



# FACET

Forum Advocating Cultural &  
Eco-Tourism Inc



# FACET News

Spring 2013 - Volume 18, Issue 2

## 2014 FACET Forums & Events

### Who's Who in Tourism Breakfast

#### Showcase of Excellence

Matilda Bay Restaurant

March 2014, date to be confirmed

*Check our website for updates*

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

to **inspire** and **promote** the responsible community use of Western  
Australia's **cultural** and **natural heritage** through **tourism**

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## Chairperson's Message



Wow! One minute it was January and now I find it is dangerously close to Christmas! My first year as FACET Chair is nearing an end and it feels like it has been a big year. The Culinary Journeys Conference in Manjimup was a great success both at the time and since. We had great numbers and the program really showcased this remarkable region. Our

good friend Danny McCubbin from Jamie Oliver's Good Food Foundation has started posting up videos from the conference on his new Cooking for Good YouTube channel. Rush over and like it today <http://www.youtube.com/user/dmccookingforgood>

I was recently in Manjimup attending the Warren Blackwood Alliance's Tourism Forum where the FACET conference white paper featured heavily.

Mrs Pat Barblett, AM has also been busy with the crew in Mount Magnet where she and Pauline McLeod revisited the work we did through the Mount Magnet conference in 2009. We would like to thank everyone who helps us deliver such great conferences and enable us to continue to make a difference across the tourism industry.

FACET wouldn't be able to continue its work without the support of our partners. In addition to our long-term partners the Department of Parks and Wildlife and Tourism WA we recently welcomed two new supporters the City of Perth and Matilda Bay.

We are excited to announce that our 2014 conference will focus on interpretation and we are hoping to bring some world renowned people to share their experience and expertise with you. 2014 will be the 15th year that the FACET Golden Guide Award has been presented and we will also bring you some of these remarkable people's stories throughout the year and at the conference. Watch this space.

This edition focuses on the Wheatbelt and we have to thank Kylie Whitehead from the Wheatbelt Development Commission for her help and unbounded enthusiasm.

Remember to renew your membership if you haven't already to take advantage of the member discounts.

I look forward to another exciting year and hope to catch up with many of you at our forums and events.

Claire Savage  
Chairperson

## Sue Campbell Tourism WA



Here I am, looking out over the 'Bite' to the Southern Ocean near Eucla at day break on the first of what proved to be a magical seven week camping trip up the centre of Australia and down the west coast.

Three years after this trip and with many other camping holiday adventures under my belt, I am now working at Tourism WA on our State's Caravan and Camping Action Plan (Action Plan). Implementation of the Action Plan over the coming four years received a \$34.42m injection in the recent WA Budget. A feature article in this issue provides detail on initiatives within the Action Plan that will improve supply, quality and promotion of caravan and camping experiences in WA.

I joined FACET in its early days and over the years have participated on and off on the organisation's Executive Committee (currently 'on'). My first involvement with FACET came about when then President, Pat Barblett, AM invited me to join her and Gil Field, DPaW's interpretation guru, to work up criteria for the inaugural FACET Golden Guide Award. Today, this important award is integrated within the State Tourism Awards. I am on the Golden Guide judging panel and continue to be impressed at the passion and professionalism of tour guides in this state who make great experiences truly extraordinary for our visitors.

I made the career transition to Tourism from Community Services in the mid-90's by completing the Cert IV in Tour Guiding at then Central TAFE (under the eagle eye of recently retired industry stalwart, Joan Mulcahy!) and gaining my 'F' class coach licence. This knowledge and skill equipped me to secure work with Once in a Lifetime Tours delivering day tours in and around Perth and then with Australian Pacific Tours delivering extended tours of the state.

Keen to customise the design and delivery of tours for interstate and overseas visitors, I bought in as a partner to the inbound tour operation, Perth and Beyond. The Asian downturn and other small business pressures resulted in the winding up of Perth and Beyond but the experience I gained in product development for the conference and incentives markets proved invaluable.

Tourism in the wider regional development context has been my focus since 1999, working in visitor servicing, product development and destination marketing of the Swan Canning Riverpark, Great Southern, Peel and Eastern Metropolitan regions.

I am passionate about the wonders of our State, feel privileged to work in the tourism industry and to be supporting the education efforts of FACET.



## Wheatbelt Way – Open this Spring!

The Wheatbelt Way self-drive trail leads visitors on an adventurous, interpreted journey through the communities of Dowerin, Wyalkatchem, Koorda, Bencubbin, Beacon, Westonia, Mukinbudin, Nungarin and Trayning, taking in all their natural attractions, history and heritage and offering opportunities to stay and experience the uniqueness of the Wheatbelt.

During the last 18 months, with \$1.35m funding from the Western Australian Government’s Royalties for Regions Country Local Government Fund, eight participating Shires along the drive trail have implemented upgrades, renewed buildings and trail infrastructure and improved tourism facilities and visitor servicing at a total of 45 sites.

Tourism has been identified as a growth industry sector after the Wheatbelt Development Commission’s facilitation process in 2009 and the trail is a priority project for the shires of the North-Eastern Wheatbelt. The trail is further supported by the recommendations of Tourism WA’s development priorities and the regional tourism marketing body, Australia’s Golden Outback.

It is anticipated that in the first full year of operation, the Wheatbelt Way trail will attract 2,000 visitors, expected to stay an average of 1.5 nights, each with associated expenditure of \$94 per night per visitor - all resulting in a direct economic impact of \$282,000. The targeted number of visitors, during its initial five years of operation, is 11,960 resulting in a direct economic impact of over \$2.1 million.

The project is underpinned by local government and community support and, importantly, not only promises economic benefit but also helps sustain the considerable community effort which goes into researching, honouring and protecting the Region’s rich history, heritage and natural features.

The Wheatbelt Way is an amazing self-drive trail. Those taking the adventure get to enjoy country towns like no other - their unique character, people, appearance and architecture can be found nowhere else in the world!

Then there is the countryside and nature itself, where nothing is duplicated - incredible wildflowers, vast, timeless landscapes of bright skies, big horizons and startling starry-nights. It beckons any traveller seeking a relaxed drive, camp out, walk, wander, wonder and connection with nature.

