WAITOC

Western Australian Indigenous Tourism Operators Council

WAITOC STRATEGY

2023-2030

Ancient Tracks - New Journeys

ATWA

ABORIGINAL TOURISM WESTERN AUSTRALIA

Experience Murujuga,Karratha | WAITOC member

Executive Summary

The Western Australian Indigenous Tourism Operators Council (WAITOC) has announced the launch of a new strategy, Ancient Tracks New Journeys, to expand the Aboriginal tourism sector in Western Australia. This new strategy aims to provide visitors with more authentic cultural experiences and create new products and experiences that showcase Aboriginal culture's diversity and Western Australia's unique landscapes. WAITOC has also established a charitable arm, Aboriginal Tourism WA (ATWA), to expand its reach and positively impact the lives of Aboriginal Western Australians by providing training, employment, and business development opportunities in the tourism industry. The new strategic direction will position WA as the world's best Aboriginal tourism destination, strengthen existing and new partnerships, and cultivate a resilient WAITOC. WAITOC is committed to working with its members, partners, and stakeholders to ensure the sustainable growth of Aboriginal tourism in Western Australia.

WAITOC
Western Australian Indigenous Tourism Operators Council

ATWA
ABORIGINAL TOURISM WESTERN AUSTRALIA

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Message

from the Chairperson

The Western Australian Indigenous Tourism Operators Council (WAITOC) is leading and supporting the Aboriginal tourism sector in Australia.

I am thrilled to announce the launch of our new strategy, Ancient Tracks New Journeys. Come Join us. As Chair of WAITOC, I am excited to share our vision for the future of Aboriginal tourism in Western Australia.

Our new strategy is built on a solid foundation of over 20 years of experience of successful operations in and for our communities across Western Australia.

The new strategy aims to provide our visitors with even more authentic, immersive cultural experiences. We will achieve this by creating new products and experiences that showcase the diversity of Aboriginal culture, experience and the unique landscapes of Western Australia.

One of the most significant developments of this new strategy is establishing a charitable arm of WAITOC called Aboriginal Tourism WA (ATWA). This new entity will allow us to expand our reach and continue to positively impact the lives of Aboriginal Western Australians by providing training, employment and business development opportunities in the tourism industry.

Our new strategic direction will help position WA as the World's best Aboriginal tourism destination, grow the number of sustainable Aboriginal tourism experiences in WA, strengthen existing and new partnerships, continue to grow financial prosperity and cultivate a resilient WAITOC.

As we move forward, we are committed to working with our members, partners and stakeholders to ensure the sustainable growth of Aboriginal tourism in Western Australia. This new strategy will benefit our visitors and improve Aboriginal communities' economic and social development.

Thank you for your continued support of WAITOC, and we look forward to working with you to create unforgettable experiences for our visitors.

Walter McGuire
WAITOC Chair

Message

from the CEO

As the CEO of the Western Australian Indigenous Tourism Operators Council, I am delighted to announce the creation of the WAITOC subsidiary Aboriginal Tourism WA (ATWA), a new charitable organisation and at the same time release of our new WAITOC strategy Ancient Tracks-New Journeys. Join us from 2023 to 2030. This strategy sets out our vision for the future of Aboriginal tourism in Western Australia and provides a roadmap for achieving the organisation's goals.

Aboriginal Tourism WA will help to create economic opportunities and raise awareness of the importance of preserving Aboriginal culture through tourism. Its formation is a significant step towards the continued growth of the WA Aboriginal tourism sector, attracting funding from philanthropic sources to help build capacity right across WA in the Aboriginal tourism sector.

As we embark on this new chapter, I want to thank our members, whose hard work and dedication have made this strategy possible. We are fortunate to have such a committed and passionate community of Indigenous tourism operators, and I am honoured to work alongside you all.

