

— WAITOC —

ANNUAL REPORT 2019-2020

Ancient Tracks - New Journeys®

Koomal Dreaming - Yallingup | WAITOC member





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INTRODUCTION

The 2019-20 financial year has been a very challenging year for WAITOC and Aboriginal tourism in Western Australia. It has seen in the second half of the year a world pandemic COVID-19 which has really changed the way WAITOC operated including the postponement of the World Indigenous Tourism Summit 2020. This year was the first year that the ATDP (Aboriginal Tourism Development Program) funding was not in the WAITOC budget. A new contract was agreed with Tourism WA bringing the funding from state government down from \$1,460,000 to \$900,000. Surprisingly, the organisation has seen a further increase in its membership across the Aboriginal tourism sector and through advocacy, to the wider industry, increasing its reach into mainstream tourism. WAITOC, with the support from partners like Indigenous Business Australia, City of Perth and Tourism WA, pursued its role in Aboriginal tourism product development, maintaining its advocacy, networking and marketing charter.



Highlights for the year

WAITOC, in partnership with Tourism Council, held the first state based Aboriginal Tourism Conference which preceded the State tourism conference in Karratha with over 140 delegates attending the 1-day event. For the first time, the main conference incorporated substantial Aboriginal cultural components, with guided tours and the Gala Dinner on the foreshore at Hearsons Cove, with a star gazing experience hosted by the local Aboriginal business Clinton Walkers Ngurrangga Tours, followed by Clinton entertaining the dinner guests with a keynote address.

The partnership with Indigenous Business Australia this year has now supported up to 20 businesses across WA with Product Development. With a new partnership being sought for the new financial year in pursuit of benefits for a further 60 businesses supported across the state.

A Local government partnership with the City of Perth, Tourism WA and IBA has developed further with a new program guiding 12 businesses through an export ready program which, due to the pandemic, has been extended into the beginning of this year.

Due to COVID-19 Tourism WA, WAITOC and the Regional Tourism Organisations formed a Team WA COVID support group. This meant that WAITOC staff and Tourism WA staff called all members to discuss their individual situations and collate all feedback through a central channel to identify and formulate what level of assistance would be required to bridge and support WA tourism industry business survival during this world pandemic which has shut down interstate and international visitation for an indefinable period. The industry feedback was presented to the Government, fostering the launch of some financial COVID support schemes and packages.

Partnerships are still a key to the growth of Aboriginal tourism. WAITOC's stakeholder engagement strategy has seen the commitment to work with its partners grow even further this year.

Despite the cancellation of all the major travel industry events and the closure of key distribution points (Visitor Centres and tourist info hubs) during the second half of the year, marketing WA's extraordinary range of Aboriginal tourism experiences continued to be a core business focus. WAITOC delivered a 'COVID adjusted'

2019-20 Marketing Plan and for the first time ever, was able to capitalise on a completely 'captive' intrastate target group, our biggest segment in terms of visitor volume, and implement a very successful campaign.

The campaign 'Postcards from our Backyard' evolved with the rapidly changing COVID environment from March to June 2020. Launched as a series of 20 digital film features, showcasing snapshots of the lifestyle of our guides and storytellers across social media channels, it then extended to TV advertising, print ads and 'peaked' as a competition, offering attractive \$500 holiday vouchers. With a 2.2 million reach, this promotion generated 85,000 postcard views, doubled WAITOC's website traffic (to 42,000 users, 55,000 sessions), 700 customer testimonials and \$10,000 worth of (prize voucher) revenue delivered directly to WAITOC member businesses along with extended outdoor screening of the postcards via Perth Cultural Centre.

WAITOC has successfully met all WA Government key performance indicators set for 2019-20 raising the profile and credibility of WAITOC as the State's peak industry body supporting Aboriginal tourism economic and social development. WAITOC also successfully negotiated some changes to its contract with Tourism WA due to the Pandemic to help support our member more with development.

WAITOC worked diligently on increasing opportunities for its members through the development of programs and partnerships. WAITOC's aim was to increase opportunities for business by gaining another \$90,000 per annum for the organisation. This year saw another great outcome with a total of \$1,129, 016 achieved.

In closing, the WAITOC board take this opportunity to acknowledge the resilient, hard-working men, women and communities that make up WA's Aboriginal tourism industry. WAITOC looks forward to continuing our service and partnership through these tough times and to continue with each of you to grow Western Australia as the nation's leading gateway and destination for quality, authentic Aboriginal tourism experiences.



Doc Reynolds
Chairperson



Robert Taylor
Chief Executive Officer



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 120 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.



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.



WAITOC

STRATEGIC PLAN 2019-2025

OVERVIEW



CONNECTION TO COUNTRY

WAITOC believes in the intergenerational rights/obligations of Aboriginal language groups for the spiritual maintenance of the land.

This provides the basis for WAITOC's advocacy role to ensure fairness, acknowledgment and respect. Welcome to Country - WAITOC believes that together, provision of safe passage and reciprocal acknowledgment results in mutual benefits. The importance of mutual benefits provides the basis for WAITOC's development of effective partnerships.

Facilitating Corroborees WAITOC is a place where people with an interest in Aboriginal tourism can come together to share, learn and benefit from each other. This provides the basis for WAITOC's business development, education, advocacy, marketing and networking role.

WAITOC PARTNERSHIPS

WAITOC builds relationships, respect and trust between Aboriginal and Torres Strait Islander peoples, other Indigenous Cultures and non- Indigenous peoples.

WAITOC is committed to building strong partnerships that enhance the social and economic outcomes that empower Aboriginal people in Australia. WAITOC calls for a united Australia which: respects the land; values Aboriginal and Torres Strait Islander heritage, culture

and science; and which works for the benefit of all. WAITOC is guided by the Larrakia Declaration and the standards of Reconciliation Australia. We require our partners to work within the basic framework of a Reconciliation Action Plan.

MARKETING OBJECTIVES

- Promoting Aboriginal Experiences.
- WAITOC as peak body
- TWA – Aboriginal culture part of all marketing
- Grow the visibility of Export – Ready Aboriginal tourism experiences
- Support Tourism Australia Signature Aboriginal Experiences Program

EVENT OBJECTIVES

- Working on Aboriginal Events
- Regional Event Scheme-Aboriginal Stream
- Development Support for event managers
- Aboriginal culture into main stream

CONFERENCE OBJECTIVES

- World Indigenous Tourism Summit 2020
- Australian Indigenous Tourism Conference 2022
- Australian Indigenous Tourism Conference 2024
- WA Indigenous Tourism Conference 2019, 2021, 2023 & 2025

EXPERIENCE DEVELOPMENT OBJECTIVES

- Culture in the parks create opportunities to increase Aboriginal experiences in: Kings Park, Perth Zoo, Rottnest and National Parks
- Continue Experience Development in all areas of Western Australia
- Continue to increase the international ready business development
- Work to develop art centres and cruise sector businesses



EMPLOYMENT OBJECTIVES

- Increase awareness of tourism as a career in schools
- More Aboriginal people employed in tourism
- Establish an inventory of trained guides, welcome to country deliverers, performers that can be placed in employment
- More Aboriginal People employed in tourism to provide visitors with more opportunities to experience authentic Aboriginal culture
- Ranger Program include tour guide training and tourism delivery into program to increase employment opportunities

2018-2019

Income: \$1,800,000
Equity position: \$180,000
Membership: 170 (50% over 4y)
Compliance % met: 100%
Aboriginal Tourism FTE (WA): 339 (2016-17)
% of funding from government sources: 98%

2024-2025

Income: \$3,600,000
Equity position: \$360,000
Membership: 350 (100% over 5y)
Compliance % met: 100%
Aboriginal Tourism FTE (WA): 700 (2024-25)
% of funding from government sources: 90%

Ngalang Wongi Aboriginal Cultural Tours, Busselton | WAITOC member



WAITOC BOARD OF DIRECTORS 2019 - 2020



**Doc
Reynolds**

Chairperson

Australia's Golden
Outback (AGO)
Representative



**Darren
Capewell**

Australia's
Coral Coast (ACC)
Representative



**Clinton
Walker**

Vice Chairperson

WA State
Representative



**Bart
Pigram**

Australia's
North West (ANW)
Representative



**Rosanna
Angus**

Treasurer

WA State
Representative



**Neville
Poelina**

WA State
Representative



**Les
Wallem**

Australia's
South West (ASW)
Representative



**Sandy
Chong**

Independent
Representative



**Walter
McGuire**

Destination Perth
Representative



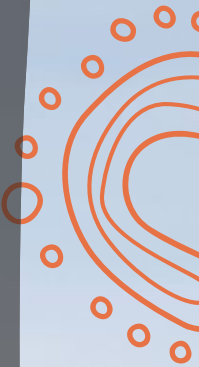
**Chris
Pye**

Independent
Representative



Message from the Chair

"It has been a pleasure to watch Aboriginal tourism flourish over the past five years. We have seen more Aboriginal tourism businesses in Western Australia than ever before even through these uncertain times our members resilience is impressive. With partnerships and businesses working together with government organisations, WAITOC continues to spearhead positive changes for the Industry."



Our mission is part of both our strategic growth and daily operational processes:

WAITOC's Ancient Tracks New Journeys is now trademarked for success. Authentic Aboriginal Tourism owned and operated by many different Aboriginal people from across WA. We have been positioning Perth as the Gateway to Authentic Aboriginal Tourism in Australia.

WAITOC's work in marketing and promoting Western Australia continues although through this pandemic our concentration has been on the domestic market, WA people visiting their own back yards, WAITOC, with its small but effective team is maximising every dollar spent to ensure double the value in return. Improving opportunities for members to showcase their businesses through high end digital marketing with 20 new online videos that have been highly successful. Promoting the oldest living culture to all Western Australia through the eyes of the many Aboriginal people that share their culture daily.

WAITOC continues to work closely with the new marketing team and leadership at Tourism WA. Its aims, to merge more Aboriginal tourism marketing with the main-stream marketing of the state.

It was a great outcome to see that last year so many of our businesses made the finals in the state tourism awards and some go onto the National awards. WAITOC celebrated a Silver Award in the Destination Marketing category, this is no easy task as a huge amount of work goes into providing the submission for these awards.

WAITOC members should be proud of their dedication to their culture and traditions, to tourism and to the state's economic and social outputs. WAITOC has worked closely alongside Tourism WA to support the state government in producing the next 2-year Aboriginal Action Plan that will soon be released, plus, put forward for the first time a pre-election paper in partnership with Clean State that highlights job creation in Aboriginal tourism, this can be found on the WAITOC website under download our documents and also in this report.

It is hoped that the State government will take up recommendations to look within the set budget to find funds to partner with WAITOC in the future. In the

meantime, Robert and the staff are continuing to work with other stakeholders to create opportunities for business development throughout the state and the nation.

Aboriginal people sharing their culture through tourism are working through educating their visitors to close the gap from a grass roots level. Aboriginal people for years have known that the key to surviving is diversification and moving through the closures that were forced on Aboriginal communities due to the COVID-19 pandemic and the shortened season is no exception.

Robert and his team have broken down barriers to increase opportunities for Western Australia Aboriginal tourism. The board and the staff have worked together to include Aboriginal tourism across Australia and throughout the world. With the secretariat role of WINTA (World Indigenous Tourism Alliance) soon to be set up in WA.

The board have worked together on their continued governance improvement strategy and has determined streamlined processes in order to ensure our limited staff are able to reach their optimum returns for WAITOC members, with the results during COVID 1 year out of the ATDP funding program still gaining over \$1m in extra funds this financial year.

WAITOC board members are volunteers and should be commended for offering their skills and experience in the industry to better position WAITOC and Aboriginal Tourism. I would like to take this opportunity to thank them for taking time out of their businesses to help grow the industry into the future.

