



WAITOC News

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WAITOC ASSOCIATION INC

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Special points of interest:

- * The WA Indigenous Tourism Product Manual is available at www.waitoc.com.
- * Call for Papers open for Australian Indigenous Tourism Conference— visit www.aite2011.com for more information.

It's Back to the Future

The WAITOC Board met on 10 March 2011 and re-affirmed WAITOC as an Indigenous organization - reinforcing the original intent of traditional custodians who saw Indigenous tourism as a means for fostering the cultural, social and economic development opportunities for their peoples and in a manner that could deliver benefits for all.

In order to make this original intent much more explicit in the operations of WAITOC, the Board intends to base its own performance on 3 core values:

1. Connection to Country – WAITOC believes in the intergenerational rights/obligations of In-

igenous language groups for the spiritual maintenance of the land. This will provide the basis for WAITOC's advocacy role;

2. Corroboree – WAITOC is a place where people with an interest in Indigenous tourism can come together to share, learn and benefit from each other. This will provide the basis for WAITOC's networking role;

3. Reciprocity – WAITOC seeks relationships with organisations that respect mutual rights and obligations and have a desire to make a difference together. This will provide the basis for WAITOC's development of partnerships.

Overall, the WAITOC

Board will position its activities on “**delivering partnership solutions for those who wish to engage with Indigenous tourism in a manner that produces mutual benefits.**”

While this positioning is not new to WAITOC, the Board's renewed emphasis on mutually beneficial partnerships that deliver tangible results for Indigenous tourism businesses will play a more prominent role in the Board's priority actions during the next 3 years.

In the meantime there is considerable fertile ground of existing partnerships from which further growth can develop.

Johnny Edmonds, CEO

A Model Industry Partnership

WAITOC and TCWA have a reciprocal and mutually supportive relationship which has enabled WAITOC Executive to be co-opted onto the Tourism Council WA. This arrangement has enabled WAITOC to provide advice to TCWA on Indigenous tourism issues and opportunities and has eliminated the need for TCWA to set up a separate/ additional Indigenous Advisory Group. This partnership model not only introduces operational efficiencies but also supports the empowerment of Indigenous tourism.

WAITOC sponsorship of the WA Industry Indigenous tourism awards category has been a feature of the relationship for the past X years and other collaborative projects are in the pipeline.

THE MARKETING AND SERVICES AGREEMENT WITH TOURISM WA

The current Marketing and Services Agreement with TWA enables WAITOC to promote and market Aboriginal tourism and TWA's brand in intrastate, interstate and international markets. This base agreement also enables WAITOC to combine with RTOs and other industry distributors in promotional projects aimed at enhancing marketing reach of Indigenous tourism businesses. These promotions include:

- The distribution of the Indigenous tourism map to a range of consumer and industry trade events both domestically and internationally, including the Perth Caravan and Camping Show, Holiday and Travel Expo in Perth, Melbourne and Sydney; the NATAS Singapore, MATTA Malaysia, Australian travel agents in WA, NSW, Vic, Queensland and offshore agents for the Dutch, Benelux and German markets;
- The update and promotion of the WA Indigenous tourism product manual to a range of international industry trade events including ATE and Corroboree and on the WAITOC website for download by all interested trade and consumers;
- Production of a new brochure of some 66 Western Australian Aboriginal Tourism Business Locations, especially for distribution to new industry contacts at international trade events.

Making a Difference: Aboriginal Tourism Strategy for Western Australia 2011–2015

WAITOC will be combining with a number of government agencies in the implementation of the Making a Difference: *Aboriginal Tourism Strategy for Western Australia 2011-2015*.

The implementation of the strategy will be underpinned by efficient and effective government support for Aboriginal tourism and is aimed at

provide the opportunity to ensure that Aboriginal tourism is a competitive advantage for Western Australia in relation to international markets.

The strategy is also aimed at increasing the participation of domestic visitors in Aboriginal tourism in Western Australia and the associated development of authentic, consistent and sustainable Aboriginal

tourism product.

The implementation of the strategy will also strengthen the level of skills and training within the Aboriginal tourism industry and will provide opportunities for training and qualifications consistent with those of the mainstream tourism industry.

ANOTHER MULTIPLE PARTNERSHIP

WAITOC, Experience Perth RTO and the South West Aboriginal Land and Sea Council (SWALSC) are developing a new collaborative project aimed at improving the operation, alignment and engagement of existing metropolitan Indigenous businesses having cultural products with tourism distributors.



This project is in direct response to the need for greater opportunity for visitor engagement with Indigenous experiences within the Perth region.

Partnering in the Delivery of the Meiers Weltreisen Go Down Under Event and Seminar

Meiers Weltreisen is one of Germany's premier retail training events. Staged annually in one of the long haul destinations featured in their brochure, the event showcases tourism products and experiences to 100 retail travel agents. The criteria for the invitation/selection includes: high annual turnover, strong potential to book long haul travel destinations, a mix of counter sales staff and travel managers, no trainees.

The Go Down Under Event enabled 100 top-selling, invited, German travel agents to explore Australia on a 7-day tour and culminating in a 3-day seminar in Esperance.

The 3-day seminar was a marvelous example of national and State tourism and local community organisations collaborating to provide an unforgettable learning experience for the 100 German travel agents. The workshop sessions

took place in outdoor settings of beaches and islands – immersing the agents in the landscape rather than showing them photos of it in a seminar room. Engagement with the local community took place in local heartland facilities enabling engagement with the traditional custodians, sports organisations, local promotional agency and even the local member of Parliament. WAITOC was pleased to have been one of the contributors.

