

# 2024 TOURISM CONFERENCE

## EMPOWERING REGIONAL TOURISM



**SOUTHERN  
FORESTS  
&  
VALLEYS**  
*Western Australia*

# TOURISM CONFERENCE

*Empowering Regional Tourism*

## VENUE

Nannup Recreation Centre  
Warren Rd, Nannup WA 6275

## DATE

Tuesday, 23 July, 2024

## TIME

9:00 am - 4:00pm

## SUNDOWNER

5:00pm - 7.00pm  
Nannup Recreation Centre

Supported by:



# CONFERENCE SCHEDULE

9am: Registrations and morning tea

9.30am: Welcome

9.40am: Southern Forests & Valleys & State Tourism update

10am: Key note speakers

- Trails Tourism
- Wellness Tourism

10.40am: Minister for Tourism, represented by Jane Kelsbie

11am: Breakout sessions

- Accessible Tourism
- Agritourism Opportunities
- Developing a Trade Ready Product

12noon: Networking lunch

1pm: Breakout sessions

- Trails Tourism
- Using social media to sell your story
- Sustainable Tourism Practices

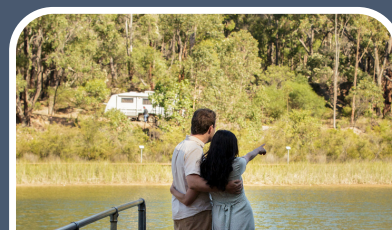
2.15pm: Key note speakers

- Karri Karrak
- Collectively Marketing Our Region as a Tourism Destination

2.50pm: Panel Session: Empowering Regional Tourism

3.50pm: Close of conference

5pm: Sundowner



# MAIN STAGE SPEAKERS



## Kristy Bailey

Collectively marketing our region as a tourism destination

Join Kristy Bailey, a seasoned expert with over 20 years of experience in tourism strategic marketing, communications, PR, and business management. As the Founder and Director of One Eighty Marketing and Swan River Seaplanes, Kristy is at the forefront of driving WA's tourism sector. Embark on a journey to collectively market our region as a premier tourism destination and explore innovative strategies to showcase the diverse attractions and experiences our region has to offer.

## Catrin Allsop & Lisa Spencer

Wellness Tourism: Australia's South West

Join Catrin & Lisa as they unveil ASW's regional Wellness Tourism Strategy. Discover the future roadmap and delve into how our region can harness opportunities within the wellness tourism trend and explore the path towards fostering holistic well-being experiences for travellers seeking rejuvenation and enrichment.



## Dr Lenore Lyons

Trails Tourism: Opportunities to develop new products and experiences

Lenore brings a wealth of expertise from her career in the not-for-profit, private, and public sectors, specialising in strategic planning and business development. Lenore serves as a consultant, empowering tourism businesses and destination marketing organisations to build capacity of nature-based, trails, and adventure tourism. Join Lenore as she shares insights and strategies to enhance capacity and foster growth within this dynamic sector.

## Tahn Donovan

Karri Karrak Association, Hosted by Tourism WA

Tahn guides us through the South West Native Title Settlement and the six individual Indigenous Land Use Agreements. As the regional corporation representing the South West Boorjara region within this framework, Karri Karrak Aboriginal Corporation plays a pivotal role. Discover how collaborative efforts can uphold and celebrate the rich heritage and culture of our region and explore ways to support the culture and heritage of our region.



# BREAKOUT SESSIONS: AM



## Accessible Tourism

**Tracy Lindsey, Off the Beaten Track WA**

Tracy's thirst for adventure and hiking combined with an entrepreneurial spirit resulted in her founding Off The Beaten Track WA in 2017. Tracy's specialty lies in making trails and adventure more accessible and inclusive. In 2022 she launched Hike-Ability; a 1:1 program that uses hiking movement and nature connection as therapy or rehabilitation. Through hiking and trails, Tracy and her team are improving the lives of West Australian's living with a disability, one step and one adventure at a time. Join Tracey to explore trailblazing initiatives, inspiring accessibility, and fostering empowerment through outdoor exploration.



