

## HERITAGE TOURISM WORKSHOP

Thursday 9 March, 2023 - 9.30am - 3.30pm  
Fremantle Town Hall

BOOK NOW

Join FACET and the Heritage Council of Western Australia for this bespoke event showcasing outstanding examples of heritage tourism, events and interpretation.

Heritage tourism is part of an emerging trend towards experience-based tourism for visitors who are looking for authentic experiences and wanting to connect with their own and other cultures. This workshop will feature award-winning heritage projects and individuals with a focus on WA's best cultural heritage experiences. It will celebrate best practice heritage conservation, adaptation and reactivation, tourism and interpretation of our heritage sites and places. Join us as we explore innovative ways to interpret and promote WA's cultural heritage, and see how sharing our heritage through stories can have such positive economic and social impacts for our communities.



Gwalia Headframe



Ngarjarli Art Viewing Trail

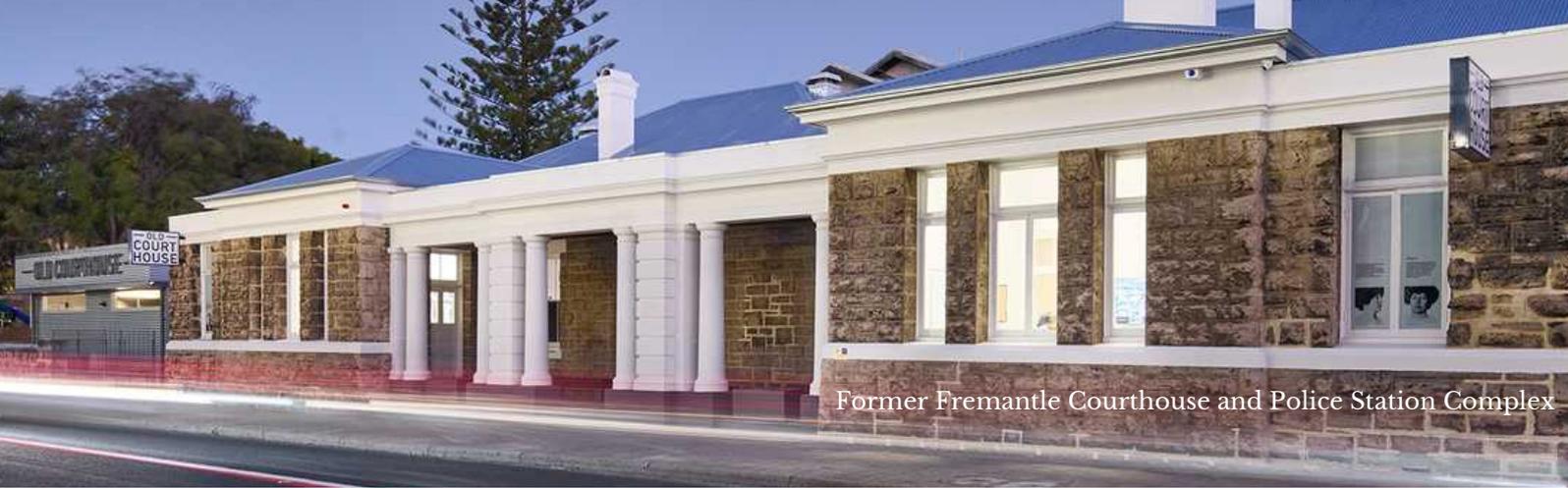


Gage Roads, Victoria Quay



Fremantle's West End Precinct

*With thanks to our Event Sponsors*



Former Fremantle Courthouse and Police Station Complex

## **WORKSHOP PROGRAM - MORNING - 9TH MARCH 2023**

- 9.30am **Registration - tea and coffee on arrival at the Fremantle Town Hall**
- 10.00am **Welcome and introductions by MC - Cath Sutherland, FACET**
- 10.05am **Welcome to Country - Vaughn McGuire, Tjiinngalla Whadjuk Aboriginal Tours**
- 10.15am **Workshop opening - Hon David Templeman, MLA, Minister for Heritage**
- 10.25am **Introduction - Nerida Moredoundt, Acting Chair, Heritage Council of Western Australia**
- 10.30am **Keynote Presentation - Cultural Heritage Tourism in Action at the Ngarjarli Art Viewing Trail in Murujuga National Park**  
Travis McKnaught, Murujuga Aboriginal Corporation and Matthew Verdouw, Department of Biodiversity, Conservation and Attractions
- 11.05am **Gwalia: a Relic of the Past; an Innovation of the Future. How does a derelict mining settlement become sustainable as a tourist attraction?**  
Rikki Clarke – Director, Creative Spaces and Gemma Dewar, Managing Director, Hocking Heritage and Architecture
- 11.30am **Modern Hospitality in Heritage Buildings**  
Karl Bullers – Managing Director, The National Hotel and Old Courthouse, Fremantle and the Exchange Hotel in Pinjarra
- 11.55pm **Panel discussion and Q and A with the morning's speakers**  
- facilitated by Cath Sutherland
- 12.10pm **Walk to the Old Courthouse, Fremantle for tour, lunch and networking**
- 1.15pm **Walk back to Fremantle Town Hall**