"As the Chair I would like to sincerely thank my dedicated Board, our Staff, CEO, Mr Rob Taylor, our marketing guru, Ms Di Below, our Product Development staff and contractors, for their continued commitment in growing the WAITOC brand here, Nationally and Internationally ensuring our member products are in the forefront of visitors mind when making their holiday to our country"



Doc Reynolds | Chairperson
Western Australian Indigenous Tourism Operators Council



Message from the Chief Executive Officer

"My fifth year as CEO for WAITOC has been a very challenging year. With the second half of the financial year coping through the unprecedented shutdown of all tourism activities due to the world pandemic COVID-19. The outcomes the organisation has been able to accomplish has highlighted the commitment of both the WAITOC board and the WAITOC team to diversify when challenged by all the major disruptions faced."



These outcomes were achieved by the dedication and the ability to overcome international national state and community challenges. With key accomplishments and highlights including:

Aboriginal Tourism Export Initiative

WAITOC in partnership with IBA, Tourism WA and City of Perth supported 12 businesses across WA to develop from Market ready through to Export Ready businesses. Due to COVID the program is still being finalised. However, it has added another 12 unique Aboriginal experiences and products into the international arena. These businesses will be ready to grow the market when the international borders re-open.

WAITOC has also continued partnerships with IBA, City of Perth with new partners City of South Perth and City of Kalamunda and launched the new WAITOC Aboriginal Tourism Academy.

WAITOC continued its marketing adding to the already growing marketing collateral produced by WAITOC's Marketing Manager Di Below. The Aboriginal Tourism Development Programs that WAITOC has run over the past 5 years have helped spark new interest from Aboriginal business start-ups in some of the regions that have low number of Aboriginal tourism businesses but increasing numbers of visitors with an increase of 9% to the WAITOC membership.

WAITOC has continued to move rapidly forward in leveraging further funds again well above the KPI set of \$90,000 per annum. This year WAITOC has leveraged a further \$1,129,016.00 for the organisation and its members.

WAITOC has this year also applied for 8 regional economic grants partnering with IBA who have pledged \$342,000 towards a \$1.1m development program if successful will be rolled out in 2021. WAITOC have also put forward a business case to NIAA for the \$40m that

is yet to be decided by the federal government that will also be rolled out if successful in 2021. Also a tender was presented for the Dampier Peninsula worth a further \$500,000. If WAITOC is successful in all of these funding bids in 2021 this will support over 80 Aboriginal tourism businesses across WA and Australia.

This year showed, even with the pandemic, that WAITOC has built some very strong partnerships and will continue to do so moving into what will hopefully be a big 2021. These partnerships have come to fruition through WAITOC advocating for product development in the other areas of the state that were not covered by the ATDP funding and now the nation advocating through NIAA.

The World Indigenous Tourism Summit is also now after being postponed ready to be rolled out in 2021 with a record number of sponsors, with the Australian Indigenous Tourism Conference for the first time ever to be announced at this conference with a gold partner already on board.

I would like to acknowledge our strong partners in the State Government, Tourism WA, Indigenous Business Australia and the City of Perth and many other smaller partnerships that we have been building. I hope that next financial year will see the pandemic slowly disappear and all borders re-open.

Our relationship with the Caravan Industry WA and Tourism Council WA continues to develop close ties with WAITOC playing major roles again at the state conferences this year held in Karratha.

I would like to continually acknowledge the hard work of the WAITOC board each year. They are all volunteers that take time out of their own businesses to strategically work on the Aboriginal tourism sector. Without a doubt I need to recognize the efficient, hardworking and passionate team, who have been instrumental in creating a strong administration and business foundation for the organisation.



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



SUMMARY OF KEY DELIVERABLES 2019 - 2020

Achievements Against Aboriginal Tourism
Initiatives Agreement KPI's

Deliverables 1. Administration

Deliverable 1a - Employment of minimum of three (3) FTE's

Requirement	Result
CEO: salary not to exceed 45% of total Administration budget	Number of FTE's 3.1 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 Officer: salary not to exceed 40% of Marketing budget	Marketing Manager Salary 27.1%
Business Support Office: salary not to exceed 40% of Business Support budget	Business Support 51.5% with 40% being obtained from the \$200,000 budget and the 11.5% being obtained from other WAITOC income.

Deliverable 1b - Comply with Constitutional requirements and maintain an office presence

Requirement	Result
WAITOC Constitution and office location to be maintained with 4 board meeting per year.	<p>WAITOC constitution was amended at the 2019 WAITOC AGM and approved on the 23rd December 2019 Tourism WA where notified of the change through Renata Lowe on the 4th December 2019 as per services agreement 8.6b. The constitution was posted on www.waitoc.com in January 2020.</p> <p>WAITOC still maintains its current office at suit 7 1060 Hay Street West Perth WA 6005.</p> <p>WAITOC has held 4 face to face board meetings and 1 Zoom meeting detailed below:</p>

Schedule of full WAITOC Board Meetings 2019-2020

DATE	LOCATION
15 September 2019	Karratha
2 November 2019	Perth
3 November 2019	Perth
25 February 2020	Perth
12 May 2020	Zoom - online

Also according to 8.6a the agreement is to supply Tourism WA representative Renata Lowe with board meeting information before every board meeting as the Tourism WA representative at WAITOC board meetings.

Deliverable 1c - Delivery of the World Indigenous Tourism Summit 2020

Requirement	Result
To be held in Perth 6-9 April, 2020 attracting in excess of 350 delegates	The conference was due to be held in April 2020 but due to COVID -19 was postponed until November 2020. Since there will be no travel by international delegates allowed by November 2020 the summit has now been postponed until the 31 October 2021

Deliverable 1d - Delivery of the Australian Indigenous Tourism Conference 2022

Requirement	Result
WAITOC is to hold the Australian Indigenous Tourism Conference in 2022 out of WA	Expressions of interest have been sent out with the closing date for the EOI's being the 15th February 2020. WAITOC would hope to announce AITC 2022 at the closing of WITS 2020. Due to the WITS 2020 being postponed the announcement of the winning bid has been delayed with further conversations to be had over where the winning bid would like to host the event still planned for 2022.

Deliverable 1e - Compilation and submission of Annual Strategic Marketing Plan & Operational Plan

Requirement	Result
WAITOC to submit a strategic marketing plan and a strategic operational plan to Tourism WA by May of each year.	Due to the new contract not being signed by both parties being Tourism WA and WAITOC until the 12th September 2019 both plans were approved by the WAITOC board at their September 2019 board meeting and then sent on to Tourism WA board for approval. Tourism WA then approved the plans at their next board meeting. The 2020/2021 plans will go to the WAITOC board in their May meeting ready for Tourism WA to approve for the next financial year. The two plans for 2020-2021 were submitted to Tourism WA in May 2020 and both approved at the subsequent Tourism WA board meeting in May.

Deliverable 1f - Commencing July 2020 and July 2023 participate in the research project to determine Economic and Social Impact that the Aboriginal Tourism Industry has in WA

Requirement	Result
Research led by TWA, WAITOC to do all practicable to assist and encourage member participation.	Waiting for Tourism WA's lead on this very important project.

Deliverables 2. Marketing

Deliverable 2a - KPI 1 : Western Australian Aboriginal Cultural Experiences Map

Requirement	Result
Produce and distribute minimum of 100,000 copies to be produced	<p>Exceeded KPI 2019-20 - Print Run/Distribution + 25%</p> <p>WAITOC Touring Map of WA – Edition 6 (125,000 copies)</p> <p>This publication continues to shine as WAITOC's most popular, flagship collateral with an ongoing increase in demand with each new edition.</p> <p>Key distribution channels are:</p> <ul style="list-style-type: none">The WA Visitor Centres (120 outlets across the state)Car Hire depots – particularly in Broome and PerthVisitor Information Racks – 150 racks in Perth and 50 in BroomeCaravan & Camping Shows – 10,000 maps at 5 Shows (Perth, Sydney, Brisbane, Melbourne, Adelaide)Campgrounds & ResortsTourism WA International markets – 8,000 mapsITOs (Inbound Tourism Operators) and Tour WholesalersWAITOC – direct enquiries/orders through our websiteSchools – (teachers use the maps for special projects and cultural education)Other trade and consumer shows

Deliverable 2a (continued) - KPI 1 : Western Australian Aboriginal Cultural Experiences Map

Requirement	Result
Produce and distribute minimum of 100,000 copies to be produced	<p>WAITOC Touring Map – Edition 7 on schedule for completion in November, 2020</p> <ul style="list-style-type: none"> • Partnership with Tourism WA to include 'WA Road Trips' promotion • Partnership with CIAWA to feature WA campground listing and symbols • Partnership with RSC (Road Safety Commission) to feature 2 panels of safe driving information • Partnership with TWA Germany to launch a new German language edition • Partnership with WA Visitor Centres (distribution across 120 outlets) • Attractive coop advertising opportunities extended to WA Industry • All WAITOC full ATB members are featured free of charge <p>Print Run: 150,000 English (comp. to 120,000 for previous edition) 10,000 German.</p> <p>Original Launch Date: 2nd week of March 2020 was postponed until next financial year due to COVID19, the cancellation of the Perth Caravan & Camping Show and the low distribution of current map stocks during the second half of this year (COVID19)</p> <p>This has extended the shelf life of the current edition for an estimated four-five months until September/October 2020. The new (Edition 7) will be launched in November 2020.</p>

Deliverable 2b - KPI 1: WAITOC Product Manual

Requirement	Result
Produce and distribute	<p>Achieved KPI – WAITOC's popular Interactive Digital Product Manual (2nd Edition) completed and distributed as follows:</p> <ul style="list-style-type: none"> • Mailout to 200 domestic and international travel trade • Promotion and distribution planned for 80 travel trade meetings at ATE (Australian Tourism Exchange) – Australia's biggest International Travel Trade Event (May 2020) - Cancelled due to COVID19 • Promoted and distributed during 20 travel trade (ITO) meetings at ATEC Meeting Place (annual trade event targeting key Inbound Tour Operators) • Promoted and distributed during 20 travel trade (Cruise/ITOs) meetings at WACE (WA Cruise Exchange) • Promotion and distribution during forthcoming International travel trade roadshows and as e-mailout - pending date/launch of next road show • Mailed out as follow-up to all travel trade meetings and requests <p>A key feature is the 'Realtime' content updates which are ongoing throughout the year as the info sits in the back end of WAITOC's website. This is a dynamic digital tool kit which is perfectly tailored to the needs and demands of the travel trade, delivering up to date images, rates, info, brochures and film sequences for all WAITOC's export ready member products.</p> <p>This publication delivers a clear overview of the state-wide range of Aboriginal cultural products + attractions that are commissionable and available for distribution through the travel industry.</p>

Deliverable 2c - KPI 1 : Brochures to Promote and Feature Aboriginal Tourism Businesses

Requirement	Result
Produce a range of no less than five (5) different types	<p>Achieved KPI</p> <p>1) Touring Map of WA – Aboriginal Tours & Experiences Features all WAITOC full ATB Member products. The current (Edition 6) stock has lasted longer than anticipated due to slow demand in the second half of this year – COVID19. Launch of Edition 7 has been postponed until 2020-21.</p> <p>Next Print run: 150k English, 10k German</p> <p>Distribution:</p> <ul style="list-style-type: none"> • Travel trade and consumers (incl. bulk distribution via 120 Visitor Centres throughout WA, • Car Hire Depots • Campgrounds • Caravan & Camping Shows <p>2) WAITOC Interactive Travel Trade Manual Features all WAITOC Full ATB export ready Member products + Art/Culture centres, Festivals and Campgrounds</p> <p>Print run: digital Distribution: 300 Launch: Jul. 2019 + Updated Nov.19</p> <p>3) Aboriginal Campgrounds & Retreats Brochure Features all WAITOC Full ATB members who have campgrounds + (new content) all WAITOC full ATB members who offer tagalong tours with overnight camping. Launched: Nov.19 PDF + Print run (reduced to 1000 due to COVID19).</p> <p>Distribution:</p> <ul style="list-style-type: none"> • Brochure info stands in Perth and Broome • PDF emails • Caravan & Camping Shows • Visitor Centres • Mailouts to general enquiries • A second edition with a bigger print run is planned for 2020-21 financial year <p>4) Aboriginal School Camps, Excursions and Incursions Features all WAITOC Full ATB members who work with schools/students. Launched March 2020 (aligned with Australia's biggest Schools Magazine)</p> <p>Distribution:</p> <ul style="list-style-type: none"> • 48,000 print run: • Magazine Insert 43,000 + PDF version <p>5) WAITOC Cruise Excursions Brochure Features all Full ATB Export Ready members who tailor packages for the Cruise Market. Postponed due to COVID19 Originally planned for online distribution and presentation at forthcoming WACE and cruise-related functions.</p> <p>Print run: 50 + PDF version</p>

