



Aboriginal Tourism Expansion 2022 and Beyond

Economic Development and Employment for Aboriginal People Nationally

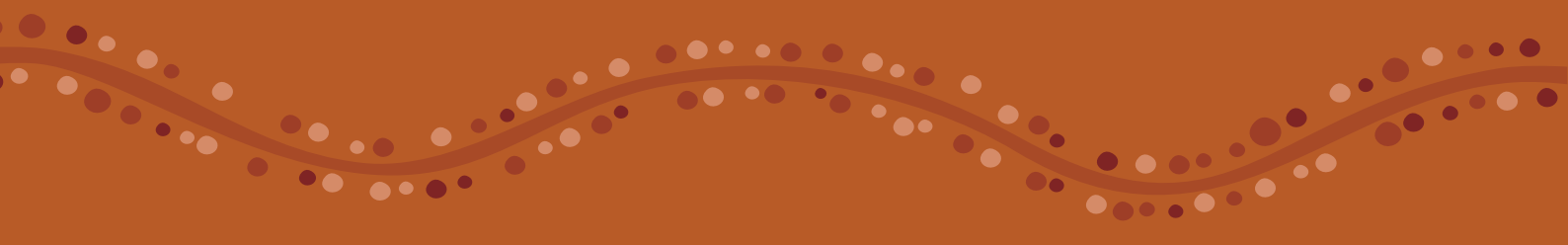


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OPPORTUNITIES FOR EMPLOYMENT & ECONOMIC DEVELOPMENT FOR INDIGENOUS AUSTRALIANS



Current Position of Federal Government Stakeholders

The Report on Indigenous Participation in Employment and Business for the House of Representatives Standing Committee on Indigenous Affairs noted that ‘One of Australia’s most important economic and social policy goals is to improve the economic participation of Aboriginal and Torres Strait Islander Peoples.’ and its research proves that Indigenous businesses employ 60% more Aboriginal and Torres Strait Islander people than other businesses. Other key findings include the importance of training for real jobs delivered on country and the vital importance of mentoring, and the success of creating a hub network for Aboriginal business.¹

Australia’s Indigenous culture is a crucial point of differentiation in today’s highly competitive international tourism market. The latest data from Tourism Research Australia shows more people than ever are choosing to experience the beauty and splendour of the world’s oldest continuous culture.²

Tourism Australia key highlight in 2018/19 included the launch of a new collective, Cultural Attractions of Australia, and the expansion of Discover Aboriginal Experiences. Tourism Australia’s 2017 - 2019 Reconciliation Action Plan aims to create strong and productive relationships with Aboriginal and Torres Strait Islander peoples, so they can contribute meaningfully to ‘closing the gap’.³

¹ Indigenous participation in Employment and business Report, August 2021

² Dept. Foreign Affairs and Trade, business envoy – Indigenous tourism surge, Jan 2019

³ Tourism Australia Annual Report, pg86.



WA INDIGENOUS TOURISM OPERATORS' COUNCIL

WAITOC is run by an Aboriginal Board responsible for setting the organisation's strategic direction. As a governing board, it guides and directs the business operations, sets performance goals, ensures corporate compliance and management accountability, endorses strategic plans and approves operating budgets. The Board ensures that WAITOC has the resources necessary to achieve goals and outcomes on behalf of its members.

WAITOC has successfully developed programs that work together with indigenous entrepreneurs and communities to guarantee that products are market-ready and that any disadvantage is accounted for and remediated while ensuring self-determination.

Through the Advocacy of WAITOC and its stakeholders, the federal government delivered the ITF (Indigenous Tourism Fund) 40,000,000 dollars utilising NIAA (National Indigenous Australians Agency) together with NITAG (National Indigenous Tourism Advisory Group) as its vehicle to disperse these funds. This led to an excess of applications, the demand outstripping the funding supply in the first round. This project showed the need for further opportunities to develop Aboriginal business.

WAITOC believe in culturalization over-commercialization. Giving a voice to the oldest living culture on earth while ensuring authenticity and respect to Aboriginal people in Australia.

WAITOC PARTNERSHIP POLICY

'WAITOC is the premier voice for Aboriginal Tourism for Australia.'

