

# FACET

FORUM ADVOCATING  
CULTURAL AND  
ECO-TOURISM

## CONNECTING THE TOURISM INDUSTRY WITH LOCAL GOVERNMENT

Wednesday 28 June 2023 - 12.45pm - 6.45pm  
Perth Town Hall

[BOOK NOW](#)

View from Goosberry Hill National Park,  
Perth Hills

This half-day workshop is designed to encourage local governments and businesses to seek out unique points of difference and consider collaborating broader than their own regions. Case studies will show how to take advantage of tourism opportunities through collaboration with state, regional and local partners and businesses to create efficiencies and maximise economic returns. Learn about key new industry initiatives including tourism development and capacity building, meet key industry partners and share case studies.

Local government economic development/tourism staff, small businesses, visitor centres and anyone wanting an understanding of how WA's tourism industry works will gain valuable knowledge and connections from this workshop.



*With thanks to our Major Partners, Sponsors and Supporters*



Department of Biodiversity,  
Conservation and Attractions



Tourism  
WESTERN AUSTRALIA



2023 FACET Golden Guide Award winner  
Rosanna Angus  
Oolin Sunday Island Cultural Tours



## WORKSHOP PROGRAM - 28 JUNE 2023

- 12.45pm **Registration opens - tea and coffee on arrival**
- 1.00pm **Acknowledgement of Country**  
*Ryan Mossny, FACET Chair*
- 1.05pm **Workshop MCs**  
*FACET Board Members - Sharon O'Reilly from the City of Swan and William Barry from the City of Cockburn*
- 1.05pm **Tourism WA's Tourism Destination Management Plans - Opportunities at the Local Level**  
*Ross MacCulloch, Planning Manager, Tourism WA (includes 5 minutes for Q and A/discussion)*
- 1.25pm **Maximising the Success and Growth of Our Favourite Port City**  
*Aimee Sabbatino, A/Manager Economic Development & Marketing, City of Fremantle (includes 5 minutes for Q and A/discussion)*
- 1.45pm **Partnerships by Local Governments to Achieve Regional Results: Case Study - Perth Hills Tourism Alliance**  
*Kirk Kitchin, Chair - Perth Hills Tourism Alliance (includes 5 minutes for Q and A/discussion)*



E-Scooter Trial, City of Perth

*Celebrating Western Australia's unique natural advantages*



Coogee Maritime Trail

## WORKSHOP PROGRAM CONTINUED - 28 JUNE 2023

- 2.05pm **On the trail of a good idea – How the Omeo turned from wreck to success with the Coogee Maritime Trail**  
*Rafeena Boyle and Vicky Hartill, Environmental Education Officers, City of Cockburn (includes 5 minutes for Q and A/discussion)*
- 2.25pm **Collaboration Case Study: The Ningaloo Eclipse, Exmouth, April 2023**  
*Carol Redford, Astrotourism WA, and Sandra Flint and Joanne Panter, Shire of Exmouth (includes 5 minutes for Q and A/discussion)*
- 2.45pm **Panel discussion and Q and A with above speakers**  
*Facilitated by William Barry*
- 3.00pm **Afternoon tea and networking in the Perth Town Hall**
- 3.30pm **E-Scooter Shared Scheme - Two Year Trial**  
*Venesa Viskovich, Project Officer, Transport and Urban Design, City of Perth (includes 5 minutes for Q and A/discussion)*
- 3.50pm **Tourism WA's Tourism Workforce Development Program**  
*Loretta De Stefani, Tourism WA (includes 5 minutes for Q and A/discussion)*
- 4.10pm **Industry Development and Capability Building for the Tourism Industry**  
*Deb Carr, Regional Manager - WA/VIC/TAS, Australian Tourism Export Council (includes 5 minutes for Q and A/discussion)*
- 4.30pm **WAITOC Partnership Initiatives and Opportunities with Local Government**  
*Karl Millard, WAITOC (includes 5 minutes for Q and A/discussion)*
- 4.50pm **Panel discussion and Q and A with all speakers**  
*Facilitated by Sharon O'Reilly*
- 5.15pm **Sundowner and networking at the Perth Town Hall**