There is a free 50-page, Wheatbelt Way Self-Drive Trail booklet giving information on each of the towns, journey-sections and 24 interpreted sites, as well as two audio CDs with dramatised stories to guide visitors on their journey through the North-Eastern Wheatbelt.

More information about The Wheatbelt Way Self-Drive Trail is available at visitor information centres and on the website [www.wheatbeltway.com.au](http://www.wheatbeltway.com.au)



## Eclectic Art Experience at Naremben’s Community Shed



Margaret Butler

Part of the very culture and nature of the Eastern Wheatbelt is the practice of everyone working together and of co-locating to minimise building and infrastructure burdens.

A definitive example of this, is the Community Shed in Naremben, where the Art and Craft Group, the Men’s Shed, and a talented carpenter creating unique custom-made furniture, are all housed in the one, huge building in the town’s main street.

Margaret Butler, founding member of the Art and Craft Group explains, “the Group formed 30 years ago. We raised money to buy kilns and other equipment, by holding street stalls.”

“We now have a large Art and Craft area and Gallery room that we share with the Men’s Shed. At the back of the building is the Naremben Historical Society’s machinery. Our members meet once a week and hold workshops as needed”.

There are other things which make the Community Shed a must-see experience. One is the fact so much is going on at the one place – painting, glassware, photography, sewing craft, ceramics, men’s shed, carpentry and more. The shared arrangement is just as fortuitous for visitors as it is for the locals.

Tim and Lisa Drag, run their furniture making business, Arcadian Concepts, from the same premises. Starting out four years ago, the name was born from the definition “an imagined place of rural bliss”.

Tim utilises his craft for both art and convention. His custom-made solid-timber furniture pieces, homewares and kitchens turn his display area and workplace into an amazing place to visit.

Recently, Arcadian Concepts was nominated and became a finalist in the Central Wheatbelt Small Business awards in Merredin. They greatly appreciated their nomination and see it as a sign, that their passion and efforts in being a positive contributor to the community are being recognised.

Another reason why the Community Shed is a must visit, is the very nature of the community culture itself, found only in the Eastern Wheatbelt. It is uniquely different to anywhere else in the world and is often expressed in the artwork.

For more information, please contact Arcadian Concepts ([www.arcadianconcepts.com.au](http://www.arcadianconcepts.com.au)) or Margaret Butler, Arts and Craft Group (0429 647 492).



Right: Arcadian Concepts Furniture



## Nulla Nulla Farm Retreat

Coming up with an ingenious idea to make a living off the farm, following a decade of adverse weather patterns, was what faced a Moorine Rock couple, Ron Goodhill and Laura Black, and provided the impetus for starting a farm stay earlier this year.

“Because, really, what do you do when you face the possibility of losing your farm? You have to diversify. Simple,” Ron related.

“So we took off our farming hats, looked around with fresh eyes, put on our tourist caps and realised how much we had to offer.”

On the property already was an old 1960s house next to the three-bedroomed transportable home they were living in. The old house needed a lot of renovation to get it up to standard for a B&B. Time and money were scarce so lateral thinking was again necessary.

“It was simple in the end,” Ron explained. “We just moved out of our home and by giving that a few licks of paint and minor maintenance, the farm stay was ready.”

“We’re now living in the old homestead and slowly renovating it room by room.”

Three ingredients were combined to make Nulla Nulla Farm Retreat a very special place to stay - the outstanding hospitality of the owners, the exquisite bush setting courtesy of Mother Nature, and the three-bedroomed farm house.

Ideally located, the property is close enough to Moorine Rock Hotel on Great Eastern Highway, to enjoy their great nosh-ups and liquid refreshment, and still far enough away (seven kilometres, or four minutes), to be out of earshot of passing traffic.

“We set up a self-catering breakfast arrangement so guests can get up early to go off exploring or lie in as late as they like and listen to the wonderful morning chorus of Magpies, Mudlarks and Butcher birds in particular,” Laura said.

Ron and Laura are mindful of the excitement and joy farms provide for kids, or the child in the adult. There are pet lambs to bottle feed, eggs to collect and rescued wild birds to learn about, combined with details of past and present farming.

“We’ve set up the old shearing shed as a museum to showcase the history of shearing and wool production and there is plenty of old farming machinery and artefacts on display.”

For the visitor, stepping beyond the buildings, opens up a whole new world, again. The farm’s landscape is vast, breathtaking, and with ever changing hues. There are salt lakes, native bush and open paddocks teeming with an enormous variety of bird life.

“This is the environment where you find wedge-tailed eagles circling above, and huge flocks of pink and grey galahs feeding on the freshly seeded paddocks,” Laura said. “Tawny frogmouths (or mopokes) pretend to be broken branches and their colouring makes them hard, but such a delight-filled surprise, to spot in the native trees.”

“On the rain-filled dams, there are Yabbies hiding beneath the surface and beautiful mountain ducks that float on top, and you could drive by along the highway never knowing or dreaming you could be among it all.

“At night, it becomes poetic - the silence peacefully stretches as far as the sky and helps to make the stars, splattered on an inky canvass, extraordinarily close,” she added.



The jewel in the crown though, for Ron and Laura’s Retreat, is 600 acres of ancient granite rock and native bush located within the farm. “We take our visitors up there with a picnic, and they walk over the rock marvelling at the little native trees which somehow manage to germinate and survive in narrow crevices. They look like bonsai – so remarkable!” Ron remarked.

The rock area is a nature-lover’s delight, home to darting lizards and tiny birds, as well as offering up the soothing sound of wind noise through the trees. It seems to beckon the visitor to have to explore the untouched bush.

In Spring, the wildflowers are amazing, from tiny orchids to abundant everlastings on the ground and masses of colour from under-storey to tree-top level. Then, if the visitor is lucky enough, they may encounter one of the many echidnas, mallee fowl or red kangaroos that live there also.

From the top of the rock, the amazing panoramic view is expansive and captivating.

Southern Cross town is only 20 minutes drive away, and includes a first-class museum, good pubs, hotels and much more. Something not well-known is that Paddy Hannan started fossicking for gold in Southern Cross before he headed to Kalgoorlie, and his first-ever Miner’s Right is on display at the local museum.

This Yilgarn area has a rich history of mining and farming and there is plenty of opportunity to explore.

Not so long ago, most families in Perth had relatives who farmed in the Wheatbelt and they would bring the kids out for school holidays. While the habit waned over the last 20 years, it is starting to pick up again, as those children have grown up, become parents and want their kids to enjoy the same wonderment, adventure and awe.

