WAITOC

Western Australian Indigenous Tourism Operators Council

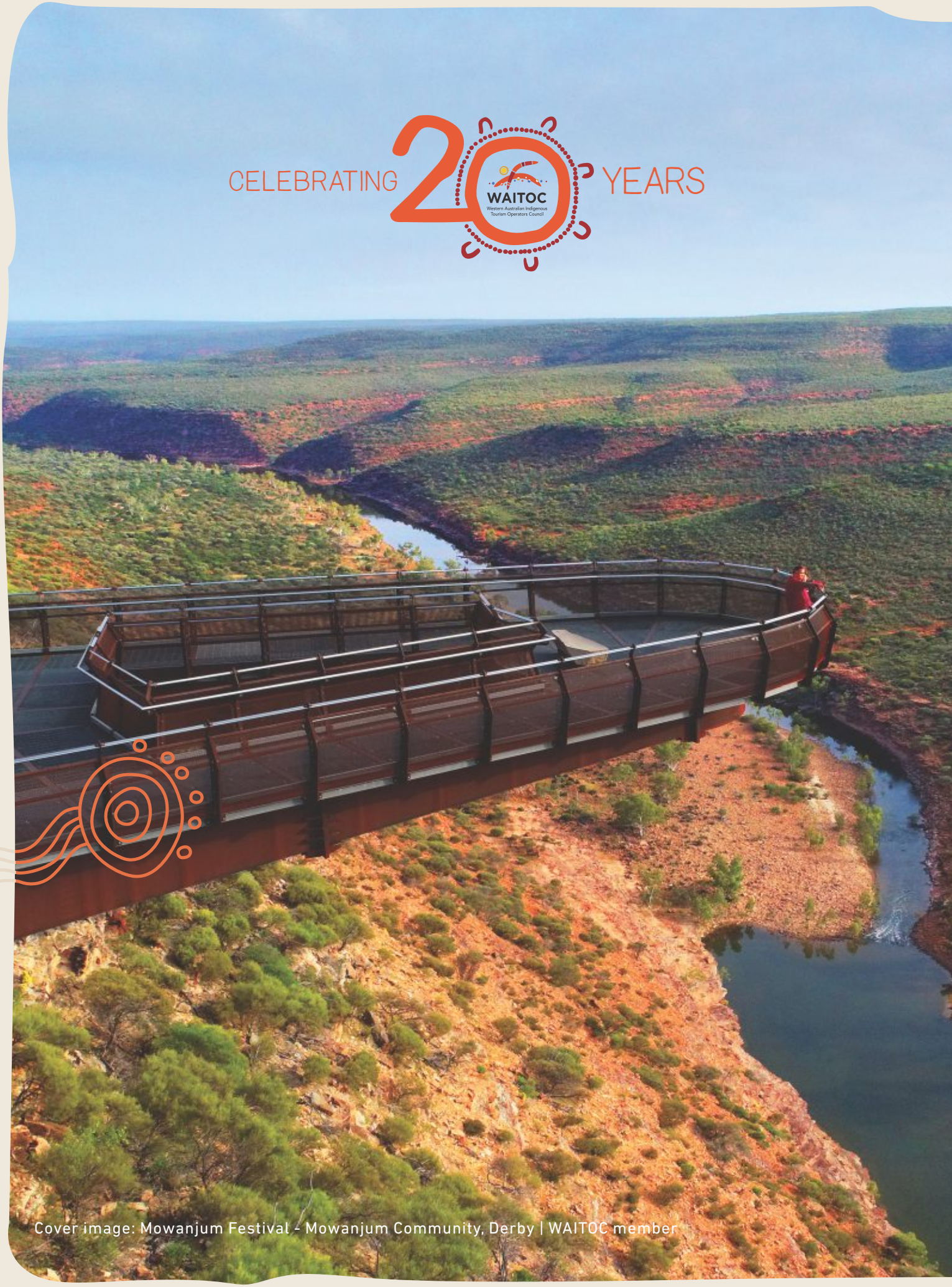
ANNUAL REPORT 2021-2022

CELEBRATING 20 YEARS

2002 - 2022

CELEBRATING 20 YEARS

WAITOC
Western Australian Indigenous Tourism Operators Council



Cover image: Mowanjum Festival - Mowanjum Community, Derby | WAITOC member

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Kurlajiwangga Aboriginal Tours - Kalbarri | WAITOC member

Bundys Cultural Tours- Dampier Peninsula | WAITOC member

INTRODUCTION

The 2021-22 financial year is a milestone for the organisation. Its 20th year of operation has seen the industry finally coming out of the pandemic and the opening of borders slowly returning to normal.

WAITOC board has worked diligently on getting the most out of the new Aboriginal tourism action plan (JINA), of which $20m was promised to the sector to support the plan. After meeting with the new tourism minister, the Hon. David Templeman MLA and the team at Tourism WA, WAITOC entered into a new contract with Tourism WA to include the JINA plan funding with the most significant budget in its 20-year history with a total of $7.9m over four years.

This financial year has seen the growth of WAITOC with the new JINA funding has allowed WAITOC to employ new staff on the ground in Broome and more in our new office in Applecross. The organisation has nine staff in total, with a new business support hub pilot employing two staff, business development employing a staff member, a new Marketing Assistant and new Operations Manager on top of the existing staff of the CEO, Marketing Manager, Business Support Coordinator and Accounts Coordinator.

The report will also touch on the critical points of interest in the two contracts that WAITOC is partnering in with Tourism WA showing the results and achievements for this financial year. Highlights from the year below show that WAITOC has doubled in size and is growing in funding contracts and membership yearly. WAITOC has also, for the first time, created an income diversity plan and created a new organisation Aboriginal Tourism Western Australia Limited (ATWAL), which is now registered as a charity and has already attracted its first philanthropic funder with $30,000. This new arm of the organisation will work on capacity-building Aboriginal tourism in areas that have been untouched to continue to grow and secure Western Australia as the premier destination for Aboriginal tourism in Australia.

Highlights for the year

This year WAITOC ran its 10th Australian Indigenous Tourism Conference (AITC 2022) in Cairns, Queensland, with 300 delegates in attendance. It was another successful conference for the organisation. The conference was hosted by the WAITOC and organised by Think Business Events under the support of the organising committee. We were welcomed to Cairns by the traditional owners, the Gimuy-Walubara Yidinji people. We left behind a legacy of an international peace park at the Rainforestation with the support of Gail Parsonage from IIPT Australia, Skal Cairns and Capta.

The 2022 WA State Tourism Conference was the seventh conference held jointly by tourism industry associations in Perth. This year, the event was held jointly by Tourism Council WA, Visitor Centres WA, the Western Australian Indigenous Tourism Operators Council (WAITOC), the Forum Advocating Cultural and Eco-Tourism (FACET), the Caravan Industry Association WA (CIAWA). Part of WAITOC's partnership was to host Frank Antoine from WINTA in Canada, who was a keynote speaker as Aboriginal tourism moved from its own day to be a part of the conference. Franks' key message was to sprinkle Aboriginal tourism through all of tourism, and this was so well received that it was the third highest recommendation that came out of the conference.

The Local government partnership with the City of Perth, the City of Wanneroo, and IBA has developed further with a new program guiding 12 businesses' second iteration of the WAITOC Aboriginal Tourism Academy supported in partnership with Break Away Tourism's Michelle Sidebottom.

2021/2022 HIGHLIGHTS

Aligned with the ongoing Covid environment, WAITOC's 2021/22 marketing was focussed on the domestic market and largely our intrastate (WA) target groups. This year's marketing highlights included:

- **A major media partnership with NITV/SBS** where production is now completed for 6 feature stories about WAITOC members to be screened on the popular series 'Going Places with Ernie Dingo' in March 2023.
- **Tourism WA's UK/Europe Roadshow** – where WAITOC joined a team of 20 WA tourism businesses to stage presentations and meetings at 8 major cities, ending in Rome where it peaked with a VIP event to launch the new Qantas Dreamliner Perth-Rome service
- WAITOC's staff and members embraced the re-opening of some trade and consumer shows (ATE in Sydney, Perth 4WD Adventure show), where over 80 travel industry meetings and front-line customer interaction with over 1000 visitors planning self-drive trips throughout the state were staged.
- Our promotional campaign suite collectively achieved **a reach of 2.3 million and generated 29,000 customer clicks** in pursuit of further information and booking options.
- This year's standout promotions were '**Come On Pet, Let's Road Trip**' – a quirky spin on holidays with the family dog, which capitalised on the COVID pet explosion of over a million additional dogs across Australia. 'Score These' was a unique art-prize competition staged during the AFL Finals in Perth – riding the huge media noise with a live audience of 61,000 and a digital audience of over 3.9 million.
- WAITOC's website continues to rank on Google page one, with an unbeatably low bounce rate (0.52%), **56,000 Users and 69,000 sessions** = growth of 10% compared to previous year.
- **WAITOC celebrated a gold award for tourism marketing** at the Perth Airport WA state awards and silver in the same category at the national Qantas Australian tourism awards.

WAITOC continued to meet all WA Government key performance indicators set for 2021-22, raising the profile and credibility of WAITOC as the State's peak industry body supporting Aboriginal tourism economic and social development, including a change in tourism minister from Hon. David Templeman MLA to the Deputy Premier, the Hon. Roger Cook MLA. WAITOC CEO also met with Federal ministers by being invited to participate in the Australian New Zealand Leadership Forum held in Sydney and the Federal Jobs tourism summit in Canberra. The CEO is also a member of the National Indigenous Australians Agency (NIAA)'s NITAG (National Indigenous Tourism Advisory Group), which met four times this year to discuss the federally funded program the ITF (Indigenous Tourism Fund) that WAITOC CEO and Chair advocated for before the last federal election.

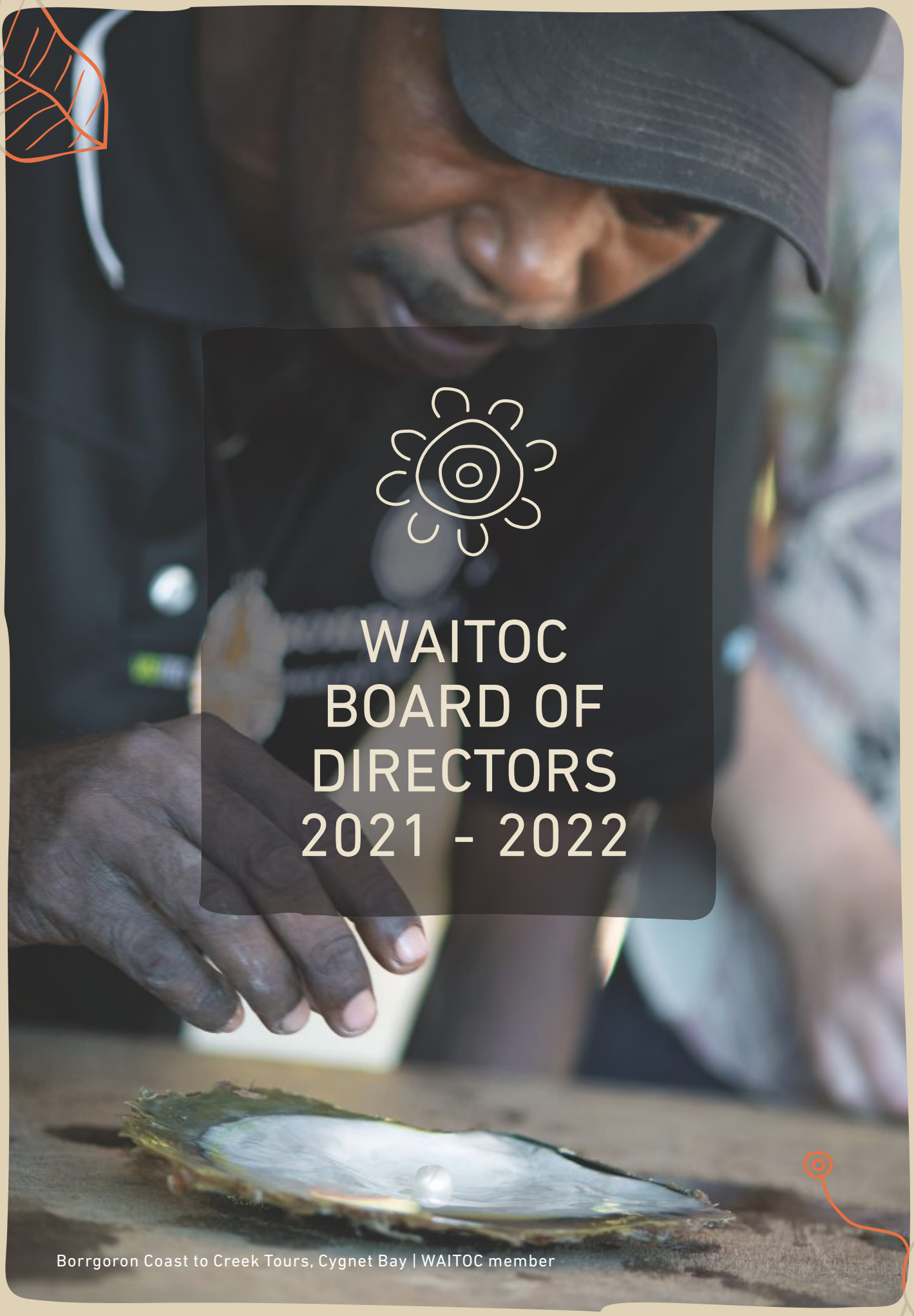
WAITOC worked meticulously on increasing opportunities for its members through developing programs and partnerships. WAITOC aimed to increase chances for business by gaining another $90,000 per annum for the organisation. This year saw another great outcome, with a total of $1.49m.

In closing, the WAITOC board take this opportunity to acknowledge the resilient, hardworking men, women and communities that make up WA's Aboriginal tourism industry. Who's resilience has kept them going through a world pandemic as the WAITOC membership keeps getting stronger and stronger year in and year out. WAITOC looks forward to continuing our service and partnerships into the future with each of you to grow Western Australia as the nation's leading gateway and destination for quality, authentic Aboriginal tourism experiences in Australia.

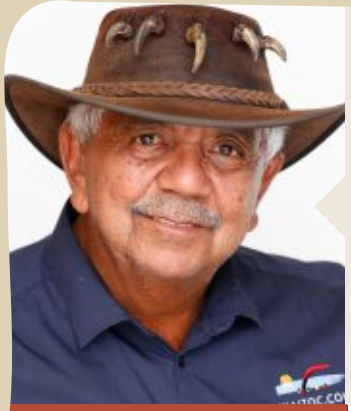
Doc Reynolds
Chairperson

Robert Taylor
Chief Executive Officer

WAITOC BOARD OF DIRECTORS 2021 - 2022



Borrgoron Coast to Creek Tours, Cygnet Bay | WAITOC member



Doc Reynolds
Chairperson

Australia's Golden Outback (AGO) Representative

Bart Pigram
Vice Chairperson

Australia's North West (ANW) Representative

Rosanna Angus
FARM Chair

WA State Representative

Les Wallam

Australia's South West (ASW) Representative

Walter McGuire

Destination Perth Representative

Charmaine Green

Australia's Coral Coast Representative

Clinton Walker

WA State Representative

Darrell Sibosado

WA State Representative

Chris Pye

Independent Representative

Adam Marr

Independent Representative

Koomal Dreaming, Yallingup | WAITOC member

WAITOC STAFF 2021 - 2022

Robert Taylor

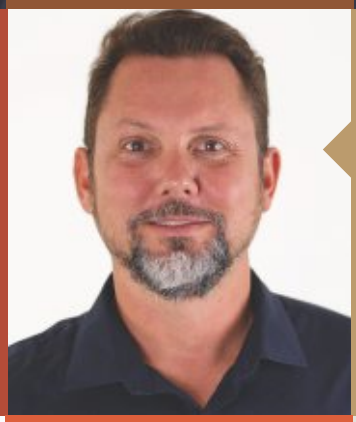
CEO

Gabby Simoni

Operations Manager

Di Below

Marketing Manager



Karl Millard

Membership & Business Development Manager

Teresa Perone

Accounts & Admin Coordinator

Donald Monk

Business Development Manager - Broome

Daiane Camillo

Business Hub Coordinator - Perth

Simone Ellies

Business Hub Coordinator - Broome

Anika Donnison

Marketing Assistant

MESSAGE

FROM THE CHAIRPERSON

It has been a privilege to have served as a Member of the Board and Chair for the past 6 years. Despite some of the most challenging couple of years faced by the tourism industry, we now see the light at the end of the tunnel, bringing renewed enthusiasm and strong demand for authentic cultural Aboriginal experiences.

