

# FACET

FORUM ADVOCATING  
CULTURAL AND  
ECO-TOURISM

## A COLLABORATIVE APPROACH TO DESTINATION DEVELOPMENT & MARKETING

Friday 9 November 2018  
7.15 for 7.30am start - 9.00am  
The Old Brewery

Perth and its surrounds are the gateway to Western Australia.

Hear from Destination Perth and the local governments of Perth, Fremantle and Armadale, about their individual approaches to collaborate within their region to develop visitor experiences, create an exciting brand and sell the message.



DESTINATION **Perth**

CITY OF  **Armadale**



City of Perth

City of  **Fremantle**

BOOK NOW

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



## **TRACEY CINAVAS-PROSSER**

Chief Executive Officer, Destination Perth

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Tracey will provide an overview of the challenges and opportunities for the Perth Region Tourism Organisation in marketing six precincts and forty three local government associations. She will outline Destination Perth's collaborative approach to destination marketing.



## **SUZY PARRAVICINI**

Tourism Coordinator, Economic Development, City of Armadale

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Suzy will share insights into the City of Armadale's use of destination marketing principles together with building collaborative relationships, is changing the face of Armadale as a tourism destination.



## **JOHN FISH**

Economic Development Principal, City of Perth

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John will introduce the four teams within the Economic Development & Activation Directorate of the City of Perth. They include Economic Development, Business Support & Sponsorship, Marketing & Activation and Arts, Culture & Heritage. He will outline the City's relationship with their stakeholders and explain how they support them to promote Perth as a destination.



## **MATT HAMMOND**

Manager, Economic Development & Marketing, City of Fremantle

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The City of Fremantle convened a Destination and Marketing Working Group, comprising representatives of the local business community, to develop a new destination marketing strategy. Matt will discuss the challenges and opportunities for Fremantle as a tourist destination and a regional hub.

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



## DATE AND TIME

Friday 9 November 2018  
7.15 for 7.30am start - 9.00am

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## VENUE

The Old Brewery  
173 Mounts Bay Road, Perth

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## COST

\$55 FACET members  
\$40 FACET concession members  
\$65 Non-members  
\$50 Non-member concession

Includes cooked breakfast and free parking under the building.

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## PARKING

Take a parking ticket when entering the carpark. You will then be issued with a voucher at the breakfast. Insert this with your parking ticket to cancel the fee.

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## BOOKINGS

Register online by Friday 2 November or email [admin@facet.asn.au](mailto:admin@facet.asn.au)

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## IMAGES

National Hotel - Fremantle Tourism Association  
Raeburn Orchard - Cathy Britton Photography

*With thanks to our sponsors and partners*



Department of Biodiversity,  
Conservation and Attractions



City of Perth





## REGISTRATION FORM

*Registration also available at [www.facet.asn.au](http://www.facet.asn.au)*

### CONTACT DETAILS

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### PAYMENT DETAILS

This is a TAX INVOICE, please retain for TAX purposes. ABN 65 924 883 562  
Fees include 10% GST.

\$55 FACET Members

\$65 Non-Members

\$40 Members Student/Unwaged

\$50 Non-Members Students/Unwaged

EFT    Mastercard    Visa

Card Number                    

Name on Card \_\_\_\_\_ Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_

*EFT Details: BSB 306 051, Account Number 4163306. Quote your name as reference.*

*Join FACET and connect with a diverse range of people who are passionate about sustainable cultural, nature-based and heritage tourism in Western Australia.*