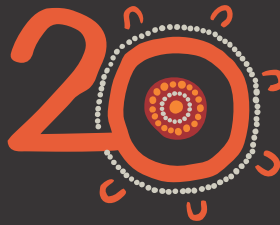




WAITOC.COM

Ancient Tracks - New Journeys

CELEBRATING



YEARS

2002 - 2022



Ancient Tracks, New Journeys

Aboriginal Tours and Experiences, Western Australia

Aboriginal and Torres Strait Islander people, please be advised that this publication may include images of people who are deceased.

CELEBRATING 20 YEARS

WAITOC became an Incorporated Association in May 2002, at the time it was the only group of its type in Australia.

This commemorative publication shares some of the key milestones which have paved our 20 year journey, from 2002 - 2022.



Message from the CEO

It is a privilege to be the CEO of WAITOC for its 20th anniversary; I started the journey with WAITOC as a member in 2007 and in the financial year of 2009 -2010 as a board member. This year saw the transition from WAITOC's first CEO, Angelique Fransen, who was of Dutch descent, to WAITOC's second CEO, Johnny Edmonds, who was of Maori descent. In 2014 I became the chair of WAITOC and saw WAITOC's third CEO, Simon Haig, who was of Irish descent. Then in 2015, I became the CEO of WAITOC, and I am of Nanda Yamatji descent. Our current chair Mr Doc Reynolds stated that WAITOC had to go around the world before getting its first Aboriginal CEO.

Our longest-serving chair Mr Doc Reynolds quoted Australian singer-songwriter Paul Kelly 'from little things, big things grow,' which became the theme of the Australian Indigenous Tourism Conference 2018 (AITC 2018). WAITOC started its journey in the Kimberley with 11 members and is now the peak body for Aboriginal tourism in WA, with over 280 members. WAITOC is a crucial advocate for developing a peak Aboriginal tourism body for Australia; The organisation has helped other states to create state Aboriginal tourism bodies, with NATOC developing in 2012 and QFNTC and ITOQ beginning in 2022.

Neville Polina, dedicating six years as the Chair of WAITOC and a Commissioner of Tourism WA, fought valiantly for statewide Aboriginal tourism, often reminding the sector 'That even though Aboriginal tourism was part of the state's tourism pillars, it was more like a stick as it struggled to achieve the respect and support from the wider industry to ensure its growth. Today, thanks to the groundwork of exceptional board members, CEOs, staff and members of the Aboriginal tourism sector, Aboriginal tourism is now a respected pillar of the tourism matrix for the state, with collaborative partnerships under WAITOC'S trademark.

Ancient Tracks, New Journeys

Thanks to partners, including Tourism WA, DBCA, Tourism Council WA, IBA, City of Perth, state government, Breakaway Tourism, industry stakeholders and our emerging philanthropic friends, including Lotterywest, who are now supporting WAITOC's new charity arm Aboriginal Tourism WA. I look forward to watching our people and our place become prosperous for all.

Robert Taylor
Chief Executive Officer

WAITOC PATRON

Sam Lovell

A Pioneer of Aboriginal Tourism in Western Australia.



Sam Lovell was born in January 1933 on Calwynyadah Station in the Kimberley. His father was Jack Lovell, part owner of Calwynyadah Station. Sam was taken away to Mulla Bulla Station in 1937 when he was 4 years old. Mulla Bulla Station was an Aboriginal settlement where so called “half caste” kids were taken. Sam does not remember his mother and never saw her again after he was taken away.

Sam has an extensive background in tourism and pioneered Aboriginal tourism, establishing his own business, Kimberley Safari Tours, in 1981. Prior to that, his employment ranged from truck driver, stock hand to fencing yard building contractor. Until recently, Sam was employed by Aboriginal Economic Development (AED), Department of Industry and Resources as an Aboriginal Tourism Project Officer, he filled that role since 1995.

Sam was awarded the Sir David Brand Award in 1988 for his contribution to tourism and was runner up for this award in 1985.

A tourism award, the Sam and Rosita Lovell Tourism Award has also been named after him and was presented annually by the Kimberley Tourism Association.

