

FRANCES POLLOCK

MANAGING DIRECTOR,
WOOLEEN STATION

“We’re just in the most stunning location in the world. I don’t know that there’s anything more special to me than being out in the country as the sun is coming up.”



FRANCES WENT TO WOOLEEN STATION, 700KM FROM PERTH, FOR A FEW WEEKS OF WORK. INSTEAD, SHE FELL IN LOVE WITH THE BREATHTAKING LANDSCAPE AND WOOLEEN’S OWNER, DAVID POLLOCK. TOGETHER THEY HAVE TRANSFORMED THE STATION INTO AN ECOTOURISM DESTINATION, SHARING THEIR PASSION FOR THE ENVIRONMENT AND RESPECT FOR THE WADJARRI PEOPLE.

HOW DID YOU GET INTO YOUR JOB?

I felt that I needed to pursue a career that was environmental science or something that was going to make a difference. But I’d grown up with parents in retail (in Victoria); we used to help Mum and Dad on weekends. I knew that I loved helping people. It wasn’t until I stumbled into ecotourism that it was like, wow, I can do the thing that lights me up the most, making people happy, while talking passionately about the environment.

I wanted a gap year and was fortunate to land a job with someone working across 15 properties in WA. Every opportunity that was offered to me, I took it up. One of those was to do work experience at Wooleen. I’d never been to the outback but I was open to doing something different and one thing led to another. The last 15 years for (husband) Dave and I have been amazing.

WHAT’S THE BEST PART OF YOUR JOB?

Every day’s so different, I’m up pretty early. We go around the clock in peak season and I love it – my business lights me up. Tourism gives me the opportunity to talk passionately about the things that concern me; I feel really good when someone leaves Wooleen saying, “I learned so much”.

When you really make that connection with someone, you can guide them to do something that they just so enjoy, that brings me so much pleasure – to know that they can really feel the country the way that I feel it.

Another passion is getting First Nations knowledge and involvement. Sometimes in tourism we put an Indigenous person on a pedestal and expect them to give an experience when they don’t have the training. We just want you to feel comfortable with the team and as you grow in confidence, if you want to start to share knowledge, go for it.

WHAT’S YOUR ADVICE FOR ANYONE CONSIDERING A CAREER IN TOURISM OR HOSPITALITY?

It’s so easy to say as you get older but just believe in yourself and that you can do anything - you really can! There’s so much pressure put on you in Year 12, but outside of that the world has endless opportunities.

I have studied in a few different areas, but they’re mostly little diplomas here and there where I know I can do it remotely. But that’s the beauty with technology these days – you can do it wherever you are. No matter what you do, you’re always going to be OK.

STEPPING STONES

