FACET
FORUM ADVOCATING CULTURAL AND ECO-TOURISM

BUILDING SUSTAINABLE CULTURAL AND ECO TOURISM OPPORTUNITIES AROUND DARK SKIES AND NATURAL PHENOMENA

Workshop - Tuesday 29 November 2022 - 8.15am - 5.00pm
followed by an optional Sundowner until 6.45pm
Department of Biodiversity, Conservation and Attractions, Kensington

Click on "BOOK NOW" below or book via www.facet.asn.au/events
BOOK NOW

Join FACET for this full-day workshop featuring international eclipse and dark sky consultants **Dr Kate Russo** - founder of *Being in the Shadow* - and **Michael Marlin (aka Marlin)**, author of *Astrotourism: Star Gazers, Eclipse Chasers, and the Dark Sky Movement.* Our program of expert speakers will showcase the latest developments, including planning for the Ningaloo Eclipse on 20 April 2023, and explore the amazing opportunities our night skies and other natural phenomena – like staircases to the moon, wildflowers, pink lakes, ancient geology, giant tides, Aboriginal rock art, amazing wildlife and more – can offer Western Australia by adding a new layer to regional economies.

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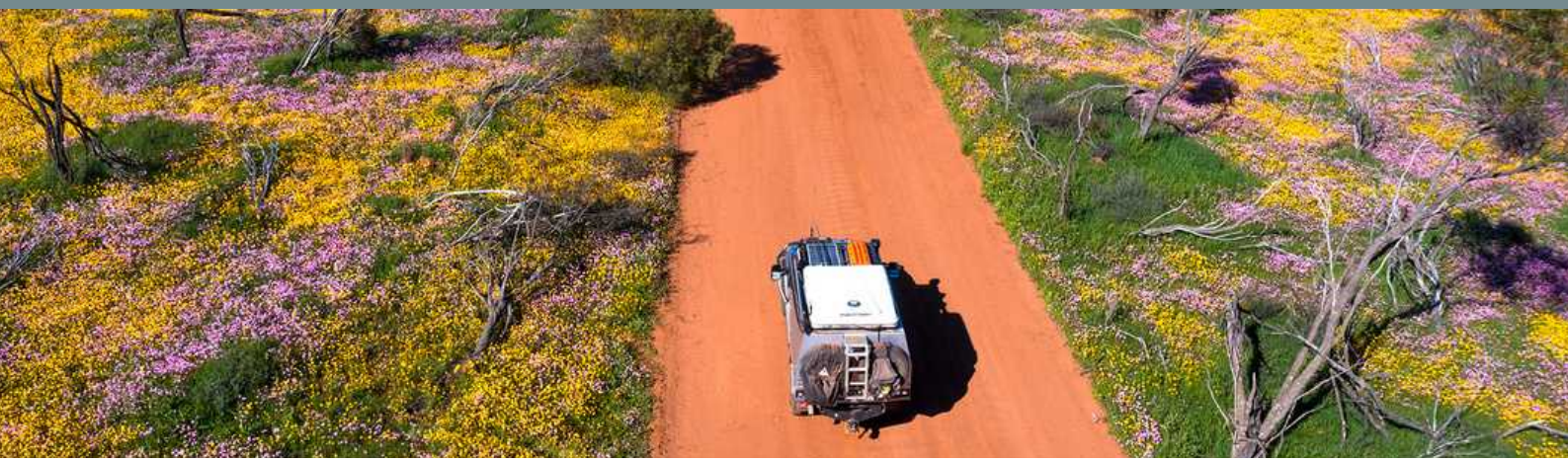

WORKSHOP PROGRAM - MORNING
THE ATRIUM, DBCA HEADQUARTERS, KENSINGTON

MC - Morning Session - Ryan Mossny - FACET Chair

8.15am **Registration opens, coffee and tea on arrival**

8.45am **Welcome and Overview** - Ryan Mossny - FACET Chair

8.50am **Welcome to Country** - Freda Ogilvie

9.00am **Planning for the Ningaloo Eclipse in April 2023** - *Jim Sharp, Chair - Tourism WA Ningaloo Eclipse Working Group*

9.30am **Building Sustainable Tourism Events Around Eclipses** - *Dr Kate Russo, International Eclipse Planning Consultant and Founder of "Being in the Shadow"*