Fremantle Then & Now: Historical Panoramas exhibition

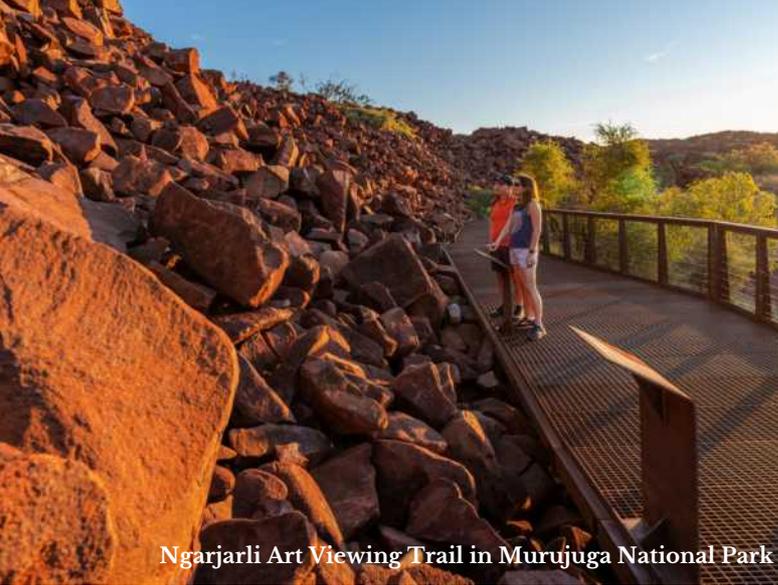
*Celebrating Western Australia's unique cultural heritage*



## WORKSHOP PROGRAM - AFTERNOON - 9TH MARCH 2023

- 1.25pm **Difficult Histories: Truth and Healing – How to present histories of human suffering with authenticity and compassion**  
Luke Donegan – Manager, Heritage Conservation, Fremantle Prison
- 1.50pm **‘Fremantle Then & Now: Historical Panoramas’ Exhibition**  
Associate Professor Andrew Woods – Manager, Curtin University HIVE  
and Tanya Edwards, Manager of Exhibitions and Interpretive Projects,  
WA Museum
- 2.15pm **The Journey of Gage Roads, Victoria Quay, Fremantle**  
Lee Behan, Head of Hospitality, Good Drinks Australia Ltd, Gage Roads
- 2.40pm **Panel discussion and Q and A with all speakers**  
Facilitated by Cath Sutherland
- 2.55pm **Thank you and wrap-up - Cath Sutherland**
- 3.00pm **Group photo on the lawn at Walyalup Koort**
- 3.05pm **Afternoon tea and networking in Walyalup Civic Centre, City of Fremantle**
- 3.30pm **Workshop concludes**
- 3.30pm **Walk to The National Hotel, Fremantle for refreshments and**  
-5.00pm **networking at the Rooftop Bar (optional activity at your own cost)**

*Join FACET and connect with a diverse range of people who are passionate about sustainable cultural, heritage and nature-based tourism in Western Australia.*



Ngarjarli Art Viewing Trail in Murujuga National Park



Fremantle Then & Now:  
Historical Panoramas Exhibition

Gage Roads, Victoria Quay, Fremantle



## DATE

Thursday 9th March 2023  
9.30am to 3.30pm, with optional Sundowner  
until 5.00pm

## VENUE

Fremantle Town Hall  
8 William Street, Fremantle, WA

## COST

- \$119 FACET Members
- \$154 FACET Non-Members
- \$89 FACET Concession Members
- \$59 Full-Time Students
- \$174 Special Rate for Full Workshop  
Program plus 12 months' FACET  
Membership - a great way to join up  
or renew your Membership**
- \$59 Zoom attendance - Members
- \$78 Zoom attendance - Non-Members
- \$59 Volunteer Guides

Prices include - Tea and coffee on arrival,  
lunch and afternoon tea.  
- GST and Booking Fee

## BOOK NOW

Book online [here](#) by 8th March 2023, or  
email [admin@facet.asn.au](mailto:admin@facet.asn.au) for assistance.

