

2023 TOURISM CONFERENCE

4th & 5th April

Workshops & Training
30th March - 5th April 2023
Red Earth Arts Precinct Karratha WA

www.destinationpilbara.com.au

'Connecting a Prosperous
Pilbara Visitor Economy'



WORKSHOPS

30 - 31 MARCH

Tour Guide Training
ROEBOURNE

Russell Boswell
Savannah Guides
8:30am - 4:00pm

03 APRIL

EcoGuide Accreditation
(Experienced Guides)
KARRATHA

Russell Boswell
Savannah Guides
8:00am - 12:30pm

Social Media Marketing
KARRATHA

Jessica Cartwright
Big Head Digital
9:00am - 4:00pm

Astro Guiding Workshop
KARRATHA

Carol Redford
Astrotourism WA

1:00pm - 9:00pm

WARLU WAY TOURISM CONFERENCE

04 APRIL

8:30 am - 12:15pm
Plenary Session

- **Welcome to Country**
- **Barry Harrison** Chair Pilbara Tourism Association
- **Hon Roger Cook MLA** Deputy Premier; Minister for State Development, Jobs and Trade; Hydrogen Industry; Tourism; Science
- **Mayor Peter Long** 'City of Karratha's commitment to tourism development'
- **Australian Government Rep**
- **Tarsh Mahar** CEO Australia's North West Tourism 'Pilbara Tourism Marketing Outlook'
- **Melissa Forbes** Executive Director Marketing Tourism WA - 'Leveraging Walking on a Dream branding and marketing'
- **Matt Lang** **Keynote speaker:** COO of G'day Group 'Diversifying your brand and product to create new markets'

12:15pm - 1:00pm
Networking Lunch

04 APRIL

1.00pm - 5.00pm
Breakout sessions

STREAM 1: VISITOR EXPERIENCE

'Crafting an engaging interpretive story'

Russell Boswell, Savannah Guides
'Harnessing the power of Social Media'

Jessica Cartwright, Big Head Digital
'Let's get the show on the road'
WAITOC, Tourism WA, PDC, PTA, KDCCI, & Business Local

STREAM 2: VISITOR SERVICES

'Emerging trends in visitor servicing'

Linda Tillman, Tilma Group

'Dark Skies and Natural Phenomena as niche market tourism'

Carol Redford, Astrotourism WA

'Benefits of Regional events'

Linda Tillman, Tilma Group

5:30pm - 8:30pm
Networking event
The Shelf - REAP

05 APRIL

OPTIONAL TOURS

Tour 1 Murujuga guided cultural rock art tour, Dampier, and resources
Tour 2 Roebourne, Cossack, Point Samson, Wangaba art gallery
Included in registration
8:30am - 12:30pm

WORKSHOPS

EcoGuide Accreditation
(Assessment day)
KARRATHA

Russell Boswell
Savannah Guides
8:00am - 4:30pm

'Delivering exceptional Visitor experiences to grow local visitor economies'
KARRATHA

Linda Tillman, Tilma Group
1:00pm - 3:00pm

'Event Development and Management'
KARRATHA

Linda Tillman,
Tilma Group
3:30pm - 5:30pm