Warrwany Cultural Tours, Bidyadanga | WAITOC member

Our commitment to Aboriginal Tourism has seen new funding partnerships, resulting in even more brand new Aboriginal Tourism businesses being developed in Western Australia.

WAITOC signed a new agreement with Tourism Western Australia to deliver Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025.

This 4 year funding contract is worth $4.32 million, and on top of Tourism WA's base funding with WAITOC of $3.6 million, bringing the total funding commitment over the next 4 years to 30 June 2025 to $7.92 million, a historic achievement for Aboriginal Tourism in Western Australia.

WAITOC continues to work closely with Tourism WA's Executive team to ensure Aboriginal experiences and events are promoted domestically and in overseas markets.

WAITOC hosted the 10th Australian Indigenous Tourism Conference in Cairns in June, on the lands of Gimuy Walubara Yidinji. AITC attracted over 300 delegates from Australia and internationally to discuss Aboriginal tourism at a national level and was the first major Aboriginal Tourism conference post-Covid-19.

It was a pleasure to see WAITOC win Gold at the 2021 WA Tourism Awards for their Destination Marketing campaign 'Postcards from our Backyard'. WAITOC has a very small but highly effective marketing team who really maximises marketing funds to leverage the return on investment to promote our Members and oldest living culture.

The WAITOC Board continued the fantastic work on governance and business improvements for the organisation, to streamline processes and ensure optimum returns. WAITOC Board members are passionate volunteers and business owners, who hail from right across the state, who kindly offer their time, skills and industry experience to advance the organisation. I want to take this opportunity to thank our current and outgoing Board Members for taking time out of their own businesses to help grow the Aboriginal Tourism portfolio in the state.

This year WAITOC celebrates its 20th Anniversary, which is an incredible milestone. I have witnessed much progress over the twenty years, as firstly a WAITOC Member, Board Member and Chair, but there is still much to be done. WAITOC was conceived through a desire from Aboriginal Tourism operators who wanted a single voice to support the grassroots Aboriginal tourism development and the promotion of Aboriginal tourism in Western Australia.

It has been a privilege to serve as your Chair and to be part of a dynamic and transformative organisation that has a sense of purpose and commitment to achieving goals for the betterment of Aboriginal Tourism in Western Australia.

Upon my retirement at the AGM in November, I am honoured to leave the organisation under the direction of our talented Board Members, CEO Robert Taylor and his team. WAITOC will continue to flourish, and continue to serve and advocate for Aboriginal Tourism, adding to Western Australia's tourism assets.

"It has been a privilege to Chair this Board over the past 6 years, and I sincerely thank my dedicated Board, CEO, Mr Rob Taylor, and his team, for their outstanding commitment to growing WAITOC for the benefit of Aboriginal Tourism."

Ronald (Doc) Reynolds | Chairperson
Western Australian Indigenous Tourism Operators Council

Wooramulla Eco Cultural Tours, Carnarvon | WAITOC member

MESSAGE

FROM THE CHIEF EXECUTIVE OFFICER

My seventh year as CEO for WAITOC has been a fantastic journey of resilience, seeing the Aboriginal tourism business sector thrive and come out on top after a world pandemic.

The outcomes the organisation has accomplished show the commitment of both the WAITOC board and team to diversify when challenged by all the significant disruptions faced.

> I would like to acknowledge our continued strong partners in the State Government, Tourism WA, Indigenous Business Australia, the City of Perth and new philanthropic partners, along with many other smaller partnerships we have been building.

As WAITOC's new charitable arm grows, I hope to be able to give further support to our state's Aboriginal tourism businesses with even more funding in areas that have been untouched by our organisation in the past. Aboriginal Tourism WA will soon be supporting WAITOC members in new and exciting programs hiring new staff, and growing the Aboriginal tourism sector in WA above what it has been able to do with just the state funding.

As I joined the board of the Tourism Council WA, we continue to develop close ties with WAITOC playing major roles again at the state tourism conference this year held in Perth with a keynote speaker from Canada, Frank Antoine. I also sit on Australia's Golden Outback board, Future Now board, ATEC WA Committee and the National Indigenous Tourism Advisory Group, which are all critical for the sector's advocacy.

I would like to continually acknowledge the hard work of the WAITOC board each year. They are all volunteers who take time out of their businesses to work on the Aboriginal tourism sector strategically and say farewell to the outgoing chair, Mr Doc Reynolds and welcome the next chair of WAITOC as we move into a new era.

Without a doubt, I need to recognize the new and old efficient, hardworking and passionate team who have been instrumental in creating a solid administration and business foundation for the organisation and our members.

Robert Taylor | Chief Executive Officer
Western Australian Indigenous Tourism Operators Council

EXECUTIVE SUMMARY

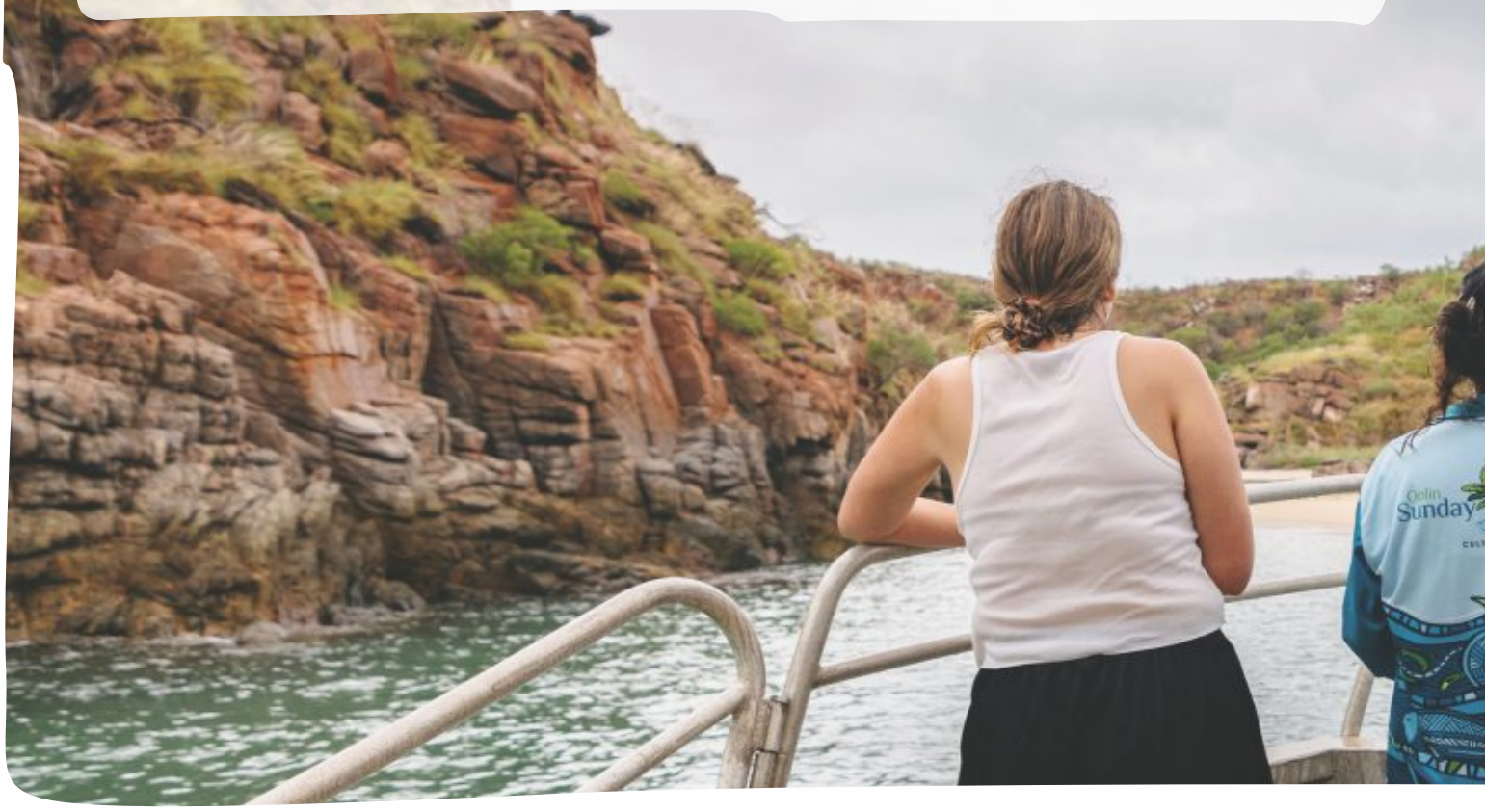
The direction of WAITOC has evolved to incorporate the Aboriginal Tourism Business Incubation. It builds on past achievements of the organisation and expands the product portfolio which, meanwhile encompasses over 150 authentic Aboriginal cultural experiences.

The ATDP was an investment in Aboriginal tourism development by state government which enabled an accelerated growth in the Aboriginal Tourism Sector. This growth has allowed WAITOC members to develop into market and export ready experiences and subsequently contribute to the growth of this key market segment and the state tourism goals helping to support over 40 businesses and create over 100 equivalent full-time jobs in its 4 years.

As the peak body for Aboriginal tourism in Australia, WAITOC leverages opportunities to generate prosperous outcomes for its members and for the broader tourism industry through communication, cohesive partnerships, marketing, PR, education and business development.

In addition, the council will continue to work with key stakeholders, exploring new ways to improve business opportunities of its members and for Aboriginal tourism across the board.

The main aim is to raise visitor satisfaction, employment and sustainability of both cultural experiences and business development.



Oolin Sunday Island Cultural Tours, Dampier Peninsula | WAITOC member

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.

SUMMARY OF KEY DELIVERABLES 2021 - 2022

Achievements against Aboriginal Tourism Initiatives Agreement KPI's

Deliverables 1. Administration

Deliverable 1a	Employment of minimum of three (3) FTE's
Details	**CEO**: salary not to exceed 45% of total Administration budget **Marketing Officer**: salary not to exceed 40% of Marketing budget **Business Support Officer**: salary not to exceed 40% of Business Support budget
Actual Achievement	# of FTE's Average Length of employment Length of employment 4 years CEO Salary 45.7% with 45% being obtained from the $350,000 budget and the .7% obtained from other WAITOC income. Marketing Manager Salary 31% Business Support Staff 40%

Deliverable 1b	Comply with Constitutional requirements and maintain an office presence			
Details	WAITOC Constitution and office location to be maintained with 4 board meetings per year			
Actual Achievement	WAITOC constitution was last amended on 23/12/19 and reported in January 2020. WAITOC maintains its current office 58 Duncraig Road Applecross WA 6153. WAITOC has held 6 Board Meetings during the 21/22 year (3 face-to-face and 3 online). Meeting #1 August 18, 2021, meeting #2 September 13 2021 (online strategic meeting). Meeting #3 November 12, 2021, including Governance training/AGM. Meeting #4 10 January 2022 (online), Meeting #5 8 March 2022 (online), meeting #6 14 June 2022. 8.6a of the agreement is supplied to Renata Lowe before every ordinary board meeting as the Tourism WA representative at the WAITOC board meetings.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2022		30 June 2022	30 June 2022

Deliverable 1c	Delivery of the World Indigenous Tourism Summit			
Details	Currently scheduled for 12 - 16 March 2023 Attracting in excess of 350 delegates			
Actual Achievement	Due to COVID-19 restrictions and domestic and international border closures, WITS has been postponed until 2023 (12-16 March 2023), at Crown Perth. A PCO Association Specialists has been appointed and WAITOC holds regular meetings with the PCO and Steering Committee to progress the event.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	30 April 2020	31 December 2021	30 April 2023	

Deliverable 1d	Delivery of the Australian Indigenous Tourism Conference 2022			
Details	Originally scheduled for November 2021 Attracting in excess of 350 delegates			
Actual Achievement	AITC 2022 was held in Cairns, Queensland from 16-18 June 2022, attracting 300 delegates from across Australia and internationally.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	1 December 2020	31 December 2021	30 June 2022	30June 2022

Deliverable 1e	Compilation and submission of Annual Strategic Marketing Plan and Operational Plan			
Details				
Actual Achievement	Both plans were approved by the WAITOC Board at their meeting on 14 June 2022 and subsequently submitted to Tourism WA for approval by the TWA Board for final approval.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	31 May 2022	31 May 2022	31 May 2022	30 June 2022

Deliverable 1f	Participate in the research project to determine Economic and Social Impact that the Aboriginal Tourism Industry has in WA			
Details	This research is to be led by TWA at a time to be determined, WAITOC to work collaboratively with TWA and encourage member participation and take up.			
Actual Achievement	Ongoing – WAITOC is presently liaising with TWA on the framework and collaboration with other agencies on this project.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	1 December 2020	30 June 2021	TBC	

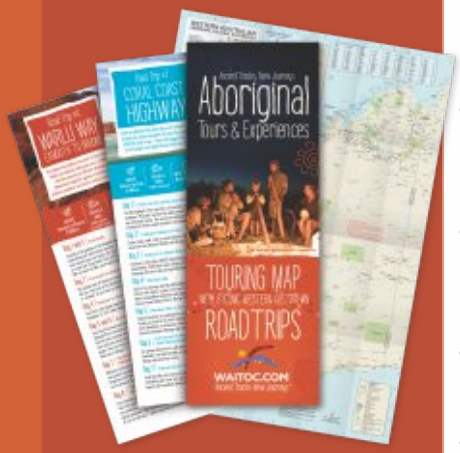
Deliverables 2.

