throughout the year. Your commitment to FACET and its goals is truly appreciated. A special acknowledgment goes to **Tracy Shea**, our Executive Officer, whose exceptional dedication and leadership have been instrumental in guiding the organization forward. Tracy's passion for FACET and her tireless work behind the scenes have ensured that we continue to deliver high-quality events and services to our members. I am immensely grateful for her contributions and look forward to working with her in the coming year.

As we look toward the future, I am confident that FACET will continue to grow and thrive. We are committed to expanding our outreach, particularly through digital platforms, to ensure that we can engage with even more members, especially those in remote and regional areas. With the continued support of our members, partners, and sponsors, FACET is well-positioned to remain a leading voice in Western Australia's tourism industry, advocating for sustainability and cultural appreciation.

In closing, I want to thank everyone involved with FACET over the past year—our partners, sponsors, members, board, and volunteers. Your dedication and passion are what drive this organization forward, and it is through your efforts that we are able to make a lasting impact. Here's to an exciting and prosperous year ahead in 2024/25!

Warmest regards,

A handwritten signature in black ink, appearing to read 'R. Mossny', with a long horizontal flourish extending to the right.

Ryan Mossny
Chair



0434 131 174

admin@facet.asn.au

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PO Box 197, Fremantle, WA, 6959

AGENDA ITEM 7

FINANCIAL STATEMENTS

FINANCIAL REPORT TO THE AGM

REPORT BY CHRIS PYE AM, FACET TREASURER

1. PROFIT AND LOSS STATEMENT

2. BALANCE STATEMENT



Profit and Loss

FORUM ADVOCATING CULTURAL AND ECOTOURISM INC For the year ended 30 June 2025

	2025	2024	2023
Trading Income			
Events & Workshops	15,075	84,281	34,719
Memberships	5,512	3,864	7,322
Saleable Product Income	-	-	505
Total Trading Income	20,587	88,145	42,546
Cost of Sales			
Events / Workshops	42,295	68,594	31,209
Booking / Merchant Fees	976	738	1,939
Total Cost of Sales	43,272	69,332	33,149
Gross Surplus	(22,685)	18,813	9,398
Operating Expenses			
Accounting Bookkeeping	6,460	6,863	4,315
IT	1,680	3,180	4,142
Marketing	1,932	3,637	2,663
Subscriptions	7,455	3,043	434
Insurance	2,840	2,652	2,111
Board Travel	2,805	1,583	4,184
Training / Industry Conferences	2,345	68	2,014
Executive Committee	504	273	71
Printing	1,958	2,628	152
Payroll	53,530	51,087	57,460
Other Admin Expenses	1,329	657	605
Total Operating Expenses	82,840	75,673	78,149
Operating Surplus	(105,525)	(56,860)	(68,752)
Non-operating Income			
Partnerships	85,500	110,000	87,000
Interest Income	5,061	1,952	1,167
Total Non-operating Income	90,561	111,952	88,167
Non-operating Expense			
Depreciation Expense	2,358	2,490	2,159
Total Non-operating Expense	2,358	2,490	2,159
Net Surplus	(17,322)	52,601	17,256



Balance Sheet

FORUM ADVOCATING CULTURAL AND ECOTOURISM INC

As at 30 June 2025

	30 JUNE 2025	30 JUNE 2024	30 JUNE 2023
Assets			
Bank			
Nab Debit Account	2,381	2,686	-
NAB Cash Maximiser	1,798	11,640	-
NAB Transaction Account	2,995	117,459	-
Term Deposit 3505	114,352	110,313	-
Term Deposit 6455	50,814	-	-
Bus Telenet Saver	-	9	152,486
Business Zero Transaction Acc	-	-	3,222
General Cheque Account	-	-	21,884
Total Bank	172,340	242,108	177,592
Current Assets			
Accounts Receivable	44,550	11,274	451
Paypal Clearing Account	331	-	342
Security Deposit	-	-	1,000
Total Current Assets	44,881	11,274	1,793
Fixed Assets	3,090	5,448	7,938
Total Assets	220,311	258,830	187,323
Liabilities			
Current Liabilities			
Funds received in Advance	42,000	57,000	35,000
Accounts Payable	2,778	2,028	-
ATO BAS IAS Prmts / Refunds	176	7,754	(3,909)
GST	3,908	865	4,567
PAYG Withholdings Payable	-	-	6,633
Superannuation Payable	1,002	974	7,068
Withholding Tax	(416)	(357)	-
Total Current Liabilities	49,448	68,264	49,359
Non-current Liabilities			
Expense Prepayment	(2,238)	-	-
Total Non-current Liabilities	(2,238)	-	-
Total Liabilities	47,210	68,264	49,359
Net Assets	173,101	190,565	137,964
Equity			
Current Earnings	(17,322)	52,601	17,256
Retained Earnings	147,582	94,980	77,724
Historical Balancing Account	42,841	42,984	42,984
Total Equity	173,101	190,565	137,964



2025 ANNUAL GENERAL MEETING

Item 8 - Executive Committee (Board) Nominations:

Eight positions will become vacant on the FACET Executive Committee (Board) at the Annual General Meeting. Board Directors are elected for a two-year period. Nominations are invited from all FACET members.