WAITOC has created a strong partnership with Canada and other countries that promote Aboriginal Culture through tourism. WAITOC, along with its partners across the world, initiated the formation of the World Indigenous Tourism Alliance (WINTA), launching the Larrakia Declaration at the Inaugural World Indigenous Tourism Summit in Darwin 2007



Larrakia Principals

- Respect for customary law and lore, land and water, traditional knowledge, traditional cultural expressions cultural heritage that will underpin
- Indigenous culture and the land and waters on which it is based will be protected and promoted through well-managed tourism practices and appropriate interpretation
- Ingenious peoples will determine the extent and nature and Organisational arrangements for their participation in tourism and that governments and the multilateral agency will support the empowerment of Ingenious people
- That Governments have a duty to consult and accommodate Indigenous peoples before undertaking decisions on public policy and programs designed to foster the development of Indigenous tourism
- The tourism industry will respect Indigenous intellectual property.

About WAITOC Staff

The Board employs a CEO to execute the directions of the Boards Business plan. The organisation is driven by the CEO and key staff members, including preferred contractors.

The organisation has a flat line management policy and offers excellent value and service to Australia through its support of Aboriginal tourism. Administration, membership, marketing, and business development are critical areas of the organisation.

GROWTH OF ABORIGINAL TOURISM IN WESTERN AUSTRALIA

The development of The Aboriginal Tourism Development Program (ATDP)

After years of advocacy, WAITOC successfully won funding through the state government to help increase sustainable Aboriginal Tourism Businesses in 2015. Then working with Tourism WA delivered the strategic direction required for Aboriginal tourism. The state government created the Jina Plan through this work, investing twenty million into Aboriginal tourism over four years, with WAITOC receiving four Million of that funding to go towards business development, business support hub and marketing.



Current Position of WA Aboriginal Tourism⁴



Only
17%
have this
experience

120 Aboriginal tourism businesses in Western Australia

\$43.8 million in economic impact

339 full time employee jobs



⁴ Source JINA Western Australian Aboriginal Tourism Action Plan 2021-2025





FEDERAL ELECTION PROPOSAL

‘Ancient Tracks New Journeys’

WAITOC advocates for the federal government to support Aboriginal tourism enterprises through a package that includes:

PRIORITY NUMBERS	NATIONAL COST OVER 4 YEARS	FUNDING TYPE	SUPPORTING ABORIGINAL TOURISM	FORECAST JOBS GROWTH
1	\$8,000,000	Aboriginal Tourism Advisory National body	Fund a national body based on WAITOC modelling	12
2	\$160,000,000	Mentoring & Skills Development	Continue Aboriginal Tourism Mentoring	700
3	\$18,400,000	Aboriginal Tourism Business Development and Employment support	Aboriginal Tourism Business Hub per state	200
4	\$48,000,000	First Nations Camping with Traditional Owners	Campgrounds	350
5	\$500,000,000	Infrastructure	First Nations National Cultural Centre in Perth	500
TOTAL:				1762



1. National Aboriginal Tourism Advisory

The report on Indigenous Participation in Employment and business is well written and sound in its outcomes. However, It did not utilise state aboriginal tourism bodies. With 20 years of operational wisdom, WAITOC is the longest and currently most complex of these organisations at a state level. Yet, there was no correspondence from the government to participate in this research. Tourism plays a significant role in keeping Aboriginal people on country and connected to culture. WAITOC represents over 170 Aboriginal-owned tourism businesses. In 2015 there were 100 members. This growth has occurred through the business development arm of WAITOC over the last six years. It is, therefore, an intricate contributor to Aboriginal business development in WA.

Setting up a National Aboriginal Tourism Council will help develop a whole nation Aboriginal tourism business development agency specialised in creating opportunities through Culturalisation of commerce. With a national body, government and industry would be linked at a federal level like WAITOC and the State government modelling. The organisation would potentially ensure collaborative opportunities for all states to grow Aboriginal tourism business further and thus employment across Australia.

National Estimate: \$8,000,000.00 over four years

Case study: WAITOC

In 2000, a National Indigenous Tourism Forum was staged. The Olympic Games in Sydney had raised federal government awareness of the strong demand from overseas visitors to experience the Aboriginal culture. As both National and State Governments lacked information about this, they decided to stage a forum to gather more knowledge on the various experiences available.

Twenty-five Aboriginal tourism operators from Broome and Perth were nominated to represent Western Australia at the National Forum. This was the first time that operators from the south had met with operators from the north of Western Australia. They discovered that the challenges they were experiencing in the tourism industry were remarkably similar.

The operators themselves approached the government to seek assistance in establishing a network that would support and equip them with a voice in the industry, leading to establishing the 'Western Australian Indigenous Tourism Operators Council' (WAITOC). The board has evolved into eight Aboriginal representatives from across the state and two non-executive directors. The council became an incorporated association in May 2002.



WAITOC is a not-for-profit peak organisation standing for Aboriginal tourism in Western Australia with over 280 members consisting of 170 Aboriginal tourism businesses with 110 Associate members, which is growing each year.