Deliverable 2d - KPI 1: WAITOC Website

Requirement	Result												
Maintain an interactive web presence Increase of online traffic by minimum of 2% annually	<p>Exceeded KPI with Substantial Website Traffic Increase + 100%</p> <ul style="list-style-type: none">This year, website visitation increased by 100% compared to last yearWAITOC's website continues to attract ongoing growth of visitation and an exceptionally high-quality audience with a very low bounce rateThe site is still enjoying a page 1 Google rankingThe content is refreshed regularly with updates of a range of current activity news, special editorial stories, cultural information, spotlights (features) of members, a comprehensive listing of over 150 Aboriginal tours and experiences and Associate member profiles which are constantly updatedNEW – launch of an interactive cultural history timeline planned to be launched in 2020-21 <p>Key Drivers</p> <p>Digital campaigns are a key visitation booster</p> <p>Regular content updates are instrumental in achieving the high google ranking</p> <p>WAITOC's E-newsletters and social media regularly include links/prompts which successfully draw visitors the website.</p> <p>WAITOC's Facebook is a key driver (around 60%) of traffic to the website</p> <p>Google Analytics</p> <p>Insights (as summarised below) confirm that WAITOC's campaigns and promotions are performing extremely well, attracting the exact visitor/viewer demographics that are our target audience.</p> <p>Demographics (Gender): 56% Female 45% Male</p> <p>Demographics (Country): AUS 90% US 4% UK 0.5% GER & NZ 0.4% India 0.5%</p> <p>Demographics (Language): AUS 64% US 20% GB 11% DE 0.45% CH 0.45% FR 0.27%</p> <p>Devices: Mobile 76% Desktop 19% Tablet 5%</p> <p>Primary Acquisition Sources: Facebook 60% Google Organic 28%</p> <p>12-Month Top-Line Website Visitor Stats</p> <p>Jul.19 – Jun.20 has seen a 100% increase in web visitors compared to the previous financial year.</p> <p>Users: 41.8k (+ 100%) Sessions: 54.8k (+105%) Bounce Rate* 1.8 % (-71%)</p> <p>*the bounce rate records the number of visitors who leave the site as soon as they arrive. A good bounce rate (comparatively) is anything below 50% and a very good rate, anything below 25%. WAITOC's bounce rate is less than 2% and close to 0 during peak campaign sessions</p> <p>New Users: 41.4k (+100%) Returning Visitors: 15% (+25%) Page Views: 224.7k (+80%)</p> <div><p>WAITOC WEBSITE - Comparative Visitor Volume</p><table><tr><th>Metric</th><th>2018/2019</th><th>2019/2020</th></tr><tr><td>Users</td><td>~19,000</td><td>~41,800</td></tr><tr><td>Sessions</td><td>~25,000</td><td>~54,800</td></tr><tr><td>New Users</td><td>~19,000</td><td>~41,400</td></tr></table></div>	Metric	2018/2019	2019/2020	Users	~19,000	~41,800	Sessions	~25,000	~54,800	New Users	~19,000	~41,400
Metric	2018/2019	2019/2020											
Users	~19,000	~41,800											
Sessions	~25,000	~54,800											
New Users	~19,000	~41,400											

Deliverable 2e - KPI 1 : WAITOC Social Media

Requirement	Result																												
Maintain strong social media presence Increase in followers by 2% annually	<p>Exceeded KPI with Substantial Audience Growth + 100%</p> <p>Facebook 335,000 page views + 539% Youtube 11,080 views + 110%</p> <p>Facebook is WAITOC's strongest social media platform. The page attracts consistent, ongoing growth of followers and a good quality audience who interact regularly. Facebook is also a strong driver to WAITOC's website, generating over 50% of visitation.</p> <p>Top Line Results from Jul'19 – Jun'20)</p> <p>Followers: 14,000 (+8%)</p> <p>Page Views: 335,000 (+539%)</p> <p>Engagement (likes, shares, comments): 4000 (+211%)</p> <p>Campaign Video views (minutes): 88,000</p> <p>Youtube extends a great opportunity for WAITOC to leverage from travel TV channel partnerships. There are now 84 features on WAITOC's channel, including 21 from Destination WA TV and WA Weekender.</p> <p>This year's digital campaign 'Postcards from our Backyard' (which comprises a series of 20 film sequences), has substantially boosted traffic to this channel. Since its launch (4 years ago) the average annual views have grown to 2000. The Postcards campaign has generated 4119 views during the last quarter of this financial year = over 100% growth.</p> <p>Instagram, Twitter, Linked-In – continue to grow but rank lower in priority for WAITOC due to the low match of target audience demographics and limited audience engagement.</p> <p>CAMPAIGNS</p> <p>WAITOC's campaign activity includes a substantial social media advertising component, leveraging from the relatively low-cost access to a clearly targeted audience. WAITOC staged 3 campaigns this year and is participating in the TWA digital campaign 'Wander out Yonder' which has just launched (June 2020).</p> <p>1) Aboriginal Guides & Storytellers</p> <p>The creatives comprise a series of short 15 sec. themed film sequences featuring 'click through' links to themed landing pages which promote all full ATB member products. Facebook generated 78% of the click-through visits to the campaign landing pages and there was a zero-bounce rate during this period (a 'bounce' is a visitor who leaves the site immediately on arrival)</p> <table><tr><th>Topic</th><th>Duration</th><th>Reach</th><th>Clicks*</th></tr><tr><td>Aboriginal Campgrounds</td><td>3 months Daily Sep-Dec</td><td>49,480</td><td>2,341</td></tr><tr><td>Taste our Tucker (Sequence 1)</td><td>3 months Daily Sep-Dec</td><td>33,445</td><td>2,443</td></tr><tr><td>Taste our Tucker (Sequence 2)</td><td>3 months Daily Sep-Dec</td><td>51,568</td><td>3,961</td></tr><tr><td>Aboriginal Guides and Storytellers (1)</td><td>3 months Daily Sep-Dec</td><td>30,480</td><td>5,301</td></tr><tr><td>Aboriginal Guides and Storytellers (2)</td><td>3 months Daily Sep-Dec</td><td>47,296</td><td>2,002</td></tr><tr><td>TOTAL</td><td>3 Months</td><td>212,300</td><td>16,000</td></tr></table>	Topic	Duration	Reach	Clicks*	Aboriginal Campgrounds	3 months Daily Sep-Dec	49,480	2,341	Taste our Tucker (Sequence 1)	3 months Daily Sep-Dec	33,445	2,443	Taste our Tucker (Sequence 2)	3 months Daily Sep-Dec	51,568	3,961	Aboriginal Guides and Storytellers (1)	3 months Daily Sep-Dec	30,480	5,301	Aboriginal Guides and Storytellers (2)	3 months Daily Sep-Dec	47,296	2,002	TOTAL	3 Months	212,300	16,000
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Deliverable 2e (continued) - KPI 1 : WAITOC Social Media

Requirement	Result																								
Maintain strong social media presence Increase in followers by 2% annually	<div>2) Aboriginal School Holiday Adventures</div> <table><tr><th>Topic</th><th>Duration</th><th>Reach</th><th>Clicks*</th></tr><tr><td>School Holiday Interactive Fun & Adventures</td><td>2 weeks Daily Sep/Oct</td><td>12,400</td><td>800</td></tr><tr><td>School Holiday Interactive Fun & Adventures</td><td>6 weeks Daily Dec-Feb</td><td>23,700</td><td>1200</td></tr><tr><td>TOTAL</td><td>8 weeks</td><td>36,100</td><td>2000</td></tr></table> <div>*clicks to the campaign landing page which featured all full ATB members</div> <table><tr><th>Topic</th><th>Duration</th><th>Reach</th><th>Clicks*</th></tr><tr><td>Postcards from our Backyard Showcasing Aboriginal Cultural Experiences in the busy online digital space during COVID19 lockdown – featuring holiday competition and voucher prizes to spend in 2020-21. This promotion also included TV and print advertising</td><td>3 months Apr-Jun</td><td>328,000</td><td>85,000</td></tr></table> <div>*Views of postcards film sequences + link to promotional landing page featuring all full ATB members</div> <div>This campaign generated 650 competition entries and over 600 testimonials/feedback which will be featured in follow-up promotions</div>	Topic	Duration	Reach	Clicks*	School Holiday Interactive Fun & Adventures	2 weeks Daily Sep/Oct	12,400	800	School Holiday Interactive Fun & Adventures	6 weeks Daily Dec-Feb	23,700	1200	TOTAL	8 weeks	36,100	2000	Topic	Duration	Reach	Clicks*	Postcards from our Backyard Showcasing Aboriginal Cultural Experiences in the busy online digital space during COVID19 lockdown – featuring holiday competition and voucher prizes to spend in 2020-21. This promotion also included TV and print advertising	3 months Apr-Jun	328,000	85,000
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Deliverable 2f - KPI 1: Regional Tourism Organisations (RTO's) Liaison

Requirement	Result
Liaise with RTO's to ensure Aboriginal content is featured in every regional annual Travel Planner	<p>KPI Exceeded via a Range of Activities and Agreements</p> <p>RTO Partnerships include Contra Deals featuring WAITOC in All Five Regional Holiday Planners in exchange for advertorial on the WAITOC maps.</p> <ul style="list-style-type: none"> • WAITOC has secured ongoing holiday planner/map contra agreements with all five RTOs • 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 • WAITOC Marketing Manager presented at the ACC Board Meeting this year and negotiated a partnership to extend ACC membership to all WAITOC members based in the Coral Coast region (to boost exposure of extremely low volume of Aboriginal tourism products in the region) • WAITOC Marketing Manager participated in the UK/Europe Roadshow June/Jul 2019), presenting alongside all five RTOs to our major distribution partners and media, delivering regional product and promotional updates during the trip.