The following nominations have already been received:

<u>Name</u>	<u>Nominated Position</u>
Ryan Mossny	Current Chair seeking re-election as Chair
Chris Pye AM	Current Treasurer seeking re-election as Treasurer
Kelly Leonard	Current Member seeking re-election as Member
Michael Collins	Current Member seeking re-election as Member
Caroline Buck	Current Member seeking re-election as Member
Cath Sutherland	Current Member seeking re-election as Member

Information about these and any further nominees will be provided after nominations close on Wednesday 8th October 2025.

INVITATION TO NOMINATE FOR THE FACET EXECUTIVE COMMITTEE

The Forum Advocating Cultural and Eco-Tourism Inc. (FACET) Executive Committee (the Board) is responsible for the management of the Association, in accordance with its Constitution. The Board meets every two months, or as necessary. The Board has several Subcommittees which meet as required.

Nominations from FACET Members are invited to fill eight vacancies on the Board. In considering whether to nominate, it is important to note that a requirement of Board membership is regular attendance at meetings and that members actively contribute to the various sub-committees and projects that are undertaken. For further information on Executive Committee responsibilities please contact FACET's Chief Executive Officer Tracy Shea on 0434 131174 or by email: admin@facet.asn.au.

Election is for a two-year period and nominations will be ratified at the Annual General Meeting to be held on Wednesday 22 October 2025 from 4.30-5.30pm in the Auditorium, City of Perth Library, 573 Hay Street, Perth. Formal notice of the AGM, agenda and list of nominees will be forwarded to all members.

The current Executive Committee (Board) comprises:

Chair: Ryan Mossny *
Deputy Chair: Dr Steve Crawford
Treasurer: Chris Pye, AM *
Secretary/Chief Executive Officer: Tracy Shea

Committee Members:	William Barry	Sally Hollis
	Tabetha Beggs	Kelly Leonard *
	Caroline Buck *	Sharon O'Reilly
	Michael Collins *	Christine Ross-Davies/Helena McCabe (Ex officio, Tourism WA)
	Mark Delane (resigned September 2025)	Jacinta Overman (Ex officio, DBCA)
	Wendy Dowling, AM	Cath Sutherland *
	Lisa Hindmarsh (resigned November 2024)	

(*) Indicates members/office holders who are due to stand down but are eligible for re-election.

If you wish to nominate, please complete the form below and attach a brief statement, no more than 250 words, detailing relevant qualifications and experience that you would bring to FACET. **Please email your nominations to Tracy Shea at: admin@facet.asn.au no later than COB, Wednesday 8th October 2025.** Please contact Tracy by email or phone on 0434 131174 if you have any queries.

NOMINATION TO FACET EXECUTIVE COMMITTEE

NOMINEE: _____ **POSITION:** _____

NOMINEE'S SIGNATURE: _____

NOMINATOR: _____

NOMINATOR'S SIGNATURE

2025 ANNUAL GENERAL MEETING

Item 8 – Executive Committee (Board) Nominations

Eight positions will become vacant on the FACET Executive Committee (Board) at the AGM. Board Directors are elected for a two-year period. Nominations have been invited from all FACET Members.

<u>Name</u>	<u>Nominated Position</u>
Ryan Mossny	Current Chair seeking re-election as Chair
Chris Pye AM	Current Treasurer seeking re-election as Treasurer
Kelly Leonard	Current Member seeking re-election as Member
Michael Collins	Current Member seeking re-election as Member
Caroline Buck	Current Member seeking re-election as Member
Cath Sutherland	Current Member seeking re-election as Member

Information about the nominees is provided below:

Ryan Mossny

Ryan Mossny is the co-founder of Two Feet & a Heartbeat walking tours, Matagarup Zip+Climb and SmartVisit WA. His specialties include tourism product development, product planning, heritage/historical/cultural interpretation, tour guide training, financial sourcing/management, place making and grant application management.

Ryan grew up and was formally educated in Canada and attended the University of Saskatchewan studying Chemistry and Commerce. After completing school, Ryan worked for a number of multinational organisations in both science and business-related fields.

In 2001 he embarked on an around-the-world journey that would cement his passion for travel, tourism, heritage and culture. It was at this point he arrived in London and took up a position in the strategy department at Transport for London (TFL).