“We offer our guests the opportunity to come out and experience or reconnect with the country and all it has to offer.”

For more information contact: [nullanullaretreat@gmail](mailto:nullanullaretreat@gmail)

## “The Prev” – Kellerberrin

The Prev is one of those rare places where, from the moment you arrive, you have a sense of peace and tranquility. The setting, the building and the Wheatbelt country cordiality, make it a place you will love.

Set on five acres at the foot of Kellerberrin Hill, sits a beautiful and serene Federation style building, simply know as The Prev. It was formerly the Kellerberrin Preventorium, built in 1926. The building has sixteen bedrooms and together with a two bedroom, self contained wheelchair accessible Federation Cottage, enables accommodation for 45 people.

The Prev also boasts a Jarrah deck area, which seats 120 people and looks out onto the majestic Kellerberrin Hill by day and allows an uninterrupted view of the sparkling Milky Way by night. No matter what the season or time of day, The Prev has a space for every visitor to enjoy.

The Deck is an extension off the verandah of the original school Classroom, built as a stand-alone building and used by the Nuns during 1930’s, 40’s and 50’s, marking the importance of education for children while staying at The Prev.

The Prev is the only venue to be found along the Great Eastern Highway between Wooroloo and Kalgoorlie, that can provide accommodation for 45 people, offer flexible catering options and function facilities with a choice of meeting rooms.

“We can tailor food to suit any event or function and the menu is always evolving,” owner Pauline Scot remarked. “We use the best local ingredients available, including fresh in-season produce from our own citrus and stone fruit orchard and herbs and vegies from the extensive kitchen garden.” Icecream made in-house, with flavours determined by the fruits in season and limited only by the imagination, together with dishes inspired by local quandong and acacia seed, are a trademark of the Prev Kitchen.

For more information visit: [www.theprev.com.au](http://www.theprev.com.au)





## Kellerberrin - Picnic Perfect

Pauline and James Scot, owners of The Prev in Kellerberrin have spent 14 years organising thousands of Japanese students on 'farmstay' in the Eastern Wheatbelt.

"Over and over we enjoyed the delight and amazement of the students as they stepped off the coach and encountered the space and vast expanse of the Kellerberrin vista," Pauline said. "The experience we gained, together with the enthusiasm shown by the students and teachers for our experiential tours, has encouraged us to now offer the same opportunities to our current visitor groups."

Pauline and James are also part of a newly formed tourism development group in Kellerberrin, and together they have coined a phrase they feel tells the complete story for the area - "Picnic Perfect". "We have so many fabulous spots in which to picnic, all just waiting to be showcased" Pauline said.

"On the edge of the town, is an amazing granite outcrop known as Kellerberrin Hill, where for years, kids and parents have spent hours exploring and discovering the natural ecology found only in these granite outcrops."

The tour Pauline and James offer also takes in outstanding high ground above Caroline Gap, where the Yilgarn and Lockhart Rivers meet. "You would be astonished to learn how far the water has travelled before it gets to our Shire," Pauline remarked, "and surprised at how old the river channel is and the water's final destination."

It is a short drive to other well-known granite outcrops, including Mt Stirling and Kokerbin Rock. The Kokerbin

Reserve area contains a mini wave rock, dog rock, devils marbles and a historic well, together with interpretive boards, picnic and ablution facilities.

Local Aboriginal, Reynald McIntosh, joins the tour party along the way, explaining the cultural significance of Coffin Rock and Gnamma holes and paintings at Shark's Mouth. Reynald talks about the original Aboriginal reserve and mission, giving an insight into the past as well as the future. Reynald's didgeridoo playing captivates everyone within earshot.

Along the way, visitors also meet and speak with a local farmer on his property, to learn about farming in the region. Here, they marvel at the massive machinery in use, some over 30m wide, experience the lanolin smells of the shearing shed and watch the amazing sheepdogs at work.

Just as it appears the Kellerberrin journey has covered everything, visitors are taken to another world again on "The Garden and Glitz Tour". Local jewellery designer, Christine Chandler, has turned a disused farm house into her Paris-inspired studio, and carried over her creativity to the outdoors, building a Fantasia Garden.

Finally, Pauline and James bring their visitors home for a Sundowner, to watch a sensational sunset from either The Deck of The Prev or Kellerberrin Hill. As Pauline says, "Picnic-Perfect Kellerberrin is a place where visitors find our ordinary, truly EXTRA-ORDINARY".



## Cummins Theatre - A Standout Performance

Cultural changes are afoot in Merredin. Since September 2012, the Cummins Theatre's new Manager, Brendan McCall, has been making significant changes to the venue's programming and cultural offerings, with prodigious results.

"This Theatre is a hidden gem in the Heart of the Wheatbelt," says McCall. "We need to distinguish ourselves as a regional venue, and find fresh ways to connect our community with the arts."

A recent example of his walking the talk is Tino Films, a Scandinavian-Australian film production company which shot Greenfield in Merredin, over three weeks this Winter. Turning the Theatre into their temporary production office, Tino used locations and community members in the movie. The world premiere screening of Greenfield will occur at the Cummins Theatre in 2014, before being distributed domestically and abroad.

In addition, Brendan has initiated projects for the 2013-14 season, including Spare Parts Puppet Theatre, developing a new project, Farm, inspired by interviews and workshops with the local community. Playwright Vivienne Glance's new work, The Botany Play will be developed in Merredin over a three-week residency, and will culminate in a public reading performed by local people; and British playwright Deborah Grimberg will direct her comedy Cycling Past the Matterhorn using regional community members as actors and designers.

"Increasingly, our audiences want to be participants, not just viewers," says McCall. "Creating these residency programs generates substantial contact between our regional community and professional artists from all over Australia, and all over the world."

These changes make good economic sense, too. A typical touring company is in town for less than a day, with the bulk of their time spent in the Theatre preparing for their performance. By contrast, resident artists can interact with the community, add to the local economy and experience the unique cultural and natural assets of the region.

"Residencies are a win-win," says McCall. "We'll continue to program high-quality shows in our seasons, but these new programs will also help us to bridge some crucial gaps between our community and the arts."

