

## SWAN VALLEY WINE AND CULINARY TOURISM SYMPOSIUM WEDNESDAY, 21 APRIL 2021 MANDOON ESTATE, SWAN VALLEY

### WHO SHOULD ATTEND?

Owners and managers of food, wine and tourism businesses looking to refresh and develop new visitor experiences, with a particular focus on the Singapore market.

New culinary tourism businesses. Producers interested in developing a visitor/tourism experience. Local Government, Development Commissions and tourism organisations responsible for economic and/or destination development, and university students and academics studying tourism.



*WITH THANKS TO THE EVENT SPONSORS*





## **SYMPOSIUM PROGRAM - MORNING - 21 APRIL 2021**

MC - Ryan Mossny - Chair of FACET

**8.00am** Registration - coffee and tea on arrival

**8:30am** Welcome and Overview - *Ryan Mossny*

**8.35am** Acknowledgement of Country - *Dale Tilbrook, owner/operator of Dale Tilbrook Experiences and Maalinup Aboriginal Gallery*

**8.40am** Welcome - *City of Swan Mayor, Cr Kevin Bailey*

**8.45am** Official Opening - *Hon Alannah MacTiernan MLC, Minister for Regional Development; Agriculture and Food; Hydrogen Energy*

**8.55am** Keynote Address via video - **Tourism and Wine Opportunities with Singapore** - *Hon William Hodgman, Australian High Commissioner to Singapore*

**9.10am** **Tourism/Trade Workshop and Toolkit** - *facilitated by Michael Carter, (Manager) and Darren Levy (TradeStart Advisor) at the International Trade & Investment Centre, Chamber of Commerce and Industry WA*

**10.40am** Morning tea and networking

**11.10am** Options and solutions to trade and survive through the impact of COVID-19 and beyond - *Warren Barry and Peter Why from Roolife Group*

**11.40am** Exploring the Swan Valley Wine Region's Destination Brand Identity: Key findings from the Swan Valley Winemakers Association study  
*Dr Stephanie Meek, Edith Cowan University*

**12.00pm** Singapore Visitors to Swan Valley (SV2SV) Social Media Influencer Study - *Jeremy Galbreath, Curtin University*

**12.20pm** Panel discussion (including morning speakers) Q&A session - chaired by Ryan Mossny, FACET Chair

**12.30pm** Lunch and networking

*We connect great minds, share information and workshop solutions, ideas and ways forward to provide richer insights into how to deliver memorable tourism experiences.*



## **SYMPOSIUM PROGRAM - AFTERNOON - 21 APRIL 2021**

- 1.30pm** Swan Valley Wine Region Branding Project - *Garth Cliff, Vino Volta and President of the Swan Valley Winemakers Association*
- 1.50pm** Creating the Swan Valley Story - *Facilitated by Cath Sutherland, Conscious Business*
- 3.00pm** Afternoon tea and networking
- 3.30pm** Building Meaningful Partnerships with International Agents - *Facilitated by Karen Castiglioni, Managing Director DTM Tourism*
- 4.40pm** Insights into our South East Asian Markets - *Carolyn Turnbull, Executive Director, Industry, Aviation and Markets, Tourism Western Australia*
- 5.00pm** Panel discussion (including afternoon speakers) and conclusions, *Chaired by Ryan Mossny*
- 5.15pm** Conference close and acknowledgements - *Ryan Mossny*
- 5.20pm** Conference Sundowner - *with special guest, Hon Alannah MacTiernan MLC, Minister for Regional Development; Agriculture and Food; Hydrogen Energy*
- 7.30pm** Sundowner concludes



*Delegates will walk away inspired to work within their business and collaborate within their region to grow wine and culinary tourism in WA.*



**The Hon Alannah MacTiernan BA LLB BJuris JP MLC, Minister for Regional Development; Agriculture and Food; Hydrogen Energy**

As Minister for Planning and Infrastructure from 2001 to 2008, Ms MacTiernan was responsible for major projects across the State including the Mandurah rail line, the Forrest Highway, the Geraldton port and rail expansion and the Armadale town centre and Champion Lakes developments. In 2011 she was elected Mayor of the City of Vincent and in 2013 was elected as the Member for Perth to the Federal Parliament. After Ms MacTiernan decided not to recontest Perth in 2016, she was invited to re-join WA Labor in the Legislative Council. After being elected in 2017, she was appointed Minister for Regional Development, Agriculture and Food and Minister Assisting the Minister for State Development, Jobs and Trade. The Minister is committed to creating economic opportunity in our regional areas as well as bringing WA's agricultural sector into the 21st century through innovation and a focus on investing in science.