Girloorloo Tours at Mimbi Caves



Perth Town Hall



Whale Shark tours Ningaloo

**DATE**

Wednesday 28th June 2023

12.45pm to 5.15pm, with optional Sundowner until 6.45pm

**VENUE**

Perth Town Hall  
601 Hay Street, Perth, WA

**COST**

\$119 FACET Members Workshop only

\$149 FACET Members Workshop & Sundowner

\$154 FACET Non-Members Workshop only

\$184 FACET Non-Members Workshop & Sundowner

\$89 FACET Concession Members - Workshop only

\$119 FACET Concession Members Workshop & Sundowner

\$59 Full-Time Students/Volunteer Guides

\$89 Full-Time Students/Volunteer Guides & Sundowner

\$35 Sundowner only

**\$174 Special Rate for Full Workshop Program plus 12 months' FACET Membership - a great way to join up or renew your Membership (does not include Sundowner)**

\$59 Vimeo/online attendance - Members

\$78 Vimeo attendance - Non-Members

*Prices include GST and Booking Fee*

**BOOK NOW**

Book online [here](#) by 27 June 2023, or email [admin@facet.asn.au](mailto:admin@facet.asn.au) for assistance.

[www.facet.asn.au](http://www.facet.asn.au)

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



Department of Biodiversity, Conservation and Attractions





**Ross MacCulloch, Planning Manager, Tourism WA**

Ross has spent more than 30 years working in the domestic and international hospitality and tourism industry. He ran his own safari operation in Tanzania, has worked in hotels, retail and wholesale travel, Government and not-for-profit developing tourism product and undertaking tourism marketing. Ross has worked in Tourism WA on several different occasions starting with the Agency in early 1993 in Broome. Ross was inaugural Chair of the Great South West Edge National Landscape and was Chairman of Australia's Coral Coast (ACC) for six years. He has run his own tourism consulting business and is currently Tourism Planning Manager with Tourism WA.



**Aimee Sabbatino A/Manager Economic Development & Marketing, City of Fremantle**

Aimee leads the City of Fremantle's Economic Development & Marketing team and delivers projects, initiatives and services that position Fremantle as an exceptional place to live, work, visit and invest in. She manages economic development, commercial property and parking, destination marketing, events and activation, and community engagement; and actively works with industry and government agencies to create tourism experiences, products and services that elevate and deliver Fremantle's unique selling proposition. Tourism is a major economic driver for Fremantle and Aimee is passionate about supporting the development of Fremantle as a world-class destination.



**Kirk Kitchin, Chair Perth Hills Tourism Alliance**

Kirk is a father of four, husband, Manager of Recreation and Leisure Services at the Shire of Mundaring and founding Chair of the Perth Hills Tourism Alliance (in that order). Kirk has worked in and around local government since the 1990s and has garnered an in-depth understanding of the intricacies of local government recreation management and more recently tourism visitor servicing and marketing. Along with the other dedicated members of the Alliance, Kirk recognised the vital role regional cooperation plays in supporting the local visitor economy. In the past few years the Alliance has dedicated substantial efforts to bring five local government authorities together and promote Perth Hills' unique, authentic and beautiful attractions to draw visitors from far and wide.



**Rafeena Boyle and Vicky Hartill, Environmental Education Officers, City of Cockburn**

Rafeena and Vicky are dedicated environmental education officers serving the City of Cockburn. Passionate about sustainability, climate change, and environmental initiatives, they collaborate with the Cockburn community on a diverse range of projects. Their notable accomplishment is the establishment of the Turtle Trackers Citizen Science Program, in partnership with Murdoch University. Vicky's extensive experience in Local Government includes her pivotal role in developing the Coogee Maritime Trail, which received the 2020 IPWEA Excellence in Environment and Sustainability Award and was a joint winner in the Coastal Design, Heritage, and Tourism category of the WA Coastal Awards for Excellence in October 2019. Rafeena's background in environmental management and ecotourism complements Vicky's expertise, making them a formidable team in managing the unique and precious site they oversee.



### **Carol Redford - Founder of Astrotourism WA**

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 18 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.



### **Sandra Flint - Coordinator Communications and Marketing, Shire of Exmouth**

Passionate about crafting compelling narratives and building relationships with diverse audiences, Sandra Flint is a seasoned professional with over 15 years of global experience in digital media production, media liaison, and strategic communication in the private and public sector.



### **Joanne Panter - Senior Project Manager, Total Solar Eclipse, Shire of Exmouth**

With over 30 years of experience in the industry, Joanne Panter has established herself as a seasoned Events Manager. She has worked in local government and the private sector, gaining invaluable knowledge and skills before joining the Shire of Exmouth to prepare and deliver the Total Solar Eclipse Event.



