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## Overview of purpose and experience

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### Focus area

I focus on the value of stories for enriching and enhancing our communication skills. The crafting and sharing of story, helps build a range of skills including facilitation, observation, listening and questioning, presentation and creativity. Story also promotes an insight into the relationships between people and between people and their environment – the latter being especially relevant within an era of continuous disruption, automation, AI and robotic technologies. This has led me to develop concepts that include conversational leadership.

### Early career

My early career included positions as a Ranger with the NSW National Parks and Wildlife Service (NPWS), Education Officer with the Australia Museum, Project Officer with World-Wide Fund for Nature, and experiencing the wilds of Alaska with the US Fish and Wildlife Service.

### My business

After starting my business my first major project was Climb Operations Supervisor with the original BridgeClimb Experience – where I was responsible for recruiting, training and managing the initial teams of Climb Leaders and helping to craft the ‘on steel’ experience.

I’ve also worked with an array of government departments of all levels, multinationals, SME businesses, NGO’s, community groups and individuals.

Other key projects include:

- Working with Aboriginal Peoples connected to the Australian Alps on developing learning resources and experiences to share stories of the same for both community and tourists
- Invited to be a Mentor for a Future Leaders and Elders program with the Ngunnawal Aboriginal community around Canberra and to be the Public Officer for the Stolen Generation (NSW)
- The Landmarks project within New Zealand – an initiative to identify and craft the stories of place that shaped the New Zealand nation – this included working with *iwi* (Maori) Peoples
- Developing visitor experiences for the adaptive reuse of the North Head Quarantine Station which is currently being managed by the Accor Group

### Author, awards and TV presenter

I’ve written three books and have also been awarded an Equity Achievement Award for initiatives in developing employment programs for Indigenous Peoples and building access opportunities for people from non-English speaking backgrounds. I was a television presenter on the popular children’s show Ridgey Didge and on the lifestyle show Good Morning Sydney

### What I can offer

I can offer extensive experience and expertise in learning and development with a focus on:

- Communication skills focusing on facilitation and storytelling;
- Service-focused communications that include customer experiences, behaviour programs, face to face communication and presentation skills;
- Learning programs including e-learning and blended learning, developing of competency-based frameworks and associated learning resources.

John P.

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## Summary of project-based work experience ... within Australia

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### Melbourne Cricket Club and Melbourne Cricket Ground

I was engaged to review the current tour experiences as part of the redevelopment of the National Sports Museum. In addition to preparing a report on the later I was also involved with facilitating staff feedback sessions on priority improvement areas.



### Alice Springs Telegraph Station

Working with The Interpretive Design Company ([www.interpretivedesign.com.au](http://www.interpretivedesign.com.au)), we were contracted by the Parks and Wildlife Commission of the Northern Territory to review and recommend a future Interpretation Strategy for the Alice Springs Telegraph Station. One of our recommendations is to create Australia's second site of conscience in recognition of the site playing a key role in practices involving the Stolen Generation.



### Parks Victoria

Helping co-ordinate a team of specialists to identify and recommend interpretive experiences for the partially opened Grampians Peaks Trail (complete walk due to open in 2020). The Trail is one of Victoria's iconic long-distance trails (13 days / 12 nights) offering spectacular views and walks through rugged mountainous terrain, ancient rock features rich cultural landscape.



### Burwood Council

Delivered a customer service program for library staff at Burwood Council (Sydney). This was based on a framework I developed called the GREAT framework for enriching customer experiences. I have included additional details on this framework in the following section of this outline. I also delivered several sessions as part of Council's business luncheons.



### Jones Lang LaSalle (JLL)

JLL are one of the major property management firms operating within Australia (and internationally) and in Sydney manage such premium properties as Darling Park and Chifley Plaza. I have been engaged by JLL on several occasions to deliver customer service training, as a keynote speaker at their national conferences and within 'lunch and learn' sessions on creative thinking. I was also the MC and main facilitator for the 2016 customer service training day held at Chifley Plaza.



### City of Sydney Thought Leaders Program

Engage by the City of Sydney as MC, Key facilitator and to help to design speaker sessions including writing of questions and summarising key themes for audience.



