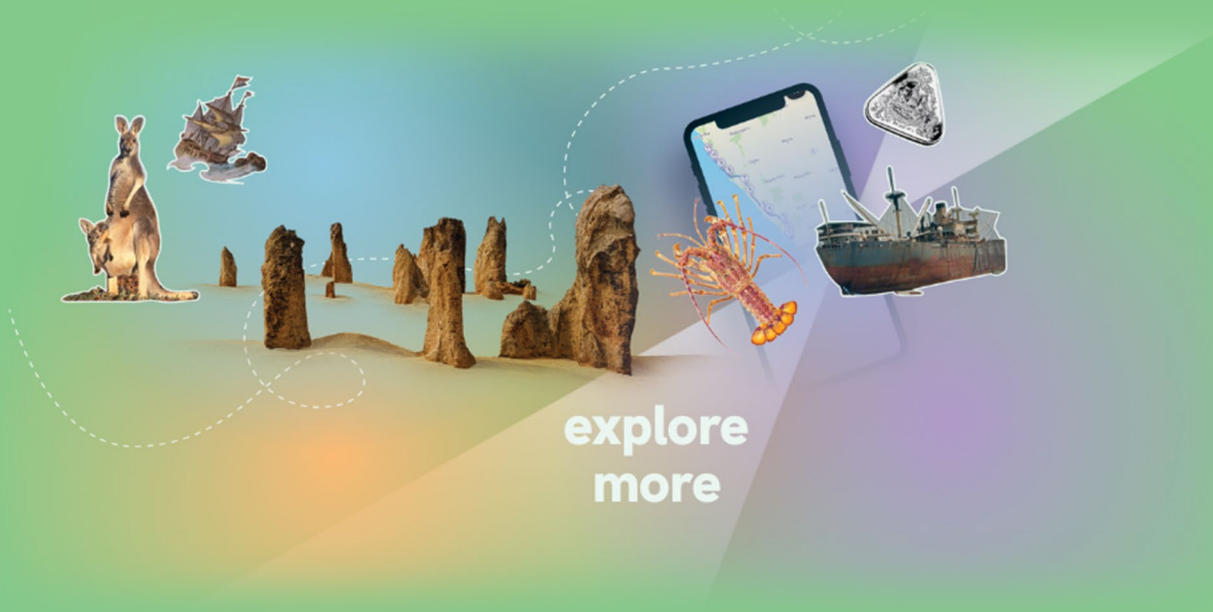
COMPANY PROFILE



STORIES UNSEEN

Western Australia: 18 The Esplanade, Perth

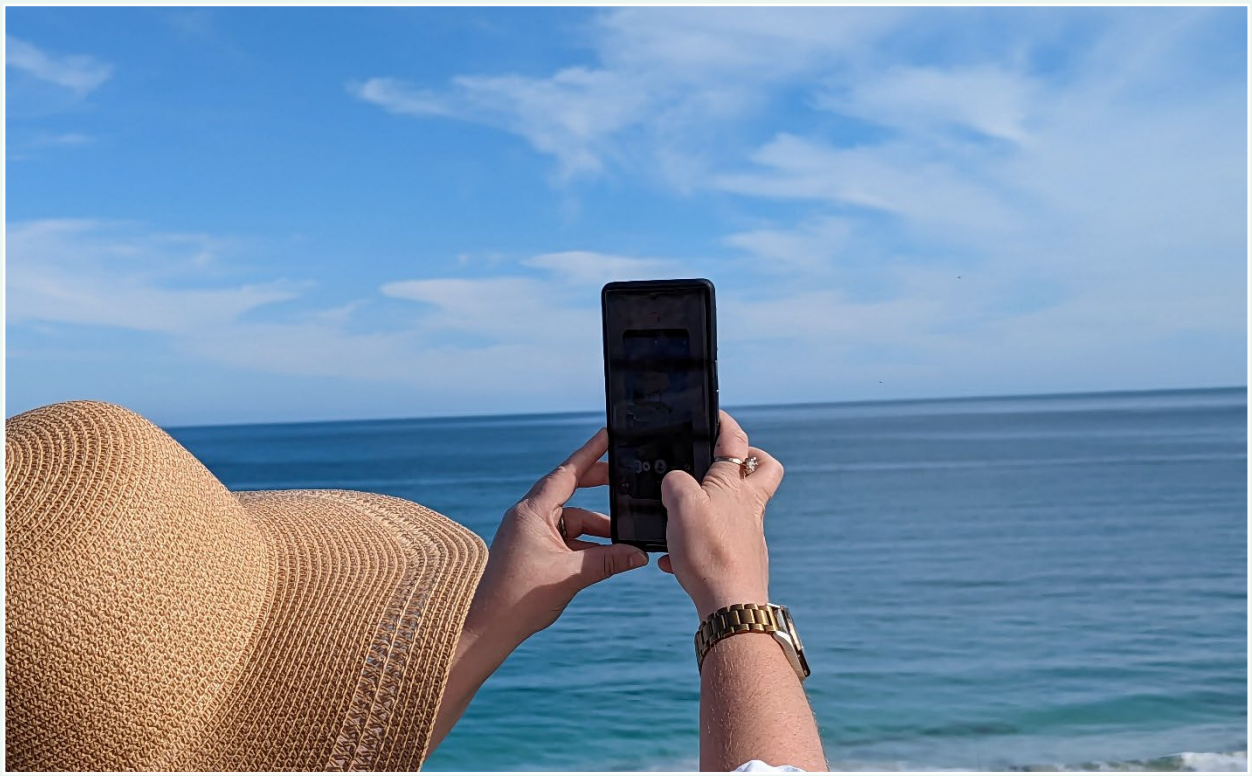
South Australia: 167 Flinders St, Adelaide

