



# Tourism Conference

4th & 5th April 2023

## Workshop & training

30th March - 6th April 2023

### 'Connecting a Prosperous Pilbara Visitor Economy'

Red Earth Arts Precinct  
Karratha WA  
[www.destinationpilbara.com.au](http://www.destinationpilbara.com.au)



# WARLU WAY TOURISM CONFERENCE

## & WORKSHOP PROGRAM

'CONNECTING A PROSPEROUS PILBARA VISITOR ECONOMY'



www.destinationpilbara.com.au

30 MAR - 06 APR

2023

30 - 31 MARCH

### TRAINING & WORKSHOPS PRE CONFERENCE

8:30AM - 4:00PM | ROEBOURNE

#### Aboriginal Tour Guide Training

- Russell Boswell - Savannah Guides

03 APRIL

8:00AM - 12:00 | KARRATHA

#### EcoGuide Accreditation Karratha (For experienced guides)

- Russell Boswell Savannah Guides

09:00 AM - 4:00PM | KARRATHA

#### Social Media Marketing

- Jessica Cartwright Big Head Digital

1:00PM - 9:00PM | KARRATHA

#### Astro Guiding Workshop

- Carol Redford - Astro Tourism WA

04 APRIL

### WARLU WAY TOURISM CONFERENCE

8:30 AM - 12:15PM | PLENARY SESSION

- Welcome to Country
- **Barry Harrison** (Chair PTA) Opening
- **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'
- **Hon Catherine King** MP Minister for Infrastructure, Transport, Regional Development and Local Government
- **Tarsh Mahar** CEO ANW- 'Pilbara Tourism Marketing Outlook'
- **Melissa Forbes** TWA Executive Director of Marketing-'Leveraging Walking on a Dream branding and marketing'
- Keynote speaker: **Grant Wilckens** Founder/CEO The G'Day Group 'Diversifying your brand and product to create new markets'

12:15PM - 1:00PM | NETWORKING LUNCH

04 APRIL

### WARLU WAY TOURISM CONFERENCE

1:00PM - 5:00PM | BREAKOUT SESSIONS

#### Stream 1: Visitor Experience

- **Russell Boswell**, Savannah Guides 'Crafting an engaging interpretive story'
- **Jessica Cartwright**, Big Head Digital 'Harnessing the power of Social Media'
- **Rob Taylor**, (WAITOC), **Jahna Luke** (TWA), **Melissa Forbes** (TWA) (PDC) (IBA) (TCWA) **Neil McGilp** (PTA) 'Lets get the show on the road'

#### Stream 2: Visitor Services

- **Linda Tillman**, Tilma Group 'Delivering exceptional Visitor experiences to grow local visitor economies'
- **Carol Redford**, Astrotourism WA 'Dark Skies and Natural Phenomena as niche market tourism'
- **Linda Tillman**, Tilma Group 'Developing and delivering a winning event'

6:00 PM- 8:30PM | NETWORKING EVENT

Evening networking event: The Shelf, REAP

05 APRIL

08:30 AM - 12:30 PM | OPTIONAL TOURS

**Tour 1** Murujuga cultural rock art, Dampier, Burrup and resources

**Tour 2** Roebourne, Cossack, Point Samson, Wangaba art gallery

8:00AM- 4:30PM | KARRATHA

#### EcoGuide Accreditation Karratha (Assesment day)

- Russell Boswell Savannah Guides

2:00PM - 4:30PM | KARRATHA

- **Linda Tillman**, Tilma Group 'Delivering exceptional Visitor experiences to grow local visitor economies'

06 APRIL

8:00AM - 10:00AM | KARRATHA

- **Linda Tillman**, Tilma Group 'Event Development and Management'

This program is subject to change