Ryan was involved in the rollout of SAP and coordinated the user forums that brought together various internal and external stakeholders. He also worked on projects related to the implementation of central London's congestion charging and the overhaul and standardisation of the procurement function at TFL.

Since migrating to Australia in 2004, Ryan worked again with multinational businesses including Exxon Mobil, Fuji Xerox and JVC consumer electronics providing a range of services including information management, sales and business development as well as product development and planning.

In 2007, he co-founded Two Feet & a Heartbeat, an organisation dedicated to interpreting history, heritage and culture. More recently Ryan is part of the ownership group of Perth's adventure activity Matagarup Zip+Climb.

Ryan is recognised as a leader in the tourism and heritage fields having received both individual and business 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
- 2012 Runner up Curtin Growth Entrepreneur Award

Positions held:

Chair – Forum Advocating Cultural and Eco-Tourism Inc. (FACET) – (2017 –)
Museum of Perth – Board of Directors (2015 –)
Visit Mandurah – Board of Directors (2019 –)
WA Parks Foundation Ambassador (2018 –)
Business Events Perth – Board of Directors (2012 – 2014)

Chris Pye AM

Chris is the CEO and Chair of the Hospitality Group of Companies which includes Hospitality, Hospitality Inns, the Eco Company, WA Pass and DriveWA.

He was born in Perth, educated at Christ Church Grammar School and holds an Honours degree in Law from the University of Western Australia. His extensive practical experience in the Hospitality Industry spans well over 40 years. His foresight, vision, leadership, hard-work and passion for the Western Australian Hospitality and Tourism Industries and the WA community have allowed him to make a strong contribution to the success of those companies and several community and sporting groups.

The Hospitality Group currently owns and operates motels in Port Hedland, Carnarvon, Geraldton, Kalgoorlie and Esperance and owns a significant share with Jon Jessop in – and together they manage – the Kalbarri Edge Resort. The Eco Company oversaw the completion and opening and then ran the Karijini Eco Retreat for many years.

Chris is also a Director of the ACE Cinemas PL Group with cinema complexes in a joint venture with Hoyts at Midland and on their own at Rockingham.

He was the chair of the Regional Tourism Organisation “Australia’s Golden Outback” – which represents about half of Western Australia – for more than nine years and a member since its inception. Chris is also a Life Member and former Chair of the Tourism Council WA – the peak lobby group and membership organisation for the WA Tourism Industry

Chris was appointed a Member of the Order of Australia (AM) in 2017 for services to Tourism and the Community.

He was also awarded the Sir David Brand Medal – the peak award given to an individual – at the 2009 WA Tourism Awards for his longstanding and passionate contribution to the WA Tourism Industry and is:

- member of the Australian Hotels Association Accommodation Division Hall of Fame
- former Director Perth Convention Bureau
- former Director WAITOC (Western Australian Indigenous Tourism Operators Council).

Despite these demanding positions, Chris finds the time to support his favourite children’s charity, Variety WA, of which he is a former Chairman of Directors and proud Life Member. He is also a former Vice Chair and a Life Member of the Western Australian Trotting Association and

former Treasurer and now Life Member of the Western Australian Standardbred Breeders Association.

Chris brings a wealth of commercial, legal and governance, accounting and budgeting skills and many years of practical experience to the Executive Committee (Board) of FACET and some useful tourism industry contacts. He is currently FACET's Treasurer and Chair of the Finance and Governance Subcommittee.

Kelly Leonard

Kelly is an experienced tourism marketing professional with a strong track record in developing and delivering destination marketing and tourism development initiatives across regional Western Australia. She is currently Marketing and Tourism Development Manager for Australia's Coral Coast, where she leads high-impact campaigns and industry development initiatives across one of WA's most iconic tourism regions.

Beyond her Coral Coast work, Kelly is Project Lead for the WA Station Stays Collective, a collaborative initiative spanning the Golden Outback, Coral Coast and North West. The Collective raises the profile of station stays, delivers tailored mentoring, builds tourism capabilities, and provides a sustainable platform for the growth of new and existing WA Station Stays.

Her personal and professional passions are closely tied to sustainable and regenerative tourism, with a strong focus on protecting WA's natural assets, celebrating Aboriginal culture, and championing lesser-known regions. Kelly has played key roles in delivering forums, workshops and webinars on a range of topics across regenerative tourism, tourism development, effective marketing, capability building and more, bringing together communities, operators, and thought leaders to shape the future of tourism in WA.

Kelly's values align with FACET's vision of inspiring and promoting the responsible community use of WA's cultural and natural heritage. As a Board member, she brings her industry knowledge, collaborative approach, and enthusiasm for nature-based tourism to contribute to FACET's ongoing activities and objectives.