## Queensland Department of National Parks, Recreation, Sport and Racing

I was contracted to design and implement a customer experience program across the whole of Queensland. This program was titled 'GREAT customer experiences' and based on a framework I developed titled GREAT, being an acronym for Greeting, Rapport, Enrich, Advocate and Tribe.



## Zoos Victoria

### Develop presentation framework

Working with Scott Killeen (Visitor Experiences Manager) we designed and developed a professional development program for visitor services staff aimed at enriching their formal and informal presentation skills. This program was rolled out in all 3 Zoo's properties over a 9 month program and delivered to over 200 staff. The model we designed and implemented was delivered to Taronga Zoo (Sydney), Taronga Western Plains Zoo (Dubbo), Wellington Zoo (New Zealand), Department of Environment and Heritage (South Australia), Heritage Council of WA and Museums Australia (WA), National Museum of New Zealand Te Papa Tongarewa and the Museum of Australian Democracy (Canberra).



### Development of a professional development and training framework

Designed and implemented a Training and Professional Development Program for the Volunteer teams across the 3 properties of Zoos Victoria. My responsibilities include recommending and then designing a competency based framework for the team of approximately 600 Volunteers in addition to building the necessary frameworks and resource requirements for delivery and continued management. I also designed and led the train the trainer program for Zoo staff who have been tasked with the continuing roll out of the framework.

### Healesville Sanctuary (Victoria)

Designed and delivered an Interpretation training program for Sanctuary staff who were transitioning to the newly built Australian Wildlife Health Centre. This continues to be an innovative centre in which visitors to the Sanctuary have the opportunity to learn about the veterinary care of injured native wildlife in 'real time' from the veterinarians as they treat, manage and care for injured native animal.

## BridgeClimb - Sydney Harbour Bridge

I was the climb operations supervisor from May 1998 to December 1998. In this position I was involved with developing the 'on the steel' experience and was responsible for developing the recruitment, training and staff development systems for Climb Leaders (Guides).



Within this role I initiated and implemented a competency based development program for the progression of Climb Leaders. This program won the Industry Training category within the 2000 NSW Awards for Excellence in Tourism. As Climb Operations Supervisor I was responsible for managing the Climb Leader team and climb operations experience during the extremely dynamic period of the company's initial operations. I continued to provide a consultancy service till 2008.

### Australian Alps Liaison Committee

Working with Mandar Services, this project focused on the design and development of an Indigenous cultural heritage and visitor program for Indigenous people from Victoria, NSW and ACT and specifically for the country surrounding and including the Australian Alps: The project also involved liaising with Wodonga TAFE in creating a training program that was nationally accredited against both the Certificate II and III in Tourism (Operations).



### Ernst and Young (Sydney, Melbourne and Adelaide Offices)

Contracted to deliver training programs in Creativity, Critical Thinking and Problem Solving for the company's on-going Professional Development IV program. Ernst and Young is one of the top four accountancy firms in Australia.



### Parramatta City Council (Sydney)

Worked with the Visitor Services team to realign their functions and operations to deliver improved and more visible visitor experiences. This formed part of a change program for the Visitor Services staff and realignment of visitor services programs and included coaching, training and facilitation work.



Worked with the Outcome Strategies Department within Council to develop short, mid and long term tourism strategies to feed into Council's 2020 triple bottom line corporate strategy. This contract involved liaising with Council, helping to organise and facilitate community meetings and developing strategies to feed into stakeholder discussion groups. I was also contracted to assist with the recruitment and training of frontline customer and visitor services staff which has included training in City Host and Greeter roles.

### ACT Parks, Conservation and Lands

I have delivered several training programs including a recent initiative for the Murumbung project which is focused on the Indigenous Peoples working with the Department. I was also contracted to assist facilitate the review and redevelopment of the EXPLORE Interpretive Program. I have been delivering training programs for the Department since 2000 and in 2003 I helped facilitate the Ngunnawal Cultural Heritage Enhancement Training Program. This was a week long live-in program training and assisting local Ngunnawal Aboriginal people develop and share relevant stories for local school and tourist programs.



In 2019 I was invited to be a mentor as part of a Future Leaders / Future Elders program.