stories unseen

What we do

Time off is scarce and touring can be tense. Rushed itineraries miss the magic.

Stories Unseen is the clever way to experience places differently through curated, self-guided tours. Be immersed in engaging stories told by our charismatic companions that put the past, present and future in the palm of your hand, and explore more.



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What makes us different

Exploring made easy

Our charismatic companions take the tension out of travel so you can experience some of Australia's most iconic and unknown locations like never before.

Experience places differently

We shine a light on the unexpected. A sprawling world of hidden stories awaits. Dig deeper with immersive stories that blend text, photos, videos and audio across past and present.

Love the journey

Adventure your way with your people. Choose from hives of activity, or the quietest corners, with curated ways to experience all there is to offer.

Discover what happened, where.

Making moments

Stories Unseen helps you to capture your best memories. Create space for spontaneity. Tune in to your surrounds and see more. Stop. Take a breath, and soak up every little moment.

Discover a hidden gem

Experience something different. Connect with places and people you'd never know existed. We've scoured every location to draw out all the juicy bits so you can discover a hidden gem.

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How it works

Using your phone's GPS and camera, Stories Unseen delivers an experience like no other.

Using any compatible device, Stories Unseen guides seamlessly from one stop to the next with maps, media and commentary on demand. On arrival at each location, our charismatic virtual tour guides detail the rich history of each place with audio and immersive narration.

Want to dig deeper? Stories Unseen enables explorers to see, create and capture moments as they happen with shareable immersive media and interactive experiences. Explorers can choose to spend longer at the places that pique their interest and discover more of what's on offer. For an extended stay that embraces local culture, we recommend local businesses, venues, and experiences cherished by locals along each route.

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Check out our video to see our product in the real world.

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What each tour includes

Explorers use their own device, whether that be a mobile or a table, and pay per tour download.

Each tour includes the following:

Audio & immersive narration

Stories Unseen's engaging virtual tour guides, Lizzy and Riley, bring each location to life providing historical context and fascinating anecdotes.

Turn by turn navigation

Using any compatible device, Stories Unseen guides seamlessly from one stop to the next with maps, media and commentary on demand.

Social media integration

See, create and capture moments as they happen with shareable immersive media and interactive experiences.

Extended stays

Spend longer at the places that pique your interest and discover more of what's on offer. Savour the culture of hidden alleys, cosy cafes and wide open spaces.

Tours can be purchased from the App Store, direct from Stories Unseen or as a reseller.

Each tour download is valid for up to five devices for a period of 12 months.