10.30am **Morning Tea and Book Signing with Dr Kate Russo**

11.00am **Wildflowers, Whale Sharks, Pink Lakes, & Starry Station Stays** - *Manny Papadoulis, Executive Director, Icon Tourism*

11.30am **Using Eclipse Phenomena to Create a Dark Sky & Marine Ecotourism Legacy** - *Paul Hanlon, Shire of Ashburton (via Zoom)*

11.50am **Astrotourism: Star Gazers, Eclipse Chasers, and the Dark Sky Movement** – *Michael Marlin, International Dark Sky Ambassador and Author - on Zoom from Hawaii, USA*

12.20pm **Panel Discussion and Q & A with the morning's speakers**

12.40pm **Workshop Group Photo**

12.45pm **Lunch and Networking**

WORKSHOP PROGRAM - AFTERNOON

MC Afternoon Session - Carol Redford, Founder and CEO of Astrotourism WA

1.45pm **A Planning Framework for Dark Skies and Astrotourism** - *Tim Reed, Department of Planning, Lands and Heritage*

2.10pm **Creating WA's First Dark Sky Reserve** - *Rick Tonello, Chief Astronomer Gravity Discovery Centre and Observatory*

2.30pm **Western Australia's Otherworldly Phenomena and Destination Development** *Campbell Fletcher, Tourism Western Australia*

3.00pm **Afternoon Tea and Networking**

3.25pm **Building Capacity in Aboriginal Astrotourism** - *Mandy Walker, Regional Development Australia Wheatbelt Inc.*

3.45pm **Developing an Aboriginal Astrotourism Venture in the Wheatbelt** - *Rebecca Fitzgerald, Chair of Better Heart Aboriginal Corporation, and Aboriginal Tour Guide*

4.10pm **Launch of the 'Explore Nature Journaling' Initiative – New Ways to Connect Your Customers with Nature** – *Mali Moir and Ben Beeton - Genestreams Sculptures – Art of Nature School - via Zoom*

4.35pm **Panel Discussion / Q & A with afternoon speakers / Final Summation of the day and 'Where to From Here' interactive session facilitated by Ryan Mossny, FACET Chair and Carol Redford, Astrotourism WA**

5.00pm **Sundowner - Networking and Refreshments**

6.15pm **During the Sundowner, Carol Redford and Rebecca Fitzgerald will offer insights into the Night Sky and Viewing of Saturn through the Telescope**

6.45pm **Workshop Concludes**

DATE AND TIME

Tuesday 29 November 2022, 8.15am to 5.00pm with optional Sundowner and star-viewing/story sharing until 7.00pm.

VENUE

The Atrium area at the Department of Biodiversity, Conservation and Attractions (DBCA) Headquarters, 17 Dick Perry Avenue, Kensington.

COST

$176	FACET Members
$132	FACET Concession Members
$220	Non-Members
$231	**Non-Members special rate - includes full program plus 12 months' membership**
$132	Half-day* - Members
$141	Half-day* - Non-Members
$88	Full-day Students
$120	**FACET Members also attending the "Sharing Your Stories Workshop" on 31/10/2022**
$150	**Non-Members also attending above event on 31/10/2022**
$85	By Zoom/Teams - Member
$100	By Zoom/Teams - Non-Member

Cost includes GST and Eventbrite booking fee

* Includes Morning Tea & Lunch, or Afternoon Tea & Sundowner

PARKING

Available on-site.

BOOKINGS

Register online by Friday 25 November 2022 or email admin@facet.asn.au for assistance.

IMAGES

Courtesy of Tourism Western Australia & Pemberley Wines

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DR KATE RUSSO

Dr Kate Russo is the Founder of *Being in the Shadow*, now based in North Queensland after 20 years in Northern Ireland. She is an Australian eclipse chaser who has seen 12 total solar eclipses from six continents spanning 20 years. Drawing on her professional and academic background in Clinical Psychology, Kate has authored three books and is an authority on the total solar eclipse experience. Kate is an international eclipse planning consultant who encourages a community development approach, rather than a single event-planning mindset, ensuring the unique eclipse opportunity is leveraged to bring long-term sustainable benefits for the communities lucky enough to lie in the path of totality. Kate is a member of the American Astronomical Society Solar Eclipse Task Force and working groups, now focused on the 2023/24 solar eclipses in the US, Canada and Mexico.

