

Workshop

Wednesday, 5 April, 2017, Matilda Bay on the River
3 Hackett Drive, Crawley
9.00-5.00pm – Workshop 5.00-6.00pm - Networking



FACET
Forum Advocating Cultural &
Eco-Tourism Inc

www.facet.asn.au

Giving Back: Tourism's Social Entrepreneurship

Social entrepreneurship occurs when businesses develop, fund and implement innovative solutions to social, cultural, or environmental issues. Where conventional businesses are established largely to generate profits, social entrepreneurship focuses on sustainable goals with contributions to conservation and the communities, in areas such as poverty alleviation, health care and community development.



Whilst many tourism businesses donate goods and/or services to local causes, few actually take it to the next level and engage with local communities to make a real difference. Two world class experts in **Tourism's Giving Back** are Amy Carter-James and Albert Teo. Both presenters have contributed to 'Social Entrepreneurship and Tourism' published in 2017. The book explores the links between the rapidly growing phenomenon of social entrepreneurship and the international tourism and hospitality industry.



Amy Carter-James is the Co-Founder of Guludo Beach Lodge, Mozambique. Amy has been internationally recognised as a leading social entrepreneur finding innovative, grass-root solutions to lift vulnerable children and their families out of poverty. Amy combined her passion for relieving poverty and conservation in the creation of Guludo in 2002. Through the development of a boutique eco-resort and the Nema charitable foundation, Guludo continues to relieve poverty to over 24,000 people living in rural Mozambique. Guludo has become a leader in responsible tourism and has received a plethora of personal and professional international awards. Amy has also founded Thin Cats Thinking assisting other hotels and resorts around the world to work more efficiently with local communities to maximise their positive impact.



Albert Teo is the Founder of Borneo Eco Tours and Sukau Rainforest Lodge, Malaysia. Both companies, have won numerous international ecotourism awards. In 1996 Albert founded the non-profit organisation Borneo Ecotourism Solutions and Technologies (BEST) Society. The Society was founded to address community issues and alleviate poverty through capacity building, and to make this world a greener place through sustainable environmental projects. In 2014 BEST Society won the prestigious United Nations World Tourism Organisation (UNWTO) Ulysses Award for its Social Entrepreneurship contribution.

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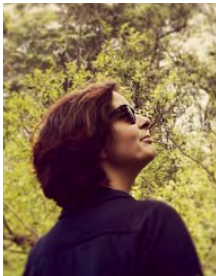
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Giving Back: Tourism's Social Entrepreneurship Western Australian Case Studies



Gene Hardy is a Managing Director of Cape to Cape Explorer Tours, an award winning company that specialises in providing memorable experiences on WA's premier coastal Cape to Cape Track. They offer a holiday experience that makes a positive impact on the natural environment and their community. They work with private groups and individuals, domestic and international schools, corporate groups, local governments and sporting clubs.



Toni Dearle, Owner/Operator of Pemberton Discovery Tours & WA Wilderness delivers ecotourism adventures showcasing the diversity of the Southern Forests, landlocked Yeagarup Dunes and first class camping sites whilst educating people about their holiday impacts and delivering a positive memorable interpretative experience to visitors. They involve their clients in environmental monitoring, rehabilitation and clean-ups.



Gary Muir, Owner/Operator of WOW Wilderness EcoCruises delivers interpretative tours on the Walpole and Nornalup Inlets Marine Park into the heart of the Walpole Wilderness raising awareness through ecotourism of our 'Nature, Culture and Future'. In addition to the cruises, WOW Wilderness set up WOW Wilderness "ECO" model to implement projects that invest back into the Environment, Community and the Globe. Projects include the UR Walpole EcoEducation Program and contributing to Project Dieback.



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Giving Back: Tourism's Social Entrepreneurship

9.00 – 9.30

Registration & Coffee

9.30 Welcome & Overview of Workshop
Professor Ross Dowling OAM, Past Chair, FACET

Local Perspectives

9.40 Gene Hardy – Cape to Cape Explorer Tours
10.00 Toni Dearle – Pemberton Discovery Tours & WA Wilderness Glamping
10.20 Gary Muir – WOW Wilderness EcoCruises & WOW Wilderness “ECO”
10.40 Q & A session

11.00 – 11.45

Morning Tea

International Perspectives

11.45 Albert Teo – Borneo Eco Tours & Borneo Ecotourism Solutions and Technologies [BEST] Malaysia
12.30 Amy Carter-James – Guludo Beach lodge and Nema Foundation, Mozambique

1.15

Lunch

2.15 **Workshop Discussion – Albert Teo & Amy Carter-James**

2.45 **Q & A session - All Presenters**

3.15

Afternoon Tea

4.00 Plenary Session

4.30 Conclusion

5.00 - 6.00

Networking & Refreshments

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FACET

Forum Advancing Cultural & Eco-Tourism Inc

Delegate Information

Full Name: _____

Organisation: _____

Address: _____

Postcode: _____

Email: _____

Phone: _____ Special needs _____

Payment Details

TAX INVOICE: ABN 65 924 883 562 Fees include 10% GST

FACET Members\$220

Non Members\$260

FACET Student/Unwaged Members. \$150

Non Member Students / Unwaged.....\$200

FACET Membership: Join FACET and take advantage of conference discounts.

FACET Membership Std \$99

Student/Unwaged \$55

Payment Summary:

Workshop Registration. \$ _____

FACET Membership.\$ _____

TOTAL \$ _____

Email registration form to: admin@facet.asn.au Or register online at: www.facet.asn.au/events.aspx

EFT Details: BSB: 306 051 Acc: 4163306 Ref: Name

Cheques payable to FACET

Credit Card Mastercard Visa

PO Box 342, NORTH BEACH. 6920

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