### Booderee National Park (Environment Australia)

I have been contracted on several occasions for projects that included:

- the design and deliver an integrated national competency based staff training and assessment pathway for Indigenous staff
- developing a Cultural Activities program
- delivering a Certificate III in Tourism Operations for Indigenous staff working at Booderee National Park. This included designing the training pathway taken into consideration local needs and the compliance requirements of the qualification, delivering the training sessions, and assessing participants.



### Noonaweena

Design and deliver customer service training program for staff at Noonaweena, a nature resort located in the central coast hinterlands overlooking Yengo National park.



### Phillip Island Nature Parks

Design and deliver training program in visitor services and storytelling, together with Train the Trainer.



### Australian National Maritime Museum

Designed and delivered training programs for education staff; also facilitated several sessions on creating opportunities to improve the collaborative opportunities between Museum Educators and Volunteers in delivering rich and meaningful visitor experiences.



### Brisbane City Council

I designed and delivered a professional development program for frontline staff delivering community and education programs. I extended on this program in a recent engagement to focus on creative thinking techniques, and then again in preparing for the opening of a new environmental centre. I will be facilitating a program for new staff in June 2019.



### Feasibility Study and Business Case Development – tourism within the ACT

I was contracted to work on a feasibility study and business case development of nature based tourism activities with national park and nature reserve areas of the ACT. This was managed through a partnership arrangement between Arts, Heritage and Environment (ACT) and Conservation Volunteers Australia.

### Joint program with NSW NPWS and TAFE NSW

One of the lead trainers on an extensive program delivered as a joint project between TAFE NSW and the NSW National Parks and Wildlife Service. The program was delivered as a series of both Certificate III and Certificate IV accredited qualifications for Visitor Services Staff and Managers from throughout the state of NSW.



NSW National Parks & Wildlife Service  
Office of Environment & Heritage

### Further work with Office of Environment and Heritage

In 2014 I was contracted by the NSW National Parks and Wildlife Service to design and deliver training programs for Aboriginal communities within the Gamilaroi (Kamilaroi) Aboriginal nation (region in the north-west of NSW). In 2011-12 I was employed on a part-time basis with the Visitor Services Unit to develop and implement a series of visitor experience programs around Sydney Harbour.

### Mawland Hotel Management

Mawland Hotel Management activated a lease for the adaptive re-use of the Quarantine Station on North Head (Sydney). I was contracted to provide management and consultancy services within the Visitor Services, Visitor Experiences and Interpretive areas of the operation. This included preparing and reviewing budgets and financial projections, designing and implementing staff recruitment and training programs, designing and reviewing interpretive strategies and visitor management programs.





### Myall Shores Ecotourism Resort

Myall Shores is an Ecotourism resort located on Myall Lakes (approximately 3hrs north of Sydney). As part of its reburishment funding program by EcoPoint, I was contracted to assist in the design and development of training programs for visitor programs and customer contact staff, to assist in the design, development and implementation of tour-based products, and to assist in the finalisation of licenses and lease conditions for the operation of the Resort. I was also employed as the Acting Tours and Entertainment Manager to assist with the Resort's visitor and guest operations.

### Cooks River Integrated Interpretation Strategy

Working with Cath Renwick (Interpretation consultant) I was involved with developing an integrated interpretation strategy for the Cooks River within southern Sydney. This project was a collaborative effort with Marrickville, Canterbury and Strathfield Local Councils.

### Lower Burdekin Landcare Group and Burdekin Shire Council (QLD)

I was contracted to assist the community and organisations within the Lower Burdekin Shire develop and implement a tourism based pilot project to assess the long-term tourism potential for the Shire. This involved extensive liaison with a number of people and organisations, organising community meetings developing strategic plans, training of relevant staff, preparing promotional collateral, and preparing evaluation reports and recommendations for each stage of the project.

### NSW Health

Contracted by terra cordis to implement a formal national assessment programs for Aboriginal Environmental Health Officers employed by NSW Health.

### City of Marion

I worked with the Cultural Heritage Officer from the City of Marion (Adelaide, South Australia) to help design and then facilitate a community stories project as part of the Sturt River project.



