

# FACET

FORUM ADVOCATING  
CULTURAL AND  
ECO-TOURISM

# REGENERATIVE TOURISM FORUM

**Thursday 20 February, 2025 - 8.30am - 6.45pm**

with optional yoga session from 7.30am-8.00am

**Mandoon Estate, Swan Valley**

**BOOK NOW**

Join us for FACET's Regenerative Tourism Forum – a must-attend event for anyone committed to shaping a more sustainable future for tourism. This full-day program brings together an exceptional lineup of international, national and local experts in this field who will explain what regenerative tourism truly means and how it can create lasting benefits for businesses, communities, and the environment.

Keynote speaker Professor Brent Lovelock from New Zealand will discuss why regenerative tourism is essential for the industry's future, while Craig "Hassie" Haslam of Untamed Escapes will share his experience and inspiring practices across Western Australia and South Australia. The full program features a diverse range of local experts who will share powerful case studies and firsthand experiences. Expect engaging discussions on everything from Indigenous cultural tourism and nature-based wellness to community-led initiatives that foster environmental restoration and social connection.

Discover innovative approaches, gain practical insights, and learn how to apply regenerative principles to your own operations. Whether you're a tourism operator, stakeholder, or advocate, this is your chance to be part of a movement redefining tourism for the better.


*With thanks to our  
Major Partners and Event Sponsors*



Department of Biodiversity,  
Conservation and Attractions



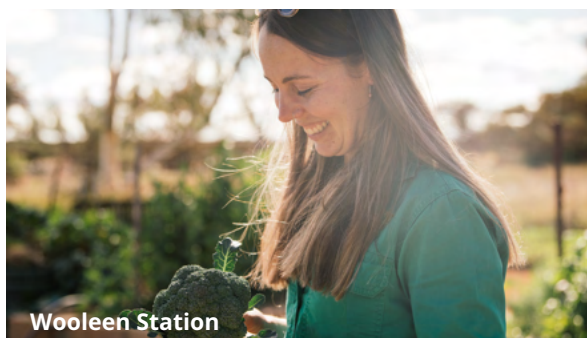




Boranup Forest, near Margaret River

## FORUM PROGRAM – MORNING – 20 FEBRUARY 2025

- 7.30am**      **Yoga on the shady lawn adjacent to John Septimus Roe House at Mandoon**  
With Lisa Spencer, Destination Wellbeing: 30-minute session  
(Optional, included in ticket price, but bookings required)
- 8.30am**      **Registration opens - coffee and tea on arrival**
- 9.00am**      **Welcome and Overview**  
MC - Ryan Mossny, Chair of FACET
- 9.05am**      **Welcome to Country**  
Steven Jacobs - In Culture Tours
- 9.20am**      **Conference Opening**  
Tanya Richardson, Mayor of the City of Swan
- 9.25am**      **Keynote Speaker: Professor Brent Lovelock, University of Otago, New Zealand**  
What is regenerative tourism and why is it the only way forward for the future of tourism? Issues and challenges for putting in place a regenerative model of tourism.
- 10.10am**      **Keynote Speaker: Craig 'Hassie' Haslam, Untamed Escapes**  
The Road to Regeneration
- 10.40am**      **Morning tea and networking**



*Celebrating Western Australia's unique cultural, heritage and nature-based tourism opportunities*



Blue Haven Beach, Esperance

## FORUM PROGRAM - CONTINUED, 20 FEBRUARY, 2025

- 11.10am**      **Steven Jacobs - In Culture Tours**  
Delivering Cultural Education through Aboriginal Tourism
- 11.30am**      **Professor Kirsten Holmes - School of Management and Marketing, Curtin University and Co-Director Curtin's Tourism Research Cluster**  
Regenerative Tourism Communities: Host and Visitor Volunteers
- 12.00pm**      **Dale Tilbrook - Dale Tilbrook Experiences**  
Lessons from Aboriginal Culture and Bush Foods
- 12.30pm**      **Lunch and networking, including the following optional activity:**  
Meditation & Breathwork session (15 mins) – delivered by Lisa Spencer
- 1.45pm**      **Annabelle Hender - Australia's Golden Outback**  
The Role of Community in a Destination Brand
- 2.05pm**      **Sveva Falletto and Lorna Charlton - Department of Biodiversity, Conservation and Attractions**  
Connecting People to Parks
- 2.50pm**      **Frances Pollock - Wooleen Station**  
Sustainability Beyond the Surface: Challenges and Triumphs of Regenerative Tourism at Wooleen Station
- 3.10pm**      **Afternoon tea and networking**
- 3.40pm**      **Professor Brent Lovelock - University of Otago, New Zealand**  
The link between Regenerative Tourism and Community Wellbeing
- 3.50pm**      **Lisa Spencer - Destination Wellbeing**  
Tourism as a Force for Good: Where Wellness and Regeneration Collide
- 4.15pm**      **Panel discussion, Q & A with all speakers**
- 4.45pm**      **Conclusion and thanks - MC, Ryan Mossny, Chair of FACET**
- 4.50pm**      **Sundowner and networking**
- 6.45pm**      **Event ends**



