



Australian Government



Tourism Conference

“Connecting a prosperous Pilbara visitor economy”



**REAP
KARRATHA**



**April 4th &
5th 2023**

Network with other tourism businesses and learn from the experts.

www.destinationpilbara.com.au

Early Bird Registrations \$95 Now Open

Conference Program

Day One - Tuesday April 4

Plenary Session

- Hon Roger Cook, MLA, WA Deputy Premier and Tourism Minister
- Peter Long, City of Karratha Mayor
- Barry Harrison, PTA Chair
- Tarsh Mahar, CEO Australia's Northwest Tourism
- Melissa Forbes, Tourism WA
- Keynote Speaker- Matt Lang, COO - The G'day Group

Afternoon Breakout Sessions

Visitor Experience Stream

- Russell Boswell, Savannah Guides- Developing interpretation
- Jessica Cartwright, Big Head Digital- Social Media Marketing
- Panel discussion- Business assistance available

Visitor Services Stream

- Linda Tillman, Tilma Group- Delivering Visitor Services
- Carol Redford, Astrotourism WA- Dark sky tourism
- Linda Tillman, Tilma Group- Event Management

Evening Networking Event - The Shelf

Day Two - Wednesday April 5

8.30 - 12.30 Optional Tours

Burrup Peninsula or Cossack/Roebourne

Free Pre and Post - Conference Workshops

Book now spaces are limited
www.destinationpilbara.com.au

Aboriginal Tour Guide Training (Roebourne)

Russell Boswell - Savannah Guides

- Thursday March 30, 8.30 - 4.00pm
- Friday March 31, 8.30am - 4.00pm

Social Media Marketing (Karratha)

Jessica Cartwright - Big Head Digital

- Monday April 3, 9.00am - 4.00pm

Ecoguide Accreditation (Karratha)

Russell Boswell - Savannah Guides

- Monday April 3, 8.00am - 12.00pm
- Wednesday April 5, 8.00am - 4.30pm

Astro Guiding Workshop (Karratha)

Carol Redford - Astrotourism WA

- Monday April 3, 1.00pm - 9.00pm

Visitor Centre Services (Karratha)

Linda Tillman - Tilma Group

- Wednesday April 5, 1.00pm - 3.00pm

Event Development and Management (Karratha)

Linda Tillman - Tilma Group

- Wednesday April 5, 3:30pm - 5:30pm



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