In 2000 Sam also received a Commonwealth Recognition Award for Senior Australians. To this day Sam continues working in Aboriginal Tourism supporting operators throughout WA.

WAITOC PATRON

Dale Tilbrook

A Pioneer of Aboriginal Tourism in Western Australia.



Dale Tilbrook is a Wardandi Bibbulmun woman from the South West of Western Australia. Dale's tourism journey started in 1996 with a small company with her brother Lyall Tilbrook, making returning boomerangs and other artefacts. They were proud to be awarded an Olympic swing tag for the sale of their boomerangs during the 2000 Games in Sydney.

In 1998 Dale and Lyall opened their first Aboriginal gallery and gift shop in the Swan Valley. Dale often jokes that the beautiful artwork is only a device to entice people into the gallery, giving her the opportunity to talk with visitors, broadening their understanding of Aboriginal culture, history and language. Education is an important part of the cultural experience offered at Maalinup.

Dale also works extensively with students of all ages through school incursions and education programs and regularly called upon by the corporate sector to deliver talks about bush foods, catering and cultural awareness programs.

Native plants and their traditional uses, both as food their medicinal properties, is a passion for Dale. Her extensive knowledge, gleaned from elders and her own research has made Dale a sought after bush tucker speaker.

Dale also serves on the Boards of a number of organisations including: Swan Valley and Eastern Regions Slow Food Convivium, ANFAB (Australian Native Foods and Botanicals), WITH-WA (Women in Tourism and Hospitality) and The WA Parks Foundation.



OUR VISION

To continue to secure WA as the premier destination in Australia to experience the world's oldest living culture through accelerating the growth of a strong authentic Aboriginal tourism industry.

OUR MISSION

WAITOC

We Are Indigenous Tourism On Country

The premier Aboriginal advocacy body educating and leading government and industry on the aspirations of Aboriginal tourism businesses and their global market.

OUR CORE VALUES

WAITOC empowers its members to embrace their cultural identity in order to honour and respect the ancestors and elders both past and present.

With traditions of the oldest living culture restored, the outcomes at a social and economic level become more progressive and offer the opportunity to create pride in its people. Showcasing these traditions fosters current and potential market understanding, sensitivity and awareness. Access and engagement with these traditions is a key consideration for the development of a sustainable Aboriginal tourism industry in Australia.

WAITOC's corporate values encompass both traditional and commercial components but are clearly differentiated as they give priority to the culturalisation of commerce and not the commercialisation of culture.

Major milestones along our 20 year journey

2002

WAITOC became an Incorporated Association in May 2002, at the time it was the only group of its type in Australia.



2003

WAITOC attends ATE in Melbourne. WAITOC Aboriginal Art and Craft Showcase at ATE in Melbourne.

WAITOC and 'Leave No Trace Australia' seal an MOU aiming for minimal impact practices to be observed to protect the natural environment, the cultural heritage and living cultures of Indigenous communities.



2002

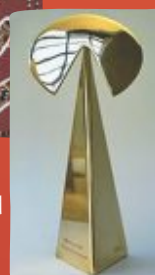
WAITOC attends its first ATE, (Australian Tourism Exchange) in Brisbane, QLD - showcasing WA's Aboriginal Tourism to the Global Travel Industry

2004

Inaugural AITC Conference Esplanade Hotel, Fremantle, WA



WAITOC wins prestigious DRV German Environmental Award for Cultural Eco Tourism



2005

WAITOC showcases Aboriginal Tourism to over 200 International Travel Agents at the Discover Australia Tradeshow



WAITOC produces the first dedicated WA Aboriginal Tourism Brochure in the International market, in partnership with Tourism WA and Australia Tours (German Tour Operator)

2006

'Knecht Edutainment' showcased WAITOC/Aboriginal tourism experiences as a major feature at this trade event for 100 Swiss travel agents and media, staged in partnership with Tourism WA and Knecht Reisen (Major Swiss Tour Operator)

2007

AITC 2007 Receives International coverage in German & Swiss media



WA Treasure Hunt Event - WAITOC MC and Workshops staged for 60 Swiss travel agents and media, in partnership with Tourism WA, TUI Suisse (Tour Operator), Qantas and Swiss media

2007

Indigenous Experiences European Roadshow London, Paris, Milan, Berlin, Amsterdam generates substantial media exposure in the Central Europe markets



2009

launch of the first WA Touring Map flagged with over 100 Aboriginal tours and experiences (in German and English language) in partnership with Tourism WA.



