



WAITOC News

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Business Name

Darren "Capes" Capewell in Europe and UK

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WAITOC's "Capes" Darren Capewell, owner operator of Wula Guda Nyinda was part of a Tourism WA assisted series of events to Germany in October.

The German road trip enabled engagement with 350 Retail travel agents, 31 Specialist tour operator staff, 10 Journalists and 14 long haul tourism colleagues from WA agencies.

Aboriginal cultural experiences were a key drawcard in this market impacting emotionally on the audience.

Di Below – "Capes joined me on a road show in Germany just recently. The trip was exhausting, but very rewarding and lots of fun.

He did an amazing job, and not only for Wula Guda Nyinda – he wore a very strong WAITOC hat too and this is a key strength for the organization, when a single delegate attends events such as these and pre-

sents the whole family with such passion and professionalism. The Indigenous tourism component was an absolute highlight which underlines, yet again, that it is a major draw card for tourism from this market"

FTI Product Manager Ozeanien: Dietmar P. Schulz said "On this year's roadshow I can



WA on Stage—Entertainment Highlights

confidently say that we delivered the organisational part and you (Capes) the emotional part".

The German weekly newspapers "Berliner Kurier" and "Hamburger Morgenpost" subsequently published a double page about Wula Guda Tours. The circulation of the newspapers is about 880,000.

Special points of interest:

- * The WA Indigenous Tourism Product Manual is available at www.waitoc.com.
- * The Australian Indigenous Tourism Conference will be held from 20 to 23 September 2011.

State Coastal Conference heading to Exmouth

Congratulations to WAITOC Board Member Ann Preest and her team at the North West Cape Exmouth Aboriginal Corporation.

Ann is the Director/Chairperson North West Cape Exmouth Aboriginal Corporation which was successful with its bid to host the *WA State Coastal Conference* and the *WA Coastal Awards for Excellence Ceremony* in Exmouth in November 2011. More than 200 State, national and international delegates from across government, industry and the broader community are expected to gather to discuss issues such as

coastal development, climate change, community consultation, education, tourism and marine planning.

WAITOC will be looking at opportunities to encourage pre & post famils for delegates.

INDIGENOUS FOCUS WITH BOOMERANG REISEN

In November, Tourism WA launched a special promotion in partnership with Tourism Australia, Tourism NT and Boomerang Reisen.

Museum Ludwig in Cologne is running an Aboriginal Art exhibition for 5 months from Nov'10 – Mar'11.

The majority of the artwork is from NT and WA and TWA have produced a special booklet spotlighting the 2 States, with a focus on indigenous cultural attractions + 2 special travel offers per State. The WA's special travels were:

- 21-day 'Abenteuerliches Westaustralien' – a self-drive Perth-Darwin package including WAITOC member businesses Wula Guda Nyinda and Uptuyu Adventures and;
- 14-day 'die Kultur der Aboriginal People im Südwesten' – a self-drive Perth-Esperance -Kalgoorlie-Perth package including WAITOC member businesses Kepa Kurl and Morapoi



Western Australia Tourism Awards 2010

Winners & Medallists in the 2010 WA Tourism Awards (WATA) have received exceptional media coverage since the announcements were made in November at the Gala Dinner.

The WATA Medallists logo has been featured through various publications and websites, highlighting its status as a symbol of quality and the top accolade for tourism in this state.

WAITOC Members again featured in a range of a range of categories at the WA Tourism Awards held at Burswood, Perth. Among the 2010 award finalists were Eco Beach Wilderness Retreat, Home Valley Station, Uptuyu Adventures, Karijini Eco Retreat & Kepa Kurl finalists.



WAITOC Board and Management at Awards

Research into "Selling Indigenous Tourism Experiences to the Domestic Market"

Research commissioned in 2009 by Tourism Australia and the Department of Resources, Energy and Tourism (RET) into domestic market segments and indigenous tourism experiences provides some insight into target segments – down but certainly not out

The key finding in *Selling Indigenous Tourism Experiences to Domestic Markets* was that Indigenous tourism was behind other Australian

experiences, such as beach holidays and city breaks, in both appeal and participation, due to its limited ability to satisfy the **key domestic holiday needs of refreshment and indulgence**.

However, the research has also found that older Australians (with children no longer living at home), and families with older children were more likely to find Indigenous

experiences appealing as they are more interested in learning.

The full report is available at the following website:

<http://www.ret.gov.au/tourism/tra/domestic/domestic/Pages/default.aspx>

WAITOC GEARING UP FOR THE NEXT PHASE OF DEVELOPMENT

The new WAITOC Board responsible for setting the forward strategic direction for WAITOC has a familiar look.