WAITOC started to promote the members in the international arena through comprehensive marketing campaigns and key trade shows such as the Australian Tourism Exchange. The organisation held the first Australian Indigenous Tourism Conference in 2004. This conference has become a national event and the only forum focusing directly on Aboriginal cultural tourism. The conference held bi-annually offers the opportunity for Aboriginal tourism operators to network and learn about the latest trends, overcome challenges faced by the industry, and enhance Australian Aboriginal tourism further. WAITOC works worldwide to promote Aboriginal tourism and partner in the World Indigenous Tourism Alliance. WAITOC understood the barriers Aboriginal businesses were facing and advocated to help eliminate these gaps. In 2015 WAITOC began its successful Aboriginal Tourism Development Program pilot and has continued to grow this into the Aboriginal Tourism Academy.

By working with industry stakeholders and positively advocating for Aboriginal business outcomes, WAITOC has successfully helped develop Aboriginal tourism growth across the entire WA State going from an organisation with a budget of \$30,000 per year, and a part-time staff member, to a current budget of 2.1 million dollars and nine full-time employees.





2. Mentoring and Skills Development

WAITOC's specialised Aboriginal Tourism Academy (ATA).

With the Aboriginal business sector increasing faster than the rest of the economy, steps were taken by the Federal State and Territory governments and corporate industry, which are vital stakeholders helping to drive demand for Indigenous businesses. The State and Federal Indigenous Procurement Policy has driven rapid growth in demand for Indigenous goods and services. However, a thriving Indigenous business sector needs to have an equal focus on supporting supply and creating demand to achieve its broader goals - to build intergenerational wealth and economic independence for Indigenous businesses and communities. The Aboriginal Tourism Academy (ATA) will help more Aboriginal people build sustainable businesses to support themselves, their families, and communities.

- The ATA is based on the four critical areas for actions Indigenous business owners across Australia have consistently raised as essential for development and growth:
- Better business support to provide timely and fit-for-purpose advice, and allows businesses to identify and execute commercial opportunities
- Improved access to finance, so businesses can build capital, assets and financial partnerships to access investible opportunities
- Stronger connections and relationships through linking to and building more substantial business and industry Networks
- Harnessing the power of knowledge by better sharing information about commercial opportunities and collecting and sharing data about Aboriginal businesses. A robust, 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.

ATA has a proven customised tourism business development and staff professional development program. This program meets the needs of new and existing Aboriginal tourism operators across the state of WA to offer continuous improvement in business operations and mentoring.



Following on from the successful mentoring programs since 2015, the ATA provides customised services to meet the needs of individual businesses, including, but not limited to:

- Training/skilling;
- Professional development;
- Product/service development;
- Strategic marketing assistance;
- Business operations systems enhancement;
- Special projects assistance;
- Domestic/international consumer targeting; and Mentoring.

WAITOC activates a team of industry professionals and qualified/experienced industry advisors to work directly with Aboriginal tourism businesses based in Destination Perth and their employees to achieve the following:

- Increase revenue streams
- Increase profitability
- Develop sustainable operations
- Enhance quality products and services
- Enhance the capacity of business products, services, personnel; and
- Build Perth and Western Australia's reputation as a world-class destination for Aboriginal cultural tourism experiences.
- A program like this developed for each state would enhance business sustainability and help further grow business ownership and employment opportunities.

National estimate: \$40,000,000.00 per year over four years





Case study 1: Waringarri Aboriginal Arts Centre

An Aboriginal Tourism Development program success story

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.



Case study 2: Go Cultural Tours

An Aboriginal Tourism Development Program success story

Go Cultural Aboriginal Tours and Experiences was one of the first wholly indigenous-owned businesses that entered the Perth product development program WAITOC piloted in 2017 in Perth.

Through WAITOC's support and working with a Development Manager, Go Cultural have been accelerated into being an export-ready business that has seen success in the state and national tourism awards, winning a state silver, state gold and a national gold in the Aboriginal and Torres Strait Islander tourism award section.