WAITOC showcased Aboriginal tourism to 300 UK/Europe Aussie Specialists at Corroboree Workshop Event

2008

WAITOC wins prestigious European Environmental Tourism Award



WAITOC European Roadshow showcased WA Aboriginal cultural experiences to over 600 Travel Trade Partners + WAITOC exhibitor stand at ITB (Internationale Tourismus Boerse) the world's leading travel trade show staged annually in Berlin, Germany.

2010



Major Events:
Didjin' Oz Festival & FTI Roadshow
4 month promotion at the German Museum Ludwig - Aboriginal Art & tourism

Globetrotter Cross-Marketing Promotion in partnership with Tourism WA, Tourism Australia, Australia's Coral Coast, Tourism NT 1.2 million distribution & digital TV features.

2011



'Australia the Book' - Special Travel Guide featured 7-pages of WA Aboriginal Tours and Experiences - produced in partnership with Tourism WA and Australia Tours (German Tour Operator)

Major Events:
AITC 2011

Meier's Go Wild Travel Trade Event for 100 German Travel Agents

Major milestones along our 20 year journey

2012

Major Events & Promotions:
RAC Top Holiday Spots Promotion,
German TV Shoot & AITC 2011

WAITOC are involved in approx. 2/3 of
all Tourism WA media projects in
Germany/Central Europe

WAITOC partners with global Indigenous
tourism businesses to found WINTA –
World Indigenous Tourism Alliance



2014

European Travel Magazine
Dampier Peninsula

DriveWA.com National Tourism campaign

WAITOC wins state tourism award
for Specialised Tourism Services



2013

WAITOC brings CEO of Aboriginal Tourism Canada to WA to
lobby State Government for Aboriginal Tourism WA funding

ATE 2013 Tourism Workshops
Tourism WA Experience Extraordinary campaign

Winner of the Western Australian Heritage Awards for
demonstrating an innovative approach to living heritage.



2016

2016-2020 Strategic Plan

100,000 Travel Maps printed & distributed
Dedicated Stand at Perth Caravan & Camping Show

Launch of new WAITOC Product Manual distributed
to global travel industry partners



2015

2015-2019 ATDP funding \$1.46m creates
39 new businesses and 104 FTE

Boomerang Reisen online campaign launched
Western Australia Fly-Drive European campaign
ATE 2015 stand and workshops



2018

120,000 Aboriginal Touring Maps printed and distributed
Regional promotional brochures feature over 100 members
ATE 2018 and multiple awards at TourismWA Awards

2018-2019 Perth ATDI (Aboriginal Tourism WA Development Initiative)
City of Perth, IBA and TourismWA



2017

2017-2018 City of Perth, WAITOC and TWA
Aboriginal Tourism pilot program in Perth

WAITOC Members take out top honours at WA Tourism Awards
Partnership with Broome Airport 'Welcome to Country' sign
4 Tradeshow across 3 states - Perth, Sydney, Melbourne
WAITOC & Getaway partnership featuring 8 members



2019

Live Honey Ant Showcase and tastings
Bushfoods promotion at Perth Caravan & Camping Show
WAITOC voted Best stand at Perth Caravan & Camping Show

UK/Europe Training Blitz – Showcasing Aboriginal tourism to our
major European markets in partnership with Tourism WA and the
5 WA Regional Tourism Organisations.

Launch of new Interactive Digital Product Manual extends
promotional 'tool kits' to over 200 global travel industry
partners

WAITOC's YouTube channel racks up over 11,000 views

2019-2020 Perth IBA and WAITOC Export Ready program
\$116k 12 businesses in an advanced program with
Go Cultural Aboriginal tours winning a national gold
tourism award after only 3 years in business.



