

FACET

FORUM ADVOCATING
CULTURAL AND
ECO-TOURISM

SHARING YOUR STORIES WORKSHOP

Workshop - Monday 31 October 2022 - 9.00am - 6.30pm
Department of Biodiversity, Conservation and Attractions
Kensington, WA

Click on "BOOK NOW" below or book via www.facet.asn.au/events
BOOK NOW

Join FACET for this full-day interactive workshop featuring leading Australian communication, story-telling and interpretation facilitator – John Pastorelli of SToryComms from Sydney. Through the power of storytelling, learn how to extend Western Australia's new brand promise – "Walking On A Dream" into your tourism business, destination, event, or local government area.

Whether you are a tourism business, a local government, an attraction or event manager, or an individual tour guide – this workshop will inspire you and help you create and build your own stories and elevate your communication skills to the next level.

The workshop will lead you through exercises so you can "think like a tourist" at your own destination or tour, and play travel agent for your friends and family. During this process you will gain insights into your key markets, your point of difference, and be able to distill what your business is really about and what you want to be communicating to your guests.

You will also learn communication skills to help you better manage and understand your relationships with people and what matters to these people!



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WORKSHOP PROGRAM MORNING SESSION

ELEMENTS OF STORY - TO HELP DESIGN AND CRAFT YOUR STORIES

- 8.30am Registration opens - coffee and tea on arrival
- 9.00am Welcome and Overview by Workshop MC - *Ryan Mossny, FACET Chair*
- 9.05am Acknowledgement of Country - *Dale Tilbrook, Maalinup Aboriginal Gallery and Dale Tilbrook Experiences*
- 9.15am Introductions - *Ryan Mossny*
- 9.20am Tourism Western Australia's New State Branding - *Walking On A Dream - Angela Raso, Director Brand and Marketing, Tourism Western Australia and Mel Johnson, A/Senior Manager, Domestic and New Zealand Markets, Tourism WA*
- 9.40am Think Like a Tourist and Getting to Know Your Characters - *interactive workshop session facilitated by John Pastorelli, SToryComms and Tabetha Beggs, Little Black Dress Productions*
- 10.30am Morning Tea and Sharing Stories
- 11.00am Crafting a New Guiding Experience Based on "Gritty" Tourism - *Interactive workshop with Erin Clark, Dark Stry and all participants - facilitated by John Pastorelli including Q and A with Tabetha Beggs*
- 11.45am Sharing Aboriginal Stories - *Interactive workshop - facilitated by John Pastorelli and Dale Tilbrook*
- 12.45pm Lunch and Sharing Stories

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WORKSHOP PROGRAM - AFTERNOON SESSION

CRAFTING YOUR OWN STORY

- 1.30pm **Building Your Story Around "Walking On A Dream"** - *interactive workshop session facilitated by John Pastorelli*
- 3.00pm **Afternoon tea and Story Sharing**
- 3.30pm **Elevating Your Communication Skills** - *interactive workshop session facilitated by John Pastorelli*
- 5.00pm **Summary and Wrap-up** - *Ryan Mossny and John Pastorelli*
- 5.15pm **Refreshments and Networking**
- 6.30pm **Workshop Concludes**

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DATE AND TIME

Monday 31 October 2022, 8.30am to 5.00pm followed by networking and complimentary refreshments until 6.30pm.

VENUE

The Atrium area at the Department of Biodiversity, Conservation and Attractions (DBCA) Headquarters, 17 Dick Perry Avenue, Kensington.

COST

- \$176 FACET Members
- \$132 FACET Concession Members
- \$220 Non-Members
- \$231 Non-Members special rate - includes full program plus 12 months' membership**
- \$132 Half-day* - Members
- \$141 Half-day* - Non-Members
- \$88 Full-day Students
- \$120 Special Offer - Members also attending the "Dark Skies and Natural Phenomena Workshop" on 29/11/2022**
- \$150 Non-Members also attending the above event on 29/11/2022**
- \$85 By Zoom - Member
- \$100 By Zoom - Non-Member

Cost includes GST and Eventbrite booking fee

* Includes Morning Tea & Lunch, or Afternoon Tea & Sundowner

PARKING

Available on-site.

BOOKINGS

Register online by Sunday 30 October 2022 or email admin@facet.asn.au for assistance.

IMAGES

Courtesy of: Djurandi Tours; Pemberton Discovery Tours; WAITOC; Tourism Western Australia; Busselton Jetty; Visit Mandurah; and John Pastorelli

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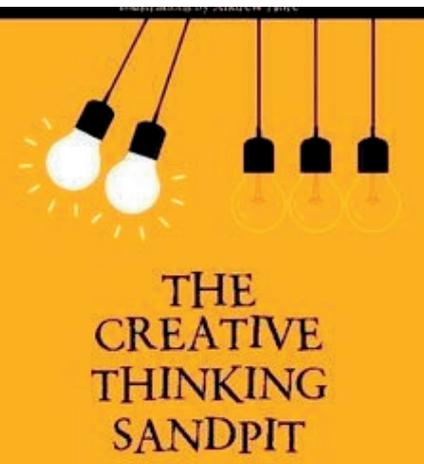


JOHN PASTORELLI

John is the lead character within SToryComms, a business helping to craft those stories that matter to people and place. Before SToryComms, John enjoyed a mix of professional and volunteer experiences with his first paid and unpaid job building and repairing surfboards and pushbikes when he was 14. His first 'career job' was working as a Ranger with the NSW National Parks and Wildlife Service, an opportunity which helped him realise his enthusiasm in advocating for the importance of Australia's natural and cultural heritage. Beyond the shores of Australia, he has experienced the wilds of Alaska with the US Fish and Wildlife Service, worked in the highlands of PNG and helped facilitate workshops with different Māori iwi communities within New Zealand.