MEIERS WELTREISEN GO DOWN UNDER 2011



Workshopping on the beach at Cape Le Grand



Dancers entertaining agents from Meiers

INDIGENOUS TOURISM WORKING GROUP

The absence of a national Indigenous tourism organization has required WAITOC to partner with national government and State tourism organisations and to provide an Indigenous voice on the Indigenous Tourism Working Group.

Australian Tourism Ministers have established the Indigenous Tourism Working Group (ITWG) to ex-

amine ways to improve the quality of Australia's indigenous tourism product offering and to maximise the participation of Indigenous Australians in the tourism industry.

The 2-year Forward Work Program for Indigenous tourism, as endorsed by the Tourism Ministers Council for 2011/12 - 2012/13 focuses on:

- Increasing Indigenous tourism employment
- Building the capacity of Indigenous tourism businesses; and
- Enhancing Indigenous tourism product offerings.

WAITOC part of Tourism Industry Reference Group

WAITOC is the only State-wide Indigenous, peak industry organization in Western Australia.


As a consequence WAITOC makes an important contribution to the deliberations of the Tourism Industry Reference Group that is convened monthly by the Department for Environment and Conservation.

The TIRG is a mechanism to keep in touch with what is happening in the

tourism industry as well as developments in national and marine parks.



Department of Environment and Conservation

Our environment, our future 

WAITOC AT ATE 2011

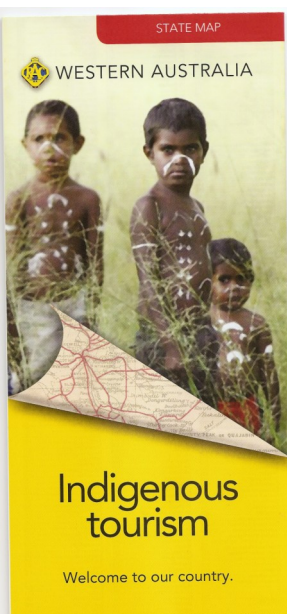
As many of you will know Australia's premier tourism trade event, the Australian Tourism Exchange (ATE) 2011, started last Saturday at the Sydney Exhibition and Convention Centre.

The ATE is the largest international travel trade show of its kind in the Southern Hemi-

sphere and provides a forum for Australian tourism businesses to meet with key international buyers from around the world.

More than 70 WA tourism operators representing over 40 tourism products are attending the ATE. The ATE runs until April 8, 2011.

ATE11
AUSTRALIAN TOURISM EXCHANGE
SYDNEY



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.

Introducing our new Board member ...

ROBERT TAYLOR

Robert Taylor has spent the last 20 years in the hospitality industry as a qualified chef he became executive chef for ALH in 1999, where he had a number of his recipes published in publications such as Table Magazine. In 2000 Robert and his partner went into hospitality management and he is currently the Managing Director of Forté hospitality a role he has been in for the past 8 years.

This company is a specialized property management group that encompasses accommodation and Food

and Beverage operations in Margaret River, Busselton, and Mandurah. Robert has proven himself to be a successful businessman in his own right overseeing a business with a multimillion dollar turnover.

Robert oversees the companies' financials including all forecasts and budgets and is responsible for ensuring the development supervision of the staff within the business.

Robert is a keen contributor to the industry and is looking forward to be involved with WAITOC as a Board member.



LEARN TO BE A TOUR GUIDE!

Touring and training experts Global Gypsies are holding their next short, accredited Tour Guide Training Course on December 10 – 11, 2011. Accreditation is provided by Pilbara TAFE under the Certificate III of Tourism Unit of Competency *THTFTG05B Lead Tour Groups*.

Designed for urban, regional or remote area Tour Guides who are either permanent employees, casual,

free-lance or volunteers, the course comprises both theoretical and practical content with emphasis on hands-on activities and role plays.

Held at Murdoch University and an overnight bush camp, the content covers such generic guiding skills as interpretive presentation, customer service, duty of care, basic four-wheel-driving, safety, risk management, dealing with emergencies,

leadership, cultural awareness, environmental responsibility, conflict resolution and more.

For more details please contact Global Gypsies on

(08) 9341 6727

admin@globalgypsies.com.au or visit www.globalgypsies.com.au

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



WAITOC

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WWW.WAITOC.COM



The WAITOC Board and management would like to wish their members, friends and family a safe and relaxing Easter.



WHAT'S HAPPENING AROUND INDIGENOUS AUSTRALIA?

The Jaaning Tree Restaurant is the lifelong ambition of owner and Head Chef Clayton Donovan. Clayton brings 15 years of experience to the picturesque town of Nambucca. Clayton trained at one of Sydney's finest restaurants The Watermark, Balmoral Beach in Sydney before gaining truly global experience in some of England's finest hotels and restaurants. His ultimate goal was to establish a place of his own in his community, not only for his family but for the community at large. The mid north coast of N.S.W. has a high percentage of Indigenous Australians living in

its environs and this restaurant serves as a meeting place and focal point for many family gatherings and business meetings within that community as well as serving the rest of the population demographic including the many visitors that flock to the amazing coastline. The restaurant's name



has links with Claytons past; Jaaning pronounced "jaa-nee" is Gumbaynggir for the Acacia Irrotata or the Black Wattle tree. For centuries this tree has been a unique source of food for the local indigenous people and it was this bush lolly Clay would search for in his back yard when he was a small boy.

For more information on Jaaning Tree Restaurant contact:

Tel: 02 65694444 or visit
www.jaaningtree.com.au