Deliverable 2g - KPI 1 : Market Ready & Export Ready Aboriginal Product Participation

Requirement	Result
Secure participation of at least 60% of market ready and export ready Aboriginal tourism businesses in WAITOC marketing activities.	<p>Exceeded KPI with full participation - 100% of WAITOC Member Businesses in WAITOC Marketing Activities</p> <p>ATB = Aboriginal Tourism Businesses (as opposed to Associate members who are non-Aboriginal or non-tourism businesses) Full members are paid members (as opposed to the free membership options (available for Aboriginal Tourism Businesses only)</p> <ul style="list-style-type: none"> 100% of all members featured (with dedicated pages) on 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 at Perth Royal Show (map distribution and online competition) 100% of all market and export ready ATB members promoted in Social Media Ad Campaigns (shared posts and promotions) 100% of all market and export ready Full ATB members with campgrounds promoted in Campgrounds brochure 100% of all market and export ready Full ATB members working with schools promoted in Schools brochure 100% of all export ready Full ATB members featured on WAITOC Trade Manual 100% of all export ready Full ATB members promoted in Trade mailout 100% of all export ready Full ATB members promoted at WACE (Cruise Exchange) 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 digital campaigns (Aboriginal Guides & Storytellers, Aboriginal Camps & Retreats, Aboriginal Art and Music) 100% of all full ATB members promoted in the Postcards from our Backyard digital promotion 100% of all full ATB members operating during school holidays featured in the school holidays digital campaign

Deliverable 2h - KPI 2 : Trade & Consumer Show Participation

Requirement	Result
<ol style="list-style-type: none"> 1) Australian Tourism Exchange (annual) - postponed, due to COVID19 2) TWA's European trade show (annual) 3) TWA's US trade show (bi-annual) 4) At least one other trade show/exhibition or mission <ol style="list-style-type: none"> i) WACE (Jul 19) ii) ATEC (Nov.19) iii) WA Tourism Awards (Nov.19) 5) Perth Caravan & Camping Show - postponed due to COVID19 6) At least one other national Caravan and Camping show - postponed/COVID19 7) Include at least three (3) different Aboriginal operator representation at WAITOC booth at no less than two (2) consumer shows 	<p>Achieved KPI</p> <ol style="list-style-type: none"> 1) – ATE WAITOC stand would have been part of an impressive WA Aboriginal tourism delegation this year - now postponed, tentatively re-scheduled for July/August 2021 2) – European trade show - June/July 2019 attended by Di Below 3) – US trade show has been postponed 4i) - WACE (WA Cruise Exchange) - half day event attended by Di Below (20 meetings) + excursion to Albany featured an Aboriginal cultural experience 4ii) – ATEC Meeting Place in Brisbane (Nov.2019) Di Below participated with WAITOC stand and meetings. 4iii) – WA Tourism Awards – WAITOC hosted award category, WAITOC hosted tables for board and members, WAITOC encourages/supports members with submissions, WAITOC won Silver for the Destination Marketing category. 5) – WAITOC stand at Perth Caravan & Camping Show has been postponed

Deliverable 2h (continued) - KPI 2 : Trade & Consumer Show Participation

Requirement	Result
	<p>6) – WAITOC product promotion and brochure distribution at Tourism WA stands at 4 major East Coast shows: Adelaide, Melbourne, Sydney, Brisbane (Feb-June 2020) has been postponed</p> <p>7) – Aboriginal Operator attendance opportunities at Consumer Shows/Events: Perth Caravan & Camping Show (March 2020) was planned to include attendance of at least 10 WAITOC members – now postponed until further notice</p> <p>Perth Royal Show (Sep/Oct.2019) WAITOC attended with an exhibition stand, holiday competition and live cooking demonstrations on the Taste WA stage. Attendance opportunities were extended to all Full WAITOC members who offer food experiences. The following 4 Aboriginal tourism operators attended: Uptuyu Aboriginal Adventures (Neville Poelina, Simon Poelina), Maalinup Aboriginal Gallery (Dale Tilbrook), Bindi Bindi Dreaming (Marissa Verma).</p> <p>WA Visitor Centre Advertising, Distribution and Promotional Event Jan/Feb 2020 launched a Welcome to Country graphic artwork competition in partnership with the WA Visitor Centre in Perth.</p> <p>The winning artwork, selected by an independent jury and announced in June 2020, will feature as a stunning display across the ceiling of the visitor centre reception area (as a fixed, long term feature), extending a cultural Welcome to Country through art to visitors from across Australia and around the globe.</p> <p>A dedicated, WAITOC branded brochure rack and promotional window display (fixed, long-term feature), + promotional film sequences for the video units around the Visitor Centre have also been implemented, extending promotional elements to all WAITOC full ATB members.</p> <p>A special trade/consumer/media promotion to launch/unveil the new art piece is planned for 2020-21, where WAITOC members will be invited to attend.</p>

Deliverable 2i - KPI 3 : Increase in Promotional Exposure of Export Ready Businesses

Requirement	Result
Demonstrate that WAITOC activities have increased travel trade and consumer promotional exposure of at least five (5) export ready Aboriginal tourism businesses	<p>Exceeded KPI with substantial promotional exposure of 50 Aboriginal Tourism Businesses</p> <p>50 brochure/online placements of WAITOC Export Ready members + 3 ongoing projects with global online portals for inclusion of all Export Ready Member Products.</p> <p>Individual activities/promotions during this financial year:</p> <ol style="list-style-type: none"> 1) Production and distribution of WAITOC export ready trade manual: mailed out to 200 International Wholesalers and Inbound Tour Operators + individually as a follow-up to trade enquiries 2) Attendance at major travel trade events: <ul style="list-style-type: none"> ATE (80 travel trade meetings – mainly wholesalers) cancelled/COVID19 ATEC Meeting Place (20 Inbound Tour Operator meetings), UK/Europe and US Roadshows (200-300 wholesalers, retail Aussie Specialists and Media) - June/July 2019 WACE (WA Cruise Exchange) 20 meetings with Cruise/Inbound Tour Operators 3) Regular interaction/relationship marketing and servicing enquiries with/from domestic and international travel industry contacts. Social media posts and EDM (newsletters to which the majority of travel industry partners are subscribed). 4) Working with TWA to maintain and increase WAITOC export ready products in the Tourism Australia DAE (Discover Aboriginal Experiences) program. <p>Outcomes</p> <p>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)</p>

Deliverable 2i (continued) - KPI 3 : Increase in Promotional Exposure of Export Ready Businesses

Requirement	Result
Demonstrate that WAITOC activities have increased travel trade and consumer promotional exposure of at least five (5) export ready Aboriginal tourism businesses	<p>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</p> <p>Ozeania Reisen (Switzerland) features 5 WAITOC export ready tours and accommodation</p> <p>Trip Advisor (Global) - Opportunity pursued and distributed (work in progress) for all export ready tour operators to be featured on Trip Advisor travel/booking portal</p> <p>Get Your Guide (Global) - Opportunity pursued and distributed (work in progress) for all export ready tour operators to be featured in Get Your Guide online travel portal</p> <p>Dreamaroo (Germany) Opportunity pursued and implemented for promotion of all Export Ready tours and accommodation to be promoted through Dreamaroo stand at Germany's biggest consumer travel show (CMT) in January 2020. Additional promotion of products online (work in progress).</p> <p>Skytours (Switzerland) Brochure placement for 5 export ready tours and accommodation with Skytours (Switzerland) implemented.</p> <p>Koolivoo (Global) Brochure placement for 5 export ready tours/accommodation with Koolivoo (international brochure which is wrapped' by 30 global tour operators)</p> <p>Knecht Reisen (Switzerland) Brochure placement for 4 export ready products (full page) with Knecht Reisen.</p> <p>Dreamtime Travel (Switzerland) Brochure placement for 3 export ready products in Dreamtime Travel's Special Aboriginal Australia brochure.</p> <p>Gold Medal (UK) Keen to brochure Perth and Margaret River Tours (Go Cultural and Koomal Dreaming) – work in progress</p> <p>Audley Travel (UK) – keen to brochure South West and Shark Bay product – (Koomal Dreaming and Wula Gura Nyinda) – work in progress</p> <p>DAE – Discover Aboriginal Experiences Program prepared submission for Ngurrangga Tours (Pilbara) to join this program which facilitates global marketing and PR through Tourism Australia. The application was successful and DAE now features 9 WAITOC export ready tours and accommodation.</p>

Deliverable 2j - KPI 3 : Electronic Newsletter

Requirement	Result
Distribution of e-newsletter to a database of industry and consumers at least 4 (quarterly)	<p>Exceeded KPI – 19 E-newsletters distributed (10 to all industry/consumers + an additional 9 to WAITOC members)</p> <p>1st Quarter (Jul-Sep)</p> <ul style="list-style-type: none"> • A Celebration Across the Nation (NAIDOC Attractions around the State) • Perth Royal Show - Holiday Competition and Live Cooking • FREE Marketing Opportunities – special industry mailout to WAITOC Members incl. ATDW (a 'how to' brief about the Australian Tourism Data Warehouse) • School Holidays Aboriginal Adventures <p>2nd Quarter (Oct-Dec)</p> <ul style="list-style-type: none"> • Aboriginal Tourism Achievers Take the Stage • Exploring the Nyoongar Six Seasons Through Art • Festive Fun – (Xmas Edition) <p>3rd Quarter (Jan-Mar)</p> <ul style="list-style-type: none"> • WITS Early Bird Registration • WITS Postponement <p>4th Quarter (Apr-Jun)</p> <ul style="list-style-type: none"> • 6 x Weekly COVID19 Climate Updates – to WAITOC Members • 3 x Marketing Activity Updates – to WAITOC Members • Welcome to Country Art Prize • WIN An Aboriginal Cultural Tour/Experience

Deliverable 2k - KPI 3 : Public Relations and Media Familiarisation Opportunities

Requirement	Result
Working with TWA to realise PR and media famil opportunities including the preparation of itineraries to showcase Aboriginal tourism product	<p>Achieved KPI</p> <ul style="list-style-type: none"> • PR Planning Meeting staged in July with Tourism WA PR staff (Michelle Kosonen and Emily Andrews) and Caroline Vincin • Identified and formulated media targets and topics for 2019-20 financial year • Worked with TWA PR team to update the 2019-20 media kit information on Aboriginal Cultural Tours & Experiences • Ongoing liaison to identify and implement media opportunities throughout the year. • Many media famils were cancelled due to COVID19 • Key outcomes: • Sept. Channel 9 'Travel Guides' TV Shoot with Dillon Andrews (Bungoolee Tours). • July. Westaustralian Online – 'On Country with the Artists of the Kimberley' – extensive story and images featuring Warmun Artists and Johnny Echo (tour guide/Kimberley drover) • The West – Outdoor Explorer Editorial featured full-page story about Wula Gura Nyinda (Shark Bay) • Jul-Dec – My Aussie Travel Guide (online blogs) featured Borrgoron Tours (Cape Leveque), Ngurrangga Tours (Pilbara), Narlijia Tours (Broome)

Deliverable 2l - KPI 3 : Provision of Content, Editorial and Imagery Input

Requirement	Result
Provision of Aboriginal related content into TWA and RTO marketing materials, initiatives and relationship-building exercises Ensures authenticity, effectiveness, accuracy and increased participation	<p>Achieved KPI</p> <ul style="list-style-type: none"> • 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 • Met and briefed all RTO CEOs on latest WAITOC products. • 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 – Mollie Hill (Exec. Director Strategy, Brand and Marketing Services) 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 in the ATDW. • Planned and implemented a photography shoot for Dan Paris in June/July which delivered a supply of new visual assets (over 2000 images and footage) of WAITOC North West products and experiences which are either new or had very limited visuals in the libraries. • Updated TWA PR content re. Aboriginal cultural experiences • The Dan Paris professional photography shoot (Staged end of June 2019 in partnership with Tourism WA) delivered over 2000 photos and footage including stunning hero images and video sequences were instrumental in generating strong consumer interest in this year's campaigns. • Extended 20 WAITOC/TWA co-branded promotional film sequences to Tourism WA for promotional use through their networks – the fun, entertaining, 40 second sequences which were produced for our Postcards from our Backyard campaign. • Compiled and distributed a 3-page media news and info document to address a popular/regular media enquiry – how are Aboriginal tourism businesses handling the COVID19 environment. This generated 2 media stories and inspired an SBS/NITV story which featured some WAITOC members. • TWA corporate and consumer PR and marketing teams are subscribed to the WAITOC news releases and e-newsletters, which feature topics and content that is regularly distributed through TWA digital and media distribution channels

Deliverable 2m - KPI 3 : Marketing & Trade Familiarisation Opportunities

Requirement	Result
Work with TWA on any famil opportunities relating to Aboriginal experiences.	<p>Achieved KPI</p> <ul style="list-style-type: none"> • Regular liaison with TWA marketing and famils teams to supply product updates and pursue famil opportunities. • Trade events are key opportunities to pursue famil delegates. • Famil to South West (Audley Travel product manager UK) coordinated and co-sponsored with ASW RTO. • WACE Cruise exchange included a tour to Albany and a cultural experience • Famil to Shark Bay (Erlebe Fernreisen product manager Germany) proposed for May 2020 (cancelled due to COVID19) • Audley Travel (UK) famil with Wula Gura Nyinda in Shark Bay – cancelled due to COVID19 • Proposed ATE 2020 and TWA Domestic Roadshow related famils were cancelled due to COVID19