MARKETING

Djirrily Dreaming, Perth | WAITOC member

Deliverable 2a	KPI 1: Western Australian Aboriginal Cultural Experiences Map
Details	Produce and distribute a minimum of 100,000 copies to be produced

Actual Achievement



Exceeded KPI - Print run 150,000 + TWA German Edition Launched

- **Ed. 7 of WAITOC's popular Touring Map was printed in Jan 2021**
  The production of this issue was postponed due to COVID which has continued to minimise distribution volume so that production of Edition 8 will not be required before the 2022-23 financial year.
- **The print run was increased to 150,000**
  This edition incorporates a new partnership/promotion of TWA's Road trips along with the advertising opportunities for our members/industry partners.
- **WAITOC Partnered with TWA to Produce a German Language Edition**
  This edition features all of the international tour products it is being distributed in the German-speaking markets of Central Europe and has a print run of 10,000
- **Partnership advertising has generated an incremental income of $55,000**
  Which covered the printing/graphic design costs. $25k was allocated for distribution - the total project cost was $80,000.
- **The map features 101 members compared to 95 in the previous edition.**
- **It extends over 150 cultural tours and experiences across the state.**
  This map delivers a strong promotional platform for all WAITOC's Aboriginal Tourism business members (full ATB) and works particularly well with the ongoing domestic road trip boom which emerged very strongly as a result of the COVID environment.
- **The broad range of distribution channels and partnerships include**
  120 Visitor Centres throughout the state, Car/Campervan rental depots, trade, and consumer exhibitions and workshops, Travel Industry (inbound tourism operators, wholesalers, retailers, Tourism Western Australia), partner distribution through WAITOC member businesses & Associates, RAC, Road Safety Commission, Dept. of Parks & Wildlife, CIAWA (Caravan Industry Association of Western Australia, WAITOC website, direct promotion and online order facility.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2b	KPI 1: WAITOC Product Manual
Details	Produce and distribute

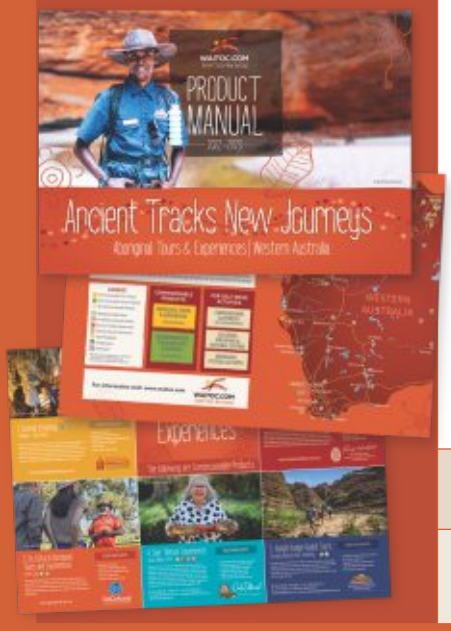
Actual Achievement

Achieved KPI

This interactive digital product manual features a state-wide range of 68 export-ready Aboriginal cultural products and attractions available for distribution through the domestic and international travel industry - including 13 commissionable tours and accommodation, + campgrounds, art/cultural centres, and festivals.

WAITOC has maintained liaisons and relationships with our domestic and international travel partners throughout the COVID era through individual correspondence, EDMs, and a range of international trade workshops.

Actual Achievement (continued)



The 2022-23 Product Manual has been published. Promotion and distribution as follows:

- Mailout to over 100 domestic and international travel trade partners
- Promotion at 25 meetings during ATEC Virtual Meeting Place (Nov.21)
- Follow-up ATEC mailout to Wholesalers/ITOs (ATEC delegates list)
- Promotion and follow-up at 80 meetings during ATE - Australian Tourism Exchange, in May 2022 in Sydney
- Promotion and follow-up at TWA UK/Europe Roadshow - in June 2022.
- Supplied as info/fulfilment to individual trade enquiries

This Dynamic Digital Tool Kit is Perfectly Tailored to the needs and demands of our Travel Trade Distributors.
A popular feature is the 'Realtime' information updates which are ongoing throughout the year as the content sits in the back end of WAITOC's website. It delivers the latest images, rates, info, brochures, and film sequences for all WAITOC's export-ready member products.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
31 March 2022		31 March 2022	31 March 2022

Deliverable 2c

KPI 1: Brochures to promote and feature Aboriginal tourism businesses

Details

Produce a range of brochures including, but not limited to a focus on the intrastate and interstate markets.

Brochures to also cater to specific sectors such as education and corporate

Actual Achievement

Achieved KPI - 7 WAITOC Brochures Published or Planned

Due to the current COVID environment, the focus/distribution remains on the intrastate and, to some extent the interstate travel trends and demands.

1) Touring Map of WA - Published.
Features 101 WAITOC members
Distribution in Intrastate, Interstate, and International Markets
The current (Edition 7) continues to largely be distributed in WA in line with a current boom of self-drive camping and short trips. Due to COVID impacts on the distribution levels, this publication has a longer shelf-life than originally planned and the map will not be re-printed before the 2022-23 financial year.

2) WAITOC 2022-23 Travel Trade Manual – Published Nov 21
Features 68 WAITOC Export Ready Member products including Tours, Accommodation, Art/Culture Centres, Festivals, and Campgrounds
Distribution: Intrastate, Interstate, and International Markets
Distribution includes mailouts to Domestic and global travel organisations and at Travel trade events and forums.

3) Aboriginal Campgrounds & Retreats – Published March 22
Features all WAITOC Full ATB Members who run Campgrounds and/or tagalong camping tours
Distribution: Intrastate, Interstate + International (trade)
Launched in March 2022 and boosted with digital promotion. It was also racked at over 300 tourism info outlets in Perth and Broome and supplied as a download option on WAITOC's website.

Actual Achievement (continued)

4) Aboriginal School Tours & Camps – Published March 22
Features WAITOC members who work with the schools/education segments.
Distribution: Intrastate and Interstate
The schools/education segment was one of the first 'traveller' segments to start moving when the COVID lockdown began to loosen from WA regional borders and this segment has been instrumental in helping to fill the 'gaping' tourism gap for a range of our members. This 12-page publication is launched annually in March as a magazine insert, aligned with Australia's biggest Schools Magazine, (School Excursions, Incursions, and Camps) Distributed to 43,000 schools around Australia. In addition, WAITOC's website features a pdf downloadable version and promotion page + it is emailed out regularly to individual teachers/enquiries.
An additional print run of 2000 was mailed out to a database of schools across Western Australia in June 22.

5) Aboriginal Wildflower Trails – Published July 21
Features all 32 WAITOC Full ATB members who run guided tours that include flora/foraging.
Distribution: Intrastate, Interstate, International
In the domestic market, WA's Wildflower season has become one of the most popular attractions in the state. WAITOC capitalised on this demand by launching a brand-new tour brochure themed around the Wildflower topics in 2020-21 boosted with social media ads. The demand was so high that this brochure has now become an annual publication. Edition 2 was published in July'21 and, again boosted with a social media campaign.
Distribution: WA visitor centres throughout the state and as a downloadable pdf on WAITOC's website promotion page. Print run 10,000

6) ARDI - Beyond Broome
Featuring all the campgrounds, tours, and experiences on the Dampier Peninsula, boosted by a new website and promotion. The brochure features 23 cultural tours and experiences around the peninsula. Print and launch was scheduled forJuly 2022.

7) WAITOC Digital Map – Planned launched at AITC in Cairns
Offering similar features and info to the printed version, + online booking buttons, film, and audio sequences was launched at Cairns AITC in June 2022, however, the project is still ongoing .

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2d	KPI 1: WAITOC website
Details	Maintain an interactive web presence Increase of online traffic by minimum of 2% annually
Actual Achievement	**Exceeded KPI** **Following last year's increase of 43%, and the toughest year ever with ongoing COVID border closures, WAITOC has still achieved continued growth of visitor traffic to the website and annual agrowth of 10%.** • Website traffic (Unique Users) has grown by 10% to 56,000. • The bounce rate still sits at an extremely low 0.52%, an indication of the ongoing high visitor quality and the fact that WAITOC's product/promotion messaging is aligning very strongly with the information it features and the related target groups. • Peak campaign periods (wildflower season, footy comp, school holidays) can be clearly identified by the massive spikes in the graph below, which also climbed to over 800 visits on a single day. • User sessions have increased by 10% to 69,000 which again reflects the high quality of visitor information that WAITOC's website delivers.

Actual Achievement (continued)

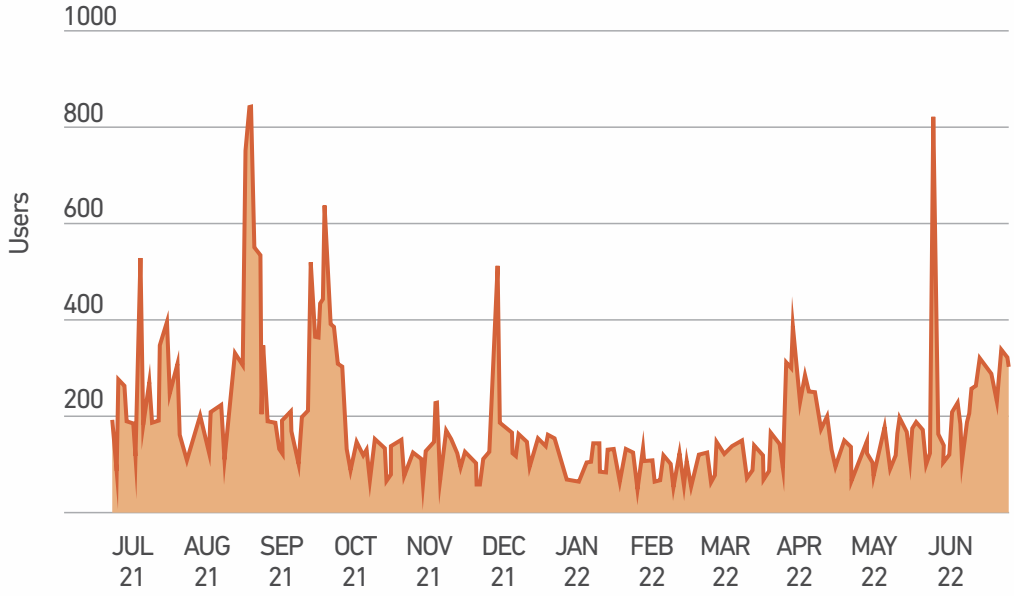
- Organic search still ranks highest, which reflects our continued page 1 google ranking.
- Campaigns and promotions have generated over 9,000 outbound link clicks to WAITOC member pages this year.
- The spikes in the graph below reflect key campaign periods, including peaks of over 800 visits in a single day

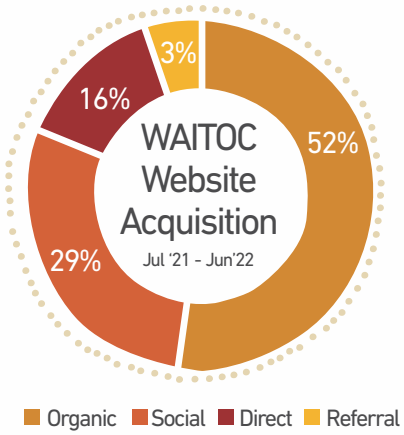
WAITOC.COM Statistics Jul, 2021 - Jun 30,2022

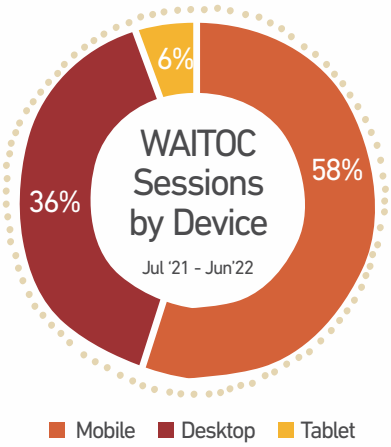
*Percentages have been rounded up or down.

Users	New Users	Sessions	Bounce Rate	Avg Session
56K	55K	69K	0.52%	1m 49s
↑10.5%	↑10.0%	↑10.0%	↑ 110.4%	↓ 5.1%

Daily Users Jul, 2021 - Jun 30,2022





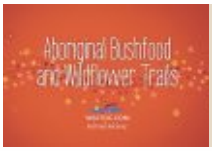


- WAITOC's website has now reached the limits of its capacity, following consistent growth to become a very strong consumer-facing platform. Given our plans to continue to build on this and extend/house new, advanced features, the site will be upgraded for the 2022-23 financial year. Work in progress.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

WAITOC conducts a suite of campaigns and promotions throughout the year to drive visitation to the website and generate customer referrals to the members. This year's campaign activity collectively achieved a reach of 2.3 million, customer engagement of 28,000 (clicks to landing pages) and 9,250 referrals (outbound clicks) to member websites/products.

Campaign	Timing	Reach	Clicks
Oolin Sunday Island Tours – New Product Launch. Social Media Ads	4 – 19 Aug 21	15,900	2,770
Wildflowers – Social Media Ads + Print (Senior Newspaper)	20 July – 30 Aug	FB: 42,200 Print: 120,000	2,200
Local Legends – Social Media Ads + Broome Airport Arrivals luggage screens	03 Jul – 17 Sep 21	FB: 48,800 Screens: 20,000	2,800
AFL Footy Competition (Art Prize + shopping hub promo) – Social Media Ads + Print Ad ('The Record' Sunday Times Insert)	15 – 30 Sep 21	FB: 162,000 Print: 400,000	4,000
Christmas Shopping, Buy Direct - social media ads	17 Oct – 21 Dec	137,000	4,300
Welcome to Country – Art Mural Mandurah Social media ads	12 Dec – 20 Dec 21	23,400	300
Nuts About Dad (shopping hub) – social media ads Mother's Day Cultural Story – social media posts	27 Aug – 2 Sep 21 29 Apr – 7 May 22	21,700	430
School Holidays Family Fun – social media ads	15 Dec – 21 Jan 22 01 Apr – 15 Apr 22	59,750	1,800
Pet Friendly Campgrounds Social Media Ads, 4wd Adventure Show	20 Mar – 3 Apr 22	145,800 4wd Adv.: 1,000	2,300
School Holidays Family Fun – social media ads	06 Jun – 30 Jun 22	21,260	1,625
Pet Friendly & Family Friendly Campgrounds Social media ads + Regional TV (WIN)	01 Jun – 30 Jun 22	39,240 TV: 500,000	1,370
WelCome Back social media ads + Global Trade partnerships (wholesaler social media shares) & Airport Arrival screens – Perth T1, Broome	06 Jun – 30 Jun 22	133,355 Perth: 20,000 Broome: 8,000	3,712
TWA Half Off Full Adventure – In addition, WAITOC supported the industry participation in this campaign, working alongside the Perth Visitor Centre, we recruited 14 member businesses to the campaign			

Deliverable 2e	KPI 1: WAITOC Social Media
Details	Maintain strong social media presence Increase in followers by 2% annually
Actual Achievement	**Achieved KPI – WA border closures had a negative impact on social media traffic in the second half of this year.** **7% Growth of Facebook Followers to 17,000** **Results** Total Facebook Followers: 17k Total Page Likes: 16k Total Facebook Page Reach: 600,000 Facebook remains WAITOC's strongest social media platform attracting ongoing growth of followers and a good quality audience who interact regularly. It is also a key driver of visitor traffic to the website. Visitor spikes are closely aligned with popular or seasonal topics + campaign and promotional activity. This year's campaign activity was focused almost entirely on our domestic audience. WA's border closures at the beginning of 2022 have generated a clear decline in visitor traffic to WAITOC's page – however, the visitor quality (engagement) has been steadily rising during the fourth quarter, increasing by over 600% and reach by 144%. WAITOC Facebook Insights Last 28 days: 9 May - 5 Jun, 2022 People Reached 40,324 ↑144% Post Engagements 6,102 ↑605% Page Like 52 ↑126% WAITOC's June Activity involves a range of promotions that are set to stimulate visitation. Average post frequency - 5 per week Top Post Performer was the New Island-Hopping Tour (Dampier Peninsula) - with a reach of 23k, it performed almost as well as paid advertising over the same period. The best performing ad was the AFL footy promotion, with a reach of 147k The launch of a new Online Shopping Hub was also very strong at 125k **AFL Comp ad** 14/9/2021 Reach 146.9K **Postcard Djirrily** 16/8/2021 Reach 124.6K **Postcard Djirrily 2** 15/12/2021 Reach 47K **Wildflowers 2021**  20/8/2021 Reach 42.2K **Local Legends** 12/7/2021 Reach 39.4K **Oolin Tours Launch ad** 8/8/2021 Reach 23.5K **Youtube Views: 1,630 = + 10% compared to 1,470 in the previous year** A massive spike of over 200 views in a single day was generated by our popular Postcards from our Backyard feature 'Trainee Tour Guide', which also scored the highest overall viewer ranking for the first 6 months.

Actual Achievement

YouTube Channel Analytics

July 2021 - June 2022

Views
3,121

Watch time (minutes)
4,262

Instagram Results
Total reach 45k
Similarly to Facebook, there has been a steep climb in reach during the fourth quarter. Due to the limited alignment of audience demographics and interest with WAITOC's target group, Instagram is a low-priority social media platform for WAITOC.
New activities are being developed to raise Instagram visitor traffic, but our core social media focus remains on Facebook.