Initially starting with one tour, Go cultural tours has grown from an emerging business to an export-ready business in only three years. They employ four staff and now offer a myriad of products and services, including ▫ Elizabeth Quay Tour (Perth), 1.5-hour walking tour, Elizabeth Quay Extended Cultural Tour (Perth), 3-hour walking tour, Yagan Square Patriots Tour (Perth), 1-hour walking tour, Kings Park (Karrgatup) Aboriginal Tour, 90 mins, Wadjemup (Rottnest Island) Aboriginal Tour, 90 mins, Private and Corporate Cultural Tours and Services including:

- Cultural Corporate Gifts
- Cultural Awareness Training
- School and Education Programs
- Consultancy Services
- Ceremonies
- Public Speaking, Presentations and Performances

Image: Waringarri Aboriginal Arts centre (Source: WAITOC)



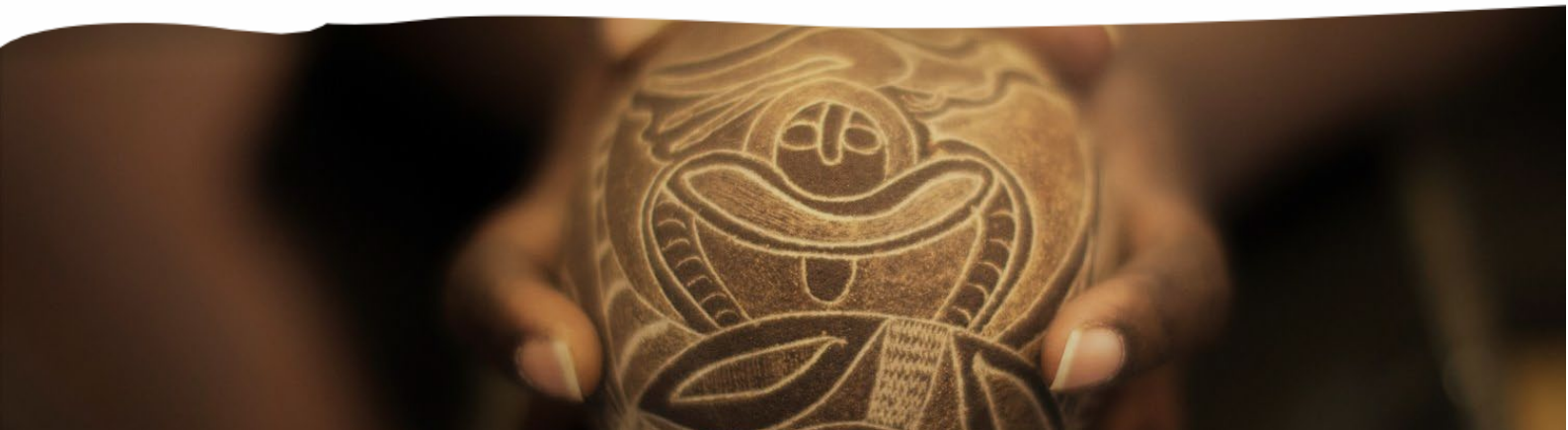


3. Aboriginal Tourism Hub Support

This hub will supply support for the Service Delivery of Aboriginal Tourism businesses to the market. It will help business owners with administration barriers they currently face, so product and service to the visitor are more seamless. The hub will help develop and deliver services such as:

- Operational support with Accounts Receivable
- Operational support with Accounts Payable
- Online Bookings / Itinerary support
- International/ National Wholesaler/Retailer partnership support
- Customer service procedure & policy, planning
- Network business owners with trusted network industry professionals
- Governance support

National estimate \$18,400,000.00 Over four years



Case Study Business Hub

WAITOC Business Support Hub Strategy

Summary

Through Tourism WA's current funding, WAITOC are delivering a pilot Administrative Support tourism hub for members. WAITOC designed a Business Support Hub to reduce the administrative load of member businesses, both at the front end (bookings) and back end (bookkeeping and administration). This service will enable members to focus on their core business and build capacity to deliver higher quality and more diverse products to market.

Service Delivery

Booking Support

Service Delivery Model

Through research with the providers of the booking systems most broadly used by our members. WAITOC has negotiated to set up affiliate accounts for WAITOC to use. By utilising and upgrading existing resources to create traffic flow to members' websites, the project can benefit from significant cost savings, a capacity expansion for WAITOC, alignment with the current strategy. In contrast, members benefit from an increased traffic flow to their website and improved organisational resources.