According to the Aboriginal Tourism Snapshot 2022 from Tourism WA, the Aboriginal tourism sector in Western Australia is growing steadily. In the 2017-18 financial year, 100 Aboriginal tourism businesses were operating, generating $43.8 million in gross state product and $29.7m in state income employing 339 full-time employees. In 2022 a new snapshot showed a steady increase in gross state income, now $63.8m, state income $41m and 516 full-time employees with 120 Aboriginal tourism businesses operating.

These statistics highlight the importance of the Aboriginal tourism sector in Western Australia and the potential for further growth and development. The new WAITOC strategy, Ancient Tracks-New Journeys, provides a roadmap for achieving this growth and ensuring that all share the sector's benefits.

Over the next seven years, we will focus on building a sustainable and vibrant Aboriginal tourism sector that showcases our people's unique culture and heritage.

To achieve this, we will prioritise initiatives that promote cultural awareness and understanding, strengthen community connections, and enhance the quality and diversity of our tourism offerings.

We will also work closely with our partners in government, industry, and the wider community to ensure that all share the benefits of Aboriginal tourism. This includes promoting Aboriginal employment and entrepreneurship, fostering greater collaboration and knowledge sharing across the sector, and advocating for policies and practices supporting Aboriginal tourism's growth and development.

I am excited about the opportunities ahead, and I am confident we can build a thriving and sustainable Aboriginal tourism sector in Western Australia. Thank you for your ongoing support and commitment to this critical work.

Robert Taylor
Chief Executive Officer

Our Purpose

The member body for the WA Aboriginal tourism sector and their global market. Creating the foundation for strong, resilient, and sustainable Aboriginal tourism businesses in WA.

Our Mission

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

Our Vision

In 2030, WA is the world's best First Nations tourism destination driven by a self-determined and highly capable Aboriginal tourism industry and supported by WAITOC's member capacity building, business support and infrastructure.

Our Core Values

WAITOC empowers its members to embrace their cultural identity in order to honour and respect their 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. Appropriate access and engagement with these traditions is a key consideration for developing 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 Partnerships Come Join us.

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.

Connection to Country

WAITOC believes in the intergenerational rights/obligations of First Nations groups for the spiritual and cultural care of the land, seas, rivers and sky

This provides the basis for WAITOC's advocacy role to ensure fairness, acknowledgment, and respect. Welcome to Country - WAITOC believes that together, the 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 interested 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.

CELEBRATING 20 YEARS

WAITOC
Western Australian Indigenous Tourism Operators Council

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

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

Message from the CEO

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

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

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

Ancient Tracks, New Journeys

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

Robert Taylor
Chief Executive Officer

Major milestones
along our 20 year journey

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

WAITOC
Western Australian Indigenous Tourism Operators Council

2003
WAITOC attends ATE in Melbourne.
WAITOC Aboriginal Art and Craft Showcase at ATE in Melbourne.

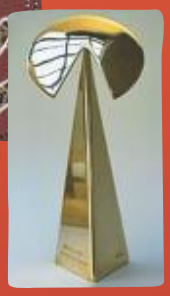
WAITOC and 'Leave No Trace Australia' seal an MOU aiming for minimal impact practices to be observed to protect the natural environment, the cultural heritage and living cultures of Indigenous communities.

2005
WAITOC showcases Aboriginal Tourism to over 200 International Travel Agents at the Discover Australia Tradeshow

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

2002
WAITOC attends its first ATE, (Australian Tourism Exchange) in Brisbane, QLD - showcasing WA's Aboriginal Tourism to the Global Travel Industry

2004
Inaugural AITC Conference
Esplanade Hotel, Fremantle, WA



WAITOC wins prestigious DRV German Envronmental Award for Cultural Eco Tourism

2006
Knecht Edutainment' showcased WAITOC/Aboriginal tourism experiences as a major feature at this trade event for 100 Swiss travel agents and media, staged in partnership with Tourism WA and Knecht Reisen (Major Swiss Tour Operator)