## PARKING

FOMO Car Park, 22 Henderson Street,  
Fremantle

## IMAGES

Heritage Council of Western Australia  
Murujuga Aboriginal Corporation  
Fremantle Prison

*With thanks to our major partners, sponsors & supporters*



Department of Biodiversity,  
Conservation and Attractions



GOVERNMENT OF  
WESTERN AUSTRALIA



HERITAGE  
COUNCIL





**Hon David Templeman Dip Tchg BEd MLA, Minister for Culture and the Arts; Sport and Recreation; International Education; Heritage**

David was born in Northam, Western Australia and proudly calls himself a country boy at heart. After being educated there he trained to be a drama teacher and commenced his teaching career at Three Springs before moving to Mandurah in 1988. David has always had a deep interest in the local communities he has lived in and in 1994 was elected to the City of Mandurah Council and served for seven years, the last four as Deputy Mayor, before his election to State Parliament in 2001. He has served in many portfolios since then, and in December 2021 David took responsibility for the Culture and the Arts, Sport and Recreation, International Education and Heritage portfolios. David's passions include the arts, the environment, education, youth and community development.



**Vaughn McGuire, Tjiinnngalla Whadjuk Aboriginal Tours**

I am the youngest of seven siblings of Walter McGuire and May Stack, born in Kellerberrin WA, Ballardong Country. All my life I have received teachings from my grandmothers, grandfathers, uncles and aunties on significant cultural issues. My biggest influence and educator was my father, Walter McGuire, who spoke five different Aboriginal dialects. As a member of the Whadjuk Nation, I have ties with the Ballardong, Yued, Whadjuk, Bindjareb, Wilman and Njaki Njaki Nations, that is six of the 14 Nyoongah Nations. My great great great-grandmother was born in (Karrkoomup) Kings Park. Her name was Nelli Doolak Bennell. My grandfather (Alfred Harold Stack) was born on the Derbyl Yerrigan (the Swan River). Our families extend to the Bennell, McGuire, Stack, Ryder, Mippy and many other Aboriginal and Nyoongah families around WA, including families from the Kimberley and the Pilbara.



**Nerida Moredoundt – Acting Chair, Heritage Council of WA**

Nerida is the Principal Heritage Architect with element WA. She brings a depth of experience in heritage planning to the important advisory role the Heritage Council plays in the identification and management of heritage places in WA. Nerida has built an enviable reputation for delivering iconic and innovative solutions for some of the State's most valued heritage places and has pioneered application of the World Heritage Cultural Landscapes framework to Rottnest Island/Wadjemup and played an instrumental role to secure World Heritage Listing for the Australian Convict Sites. With an unrivalled track record working on complex urban revitalisation and adaptive reuse projects, she is a trusted advisor across the full statutory heritage spectrum, with particular expertise in heritage assessments and analysing development proposals. She has a particular interest in working with owners, government agencies and community organisations to find practical outcomes that enhance our appreciation of heritage places.



**Travis McNaught, Project Director, Murujuga Aboriginal Corporation**

Travis is a project management professional with 20+ years' experience in property development. Growing up in regional Western Australia and now based in Karratha, Travis is a Project Director with the Murujuga Aboriginal Corporation (MAC), an organisation representing five traditional language groups. He is responsible for the planning, design and delivery of a tourism precinct at Murujuga which is a culturally significant area containing the largest and most diverse collection of rock art in the world. Through the sharing of culture, MAC believes the tourism precinct can play an important role in the journey towards reconciliation by building a shared pride in the ancient history of Australia. Travis is also a Justice of the Peace and a City of Karratha Councillor.



**Matthew Verdouw, Parks and Wildlife Service, Department of Biodiversity, Conservation and Attractions (DBCA)**

Matthew Verdouw is a Regional Leader for Parks and Visitor Services at the Parks and Wildlife Service of the DBCA, and is based in the Pilbara region. With a passion for preserving and promoting the natural beauty of the Pilbara, Matthew has made significant contributions to the region through his work. As the Project Manager for the Ngajarli Art Viewing Trail in Murujuga National Park, he has helped bring to life a unique and culturally significant destination for visitors.



**Rikki Clarke – Director, Creative Spaces**

Rikki Clarke is the director of Creative Spaces and an expert in the fields of interpretation and exhibition design. With over 15 years of design and management roles in Australia and the UK, Rikki has extensive experience working on projects that tell meaningful stories of people and place.



**Gemma Dewar – Managing Director of Hocking Heritage + Architecture**

Gemma is the managing director of Hocking Heritage + Architecture, a bespoke heritage architectural practice that recognises the beauty of the past and its place in the present. Gemma brought her UK experience to Australia in 2009 and has worked on a diverse range of projects that helps secure the future of these cherished places.