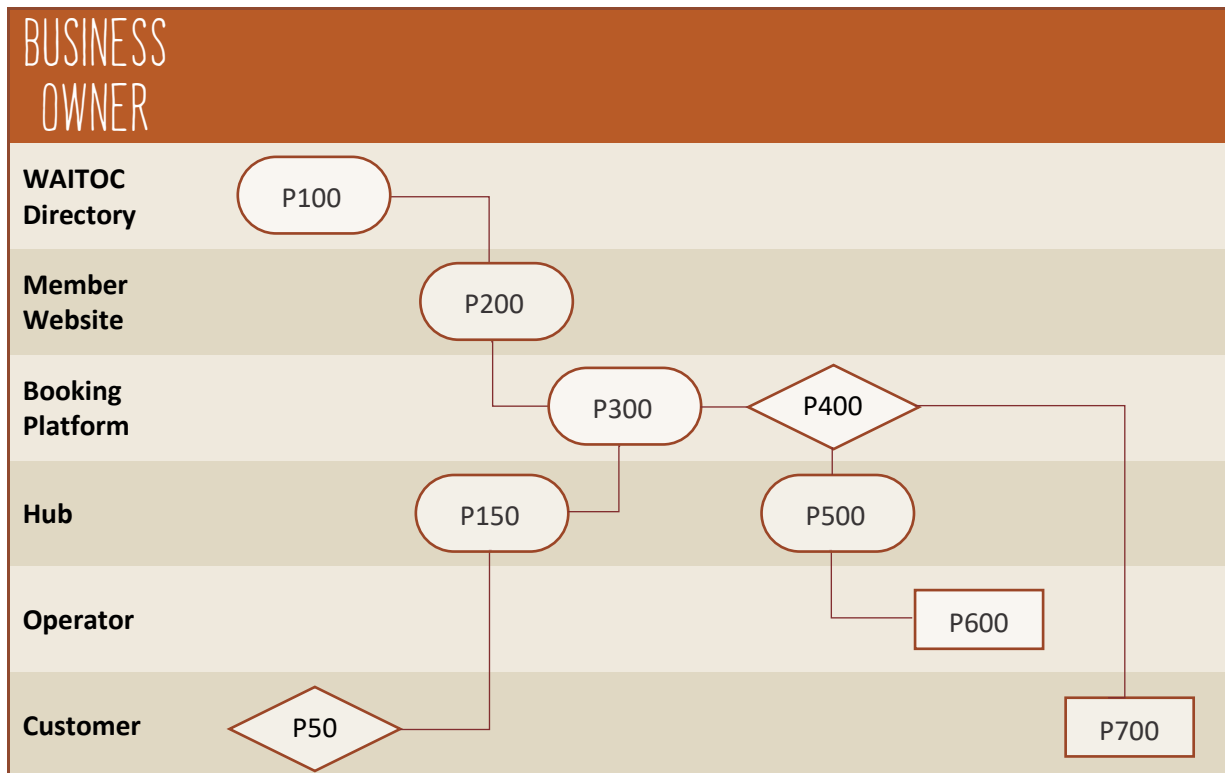
There will be an automated flow, as stepped out below, which will account for online bookings earmarked to be accessed by the proposed system. This will help increase the efficiency and sustainability of the service offered within this module using this model.

The critical requirement is to move forward with ensuring members have booking systems in place and have the support they need to load products and calendars into their system. While the hub, where possible, supports this activity, it will also be a business capacity building exercise that will grow the skills base and business understanding of operators.

Part of loading members to this system will be integrating them with our affiliate platform within their current system and creating a link from our member directory to their booking platform. We expect the onboarding process to take 2-8 hours for each member from discussions. Once the system is established, we hope the workload per member onboarded to be between 0.5 and 2 hours per week, depending on their capacity to handle system elements.



The project will operate via the process flow indicated in the diagram below.



Process Step ID	Process Step Description	Next Step ID
P50	The customer decided to book via phone/website	P100/P150
P100	Chooses tour from WAITOC directory	P200
P150	Calls hub to make booking, hub admin place booking via the booking platform	P300
P200	Directed to booking platform on the member website	P300
P300	Customer books experience	P400
p400	Confirmation sent to Hub/Member	P500/P600
p500	Hub Sends Confirmation to Customer, Adds booking to PAX	P700
p600	Member receives booking directly.	
p700	The customer has received the order.	



Delivery costs

The delivery budget of this program is based on administrative and customer experience employee costs and website upgrades. This will be covered by the program's funding.

Financial Support

WAITOC'S Staffing Requirement

There is minimal employee time committed to this program, with the most significant portion dedicated to program maintenance. WAITOC will provide knowledge of service offerings, intertwining with our other services and making it part of standard service delivery. Direct communication through to the hub administrators will then access the Aboriginal Tourism Business and connect members to financial, legal and other third-party services.



4. First Nations Camping with Traditional Owners

A project supporting 'Basic to Luxury Cultural Camping' enterprises - in regions not already part of the Camping with Custodians brand and located in regional parks and on Aboriginal lands.

First nations accommodation development is a strategy to develop campgrounds on Aboriginal lands which are open for travellers to stay on and operated by the community.ⁱ

This type of business development 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.ⁱⁱ

This type of project has shown success through the Camping with Custodians model developed through tourism WA, where there are currently five campgrounds in the Camping with Custodians network, all in the Kimberly and Pilbara regions.

