

# TOURISM AND HOSPITALITY JOB EXPO - BUNBURY

9am-2.15pm, Thursday 6th June 2024  
Dolphin Discovery Centre

With your passion, life experience and appetite for learning and adventure, you have everything you need to deliver exceptional experiences to locals and visitors alike.

As well as flexible work hours, you can choose from a range of casual, part-time and seasonal roles best suited to your lifestyle. Meet new people, share your stories and live and work in wondrous places. Whether it's driving a 4WD, skippering a boat, checking guests into a holiday park, creating the evening aperitivo or sharing your stories with a tour group, WA's tourism and hospitality community offers an adventure for everyone.

The Tourism and Hospitality Job Expo is an opportunity for mature age job seekers to connect directly with industry employers to learn more about the range of jobs and exciting opportunities available in the industry.

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## **TOURISM AND HOSPITALITY JOB EXPO - BUNBURY**

**09.00am – 2.15pm, Thursday 6th June 2024**

**Dolphin Discovery Centre, Anchorage Cove, off Koombana Drive, Bunbury**

### **PROGRAM**

**09.00am - Registration Opens - Tea and Coffee on Arrival**

**09.30am – MC Introductions and Workshop Overview**

*MC - Ryan Mossny, Chair of FACET*

**09.35am - Welcome to Country**

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

**09.50am - Opening Address**

*Loretta De Stefani – Senior Workforce Development Manager, Tourism Western Australia*

**10.00am - Guest Tourism and Hospitality Industry Speakers - Followed by Q & A**

*Hear from older West Australians representing different job roles in the tourism and hospitality industry, talking about their experiences, opportunities and the benefits of working in the industry:*

- Sarah Stanley - Managing Director of Crown Hotel, Black Diamond Lodge and Gumfire, Collie
- Elise Parker – Head Guide, Walk into Luxury, Margaret River
- Mark Delane - Asset and Environment Manager, Margaret River Busselton Tourism Association and Paul Sofilas, Cape Leeuwin Lighthouse Guide
- Sheryl Sala - Tour Coach Guide, Good Vibes South West Tours
- Sue Williams - Chair, Ferguson Valley Marketing Inc.
- Mary Fedele - Retail Officer, Busselton Jetty
- Alison Melvin - Owner/Operator, Forest Explorers - Wildflower, Mural, Heritage Taphouse Tours & Trail Transfers
- Gary Muir - Proprietor and EcoGuide, WOW Wilderness EcoCruises, and 2003 FACET Golden Guide Award winner (via pre-recorded video).

**11.00am - Short Break**

**11.15am - Funding and Incentives**

*Kate Monahan - Employment Facilitator, South West, representing Workforce Australia (part of the Australian Government Department of Employment and Workplace Relations)*

*- Information on Commonwealth and State funding and incentives available for mature-age employment*



### **11.30am - Employer Connect Session**

*Meet with the guest speakers and the tourism and hospitality industry employers represented at the event to learn about on-the-job training and job opportunities - 'speed dating' format. To be facilitated by MC Ryan Mossny (Chair of FACET)*

*Employers to be represented on the day:*

- Walk into Luxury - Elise Parker, Head Guide
- Crown Hotel Collie, Black Diamond Lodge and Gumfire, Collie - Sarah Stanley - Managing Director
- Margaret River Busselton Tourism Association - Mark Delane - Asset and Environment Manager and Paul Sofilas, Cape Leeuwin Lighthouse Guide
- Sheryl Sala - Tour Coach Guide, Good Vibes South West Tours
- Sue Williams - Chair, Ferguson Valley Marketing Inc.
- Mary Fedele - Retail Officer, Busselton Jetty
- Alison Melvin - Owner/Opator, Forest Explorers - Wildflower, Mural, Heritage Taphouse Tours & Trail Transfers
- Jo O'Dea - Jo O'Dea Arts and Events Management
- Troy Bennell - Ngalang Wongi, Aboriginal Cultural Tours, Bunbury

*Support and incentive advice:*

- Department of Employment and Workplace Relations - Kate Monahan, Employment Facilitator, South West, representing Workforce Australia (part of the Australian Government Department of Employment and Workplace Relations)