**Karl Bullers – Managing Director, Old Courthouse and The National Hotel, Fremantle**

Karl Bullers has worked in the hospitality industry for more than 30 years, having opened a number of venues in Asia before settling in Perth 21 years ago. After acquiring the historic, burnt out National Hotel in 2012, Karl and his wife Janine have brought the venue back to life as a modern hotel in the centre of Fremantle. Recently they went on to lease the derelict courthouse in a run-down area of Fremantle. This site has been re-imagined as another modern hospitality venue, with the stunning courtrooms central to the development and the addition of a modern pavilion overlooking the expansive garden space. Working closely with the Shire of Murray, Karl and Janine's latest venture entails rebuilding and extending the long-abandoned Exchange Hotel, set in the beautiful country town of Pinjarra, overlooking the Murray River.



**Luke Donegan – Manager of Heritage Conservation, Fremantle Prison**

Luke has a master's degree in Heritage Management from the Australian National University. He is a current co-Chair of the Australian World Heritage Advisory Committee and a past Chair and current State representative of the Australian Convict Sites Steering Committee. Luke has worked in the cultural industries sector, including historic heritage and museums, for more than twenty years. He is particularly interested in the challenges of protecting world heritage values from the impacts of climate change, and also in increasing the recognition of Indigenous cultural values in Australia's heritage places. Luke has recently been seconded to the role of Manager of the Sites of Truth Telling Project in the Department of Planning, Lands and Heritage.



**Associate Professor Andrew Woods – Curtin University**

Andrew has a broad technical background in imaging and visualisation. He manages the HIVE (Hub for Immersive Visualisation and eResearch) facility at Curtin University. He conceived and leads the Historical Panoramas project which commenced in 2015, and the OldPerth project which started in 2017. He was the technology lead on the survey of the shipwrecks HMAS Sydney (II) and HSK Kormoran in 2015, and imaging lead for the survey of the wreck of Australia's first submarine HMAS AE1 in 2018. In 2017 he was recognised as one of Australia's Most Innovative Engineers by Engineers Australia.



**Tanya Edwards – Exhibitions and Interpretive Projects Manager, WA Museum**

Tanya holds a Master of Cultural Heritage and Museums from Deakin University and a Bachelor of Arts (Honours) / Bachelor of Commerce from the University of Western Australia. Tanya has been involved in key exhibition projects including curatorial support for the National Anzac Centre and project manager for AMAGA award-winning exhibitions Lustre: Pearling and Australia (national touring exhibition) and Yurlmun: Mokare Mia Boodja (Returning to Home Country). Currently she oversees the exhibitions program across all six WA Museum sites and manages the team of exhibition project managers, designers, mount-makers and technical staff to ensure the delivery of diverse, visitor-focused exhibition experiences. The program is designed to foster the social role of the WA museums in their communities—as places known for exceptional content and experiences, as drivers of tourism to the region, and as places that build community connections.



**Lee Behan – Head of Hospitality, Good Drinks Australia Ltd**

Lee is the head of hospitality for Good Drinks Australia. He is responsible for the execution of GDA's venue strategy and the operations of the current brewpubs nationally (Gage Roads Fremantle, Atomic Redfern, Matsos Broome and Matsos Sunshine Coast coming this year). With over 15 years' industry experience, Lee has a passion for bringing brands to life through hospitality.



**Cath Sutherland - Conscious Business, and FACET Board Member**

Cath is a branding expert, professional consultant, facilitator, keynote speaker and author. In 2000, after 15 years in key advertising and marketing roles, she launched her business and marketing consultancy, now called Conscious Business. Cath has successfully helped many businesses from a range of industries develop their business and marketing strategies. It was through this work that Cath developed a revolutionary process, outlined in her book – *Creating Brand Energy* – on how to transform your business energy into market power. Cath's process takes you on a journey to define your 2 x WHAT's, 2 x WHYS and 2 x HOWS of business – which forms an interconnecting, unique and powerful blueprint of WHO you are as a collective, entrepreneur or individual tour guide. This is your Conscious Business Blueprint – your ultimate guide for everything you do as a business or individual operator. Cath is a longstanding member of the FACET Board and has made an enormous contribution to FACET's strategic directions and event delivery over more than a decade.



**Ryan Mossny – Chair of FACET**

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 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.

Connect with FACET at [www.facet.asn.au](http://www.facet.asn.au) or contact us by email at [admin@facet.asn.au](mailto:admin@facet.asn.au) or by phone on 0434 131 174 for any enquiries. We'd love to hear from you!



Fremantle Prison



Ngarjarli Art Viewing Trail in Murujuga National Park