Deliverable 2n - KPI 3 : Cooperative Marketing Partnerships

Requirement	Result
Develop cooperative marketing partnerships with RTO's and mainstream regional tourism businesses to broaden distribution and promotion of Aboriginal tourism product	<p>Achieved KPI</p> <p>WAITOC has secured cooperative partnerships with the following organisations:</p> <ul style="list-style-type: none"> • All five RTOs • Tourism WA • CIAWA – Caravan Industry Association WA • Vanguard Press • DBCA – Dept. of Biodiversity, Conservation and Attractions • VCAWA – Visitor Centre Association of WA • RACWA • RSC – Road Safety Commission • TCWA – Tourism Council Western Australia • Tourism Top End • Broome Visitor Centre/Broome Airport • Perth Visitor Centre

Deliverable 2a - Media Familiarisation / Hosting of Journalists

Requirement	Result
TWA & WAITOC to develop an integrated famil and hosting plan reviewed quarterly	<p>Achieved KPI</p> <p>PR Planning Meeting staged in July with Tourism WA PR staff (Michelle Kosonen and Emily Andrews along with Caroline Vincin)</p> <p>Identified and formulated media targets and topics for 2019-20 financial year.</p> <p>Aboriginal tourism focus areas agreed with TWA are</p> <ul style="list-style-type: none">• Domestic audience• Pursue more movie footage• State-wide spread of topics <p>Media Targets</p> <ul style="list-style-type: none">• Qantas – Q collective and in-flight vids• Influencer – either AFL teams or perhaps Brooke Blurton• Going Places with Ernie Dingo• Sunrise from Kings Park• Pod Casts – such as Neville's pearl diving story <p>Ongoing liaison in pursuit of project implementation</p> <p>These projects were postponed – largely due to COVID19</p> <p>The Dan Paris professional photography shoot (Staged end of June 2019) delivered over 2000 photos and footage including stunning hero images and video sequences which were instrumental in generating strong consumer interest in this year's campaigns and lots of new footage of member products which had not been available until now.</p> <p>Due to COVID19 travel restrictions, some of this year's projects have been postponed and funding rolled into 2020-21 financial year.</p>

Deliverables 3. Business Support

Deliverable 3a - KPI 1 : Emerging Aboriginal Tourism Operators

Requirement	Result
Working with a minimum of five (5) emerging operators to become market ready	<p>Emerging Aboriginal businesses</p> <p>Yes, this KPI has been met and staff worked with members and new start-up businesses in the following areas:</p> <p>Business establishment assistant, Foundation skills, Product/service development, Industry connections, Marketing systems and marketing development, WAITOC marketing campaigns.</p> <p>All emerging members were contacted and assisted where possible though the Aboriginal Tourism Skills Strategy Survey.</p> <p>WAITOC staff formed part of the Industry Support Team that has been created in partnership with Tourism WA to help operators through this crisis and talk them through the WA Tourism financial options that may be relevant to each of our members in tourism. All Emerging operators were contacted if they were currently up and running a business when COVID19 began.</p>

Deliverable 3b - KPI 1 : Market Ready Aboriginal Tourism Operators

Requirement	Result
Working with a minimum of five (5) market ready operators to become export ready	<p>Market Ready Aboriginal businesses</p> <p>Yes this KPI has been met. Staff worked with businesses in the Market ready category including training, advice or support on:</p> <p>Product/service development, Training/skilling and professional development e.g. online booking systems, Tourism Council of a training, accreditations, China Ready, Operations capacity development, Online booking system/online payment gateways, Digital marketing systems and development, Inbound tourism capability development and WAITOC marketing campaigns.</p> <p>All market ready members were contacted and assisted where possible through the Aboriginal Tourism Skills Strategy Survey.</p> <p>Due to the COVID19 and restrictions the Dampier Peninsula Capacity Building Program contract was extended for another 12 months to ensure these operators can have some one on one support from their mentor as the DP and Aboriginal Communities are all closed currently.</p> <p>These businesses include:</p> <ol style="list-style-type: none"> 1. Ardyaloon Hatchery – One Arm Point 2. Southern Cross Cultural Walk – Lullumb 3. Lombo Tours – Lombadina Aboriginal Community 4. Brain Lee Tag a Long Tours – Cape Leveque 5. Borrgoron Coast to Creek Tours – Cygnet Bay <p>WAITOC staff formed part of the Industry Support Team that has been created in partnership with Tourism WA to help operators through this crisis and talk you through the WA Tourism financial options that may be relevant to each of our members in tourism. All Market Ready businesses were contacted.</p>

Deliverable 3c - KPI 1 : Export Ready Aboriginal Tourism Operators

Requirement	Result
Working with a minimum of five (5) export ready operators to improve and maintain distribution channels and product delivery	<p>Export Ready Aboriginal businesses</p> <p>Yes, staff worked with well over 5 export ready businesses through various programs including:</p> <p>Product/service development. Training and professional development e.g. informal training access and financial management additional accreditations, licencing, specialist. Inbound tourism (export ready) network pathway. Industry trade/consumer programs, shows (domestic/international) preparation/Implementation. WAITOC marketing campaign (domestic/international).</p> <p>All export ready members were contacted and assisted where possible through the Aboriginal Tourism Skills Strategy Survey.</p> <p>Due to COVID19 and restrictions in place and staff being focussed into other areas, specifically our Product Development Coordinator was placed in the Tourism Industry Support Program and supported all WAITOC Members through this time. As a result, 3 Export Ready businesses action plans and mentoring was approved to extend through until June 2021. The businesses included in the extension include: Bush Ghodhu Wongutha Tours, Waringarri Aboriginal Arts and Mimbi Caves and Campground.</p> <p>WAITOC staff formed part of the Industry Support Team that has been created in partnership with Tourism WA to help operators through this crisis and talk them through the WA Tourism financial options that may be relevant to each of our members in tourism. All Export Ready businesses were contact.</p>

Deliverable 3c (continued) - KPI 1 : Export Ready Aboriginal Tourism Operators

Requirement	Result
Working with a minimum of five (5) export ready operators to improve and maintain distribution channels and product delivery	<p>All other Export Ready businesses are listed Below along with Action Plans for:</p> <ol style="list-style-type: none"> 1. Djurandi Dreaming 2. Maalinup Aboriginal Gallery 3. Mandjoogoordap Dreaming 4. Warrang-Bridil 5. Goolamwiin 6. Go Cultural Aboriginal Tours and Experiences 7. Nyungar Tours

Deliverable 3d - KPI 1 : Nomination for operator inclusion in ATEC BRITE Program

Requirement	Result
Nominate for TWA's consideration at least one (1) Aboriginal operator that meets criteria to participate in the Australian Tourism Export Council's (ATEC) Building Readiness for Inbound Tourism Excellence (BRITE) program	1. To take place closer to may 2020 before ATE due to COVID-19 ATE cancelled

Deliverable 3e - KPI 1 : Nomination for operator inclusion in TA DAE Program

Requirement	Result
Nominate for TWA's consideration at least one (1) Aboriginal operator that meets criteria to participate in Tourism Australia's (TA) Discover Aboriginal Experiences (DAE) collective	<p>WA DAE product in 2020 program</p> <ol style="list-style-type: none"> 1. Clinton Walker Ngurranga Tours

Deliverable 3f - KPI 1 : Program of Activities for Market Ready and Export Ready Operators

Requirement	Result
Creation of at least one (1) program of activities for multiple market and export ready operators to improve product delivery	<ol style="list-style-type: none"> 1. Through City of Perth, IBA and TWA, WAITOC ran an export ready program that finished on June 30, 2020. 2. Operators attended Tour Guide Training with Global Gypsies 3. Operators attended Chinese Ready training through TCWA 4. ARDI Operators attended workshops on the Dampier Peninsula 5. Aboriginal Tourism Academy

Deliverable 3g - KPI 2 : Leveraging and Securing External Funding

Requirement	Result
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).	<p>Mid-Year Report to date this financial year WAITOC had applied for \$1,015,000.00 and been approved for \$748,000.00 being 83.1% so 73.1% above the KPI or 20.7% for the annual kpi of 10% being 10.7% above the term kpi. At the end of the financial year WAITOC has applied for a total of \$2,393,191.00 and won a total of \$1,129,016.00 increasing the percentages from the mid-year report to a total of 127% so 117% above the budgeted KPI</p>

MARKETING HIGHLIGHTS

WEBSITE



JULY 2019 - JUNE 2020

OVER 100%
INCREASE IN TRAFFIC
55,000 SESSIONS

(26,000 Sessions 2018/19)

NEW USERS VIA ORGANIC

10,640

^ 77% IN 2019-20

ORGANIC BOUNCE RATE

7.9%

71% LOWER THAN 2018-19

ORGANIC WEB SESSIONS

^110%

Average Session 2.5 minutes

CUSTOMER COLLATERAL

Total distribution of over 100,000 brochures



Visitor Centre partnership.
WAITOC Touring Maps &
brochures racked at over

120

VISITOR CENTRES

JULY 2019 - JUNE 2020



12 page lift-out
and magazine story
distributed to over

43,000

SCHOOLS NATIONALLY

MARCH - JUNE 2020



4 x Taste WA
Aboriginal Bushfood
**LIVE COOKING
SHOWS**

AT PERTH ROYAL SHOW

SEPT 2019

SOCIAL MEDIA FOLLOWERS

TOPLINE RESULTS JULY 2019 - JUNE 2020

POSTCARDS
CAMPAIGN VIDEOS

88,000

MINUTES VIEWED

PAGE VIEWS
VIA FACEBOOK REFERRALS

335,000

^539% IN 2019-20

YOUTUBE VIEWS

11,080

^110% 2019-20

POSTCARDS FROM OUR BACKYARD CAMPAIGN

\$10,000

PRIZE WINNER SPEND
ON ABORIGINAL
CULTURAL EXPERIENCES

TOTAL CAMPAIGN REACH

2 MILLION

VIA TV & FACEBOOK

219,193

AD IMPRESSIONS
APRIL - JUN 2020



20 POSTCARDS FROM OUR BACKYARD
VIDEOS PRODUCED FEATURING LIFE ON COUNTRY

700 TESTIMONIALS
SHARED ON FACEBOOK

"We have the best combination of the most beautiful country, awesome creatures, and inspirational Aboriginal people."

"Preserving culture for future generations is so incredibly important. It is a privilege and honour to live on this country, we must look after her."

"It shows us the absolute beauty of our magnificent state in a way most of us never get to see. Cultural knowledge and stunning beauty."

TRAVEL TRADE

300

MEETINGS WITH
DOMESTIC & GLOBAL

TRADE PARTNERS

200

COMPREHENSIVE
TRADE TOOLKITS

INTERACTIVE PRODUCT MANUALS

50

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.



Aboriginal Tours & Experiences
Western Australia

www.waitoc.com



Aboriginal
Tours & Experiences
A range of Cultural tourism experiences
unlike anywhere else in the world.

Mouse over the numbers on the map to preview product by
location or click on the buttons below to go directly to a category.