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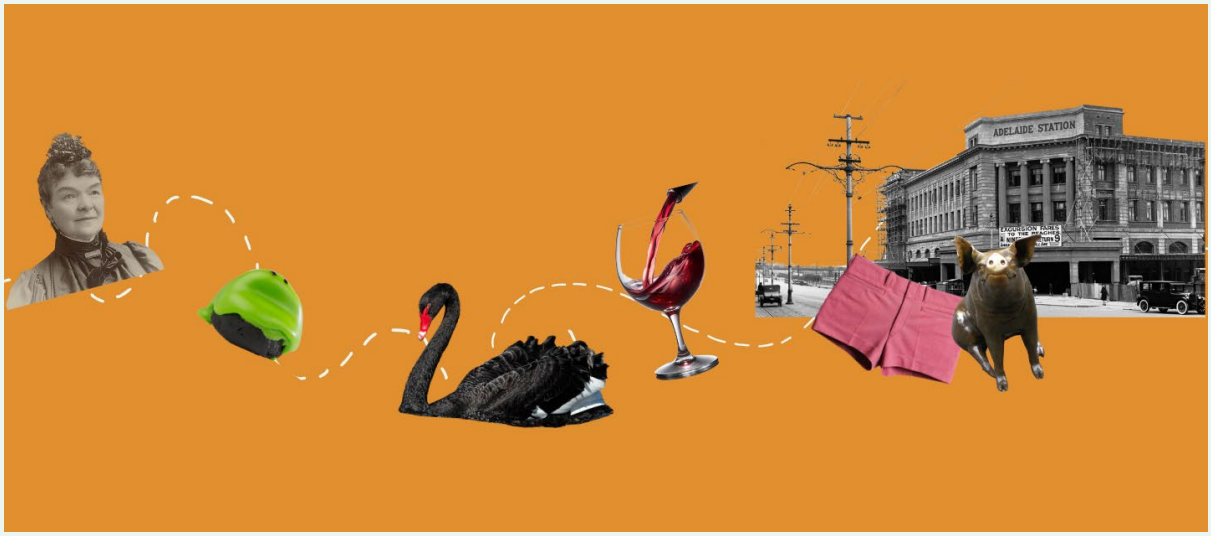

About the Adelaide Firsts tour

Explore the essence of Adelaide where visionary grid design meets exceptional wine

Stories Unseen's Adelaide Firsts self-guided walking tour takes you on a journey through the city's rich history, from its pioneering beginnings to its role as a vibrant cultural hub today. Led by Dave, a passionate town planner, this immersive tour reveals Adelaide's milestones and hidden stories at your own pace. Discover everything from First Contact with the Kaurna people to the city's modern-day developments, with each stop showcasing key moments that have shaped Adelaide's urban landscape and cultural identity. To complete the experience, the Stories Unseen team has also curated their favourite local spots to eat and drink, offering insider tips on the best hospitality venues for every budget.

"This tour is about sharing everything we love about Adelaide's history and culture with both visitors and locals," says Erin Clark, CEO and Co-Founder at Stories Unseen. "We've dug deep into Adelaide's rich history to bring you fascinating stories, from surprising 'firsts' to the lesser-known tales that only locals would know."

With more firsts than a toddler's birthday party, the Adelaide Firsts tour showcases unique South Australian stories such as:

- The rich history of the Kaurna people and their deep connection to Adelaide's lands.
- Explores Adelaide's architectural evolution, including the historic Adelaide Train Station.
- Highlights cultural and entertainment landmarks like River Torrens, Festival Plaza, and Adelaide Oval.
- Features key historical figures, including Sir Thomas Elder, through iconic sites like Elder Park.

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- Visits the grand neoclassical Parliament House, a symbol of South Australia's political legacy.
- Showcases Adelaide's vibrant shopping and public art scene at Rundle Mall.
- Dives into the city's cultural heritage with the Adelaide Cultural Precinct, featuring museums, galleries, and the State Library.

This tour is designed for a wide audience, catering to local explorers, visitors spending time with friends and family, and those looking for a unique gift experience. Perfect for independent travellers and couples, including cruise ship passengers, it offers a flexible, self-guided exploration of Adelaide's rich history and vibrant culture.

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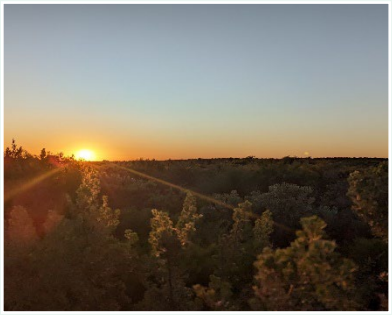
About Perth to Pinnacles: Turquoise Coast hidden treasures

Uncover the hidden treasures of the Turquoise Coast - a rich landscape shaped by sailors, sand and the power of the Indian Ocean.