McCall's confidence and enthusiasm arise from a lifetime's worth of experience. His career as a director, choreographer, teacher, and arts administrator spans over 27 years, taking him to over 35 countries on five continents.

"Hopefully, people from all over the State can experience the new projects we are offering," says McCall. "There's a lot going on now at the Cummins Theatre that you can't find in Perth, or anywhere else. It's new, fresh, different. The Wheatbelt has its own artistic identity. Isn't that how it should be?"

For more information visit: [www.cumminstheatre.com.au](http://www.cumminstheatre.com.au)





## Cambinata Yabbies - Extravaganza Food Fit For A King

The Nenke family of Kukerin are very excited about their latest tourism project which will provide visitors to Cambinata Yabbies an opportunity to stay on the farm as well as encouraging people to stay longer in the Region.

The Nenke family were successful with a TIRF grant from the Department of Resources, Energy and Tourism to help build a cluster of eight two-bedroom cottages. Built in colonial style, they will overlook the farm paddocks, enabling visitors to immerse themselves in the farm life. The project is due to begin in Spring with the cottages cleverly designed to allow for rental as one or two-bedroom cottages sleeping up to six, or up to sixteen motel-style units with their own en-suites.

The Nenkes recognise the need for quality accommodation to attract more local and overseas visitors, especially the Asian market. They also plan to increase the use of their unique shearing shed function centre at their Cambinata Yabbies site, to attract more corporate, wedding and tour groups.

On 5th October 2013, the Nenke family hosted their 11th Cambinata Extravaganza. The event is held in the “shearing shed” on the century-old farm. This however, is no ordinary shearing shed and no ordinary event.

The venue has been aptly described by journalist Jane Cornes as “a cross between the enchantment of Aladdin’s cave and Crocodile Dundee”. Vintage artefacts hang from the rafters complemented by hand-crafted candelabras and candlelit chandeliers. This - combined with the ivory keys of a grand piano - has led to guests expressing that they experience the ‘wow factor!’



The evening is preceded by a mini expo where diners can meet regional producers and purchase some of the fabulous foods and wines on the menu.

The meal is fit for royalty! This year’s guest chef, Xavier Poupel, of Terroir & Table (who is based in the Great Southern but originally from France), has prepared food for royalty, billionaires, political figures, and celebrities including the Aga Khan, Jacqueline Kennedy-Onassis, Robert Redford and Prince Charles, just to mention a few.

For more information visit:  
[www.cambinatayabbies.com.au](http://www.cambinatayabbies.com.au)

## Walkers Hill Vineyard - *Made by friends, for friends, to be enjoyed with friends.*

‘You can’t grow wine grapes in the Wheatbelt!’ was the comment made to Bill Walker every time he mentioned to anyone that he was going to ‘grow grapes and make wine’.

Being a great wine lover, Bill decided that the patch of clay-over-ironstone in the paddock at the west side of his Lake Grace farm would be the perfect spot to experiment with growing wine grapes ..... and he did.

Fast forward 18 years to 2013, numerous Gold, Silver & Bronze awards later, new owners Jared and Tania Bray and their family are taking the vineyard to the next level, including their own awards.

With their background in tourism, hairdressing, mechanics and carpentry, the Bray family decided to give the vineyard a go, when it was put on the market. They could see huge potential in the business and decided to step out of their comfort zone and take on a new challenge.

When the Brays took over, Walkers Wines consisted of three hectares of vines - one of Chardonnay and two of Shiraz - plus a lovely tasting room/cellar-door, sporting a beautiful wooden bar.

Being only eight kilometres north of Lake Grace - and on the main road between Wave Rock and Albany – they quickly decided it was time to tap into the passing traffic and give locals and tourists alike, a tranquil place to come and enjoy “local produce”.

It’s not just Walkers wine. The Bray family have sourced produce from all over the Eastern Wheatbelt to sell at



their place. They stock food from Cambinata Yabbies in Kukerin, Olives and Olive Oil from Terra Vista Hyden, Sandalwood products from Narembreen, and local woodwork, plus souvenirs and outstanding artworks from Lake Grace artists. At present they are working with the Lake Grace Artist Group to produce sculptures and baskets from their cane prunings.

Recently they opened the ‘Deck’, where people can sit and enjoy a glass of wine, a cheese platter, coffee and cake, and the endless, amazing great outdoors that is the Eastern Wheatbelt. They are also an ‘i’ tourist information point.

Future plans include a function area, plus a moveable gazebo, so they can cater for larger tour groups and meetings, gatherings, weddings, both for locals and for visitors from anywhere in the world. They will also include walk trails through the adjoining reserve, and plan on erecting several gazebos throughout the vineyard and reserve, for people to enjoy a picnic lunch with friends and family.

Throughout their journey, the Bray’s have made many strong business and personal relationships, all with the same interest - tourism and promoting the Eastern Wheatbelt.

For more information contact:  
[walkershillvineyard@yahoo.com](mailto:walkershillvineyard@yahoo.com)





## Barna Mia Nocturnal Animal Sanctuary



The Barna Mia Nocturnal Animal Sanctuary is located in the heart of Dryandra Woodland 180 kms south-east of Perth within the Western Wheatbelt and was named by the local Noongar community. Barna Mia means “Animal Home”.

The Department of Parks and Wildlife built Barna Mia in 2002 to educate, conserve and showcase, in a natural setting, some of Western Australia’s native animals facing extinction. It is a straw-bale building with an appealing architecture representing a ‘burrow’ as you enter.

Many of Western Australia’s native mammals have been lost from their former habitats because of predation by cats and foxes, cleared vegetation and changed fire regimes.

A tour guide takes visitors on a delightful journey through the sanctuary where guests will see at close range, threatened native animals such as bilbies, boodies, quendas, mala (rufous hare-wallabies) and woylies. These five marsupials are breeding in a 4 hectare fenced enclosure that excludes introduced predators.

Barna Mia tours are conducted on Monday, Wednesday, Friday and Saturday with seasonally adjusted start times.

Bookings for this unique tour are essential and can be made by contacting the Department of Parks and Wildlife District Office on 9881 9200.



Department of Parks and Wildlife



*What are you up to?*

*What’s going on?*

*Know something we don’t?*

*Do you have an upcoming event?*

*Remember this is your newsletter.*

Contact Pauline if you have any articles or events that may be of interest to members.