**The Hon William Hodgman, Australian High Commissioner to Singapore**

William Hodgman was announced as Australia's High Commissioner to Singapore in November 2021. Prior to that Mr Hodgman was the Inaugural Chair of Australia's Business Growth Fund. He served in the Parliament of Tasmania from 2002 to 2020, including as the State's 45th Premier from 2014 to 2020. As Premier, Mr Hodgman initiated trade missions to the Indo-Pacific and Europe to promote economic, cultural and social links to Tasmania. He held several Ministerial positions in the Tasmanian Parliament, including Attorney-General, Minister for Justice, Tourism, Hospitality and Events, Trade, Prevention of Family Violence, Advanced Manufacturing and Defence Industries, Parks, Heritage, Sport and Recreation, the Arts and Aboriginal Affairs, and Leader of the Opposition. He practiced law in various roles before entering Parliament.



**Michael Carter - Manager, International Trade & Investment Centre, Chamber of Commerce and Industry WA**

Michael has more than 25 years' experience in international engagement, business development and government liaison, including senior management and marketing roles in the public sector, with the Australian Trade Commission (Austrade), and various private sector international roles in food and agribusiness, road infrastructure, banking and consulting in Australia and the UK. He has helped clients to develop international trade across a range of industry sectors in Western Europe, The Middle East, North America, and Asia. Michael spent as Trade Commissioner to India from 2007 to 2015, as well as a short-term secondment to Malaysia in 2006. Michael is President of the Australia India Business Council (WA Chapter) and Vice Chair of The Asian Business Council of Western Australia Inc.



**Darren Levy - TradeStart Advisor, International Trade & Investment Centre, Chamber of Commerce and Industry WA (CCIWA)**

Darren has over 20 years' commercial experience developing international markets and distribution networks on the ground in more than 30 countries. He has held export, commercial and management roles across technical, manufacturing, IT, mining and NFP community development sectors. He has specific consulting skills in export market entry and sales channel partner development, international marketing, onshore/offshore compliance, international contract management and cross-cultural engagement. As Senior Export Advisor for the Austrade TradeStart program based at the CCIWA, Darren focuses on supporting WA businesses to build their export capability, leveraging a combination of direct technical experience and extensive onshore /offshore government and private networks.



**Warren Barry - Executive Director of Sales, Roolife Group**

Warren has been involved in the digital space for over 20 years and has setup and sold several digital agencies, working with high-profile clients across Australia. Roolife Group is a fully integrated digital marketing and eCommerce partner that helps its clients promote their brand and drive sales in Australia and China. Roolif Group has been engaged by Wines WA to provide solutions and options for wineries to trade and survive through COVID-19 and beyond.



**Peter Why - Business Development China Market Entry, RooLife Group**

Peter has 30 years' international business experience that encompasses new business creation and technology, real estate, renewable energy, waste to energy and agribusiness. His experience includes: partner of an international real estate practice for seven years; President of the International Association of Science Parks with 16 board members and over 400 members representing over 40 countries; Manager of Technology Park, Western Australia, which during Peter's time was ranked in the top 10 technology parks worldwide; Team Leader for the World Bank review of China's National Program for 53 Science & Technology Industrial Parks, the largest ever such review; Member of the advisory committee of the World's largest science park, Zhongguancun, Beijing, P.R. China.



**Dr Stephanie Meek - Edith Cowan University**

Stephanie Meek is a Lecturer in the field of Marketing and Business Research in the School of Business and Law, at Edith Cowan University, Perth, Western Australia. Her teaching areas of expertise include Consumer Behaviour, International Marketing, Retail Marketing, Business Research Practices and Business Analytics. Her research interests include interactive internet-based consumer behaviour, brand engagement and building brand equity in an online environment. Stephanie has comprehensive industry experience in management, marketing, and advertising. Dr Meek received her PhD in Marketing from Edith Cowan University, Perth Western Australia.