MICHAEL MARLIN – AKA 'MARLIN'

Michael Marlin is a dark sky ambassador for the International Astronomical Union and International Dark-Sky Association. He is a public speaker on the issues and the solutions to light pollution for tourism boards, city councils, utility companies, educational institutions and science centres, and has given a TED talk for the Central Idaho Dark Sky Reserve. As a vanguard in the dark sky movement in the 80s, he created theatrical performances executed in the dark to raise awareness of our loss of night that played on five continents and across the United States. In this light, he was awarded the Presidential Service Award from Barack Obama. He is currently working on a television series where he will be hosting as "The Astrotourist."

JIM SHARP

Jim Sharp is the Chair of the Tourism WA Ningaloo Eclipse Working Group. Jim is the former Director General of the Department of Parks and Wildlife having retired in 2017 after 35 years involved in managing most of Western Australia's magnificent marine and terrestrial areas. This also included 12 years as Director of National Parks. He has overseen many major infrastructure developments and initiatives in managing and facilitating tourism in the natural areas of our state. During his involvement and leadership, visitation to our national and marine parks grew dramatically to reach over 17,000,000 visits per year.

MANNY PAPADOULIS

Manny Papadoulis is Deputy Chair of the Board of Commissioners of Tourism Western Australia. Manny has served on the board since July 2017. He is the current Chair of Australia's Coral Coast regional tourism organisation, and is also the Executive Director of Icon Tourism Consulting, which specialises in strategic tourism management. Manny is the past President of Tourism Council WA, and has served as Deputy Chair of the Perth Convention Bureau, President of the Australian Tourism Export Council (WA), and the Bus and Coach Association of WA.

FACET is a unique organisation representing the natural, cultural and heritage sectors of tourism.

PAUL HANLON

Paul Hanlon is the Shire of Ashburton Manager of Business and Economic Development. Paul is a Local Government professional who is passionate about improving the lives of local community members throughout regional Australia. After growing up in Cairns, Paul studied Law and Finance at Brisbane's Queensland University of Technology. Paul began his professional career in Small to Medium Business Accounting and Advisory in Brisbane but made the switch to Local Government in 2019. Paul has since worked in Economic Development at the Whitsunday Regional Council in Queensland and the City of Launceston in Tasmania prior to joining the Shire of Ashburton as Manager of Business and Economic Development this year.

RICK TONELLO

With over 23 years experience in astronomy education and outreach, Rick previously worked at the Perth Observatory for six years heading up their Public Outreach, Education and Tour programs. He also held the position of Astronomy Lecturer at Edith Cowan University's School of Science, from 2010 to 2020. Rick owned and operated a company called Astronomy Education Services for 11 years. The company, an incursion-based education provider in the science of Astronomy, has visited many schools and rural communities across WA. Rick is now Chief Astronomer at the Gravity Discovery Centre & Observatory, a science education and outreach centre in Gingin that specialises in Dark Sky Education and Protection, Astronomy/Astrophysics, and Gravitational Wave Astronomy. The GDC also is a centre for Yued and Whadjuk Noongar Star-lore Tours and Cultural Education and is based on the ancestral lands of the Yued Noongar people.

REBECCA FITZGERALD

Rebecca is a Ballardong Noongar woman. She is the Chair of Better Heart Aboriginal Corporation and Owner/Manager of Better Heart Self Care consultancy. Rebecca worked recently with Carol Redford developing the the Ballardong Aboriginal Astronomy planispheres and was the project coordinator in the Wheatbelt. The planispheres depict the "Seven Sisters' constellation and "The Nyingaan in the Sky" constellations. Rebecca is a counsellor, executive and organisational coach , consultant, leadership facilitator and cultural conduit community connector. Rebecca has a keen interest in creating space for healing for her people on Country, utilising the "old ways" of culture to address trauma by immersion of our cultural ways of living as one with the land, skies, waterways, animals, flora and ancestors. Rebecca is currently in the process of developing a stargazing business which is fully immersed in cultural activities to support healing journeys as well as protecting and healing Country/skies. Her dream is to create 'star therapy' stargazing nights in our dark skies.