Ph: (08) 94488150

Email: [admin@facet.asn.au](mailto:admin@facet.asn.au)



**Don’t forget!**

For up-to-date information on FACET Activities and Events.

**Visit FACET’s Website**

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

## Get inContact with Heritage Specialists

inContact, a new online directory of heritage specialists, has been launched in WA.

A range of businesses are listed on inContact so finding the right heritage advice has never been easier.

Finding professionals who are experienced in working with heritage places can sometimes be a daunting task for heritage tourism providers, owners and developers. But getting the right advice and professional expertise will ensure that significant heritage aspects of a property are respected and that the building and planning approvals and processes run smoothly.

inContact also has information on adapting heritage places, and practical advice and a checklist to assist people when choosing a heritage specialist.

There are 53 heritage specialists listed on inContact that offer services to the Wheatbelt. This ranges from interpretation specialists, heritage tourism professionals, historians and archaeologists working in the heritage field in Western Australia.

The directory allows businesses to add and manage their own business listing and provides the opportunity to include a general description of their work experience, services they provide, professions employed, qualifications, memberships, and a link to their website, all within a single listing.

inContact was developed by the Heritage Council and the State Heritage Office and is another example of how they assist the custodians of our State’s heritage.

To find the right heritage specialist visit: [incontact@stateheritage.wa.gov.au](mailto:incontact@stateheritage.wa.gov.au)



Newcastle Gaol, Toodyay - 2013 Western Australian Heritage Award winner for outstanding interpretation project that enhances place.

Image supplied by the Heritage Council of WA. © Shire of Toodyay



## New Plan for Perth's Riverscape

Noongar Elders arrived at the Royal Perth Yacht Club on a late February morning for a meeting that will inform the future of the Swan and Canning Riverpark.

The venue overlooks Derbarl Yerrigan/the Swan River and toward the City of Perth skyline. This is a Whadjuk Noongar riverscape and it has continuing spiritual significance to its traditional owners.

The inaugural meeting of the Noongar Advisory Panel (NAP) was a vital element of the National Trust of Australia (WA) project that will deliver the Interpretation Plan for the Swan and Canning Rivers. The NAP was established with the assistance of the South West Aboriginal Land and Sea Council and will work with a dedicated National Trust team this year as it develops a new plan for the Swan and Canning Rivers.

The riverscape is an internationally recognised environment which has sustained the Noongar community for more than 40,000 years and the broader community since settlement.

The site includes more than 200 km of heritage trail that weaves along and beside shoreline of the Rivers Derbarl Yerrigan/Swan River and Djargarro Beelier/Canning River as well as twenty one local government authorities. There are 72.1 square kilometres of public land and adjoining river reserve in the Riverpark which extends from the Fremantle Traffic Bridge to Moondyne Brook, and Helena River from the lower diversion dam; and to the Southern River and Canning River from the Stinton Creek confluence.

The Interpretation Plan for the Swan and Canning Riverpark is a once in a generation opportunity for heritage professionals to make accessible Perth's natural, Aboriginal, and historic values to local and international visitors.

The team comprises Dr Sue Graham Taylor AM, Sue Campbell (FACET Executive Committee Member), Andrew Stumpf, Nicholas Green, Catherine Czerw, Anne Brake and Gina Pickering as project manager and contributor. The project builds on some key ideas and research which have been developed since 2008 and reflect a UNESCO world heritage framework. This work includes the Statement of Significance for the Swan and Canning Rivers and an extensive audit of natural, Aboriginal and historic values associated with the riverscape.

The heritage practitioners will deliver for the first time a comprehensive social audit of the Swan and Canning Riverpark. This component will be a key driver for interpretive approaches and strategies particularly associated with the extensive heritage trail. The Interpretation Plan aims to be a guiding document for the Swan River Trust that will support social, environmental and economic benefits for the entire community and generations to come. It will recommend policies, initiatives and projects that will not only educate the community about the natural and cultural heritage values of this unique and internationally recognised riverscape but lead to a better future for the Riverpark itself.



*Contributed by Gina Pickering  
Communications & Interpretation Officer  
National Trust of Australia (WA)*

## FACET Returns to Mt Magnet

Mount Magnet has taken noteworthy steps forward in tourism since the 2009 FACET Conference, *Outback Tourism – Delivering a Unique Experience*.

One of the major outcomes of the Conference was the Mount Magnet Tourism Framework, prepared by FACET. Many of the objectives contained in the report have been achieved. The Tourism Framework Action Plan focussed on four areas; visitor servicing, industry profitability, community involvement and environmental protection.

The Wirnda Barna Arts Centre is open and operational, a new Visitor Centre has been built and the Mining and Pastoral Museum has been opened. These are just some of the achievements in the past four years.

In some cases different actions have been taken to achieve the objectives identified within the framework but overall the Mount Magnet community are working towards achieving the goals they collectively identified in the framework.

The FACET representatives, Pat Barblett, AM and Pauline McLeod, who travelled to Mount Magnet and undertook this review, believe there is much for FACET to be proud of in sowing the seeds via the 2009 Conference to help grow the community's very special tourism product.

Growth of tourism in the future in Mount Magnet lies within a regional framework; a regional strategy that focuses on marketing the region and developing regional products.

*Contributed by Pauline McLeod*



*The National Trust of Australia (WA) team, Swan River Trust representatives and Noongar Advisory Panel members at the inaugural meeting of the Swan and Canning Rivers Interpretation Plan.  
Photo : S Stahan*

*A Swan River sunset.  
Photo : G Pickering*



## 2013 FACET Conference

Culinary Journeys – All the tourism ingredients

FACET would like to take this opportunity to thank all those who attended and contributed to FACET's 2013 Conference, Culinary Journeys - all the tourism ingredients held in the Southern Forests from 17-20 April 2013.

The four day conference was a great success, culminating with a celebration of regional produce, art and craft and music with the Manjimup Farmers' Market and Community Fair.

The conference attracted around 100 delegates from all over Western Australia, the east coast and abroad. Representation included relevant government bodies, local government authorities, tourism operators, food producers, students and interested community members.

The program included national and international keynote presentations which in turn generated a great deal of media attention, including international coverage on Jamie Oliver's YouTube channel through Danny McCubbin's involvement. With over three million hits per week, this will provide great exposure for the wonderful produce and culinary tourism opportunities of the Southern Forests region.