### Sydney Harbour Federation Trust

In addition to providing training services I also helped facilitate tour development workshops for new tours on Cockatoo Island.



Australian Government  
Sydney Harbour Federation Trust

### Streets – Unilever

I led a creativity session as part of the company's strategic visioning workshop.



### Coca Cola - Sydney 2000 Olympics

I was the team supervisor with the Coca-Cola Olympic Team. This position led to an invitation to work as Team Supervisor for the IBM Management Incentive Program in Beijing (China) and Kuala Lumpur (Malaysia).

### Australian Museum – Education Officer

As an Education officer I was responsible for managing school groups within the Museum and within the Discovery Space. I was also a member of a team involved in the design and implemented of self-directed learning experiences.

### NSW Urban Wildlife Survey - Project Co-ordinator

This was an 18 month community-based survey of wildlife in urban areas of NSW sponsored by the Australian Bicentennial Authority, the Gould League of NSW and the World Wide Fund for Nature. As the project co-ordinator I received tremendous satisfaction in managing the project from its conception through to a program involving over 9,000 people from 24 NSW towns.

### NSW National Parks and Wildlife Service

- Community Relations Officer from April 1989 - June 1995 - responsible for designing and managing the **CHASE ALIVE** community relations program. The program conducted in excess of 500 community based activities each year attracting a patronage of approximately 15,000 people. My responsibilities included:
  - designing and developing management systems including formation of task teams, duty statements and position descriptions,
  - recruiting, training and managing a team of 120 guides,
  - preparing business plans, revenue and budget forecasts, and initiating revenue enhancement projects (the program become self-funding ahead of schedule).
- I received the **first Equity Award for outstanding individual effort** issued by the NSW National Parks and Wildlife Service (NPWS) in recognition of my initiatives and achievements in developing the following:
  - a variety of multicultural visitor services to Ku-ring-gai Chase National Park including the first multi-lingual guide to the park
  - self-funding indigenous cultural programs targeted at schools and park visitors
  - initiating and managing several training and employment opportunities for Aboriginal people
- I managed the community relations strategy for the Urban Bushland Biodiversity Survey as part of the State Government's Biodiversity Strategy.
- I also worked in several Senior Ranger and Area Manager positions which included the following responsibilities:
  - preparing, implementing and managing work and staff development plans,
  - management of leasee and commercial tour operations,
  - developing and managing concept plans, project management plans, budgets, risk management plans, and managing emergency response operations.

Other positions held with the National Parks and Wildlife Service

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|--|--|
| • Ranger (1984 – 86 / 1989 / 1996)       | • Regional Media Officer (1994 / 1995) |
| • Public Relations Officer (1994 / 1995) | • Assistant District Manager (1994)    |

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## Summary of project-based work experience ... outside Australia

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### Landmarks/Whenua Tohunga

Contracted to assist deliver stakeholder consultation sessions with the NZ Government's new Landmarks project – an initiative to identify and craft the stories of places that have shaped the New Zealand nation. This project is being managed by the Department of Conservation in New Zealand – with my responsibility being to facilitate community and stakeholder workshops to identify, develop and craft signature stories for respective regions around the Country.



Department of  
Conservation  
*Te Papa Atawhai*



### Nature Connect (NZ)

Worked as lead trainer and facilitator within a project funded by the Wellington Region Amentities Fund (New Zealand). This project as an innovative program that sought to bring together the nature-based business operators within the Wellington region to create a unified brand, and to work within a spirit of collaboration and co-petition rather than competition. I was responsible for delivering the training and professional development opportunities for staff from these businesses to improve visitor experiences, to better communicate this partnership and to promote the unified brand.



### Heritage NZ

I designed and delivered training sessions to assist frontline staff enrich the visitor experience for visitors. This training program was focused on those people working in the Northland region of New Zealand.



HERITAGE NEW ZEALAND  
POUHERE TAONGA

### The Kokoda Initiative

The Australian and PNG governments signed a Joint Understanding to work together to protect the Kokoda Track and Owen Stanley Ranges and improve the lives of communities living along the Track corridor. This work is delivered through the Kokoda Initiative.