Facebook Page Reach
40,324 ↑ 144.3%

Instagram Reach
2,385 ↑ 54.4%

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2f

KPI 1: Regional Tourism Organisations (RTO's) liaison

Details

Liaise with RTO's to ensure Aboriginal content is featured in every regional annual Travel Planner

Actual Achievement

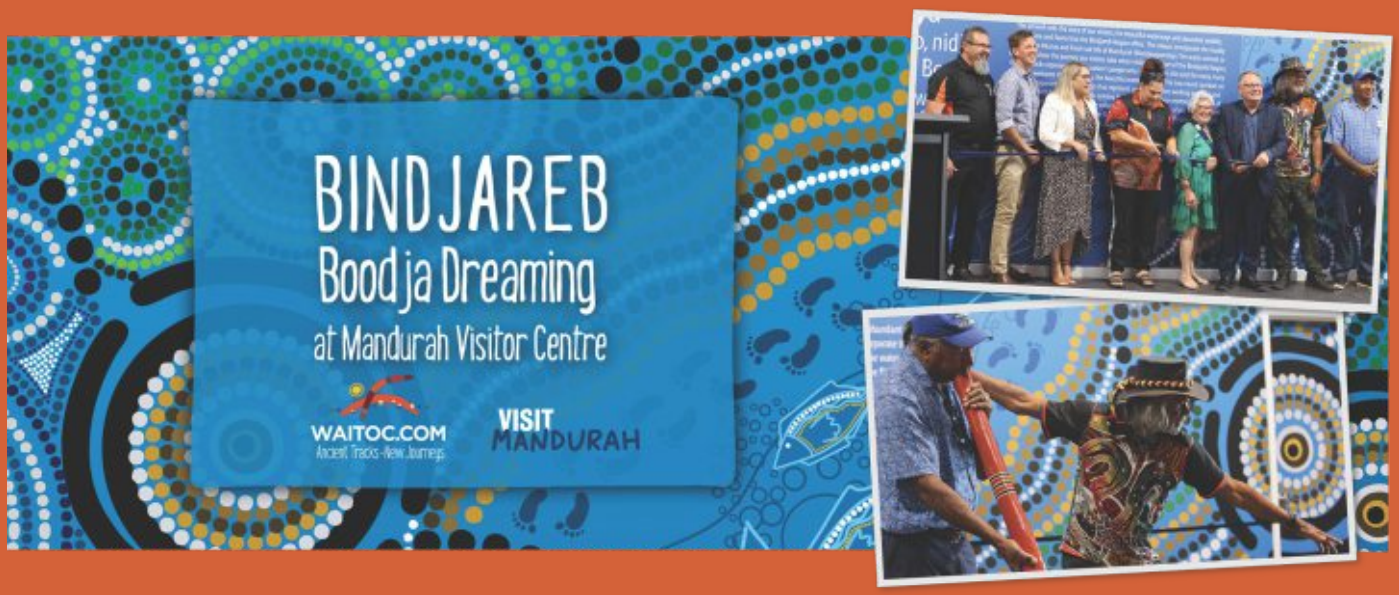
Achieved KPI
Aboriginal Content Featured in All Five RTO Holiday Planners
WAITOC has secured contra agreements with all five RTOs for Aboriginal tourism/product content to be featured in the Holiday Planners, in return for regional advertorial features on WAITOC's touring maps.
Other activities include:

- Regular liaison with each of the RTOs ensures that Aboriginal product info is up to date for online and social media promotion
- WAITOC encourages its members to become members of their RTO and local visitor centre(s)
- WAITOC negotiated a partnership to extend ACC and AGO memberships to all WAITOC members based in the Coral Coast and Golden Outback regions (to boost exposure of extremely low volume of Aboriginal tourism products in these regions)
- WAITOC partnered with ASW in the Fireside Stories Winter campaign (Jul.21)

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2g	KPI 1: Market Ready & Export Ready Aboriginal product participation
Details	Secure participation of at least 60% of market-ready and export-ready Aboriginal tourism businesses in WAITOC marketing activities
Actual Achievement	Exceeded KPI – Full participation (100%) of WAITOC Member Businesses in WAITOC Marketing Activities ATB = Aboriginal Tourism Businesses (as opposed to Associate members who are non-Aboriginal or non-tourism businesses) Full ATB Members = paid members (as opposed to free membership options available for Aboriginal Tourism Businesses only) • 100% of all members featured (with dedicated pages) on the WAITOC website • 100% of all market and export-ready Full ATB members featured on WAITOC Touring Maps (symbols and info) • 100% of all market and export-ready Full ATB members promoted in Social Media Ad Campaigns (shared posts and promotions) • 100% of all Full ATB (campground) members promoted in Campgrounds brochure • 100% of all Full ATB members who run tours, promoted in Wildflower Trails brochure • 100% of all Full ATB members working with schools promoted in Schools brochure • 100% of all export-ready Full ATB members featured in WAITOC Trade Manual • 100% of all export-ready Full ATB members promoted at ATEC Meeting Place Event • 100% of all Full ATB members included in the WA Visitor Centre distribution (brochures and promotional film features) • 100% of all Full ATB members promoted in WAITOC's campaign suite, where their products are relevant to the themes (Local Legends, AFL competition, Wildflower & Bushfood trails, Christmas Gift Hub, School Holidays, Campgrounds, WelCome Back)

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022



Unveiling ceremony of Welcome to Country artwork at Mandurah Visitor Centre

Deliverable 2h	KPI 2: Trade & Consumer show participation (subject to the staging of the identified events)
Details	• Australian Tourism Exchange (annual) • At least one other trade show/exhibition or mission • Perth Caravan & Camping Show • At least one other national Caravan and Camping show • Include at least three (3) different Aboriginal operator representation at WAITOC booth at no less than one (1) consumer show • Actively participate in any additional international trade shows/roadshows in key international markets as the relevant markets reopen
Actual Achievement	**Exceeded KPI – 8 Events staged/planned, Including 7 live events with at least 15 WAITOC member business attendees. Work in progress** • October – **Home Valley Station Tourism Forum** – Trade, Corporates WAITOC attended the 4-day event, staging tourism business and marketing presentations alongside 5 members: Birchy's Fishing Tours, Just Over the Hills, Narlijia Experiences, Kimberley 4WD Adventure Tours, and Home Valley Station, who hosted the event for pprox.. 50 attendees. • November – **ATEC Virtual Meeting Place** – Trade, Media 25 meetings staged with Inbound Tour Operators and Wholesalers + Follow-up to 100 delegates. WAITOC hosted attendance for 1 member Waringarri Arts, as an additional meeting delegate, which was the maximum permitted. • November – **Perth 4WD Adventure Show** – Consumers WAITOC attended in partnership with Tourism WA and the 5 RTO's and hosted the attendance of 4 member businesses: Lombadina, Kimberley 4WD Adventures and Koo Koo's Own Bush remedies. The show attracted 44,000 visitors. • December – **Welcome to Country Art Event** – Corporates, Trade, Media In partnership with Visit Mandurah/Mandurah Visitor Centre, WAITOC staged an art competition and launch function featuring a massive Welcome to Country mural which was officially unveiled by Tourism Minister David Templeman. 60 guests attended, including 2 WAITOC members: Mandjoogoordap Dreaming and Meena's Designs. • March – **Perth Caravan & Camping Show** – Cancelled The show has been postponed until March 2023. • April – **Victoria & NSW Camping Shows** – Consumers WAITOC participated in partnership with TWA and related representation service – distribution of WAITOC maps and campground brochures. No member attendance was possible under this arrangement. • May – **ATE, Australian Tourism Exchange** (Sydney) – Trade WAITOC attended Australia's major Travel Industry Event from 15th to 18th May in Sydney, alongside Wula Gura Nyinda and Ngalang Wongi (engaged as live artists). WAITOC staged over 80 meetings with wholesalers and inbound tour operators, mainly from our key international markets: Germany, Switzerland, Netherlands, Italy, UK. The WelCome Back campaign, designed to share with wholesalers, was very popular – over 20 wholesalers expressed interest in sharing it through their social media channels. • June – **TWA UK/Europe Roadshow** – Trade WAITOC attended the 3-week roadshow which commenced in mid-June.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2i	KPI 3: Increase in promotional exposure of export ready businesses
Details	Demonstrate that WAITOC activities have increased travel trade and consumer promotional exposure of at least five (5) export-ready Aboriginal tourism businesses
Actual Achievement	**Exceeded KPI with substantial promotional exposure of Aboriginal Tourism Businesses at a state-wide spread of locations**

Due to the current COVID environment, printed brochure production has been limited. Online distribution channels dominate the global marketplace and continue to be the major promotional platforms for WAITOC products and attractions.

Key International Tour Wholesalers who feature WAITOC Products Include:

Best of Travel Group (Europe) Inclusion of all WAITOC export-ready tour operators in Best of Travel Group program (a consortium of European tour wholesalers 23 with offices in Germany, Switzerland, Austria, Belgium, Netherlands).

Boomerang Reisen/TUI (Europe) Specialist 4WD Adventure Wholesaler with direct sell and retail network link (2000 retail travel outlets) featuring 5 WAITOC export-ready tours and accommodation.

Ozeania Reisen (Switzerland) 5 export-ready tours and accommodation
Trip Advisor (Global) – Opportunity pursued and distributed for all export-ready tour operators to be featured on the Trip Advisor travel/booking portal
Get Your Guide (Global) – Opportunity pursued and distributed for all export-ready tour operators to be featured in Get Your Guide online travel portal.

Dreamaroo (Germany) Opportunity pursued and implemented for promotion of all Export Ready tours and accommodation to be promoted.

Skytours (Switzerland) Brochure placement for 5 export-ready tours and accommodation.

Knecht Reisen (Switzerland) 4 export ready products.

Dreamtime Travel (Switzerland) 3 export-ready products
DAE – The Discover Aboriginal Experiences Program, driven by Tourism Australia, features 9 WA products, placing WA in 3rd position compared to other states:
NT 14 **QLD** 10 **WA** 9 **NSW** 7 **VIC** 3 **TAS** 1 **SA** 1

- ATEC Meeting Place follow-up product updates supplied to 25 meeting partners
- WAITOC Staged a Product Showcase at the Meeting Place Event, featuring a promotional video which was screened to 64 global travel trade delegates
- WAITOC Trade Product Manual features 68 experiences – including 13 commissionable products + campgrounds and attractions (Art/Cultural centres and festivals) mailed to over 100 global travel industry partners
- Over 20 Global Wholesalers have expressed interest in sharing the WelCome Back campaign which promotes all 11 WAITOC export-ready member products + over 50 attractions (campgrounds, art centres, festivals) across the state.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2j	KPI 3: Electronic newsletter
Details	Distribution of e-newsletter to a database of industry and consumers at least quarterly
Actual Achievement	**Substantially Exceeded KPI with 25 EDMs distributed** WAITOC's EDM 'Master' Database (which includes customers, trade, and media) has grown to 2,868 compared to 1,898 in 2020-21. This massive growth of 51% was boosted by our AFL promotion which ran in September 2022 and generated over 1000 new subscribers. The average readership is 38% (1000).

Date	Topic	Audience
12 Jul	Perth & Peel Business Grants	WAITOC Members
30 Jul	WAITOC Congratulates Grant Recipients	WAITOC Members
23 Aug	COVID Relief for Tourism Businesses	WAITOC Members
03 Sep	New Campgrounds for Aboriginal Tourism	Cons, Trade, Media, Members
06 Sep	COVID Relief for Tourism Businesses	WAITOC Members
24 Sep	Camping with Custodians EOIs	WAITOC Members
24 Sep	AFL Footy Competition	Cons, Trade, Media, Members
13 Oct	WITS – 2023	Cons, Trade, Media, Members
27 Oct	Notice of AGM	Cons, Trade, Media, Members
01 nov	New Travel Requirements	Cons, Trade, Media, Members
01 Nov	Super Vax Weekend	WAITOC Members
02 Nov	AGM Reminder	WAITOC Members
04 Nov	Christmas Gifts from On Country	Cons, Trade, Media, Members
09 Nov	Christmas Gifts Little Stars	Cons, Trade, Media, Members
26 Nov	GOLD & Hall of Fame – Tourism Awards	Cons, Trade, Media, Members
12 Dec	Easing of Border Policies	Cons, Trade, Media, Members
17 Dec	Welcome to Mandjoogoordap Art Mural	Cons, Trade, Media, Members
20 Dec	WAITOC Welcomes new Tourism Minister	Cons, Trade, Media, Members
22 Dec	WAITOC News & Seasons Greetings	Cons, Trade, Media, Members
10 Feb	WAITOC Welcomes new Tourism Minister	Members
28 Feb	Tourism Support Package	Members
03 Mar	Tourism Support Package	Cons, Trade, Media, Members
29 Apr	AITC	Cons, Trade, Media, Members
03 May	AITC Early bird Registration	Cons, Trade, Media, Members
20 Jun	NAIDOC Fun & Facts	Cons, Trade, Media, Members

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2k	KPI 3: Public relations and media familiarisation opportunities
Details	Working with TWA to realise PR and media famil opportunities including the preparation of itineraries to showcase Aboriginal tourism product.
Actual Achievement	**Achieved KPI** Due to COVID, extending travel opportunities for journalists to join famils has not been possible. WAITOC has been working, both independently and in partnership with TWA and other Industry partners to secure media coverage via regular distribution of stories and topics. Key media exposure this year includes: July - **Travel Weekly (UK Trade Mag)** - Interview with WAITOC member Johani Mamid, Mabu Buru Tours Broome, for a special feature *"The Global Impact of COVID 19 on Tourism Jobs"* July - **ABC News (Midwest & Wheatbelt)** - *"With international holidays on hold, Australians are on the move looking at their own backyard with an appetite to know more and connect with Aboriginal culture"*. Featuring an interview with WAITOC member Darren 'Capes' Capewell, Wula Gura Nyinda. August - **Qantas Magazine 'Travel Insider'** (reach 55,000) - Inclusion of Borrgoron Coast to Creek Tours (Dampier Peninsula), in a 16 page feature *'Go Beyond'* About Aboriginal Cultural Experiences in TA's DAE Signature Experiences November - **Landscope Magazine (reach 6000)** - 8-page feature story *'Wandering out West'* featuring WAITOC experience info, map, and member stories. Authors and compilers: Jackie Crooks and Di Below November - **BBC News online** – 3-minute video story *"Mount Augustus: Preserving Australia's lesser-known sacred rock"* December - **Have-a-go News (reach 200,000)** - *"Welcome to Country Art Unveiling"* - Mandurah VC December - **The West/Community News** - *"Welcome to Country Art Unveiling"* - Mandurah VC January - **Mandurah Mail** - *"Welcome to Country Art Unveiling"* - Mandurah VC January - **Mirage News** - *"Welcome to Country Art Unveiling"* - Mandurah VC January - **Coast Radio** - *"Welcome to Country Art Unveiling"* - Mandurah VC January - **Perth Now** - *"Welcome to Country Art Unveiling"* - Mandurah VC April – **Conde Nast** – *Best New Things to do in Australia* – Oolin Sunday Island Tours June – **Getaway** – TV Channel 9 – Shark Bay with Wula Gura Nyinda June - **NITV/SBS** film shoot for 'Going Places with Ernie Dingo involving 6 WAITOC members screening 2023