Record WAITOC members attend
2019 ATE 40th Anniversary hosted in Perth

Major milestones along our 20 year journey

2020

Postcards from our Backyard

'Dirt and Music' – 4 page cover story in the West Australian Travel Magazine – featuring Sam Lovell

Over 100% increase in visitor traffic to waitoc.com (55,000 sessions)

WAITOC 'Postcards from our Backyard' COVID campaign launched
Postcards Competition launched nationally

WAITOC publishes 2019 -25 Strategic Plan
Silver Award for Destination Marketing
'Aboriginal Guides and Storytellers Campaign'

Whadjuk 'Welcome to Country' Art Competition and winning mural installed at WA Visitor Centre, Perth

Launch of new Interactive Digital Product Manual extends promotional 'tool kits' to over 200 global travel industry partners



2021 Gold, Gold, Gold

WAITOC cleans up at the TourismWA Awards
WAITOC's Postcards from our Backyard campaign wins Gold Marketing Award in WA and Silver Marketing Award in Australia.

150,000 copies of WAITOC's popular Aboriginal Touring map maps printed and distributed.
WAITOC's Aboriginal Campgrounds and Retreats brochure and Nature's Table bushfood promotions aligned with Tourism WA and Tourism Australia holiday at home campaigns

TV Partnership – Going Places with Ernie Dingo
NITV/SBS Film Shoot featuring 6 WAITOC members

2021-2022 WAITOC secures \$7.2m funding over 4 years, towards Aboriginal Tourism business development

Milestone for Aboriginal Tourism in WA with announcement of Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025.



2022 and beyond

2022 ATWAL partnerships - Philanthropists and businesses improve business development opportunities

'WelCome Back' WAITOC's (post COVID) International Campaign is launched
Ardi Beyond Broome Traveller's Guide and website launched
Bindjareb 'Welcome to Country' Art Competition and winning mural installed at Mandurah Visitor Centre

2022/23 International Aboriginal Tourism Digital Product Manual distributed to the global travel industry at ATE in Sydney
10th AITC – Australian Indigenous Tourism Conference staged in June 2022 in Cairns

Aboriginal Campgrounds & Retreats brochure and digital campaign
'C'mon Pet let's Roadtrip', pet friendly Aboriginal Campgrounds digital campaign
Aboriginal Tours & Camps brochure distributed to 43,000 schools, youth groups and church groups
2022 Busfoods and Wildflower Trails brochure and digital campaign

WITS 2023 – World Indigenous Tourism Summit in Perth, March 2023
WAITOC.com launches new website in 2023
WAITOC Wejugo digital map launches 2023