Australian Government

I worked with The Interpretive Design Company to craft opportunities to reflect the stories around Owers' Corner. This involved liaising with numerous stakeholders in Papua New Guinea and Australia and spending time facilitating story sharing sessions with the local Koiari Peoples.



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## Projects / workshops I have initiated and managed

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### Talking Country

Working with a Ngunnawal Elder from Canberra we have recently finished and submitted a proposal for a 10-part TV series for NITV. It will feature two lead presenters (male and female) from the Ngunnawal Community who will travel to different regions of Australia to Talk Country with Aboriginal People from that region.

The discussions will focus on what defines Country, how People from that region connect and 'see' Country and their inter-relationships with surrounding Aboriginal Communities. There is also a studio element for each show, in which a facilitated discussion takes place with an audience to further discuss the focus areas of that show and how these relate to non-Aboriginal Peoples and to the wider society.

### RUOk? Conversational Leadership

In 2015 I developed a concept called 'Conversational Leadership' which would be delivered via event-based presentations and focused around the value and means of facilitating conversations in the workplace. I approached RUOk? and in partnership we have successfully delivered several events in Melbourne, Brisbane, Canberra and Sydney. This was a totally volunteer based initiative focused on my belief on the importance of workplace conversations in helping to make a positive difference for people.

### The Masters Series

In partnership with Interpretation Australia, I initiated, developed and implemented this workshop which attracted over 120 participants. I organized all the presenters which included Don Hany (international actor), Neil Murray (internationally recognized musician), Nigel Sutton (international performer) and Dana Marray (who featured on the ABC public speakers program) -

<http://www.interpretationaustralia.asn.au/events/past-events/masters-series-event>. The concept was taken up by organisers in Melbourne who ran the event in June 2011 and then again in Sydney in 2013.

The workshop was titled "The Masters' series - Learn how to craft and deliver presentations that inspire audiences" and sought to showcase 'masters of communication and presentation'. The aim of this workshop was to learn from a range of skilled and internally reclaimed communicators and discover what they considered to be the effective strategies for crafting message-based presentations that inspire and motivate audiences.

### Television Pitch Pilot

I was the creative producer for a TV pilot which was pitched to both free to air and pay TV. I created, initiated and researched the concept for this show, and produced the pilot in association with Templar Films. My responsibilities included: writing the script, interviewing talent for the show, organising audience members, organising and designing studio space, props, and set design, reviewing post production and preparing pitch documents. Despite not being 'picked up' as a show, the pilot and concept received support from Peter Andrikidis (award winning director and producer).

### Working with stories

I initiated, designed and delivered a workshop focusing on 'working with stories'. This was conducted in association with Historic Houses Trust of NSW and professional storytellers and was well attended by approximately 60 people.

## Professional Development for Interpretation Australia – Google hangouts, webinars and podcasts

I initiated and have been facilitating on-going interviews with Thought Leaders from around the world. Initially this was using the Google Hangout platform to create a collaborative ‘hangout’ where I initially interviewed the thought leader and then facilitated discussion amongst virtual participants. This moved into the use of webinars and as of mid-2018 I have been solely focused on producing podcasts.

## The Gathering

I designed and conducted a storytelling workshop in the Blue Mountains. Promoted as “The Gathering” the workshop attracted individuals from varying vocations including; film-makers, professional trainers, health consultants, tour guides and operators, and employees of heritage organisations.

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## Qualifications and Short Courses

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- BSc(Hons)
- TAE40110 Certificate IV in Training and Assessment (upgraded in 2019)
- Certificate IV in Tourism (Operations)
- ACCESS Workplace Assessor - Tourism Training NSW
- National Trainer Registration - Australian Tourism Training Review Panel
- Practitioner Certification in Neuro Linguistic Programming
- Thought Leaders Business School (2014 – 15)