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2l	KPI 3: Provision of content, editorial and imagery input
Details	Provision of Aboriginal related content into TWA and RTO marketing materials, initiatives and relationship-building exercises Ensures authenticity, effectiveness, accuracy and increased participation
Actual Achievement	**Achieved KPI** • Regular liaison with RTOs and Tourism WA to deliver product updates, exchange promotional opportunities and strengthen collaboration • Updated Aboriginal Tourism content for each of the RTO Holiday Planners • Worked with ACC and AGO (both regions have very low ratio of Aboriginal tourism products) to pursue full RTO membership of WAITOC businesses and maximise promotion of cultural tourism experiences • Staged a range of meetings with Tourism WA to jointly pursue a strengthened alignment of promotional opportunities and clear formulation of messages, target groups, and content • Met with Tourism WA digital marketing team to update content, seek additional promotional opportunities and jointly pursue an increase and streamlined process for approval of authentic Aboriginal Tourism products on the ATDW and TWA website • Updated TWA PR content re. Aboriginal cultural experiences

- Staged an in-house product presentation featuring 5 WAITOC members at the Tourism WA Office - over 30 TWA staff attended, including PR & Marketing teams
- TWA corporate and consumer PR and marketing teams are subscribed to the WAITOC news releases and e-newsletters, which feature topics and content regularly distributed through TWA digital and media distribution channels
- Met with ATDW team to streamline/update WAITOC products in the Data Warehouse
- WAITOC's website is currently undergoing an upgrade with a view to extending an online image library which will streamline and simplify access and distribution of promotional images to trade and media

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022

Deliverable 2m — KPI 3: Marketing & trade familiarisation opportunities

Details

Work with TWA on any famil opportunities relating to Aboriginal experiences

Actual Achievement

Achieved KPI
August 2021 - WAITOC Joined the WA Super Famil Working Group alongside TWA and the RTOs, which was scheduled to stage monthly meetings with a view to implementing a WA/NZ Mega Famil, comprising 6 groups of approx. 6 agents + guide, for 6 nights, visiting 5 regions in May 2022. The itineraries featured a range of 'Rally' tasks and experiences as designed/agreed by the working group.
The famil showcased 5 Aboriginal cultural tourism experiences across the state.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
November 2021		May 2022	May 2022

Deliverable 2n — KPI 3: Cooperative marketing partnerships

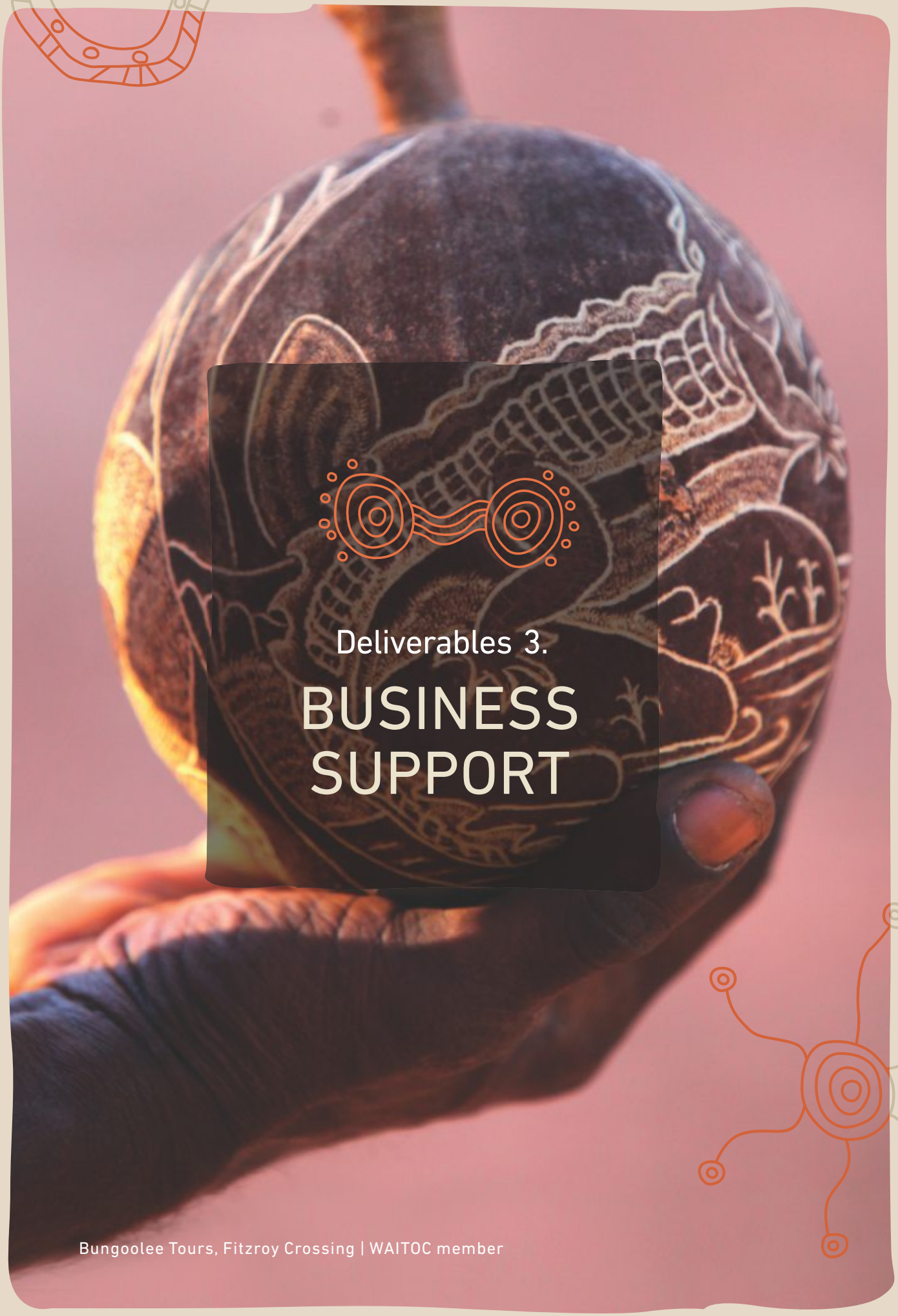
Details

Develop cooperative marketing partnerships with RTO's and mainstream regional tourism businesses to broaden distribution and promotion of Aboriginal tourism product

Actual Achievement

Achieved KPI
WAITOC has secured cooperative partnerships with the following organisations:
- All five RTOs - distribution/promotion
- Tourism WA - distribution/promotion
- CIAWA - Caravan Industry Association WA - distribution/promotion of Aboriginal campgrounds and tours
- Vanguard Press - distribution of WAITOC brochures + support with Visitor Centre promotions
- DBCA - Dept. of Biodiversity, Conservation and Attractions - distribution/promotion of Aboriginal tours and campgrounds
- VCAWA - Visitor Centre Association of WA - distribution/promotion of Aboriginal tours and experiences
- RACWA - distribution/promotion of Aboriginal tours and experiences
- RSC - Road Safety Commission - partnership funding for WAITOC maps
- TCWA - Tourism Council Western Australia - promotion of Aboriginal tours & experiences
- Tourism Top End - distribution of WAITOC brochures
- Broome Visitor Centre/Broome Airport - promotion of Aboriginal tours and experiences
- Perth Visitor Centre - distribution/promotion of Aboriginal tours and experiences
- WA Museum - Boola Bardip - distribution/promotion of Aboriginal tours and experiences

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	30 June 2022



Deliverables 3.

BUSINESS SUPPORT

Bungoolee Tours, Fitzroy Crossing | WAITOC member

Membership	2019-20	2020-21	2021-22
Full ATB members	96	112	123
Free/Start up	34	45	45
Associate	82	84	127
TOTAL	**212**	**241**	**295**

Category	2019-20	2020-21	2021-22
Export Ready	15	17	22
Market Ready	71	81	102
Emerging	51	59	61
TOTAL	**137**	**157**	**185**

Deliverable 3a	KPI 1: Market-Ready Aboriginal Tourism Operators
Details	Work with a minimum of 10 market-ready operators to become export ready
Actual Achievement	Over the 2021-22 fiscal period WAITOC worked with 49 Market ready operators to build business capacity, with 35 of these being provided with financial support.

Market Ready Business	Activity
1. Ngalang Wongi	Insurances, business planning
2. Djinda Kaal Dreaming	Digital resource development
3. Gumbanan Wilderness Camp	Infrastructure, website & marketing development
4. Djirrily Dreaming	Insurance, uniforms
5. Oolin Sunday Island Tours	Promotion, business visibility, industry events
6. Storytellers	Product establishment, promotional materials
7. Kurlajiwangga	Insurance, new product development
8. Jeert Mia	Website development training
9. Garingbaar	Development of promotional materials
10. Wave Rock Tours	Improvements to company logo, creation of digital assets
11. Birchy's Fishing Tours	Development of website, uniforms and promotional materials to increase company profile
12. Kimberley Dreaming	Brand redesign, marketing material, logo, uniform, website, and reservation system compatibility

Actual Achievement (cont).		
	13. Baiyungu Dreaming	Establishment of a tourism brand. Including Insurance, Development of logo, uniforms and digital assets
	14. Lullumb Southern Cross	Industry events, tools to develop artifacts for tourists
	15. Kookoos Own	Industry events 4wd Show, new marketing material
	16. Wirnda Barna	Promotional Photo Shoot
	17. Lombadina	Signage, Attendance at industry events
	18. Bungoolee Tours	Website Hosting
	19. Middle Lagoon	Computer to provide booking platform, website development
	20. Goonwarndu Mia	Photoshoot
	21. Brian Lee Tours	Production of marketing material
	22. Bundys Cultural Tours	Production of marketing material, QTF Accreditation, registration of business name
	23. Gidgup Cultural Experiences	Insurance review and update, Uniforms
	24. Kepa Kurl	IT support for new Bed and Breakfast
	25. Yamatji Arts	Promotional photoshoot, marketing material
	26. Wuddi Cultural Tours	Insurance, installation of air conditioner so shop can open during summer months
	27. Bindjareb Park	Actions to improve the indigenous foods offering, website hosting, creating of massacre booklets for an anniversary event
	28. Jinyadii Eco Retreat	Logo & Website Design, Marketing material creation
	29. Wooramulla Eco Cultural Tours	Website, uniform, and brochure development
	30. Kimberley Cultural Adventures	Refresh of advertising material, new brochures, racking
	31. Honey Ant Hunters	Famil with KBVC
	32. Goojarr Goonyool	Computer and Software to manage campsite bookings, move towards online reservation system
	33. Dabungool Cultural Experiences	Attendance at FACET conference
	34. Goombaragin Eco Retreat	Campground maintenance
	35. Baarda Commerce	Printing of Business Materials

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
			30 June 2022

Deliverable 3b	KPI 1: Export-Ready Aboriginal Tourism Operators
Details	Work with a minimum of 10 Export Ready operators to improve distribution channels and product offerings

Actual Achievement

Export Ready business	Activity
1. Karijini Eco Retreat	Staff Training
2. Djurandi Dreaming	Website work
3. Maalinup Art Gallery	Product Diversification
4. Nyungar Tours	Dev. of promotional material, upgrades to digital assets, maintenance of online booking system, provision of IR advice, web hosting
5. Wula Gura Nyinda	Dev. of promotional material & product diversification
6. Narlijia Tours	Production of marketing materials, industry events
7. Koomal Dreaming	IT Support, Advertising and Reactivation of the Export market within their business
8. Go Cultural	Refresh of advertising material, development of new event on Wadjemup, outfitting of bus for new export focussed product
9. Borrgoron Coast to Creek	Revision and printing of marketing material
10. Ngurranga Tours	Tour guide training manual, accommodation for industry event
11.Warringarri Arts	Export ready initiative
12. Mabu Buru tours	ANW Membership, Insurance, Marketing material renewal

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		Completed	30 June 2022

Deliverable 3c	KPI 1: Nomination for operator inclusion in TA DAE program
Details	Nominate one operator for inclusion in the Discover Aboriginal Experiences (DAE) program
Actual Achievement	Home Valley Station has satisfied the criteria for DAE inclusion with recent improvements to its business processes and operations and has been recommended for inclusion within DAE.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		Completed	30 June 2022

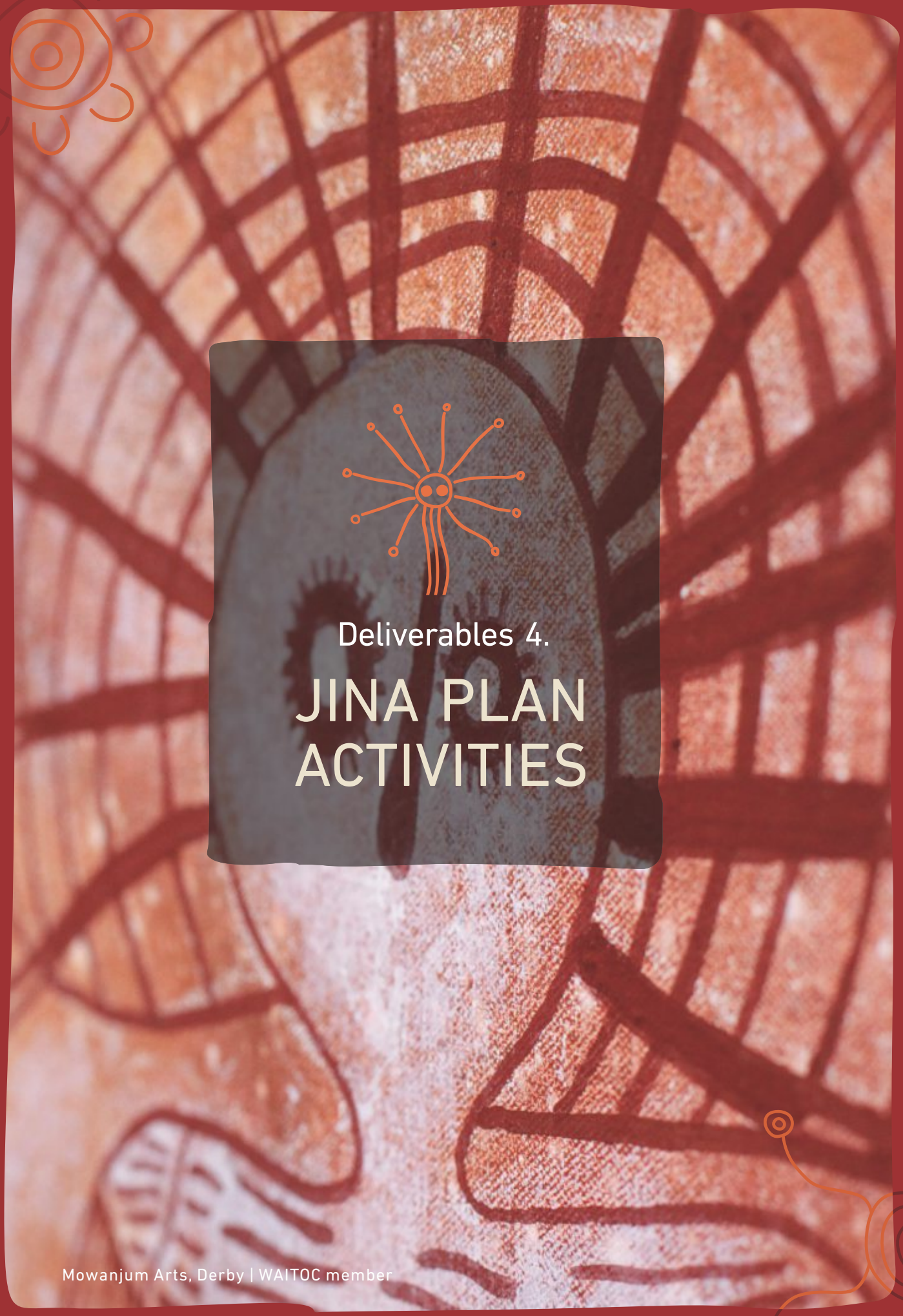
Deliverable 3d	KPI 1: Program of activities for market-ready & export-ready operators			
Details	Creation of at least one (1) program of activities for multiple market and export-ready operators to improve product delivery			
Actual Achievement	Through the City of Perth, the City of Wanneroo, and IBA, WAITOC is running an Aboriginal Tourism Academy (ATA) over the 2021-2022 period. The program has 12 participating businesses, ranging in product type, delivery, and business maturity.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2022		Completed	30 June 2022

Deliverable 3e	KPI 2: Leveraging and securing external funding			
Details	Securing not less than 10% of annual funding received under this agreement = min. of $90,000 pa ; total min. of $360,000 for the term (ex GST).			
Actual Achievement	Due to COVID-19 it has been harder to secure external funds. So far this year WAITOC has managed to secure a further $1,418,195.00 well over the $90,000 per annum required.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2022		Completed	30 June 2022

Deliverable 3f	KPI 2: Jina Business Development Objectives			
Details	WAITOC received 18 Expressions of Interest for Aboriginal ATA project in December 2021			
Actual Achievement	• Ten Tourism businesses across WA selected in January 2022 • Two Art Centres selected in January 2022 • Diagnostic Information collected from all participants by February 2022 • Action Plans have been completed for 8 of the tourism business selected and funding for priority items have been completed. • Action plans have now become a priority for our two art centre participants.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2022		Completed	30 June 2022

Deliverable 3g	KPI 2: Business Support Hub
Details	Over the first half of the 2022 calendar year, a pilot of this program was operated. This allowed for the development of a structure that caters to five units within an operator's business.
Actual Achievement	Over the first half of the 2022 calendar year, a pilot of this program was operated. This allowed for the development of a structure that caters to five units within an operator's business. These are: • Reservations • Finance • Business Structure • Administration • Walking in the Tourism World Using these elements to provide structure WAITOC staff can work with a participating business to improve their back-of-house business procedures, and be more focused on product delivery and development.