This driving tour starts with one of Western Australia's most iconic shipwrecks, the Alkimos, and hugs the Indian Ocean Drive to the Nambung National Park, finishing amongst the awe-inspiring 30,000 year old Pinnacles.

Along the way, we show you the best places to see nature at its best, feel the sand between your toes and make memories. In the spaces in-between, we entertain your whole crew with 'podcast-style' audio of the region's hidden natural and cultural history. It's time to chase the gold and aqua hues of the turquoise coast where the drive is the experience, not the destination.



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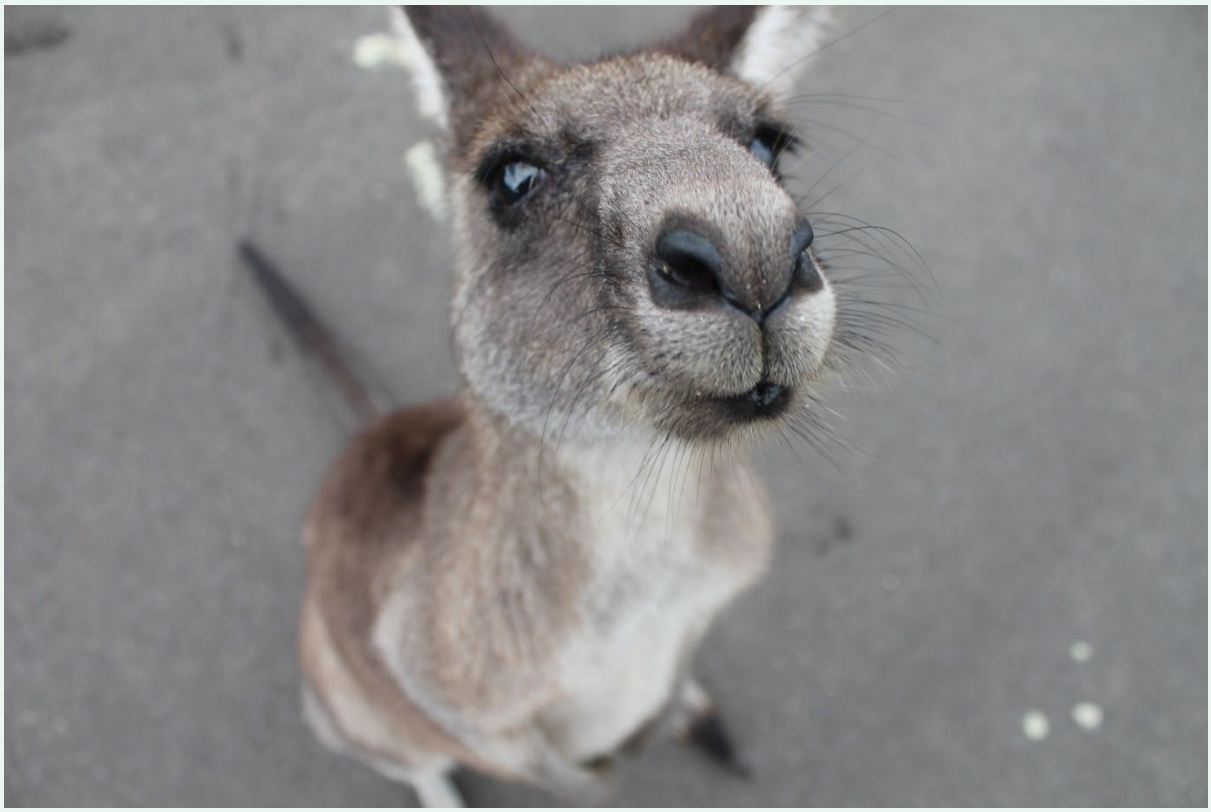
The Perth to Pinnacles tour focuses on the 'spaces in between' including:

- Alkimos – an iconic shipwreck famous for its jinxed past. Many West Australians have witnessed it slowly disintegrate since 1963. A small section is still visible from shore.
- Find out the stories behind small coastal towns like Guilderton, Seabird, Lancelin and Cervantes
- Make moments – understand how the landscape changes over the seasons, find the best place to look for humpback whales, swim with bottlenose dolphins or spot a kangaroo
- Eat like a local – the region is famous for its seafood, including the famed Western Rock Lobster.
- Immerse yourself – see the regional differently with your own digital 'Welcome to the Pinnacles' Post Card, talking thrombolites, sailing ships and wildflowers all year round



This tour best suits a small family or group of friends looking for a different way to get away for the day. Requires the use of a car (4WD not necessary).