The WAITOC AGM held on 19 November 2010 reiterated its confidence in the leadership provided by its Board of Directors and re-elected the current Directors for a further term.

Neville Poelina and Darren Capewell have retained their respective positions as Chairman and Vice-Chairman and Carla Dudgeon has moved to Treasurer.

The other continuing Board members are Robyne Reynolds, Josh Whiteland, Marissa Verma, Ann Preest, Brian

Lee, Maria Morgan, Mary Aiken, Irene Davey and Kathleen Cox.

In acknowledging the efforts of all former Board members and the long-serving CEO Angelique Franssen, Chairman Neville Poelina said that

“WAITOC remains at the forefront of Indigenous tourism advocacy and has clearly established its role as the peak industry body for indigenous tourism enabling it to achieve reciprocal memberships to TCWA, ATEC, Visitor Centres Association of WA and Eco Tourism Australia.

Despite our prior hand to mouth existence, we have managed to achieve some good results because of the dedication and commitment of all Board members who served the collective interests of Aboriginal tourism, not only voluntarily but often at a personal cost as a consequence of being called away from our homes, country, families and businesses to represent Indigenous tourism at state, national and international levels.”

Indigenous Tourism Champions Program (ITCP)

Fifty-one Indigenous tourism experiences, selected as the Indigenous Tourism Champions, were announced at the special Celebrate Indigenous Culture gala event which was held in Sydney on 1 December.

The ITCP is a joint initiative between Tourism Australia (TA) and Indigenous Business Australia (IBA) and is supported by the State and

Territory Tourism Organisations. It provides selected Champions with sales and marketing support and training, as well as mentoring in tourism best practice across service delivery, business operations, administration and promotion.

The following WA experiences have been selected to be part of the program:

Aussie Off Road Tours ; Kepa Kurl Eco-Cultural Discovery Tours ; Kimberley Dreamtime Adventure Tours; The Kodja Place; Goombaragin Eco Retreat; Wula Guda Nyinda— Aboriginal Eco Adventures; Home Valley Station; Kooljaman at Cape Leveque; Uptuyu Adventures; Kimberley Wild Expeditions.

Congratulations to the selected experiences.

The Kimberley Kicks off No Leave, No Life

It was great to see WAITOC members Home Valley Station and Kooljaman kick off the brand new television series No Leave No Life is back on Channel 7 on December 4.

The brand new series, will give seven hard working Aussies a much needed break from work. Personality, James Tobin will give seven unsuspecting workers the surprise of their lives, arriving at their office first thing on

a Monday morning before whisking them and their loved ones away on an amazing Aussie holiday.

The series is part of Tourism Australia's long term strategy to remind employees of the personal and professional benefits of taking annual leave, and of taking that leave in Australia

It was especially pleasing to see the distinctive figure of Brian Lee playing a starring role – hey Brian, did your guest from the city really pull that huge crab out of its hiding place with her bare hands!



WAITOC gets to attend Oprah Show

Bringing The Oprah Winfrey Show to Australia has been a massive project. By it's own admission, one of the biggest ever handled by Tourism Australia.

Over 302 guests came and visited every State and Territory, 25 destinations and were greeted by more than 150 tourism opera-



Maria Morgan—WAITOC Board member

tors. It has generated in excess of \$100m in national exposure and in the tens of millions globally. The shows will beam into 145 countries in January 2011.

WAITOC Board member, Maria Morgan, was one of the lucky audience members for the film-

ing of the show in Sydney.

Below: Oprah guests arriving in Australia.



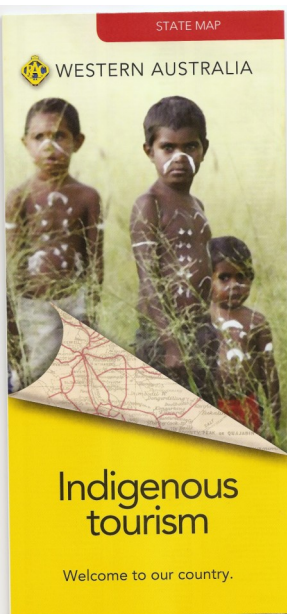
Are you accredited?

Under a policy developed by Tourism WA, from July 1 2010 all accommodation, tour, transport, hire and attraction memberships must be accredited or registered with an approved accreditation program to take part in Tourism WA's marketing activities.