Storytellers Keepers of the Dreaming, Northampton | WAITOC member



Deliverables 4.

JINA PLAN ACTIVITIES

Mowanjum Arts, Derby | WAITOC member

Deliverable 4a	KPI 1: Development of an Export Ready Aboriginal tourism industry				
Details	Undertake business development activities with the goal of attaining 25% of all WAITOC ATB full members to be 'Export Ready' by June 2025 (as defined in contract)				
	2020/21	**2021/22**	**2022/23**	**2023/24**	**2024/25**
ATB Full Members	112	132			
Export Ready members	17	24			
% of total	**15%**	**18.1%**			
Achievement comment:					

Deliverable 4b	KPI 1: Jina Plan implementation resourcing
Details	Employment of an Operations Manager & Marketing Assistant TWA contribution to salary not to exceed $200,000 pa Outline of key responsibilities of positions
Actual Achievement	Operations Manager & Marketing Assistant (2 x FTE) commenced 19 November 2021. **Marketing Assistant *(Anika Donnison)*** Anika Donnison was appointed as WAITOC's Marketing Assistant, working with the Marketing Manager to implement the annual marketing plan related to the promotion of WA's Aboriginal tourism experiences. Key HR duties of the position include: • Work with the Marketing Manager to develop an annual marketing plan • Assist in the Implementation of trade and consumer marketing activities, including those activities delivered in cooperation with Tourism WA. • Assist the Marketing Manager to Represent WAITOC if needed at identified consumer/trade events • Assist the Marketing Manager in the establishment of itineraries for media and trade familiarisations, and escort if required. • Assist with co-op marketing collateral funds to expand marketing growth • Assist in the maintenance and updates to WAITOC collateral and digital assets including image library, the WAITOC website and the WAITOC Product Directory. • Work with the Marketing Manager to provide advice and assistance to Aboriginal tourism operators seeking to distribute their products via the wholesale/inbound tourism distribution system. • Work with the Marketing Manager to provide assistance to trade partners to improve the information, images and product content of their holiday programs in relation to WA Aboriginal tourism experiences. • Maintains trusting relationships with WA Aboriginal tourism operators to support the delivery of sustainable tourism businesses. • Maintains effective working relations with Tourism WA, RTO's and industry stakeholders to support WAITOC's broader product development and marketing objectives. • Assist with preparing Board documents and other marketing reports as required.

Actual Achievement	

Operations Manager *(Gabby Simoni)*

Gabby Simoni was appointed as WAITOC's Operations Manager. The primary role of the Operations Manager, reporting to the WAITOC CEO, is to oversee the organisational duties and outcomes as they relate to WAITOC's implementation obligations of the Jina Plan, but is not restricted to only Jina activities. Key duties of the position include:

- Supports the WAITOC CEO, with the day-to-day operations of the organisation as related to marketing, administration, Board meetings, accounts payable and receivables, Promotion, Advocacy and Product Development as required for the State's Aboriginal tourism experiences.
- Under the direction of the WAITOC CEO will complete the day-to-day operations of WAITOC.
- Where possible identify gaps in operational service and develop/address as required.
- Establish the itineraries for WAITOC board meetings, organising flights meeting rooms, accommodation, airport transfers, etc.
- Travel with CEO to board meetings to take minutes at these meetings
- Assist where needed with the development and implementation of marketing plan for the organisation working with CEO and Marketing Manager.
- Assist where needed with the development and implementation of the Strategic Operational Plan for the organisation working with the CEO
- Assist the CEO to monitor the timely implementation of Business Development for the members of the organisation
- Assist the CEO to establish further income streams for Business Development and other objectives as they arise.
- Assist CEO to review and continuously evaluate and improve organisations operations
- Together with the CEO will implement the organisations strategic and operational plans.
- Where possible identify gaps in admin service and develop/address as required.
- Builds and maintains effective risk management and governance frameworks for the organisation.
- Ensures compliance with the organisation's constitution.
- Assist CEO to ensure appropriate monitoring and reporting of progress against the organisation's strategic and operational plans.
- Builds and maintains an effective work environment and workforce.
- Manages contracts to ensure value for money and quality are delivered.
- Responsible for keeping all the proper records of the organisation, in accordance with the requirements of the Act
- Ensures all financial transactions are conducted in accordance with appropriate accounting/ethical standards, financial controls and delegated approvals.
- Prepares performance reports to meet the requirements of funding agreements.
- Maintain trusting relationships with WA Aboriginal tourism operators to support the delivery of sustainable tourism businesses.
- Maintain effective working relations with Tourism WA, Regional Tourism Organisations and industry stakeholders to support WAITOC's broader product development and marketing objectives .
- Aim to resolve any member or stakeholder enquiry.
- Assist with Marketing new and established products as required
- Undertakes other related duties as required and directed by the CEO.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022			30 June 2022

Deliverable 4c	KPI 2: Jina Plan marketing activities - Aboriginal Art Welcomes
Details	Identify, coordinate, and implement a minimum of 6 new Aboriginal Art Welcome installations in Visitor Centres / high-traffic locations. Engagement of local artists.
Actual Achievement	**Mandurah Visitor Centre Art Mural** - *'Welcome to Mandjoogoordap'* - was unveiled in Dec. 2021 by Tourism Minister David Templeman. WAITOC secured a partnership with the Visit Mandurah Team which generated $4,000 of incremental funding towards the $12,000 project. The stunning 7.9 x 5.7 metre mural, created by local Bindjareb artists Peta and Corey Ugle covers the whole back wall of the premises and welcomes visitors, to the beautiful waterways and abundant wildlife, flora and fauna that are key features of the Bindjareb Region. A 'live' welcome to country was staged by Bindjareb elder Franklin Nannup with music, dance and didgeridoo by WAITOC member George Walley who stages tours and school excursions in the region under his business brand Mandjoogoordap Dreaming. 60 guests (corporates, travel trade and media) attended. **Dwellingup Visitor Centre** - Discussions with Dwellingup are now underway for the second (of 6) murals to be created/implemented. Exmouth Visitor Centre - Discussions will commence in the second half of this year. **WA Visitor Centre, Perth** - The first-ever Mural - a stunning art piece titled *'Kambarang Dreaming'*, created by the local Whadjuk artist Rickesha Burdett, was installed on the ceiling at the entrance area of the WA Visitor Centre in Perth in July 2020. The unveiling by former Minister for Tourism Paul Papalia was accompanied by a live Welcome to Country and smoking ceremony by WAITOC member Walter McGuire who operates a range of tours in Perth, King's Park and Rottnest Island under his business brand Go Cultural Aboriginal Tours & Experiences. There were 50 attendees (trade, corporate, media).

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2025		30 June 2025	

Deliverable 4d	KPI 2: Jina Plan marketing activities - Dampier Peninsula
Details	Dedicated and extensive marketing campaign for 2021/22 and 2022/23 Drive visitation, awareness and education
Actual Achievement	This activity will incorporate a brochure, website, and promotion for the ARDI group of operators on the Dampier Peninsula. The graphic design for the brochure is nearing completion and now (following recent changes to some of the businesses) requires content review/updating. The website content and design will align with the brochure. Given the budget limitations ($50k), WAITOC is currently seeking additional partner funding to implement this extensive project. Discussions have already been staged with Australia's Northwest Regional Tourism Organisation and now awaiting final confirmation of a potential additional $30k.

Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
30 June 2022		30 June 2022	

Deliverable 4e	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Develop and maintain a Welcome to Country database including but not limited to WAITOC members			
Actual Achievement	WAITOC's website has now exceeded its capacity limit - over the past 4 years, the content expansion has grown its popularity and evolved it into a strong consumer-facing portal. The site is currently undergoing an upgrade to house a range of new features, including the Welcome to Country database. Implementation is planned for the 2nd half of this year.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2025		30 June 2025	

Deliverable 4f	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Develop and implement a communication plan for the awareness and promotion of the Welcome to Country database with a particular focus on the corporate market			
Actual Achievement	Promotion of the newly launched database will be implemented on completion of 4e (above) and continued for the duration of the Jina funding period.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2025		30 June 2025	

Deliverable 4g	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Development of the Welcome to Country database into an online bookable system			
Actual Achievement	Ongoing WAITOC Board liaison and information research regarding the implementation of this project and related cultural challenges.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2025		30 June 2025	

Deliverable 4h	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	Human resource development was completed in January and March 2022. Business Development team (Don Monk & Simone Ellies) appointed to roles in Broome. Both members of the team were appointed on full-time contracts until 2025 to deliver the ATA and Business Hub Project. Tourism WA endorsed both new members of the WAITOC Team.			
Actual Achievement	WAITOC received 18 Expressions of Interest for ATA project in December 2021 • Ten Tourism businesses across WA selected in January 2022 • Two Art Centres selected in January 2022 • Diagnostic Information collected from participants 10th February 2022 • Action Plans have been completed for 8 of the tourism business selected and funding for priority items has commenced, action plans to be presented for all participants in August along with outcomes already in place. • Action plans have now become a priority for our two art centre participants who have not been quite ready to start the ATA journey until now.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	30 June 2022		30 March 2023	

Deliverable 4i	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	WAITOC to secure and/or obtain ownership of all program intellectual property as it relates to the delivery of the Aboriginal Tourism Academy			
Actual Achievement	Achieved, as WAITOC owns IP			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
			Completed	30 June 2022

Deliverable 4j	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	Jina Plan Aboriginal Tourism Academy operator selection panel represented by TWA by Jo Camilleri, WAITOC Rob Taylor, Karl Millard, Di Below, Gabby Simoni			
Actual Achievement	Panel convened new staff members in place			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	14 January 2022		Completed	16 January 2022

Deliverable 4k	KPI 3:			
Details				
Actual Achievement	**Business**		**Tier (Emerging/Market/Export)**	
	1. Old-Boys Cultural Prospecting Tours		Emerging	
	2. Oolin Sunday Island Cultural Tours		Market	
	3. Ardi'Ol Arts & Culture		Emerging	
	4. Warrwany Cultural Tours		Market	
	5. Kimberley Cultural Adventures		Market	
	6. Dabungool Cultural Experience		Emerging	
	7. Njaki Njaki Aboriginal		Market	
	8. Borrogoron Coast to Creek Tours		Export	
	9. Kuarlu Marine Charters		Emerging	
	10. Mabu Buru Tours		Market	
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	30 June 2022		30 March 2023	

Deliverable 4l	KPI 3:	
Details		
Actual Achievement	**Organisation**	**Event / Focus**
	1. Mowanjum Art Gallery	Mowanjum Festival

Deliverable 4m	KPI 3:			
Details				
Actual Achievement	**Organisation**			
	1. Juluwarlu Group Aboriginal Corporation Roebourne			
	2.Yamaji Art Geraldton			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	30 June 2022		30 March 2023	

Deliverable 4n	KPI 3: Jina Plan Business Development - Administration Hub			
Details	Design and develop an Administration Hub providing back-of-house administration services to Aboriginal tourism businesses - TWA to be engaged in planning, design and setup - Identification of services, delivery mode, structure - Implementation schedule - Outcomes			
Actual Achievement	Trial program is nearing completion, with the project structure established. Workshops will take place in October 22 to evaluate program performance with operators. Onboarding of the general member group is going to commence in November 22. The hub has been designed to support members in 5 key areas, including reservations, finances, and business structures and administration.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2025		30 June 2025	

Deliverable 4o	KPI 3: Jina Plan Conferences - AITC 2022			
Details	Staging AITC in 2022 - East Coast-based event - TWA Silver sponsorship, organisation committee representative - Minimum of 6 WA-based Aboriginal tourism operators supported attendance			
Actual Achievement	AITC 2022 was held in Cairns, Queensland from 16-18 June 2022, attracting 300 delegates from across Australia and internationally. 6 WA Aboriginal Tourism businesses were funded to attend: 1. Justin Martin 2. Dale Tilbrook 3. Neville Poelina 4. Troy Bennell 5. Nick Abraham 6. Kathleen Cox			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2022			30 June 2022

Deliverable 4p	KPI 3: Jina Plan Conferences - AITC 2024/25			
Details	Staging AITC in 2024/25 - Perth based event - TWA Gold sponsorship, organisation committee representative			
Actual Achievement	Date not yet set, however WAITOC to commence discussions with TWA in September 2022.			
	Original Planned Completion Date	**Previous Status**	**Current Planned Completion Date**	**Actual Completed Date**
	30 June 2025			

MARKETING SNAPSHOT

Customer Collateral

Total distribution of over 250,000 brochures
racked at more than 350 Visitor Information racks nationally

WAITOC's Popular Touring Map
featuring 101 members
translated into German

160,000 maps

Printed and distributed to Travel agents, inbound tour operators and at Trade Shows and Tourism events.