For information visit: www.waitoc.com

Campgrounds, Accommodation
Retreats and Stations

Following products offer commissionable accommodation



Perth Visitor Centre

WELCOME TO COUNTRY ART MURAL



Official unveiling attended
by Hon Paul Papalia,
Minister for Tourism and

**50 MEDIA
& TRADE
GUESTS**

Welcome to Country
mural will be seen by over

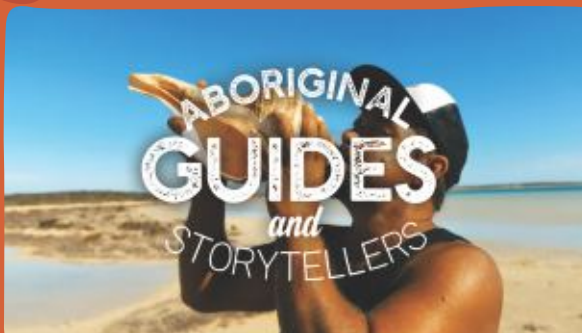
600,000
INTERNATIONAL
VISITORS
ANNUALLY



Winning Artwork by Rickesha Burdett

WA Tourism Award Winning Campaign

SILVER AWARD FOR DESTINATION MARKETING



Aboriginal
Guides &
Storytellers



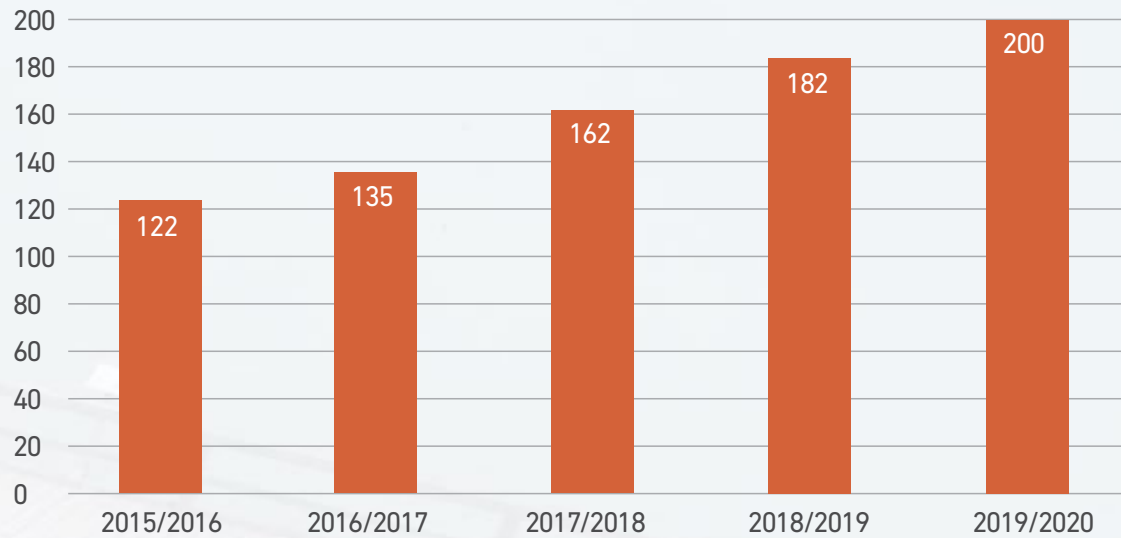


MEMBERSHIP SUMMARY

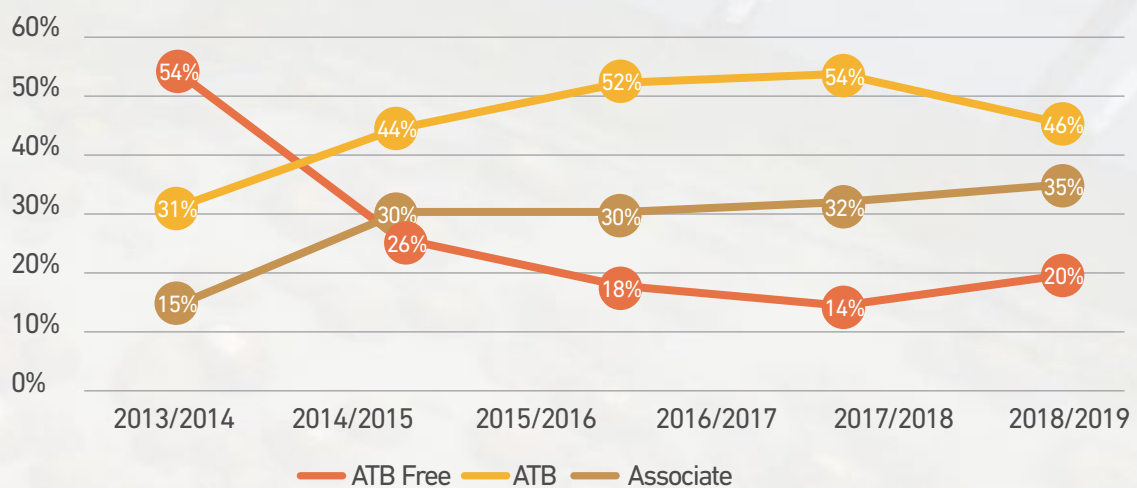
The WAITOC membership has seen a further growth this year with an increase in members, due to COVID there was a decrease in ATB members an increase in Associate members and an increase in ATB free members which is shown in the graph on the following page. The forecast for membership income was set at \$29,500 unfortunately due to COVID 19 the board had made a decision to support the members by carrying their membership over for the next year with no extra charge and if you wanted to join as a new paid member that the cost was \$99.00 for all membership types so the total income was only \$13,500.



WAITOC Membership Growth 2015/2020



Membership Statistics Comparisons



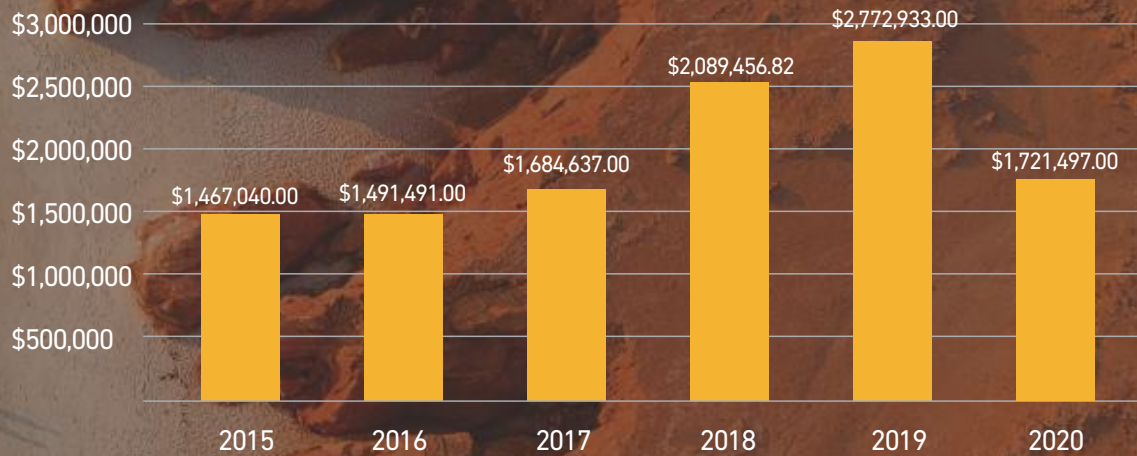


INCOME SUMMARY

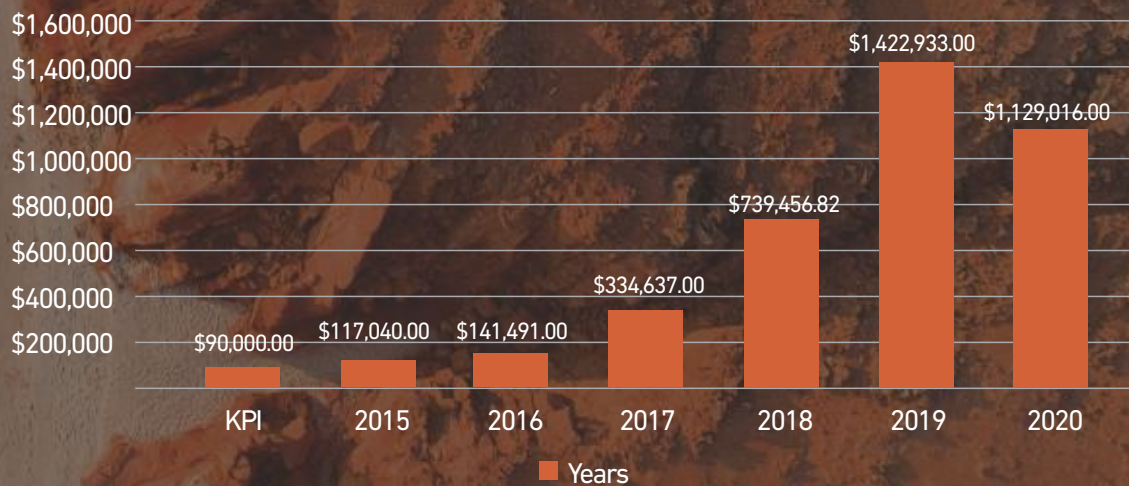
The loss of the Aboriginal Tourism Development Fund saw WAITOC lose 38% of its funding this can be seen in the graphs on the following page. WAITOC entered into a new agreement with Tourism WA with an income of \$900,000 which with the addition of COVID-19 made for a difficult year.

WAITOC continued to work on business development programs supported by Indigenous Business Australia, City of Perth and Tourism WA supporting 12 businesses through the year. The graph below shows the funding decrease over the last year due to the 38% funding decrease and the effects of COVID-19, although the effects of the pandemic have been challenging WAITOC still managed to leverage of \$1.2m of extra funding for its members.

Total Income Comparisons 2015 to 2020



Extra Funds 2015 to 2019 Compared to KPI



Inspire Create and Support
Aboriginal Entrepreneurship



Aboriginal Tourism and Business Development

A Clean State & WAITOC Stimulus and Recovery Proposal

2020

Quick-links and Downloads

Scan the QR codes to download documents or visit the website.



<https://www.mediastatements.wa.gov.au/Pages/McGowan/2019/05/Budget-continues-focus-on-job-creation-and-economic-growth.aspx>



<https://www.committeeforperth.com.au/assets/documents/reconciliation/Committee-for-Perth-Innovate-Reconciliation-Action-Plan-2019-2021.pdf>



<https://www.mediastatements.wa.gov.au/Pages/McGowan/2020/08/Massive-76-million-dollar-recovery-package-to-support-culture-and-arts-in-WA.aspx>



https://www.tourism.wa.gov.au/About%20Us/Growing_tourism/Aboriginal-tourism/Camping_with_Custodians/Pages/Camping-with-Custodians.aspx#/



<https://swccnrm.org.au/wp-content/uploads/2017/08/FACET-Workshop-Aboriginal-Tourism.pdf>

ACKNOWLEDGEMENTS & CONTACTS

Clean State acknowledges the WA Indigenous Tourism Operators Council (WAITOC) Board, and the Committee for Perth in the development of this package.



Supporting Aboriginal Tourism	Jobs
An iconic First Nations Cultural Centre in Perth	50-500
5 new Cultural Centres in five regions	50-500
Expand Camping with Custodians program	20
Increase funding to WAITOC	10*
Restore funding to WA Aboriginal Tourism Academy	60-240
Visitor Centre Welcome to Country murals	20
TOTAL	210-1240

"Aboriginal tourism is a unique growth industry in Western Australia. As the world's oldest living culture, Aboriginal culture offers tourism experiences unique to Australia not available anywhere else in the world. A strong, diverse and self-supporting Aboriginal business sector is key to empowering Aboriginal and Torres Strait Islander people, and placing Aboriginal business owners, their families, and communities in the driver's seat of their economic future."

Robert Taylor, CEO | WAITOC

Aboriginal tourism employs well over 400 people with full-time jobs and contribute roughly \$44 million in gross state product. The Aboriginal business sector is growing rapidly and faster than the rest of the economy¹⁹.

Survey results show that 80% of visitors to WA are interested in Aboriginal tourism experiences, but just 20% take part in such activities⁶. There is also an appetite amongst residents to learn more about First Nations culture and participate in day tours.

Clean State strongly supports programs that work together with indigenous entrepreneurs and communities to guarantee products are market-ready and that any disadvantage is accounted for and remediated, whilst ensuring self-determination. The 2019 State Budget allocated just \$3.6 million for Aboriginal tourism initiatives.¹

The Proposal

WAITOC in partnership with Clean State are advocating for the state government to support Aboriginal tourism enterprises through a six-part package that includes:

- 1. A second round of immediate assistance for Indigenous tourism operators.**
- 2. An iconic Perth-based Aboriginal Cultural Centre, with WAITOC having a seat at the table during the planning and design of the Centre, and a permanent home inside the Centre once it's established.**

A National Indigenous Cultural Centre was proposed at Elizabeth Quay by the Barnett government in 2011 but was later removed from the planning of the precinct.

