

## **CURRICULUM VITAE**

### **Name: Liz Jack**

Principal: Centre of Sustainable Tourism and Chamber of Blessings

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### **Professional or business association memberships**

Denmark Chamber of Commerce

Forum Advocating Cultural and Eco Tourism

Australia's South West

Country Arts WA

Denmark Arts

WA Music Industry Association

### **Professional Development & Qualifications**

Graduate Diploma of Business

Bachelor of Arts

Cert II and III in Music

### **Core Qualifications:**

Liz Jack has worked in the regional small business and community development sector in Western Australia and South Australia for over thirty years in a private and public capacity.

Liz brings to her work a thorough professional training, an extensive and successful work experience in both state, not for profit and the private sector. She has contributed to both specialist international conferences and to published studies within the theme of sustainable tourism and its impact on economic development.

She brings a wealth of practical knowledge of small business and not for profit sector including community consultation, strategic planning, marketing and facilitation techniques. She has generated an extensive network and in the past six years, Liz has expanded her consultancy business to include a performance-based engagement strategy using her character Gertrude WellEase, from the Chamber of Blessings.

## **Employment Record:**

### **2012 to date: CEO Denmark Chamber of Commerce**

As CEO of the Denmark Chamber Liz has been responsible for the strategic direction and operational delivery of projects to support the economic development of the community and the 380 small business members of the Denmark Chamber.

As a privately funded not for profit, the Denmark Chamber is the peak business group within the Shire of Denmark. The role has required the rebranding of the Denmark Chamber within the local and regional community, building the professionalism of the Association and increasing the associated membership numbers.

Specific tasks include financial and human resource management, strategic planning, governance and committee reporting, State and Local government liaison, advocacy and strategic input into regional planning, marketing and social media campaigns, industry liaison, project and program design, management and evaluation in the areas of tourism, food and wine promotion and small enterprise development.

Liz has worked with industry members, community groups, local and state government on a wide range of different projects aimed at building the economic development of Denmark and the broader region. This experience has provided a strong understanding of organizational processes required to support projects and the importance of community engagement and buy-in to ensure success.

### **Professional development and qualifications**

Gertrude WellEase and the Chamber of Blessings 2010 to present  
CEO Denmark Chamber of Commerce 2012-present  
Family Tour around Australia 2010-2011  
Chair Denmark Arts 2007 - 2010  
Relocation to Denmark WA 2006 continued consultancy  
Lecturer and tutor – Notre Dame University 2002 -2005  
Lecturer -tourism management - Murdoch University – 2002-2004  
Tutor - tourism marketing – Curtin University - 2002.  
Lecturer - tourism impacts – Edith Cowan University – 1997-1998  
Lecturer -tourism units – South West College TAFE – 1996-1998  
Centre of Sustainable Tourism 1996 to present  
South West College of TAFE tourism lecturer  
South West Development Commission Tourism officer  
WA Tourism Commission project officer  
Graduate Diploma of Business (Tourism) Edith Cowan University  
Bachelor of Arts University of WA

## Selected Experience

### 2012 – 2018 Denmark Chamber of Commerce CEO responsible for:

- Rebranding and repositioning of the Denmark Chamber of Commerce as the peak business body within the Shire and the broader Great Southern including rebranding, system development and funding streams,
- Strategic input into regional and localized planning and community engagement,
- Promotion of Denmark as a place to visit and invest through brand development of Discover Denmark WA,
- Cluster development and facilitation with local business owners as a promotional vehicle for brand development and awareness,
- Organizational management of a not for profit association,
- Membership development and management of over 380 small business members,
- Strategic planning, budgeting, governance and committee management, member relationships, small business advise, community networking and engagement, local and state government liaison, organizational planning and implementation

### 2010 – 2018 Chamber of Blessings and Gertrude WellEase responsible for:

- Live performance
  - Becoming Gertrude performance 2018
  - Denmark Festival of Voice 2016
  - Nannup Music Festival 2015
- Street and event activation
  - Gnowangerup Community Fair 2017, 2018
  - Dunsborough Chamber of Commerce BAH 2017
  - Harmony Festival Albany 2016
  - Manjimup Cherry Festival ongoing
  - Boyanup Heritage Machinery Fair 2017
  - Nannup Flower and Garden Festival ongoing
  - Denmark's Brave New Works Festival ongoing
  - Fringe Festival Perth – Street Performance in partnership with Hairball Theatre
  - Folkworld Fairbridge – street performance in partnership with Hairball Theatre
  - National Folk Festival – street performance in partnership with Hairball Theatre
- Community engagement, event evaluation and strategic development
  - City of Albany Christmas parade, Australia Day Festival 2017,2018
  - Manjimup Cherry Festival ongoing
  - FACET 2017 Conference

