

FACET

FORUM ADVOCATING
CULTURAL AND
ECO-TOURISM

HERITAGE TOURISM WORKSHOP

Thursday 25 July 1.00 - 6.00pm
Blue Water Grill, Heathcote Cultural Precinct

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 celebrate best practice heritage conservation, adaptation and reactivation, tourism and interpretation of our heritage sites and places.

It will explore innovative ways to interpret and promote Western Australia's cultural heritage and includes examples of the positive economic and social impacts of sharing our heritage through stories.



Join FACET and the Heritage Council of Western Australia for a half-day workshop that will showcase outstanding examples of heritage tourism, events and interpretation.

*Event
Sponsors*



HERITAGE
COUNCIL





WORKSHOP PROGRAM - THURSDAY 25 JULY 2019

MC Richard Offen

Richard spent 14 years with the UK National Trust prior to immigrating to Perth in 2005 to become the inaugural director of Heritage Perth, up until his retirement in 2017. Richard is well known and regarded as a popular speaker, broadcaster and author advocating and consulting for the heritage sector.

1.00 Registration - Tea & Coffee

1.15 Welcome & Overview

1.30 Celebrating Perth's Heritage

Leigh Barrett, Executive Director Heritage Perth

Heritage Perth: Joint Winner - Heritage Tourism, 2019 WA Heritage Awards

1.50 Bringing Gold Experiences to Life

Rebecca Johnston, Executive Officer Gold Industry Group

2.10 Innovative Approach to Heritage Tourism

Julian Donaldson, Chief Executive Officer, National Trust Western Australia

2.30 Afternoon tea & tour of Heathcote Cultural Precinct

Jana Braddock, Gallery Curator Heathcote Cultural Precinct

3.40 Unique Heritage Interpretation

Sean Henriques, A/Chief Executive Officer Metropolitan Redevelopment Authority

Metropolitan Redevelopment Authority: Winner - Interpretation Project, 2019 WA Heritage Awards for the redevelopment of Yagan Square

4.00 Heritage Tourism in a Remote Location

Kate Ferguson, Creator & Curator of Gwalia's Gold - its People & Places

Shire of Leonora: Winner - Contribution by Public or Private Organisation 2019 WA Heritage Awards for their work on the Gwalia Precinct conservation.

4.20 Panel Discussion

Led by Anne Arnold, Chair Heritage Council of Western Australia

5.00 Networking - Refreshments & Nibbles

6.00 Workshop Concludes



CELEBRATING PERTH'S HERITAGE THROUGH EVENTS, EXHIBITIONS, TALKS & TOURS

Leigh Barrett, Executive Director Heritage Perth

Leigh will share innovative programs that allow our stories to be told so that current and future generations can understand what makes us uniquely Western Australian.

She will talk about the successful Heritage Perth Weekends that see the City of Perth come alive with free walks and guided tours, talks, exhibitions and presentations, children's activities and provides access to some of Perth's most beautiful and iconic heritage places.



BRINGING GOLD EXPERIENCES TO LIFE

Rebecca Johnston, Executive Officer Gold Industry Group

Rebecca will discuss the creation of WA's interactive #heartofgold Discovery Trails in Perth and Kalgoorlie, that offer a unique experience for visitors to travel through time to unearth a nation built on gold using the Heart of Gold Australia app. She will then discuss the evolution of the app nationwide, with the addition of new and existing gold experiences in development.



INNOVATIVE APPROACH TO HERITAGE TOURISM

Julian Donaldson, Chief Executive Officer, National Trust WA

Of the 63 heritage places under the care of the National Trust WA, 21 of these offer a mix of natural and cultural experiences for the public. The Trust will share their vision to enhance the visitor experience through an innovative approach to conservation and interpretation, based on a thematic framework that ties its places together and provides a layered storytelling, linked to the Aboriginal and settler impact on our landscape. They will also explain their recent use of theatre to tell stories of place.

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



UNIQUE HERITAGE INTERPRETATION

Sean Henriques, Chief Executive Officer
Metropolitan Redevelopment Authority

Sean's presentation will showcase how the exemplary interpretation of Yagan Square has transformed an underutilised site into a distinctive destination that enriches a city. Yagan Square is a public space for people of all ages to come together, connect and celebrate Western Australian culture and Aboriginal heritage - on a scale never seen before.



HERITAGE TOURISM IN A REMOTE LOCATION

Kate Ferguson, Creator & Curator
Gwalia's Gold - It's People & Places

A multi-media exhibition that showcases photographs and a documentary featuring past residents, passionate locals, existing cottages and lots of stories! Kate will explore how the recently completed Gwalia Upgrade Conservation Project has put Gwalia back on the map as a place to visit.



DATE AND TIME

Thursday 25 July 2019
1.00 to 6.00pm

VENUE

Blue Water Grill
Heathcote Cultural Precinct
58 Duncraig Road, Applecross

COST

\$65 FACET members
\$55 FACET concession members
\$85 Non-members
\$75 Non-member concession

Includes tea & coffee on arrival, afternoon tea & tour of Heathcote Cultural Precinct, Networking Sundowner with complimentary drink & canapes.

PARKING

Free parking at venue.

BOOKINGS

Register online by Friday 19 July or email admin@facet.asn.au

IMAGES

Heritage Council of Western Australia
National Trust Western Australia

With thanks to our partners, sponsors & supporters



Department of Biodiversity,
Conservation and Attractions



HERITAGE
COUNCIL





REGISTRATION FORM

Registration also available at www.facet.asn.au

CONTACT DETAILS

Name _____

Company _____

Address _____

Postcode _____

Email _____

Phone _____

PAYMENT DETAILS

This is a TAX INVOICE, please retain for TAX purposes. ABN 65 924 883 562
Fees include 10% GST.

\$65 FACET Members

\$85 Non-Members

\$55 Members Student/Unwaged

\$75 Non-Members Students/Unwaged

EFT Mastercard Visa

Card Number

Name on Card _____ Expiry Date _____

Signature _____

EFT Details: BSB 306 051, Account Number 4163306. Quote your name as reference.

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