**Jeremy Galbreath - Curtin University**

Jeremy Galbreath is a multi-skilled professional with over 25 years' experience in both business and academia. He is a top 2% ranked global scholar for his research proficiency, and has contributed significantly to research in the wine industry. While maintaining an academic post at Curtin University for the past 15 years, more recently Jeremy was appointed as a Director of Ecope International ([www.ecope.com.au](http://www.ecope.com.au)), a start-up company based in Perth with the purpose of exporting wine from Western Australia to Scandinavia.



**Garth Cliff - Vino Volta and Garth - Maker & Doer; President of the Swan Valley Winemakers Association**

Garth has been making wine for almost 20 years across several wine regions in Australia and the USA. He has always observed, questioned, experimented, paid heed to tradition but tried to find better ways to do things. For ten years Garth was based at Houghton Swan Valley and during this time saw a lot of grapes from around the region not reaching their full potential. He has always wanted to focus in on these vineyards, work with the growers and play around with the winemaking to make an array of expressive wines that speak about where they are from. Vino Volta is a new venture where he gets to make exactly the wines that he wants to, hopes that enough people out there like them and hopefully raises the profile of the Swan Valley/Swan District.



**Cath Sutherland - Conscious Business**

Cath Sutherland is a branding expert, professional consultant, facilitator, key-note 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 or entrepreneur. This is your Conscious Business Blueprint – your ultimate guide for everything you do as a business.



## **Karen Castiglioni - Managing Director, DTM Tourism**

Karen leads the DTM team with a practical approach to tourism development through a keen understanding of connecting brand authenticity, storytelling and logistics solutions, to deliver quality tourism experiences. Karen brings sound, critical thinking to developing tailored, development strategies and mentoring programmes for our clients across Australia. In addition to co-developing the Tourism Boost mentoring programme for Tourism Council WA, Karen has developed DTM's bespoke PRIME mentoring programme, currently being delivered in partnership with Australia's Golden Outback and the Victorian Tourism Industry Council.



## **Carolyn Turnbull - Executive Director - Industry, Aviation and Markets Division, Tourism Western Australia**

Carolyn and her team are in charge of implementing Tourism WA's marketing strategy in Australia and our key international markets. This includes working with airlines, wholesalers, retail and online agents, and other key partners to communicate WA's brand messages and increase visitors to WA. The division also looks after aviation development and contracts with WA's five Regional Tourism Organisations, Tourism Council WA and Business Events Perth. Carolyn has more than 20 years of international leadership experience in the tourism and hospitality industry, including senior executive roles with Aman, Hyatt and IHG. Recently she spearheaded the development of the western gateway as Chief Aviation Development Officer at Perth Airport.



## **Ryan Mossny - Chair of FACET**

Ryan Mossny is the 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 2007, he co-founded Two Feet & a Heartbeat and in 2021 launched his newest business venture, Matagarup Zip+Climb that sees guests climb up and over the 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; Winner of WA Business News 40under40 in 2015; and the FACET Golden Guide Winner in 2012. He is on the Board of Visit Mandurah and The Museum of Perth, and is a WA Parks Foundation Ambassador.



## **Dale Tilbrook - owner/operator of Dale Tilbrook Experiences and Maalinup Aboriginal Gallery**

Dale has a wealth of knowledge about Australian native edibles or bushtucker. She will walk you around the South West or Australia with her descriptions and stories about the foods consumed by Aboriginal people, Aboriginal agricultural practices and the Six Seasons. Dale and her brother Lyall are owners of the Maalinup Aboriginal Gallery in the Swan Valley. For more than 20 years this enterprise has been offering bushtucker, authentic Aboriginal art and hand-painted giftware. Dale's family are descendants of the Wardandi Bibbulmun people from the Busselton, Margaret River, Augusta area. Dale has a background in retailing and marketing and a special interest in natural products. She is a Director on the Board of the WA Parks Foundation.

*With thanks to FACET's major partners and sponsors*



Department of Biodiversity,  
Conservation and Attractions



Department of Planning,  
Lands and Heritage



HERITAGE  
COUNCIL