Michael Collins

Michael is currently the Principal of CF Global, a boutique consultancy and import agency, specialising in business and capacity building through cost effective and operational efficiencies and international procurement. Michael has more than 25 years' experience in the hospitality, accommodation and tourism sectors throughout Australia and is a current non-executive director of Ecotourism Australia.

Over the years, Michael's career has seen him manage a number of hotels for the Austotel Group and the Swan Brewery. He was the lessee of the historic Castle Hotel in York for more than a decade, prior to joining the international hotel chain Best Western in 2002 as their Regional Manager for WA/SA/NT.

Michael joined the Hospitality Group of companies as Group General Manager and Director of its subsidiary the Eco Company Pty Ltd in 2006. The Eco Company was engaged to open and operate the multi-award-winning Karijini Eco Retreat on behalf of the Gumala Aboriginal Corporation in the magnificent Karijini National Park in the heart of WA's Pilbara region. Michael also acted as the Pre-opening General Manager for the Hospitality Group's boutique 5-star Terrace Hotel.

Through his many roles, Michael has also consulted with a broad range of organisations and businesses, including Aboriginal groups and Corporations relating to ecotourism and

sustainability, tourism marketing, product distribution, operational management, infrastructure requirements and new projects. Michael has also been a representative on numerous national, state and regional tourism bodies, was a former board member and deputy chair of the Coeliac Society of WA and a board member of Coeliac Australia. Michael also previously worked with Caravan Industry Association Western Australia.

Caroline Buck

Caroline is the Economic Development Advisor at the City of Wanneroo, where she has worked for more than 15 years. She has been instrumental in development and endorsement of the City's new Visitor Economy Strategy and played a key role in building the Discover Wanneroo brand, launching a dedicated visitor website, and managing the City's tourism social media channels.

She is a strong advocate for local tourism and hospitality businesses, helping operators navigate complex regulatory processes and supporting the City's highly regarded Small Business Friendly Approvals Program.

Caroline also brings the perspective of a former small business owner, having operated businesses in retail, limousine transport, and hospitality. This experience gave her a first-hand understanding of the challenges small businesses face and strengthened her skills in pragmatism, collaboration, and problem-solving.

As a Board Member of Destination Perth, Caroline adds further value through her knowledge of local government, industry insights, and strong collaborative networks. Travel, design, and staying up to date with new technology remain among her passions. She is excited to bring her experience and enthusiasm for promoting cultural and ecotourism to FACET, and to contribute to its discussions, activities, and events.

Cath Sutherland

Cath Sutherland, MBA, BA – is a creative lateral thinker and began her career in the role of creative director (8 years) for various capital city radio stations Australia-wide. Subsequent positions saw Cath in events management, senior public relations, national advertising, sales promotions and national marketing management positions, including marketing manager of Airlink (Qantas' largest regional airline – now part of QantasLink). With her wealth of business and marketing experience Cath then started her own consultancy in Perth, now called Conscious Business, where for 21 years she has helped corporations and small business alike, through facilitation, to develop their unique business and marketing strategies.

As a professional facilitator, Cath has developed unique and creative ways to work with groups to achieve the best, collective and collaborative outcomes that empower participants with a sense of ownership and commitment to their resolutions. Cath focusses on practical, credible and profitable ways forward for her clients.

Cath has also had extensive experience in Tourism from her marketing role with Airlink (1998 – 1999) where she developed an award-winning branding campaign, to writing tourism submissions – where over a 10-year period she wrote 21 winning state submissions and 10 winning national submissions. This gave Cath an in-depth understanding of a range of Western Australian tourism businesses. Cath also has extensive tourism experience and a detailed understanding of the industry as a past board member of Tourism Council Western Australia from 2007 and was Vice President from 2010 to 2011. Cath stepped down from the board in October 2011 to concentrate on the launch and promotion of her book, *Creating Brand Energy*.

Cath continues to consult to businesses from a range of industries.



APPOINTMENT OF PROXY

In accordance with FACET Constitution Rule 54 – Proxies

An ordinary member may appoint an individual who is an ordinary member as his or her proxy to vote and speak on his or her behalf at a general meeting.

I _____
(insert Member's Name)

being a financial member of the Forum Advocating Cultural and Eco-Tourism Inc. (FACET)

hereby appoint: _____
(insert Name of Proxy)

who is also a financial member of FACET, as my proxy,

or the Chairperson of the meeting as my proxy,

to vote on my behalf at the Annual General Meeting to be held on **22 October 2025**.

Signed: _____

Dated: _____

Proxies should be received by FACET at admin@facet.asn.au by no later than 20 October 2025.

A proxy need only be returned if you will not be at the meeting and you wish your vote to be recorded.