### **Loretta De Stefani - Senior Workforce Development Manager Tourism Western Australia (TWA)**

Loretta's professional experience extends across leisure and business tourism, international trade, and international education sectors. She has worked in various international roles as Export Advisor, Austrade based in Italy; managing the Tourism WA UK/Europe operations based in the UK; and Partnership Development Management, Tourism Australia, based in Italy. She has extensive affiliation with Japan, representing Japan Travel Bureau as the WA State Manager. Following her return to Perth from Europe, Loretta joined Perth Convention Bureau (now Business Events Perth) as Director Corporate Meetings and Incentives. She consolidated her skills as a consultant, undertaking various project management contracts in the tourism and international education sectors, including managing a program of Lotterywest grant funded initiatives for StudyPerth. Loretta is currently responsible for overseeing delivery of the Tourism Workforce Development Program for TWA, managing a series of short- and long-term initiatives to address workforce shortages and build a pipeline of talent for the future.



**Deb Carr – Regional Manager - WA/VIC/TAS,  
Australian Tourism Export Council**

Deb Carr is a highly experienced tourism professional with over 30 years of industry expertise. She excels in business strategy, people leadership and stakeholder engagement. As a consultant for ATEC and Metro Hotels, Deb is a prominent figure in the tourism sector. She serves as the Chair of Rottneet Island Chamber of Commerce and sits on the board for Destination Perth. Deb is passionate about developing sustainable tourism practices and creating memorable travel experiences for visitors. She operates her own consultancy business Destination Carr helping Tourism/Hospitality businesses develop and grow their revenue streams and distribution networks, and is experienced in change management practices, partnership and strategic development.



**Karl Millard - Business Development Manager, WAITOC**

Karl, a man from the Yamatji Nation in WA has worked for the past two years as Memberships Business Development Manager for the West Australian Indigenous Tourism Operators Council (WAITOC). He has worked extensively to expand the Business Development Activities of WAITOC, integrating the objectives of the recently announced Jina Plan with existing business activities, and seeking out new opportunities to grow the Aboriginal tourism sector in WA. Karl brings over 15 years of business development, consulting, and membership management experience to the role, having held roles at some of the state's largest industry associations. Holding qualifications in Business, Environmental Science, Law, and postgraduate qualifications in Project Management he is able to help existing and potential tourism operators to develop an effective business strategy that enables them to achieve the desired outcomes for their businesses.



**Sharon O'Reilly - Project Officer, Business and Tourism Services,  
City of Swan and FACET board member**

As a board member of FACET since 2015, Sharon brings a broad understanding of tourism with close to 30 years of experience which encompasses visitor servicing, marketing, tourism development, strategy and industry engagement at the grass roots level through her roles as Manager, Kalgoorlie-Boulder Visitor Centre (1999-2002), Manager Swan Valley Visitor Centre (2002-2006) and Economic Development Project Officer City of Swan (2007-present). Sharon's tourism product management experience includes strategies, marketing, publications and web sites, trails, interpretive signage and exhibitions, grant application and award-winning submission writing, hosting of seminars and conferences. Her committee experience includes Regional and Local Tourism Organisations, Visitor Centres (including as Chair of the Visitor Centre Association of WA 2002-2006), tourism projects and community groups.



**William Barry – Economic Development Officer, City of Cockburn and FACET board member**

As the Economic Development Officer at the City of Cockburn, William is responsible for establishing the Visitor and Destination Economy. He works with a range of operators like the Perth Surf Park, the Cockburn Ice Arena, the WA Wildlife Centre, a variety of operators at Port Coogee Marina and many more. He draws significantly on his extensive career in the Tourism and Hospitality industry managing and owning operations in the UK, Ireland, and Australia in Southern NSW. With extensive collaboration with local businesses, the City is recognised as a dynamic place attracting investment and innovation. William has a passion for economic development from the ground up and regional level, and has been active in the economic development field in Perth since 2004. William is Joint Chairman of Economic Development Australia (WA), and holds an MBA from the University of Western Australia; Diploma in Hotel Management, Shannon Hotel School, Ireland; and Accredited Certified Practitioner of Economic Development: ACEcD.



**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.



Noble Falls, Gidgegannup, [Perth Hills Experience](#)