ECO-TOURISM

## DATE

Thursday, 20th February 2025  
7.30am to 4.50pm, followed by a  
Sundowner and networking until 6.45pm

## VENUE

Mandoon Estate  
10 Harris Rd, Caversham, Western Australia

## BOOK NOW

Mandoon Estate  
10 Harris Rd, Caversham, Western Australia

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

## COST

Free	Yoga session: 7.30am - included in ticket price (bookings required)
\$175	FACET Members
\$220	Non-Members
\$130	FACET Concession Members
\$85	Full-time Students
\$270	Special Rate for Full Program plus 12 months' FACET Membership - a great way to join up or renew your Membership
\$100	Members - half day
\$130	Non-Member - half day
\$85	Volunteer Guides
\$80	Online (via Vimeo) - Members
\$95	Online (via Vimeo) - Non-Members
\$40	Sundowner only - Members
\$60	Sundowner only - Non-Members

Prices include GST and Booking Fee



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### **Steven Jacobs - In Culture Tours**

Steven Jacobs is a Whadjuk man with a real passion for people, and love for the Country he belongs to and shares with all Australians. Steven encourages and promotes Aboriginal culture through operating his tourism business In Culture Tours. Steven will often assist his aunt, Kerry-Ann Winmar, who manages Nyungar Tours, with larger tour groups and corporate events. By hosting multi-sensory, immersive experiences, Steven gives visitors an unforgettable tour that blends truth-telling, heritage, culture, and the beauty of Western Australia.



### **Tanya Richardson, Mayor of the City of Swan**

Tanya Richardson was elected to Council in 2019 and is proud to represent the interests of Pearce Ward residents. She is a nurse, a mother of four children and former Army reserve medic. Tanya has a strong focus on crime prevention and believes in the importance of youth services and aged care. "I want to see the City of Swan thriving, with all of the social support in place to help people live their healthiest and happiest lives."



### **Professor Brent Lovelock, University of Otago, New Zealand**

Brent is a Professor of Tourism at the University of Otago School of Business (Dunedin, New Zealand), where his research focuses on sustainable and regenerative tourism.

Before becoming an academic Brent lived and worked in 'real world' nature-based destinations, so is aware of the challenges of managing tourism for the benefit of visitors and host community members alike - while also respecting the natural and cultural values of places.

He has undertaken consultancy projects for communities, government and NGOs on visitor experiences in national parks and natural areas, on the economic benefits of nature-based tourism and on community-based tourism. As a side project he has published a book on the ethics of tourism and has worked on medical and dental tourism. He teaches mainly in the area of destination management.

Brent is passionate about enhancing human connections with nature and will be joining the forum after a two-week stint as a 'Conversationalist' on a cruise ship exploring the islands and fiords of New Zealand.



### **Craig "Hassie" Haslam, Owner, Untamed Escapes**

Craig "Hassie" Haslam has owned many hospitality and tourism businesses over the past three decades and is best known as the owner of Untamed Escapes, which operates small group and private tours throughout South Australia, Western Australia and the Red Centre. Untamed Escapes connects travellers from all walks of life with adventure, culture, wildlife, wellness, and epicurean experiences in nature. Environmental sustainability is deeply ingrained in Hassie's DNA, with Tourism Australia recognising Hassie as a Sustainability Hero and Untamed Escapes being accredited as a Green Travel Leader and Climate Change Innovator by Eco-Tourism Australia. Hassie has utilised his experience in the government sector and relationships in the community to influence positive change. This includes being involved in numerous industry boards and committees, including being the current the Chair of ATEC's South Australian chapter.