Looking back at WAITOC Board Members

WAITOC Board 2001



WAITOC Board 2002



WAITOC Board 2003



WAITOC Board 2004-05



WAITOC Board 2006-07



WAITOC Board 2007-08



WAITOC Board 2009-10



WAITOC Board 2010-11



WAITOC Board 2011-12



WAITOC Board 2012-13



Looking back at WAITOC Board Members

WAITOC Board 2013-14



WAITOC Board 2020-21



WAITOC Board 2014-15



WAITOC Board 2016-17



WAITOC Board 2018-19



WAITOC Board 2021-22



WAITOC Board 2015-16



WAITOC Board 2017-18



WAITOC Board 2019-20

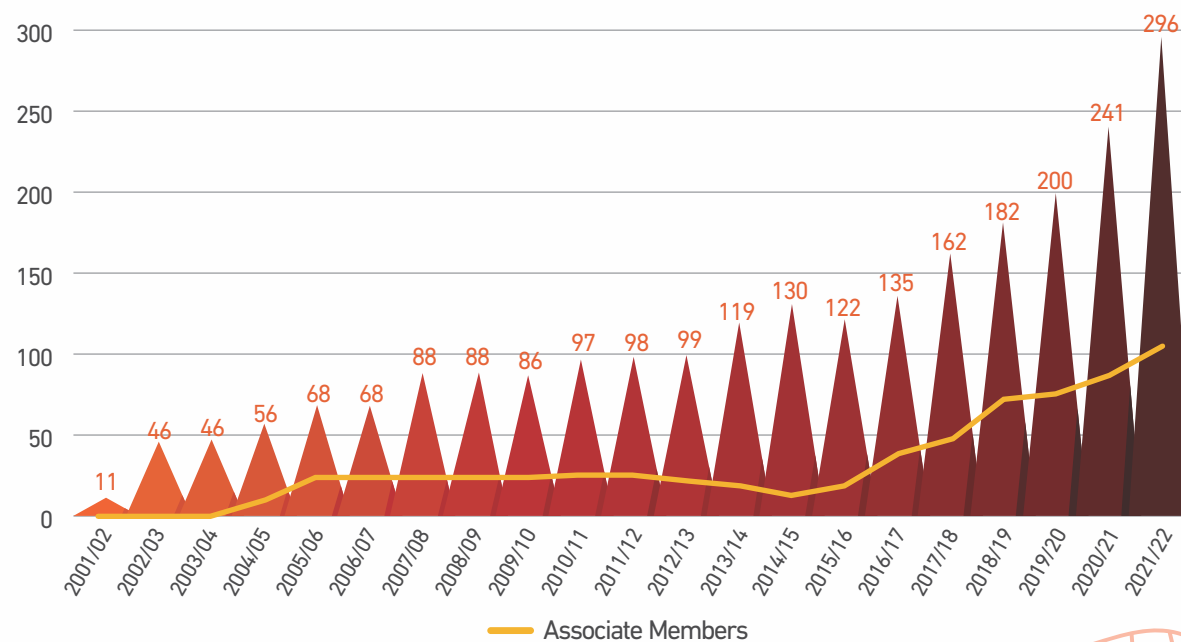


Looking back at how WAITOC has grown.

WAITOC Membership Historical 20 Years

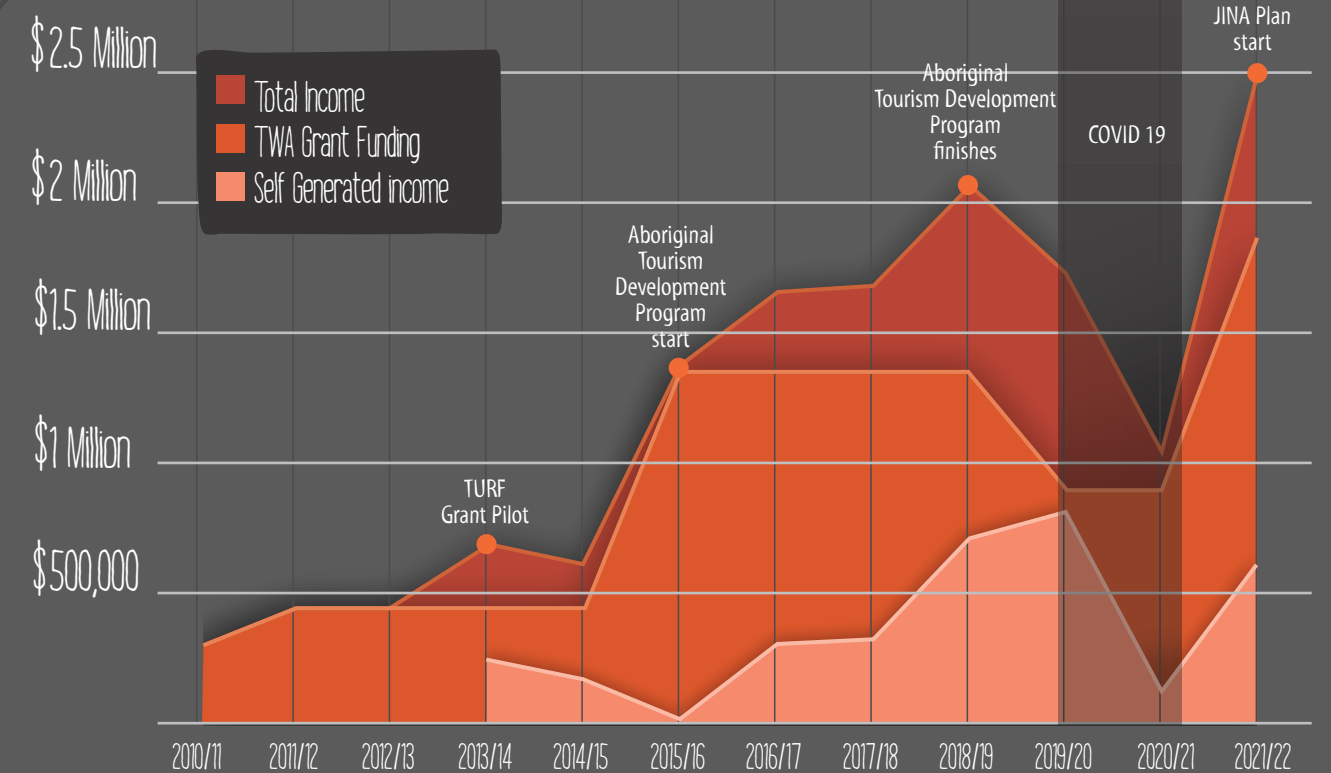
WAITOC this year has been operating for 20 years. Growth in membership over the past six years has seen accelerated growth. WAITOC's membership has grown by over 240%, from 122 in 2015/16 to 296 in 2021/22.