## Agritourism Opportunities

**Kate Frost, Southern Forests Chocolate Company**

With nearly three decades in the Travel Industry, Kate's learned the value of customer relations and teamwork. When the pandemic struck, her family pivoted to their true passion - chocolate! They swiftly transformed a building on their property into a shop, embracing the mantra of saying "YES!". Their commitment to sourcing the finest local ingredients from the region and their garden, ensures quality and support for local producers. Join Kate and explore building an Agri-tourism brand, harnessing local products, and optimising local distribution.



## Developing Trade Ready Products

**Natasha Seymour: Ampersand Estates and Rainfall Distillery**

A marriage of luxury and unrivalled natural beauty in Western Australia's Pemberton region, Ampersand Estates is a reimagining of the area's oldest winery. Join us to delve into Ampersand's experience of Tourism WA's Trade Ready Introduction Program, a trade engagement program developed to assist trade-ready operators to expand their business in the interstate and international markets. Hear firsthand their inspiring story and unlock insights to elevate your own ventures.

# BREAKOUT SESSIONS: PM



## Trails Tourism

**Lenore Lyons: Hosted by Tourism WA**

Dive into the world of trail tourism opportunities within the Southern Forests & Valleys region and unlock the potential for developing innovative products and experiences. Lenore is an expert at empowering tourism businesses and destination marketing organizations to elevate their offerings in nature-based, trails, and adventure tourism. Join Lenore as she shares invaluable insights and strategies to enhance capacity and drive growth for trails tourism.

---



## Sustainable Tourism Practices

**John Stanley, Chestnut Brae Farm**

Join renowned expert John Stanley for an enlightening workshop on Sustainable Tourism Practices. John brings unparalleled insights into the integration of sustainability principles across tourism operations. Discover innovative strategies to minimise environmental impact while maximizing community engagement and economic viability. Gain valuable knowledge on eco-friendly initiatives and community-based projects, ensuring a brighter, more sustainable future for tourism. Don't miss this opportunity to learn from a leading authority and pioneer in sustainable tourism practices.

---



## Using Social Media For Your Story

**Madi Arnold, Lumenesse & Co: Hosted by ASW**

Madi is a strategic marketer with over 15 years' experience working across a range of global brands such as Nike, Tourism Australia, Land Rover and more. With a foundation in some of the world's largest advertising, PR, events and media agencies, Madi has extensive knowledge of the marketing industry and has led the delivery of numerous consumer and B2B campaigns. She is excited to bring this experience to Lumenesse & Co, a new tourism support service delivered by Australia's South West.

The background image shows a stone building with a red corrugated metal roof. A chimney with two pots is visible on the roof. The building has a window and a door. In the foreground, there is a garden with many tulips in shades of orange, yellow, and white. A stone wall is visible in the lower part of the image. The entire scene is framed by a thick orange border.

*Book Tickets*

**HERE**

[www.wbac.net.au](http://www.wbac.net.au)

Conference \$25 +GST

Sundowner \$15 +GST



# SOUTHERN FORESTS & VALLEYS

*Western Australia*

The Southern Forests & Valleys region is a hidden gem waiting to be discovered. Located in the heart of Australia's South West, the region stretches from Balingup to Walpole, Nannup to Boyup Brook and encompasses Bridgetown, Pemberton, Greenbushes, Manjimup and Northcliffe.

The Southern Forests & Valleys region is undiscovered. We have unique nature and amazing adventure, we have an abundance of art, heritage and culture and we are the food bowl of the South West.

Our region is home to some of the most beautiful natural landscapes and charming small towns.

Our region is a world away from the everyday.

---

[tourism@wbac.net.au](mailto:tourism@wbac.net.au)

[www.southernforestsandvalleys.com](http://www.southernforestsandvalleys.com)