**Professor Kirsten Holmes - School of Management and Marketing, Curtin University and Co-Director Curtin's Tourism Research Cluster**

Professor Kirsten Holmes is the Co-Director of Curtin's Tourism Research Cluster. She is past Chair and a Fellow of the Council for Australasian Tourism and Hospitality Education (CAUTHE) and has taught tourism and events management in Australia and the UK. She has been researching volunteering and volunteer tourism for 30 years and recently stepped down as the Co-Chair of Volunteering Australia's National Volunteering Research Network as well as Volunteering WA's Research Committee. She has completed research for the Australian and UK Governments, the International Olympic Committee, and the National Trust for England and Wales and is currently working with Volunteering Australia and several state peak bodies to develop a national roadmap for volunteering in rural Australia to support the National Volunteering Strategy.



**Dale Tilbrook, Dale Tilbrook Experiences**

A Wardandi Bibbulmun woman whose traditional Aboriginal country is the Margaret River, Busselton area. Dale has been a Swan Valley local since 1998, when she opened the Maalinup Gallery with her brother Lyall, offering authentic Aboriginal art, gifts and souvenirs. The Experiences part of the business has steadily grown as customers seek more knowledge about Aboriginal culture and life. Having spent many years gathering knowledge from her elders and other sources, Dale is often called on to talk about bush food, which she loves presenting and encouraging people to incorporate into their everyday cooking. She is passionate about education and works extensively with students of all ages.



**Annabelle Hender - Esperance Tourism Development Manager, Australia's Golden Outback**

Annabelle defines her career's purpose as leveraging tourism as a force for good. During her 20+ year tourism career Annabelle formed a passion for sustainable tourism, which deepened during an 18-month stay in the Solomon Islands. There, she championed community-based tourism, while completing a Masters in Sustainable Tourism Management. This life-changing experience reinforced her commitment to fostering tourism that positively benefits the environment and community.

More recently Annabelle led development of two destination brands; "Eyre The Wild Side," which earned gold at the 2023 South Australian Tourism Awards and "Esperance In Your Element" and "Esperance Promise" which launched in 2024.



**Sveva Falletto - Executive Director, Nature-Based Tourism Division, Department of Biodiversity, Conservation and Attractions**

Sveva is an experienced nature-based tourism and hospitality leader, having held leadership positions in Europe, Middle East, South-East Asia and Australia. From high end accommodation to glamping and campgrounds, SCUBA diving to small expedition cruises, Aboriginal tourism to a variety of nature-based experiences, she has been working at multiple levels of tourism management, planning and destination development.

Her work is driven by a strong commitment to conservation and capacity building. Currently, she serves as the Executive Director of Nature-based Tourism for the Department of Biodiversity, Conservation and Attractions in Western Australia.



**Lorna Charlton - Senior Communication Designer, Department of Biodiversity, Conservation and Attractions**

Lorna Charlton is a Senior Communication Designer with DBCA. She is responsible for the preparation of communication strategies, delivering interpretive training and the development of a range of interpretive media including signs, and digital and print products.

She originally made the shift from environmental research to heritage interpretation when she joined the Department in 1999. Since then, Lorna has relished sharing her passion for our natural and cultural heritage through creative writing, visual design and crafting meaningful visitor experiences.



**Frances Pollock, Wooleen Station**

Frances Pollock resides in the Murchison at Wooleen Station, an award-winning eco-tourism and regenerative pastoral property that aims to offer an experience which is ecologically and socially responsible, engaging guests with the natural environment.

Frances is passionate about tourism opportunities in outback Australia. In particular, sustainable enterprises which promote a deeper understanding of our culture and place. Frances is fiercely committed to providing excellent customer service and genuine experiences. She sits on the board of TrailsWA, the Mid West Food Industries Alliance and the WA Station Stays committee. In 2022 Frances was honoured to be selected by Tourism Australia as a sustainability storyteller and to receive the Individual Excellence in Customer Service award at the WA Tourism Awards.



**Lisa Spencer, Destination Wellbeing**

Founder of Destination Wellbeing, Lisa Spencer is a tourism consultant with a wealth of experience in branding, marketing, and wellness tourism. She collaborates with destinations, tourism operators, and wellness businesses to attract and engage wellness, eco, and cultural travellers.

From developing strategic plans to designing websites and creating wellness programs, Lisa's work empowers her clients to connect meaningfully with their audiences and stand out in a competitive market.



**Ryan Mossny, FACET Chair and event MC**

Ryan is the co-owner/co-founder of Two Feet & a Heartbeat walking tours and Matagarup Zip+Climb. His specialties include tourism product development, 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, which 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.