During this same period Associate Membership numbers has more than trebled.



Historic Income

WAITOC this year has been operating for 20 years. Growth in membership over the last six years has seen rapidly accelerated growth. WAITOC's membership has grown by over 240% from 122 in 2015/16 to 296 in 2021/22.





"Congratulations to WAITOC 20 years is an amazing achievement. Well done to everyone that has been involved from the beginning till now. So many wonderful experiences, unique places and great people. WAITOC was my introduction to tourism and inspiration to continue the journey in Aboriginal business. Being able to share country and use tourism as a vehicle is a privilege, thank you for all the support."

Josh Whiteland, Koomal Dreaming



"Happy Birthday WAITOC from all of us at Wula Gura Nyinda. We wouldn't be here without the wonderful support from the amazing team at WAITOC. We hope that there's many, many more birthday's to come. We love our WAITOC family"

Darren (Capes) Capewell, Wula Gura Nyinda



Look at us now WAITOC, 20 years old. We are proof that from little things big things will grow, but only if you have like-minded committed people. Let's all celebrate what we have achieved in twenty years.

WAITOC is now a State, National and Internationally recognised body, and a very respected organisation. Thanks to all of you for committing to make us who we are.

Neville Poelina,
Uptuyu Aboriginal Adventures

CELEBRATING 20 YEARS

Thank you for joining us
in celebrating WAITOC's
20th Anniversary and continuing
to be part of our exciting journey,
growing Aboriginal Tourism
in Western Australia.



What an amazing Dreamtime journey WAITOC has been on. Over the 20 years, WAITOC has flourished through the unwavering support of its outstanding Board and staff to grow and develop Aboriginal Tourism for WA. Congratulations to past CEOs, Chairpersons and Board Members. From little things BIG THINGS GROW.

Robyne Reynolds, Kepa Kurl



"I remember WAITOC a small seed in tourism, it developed into a small tree filled with the bright fruit of passionate tourism operators that have inspired a generation of change in respect for the unique experiences that is Aboriginal tourism.

Today that small WAITOC tree is thriving, strong, and deeply rooted in the heart of tourism in WA, with branches reaching out to embrace new operations and supporting established operators. Congratulations WAITOC, Members, Staff and Directors past and present. Working together we get it done!"

Tahn Donovan, Deadly Divas



"Happy Birthday WAITOC from Oolin Sunday Island Cultural Tours. Thanks to the WAITOC team for all of your amazing support and for being there with invaluable advice in my first year of business."

Rosanna Angus,
Oolin Sunday Island
Cultural Tours