The program provided an excellent platform to showcase the diversity of the food produced in the region and delegates were treated to a culinary smorgasbord over the 4 days. The field trips also provided delegates with an insight into where their food comes from and first hand experience of the region's wonderful natural and cultural assets, highlighting the tremendous opportunities the region has as a culinary tourism destination.

A major outcome of the conference was the production of a Conference White Paper for the development of culinary tourism opportunities within the region. This was the result of a workshop held on the Friday morning, attended by conference delegates, presenters and relevant community representatives.

If you would like a copy of the white paper, contact Pauline McMullan on 9448 8150 or admin@facet.asn.au

### Testimonials

The FACET conference far exceeded all of my expectations and it reminded me why Australia, and WA in particular, is one of the best places in the world to live. I met some incredible people who are producing top quality wine and food. I was at the conference to speak about Food, Youth and Culture and attended with two young Chefs, Lloyd Hayes, a graduate from Jamie Oliver's Fifteen apprentice program and Lorenzo Milanesi, a graduate from San Patrignano. Both the young Chefs were able to share their experiences with some wonderful young Aboriginal students who attended the conference.

DANNY MCCUBBIN, SAN PATRIGNANO, UK

We live in a period of rapid change and one of the challenges is for all of us to keep up with the ideas and technology that we will need to adopt over the coming months and years. The FACET conference in Manjimup gave the audience an opportunity to listen and share. The conference gave delegates the opportunity to develop take home ideas they could introduce to their own organisation or business. FACET has the advantage of gathering thought leaders from a number of different organisations. The result is that change is part of the agenda.

JOHN STANLEY, THE RETAIL GURU, JOHN STANLEY ASSOCIATES

Thank you for supporting us by creating and providing this unique opportunity for our students to participate in the recent FACET Conference. Our students gained so much from this amazing experience. While we can plan and shape events for our students, we can never predict the full impact and outcomes that occur in individual lives. This event certainly opened up significant changes for all of us. Seeing these students embrace their own cultural identity and sharing their experiences was humbling.

CATH MCDUGALL





## \$34.4 Million for Caravan and Camping in Western Australia

Western Australia's caravan and camping industry has received a significant boost with the State Government committing \$34.4 million over four years to implement the WA Caravan and Camping Action Plan 2013-2018.

Tourism WA CEO Stephanie Buckland said the funding was fantastic news for the industry, and the action plan would help to improve the supply, delivery and promotion of caravan and camping around the State.

"Caravanning and camping accounts for around 14.2 per cent of total trips in WA and is a great way for visitors to experience and explore our extraordinary State," Ms Buckland said.

"The number of people staying in WA's caravan parks and campgrounds continues to grow. Last year, around one million visitors stayed in a caravan park or campground, an increase of 12.6 per cent since 2011.

"The action plan focuses on ways to further improve the experiences West Australians and visitors have, when choosing to embark on caravan or camping holidays in Western Australia."

The implementation of the action plan will be led by State Government agencies including Tourism WA, Department of Parks and Wildlife, Main Roads WA, Department of Regional Development and the Department of Local Government and Communities, in partnership with the tourism industry and local government authorities.

Ms Buckland said the plan would support the growth and viability of the caravan and camping sector and, in turn, contribute to the amenity, capacity and economic prosperity of regional communities throughout the State.

"Some of the recommendations include delivering more commercial caravan parks where they are needed, providing essential infrastructure along major self-drive routes including dump points and 24-hour rest areas as well as opening up caravan and camping opportunities in national parks," she said.

"In addition, Tourism WA will work with industry to establish a training program for caravan park management and staff to encourage enhanced delivery and online marketing of product and services, increase levels of accreditation as well as develop and implement a marketing strategy to promote the State as a preferred caravan and camping destination."

For more information on the WA Caravan and Camping Action Plan 2013-2018 visit:  
[www.tourism.wa.gov.au/caravanandcamping](http://www.tourism.wa.gov.au/caravanandcamping)



## Western Australia's Cruise Industry Continues to Thrive

Western Australia is a desirable and emerging cruise shipping destination and Tourism WA, in collaboration with the Cruise WA Committee, is working to help further grow this important sector.

Tourism WA CEO Stephanie Buckland said cruise shipping was a thriving industry, contributing \$185.7 million to the State's economy in 2011/12, a significant growth of 150 per cent compared to the previous year.

"Cruise shipping is a very important part of WA's tourism industry in terms of boosting the economy, attracting visitors to Western Australia and showcasing our eight extraordinary port destinations," Ms Buckland said.

"Tourism WA, in partnership with the Cruise WA Committee and industry, is proactively pursuing opportunities to capitalise on the growth of the cruise sector through the implementation of the Western Australian Cruise Shipping Strategic Plan 2012-2020.

"The plan focuses on key priority areas such as port infrastructure, shore excursion development, community education and marketing activities to make WA a more attractive cruise destination."

Ms Buckland said the plan had already achieved positive results, with Tourism WA in cooperation with the cruise industry, delivering a series of Cruise Ready workshops for regional communities across the State's port destinations in 2013.

"Tourism WA also partnered with the Australian Tourism Export Council's WA Branch to host the inaugural WA Cruise Exchange in Fremantle in June, which was a great success," she said.

"The Cruise Exchange provided an opportunity for cruise specific inbound tour operators and cruise lines to develop industry relationships, and for Tourism WA to raise the profile of the State as a cruise shipping destination."

The outlook for the State's cruise sector is looking positive, with major cruise lines announcing plans to include Western Australian ports in their itineraries.

Starting in 2013/14, Cruise & Maritime Voyages will home port the Astor cruise ship from Fremantle for three seasons.

P&O Cruises has also announced that it will base the Pacific Jewel in Fremantle for the 2014/15 cruise schedule, which includes 11 visits to Western Australian ports. It will also become the first cruise operator to sail to the Margaret River region in 2015, with passengers having the opportunity to come ashore at the iconic Busselton Jetty to experience some of the region's extraordinary attractions.

