

FACET

FORUM ADVOCATING
CULTURAL AND
ECO-TOURISM

WHO'S WHO IN TOURISM BREAKFAST BY THE BAY

Join FACET for the return of our popular
"Who's Who in Tourism" breakfast series!

Thursday 5th February 2026 – 7.15am – 9.15am

FACET is delighted to relaunch this signature event at the stunning
Matilda Bay Restaurant, overlooking the Swan River (Derbarl Yerrigan).

Hear from **Chad Anderson**, Director General of the Department of Creative Industries, Tourism and Sport, as he shares the latest priorities and strategic directions for the Western Australian tourism industry.

Kym Francesconi, Group External Relations Manager at HMC Group (Nexus Airlines, Aviair, HeliSpirit, Bungle Bungle Savannah Lodge, Bungle Bungle Guided Tours, Freshwater East Kimberley Apartments, Pumphouse Kununurra, and Kimberley Experiences), will also explain why strong connections and collaboration are vital to driving tourism success. Plus, hear from **Drew Norrish**, CEO of Mackerel Islands, who will share insights into the unique challenges and innovative solutions our remote North West tourism operators overcome to be successful.

PARKING & PUBLIC TRANSPORT

Parking is available in the dedicated car park directly outside Matilda Bay Restaurant. Transperth bus route 950 from Elizabeth Quay Bus Station to the Mounts Bay Rd after Crawley Ave stop.

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Matilda Bay

Program

- 7.15am** **Registration opens.** Please be seated for a 7.30am start for breakfast
- 7.30am** **Welcome and Acknowledgement of Country**
Tabetha Beggs – FACET Board Director and Master of Ceremonies
- 7.40 am** **Event opening**
Bruce Reynolds, Lord Mayor of City of Perth
- 7.45am** **Innovation in Remote Tourism Operations**
Drew Norrish – CEO, Mackerel Islands Pty Ltd
- 7.55am** **Discussion/questions & answers**
- 8.00am** **Breakfast service and networking continues**
- 8.05am** **Connecting WA: Why Collaboration Drives Tourism**
Kym Francesconi – Group External Relations Manager – Aviair, Nexus Airlines, HeliSpirit, Bungle Bungle Savannah Lodge, Bungle Bungle Guided Tours, The PumpHouse Kununurra, Freshwater East Kimberley Apartments, Kimberley Experiences, Australian Helicopter Academy
- 8.20am** **Discussion/questions & answers**
- 8.25am** **Breakfast service and networking continues**
- 8.30am** **Strategic Directions and Priorities in WA Tourism 2026 and Beyond**
Chad Anderson – Director General, Department of Creative Industries, Tourism and Sport
- 8.45am** **Discussion/questions & answers**
- 8.50am** **Breakfast and networking continue**
- 9.15am** **Event ends**

Register [here](#) by 4 February 2026
Or email admin@facet.asn.au for assistance.

BOOK YOUR TICKET NOW

SPEAKERS



Drew Norrish, CEO, Mackerel Islands

Drew Norrish is the Chief Executive Officer of Mackerel Islands Pty Ltd, a Western Australian family-owned tourism business operating in the state's north-west. Since commencing in the role in 2008, Drew has led the strategic growth and day-to-day operations of three distinctive regional tourism properties: Mackerel Islands, Onslow Beach Resort, and the Karijini Eco Retreat, a 100% Aboriginal-owned enterprise. With more than 15 years of hands-on experience in remote and regional tourism, Drew brings deep operational knowledge and expertise across key tourism policy and regulatory areas, including liquor licensing, marine tourism, operating within national parks, and working in partnership with Traditional Owners. A strong advocate for the development of tourism in regional Western Australia, Drew has served on the Australia's North West board since 2015 and Tourism Council of WA since 2024. He holds a degree in Environmental Management and completed the Australian Institute of Company Directors course, combining environmental stewardship with strong governance and commercial leadership.



Kym Francesconi - Nexus, HeliSpirit & Aviair

Kym's background is focused on small business, tourism, and external relations. 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 Senior Manager Partnerships and Industry with Tourism Western Australia, Business Advisor for the Small Business Development Corporation, and Communications Manager for Destination Perth. Kym has also operated several tourism ventures, including the Underwater Explorer glass bottom boat on Rottnest Island and Coastline Tours, a bespoke bus tour company. Kym now works for the HMC Group (Nexus Airlines, Aviair, HeliSpirit, Bungle Bungle Savannah Lodge, Bungle Bungle Guided Tours, Freshwater East Kimberley Apartments, Pumhouse Kununurra, Kimberley Experiences and Australian Helicopter Academy) as Group External Relations Manager.



Chad Anderson, Director General, Department of Creative Industries, Tourism and Sport

Chad Anderson is the Director General of the Department of Creative Industries, Tourism and Sport (CITS) and CEO of Tourism WA. With more than 20 years' senior leadership experience across federal, state and territory governments, he has led major strategies across the finance, education, sport and tourism sectors. Prior to joining CITS, Chad was Queensland's Deputy Director General, Tourism, and held executive roles spanning sport, innovation and major events. A former professional triathlete, he is recognised for his collaborative leadership style, cross-sector partnerships and commitment to innovation. He holds a Bachelor of Business and has completed executive programs through the Australian Institute of Company Directors and the Australia and New Zealand School of Government.

SPEAKERS CONTINUED



Bruce Reynolds – Lord Mayor of City of Perth

Bruce Reynolds has been a part of the City of Perth community for over 30 years. He is passionate about giving back to the community and has assisted not-for-profits and charities as a board member, chair and a volunteer. These experiences have kept him grounded and given him an insight into the needs and wants of the City's residents and communities. He currently owns three businesses in diverse fields: Property, Sales, Marketing, Branding, Design and Hospitality. Bruce loves challenges, delivery and doing the right thing.



Tabetha Beggs – FACET Board Director and Master of Ceremonies

Tabetha Beggs is a passionate advocate for cultural, environmental and place-based storytelling, with a distinguished career spanning tourism, arts and entertainment. She is currently the Tourism Experiences Lead at Destination Perth and was recently appointed to the Board of the Araluen Botanic Park Foundation. Tabetha has previously held senior roles with Tourism Western Australia and the City of Perth and continues to mentor emerging leaders through the Women in Tourism and Hospitality Mentor Insights Circle. A former judge for State and National Tourism Awards, she is also a writer who creatively weaves travel and narrative, including hosting writing retreats in remote regional locations. Tabetha had been a Board member of FACET since 2022.

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Department of **Biodiversity,
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*We connect great minds to spark ideas, shape solutions and unlock new opportunities
for outstanding natural, cultural and heritage tourism experiences.*