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About the Perth CBD Boom-and-Bust tour

Explore 200 years of changing fortunes in an afternoon.

Stories Unseen's Boom and Bust self-guided walking route tells Perth's story from the struggling Swan River Colony to its coming of age as the City of Light. From First Contact to the present day, each stop on the tour progressively tells Perth's story decade-by-decade. The app uses current-day and historical footage to show how each shift in the State's economic fortunes has driven waves of demolition, development and social change. The Stories Unseen team have also connected with hospitality venues across the CBD to showcase the best offerings for every budget.

"This tour focuses on sharing everything that we love about Western Australia with tourists and those new to people. Walking is a great way to connect with the City while staying COVID safe," says Erin Clark, CEO and Co-Founder at Stories Unseen. "We've scoured lots of locations and history books to bring these stories to life. There are so many hilarious - and heartbreaking - stories that are uniquely Perth that only the locals know."

The Boom-and-Bust tour showcases quintessentially Western Australian stories such as:

- The City's strange obsession with heritage balconies
- The ancient science of indigenous farming practices
- Perth's 'scandalous' modernist art movement
- London Court: the first place in Perth to have air-conditioning
- The rise, fall and rise again of Alan Bond
- Demolished buildings of Perth

This tour best suits tourists and those new to Perth. It is well suited to independent travellers and couples.

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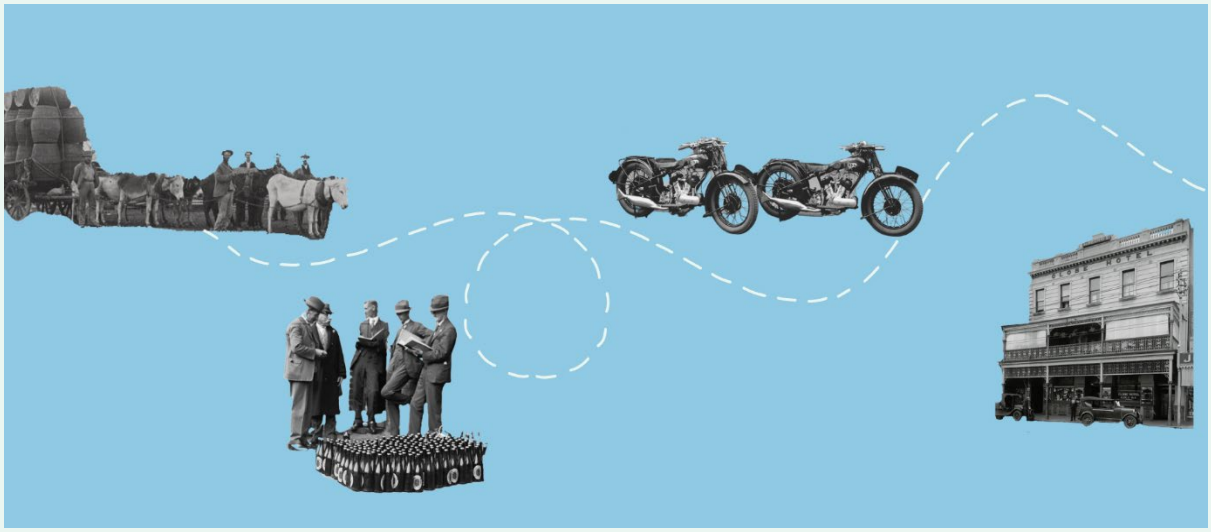

About the Perth CBD Historical Pub Crawl

A love letter to Perth's history and hospitality venues.

Ever wondered if these walls could talk? Alcohol, and the city's pubs, have been front-and-centre of Perth's colonial history since first contact. Raise a glass and discover Perth's hidden history – the storis behind some of Perth's most iconic and infamous institutions.

Each stop on this self-guided tour is paired with a different bar or restaurant so that tourists can keep hydrated as they jump between Perth's past and present. You can be confident that you are headed to Perth's hives of activity – this tour features venues open on weekends and most weekdays.