With more resources and support, the opportunity could be extended across the nation. The support and development of tourist stays linking Aboriginal tourism across Australia.



Case study: Imintji Campground and Art Centre,

Gibb River Road: 'A Place to Sit Down'.

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 Wi-Fi 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.



Image: Imintji Community Store (Donna see the gallery at <http://www.imintji.com.au/gallery>)

Estimated National Development Cost: \$48,000,000.00



5. A National Indigenous Cultural Centre.

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.

A National Indigenous Cultural Centre was proposed at Elizabeth Quay by the Barnett government in 2011 but was later removed from the precinct's planning. 2021 The McGowan Government has committed \$50 million towards the planning, design works and seed capital for a national Aboriginal Cultural Centre in Perth through the Jina Plan.

Federal government support for this project through a funding commitment of five hundred million would show commitment acknowledging, respecting and celebrating its Indigenous culture, meaningfully increasing the visibility of First Nations people, driving attitudinal shift, and a prominent local and international drawcard.

Estimated Development Cost: \$500,000,000.00



BENEFITS TO AUSTRALIAN TOURISM, ABORIGINAL BUSINESS DEVELOPMENT AND EMPLOYMENT

The TRA (Tourism Research Australia) (IVS) International Visitor Survey shows that some 80% of international visitors would like an Aboriginal Experience. Still, only some 20% get to experience this while on holiday in Australia. Aboriginal tourism businesses in Western Australia are providing a range of social benefits to individuals and the community:

- Giving Aboriginal people the opportunity to pass down culture to future generations.
- Increasing the level of respect for Aboriginal people through a better understanding of culture
- Having a positive impact on the way Aboriginal people consider their future opportunities
- Delivering authentic cultural experiences
- Inspiring young Aboriginal people to view tourism as a career path; and
- Giving Aboriginal people the option to live within their chosen community.

The benefits, in turn, will bring an economic return to your region with more people employed, leading to a decrease in social issues such as health, mental health and welfare costs to the government and the area.



SOCIAL IMPACT



Generates Employment

Aboriginal tourism businesses bring employment opportunities to the community. Of particular importance are the increased opportunities for youth employment.



Strengthens Pride

Aboriginal tourism businesses bring pride to the community by empowering people to work and share their knowledge and culture.



Bring Culture Together

Aboriginal tourism businesses bring different cultures together. This provides an opportunity to educate non-Aboriginal people about an Aboriginal culture by sharing cultural pride and stories.





FOR FURTHER DETAILS CONTACT
WAITOC'S CEO ROBERT TAYLOR

If you would like to have a specific package tailored for you, WAITOC will create training packages specifically to meet your needs.

For enquiries or to become part of this program contact:



Robert Taylor
CEO WAITOC

0419 921 946
ceo@waitoc.com



www.bcard.ly/wtrt

Be a part of the excitement of Aboriginal Tourism

WAITOC encourages all interested individuals, businesses and organisations to work together with us to help grow Australia's unique Aboriginal cultural tourism industry. Through committed partnerships, all stakeholders will benefit and communities in our state will begin to prosper.