CAROL REDFORD

Carol Redford is on a mission to make Western Australia the stargazing capital of the world and keep our night sky dark! She's the Founder of Astrotourism WA which works with 25 regional Local Governments to build the Dark Sky Tourism sector. Together they're creating a stargazing trail through Western Australia to grow regional tourism and, at the same time, protect WA's world-class dark sky asset from light pollution. Carol has international and interstate roles as a dark sky ambassador with the International Dark-Sky Association, the Australasian Dark Sky Alliance and the International Astronomical Union Dark Skies for All. She's activating Aboriginal Astronomy projects and leveraging the global media spotlight that will fall on WA when we witness a Total Solar Eclipse in April 2023.

MANDY WALKER

Mandy Walker is Director Regional Development, Regional Development Australia (RDA) Wheatbelt Inc. She has a wide range of experience across project and organisational management, facilitation, training, strategic and business planning, small business management training, grant writing and financial management. Mandy leads a team whose vision is to actively shape the future of the Wheatbelt by collaborating across communities, advocating with key decision-makers and harnessing innovation to create local opportunity, growth and impact. She is a regional business owner, creative and curious thinker passionate about championing outliers, innovators and those that sit outside the box. She believes in the idea of doing something is better than doing nothing and waiting for everything to be done. An inventor whose enjoys the challenge of having a variety of projects running in parallel and uncovering new opportunities.

TIM REED

Tim has worked in both the metropolitan and regional context for the last nine years and is currently a Principal Planning Officer for the South West Regions Land Use Planning team at the Department of Planning, Lands and Heritage (DPLH). The Land Use Planning teams provide advice and assistance to stakeholders, develop policy and assess land use planning proposals across the State. The team deal with a broad range of planning work of varying size and complexity, from boundary realignments to complex strategic proposals. Tim and his DPLH colleague, Brooke Hongell, are the co-authors of the innovative Dark Sky and Astrotourism Position Statement which facilitates astrotourism and enables planning decision-makers to consider pollution sources and the impact of the amount, direction, time and type of artificial lighting on the night sky.

CAMPBELL FLETCHER

Campbell Fletcher is the A/Director Policy and Planning within the Destination Development Division of Tourism Western Australia. Campbell has over 15 years' experience in tourism policy and planning across areas as diverse as nature-based accommodation and niche tourism product development, through to liquor licence reforms, and destination management planning.

RYAN MOSSNY

Ryan Mossny is Chair of FACET and 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 2021 Ryan launched his newest business venture, Matagarup Zip+Climb, that sees guests climb up and over Perth's 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 WA Heritage Awards 2018 – Professional Contribution; 2015 Winner of WA Business News 40under40; and 2012 FACET Golden Guide Award winner. He is on the Board of Visit Mandurah and The Museum of Perth, and is a Park Ambassador for the WA Parks Foundation.

MALI MOIR AND BEN BEETON

Ben Beeton is the developer of www.sciart.com.au "Communicating Science through Art", a website which showcases his SciArt projects and allows access to the shared knowledge that has inspired them. He is a co-founder of the Genestreams Sculptures initiative. Mali Moir is a highly-awarded botanical artist and teacher who worked in association with Royal Botanic Gardens Melbourne for over 20 years www.malimoir.com.au. Both are contributing artists of the Genestreams Sculptures initiative, and and co-founded "Art of Nature School". Through their new "Explore Nature Journaling" resource kit, Ben and Mali are demonstrating possibilities for connecting Dark Sky Tourism with WA's ancient rocks and ecosystems. "Explore Nature Journaling" enriches the tourist experience whilst offering tourism businesses an affiliate partnership. To learn more contact us at artofnatureschool@gmail.com.

FREDA OGILVIE

Freda Ogilvie is a retired teacher. Driven by her strong interest in political agendas, education and the strategic plan for WA Public Schools, she has been involved in educating and developing strategies and programs for students from diverse linguistic, cultural, religious and socioeconomic backgrounds. She has worked in policy development to enhance early childhood education and care within the Aboriginal community. Ms Ogilvie has also taken part in national forums on early childhood education and contributed to Aboriginal early childhood programs in the Northern Territory and Western Australia.