### **12.15pm - Lunch and networking opportunity**

*Lunch and opportunity to chat with employers, or speak directly with guest speakers about their job roles.*

### **12.45pm - Tour "Taster" Experience Tour Commences**

- Walking Tour provided by Jo O'Dea Arts and Events Management
- Coach Sight Seeing Tour with Good Vibes South West Tours

Note: the above tours are being combined due to likely weather issues, so you will be able to enjoy a bus tour to the Bunbury mural walking tour sites, plus enjoy a bus tour that will take in the best of Bunbury and surrounds. You will learn tips about what it takes to be a tour guide, coach driver and/or a coach tour captain. The tour will last 90 minutes and drop you back to the Dolphin Discovery Centre.

### **02.15pm - End of Tours and Event**

*This Event is presented by FACET on behalf of Tourism Western Australia.*

# Guest Tourism and Hospitality Industry Speakers and Employers



**Loretta De Stefani - Senior Workforce Development Manager, Tourism Western Australia**

Loretta has extensive professional experience in leisure and business tourism, international trade, and education. She has held key international roles such as Export Advisor for Austrade in Italy, UK/Europe Operations Manager for Tourism WA in the UK, and Partnership Development Manager for Tourism Australia in Italy. Loretta also served as WA State Manager for Japan Travel Bureau. Upon returning to Perth, she joined Perth Convention Bureau (now Business Events Perth) as Director of Corporate Meetings and Incentives. As a consultant, she managed various tourism projects, including business development for Alex Hotel and the Museum of Western Australia. Currently, Loretta oversees Tourism WA's workforce development initiatives to address labour shortages and cultivate future talent.



**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.



**Sarah Stanley - Managing Director of Crown Hotel, Black Diamond Lodge and Gumfire, 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 the former 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.



**Elise Parker - Head Guide, Walk into Luxury, Margaret River**

Having grown up in Bridgetown and lived in Busselton for 30 years, Elise is a true Southwest local with 10 years experience in the tourism industry. Having worked with Walk Into Luxury for over five years as Head Guide of their Signature Cape to Cape Walks, Elise is the go to person for the whole team, providing support and training to new team members whilst also continuing her passion of guiding guests. With her remarkable knowledge of the land, flora and fauna and Indigenous history, Elise always strives to share this knowledge with guests who travel from all over to experience this special part of the world. Also, as a Registered Nurse for 33 years, Elise is a caring, compassionate and respectful guide.



**Mary Fedele - Retail Officer, Busselton Jetty**

Mary is 69 years old, she works part-time at the Busselton Jetty as a Retail Officer. Mary started her employment with Busselton Jetty in 2020. Mary is also a passionate cook and caters for some of the events at the venue.

## Guest Speakers - continued



### **Mark Delane - Asset & Environment Manager, Margaret River Busselton Tourism Association**

Having grown up on the family farm in the wheatbelt, Mark and his family have been living in Dunsborough for the past fifteen years. With over 15 years of hospitality management experience, Mark made the move into tourism as the Attractions Manager for the Margaret River Busselton Tourism Association (MRBTA). Mark then moved into the role as Operations Development Manager and is now Asset and Environment Manager for the Capes Foundation which is a division of the MRBTA, a role he has filled for the past six years with the organisation. Mark's key role is to oversee the conservation, preservation, interpretation and development of the sites in their entirety; being Ngilgi, Mammoth, Lake and Jewel Caves, Cape Naturaliste and Cape Leeuwin Lighthouses, Forest Adventures – High Ropes Course and more recently Eagles Heritage Raptor Centre. Mark has a passion for history, culture and story-telling. He has a strong focus on heritage, tourism, culture and regional connection. A strong believer in relationships and partnerships in helping drive collaboration and positive outcomes. Mark is responsible for major project developments for the Association's attractions sites under the association's stewardship.



### **Paul Sofilas - Cape Leeuwin Lighthouse Guide**

Paul Sofilas is a tour guide at the Cape Leeuwin Lighthouse, near Augusta WA. He recently reached a milestone of 25 years of service at the Cape. Prior to undertaking that role, he worked in the mining and construction industries. Paul enjoys the many aspects of guiding, especially the ability to not only entertain and educate people, but to be part of the wider community of tourism in WA. In 2009, Paul was the winner of the FACET Golden Guide Award at the Western Australian Tourism Awards.