12 page lift-out & editorial
featuring 60 members
distributed nationally to

43,000

Schools, Youth Organisations & Church groups

MARCH - JUNE 2022

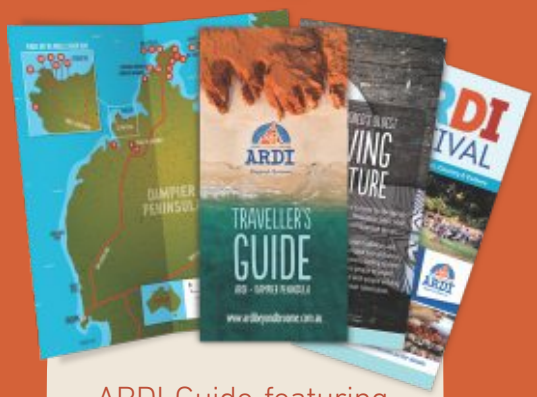
20,000

Aboriginal Bushfood & Wildflower Trails

12 page brochures featuring

37 members

SEPT - OCT 2021



ARDI Guide featuring
23 members

15,000

guides printed
racked at Visitor Centres
and Ardi businesses

Website

July 1, 2021 - June 30, 2022

200+ views on YouTube in a single day

Trainee Tour Guide video
'Postcard from out Backyard'

56,022
USERS ON WAITOC WEBSITE
2021-2022

BOUNCE RATE
^0.52%
WEBSITE CONTINUES TO RANK PAGE 1 ON GOOGLE

WEB SESSIONS
^69,492
10% HIGHER THAN 2020-21

TOTAL OUTBOUND CLICKS TO MEMBER SITES
^9,248
7.1% HIGHER THAN 2020-21

GOOGLE ORGANIC VISITS
^6.7%
HIGHER THAN 2020-21

OVERALL WEBSITE VISITS
^10%
HIGHER THAN 2020-21

'SCORE THIS' AFL CAMPAIGN

CAMPAIGN REACH
147,000

CLICK THRUS
3,717

SEPTEMBER 2021

Travel Trade

248
MEETINGS WITH DOMESTIC & GLOBAL TRADE PARTNERS

5 TRADE SHOWS ATTENDED

150
COMPREHENSIVE TRADE TOOLKITS

INTERACTIVE PRODUCT MANUALS

65
ABORIGINAL TOURISM PRODUCTS

FEATURED IN TOUR OPERATOR PROGRAMS

Featuring interactive map and constantly up to date tool kit of information rates, images and videos.
USB distributed to domestic and global travel industry.

Social Media

FACEBOOK REFERRAL SITE PAGE VIEWS **29,000**

Aboriginal Bushfoods & Wildflower Trails

STATEWIDE 7 DAY CAMPAIGN | AUGUST 2021

45,000	2,231	67,000
CAMPAIGN REACH	CLICK THROUGHS	IMPRESSIONS

'C'mon Pet Let's Roadtrip'

(WA Campaign)

Campaign Promoting Pet friendly Campgrounds | March 2022

39,240	1,370	86,600
REACH	CLICK THROUGHS	IMPRESSIONS

$0.27 per click

(Eastern States campaign ran concurrently resulting in 1,965 clicks from a reach of 132,000)

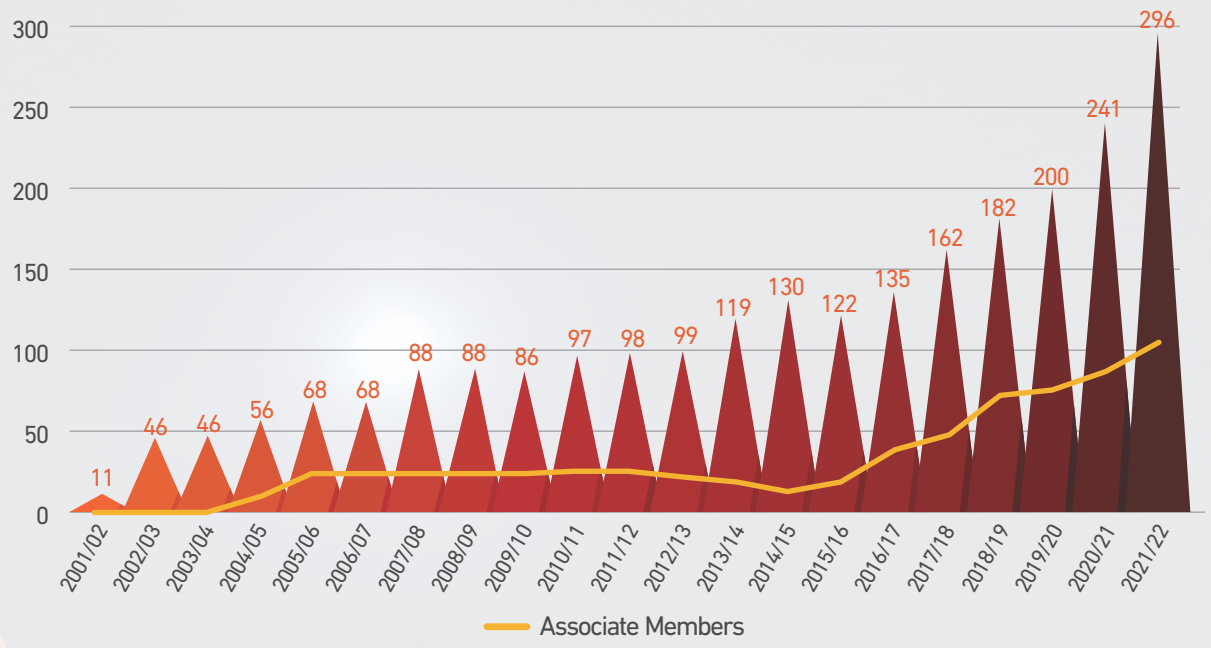
Integrated Marketing Campaign

MEMBERSHIP SUMMARY

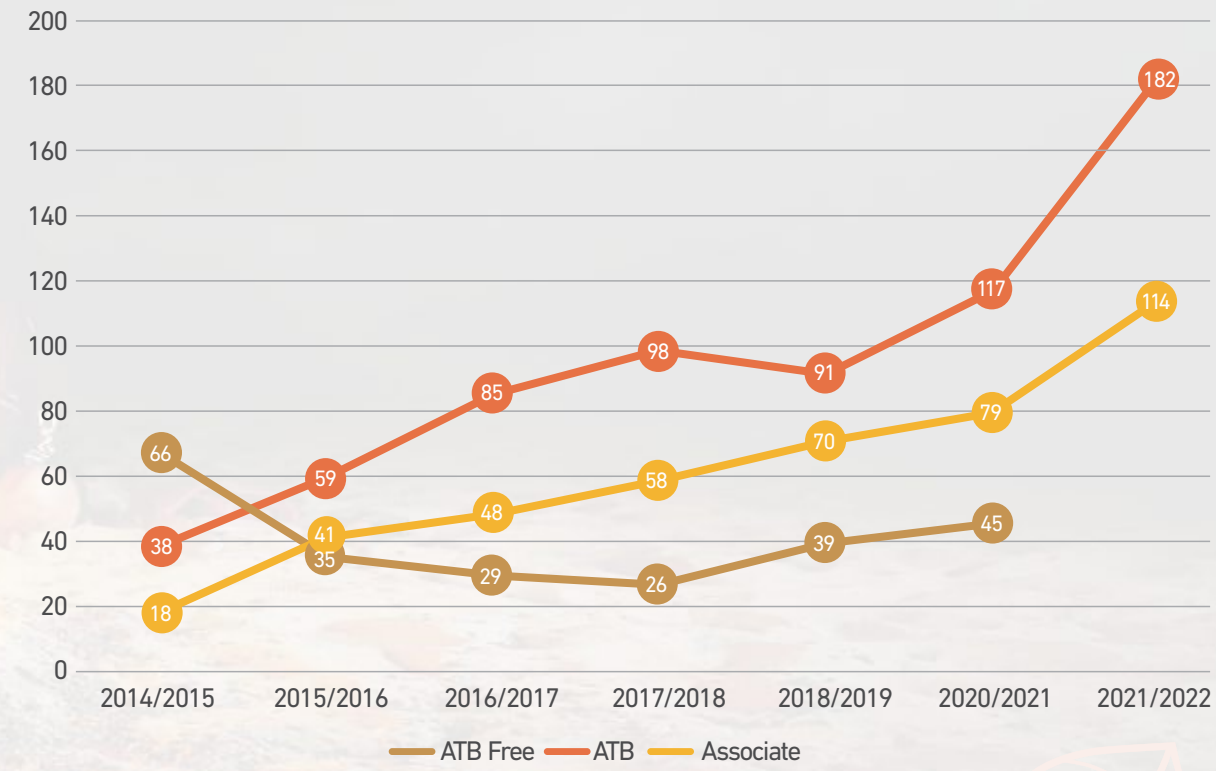
WAITOC this year has been operating for 20 years, and opposite, you will see the growth in membership over the last six years as the growth has accelerated. Last year even through the end of the pandemic, WAITOC's membership grew from 241 to 296.

Wula Gura Eco Cultural Adventures - Shark Bay | WAITOC member

WAITOC Membership Historical 20 Years



Membership Statistics Comparisons 2014-2022

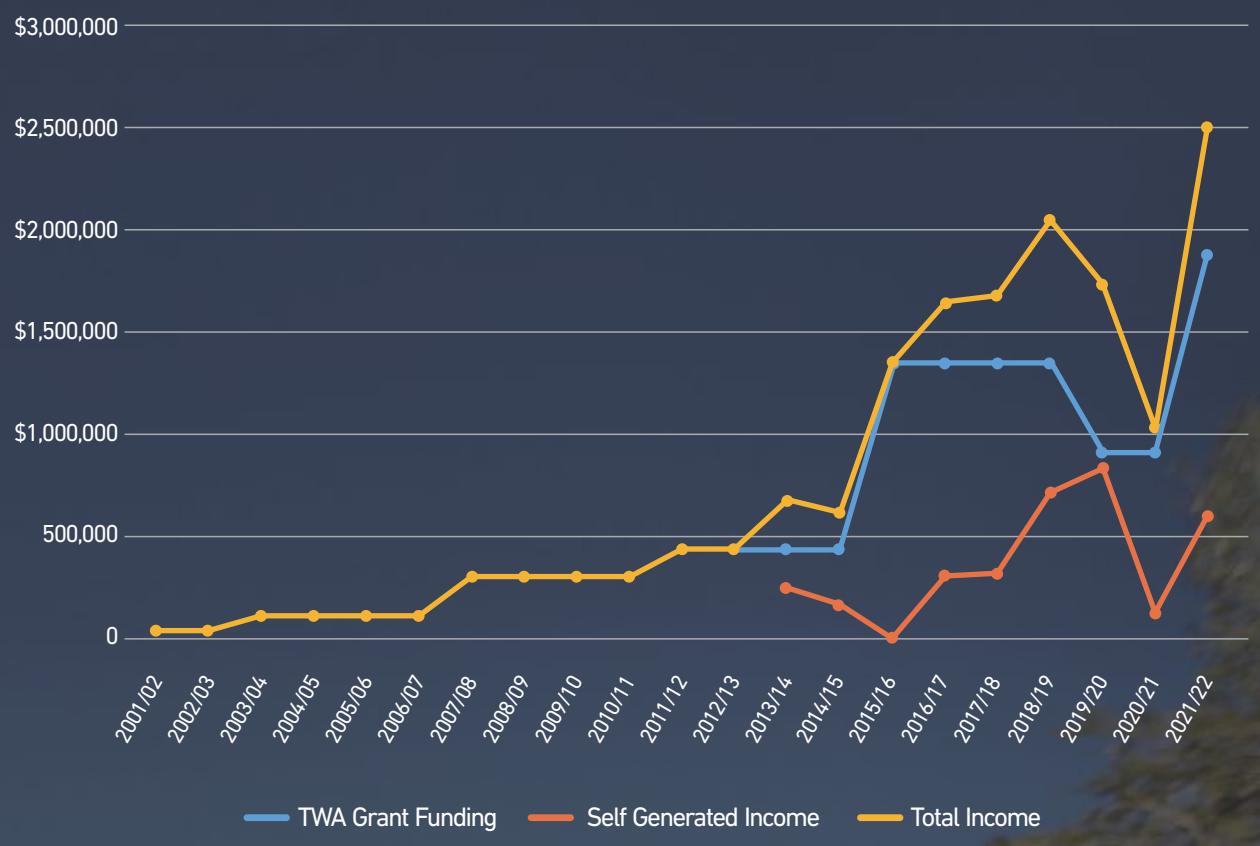


Garingbaar Bush Products, Kununurra | WAITOC member

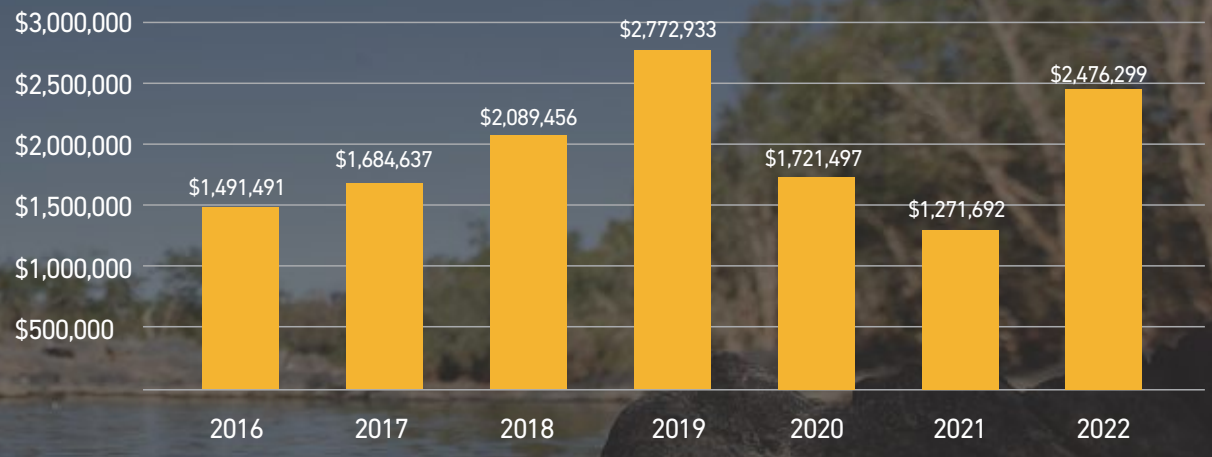
INCOME SUMMARY

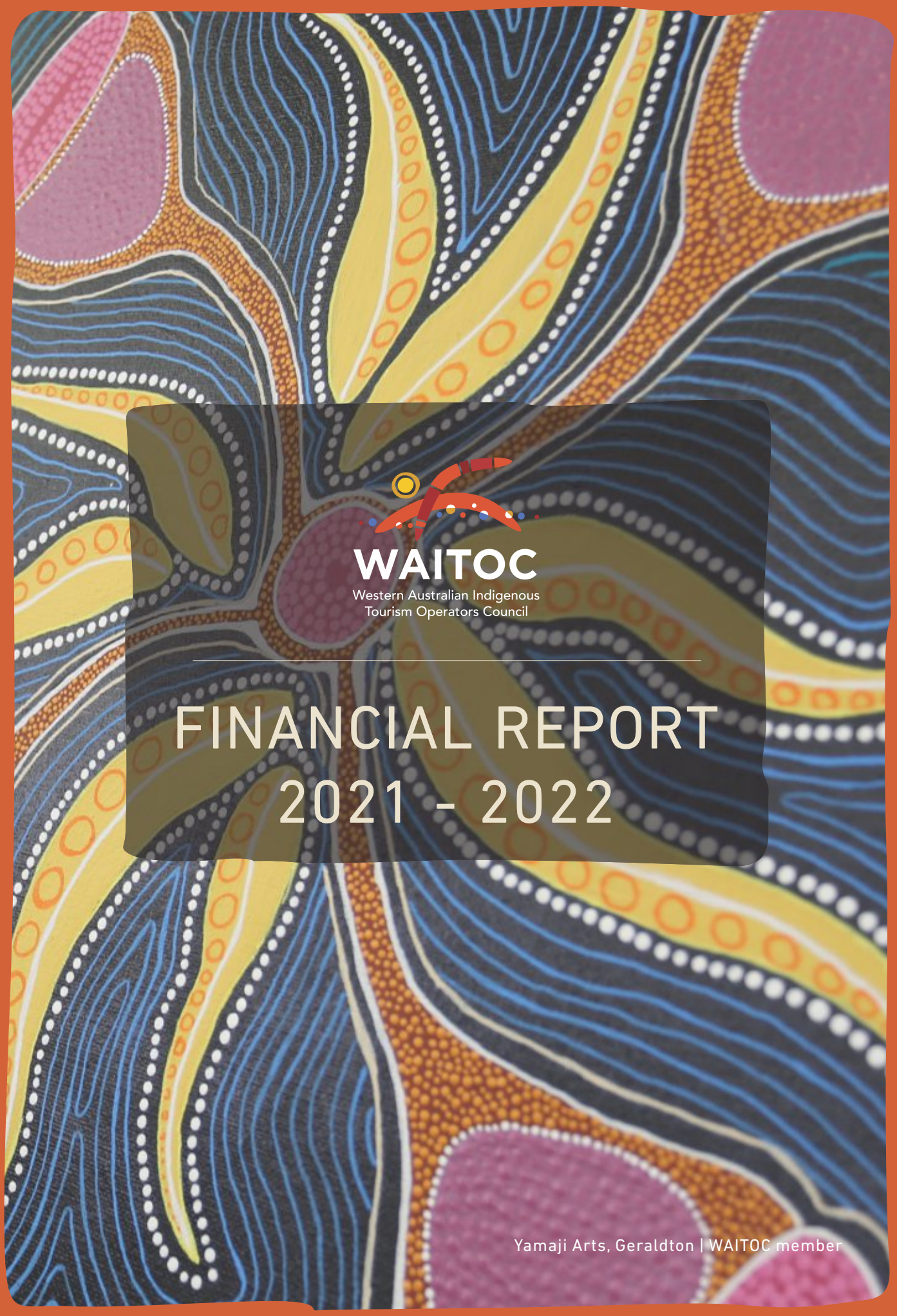
With the new Jina Aboriginal tourism action plan and other funding secured, WAITOC is now getting back to its pre covid income levels and looks even stronger moving into next year's budgets, with ATWAL (Aboriginal Tourism WA Limited) looking at securing a significant funding allocation to take Aboriginal tourism into stratosphere heights in WA. The graph below shows the funding that WAITOC has secured over the past 20 years. The dip in 2021 is due to the Covid-19 pandemic with borders being closed, as the spike upwards shows that WAITOC is now moving back to pre-pandemic income levels and beyond.