The Perth CBD Historical Pub Crawl tour showcases quintessentially Western Australian stories such as:

- The former Palace Hotel – saved by the Palace Guards
- The Stables – now fit for a Prince
- The second City Hotel – why you should never ask a lady's occupation
- Perth's former markets – where & when you could walk your livestock down the main street
- The Globe – the place for 'late night' refreshments

This tour best suits groups of friends looking for a fun way to spend time in the City.

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About the Perth CBD Murder-and-Macabre tour

Perth is dead. Always have an escape plan.

The Murder-and-Macabre tour shines a light on what true crime events happened, and where, across the Perth CBD - audacious murders, ghosts, robberies gone wrong and the controversies of capital punishment.

True crime is a form of female empowerment for many. Binging on true crime can help women feel more confident that they would know how to respond in a dangerous situation – important when Western Australia is considered the serial killer capital of Australia. The Stories Unseen mobile app uses current-day and historical footage and audio to bring Perth's criminal past back from the dead. Each stop is connected with a hospitality venue across the CBD to showcase the best offerings for every budget.

"True crime stories are nearly as old as the printing press. Humans have always been obsessed with dark stories, starting with murder pamphlets of the 17th century. True crime TV shows and podcasts are having a renaissance. Stories Unseen is using technology for the next evolution." says Erin Clark, CEO and Co-Founder at Stories Unseen.

The Murder-and-Macabre tour showcases Perth's grittier underbelly with stories such as:

- King St and the biggest decoy in Perth
- The haunting of the Piccadilly Theatre
- Murder on the Government House dancefloor
- The ghost in the Bell Tower
- Perth's most deadly serial killer and the ones that got away

This tour best suits true crime fans adventuring solo or with a friend. The best way to experience this tour after dark is on the back of a Peddle Perth rickshaw.

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About the Perth CBD Enterprising Women's tour

Well-behaved women seldom make history.

The Enterprising Women's tour showcases seven female historical entrepreneurs, highlighting that entrepreneurship can come in many forms. Stories Unseen weaves the stories of social rights campaigner, a property magnate, a brothel madam, and others together in the same walking tour.

"This route is our love letter to inspiring historical female figures. We've scoured lots of locations and history books to bring these seven stories to life," says Erin Clark, CEO and Co-Founder at Stories Unseen. "Immersive technology is coming of age, providing us with new ways of sharing historical stories with a new audience."

The West Australian Enterprising Women's self-guided walking tour showcases fascinating stories like:

- Bessie Mabel Rischbeith, debonaire social and land rights campaigner
- Mary Raine, Perth's OG property magnate
- Nellie Melba, Australia's first international superstar
- Emily Kame Kngwarreye, Australia's highest selling female artist
- Selma Butken and Northbridge's sly grog industry
- Josie de Bray, notorious brothel owner
- Edith Cowan, suffrage, first female to enter Australian parliament and social rights campaigner

This tour best suits people with a passion for women's history and entrepreneurship, completed either solo or a pair.

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Gift an experience

Good gifting never gets old.

Experiences make better gifts: don't trust us. Trust science! Science tells us the best gifts are the ones where you've got something in common.

Stories Unseen tours make a great gift for:

- The person who doesn't want "a thing"
- Family & friends new to town and its surrounds
- Curious explorers
- History lovers
- Hospitality aficionados
- Technology fans

Each gift card includes a special Stories Unseen downloadable gift certificate and an access code for up to five devices. Year-round, the Stories Unseen golden ticket unlocks any one of Stories Unseen's four Perth CBD self-guided walking tours. Seasonally, we produce a range of different themed for different occasions.

Keep an eye on our socials for special offers throughout the year including Christmas, Halloween, Day of the Dead and Mother's Day.

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About Us

Making a splash

Over 3,500 downloads across the Apple & Android stores

We believe that we're the first app in Australia to receive Tourism Industry Council accreditation that demonstrates:

- Quality & Reliability
- Professional customer service
- Accuracy in advertising
- Sound environmental practices
- An appropriately licenced and qualified operator
- Adherence to a Code of Ethics

Stories Unseen under our moniker Stories Unseen, were a finalist in the Tourism Council Western Australia Awards after being in operation for less than four months – in a field of businesses that had been in operation for up to two years!