Completing this project would show commitment to being a city that acknowledges, respects and celebrates its Indigenous culture, meaningfully increases the visibility of First Nations people, drives attitudinal shift, and creates a major local and international drawcard.

The Committee for Perth, in consultation with over 150 local Indigenous stakeholders has put forward one idea to build a World centre for Indigenous Culture on a central, prime site on the Derbarl Yerrigan / Swan River in Perth, connected to Indigenous communities; research and learning institutions; and arts and cultural institutions, that seeks to combine a curatorial method of presenting Indigenous art, culture and artefacts and a live interactive approach to represent performance, language, food and tradition. It should also enable Indigenous people to self-represent culture and country, provide a place where Aboriginal and Torres Strait Islanders can find spiritual renewal and be a catalyst for reconciliation.ⁱⁱ

The Centre would also function as a first point of contact for visitors in WA to connect with Aboriginal culture and provide information on Indigenous tourism experiences throughout the state. Having a central introductory experience will aid in dispersing travel to different regions and will raise awareness of the exciting indigenous product availability in the state. The Cultural Centre would therefore make the ideal location for a permanent home for WAITOC to operate.

We acknowledge \$2m allocated in August to "commence the planning of an Aboriginal Cultural Centre"ⁱⁱⁱ. However, It's crucial for WAITOC to be formally included as part of the planning, design and operational phases of the Centre.

- 3. Commitment to funding more Aboriginal Cultural Centres (similar to Bilya Koort Boodja in Northam) in each of the five major tourist regions.**

Investment in the planning, design, curation, construction and operation of new, world class Cultural Centres in the regions would celebrate, educate and connect visitors with indigenous culture and history, and also link visitors with cultural tourism opportunities across the state. It would also be a secure source of employment for local artists, historians and guides.

The state government announced \$1.33m towards the Murujuga Living Knowledge Centre and tourism precinct at Conzinc Bay to create a state-of-the-art interpretive centre for the rock art of the Burrup Peninsula - an unparalleled public art gallery of more than a million petroglyphs., and a further \$649,000 to implement the Murujuga Rock Art strategy, which will allow the Murujuga Aboriginal Corporation (MAC) to complete detailed planning and design for the centre.

Clean State proposes funding of at least \$5m for five new Living Knowledge centres, and a further \$2.5m per year to employ 5-10 local First Nations people at each centre.



(photo below)
Traditional Custodians of Murujuga leading a 90- minute rock art and cultural experience at Ngajarli (previously known as Deep Gorge). Source: murujuga.org.au



4. Expand the Camping with Custodian projects and support 'Luxury Cultural Camping' enterprises in regions not already covered.

Camping with Custodians is an exciting, Australian-first initiative developed by Tourism WA that involves the development of high-quality campgrounds on Aboriginal lands which are open for travellers to stay on and operated by the community.^{iv}

Camping with Custodians provides employment and enterprise opportunities for local communities and a chance to showcase and share traditional customs, art & culture with visitors²⁴. Enterprises include guided tours, cultural awareness and immersion projects, art sales, and traditional cooking demonstrations.^v

There are currently five campgrounds in the Camping with Custodians network, all in the Kimberly and Pilbara regions.

With more resources and support, the Program could be extended to all five tourist regions, including prospective development sites closer to Perth.

The support and development of tourist stays linked to Aboriginal ranger programs with a focus on environmental & cultural education and nature-based adventures⁴⁴ and new 'luxury cultural camping' are also strongly recommended.

Clean State welcomes the announcement of \$3.84m for three Camping with Custodians sites at Dampier Peninsula near Broome in August 2020.

We propose further funding of at least \$15m to develop 6 new camping enterprises over the next three years in areas yet to feature such initiatives from Gascoyne to the Great Southern.

WAITOC has suggested two possible sites that could be developed almost immediately: At **Roelands**, a shovel-ready site with land tenure and **Merredin**, with a feasibility study for the Njaki Njaki Aboriginal Cultural Tours and campground already developed.

WAITOC have proven competency in managing funding and creating strong outcomes. Clean State believe this funding should be managed by WAITOC.

Case Study

Once an important rest point for bullock drivers on the Gibb River Road, Imintji Camping with Custodians initiative provides a welcome stop-over for travellers, with newly refurbished campgrounds, a thriving Art Centre. And modern amenities including wifi and even barista-made coffee!

The campground being built provided a turning point for the remote community, turning it into a thriving destination and a reason for locals to stay and work. The Campground provides employment for around 12 local people and the knock-on economic development at the community shop has brought the town back to life. In 2017 the Campground won a national public engagement and community planning award.

Award winning Imintji Campground and Art Centre, Gibb River Road: A Place to Sit Down'



Imintji Community Store

5. Increase core funding to the WA Indigenous Tourism Operators Council (WAITOC) to \$2m per year to better support existing and emerging businesses.

WAITOC is the peak association representing Aboriginal tourism operators throughout WA. Operating for 20 years. It supports and promotes Aboriginal tourism by providing business support, advice and training to Aboriginal tourist operators and businesses.

According to WAITOC, job creation in Indigenous tourism relies heavily on capacity building, mentorship, building trust over time, and developing market-readiness.

The main areas Indigenous business owners have raised consistently as critical for development and growth are:

- Better business support and advice to identify and execute commercial opportunities
- Improved access to finance
- Stronger connections and relationships with industry networks, and
- Better sharing of information and data about commercial opportunities

WAITOC currently employs four staff and receives state government funding of just \$900,000 per year to provide these services (\$3.6m over four years).

Clean State strongly advocates for to increase capacity at WAITOC to grow the capacity of the organisation to support business development for existing, emerging, and market ready Aboriginal tourism enterprises, and develop new products.

The phenomenal impact WAITOC's support has on Aboriginal tourism businesses speaks for itself.

From 2015-2019, WAITOC worked with 49 businesses, including 39 new businesses, and created 104 FTE jobs.

This included supporting 25 businesses in the regions (through the *Aboriginal Tourism Development Program*, a once off royalties for regions program) - and in just four years helped these businesses:

- Develop 73 Action Plans
- Increase full time employees by 307%
- Increase tours per week by 192%
- Increase annual customers by 739%
- Increase interstate and intrastate customers by 45%
- Increase international customers by 157%
- Increase annual turnover by 459% and annual profit by 279%; and
- Purchase 44% more goods and services from local providers



6. Revitalise tourism business support and development through a new Aboriginal Tourism Academy with funding of \$3m per year.

The Aboriginal Tourism Academy provided support, training, and mentorship for emerging, market ready and export ready businesses, and received \$4.6 million from 2016-2019. Mentors help businesses develop business plans and then provide funding to implement their Action Plans.

This package proposes funding be reinstated for the Academy so that it can support both existing and emerging operators.

The Academy is currently not funded but provides an example of the impact mentoring and business development support can have on Aboriginal enterprises.

With just four mentors the program created 104 full time equivalent jobs and supported the creation of 39 new tourism businesses throughout WA, over just four years.

The true potential of this program is yet to be realised, because the limited funding also meant only the Kimberley and South West regions of WA were targeted, leaving a gap in products in other areas, such as the Mid- West, the Pilbara and the Goldfields.

A revitalised program with dedicated funding would allow for a program proportionate to potential and scale of WA's tourism regions. It would allow mentors to work across the entire state to grow product availability and awareness as well as build capacity of operators keen to enter the market.

The previous government only wanted to support emerging and market ready businesses, but there is a strong need for support at all levels.

However, existing operators and businesses have expressed a strong desire for support to professionalise and 'polish' existing businesses, and have proposed a hub at the new Academy could connect operators with help they need, such as business advice, and training and help with administration, tax and financial advice, bookings and marketing.

The Academy could also provide support to export ready businesses (that is, those working with inbound tourism operators and selling their product to an international market). About 20% of businesses are export ready.

According to the WAITOC, funding of \$3m could potentially support 40-50 new businesses every year.

Case Study

Waringarri Aboriginal Arts Centre is the first wholly indigenous owned art centre and tour operator established in the Kimberley region and one of the oldest continuously operating art centres in Australia, supporting economic independence for artists and their community.

Through WAITOC's support and working with a Development Manager, the centre received feedback on expanding its business model, secured a loan for a bus, badged with the Arts Centre logos, and began tours showing visitors the artists creating their works and visiting Country where the art has been inspired by. This has completely changed the arts centre model and set it up as a more economically sustainable and independent business. The new model is now an inspiration for other arts centres around WA.

Waringarri Aboriginal Arts Centre, An Aboriginal Tourism Development Program success story





(photo left)
Minister for Tourism
Paul Papalia and Noongar
man Walter McGuire
during the smoking
ceremony at the opening
of the Welcome to
Country mural at the
Western Australia
Visitor in Perth.

7. Funding for Welcome to Country presence at Visitor Centres

There are 40 accredited Visitor Centres in WA, and for a relatively small investment \$10,000 per centre we could ensure each has a local Aboriginal Welcome.

What would it cost?

Up to \$200-400m for a world class Aboriginal Cultural Centre (with assumed leverage of additional contributions from the Commonwealth and private sector).

An additional \$30m (just \$4m annual recurring funding) for:

- An additional \$1.1m pa for WAITOC
- \$3m pa for the Aboriginal Tourism Academy
- At least \$7.5m to begin planning, designing, and constructing five new Aboriginal Cultural centres
- \$15m for six new Camping with Custodians enterprises in regions not currently catered for, from the Gascoyne to Great Southern.
- \$400,000 for Welcome to Country murals or presence at Visitor Centres.

How many jobs would it create?

In addition to supporting over 400 people already employed in Aboriginal tourism, this package would create 220-1220 jobs including up to 1000 construction jobs on cultural centres.



Kambarang, original artwork by Rickesha Burdett



Welcome to Country mural at WA Visitor Centre



Anderson Munro & Wyllie

CHARTERED ACCOUNTANTS, REGISTERED COMPANY
AUDITORS AND REGISTERED SMSF AUDITORS

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PO Box 229, JOONDALUP DC WA 6919

P: 1300 284 330

E: reception@amwaudit.com.au

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30 October 2020

The Board Members
WAITOC Association Inc
PO Box 7689
Cloisters Square
Perth WA 6850

Dear Board Members,

We advise that we have completed our audit for WAITOC Association Inc for the year ended 30 June 2020 and enclose the following documents for your attention:

- Signed financial report including our audit report; and
- Our management letter.

Our fee for the audit will be separately emailed.

Please do not hesitate to contact us should you have any queries in relation to the audit.

Yours sincerely

ANDERSON MUNRO & WYLLIE

Chartered Accountants

MARTIN SHONE

Principal



WAITOC ASSOCIATION INC.

ABN 88 206 818 729

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2020



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Statement of Profit and Loss and Other Income	52
Statement of Financial Position	53
Statement of Changes in Equity	54
Statement of Cash Flows	55
Notes to the Financial Statements	56

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.

In the opinion of the board the financial report as set out on pages 7 to 18:

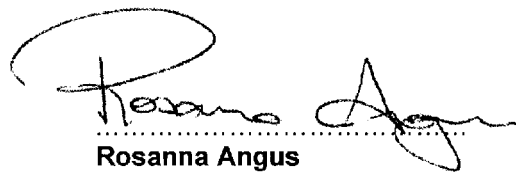
1. Presents fairly the financial position of WAITOC Association Inc. as at 30 June 2020 and its performance for the period ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that WAITOC Association Inc. will be able to pay its debts as and when they fall due.

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

Dated this 29th day of October 2020



Doc (Ronald) Reynolds
Chair



Rosanna Angus
Treasurer

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF WAITOC ASSOCIATION INC.

Opinion

We have audited the accompanying financial report of WAITOC Association Inc. ("the Association") which comprises of the statement of financial position as at 30 June 2020, the statement of profit and loss and other income for the year then ended, statement of changes in equity, statement of cash flows, a summary of significant accounting policies, other explanatory notes and the statement by members of the board.