WAITOC Historical Income 20 Years



Total Income Comparisons 2016 to 2022





WAITOC

Western Australian Indigenous
Tourism Operators Council

FINANCIAL REPORT 2021 - 2022

Yamaji Arts, Geraldton | WAITOC member

WAITOC
Western Australian Indigenous Tourism Operators Council

WAITOC ASSOCIATION INC.

ABN 88 206 818 729

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2022

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WAITOC ASSOCIATION INCORPORATED

ABN 88 206 818 729

STATEMENT BY MEMBERS OF THE BOARD

The board have determined that the association is not a reporting entity

The board have determined that this special purpose financial report should be prepared in accordance with accounting policies outlined in Note 1 to the financial statements.

The board declare that the financial report as set out on pages 7 to 18:

1. Presents fairly the financial position of WAITOC Association Inc. as at 30 June 2022 and its performance for the period ended on that date.

2. At the date of this statement, there are reasonable grounds to believe that WAITOC Association Inc. will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:

Date this 25th day of October 2022

……

Doc (Ronald) Reynolds
Chair

……

Rosanna Angus
FARM Chair

SW
Accountants & Advisors

Take the lead

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF WAITOC ASSOCIATION INC

Opinion

We have audited the financial report of WAITOC Association Inc (the Association), which comprises the statement of financial position as at 30 June 2022, the statement of comprehensive income, statement of changes in equity, statement of cash flows for the year then ended, and the notes to the financial statements, including a summary of significant accounting policies, and the declaration by members of the board.

In our opinion, the accompanying financial report of WAITOC Association Inc is in accordance with the *Associations Incorporation Reform Act 2012*, including:

a. giving a true and fair view of the Association's financial position as at 30 June 2022 and of its financial performance for the year then ended, and

b. complying with Australian Accounting Standards to the extent described in Note 1.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional & Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matters – Basis of Accounting & Economic Dependency

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling those charged with governance's financial reporting responsibilities under the *Associations Incorporation Reform Act 2012*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Further to above, without modifying our opinion, we draw attention to the matter disclosed in Note 1(b) "Economic Dependency" in the financial report. The Association is dependent upon funding from Tourism WA to conduct its ongoing activities. Should this funding not be made available to the Association in the future, the Association may not be able to continue to conduct the current level of activities.

Responsibilities of Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the *Associations Incorporation Reform Act 2012* and for such internal control as management determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

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sw-au.com

In preparing the financial report, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Information Other than the Financial Report and Auditor's Report Thereon

Those charged with governance are responsible for the other information. The other information comprises the information included in the Association's annual report for the year ended 30 June 2022, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report, or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

SW Audit

SW Audit (formerly ShineWing Australia)
Chartered Accountants

Richard J Gregson

Richard Gregson
Partner

Perth, 25 October 2022

WAITOC ASSOCIATION INC.
STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 $	2021 $
Revenue from ordinary activities	2	2,290,500	978,291
Other income	3	215	50,653
Total Income		**2,290,715**	1,028,944
Administration Expenses		(31,018)	(42,534)
Advertising		(58,763)	(149,128)
Bank Fees		(823)	(217)
Board Expenses and Travel		(116,713)	(197,080)
Depreciation		(5,275)	(5,654)
Insurance		(8,703)	(5,493)
Marketing Expenses		(152,442)	(79,152)
Business Capacity and Other Expenses		(190,024)	(191,863)
Trade Show Expenses		(19,428)	(58,905)
Printing and Stationery		(1,344)	(1,155)
Professional Fees		(110,294)	(133,562)
Employment Expenses		(687,116)	(422,796)
Project Expenses		(301,946)	(439,238)
Website Maintenance		(41,915)	(32,389)
Total Expenses	4	**(1,725,804)**	(1,759,166)
Surplus/ (Deficit) from Ordinary Activities Before Income Tax		**564,911**	(730,222)
Income Tax Expense		-	-
Net Surplus/ (Deficit)		**564,911**	(730,222)
Other Comprehensive Income Net of Tax		-	-
Total Comprehensive Income/ (Loss)		**564,911**	(730,222)

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2022

	Note	2022 $	2021 $
Current Assets			
Cash	5	745,291	327,829
Trade and other receivables	6	73,735	122,020
Prepayments	7	4,453	78,836
Total Current Assets		823,479	528,685
Non-Current Assets			
Property, plant and equipment	8	61,864	-
Total Non-Current Assets		61,864	-
Total Assets		**885,343**	**528,685**
Current Liabilities			
Trade and other payables	9	72,080	41,818
Income in advance	10	-	277,978
Payroll Liabilities	11	104,315	64,852
Total Current Liabilities		176,395	384,648
Total Liabilities		**176,395**	**384,648**
Net Assets		**708,948**	**144,037**
Equity			
Retained Surpluses		708,948	144,037
Total Equity		**708,948**	**144,037**

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2022

	Retained Surpluses	Total
	$	$
Opening balance 1 July 2020	**874,259**	**874,259**
Deficit for the year	(730,222)	(730,222)
Closing balance 30 June 2021	**144,037**	**144,037**
Surplus for the year	**564,911**	**564,911**
Closing balance 30 June 2022	**708,948**	**708,948**

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 $	2021 $
Cash Flows from Operations Activities			
Receipts from Ordinary Activities		-	20,264
Receipts from Grants		2,524,274	930,000
Receipts from Government Stimulus Packages		-	43,500
Payments to Government		(197,834)	-
Interest Received		53	591
Payments to Suppliers and Employees		(1,841,891)	(1,663,353)
Net Cash Provided by/ (Used in) Operating Activities	12(b)	**484,602**	(668,998)
Cash Flows from Investing Activities			
Acquisition of Property Plant & Equipment		(67,140)	-
Net Cash Used in Investing activities		**(67,140)**	-
Increase/ (Decrease) in Cash Held		**417,462**	**(668,998)**
Cash at the Beginning of the Year		327,829	993,287
Cash at the End of the Year	12(a)	**745,291**	**327,829**

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

1. Statement of Significant Accounting Policies

The financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (WA) 2015. The Board has determined that the association is not a reporting entity.

The principal activity of the association is the provision of support to the Aboriginal community.

The report has been prepared in accordance with the requirements of the Associations Incorporation Act (WA) 2015 and the following Australian Accounting Standards:

AASB 101	Presentation of Financial Statements
AASB 107	Cash Flow Statements
AASB 108	Accounting Policies, Changes in Accounting Estimates and Errors
AASB 1048	Interpretation of Standards
AASB 1054	Australian Additional Disclosures

No other applicable Accounting Standards, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accruals basis and is based on historical costs. It does not take into account changing money values, or except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

The following is a summary of the material accounting policies adopted by the economic entity in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

Going Concern Basis of Financial Statement Preparation

The financial report has been prepared on a going concern basis, which assumes continuity of normal activities of the association and the realisation of assets and the settlement of liabilities in the ordinary course of business. However, there is an Economic dependency (as disclosed under Note (b) to accounting policies) risk which may cast material uncertainty on the Association's ability to continue as a going concern if funding not be available to the Association. Having presented the outlook to the board, the members/ directors of the association are satisfied that the association has adequate resources to continue in operational existence for the foreseeable future, to justify adopting the going concern basis in preparing these financial statements.

1. Statement of Significant Accounting Policies (continued)

(a) Employee Benefits

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits expected to be settled within one year have been measured at their nominal amount. Other employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

Contributions are made by the Association to an employee superannuation fund and are charged as expenses when incurred.

(b) Economic Dependency

The Association is dependent upon funding from Tourism WA to conduct its current activities. Should this funding not be made available to the Association in the future, the Association may not be able to continue to conduct current activities.

(c) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of expense. Receivables and payables in the balance sheet are shown inclusive of GST.

(d) Income Tax

The Association is exempt for Income Tax under section 50-5 of the Income Tax Assessment Act 1997.

(e) Plant and equipment

Each class of plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses. The depreciable amount of all fixed assets is depreciated over their estimated useful lives commencing from the time the asset is held ready for use. Purchases which are directly related to projects are expensed under each project as per the requirement of each funding partner. The following rates of depreciation have been applied on a straight line and on a diminishing value basis:

Plant and equipment	25%
Motor vehicles	25%
Website	33.33%

The carrying amount of plant and equipment is reviewed annually by the board to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of expected net cash flows that will be received from the assets employment and subsequent disposal: the expected net cash flows have been discounted to their present values in determining recoverable amounts.

1. Statement of Significant Accounting Policies (continued)

(f) Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

(g) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

(h) Unspent grants

Grant income is brought to account as revenue in the year in which it is expended. To the extent that such grants remain unexpended at the yearend they are carried forward to future accounting periods.

(i) Leases

At inception of a contract, the Association assesses if the contract contains or is a lease. If there is a lease present, a right-of-use asset and a corresponding lease liability is recognised by the Association where the Association is a lessee. However, all contracts that are classified as short-term leases (i.e a lease with a remaining lease term of 12 months or less) and leases of low-value assets are recognised as an operating expense on a straight-line basis over the term of the lease.

Initially, the lease liability is measured at the present value of the lease payments still to be paid at commencement date. The lease payments are discounted at the interest rate implicit in the lease. If this rate cannot be readily determined, the Association uses the incremental borrowing rate.

1. Statement of Significant Accounting Policies (continued)

(j) Leases (contd')

Lease payments included in the measurement of the lease liability are as follows:

- fixed lease payments less any lease incentives;
- variable lease payments that depend on an index or rate, initially measured using the index or rate at the commencement date;
- the amount expected to be payable by the lessee under residual value guarantees;
- the exercise price of purchase options, if the lessee is reasonably certain to exercise the options; and
- payments of penalties for terminating the lease if the lease term reflects the exercise of an option to terminate the lease.

The right-of-use assets comprise the initial measurement of the corresponding lease liability as mentioned above, any lease payments made at or before the commencement date, as well as any initial direct costs. The subsequent measurements of the right-of-use assets is at cost less accumulated depreciation and impairment losses.

Right-of-use assets are depreciated over the lease term or useful life of the underlying asset, whichever is the shortest. Where a lease transfers ownership of the underlying asset or the cost of the right-of-use asset reflects that the Association anticipates to exercise a purchase option, the specific asset is depreciated over the useful life of the underlying asset.

(i) Comparatives

Comparative figures have been adjusted to conform to changes in presentation for the current financial year.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

		2022 $	2021 $
2	**Revenue**		
	Membership Fees	833	27,555
	Service Fees	6,273	5,000
	Sponsorship (Conference and Other)	313,394	-
	Grant Income	1,970,000	930,000
	Marketing Activity Income	-	15,736
		2,290,500	**978,291**
3	**Other Income**		
	Bank Interest	215	591
	Sundry Income	-	6,562
	Government Stimulus Packages	-	43,500
		215	**50,653**
4	**Surplus Before Income Tax**		
	The net profit is arrived at after charging the following specific items:		
	Depreciation	5,275	5,654
	Auditors' Remuneration	4,750	4,750
5	**Cash**		
	Cheque Account	4,230	24,477
	ANZ – AITC Trust account	158,160	208,123
	ANZ – Online Saver account	577,715	90,460
	Visa card	5,186	4,769
		745,291	**327,829**
6	**Trade and other receivables**		
	Trade Debtors	70,995	63,647
	Deposits Paid	2,740	2,740
	GST Receivable	-	55,633
		73,735	**122,020**
7	**Prepayments**		
	Prepaid Expenses	4,453	78,836
		4,453	**78,836**

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

		2022 $	2021 $
8	**Property, plant and equipment**		
	Plant and Equipment at Cost	20,034	16,906
	Accumulated Depreciation	(17,491)	(16,906)
	Total Plant and Equipment	**2,543**	**-**
	Motor vehicle at cost	64,012	-
	Accumulated depreciation	(4,691)	-
	Total Motor vehicle	**59,321**	
	Website at Cost	28,180	28,180
	Accumulated Depreciation	(28,180)	(28,180)
	Total Website		
	Total Property, plant, and equipment	61,864	**-**
9	**Trade and other payables**		
	Trade Creditors	26,303	22,333
	GST Payable	32,999	4,701
	Other payable	12,778	14,784
		72,080	**41,818**
10	**Income in advance**		
	Income in Advance – 2021 Summit	-	277,978
		-	**277,978**
11	**Payroll liabilities**		
	Provision for Annual Leave	66,715	39,089
	Provision for Long Service Leave	37,600	25,763
		104,315	**64,852**

These liabilities represent WAITOC Association Inc's obligations to which the employee has a current legal entitlement.

			2022 $	2021 $
12	**Cash Flow Information**			
(a)	**Reconciliation of Cash**			
	Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:			
	Cash at Bank	5	**745,291**	**327,829**

(b) Reconciliation of Profit after tax to net cash from operating activities

Profit/ (loss) from ordinary activities after income tax	564,911	(730,222)
Non – cash flows in profit from ordinary activities		
- Depreciation	5,275	5,654
Changes in assets & liabilities		
- Decrease in receivables	48,285	92,551
- Decrease in prepayments	73,504	-
- Increase in payables	30,262	24,353
- (Decrease) in grants in advance	(277,978)	(105,921)
- Increase in provisions	40,343	44,587
Cash flows provided by/ (used in) operating activities	**484,602**	(668,998)

13 Events After the Reporting Period

There has not been any other matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the Association, the results of those operations, or the state of affairs of the Association in subsequent financial periods.

14 Association details

The principal place of business for the Association is:
58 Duncraig Rd, Applecross
Western Australia 6153

WAITOC.COM
Ancient Tracks-New Journeys

CELEBRATING 20 YEARS
2002 - 2022

CONTACT INFORMATION

If you have any questions about this Report or want to know more about our services, contact WAITOC's CEO using the following contact details:

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ceo@waitoc.com

By Post:
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Canning Bridge, Applecross, WA. 6153

By Phone:
0419 921 946

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