- Vancouver Arts Centre Snake Run Project
- In store promotions
  - Thornton's Mitre Ten 2018
- Master of ceremonies
  - Sustainable Living Festival Food for Thought Network 2017
  - Nannup Health and Wellbeing Forum 2018
  - Black Dog Ride Denmark events ongoing
  - Albany Chamber of Commerce Women's Leadership Forum 2017, 2018
- Workshops, team building and school holiday programs
  - Vancouver Street Festival FIFO workshop 2016 - 2018
  - Nannup Music Festival 2014 ongoing
  - Circus Skills Workshop 2013

### Centre of Sustainable Tourism 1996-2018

Liz has spent her professional career working alongside the tourism industry through economic and community development. Her passion lies in the management of the tourism industry within local communities and how the industry can be managed to build and ensure a thriving local community and environment.

Professionally trained in the tourism industry, Liz spent many years working through the South West of Western Australia with the WA Tourism Commission, South West Development Commission and later South West College of TAFE, before starting the first regional tourism consultancy in WA.

In 1998, Liz was appointed the first advisor and project manager of the Tourism Optimization management model on Kangaroo Island whilst also speaking internationally at sustainable tourism conferences.

Her independent work in the tourism industry through WA and South Australia has ensured an extensive network and an array of experience that informs her work and builds upon her extensive work history.

- Centre for Sustainable Living Signage and Interpretation review
- Coastal Reserves Community Consultation Workshop
- Munda Biddi Walpole to Albany Community Consultation
- Great Southern Tourism Indicators Project
- Albany Maritime Heritage Strategy
- Shire of Denmark Strategic Plan Visioning workshop
- Fairbridge Village Caravan Park Business Case
- Tree Top Walk Strategic Business Plan
- Denmark Environment Centre Strategic Plan
- Walpole Visitor Centre Sustainable Funding project
- Busselton Jetty Business Plan
- Peel Development Commission Tourism Packaging Workshops

- Shire of Busselton Bunker Bay Caravan Park Facilitation
- Swan River Trust Strategic Visioning Workshops
- Locke Estate Community Consultation Shire of Busselton
- Tourism WA Landbank Consultation Conservation Sectors
- City of Mandurah Tourism Planning Strategy
- Australian Bush Heritage Strategic and Business Plan
- Rawnsley Park Feasibility Study and Business Plan
- Centre for Sustainable Living Signage and Interpretation review
- Shire of Denmark Visitor Centre business plan
- Charles and Sarah are born
- Old Wilpena Station Site Flinders Ranges SA – business plan development for the Department of Environment and Heritage 2004.
- Tourism Precinct Development Project – facilitation and business planning for the Eastern Metropolitan Regional Council 2003
- Shark Bay World Heritage Property – Tourism and Recreation Management Plan for Department of Conservation and Land Management in association with Regeneration Technology 2002-3.
- Outback TOMM feasibility study for the Northern Regional Development Board completed 2003.
- Business Plan Guildford Interpretive Centre for the City of Swan. Completed 2002.
- Collie Cultural Precinct Strategic Plan in association with Chandler Payton Regional Development for the Collie Shire Council completed 2002.
- Shire of Victoria Plains Strategic Visioning
- Shire of Woodanilling Tourism Plan
- Green Skills eco-tourism mentoring
- Eastern Metropolitan Regional Council Advisory Services for the Development of the Perth Hills Marketing Group
- Harvest Highway Strategic Planning and Advisory Services
- Outback TOMM Feasibility (South Australia)
- Old Wilpena Station Business Plan (South Australia)
- Marketing workshop (Flinders Ranges South Australia)
- Kangaroo Island Integrated Strategic Tourism Plan (South Australia)
- Business coaching for SkyTrek, Flinders Ranges, SA, completed 2002.
- Working Towns Joint Progress Association Strategy for the Kangaroo Island Council completed 2001.
- Strategic planning and implementation of Kangaroo Island Tourism Optimization Management Model,
- South West Trails Master Plan for the South West Trails Network, completed 1999.
- Bunbury Regional Art Galleries Strategic Plan completed 1999 and reviewed 2001.
- South West Economic Impact of Tourism in association with Economics Consulting Service for the South West Development Commission completed 1998.