We've been featured in a number of publications including:

- **TV:** Innovation Nation (Ch. 9)
- **Print:** The West Australian, The Sunday Times Travel, Business News, Travel Daily
- **Radio:** 6PR & RTR FM
- **Digital:** numerous technology & travel publications

Collaborations under development

Where next? We're always working on new stories to be told in collaboration with the communities in which we operate.

New tour routes	Stories Unseen development of new tours is currently focused in Eastern Australia – walking, driving and sailing. Contact us to find out more about our co-creation model.
Sponsored tours	Stories Unseen's technology platform enables us to create authentic experiences that drive connection. We work with like-minded organisations including forward thinking brands, special major events and special interest groups (e.g., medicine, engineering).
Schools	We make excursions easy - all Stories Unseen content can be packaged for your school's next outing, or co-created for special events.

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The team behind Stories Unseen

Erin Clark, CEO
Erin is a technology commercialisation specialist who is focused at the intersection of strategy, marketing and product development. She has successfully launched multiple new technology-enabled products and services to market across the Asia Pacific region. She is a passionate storyteller, trained journalist and codeless software advocate.
When she's not running Stories Unseen, she runs The Exchange Collective, a technology consultancy. Erin has a BA (Media & Communications), Graduate Certificate in IT Project Management and a Master of Business Administration. She was a 2020 Women in Technology WA (WITWA) Tech [+] 20 Award Winner, and regularly mentors' women looking to grow their careers in non-traditional industries.

Damien Fitzpatrick, CXO
Damien is the financial voice of reason behind multiple start-ups as a qualified Accountant with over 20 years of professional experience in a diverse range of industries. He oversees all aspects of Stories Unseen's product management, quality management and financial management. Damien brings to Stories Unseen a passion for all things photography, gaming and new technologies. Damien's '9 to 5' is as a CFO, CTO and HR Manager in the corporate world. He has a Bachelor of Business and is a Certified Practicing Accountant (CPA).

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Our background

How Stories Unseen started

Stories Unseen started as a response to how empty Perth's CBD felt post pandemic in February 2022 by co-founders Damien Fitzpatrick and Erin Clark. At the time they lived fulltime in Perth's CBD, spending their free time exploring the City's vibrant hospitality and arts scene, and were frustrated at the demise of many of their favourite restaurants and cafes. Having travelled extensively, Damien and Erin's favourite thing to do when they are travelling is to do walking tours. They wanted to get people back out and exploring but couldn't find a good alternative. So, they created one.

Initially focused on providing 'adults-only' experiences, their first tour was the Perth Pub Crawl, which has now evolved to Tales On Tap, reflecting that our charismatic virtual guides are now front-and-centre for each tour. By popular demand, Stories Unseen now provides a range of curated tours for all interests and ages.

The concept has now expanded to a number of cross-industry and location collaborations. This includes an exciting partnership with Sondra Stewart, Managing Director of *Adelaide Destination Management Co.* Sondra's deep knowledge of Adelaide's tourism landscape and her passion for sharing the city's unique heritage made her the perfect partner for this venture. Together, Erin Clark, Damien Fitzpatrick and Sondra Stewart developed the *Adelaide Firsts* tour, blending *Stories Unseen's* innovative approach with Adelaide's rich history. This collaboration reflects the shared vision of creating immersive, self-guided tours that engage both locals and visitors, highlighting the city's vibrant cultural and historical landmarks.

Today's focus

The tourism and hospitality sector today faces a different challenge – how to delight tourists amid rising costs and worker shortages. Popular tourism destinations are increasingly crowded, while lesser-known destinations struggling to attract high yield travellers. These independent travellers want to become more knowledgeable, seeking destinations are that considered 'cool' with authentic local cultural experiences. Stories Unseen's reason for being remains the same – creating connections that activate forgotten places and experiences.

Stories Unseen's expansion into South Australia is a testament to its continued growth and its ability to adapt and thrive in new markets, offering experiences that appeal to independent travellers, couples, and cruise ship passengers alike.

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Why the name Stories Unseen?

Stories Unseen, formerly known as Dark Stry, is known for its curated, self-guided tours that combine captivating stories of the past, present and future with clever technology to create memorable experiences.

Stories describes what we do. At our heart, we're a contemporary publishing company. Our content just comes in a very different wrapper as we blend audio, video and immersive technology into an easy-to-use package.

Unseen describes our ability to shine a light on forgotten people, peoples and experiences.

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