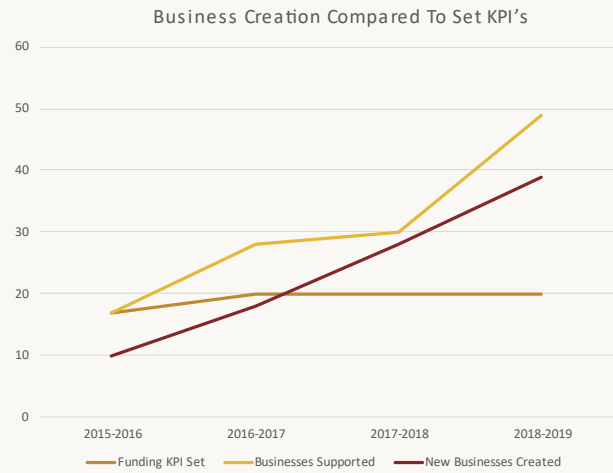
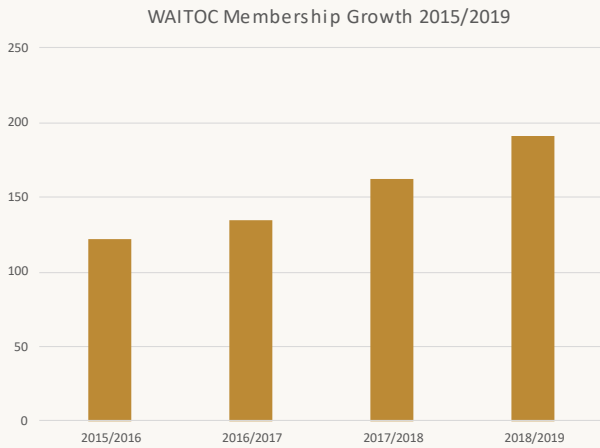
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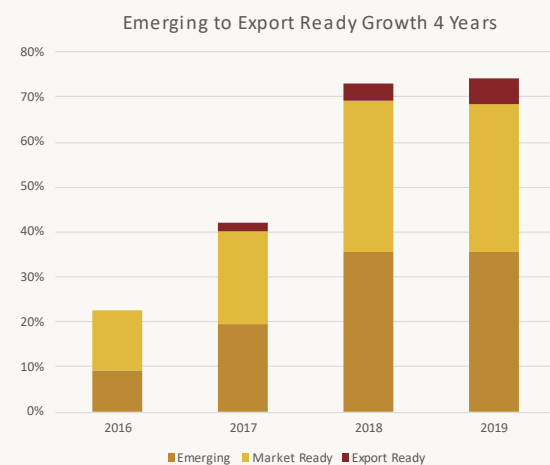
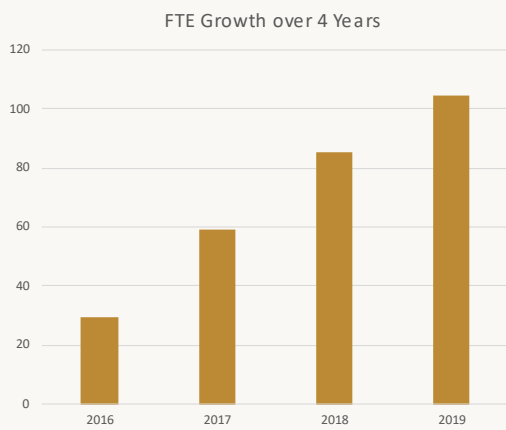
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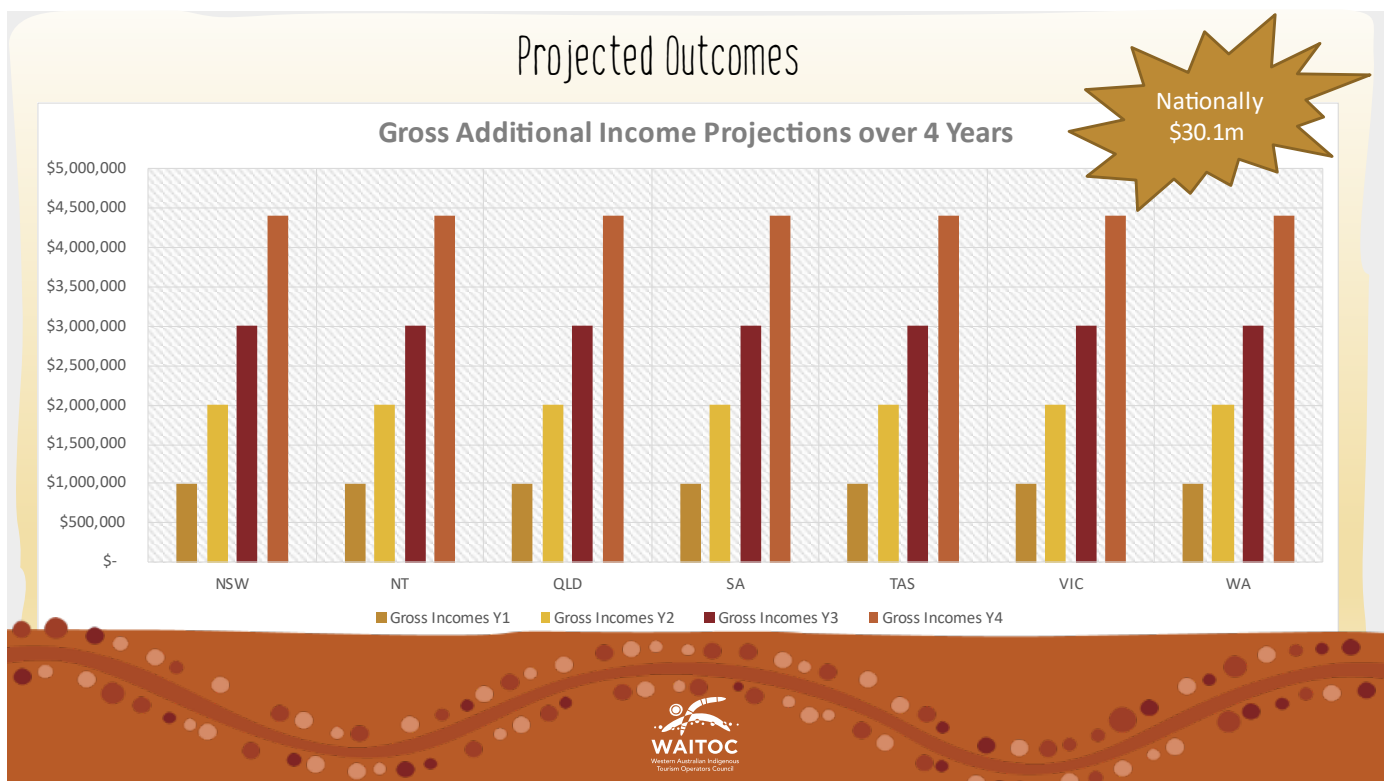