These include WA Tourism Network; promotions at the WA Visitor Centre; online marketing and other promotional campaigns. For more infor-

mation contact WAITOC on 0419 921 946 or email: waitoc@westernaustralia.com

"Accreditation is not for everyone, but with the direction my business is heading to in International markets, it's crucial"



Indigenous Tourism Experience WA Self Drive Map

WAITOC in partnership with Tourism WA have produced a self drive map for those self drive visitors wanting to undertake an Indigenous tourism experience.

The map offers visitors a wide range of accommodation, from camping sites and bush camps under the stars to luxury lodges or exclusive private bungalows fringing spectacular beaches. The art centres are exhibitions of the local nature and history .

Authentic Aboriginal artefacts and art can be found in a variety of galleries and shops throughout the state.

The map is available at a number of locations, but you can order your map(s) from WAITOC by emailing waitoc@westernaustralia.com or phone 0419 921 946.

WAITOC represented at the Didjin Oz Festival, Italy 2010

The **Didjin Oz Festival** is an international event and is one among the most important in Europe. Now in its eighth year it has proven a success with tourists coming from Germany, Hungary, Holland, France, Czech Republic, Switzerland, Spain, Portugal and the United States, to attend the festival and its workshops.

It's also been showed recently on RaiUno and RaiTre (some of the main Italian TV channels), magazines, radio programs and newspa-

pers.

The **Didjin Oz Festival 2010** (9th, 10th, 11th of July), as in the previous editions, was held inside **The Rocca of Forlimpopoli** (a beautiful Sforzesco's Castle) in the middle of the little old town of Forlimpopoli. 47034 Piazza Fratti (Fratti Square).

Bill Webb, Elder of the Wardandi people from the South West of the Western Australia together with Josh Whiteland, also from Wardandi country (and WAITOC Board member) attended this year's event.

More information on the event can be obtained by visiting www.didjinoz.com.



Business as Usual for 2011

WAITOC has now attended key trade events such as the Australian Tourism Exchange for eight years. The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest International travel trade show of its kind in the southern hemisphere. Next year will be no different with WAITOC attending ATE 2011 in Sydney and Corroboree 2011 in Darwin.

ATE11
AUSTRALIAN TOURISM EXCHANGE
SYDNEY



events are being considered. Keep watching this space to see how your business can become involved and benefit.

Do you have something to share?

WAITOC is always looking for other news stories from our members and friends in industry. We are hoping to hear about your stories. Have you started a new product? Or expanded your business? Moved location? We want to hear about it.

Want to write an article about your part of the world? Tell us about it and we'll share it with our members.

Are there any events planned in your town or region, let us help you promote it through our newsletters. For more information contact WAITOC on 0419 921 946 or email: waitoc@westernaustralia.com



Business Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

Your business tag line here.

We're on the web
WWW.WAITOC.COM



The WAITOC Board and management would like to wish their members, friends and family a merry Christmas and a safe and successful New Year.



A new CEO with a familiar agenda

WAITOC is about to commence its 4th period of development thanks to the energies of Board members and Executive who have been responsible for guiding WAITOC for the first 8 to 10 years of its journey in support of indigenous tourism development as an integral part of the WA tourism industry. That's according to Johnny Edmonds, the new CEO for WAITOC.

Johnny Edmonds is Ngapuhi Maori from New Zealand. His family ancestry are firmly rooted to customary Maori land in Northland, the place where the Treaty of Waitangi was first signed between Maori chiefs and the British Monarchy and now underpins modern New Zealand. Johnny spent some 25 years working for the NZ Government as a surveyor, land use planner, land administrator and finally as a Senior executive for the NZ Government. His

responsibilities involved considerable engagement with the tourism sector especially in his roles as Director of Planning for National Parks & Reserves, NZ Commissioner of Crown Lands and Group Manager Land Data Services with responsibility for managing NZ Government's mapping services.

In the last 15 years Johnny Edmonds has worked for NZ heritage and Maori organisations with re-



sponsibilities for Maori cultural and economic development. He was part of the Management Team responsible for establishing the operation of NZ's national museum, Te Papa. Johnny has served as CEO for the NZ's most iconic heritage attraction, the Waitangi Treaty Grounds, as well as for the Northland Maori Regional Tourism Organisation and the NZ Maori Tourism Council. Most recently, his NZ consultancy company has designed and delivered a range of mentoring and advisory services to Maori tourism and art businesses and organisations under contract to the NZ Government.

The new CEO shares in the confidence of the WAITOC Board that indigenous tourism in WA will make an extraordinary difference to visitor experiences in WA and reinforce that there is nothing like Australia.