In our opinion, the special purpose financial report of WAITOC Association Inc. has been prepared in accordance with the Australian Auditing Standards, including:

- (i) giving a true and fair view of the Association's financial position as at 30 June 2020 and of its financial performance for the year ended on that date; and
- (ii) complying with Australian Accounting Standards to the extent described in Note 1, and Australian Auditing Standards.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free of material misstatement. Our responsibilities under those standards are further described in the *Auditor's responsibility* section of our report. We are independent of the Association in accordance with the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants* (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 Matter – Accounting

Without modifying our opinion, 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 the Committees' financial reporting responsibilities. As a result, the financial report may not be suitable for another purpose.

Board's responsibility for the financial report

The board of the Association are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and for such internal control as the board determines is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the board are 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 the board either intend to liquidate the Association or to cease operations, or have no realistic alternative to do so.



Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. 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.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report.

The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation of the financial report that gives a true and fair view 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.

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.

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the board, as well as evaluating the overall presentation of the financial report.

We conclude on the appropriateness of the board'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.

We 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 obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Association to express an opinion on the financial report. We are responsible for the direction, supervision and performance of the Association's audit. We remain solely responsible for our audit opinion.

We communicate with the board regarding, amongst 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.



The Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements. We also provide the board with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with the board, we determine those matters that were of most significance in the audit of the financial report of the current period and are therefore key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Anderson Munro + Wyllie

ANDERSON MUNRO & WYLLIE

Chartered Accountants

Martin Shone

MARTIN SHONE

Principal & Registered Company Auditor

Dated at Perth, Western Australia this 30th day of October 2020

WAITOC ASSOCIATION INC.
STATEMENT OF PROFIT AND LOSS AND OTHER INCOME
FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
Revenue from ordinary activities	2	1,575,145	1,938,863
Other income	3	146,352	116,894
		1,721,497	2,055,757
Administration Expenses		(65,322)	(124,141)
Advertising		(86,405)	(56,919)
Bank Fees		(1,858)	(1,684)
Board Expenses and Travel		(135,263)	(188,273)
Depreciation		(6,371)	(6,673)
Insurance		(8,421)	(8,184)
Miscellaneous Expenses		-	(10,254)
Marketing Expenses		(56,559)	(75,966)
AITC Expenses		(5,656)	(59,019)
Trade Show Expenses		(65,338)	(140,526)
Printing and Stationery		(1,301)	(2,300)
Professional Fees		(124,946)	(220,363)
Employment Expenses		(404,483)	(446,276)
Project Expenses		(142,438)	(608,845)
Website Maintenance		(32,389)	(8,038)
		(1,136,750)	(1,957,461)
Profit from ordinary activities before income tax		584,747	98,296
Income tax expense		-	-
Net Operating Profit	4	584,747	98,296

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2020

	Note	2020 \$	2019 \$
Current Assets			
Cash and cash equivalents	5	993,287	811,319
Trade and other receivables	6	274,571	171,622
Prepayments	7	78,836	-
Total Current Assets		<u>1,346,694</u>	<u>982,941</u>
Non-Current Assets			
Property, plant and equipment	8	5,654	12,025
Total Non-Current Assets		<u>5,654</u>	<u>12,025</u>
Total Assets		<u>1,352,348</u>	<u>994,966</u>
Current Liabilities			
Trade and other payables	9	17,465	79,033
Income in advance	10	383,900	560,470
Payroll Liabilities	11	20,265	(2,185)
Interest bearing liabilities	12	(3,541)	8,136
Total Current Liabilities		<u>418,089</u>	<u>645,454</u>
Total Liabilities		<u>418,089</u>	<u>645,454</u>
Net Assets		<u>934,259</u>	<u>349,512</u>
Equity			
Retained Earnings		349,512	251,216
Current Earnings		584,747	98,296
Total Equity		<u>934,259</u>	<u>349,512</u>

The accompanying notes form part of these financial statements.

**WAITOC ASSOCIATION INC.
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2020**

	Retained Earnings	Total
	\$	\$
Opening balance 1 July 2018	251,216	251,216
Profit for the year	98,296	98,296
Closing balance 30 June 2019	349,512	349,512
Profit for the year	584,747	584,747
Closing balance 30 June 2020	934,259	934,259

The accompanying notes form part of these financial statements.

**WAITOC ASSOCIATION INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2020**

	Note	2020 \$	2019 \$
Cash Flows from Operations Activities			
Receipts from ordinary activities		341,816	496,694
Receipts from grants		1,034,000	1,989,800
Receipts from Government Stimulus packages		64,762	-
Interest received		1,400	2,616
Payments to suppliers and employees		(1,260,010)	(1,944,481)
Net cash generated from operating activities	13(b)	<u>181,968</u>	<u>544,629</u>
Cash Flows from Investing Activities			
Net cash used in investing activities		<u>-</u>	<u>-</u>
Cash Flows from Financing Activities			
Net cash generated from investing activities		<u>-</u>	<u>-</u>
Increase in cash held		181,968	544,629
Cash at the beginning of the year		811,319	266,690
Cash at the end of the year	13(a)	<u>993,287</u>	<u>811,319</u>

The accompanying notes form part of these financial statements.

**WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

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 accrual 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.

(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.

**WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

1. Statement of Significant Accounting Policies (continued)

(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 are depreciated over their estimated useful lives commencing from the time the asset is held ready for use.

The following rates of depreciation have been applied on a straight line and on a diminishing value basis:

Plant and equipment	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.

For the purpose of this report, the board determined that in the case of the Association having to cease operations for any reason, the rules imposed relating to the disposal of such assets would mean that no net inflow of cash would be expected, and therefore, the net value of the plant and equipment less depreciation and impairment losses has been reduced to nil.

(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.

**WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

1. Statement of Significant Accounting Policies (continued)

(f) Revenue and Other Income (cont'd)

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 year end 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.

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.

**WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

1. Statement of Significant Accounting Policies (continued)

(i) Leases (continued)

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.

(j) 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 2020

	2020	2019
	\$	\$
2 Revenue		
Conference Income	-	74,268
Membership Fees	13,005	23,501
Service Fees	20,095	-
Grant Income	1,509,000	1,701,594
Sponsorship	-	139,500
Marketing Activity Income	33,045	-
	1,575,145	1,938,863
3 Other Income		
Bank Interest	1,400	2,616
Sundry Income	24,428	114,278
Government Stimulus Packages	120,524	-
	146,352	116,894
4 Net profit		
The net profit is arrived at after charging the following specific items:		
Depreciation	6,371	6,673
Auditors' Remuneration	5,000	5,039
	11,371	11,712
5 Cash and cash equivalents		
Cheque Account	18,438	49,646
ANZ – AITC Trust account	65,963	60,119
ANZ – Online Saver account	908,886	701,554
	993,287	811,319
6 Trade and other receivables		
Trade Debtors	216,069	168,882
Deposits Paid	2,740	2,740
Government Stimulus Packages	55,762	-
	274,571	171,622
7 Prepayments		
Prepaid Expenses	78,836	-
	78,836	-

Prepaid expenses include deposits paid for catering for the World Indigenous Tourism Summit 2021.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

	2020	2019
	\$	\$
8 Property, plant and equipment		
Plant and Equipment at Cost	16,906	16,906
Accumulated Depreciation	(14,189)	(13,284)
Total Plant and Equipment	<u>2,717</u>	<u>3,622</u>
Website at Cost	28,180	28,180
Accumulated Depreciation	(25,243)	(19,777)
Total Website	<u>2,937</u>	<u>8,403</u>
Total Property, plant and equipment	<u>5,654</u>	<u>12,025</u>
9 Trade and other payables		
Trade Creditors	9,638	19,874
Accrued Expenses	-	3,770
GST Payable	7,827	38,255
PAYG Payable	-	17,134
	<u>17,465</u>	<u>79,033</u>
10 Income in advance		
Membership Fees Received in Advance	12,835	25,470
Income in Advance – 2021 Summit	371,065	60,000
Funding in advance – Tourism WA	-	475,000
	<u>383,900</u>	<u>560,470</u>
11 Payroll liabilities		
Provision for Annual Leave	19,336	-
Superannuation Liability	929	(2,185)
	<u>20,265</u>	<u>(2,185)</u>
These liabilities represent WAITOC Association Inc's obligations to which the employee has a current legal entitlement.		
12 Interest bearing liabilities		
ANZ Visa credit card	(3,541)	8,136
	<u>(3,541)</u>	<u>8,136</u>

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

	2020	2019
	\$	\$
13 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	<u>993,287</u>	<u>811,319</u>
(b) Reconciliation of Profit after tax to net cash from operating activities		
Profit from ordinary activities after income tax	584,747	98,296
Non – cash flows in profit from ordinary activities		
- Depreciation	6,371	6,673
Changes in assets & liabilities		
- (Increase)/decrease in receivables	(102,949)	82,747
- (Increase)/decrease in prepayments	(78,836)	-
- Increase/(decrease) in payables	(61,568)	34,950
- Increase/(decrease) in grants in advance	(475,000)	288,206
- Increase/(decrease) in income in advance	298,430	62,400
- Increase/(decrease) in payroll liabilities	22,450	(42,443)
- Increase/(decrease) in interest bearing liabilities	<u>(11,677)</u>	<u>13,800</u>
Cash flows generated from operating activities	<u>181,968</u>	<u>544,629</u>

14 Events After the Reporting Period

As a result of the evolving nature of the COVID-19 outbreak and the rapidly evolving government policies of restrictive measures put in place to contain it, as at the date of these financial statements, the Association is not in a position to reasonably estimate the financial effects of the COVID-19 outbreak on the future financial performance and financial position of the Association. Other than the current disclosures, 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.

15 Association details

The Principal place of business for the Association is:
Level 3, Suite 7
1060 Hay Street, West Perth WA 6005



Anderson Munro & Wyllie

CHARTERED ACCOUNTANTS, REGISTERED COMPANY
AUDITORS AND REGISTERED SMSF AUDITORS

Postal Address:

PO Box 229, JOONDALUP DC WA 6919

P: 1300 284 330

E: reception@amwaudit.com.au

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30 October 2020

The Board Members
WAITOC Association Inc.
PO Box 7689, Cloisters Square
Perth WA 6850

Dear Board Members,

MANAGEMENT LETTER 2020

We advise that we have recently completed the audit of WAITOC Association Inc. for the year ended 30 June 2020.

Our audit has been conducted in accordance with Australian Auditing Standards. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report and the evaluation of significant accounting estimates. While our procedures are designed to identify any material weaknesses and detect misstatements from fraud and error, there is an unavoidable risk that even some material misstatements may remain undiscovered. This unavoidable risk is due to the test nature and other inherent limitations of an audit, together with the inherent limitations of any accounting and internal control system.

Apart from the audit adjustments and errors that we have already communicated and has been acknowledged in the representation letter, we have the following recommendation to report to you arising from our audit.

Potential Fringe Benefit Tax

With the increasing number of media publications and the scrutiny over the conduct CEO's and the decisions they make when spending public money (grant funding), we recommend that Management and the Board pay attention to any transactions that may be viewed in a negative light and aim for the decisions of WAITOC to be above reproach. Our review of entertainment, accommodation, food, and drink costs highlighted that there may be a need to consider Fringe-Benefit-Tax (FBT) and recommend that you understand the FBT rules as they apply to not-for-profit entities and that you discuss and work with your Accountants to determine any FBT implications on transactions and report them correctly.

We would also like to take this opportunity to thank Robert, Teresa and Brooke for the assistance provided during the course of the audit. Should you have any queries or would like to discuss any of the above further, please feel free to contact us.

Yours sincerely

ANDERSON MUNRO & WYLLIE
Chartered Accountants

MARTIN SHONE
Principal







CONTACT INFORMATION

If you have any questions about this Report or if you wish to make a complaint, contact WAITOC's CEO using the following contact details:

By Email:
ceo@waitoc.com

By Post:
PO Box 7689
Cloisters Square WA 6850

By Phone:
0419 921 946

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