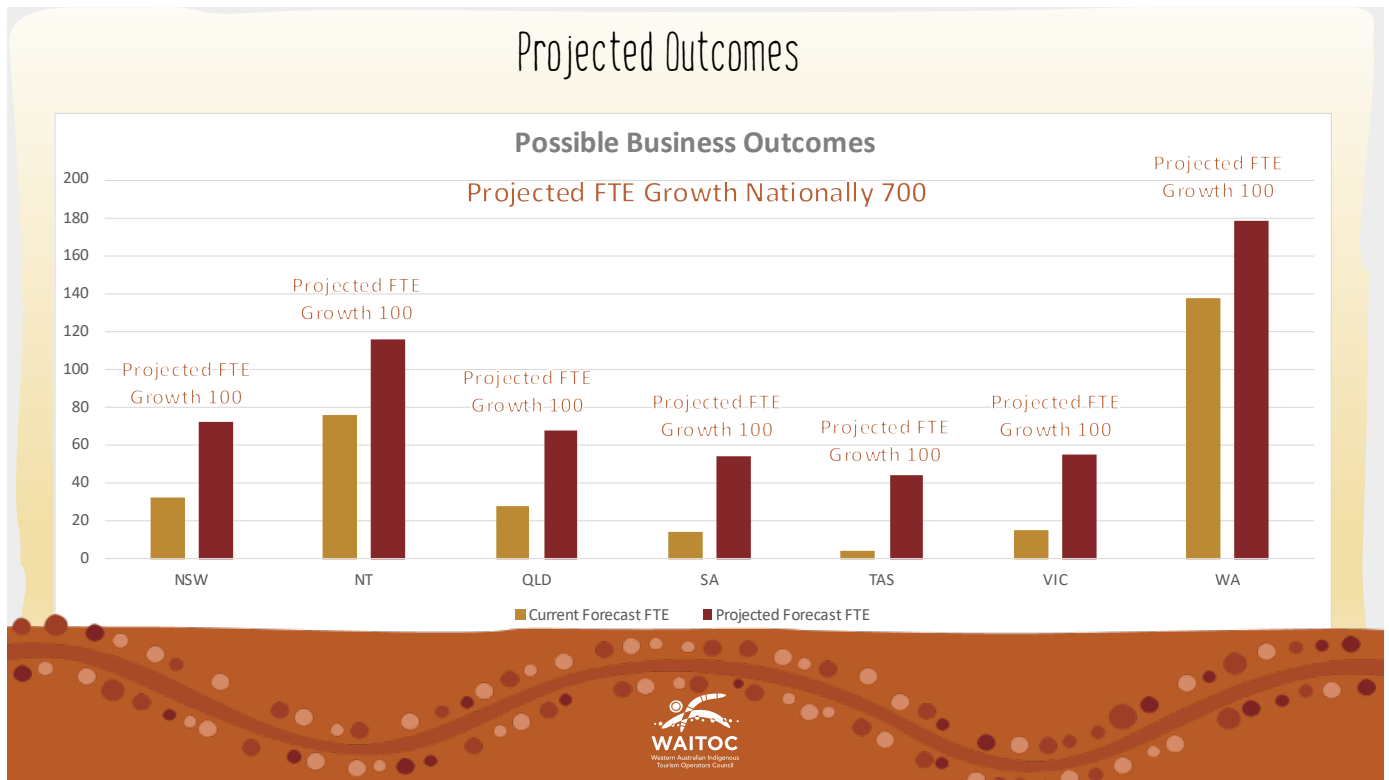
Aboriginal Tourism Development Program Successes



Aboriginal Tourism Development Program Employment Successes



Mentoring Projected outcomes



Projected Outcomes

Gross Additional Wages Projections over 4 Years

Nationally
\$26.2m