### **Sue Williams - Chair, Ferguson Valley Marketing Inc.**

Sue had more than 20 years as a business owner in the professional services sector. Specialising in staffing, recruitment and work flow structuring Sue has steered both employers and employees through the many work place changes WA has faced since 2000. With a degree in Human Resource Management, Sue then completed the Australian Institute of Company Directors and now guides and leads the Ferguson Valley Marketing Board as it assists in growing tourism and hospitality across the valley and surrounding areas.



### **Kate Monaghan – Employment Facilitator for Workforce Australia Local Jobs (South West), Chair of the Local Jobs and Skills Taskforce**

Kate Monaghan is the Employment Facilitator for the South West WA region and commenced on 1 March 2024. Kate brings a wealth of knowledge and expertise to the role, having been the Support Officer for South West Local Jobs since October 2021. As Employment Facilitator, Kate brings together businesses, employment and skills services and community organisations to connect people to training, jobs and support services, and is an advocate for Commonwealth Employment Services. Prior to this, Kate studied her Bachelor of Management with Curtin University; she finished up her studies with a year abroad in the USA before returning to her hometown in the South West. Kate has worked in numerous roles, including in the hospitality space as a cleaner and waitstaff for a local South West business, and throughout Local Government. Directly prior to her current role, Kate worked in a Local Government Community Partnerships team where she ran targeted events in the community space. Kate has a passion for bringing people together at a local level and showcasing the diverse support so vibrantly available in the South West.



### **Alison Melvin - Owner/Operator, Forest Explorers - Wildflower, Mural, Heritage Taphouse Tours & Trail Transfers**

Alison Melvin is an experienced tourism professional and business owner in the Collie region and participated in the design, consultation and volunteer painting for the installation of "The Bones of Collie #7" on the Collie Mural Trail in 2020. At the time Alison worked as a Tourism Consultant in the Collie Visitor Centre every 3rd weekend. This role was very diverse from dealing with visitor requests, souvenir sales, cleaning, ticketing and even a short time as a guide in the Replica Coal Mine. This led to Alison being asked by FACET to conduct a Mural Town Tour for its "Spirit of Trails Conference" in March 2021. From there, Alison developed her business venture – Forest Explorers – and began a journey of embracing connections with wildflowers and tours across WA, including assisting well-known tour operators "Global Gypsies" with some of their outback WA tours during 2022/23.



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**Guest Speakers - continued**

**Gary Muir – Proprietor and EcoGuide, WOW Wilderness EcoCruises**

Join EcoGuide Gary Muir for a peek behind the scenery of a Wild over Wilderness (WOW) Wilderness EcoCruise where every step's a story... Gary is a sixth- generation member of the Muir family whose ancestors were some of the first white settlers in WA's south west wilderness and Eucla regions. Gary became one of the first Conservation Officers of the then Department of Conservation and Land Management and dedicated over a decade to the management of forests, parks and reserves in WA. Gary then joined the family business, – WOW Wilderness – a leading ecotourism operation in the Walpole Wilderness, personally taking thousands of people each year through the Walpole and Nornalup Inlets Marine Park to WA's first wilderness zone in the Walpole Nornalup National Park. As with the generations of Muirs before him, he has a special appreciation for the natural and cultural values of WA parks. Gary was the FACET Golden Guide Award winner in 2003 and is a Park Ambassador for the WA Parks Foundation.



**Ryan Mossny - Chair of FACET and Co-owner of Two Feet & a Heartbeat Tours and Matagarup Zip+Climb**

Ryan Mossny is the co-owner/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 and his business partner, Ryan Zaknich, launched their 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 a leader in the tourism and heritage fields having received a number of awards including a 2018 WA Heritage Award for Professional Contribution; 2015 WA Business News 40under40 winner; and 2012 FACET Golden Guide Award winner. He is on the Board of Visit Mandurah and The Museum of Perth, and is a WA Parks Foundation Ambassador.



*Tourism Western Australia and FACET thank you for your participation in this event and hope you have been inspired to consider a role in WA's amazing tourism and hospitality industry.*