### Completed short courses / workshops:

- Beyond PowerPoint: The Power of Persuasive Facilitation – Colin James
- Magic of Presentations (3 courses) – Alan Parker at Peak Performance
- Thematic Interpretation, Advance Thematic Interpretation and Persuasive Communication – Professor Sam Ham
- Theatresports through to Advanced level - Theatresports Australia
- Rock the Stage, Dynamic Delivery, Thought Leadership – Matt Church
- Week long intensive Clown course – Nick Fury
- Practitioner Certification in Neuro Linguistic Programming – Geoff Dugan and Neuroads
- Vocal Skills Training – Actors Centre
- Short Drama courses – National Institute of Dramatic Art (NIDA)
- Introductory, Intermediate and Advanced Levels in acting for Film & TV – The Film and TV Academy in Dee Why
- Physical theatre, improvised storytelling, improvisation - Impromptu theatrix
- Stand-up Comedy – Actors Centre
- Presentation workshops - Professional Speakers Australia
- I completed the following courses with the NSW National Parks and Wildlife Service
  - Negotiation and Advanced Negotiation Skills
  - Project Management
  - Aboriginal Awareness
  - Community & Group Facilitation Techniques, and Community Consultation
  - Bushfire Fighting – Crew Member and Crew Leader

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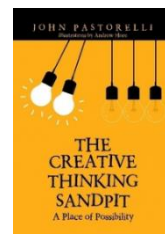
## Published works

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### The Creative Thinking Sandpit

I recently published my 3<sup>rd</sup> book – titled “*The Creative Thinking Sandpit ... a place of possibility*” this book captures the principles and techniques of safe, playful and creative spaces for energising the creative and innovative talents of teams.

I am also developing an instrument targeted at the Public Speaking market. This will be in the form of a tool that public speakers can use to enrich the development and delivery of their public presentations.



### Enriching the Experience

My earlier book published by Pearson Education was titled ‘Enriching the Experience ... an interpretive approach to tour guiding’. This book is being used in several countries and as a referenced text within both the vocational and higher education sectors within Australia.



### United Nations Development Programme (2014)

Tourism Concessions in Protected Natural Areas – Guidelines for Managers  
Co-written by Andy Thompson, Peter John Massyn, Jo Pendry, and myself.

Available online at: <https://www.cbd.int/financial/privatesector/undp-tourismconcessions.pdf>



### Ecotourism Australia

I wrote the following publications:

- Assessors Manual for the EcoGuide Australia Certification Program
- EcoGuide Australia Certification Program – applicants workbook (1st, 2nd and 3rd edition)



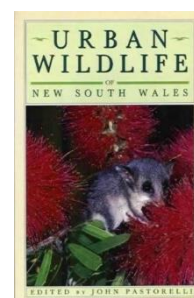
### Think Education

Think Education - study guides for their innovation and creativity, and tourism study units within their professional development management programs.



### Urban Wildlife of NSW

I was the senior author and editor for the book Urban Wildlife of NSW, Published by A&R Collins.



## White papers including the following:



Rich Customer Experiences



Value of Moments



Crafting a workplace culture  
*(based on a sense of belonging)*

## Other publications

- Outback Guide Accreditation Program – Outback Tourism NSW (2010)
- Training and Assessment Plan – Certificate IV in Tourism (Guiding)
- In association with terra cordis I produced a training delivery and assessment pathway for a Certificate IV in Tourism (Guiding) which became the 'Sydney Local Guide Qualification'.
- 'Observers Guidebook to Urban Wildlife' and 'Teachers Guide to Urban Wildlife within NSW' - published by the Urban Wildlife Survey in 1987
- Leisure Guide to Sydney, 1996
- In association with Data Diction I developed and published an interactive leisure guide detailing over 750 attractions around Sydney. Publishing this Guide involved researching leisure activities throughout Sydney; liaising with private operators, companies and organisations; and managing the information database.
- Multi-lingual Guide to Ku-ring-gai Chase National Park - published in 7 languages – I initiated this concept (which was a first for the NSW National Parks and Wildlife Service), secured funding and then wrote and designed the publication.
- Numerous Papers published within Conference Proceedings and numerous Corporate brochures and Media Releases