For more information on Western Australia's cruise shipping industry, visit:  
[www.tourism.wa.gov.au/cruiseshipping](http://www.tourism.wa.gov.au/cruiseshipping)





## Geotourism and Geoparks

Geotourism is gaining momentum around the world and is the vehicle to foster Geoparks which build regional communities through sustainable tourism development. Three international conferences have been held on geotourism over the past five years. The inaugural conference was initiated and hosted by FACET in 2008 when 220 delegates from 36 countries participated in this landmark conference. Since then two other conferences have been held - in Malaysia (2010) and Oman (2011). Over the same period UNESCO has been fostering geotourism development through its Global Geoparks initiative (<http://unesco.org>) and over the past four years there have been three international conferences held in the Asia Pacific region in Malaysia (2009) and Vietnam (2011). The 3rd Asia-Pacific Geoparks Conference was held on Jeju Island, Korea from 7-13 September 2013 and it attracted 560 delegates from 25 countries.

Jeju Island is a volcanic island, dominated by Mt Halla, a volcano 1,950 metres high. The Island is a stunning tourist destination and it is a Biosphere Reserve, World Heritage Site, and a Global Geopark. Taken all together the three designations are marketed as a UNESCO Triple Crown and in 2011 it was designated one of the 'New7Wonders of Nature'. The conference comprised five concurrent streams and I convened a stream on Geotourism and it was interesting for me to note how far Geotourism has progressed in the past five years since FACET held the first conference on the topic.

In parallel to the Conference was a Geopark Fair comprising exhibits which showcased Geoparks from many countries. The conference also included a full day field excursion to four major tourism sites on the island – two geological and two cultural. The geological attractions included a Lava Cave and a sensational volcanic crater. The two cultural attractions visited included a museum which celebrates the island's famous women divers' culture, and a Stone Culture Park, pivotal to the history and culture of Jeju Island

The conference made many advances in the advancement of Geoparks in the Asia Pacific Region with key outcomes noting the phenomenal growth of geoparks around the world, the strong network of geoparks within and between nations, the role of geoparks in conserving unique geological features and geodiversity, the rise of geotourism as a tool for sustainable development, and the role of local communities in determining their own economic futures through the development of geoparks.



*Professor Nickolas Zouros (Greece), Bureau Member, Global Geoparks Network, giving a keynote address on UNESCO and the Global Geoparks Network.*

The 6th International UNESCO Conference on Global Geoparks will be held in Stonehammer Global Geopark, Saint John, New Brunswick, Canada from 19-22 September 2014 ([www.geoparks2014.com](http://www.geoparks2014.com)) and the 4th Asia Pacific Geoparks Conference will be held in San'in Kaigan Global Geopark, Japan in 2015 (<http://sanin-geo.jp>).

Australia still has only one geopark, Kanawinka, which is in both South Australia and Victoria. However, geotourism and geoparks are being advanced in the country and Western Australia is well placed to establish geoparks, especially in places like the Mid West. The geopark concept is being adopted rapidly around the world and there are now 100 Global Geoparks in 29 countries and many more national geoparks like Kanawinka. Geoparks are areas of regional sustainable development based on outstanding geological heritage. The concept adopts a three-pronged development approach combining conservation, education and geotourism. Through global networking, these important national geological sites gain worldwide recognition and profit from the exchange of knowledge, expertise and experience. The time has come for us to look at this concept more closely and to recognise that geopark development is in no way related to national parks, but instead is an excellent vehicle for fostering regional community development based on geological tourism.

*Contributed by Ross Dowling OAM*

## FACET Welcomes New Sponsor



### Message from the Lord Mayor, City of Perth

Championing this amazing city Perth is something I am incredibly passionate about.

The City of Perth is very active in the tourism space and is committed to ensuring that our city is welcoming, engaging and a 'must' destination for both domestic and international visitors.

The City of Perth is always looking to support tourism and has a strong working relationship with FACET. Recently, the City of Perth approved sponsorship to assist FACET to present its 2013/2014 events program.

As a capital city authority we have a responsibility to the city, but also to Western Australia.

For those flying into Western Australia, first impressions are forged here in the Perth, metropolitan area so what we do as the capital city local authority is really important to the rest of the state. First impressions count and at the City of Perth we are working really hard to make sure visitors to Perth have only positive things to convey to friends and family about their time here.

Recently the City of Perth endorsed a new long term direction Vision 2029+. This document, along with our Economic Development Strategy, contains key tourism outcomes.

Further to this, the City has initiated the development of a Tourism Strategy, which will focus in on this growing and vital industry. The strategy will be developed with consideration for the strategic directions of major industry bodies and will be developed in close consultation with industry organisations.

The Tourism Strategy will define the City of Perth's roles within the context of the State's tourism industry, providing direction and reasoning for future activities undertaken by the City of Perth. Most importantly it will become the mechanism by which the City can achieve desired outcomes and prioritise its activities and resources.

As a capital city authority the City of Perth has a responsibility to represent the state in a manner that encourages tourists to come here – but more importantly we are working to entice them to stay here for as long as possible. Put simply, Perth is not a day trip. Perth as a city has many different precincts and areas that are 'must see' destinations. At the City of Perth we want people to experience Perth and its surrounds.

The majority of tourists base themselves in the city for a significant portion of their stay and we want them to enjoy the city's vitality and the state's regional charm.

The City is working across a number of channels to promote Perth as a tourism destination. We are committed to showcasing Perth to local, interstate and international tourists.

As the capital city we take our responsibility to provide every visitor to Perth with a positive first impression and a memorable experience very seriously.

*The Right Honourable the Lord Mayor  
Ms Lisa-M. Scaffidi*



CITY of PERTH





## Teele Worrell BSc (Hons)



Growing up in Albany, WA, I was always outside enjoying the beaches and national parks, developing a deep appreciation for the natural environment. Spending 9 months overseas in Europe and Great Britain when I was seventeen ignited my interest in tourism.

Combining these interests, I started at Murdoch University in 2006, studying a double major in Ecotourism and Conservation and Wildlife Biology.

Fascination of the relationship between tourists and Australia's natural areas, how they viewed it, used it and what they valued about their experiences, led to me completing my honours in Conservation and Wildlife Biology in 2012. I investigated how tourism impacted on the Rottne Island quokka and was awarded a first class mark.

My thesis "Are you looking at me? Tourism's effects on animal behaviour: A Rottne Island case study" focused on three different aspects.

- How tourists behaved with and around quokkas,
- The reaction to human approach from quokkas in both tourist and non-tourist areas and,
- Differences in behaviour by quokkas in either tourist or non-tourist areas.

