

## FACET ONLINE FORUM OUR STORY - THE SPIRIT OF ADVENTURE

Wednesday, 24 June 2020  
10.30 - 12.00pm via Zoom link

REGISTER NOW

*"A strong tourism brand elevates tourism experiences, inspires new tourism products, unleashes the collective power of individual tourism operators, instils pride and energy in locals, provides jobs and drives economy".* Tourism Western Australia.

The forum will deliver a practical guide to leveraging our new shared WA tourism story - the Spirit of Adventure. Learn first-hand from innovative operators who are integrating 'Our Story' into their product, business planning, visitor servicing, interpretation and marketing.

Visit [Tourism WA](#) to gain an overview of 'Our Story', view case studies and access a toolkit to assist your business.

### PROGRAM

- 10.30 Welcome - Ryan Mossny, FACET Chair
- 10.35 Overview of our story: the 'Spirit of Adventure' and Q & A with Mollie Hill, Executive Director, Strategy, Brand & Marketing Services, Tourism WA
- 11.30 Gavin Parker of [GPS Adventures](#) run small group tours for people who want a little bit of adventure, spectacular scenery and the chance to see local wildlife in its natural habitat.
- 11.40 Frances Pollock operates [Wooleen Station](#) Stay, set in the heart of the Murchison, Wooleen represents the heart and soul of the Australian outback.
- 11.50 Q & A
- 12.00 Finish

Register free online by 22 June or email [admin@facet.asn.au](mailto:admin@facet.asn.au)

*With thanks to our partners & sponsors*