## Speaking engagements – workshops and conferences

### Speaking engagements in 2019

#### Public Libraries conference – Adelaide



3.30pm

Your communities are your best advocates and tell their stories

#### Tourism research symposium – Adelaide



##### Putting theory into practice:

##### Industry insights and learnings from tourism experiences design

**Rod Quintrell**, Business Development Manager, Venture Corporate Recharge

*Designing Adventure Based Transformational Experiences*

**John Pastorelli**, <https://johnpastorelli.com.au/>

*Designing for meaning and affect before elegance*

**Alison Oborn**, Founder and manager, Adelaide's Haunted Horizons Ghost Tours

*Dark Tourism - Bringing the Past Screaming Back to Life*

**Lisa Bailey**, Senior Exhibitions Manager, MOD, <https://mod.org.au/>

*Designing experiences that showcase research at MOD*

#### Australian Heritage Tourism conference - Adelaide



- Dr Ang Ming Chee, Director, George Town World Heritage Inc
- Dr Caroline Butler-Bowdon, Director, Strategy and Engagement, Sydney Living Museums
- Sandy Verschoor, Lord Mayor of Adelaide
- John Pastorelli, Experience Designer

## Previous years

Presentations at conferences and seminars include:

- Australian Regional Tourism Network (2017 and invited for 2018)
- Invited keynote to launch Interpretation Network New Zealand and invited keynote in 2013
- Professional Speakers Australia – 2014 and 2015
- Interpretation Australia Association - 1997, 1999, 2000, 2001, 2003, 2006, 2008, 2010, 2011, 2012, 2014, 2018
- Ecotourism Association of Australia – 1997, 2003, 2004
- Those mentioned in the summary of experience



I was engaged by Tourism Industry Council Tasmania as a speaker for their [2015 'Love Your Customer' conference](#). I designed and delivered 2 sessions focused on customer service experiences titled 'Flocking Great Customer Experiences'.



I helped organise the 2007 and 2010 national Interpretation Australia conferences and in 2014 I took the lead in developing and managing the national conference.

I conducted a workshop at the National Association for Interpretation international conference in Townsville in 2010 and was invited to co-present a workshop at the INNZ conference in NZ in 2009.

I was one of the invited keynote speakers for the international National Association for Interpretation conference held in Greece in May 2009, and was an invited presenter at the 2007 International Heritage Interpretation Conference held in the highlands of Scotland.

I was the inaugural coordinator for the Interpretation Australia Association Training Taskforce, and was the Interpretation Australia Association representative to the board of Guiding Organisations Australia from 2000 to 2006.

I have been invited to participate in a variety of workshops on the development of policy statements, training programs and competency standards. This has included reviewing resource material for Tourism Training NSW, Tourism Training Australia and the Australian Tourism Export Council.



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## Volunteer Work

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My Volunteer experience includes:

- Chapter Leadership Team (NSW) – Professional Speakers Australia
- Training and professional development coordinator – Interpretation Australia –organising podcasts, webinars, post production of learning resources and facilitating professional development opportunities
- Junior Football Coach for Canterbury and Hurlstone Park Wanderers Clubs
- Facilitating workshop for development of a men’s shed in Cowan
- Parent working and fund-raising groups (active member for 6 years) for both daycare and primary school
- US Fish and Wildlife Service in Alaska – undertaking wildlife research work in remote areas of Alaska
- A variety of wildlife research based projects
- Numerous volunteer based projects helping to organise conferences and events



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## Referees

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### Personal referees

Mr Robert Conroy

previously the Executive Director Park Management (now retired)  
Parks and Wildlife Group  
Department of Environment and Climate Change  
9997-4897  
[bobconroy44@gmail.com](mailto:bobconroy44@gmail.com)

Graeme Cowan

Leadership & Team Resilience Speaker & Author  
/ Board Director R U OK?  
PO Box 278  
Gordon NSW 2072  
+61 414 487 072  
+61 2 8005 0344  
[graeme@graemecowan.com.au](mailto:graeme@graemecowan.com.au)

### Visitor and customer services related work experience

Andrea Burgess Visitor Experiences Manager  
Healesville Sanctuary  
Badger Creek Road  
Healesville Victoria 3777  
03 5957 2850  
[aburgess@zoo.org.au](mailto:aburgess@zoo.org.au)

### Consultant involved in broad scale projects

Amy Hughes  
General Manager  
Community Engagement  
Wellington Zoo Trust  
200 Daniell Street  
Newtown Wellington NZ 6021  
[amy.hughes@wellingtonzoo.com](mailto:amy.hughes@wellingtonzoo.com)