I found that quokkas reacted warily to loud noises and touching during interactions with tourists, exhibited different responses to human approach and displayed different behaviour patterns depending on whether or not they were located in tourist or non-tourist areas. In response to these findings, I created recommendations to help reduce any negative impacts on the quokkas that may result from tourism. Behavioural guidelines were also generated to help inform and educate tourists on the possible impacts that could stem from their behaviour on the island or while they were interacting with quokkas.

During my final honours year I was able to travel to two conferences, Wildlife Tourism Australia's 3rd National Wildlife Tourism Workshop at the Currumbin Wildlife

Sanctuary and the Australasian Wildlife Management Society annual conference in Adelaide, where I presented my honours results.

At the National Wildlife Tourism Workshop I met Angus Robinson, as part of his mentoring role he introduced me to FACET. For me FACET has become an invaluable avenue for networking and keeping abreast of industry news and events.

Now living with my husband and two sons in Serpentine, Perth, I am still interested in increasing sustainable tourism in Australia's natural areas. In the future I would like to further investigate how tourists use an area, what can be done to minimise negative impacts on the natural environment, while improving the quality of their experiences and increasing educational opportunities through ecotourism and interpretation. Ultimately I would like to be involved in advocating the unique nature of the Australian natural environment.

Now that I have finished my studies I am keen to gain practical experience in the work force.

If anyone is interested in my research or knows of any:

- work experience
- volunteering or
- vacancies

please feel free to contact me at  
[worrell.teele@gmail.com](mailto:worrell.teele@gmail.com)

### AUSTRALIAN REGIONAL TOURISM NETWORK 2013 Emerging Opportunities 21-25 October 2013, Margaret River

For more information visit:  
[www.regionaltourism.com.au/Convention](http://www.regionaltourism.com.au/Convention)

### OPEN HOUSE PERTH 2 - 3 November 2013

For more information visit:  
[www.openhouseperth.net](http://www.openhouseperth.net)

### PERTH HERITAGE DAYS 16 - 17 November 2013

For more information visit:  
[heritageperth.com.au/make-history/about-us/projects/heritage-perth-heritage-days](http://heritageperth.com.au/make-history/about-us/projects/heritage-perth-heritage-days)

### INTERPRETATION AUSTRALIA Masters Workshop 21 November 2013, Sydney

For more information visit:  
[www.interpretationaustralia.asn.au](http://www.interpretationaustralia.asn.au)

### WORLD PARKS CONGRESS Parks, People, Planet: Inspiring Solutions 12-14 November 2014, Sydney

For more information visit:  
[www.iucn.org/about/work/programmes/gpap\\_home/gpap\\_events/gpap\\_wpc](http://www.iucn.org/about/work/programmes/gpap_home/gpap_events/gpap_wpc)

### INTERNATIONAL TOURISM STUDIES ASSOCIATION 5th Biennial Conference International Perspectives on Nature Based Tourism 26-29 November 2014, Perth

For more information visit:  
[intl tourismstudies.com/news/](http://intl tourismstudies.com/news/)

## A Big Welcome to New Members

Audrey Bell	Shire of Toodyay
Prof. Janet Bornman	Curtin Business School
Natalie Bye	Tourism Consultant
Jasmine Denny	Notre Dame University
Adam D'Souza	Australian Pinnacle Tours
Brendan Eblen	Wedge Tail Tours
Patricia Gamero	Perth Tours WA
Melissa Green	
Amberlee Hong	Fremantle Prison
Val Humphrey	
Christina Ing	
Andrei Koeppen	Shire of Boddington
Angela Lee	
Jurek Leon	Terrific Trading
Alice McCormack	Saferight Training Academy
Sylvia Mills	Country Escapes in WA Tours
Brendan Murphy	Chef Explorer
Chris O'Hare	Top Drop Tours
Leo Smith	Central Institute of Technology
Graeme Skeggs	Captain Cook Cruises
John & Linda Stanley	John Stanley & Associates
Holly Winkle	





# FACET

Forum Advocating Cultural  
& Eco-Tourism Inc.

PO Box 342, North Beach WA 6920

Tel: (08) 9448 8150

Email: [admin@facet.asn.au](mailto:admin@facet.asn.au)

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

## OUR OBJECTIVES

**TO** promote within the community the sustainability and careful management of Western Australia's cultural and ecological resources for tourism

**TO** provide community forums for the discussion of issues regarding cultural and eco tourism and the appropriate models of activity for Western Australia

**TO** encourage the tourism industry to provide for the community, an authentic cultural and eco tourism experience and to foster understanding and appreciation of that experience through appropriate interpretation

**TO** advocate and to influence government, industry and the public to achieve professional, well managed, ethical conduct in the industry

**TO** assist in the development of professional information sharing and networking between interested parties within the tourism industry

## Executive

### Chairperson

Claire Savage

Tel: (08) 9246 5457

Email: [claire@savagelycreative.com.au](mailto:claire@savagelycreative.com.au)

### Deputy Chairperson

Colin Ingram

Tel: (08) 9219 9938

Email: [colin.ingram@dpaw.wa.gov.au](mailto:colin.ingram@dpaw.wa.gov.au)

### Executive Officer

Pauline McMullan

Tel/Fax: (08) 9448 8150

Email: [admin@facet.asn.au](mailto:admin@facet.asn.au)

## Committee

Pat Barblett AM, Sue Campbell, Steve Crawford, Wendy Dowling, Peter French, Brooke Gregory, Shannon Hassell, Diane Lee, Peta McAuliffe, Chris Pye, Samantha Robshaw, Tracy Shea and Amanda Smith

### FACET MEMBERSHIP APPLICATION

Membership entitles you to FACET's newsletter, notice of events and discounts to FACET conferences and forums, as well as excellent networking opportunities. Guest speakers at meetings will keep you up to date with what is happening in the field of cultural and ecotourism in Western Australia and further afield.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Tick this box if you wish to receive communication (e.g. newsletter, forum notices) by email

Please nominate three key areas of interest/expertise:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

#### Membership Categories

Standard \$66

Full-time Student/Unwaged \$33

Includes GST - ABN 65 924 883 562

Return to: **FACET Inc. PO Box 342, NORTH BEACH WA 6920**



FACET would like to thank its partners, the Department of Parks and Wildlife and Tourism WA, for their continued support.