He has written 4 books and has received two major awards, one of which was an Equity Achievement Award for his initiatives in developing employment programs for First Nations Peoples and building access opportunities for people from non-English speaking backgrounds. A fond memory was his time as a television presenter on the popular children's show Ridgely Didge where he became known as the 'nerd of things natural'. John has worked on start-up projects with responsibilities for recruiting, training and leading teams - one of these was with the original BridgeClimb experience over the Sydney Harbour Bridge. He has also worked with diverse rural communities throughout Australia, with multinational enterprises and with all levels of Government.



In addition to working with stories John loves the associated worlds of creativity, communication and service-based experiences - and keeping alive what he calls the 'human essence'. He's just as comfortable scratching stories in the sand in remote areas as he is facilitating a corporate workshop ... and loves the back roads of Australia which he loves to explore on his motorbike.

John started SToryComms to help facilitate how we can better manage our relationships between people and what matters to these people. This has led him to develop concepts that include conversational leadership, The Creative Thinking Sandpit and the practices that underpin SToryComms.



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



DALE TILBROOK

Dale Tilbrook is a Wardandi Bibbulmun woman from the South West of Western Australia. She and her brother Lyall own Maalinup Aboriginal Gallery in the Swan Valley and Dale Tilbrook Experiences. Dale has worked in the tourism industry for 25 years and during this time has developed her knowledge of Australian native Edibles or bushtucker. Maalinup is a bush food providore with an extensive range of native foods such as herbs, spices, jams, chutneys, chocolates, and olive oils. Dale Tilbrook Experiences offers a number of Aboriginal cultural experiences.



ANGELA RASO

Angela is the Director of the Brand and Marketing team at Tourism WA. She leads the Western Australia brand and manages the output of the team for all creative and media campaigns for Tourism WA. Before joining Tourism WA, Angela was Sydney-based. Originally from Perth, Angela spent the early days of her career at full service creative agency 303. Angela decided to leave Perth and head east to continue her career at media agencies Mindshare, Ikon and OMD. At OMD Angela was the senior client lead on the Estee Lauder Companies account. Her love and passion for cosmetics then led her to become the National Communications Manager for Clinique Australia. Angela spent three years at ELC before deciding to return home to Perth. Angela has been at Tourism WA in the Marketing team since February 2020 and led the development of the Wonder out Yonder campaign and more recently the Walking On A Dream campaign.



MEL JOHNSON

Mel Johnson is a consumer and trade marketing professional with over 12 years' experience across the tourism, international education, retail, fashion and entertainment sectors. As the A/Senior Manager for Domestic and New Zealand Markets at Tourism WA, Mel oversees the development and delivery of cooperative campaigns with key distribution partners such as airlines, retailers, wholesalers and online travel agents to drive bookings to WA. Prior to this, Mel held the position of Campaign Manager at Tourism WA, where she was responsible for the delivery of consumer campaigns, including creative production and media strategy development, within domestic and international markets.



ERIN CLARK

Erin is a technology commercialisation specialist who is focused at the intersection of strategy, marketing and product development. She has successfully launched multiple new technology-enabled products and services to market across the Asia Pacific region. She is a passionate storyteller, trained journalist and codeless technology specialist. When she's not running Dark Stry, she runs The Exchange Collective, a technology consultancy. Erin has a BA (Media & Communications), Graduate Certificate in IT Project management and a Master of Business Administration. She was a 2020 Women in Technology WA (WITWA) Tech [+] 20 Award Winner, and regularly mentors women and university students looking to grow their careers in non-traditional industries.



TABETHA BEGGS

Tabetha is the former Manager of Partnerships and Industry at Tourism WA, where her role has forged a rounded knowledge of both government and the tourism sector. She led the Our Story: Spirit of Adventure project which took her across the State and resulted in the creation of positioning statements for 31 destinations. This project formed the foundation of what is now WA's new global brand, "Walking on a Dream". Tabetha was the CEO of the Kalamunda Chamber of Commerce and prior to that worked for 12 years in the Marketing division of the City of Perth. Tabetha is a co-opted Board member of FACET as well as a member of the Australia's Golden Outback Board. She is also an author, having several works published and is currently editing one novel and embarking on another. Travel and writing are her passion and she hopes to continue to marry the two together as she continues her journey in the tourism sector. She is the former Chair of both Writing WA and the Katharine Susannah Pritchard Writers Centre in Greenmount.



RYAN MOSSNY

Ryan Mossny is Chair of FACET and 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 2021 Ryan launched his 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 WA Heritage Awards 2018 – Professional Contribution; 2015 Winner of WA Business News 40under40; and 2012 FACET Golden Guide Award winner. He is on the Board of Visit Mandurah and The Museum of Perth, and is a Park Ambassador for the WA Parks Foundation.