Major milestones
along our 20 year journey

2007

AITC 2007 Receives International coverage in German & Swiss media

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

2009

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

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

2011

WAITOC OPEL Award for Best New Experience - Americas 2011

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

Major Events:
AITC 2011

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

2007

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

2008

WAITOC wins prestigious European Environmental Tourism Award

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

2010

Major Events:
Didjin' Oz Festival & FTI Roadshow

4 month promotion at the German Museum Ludwig – Aboriginal Art & tourism

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

Major milestones
along our 20 year journey

2012

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

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

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

2014

European Travel Magazine
Dampier Peninsula

DriveWA.com National Tourism campaign

WAITOC wins state tourism award
for Specialised Tourism Services

2016

2016-2020 Strategic Plan

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

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

2013

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

ATE 2013 Tourism Workshops
Tourism WA Experience Extraordinary campaign

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

2015

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

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

Major milestones
along our 20 year journey

2018

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

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

2017

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

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

2019

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

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

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

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

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

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

Major milestones
along our 20 year journey

2020
Postcards from our Backyard

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

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

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

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

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

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

2021 Gold, Gold, Gold

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

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

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

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

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

Major milestones
along our 20 year journey

2022 and beyond

2022 ATWAL partnerships - Philanthropists and businesses
improve business development opportunities

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

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

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

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

WAITOC Patron

Sam Lovell

Sam was born in January 1933 on Calwynyadah Station in the Kimberley. His father was Jack Lovell, part owner of Calwynyadah Station. Sam was taken away to Mulla Bulla Station in 1937 when he was 4 years old.

Mulla Bulla Station was an Aboriginal settlement where so called "half caste" kids were taken. Sam does not remember his mother and never saw her again after he was taken away.

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

- Providing on-site advice and practical assistance to Aboriginal clients involved or proposing to be involved in tourism activities
- Assisting in negotiations and interpretation between Aboriginal people and government departments and tourism operators
- Identifying training needs for Aboriginal tourism enterprises and negotiating with training agencies for
- negotiating with training agencies for the provision of training
- Provide on-site training to a number of Aboriginal tourism enterprises
- Participate in activities marketing Aboriginal tourism ventures

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

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

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

Mustering at Windjana Gorge, Kimberley

WAITOC Patron

Dale Tilbrook

Dale is a Wardandi Bibbulmun woman from the South West of Western Australia. Dale's tourism journey started in 1996 with a small company with her brother Lyall Tilbrook, making returning boomerangs and other artefacts.

They were proud to be awarded an Olympic swing tag for the sale of their boomerangs during the 2000 Games in Sydney.

In 1998 Dale and Lyall opened their first Aboriginal gallery and gift shop in the Swan Valley.

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

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

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

Dale also serves on the Boards of a number of organisations including:

- Swan Valley and Eastern Regions Slow Food Convivium,
- ANFAB (Australian Native Foods and Botanicals),
- WITH-WA (Women in Tourism and Hospitality)
- The WA Parks Foundation.

Western Australia's Aboriginal Tourism Snapshot 2021/22

ECONOMIC

Aboriginal tourism businesses in WA contribute:

$63.8 million to the Gross State Product[1]

$41.0 million to the State Incomes[1]

Aboriginal tourism businesses in WA account for:

516 full time employee JOBS

The economic contribution of Aboriginal tourism businesses has improved slightly from the results seen in 2016-17. This highlights the resilience of the industry in the face of a global pandemic and border closures.[1]

[1]ACIL Allen: Contribution of Aboriginal Tourism Businesses to the WA Economy 2021-22.
[2]Metrix Consulting: Social Value of Aboriginal Tourism Businesses in WA 2021-22.

A key finding from the annual Visitor Experiences and Expectations Research (VEER) in 2019-20 found that visitor interest in an Aboriginal experience or activity continued to far outweigh participation, which indicates a clear opportunity to capitalise on the increased interest in Aboriginal tourism.

Aboriginal tourism in Western Australia continues to be of great interest to visitors (at 81% in 2019-20) and has grown in enthusiasm over the past eight years.

SOCIAL IMPACT

Aboriginal tourism businesses in western Australia are providing a range of social benefits to individuals and community by way of:

- Giving Aboriginal people the opportunity to pass down culture to future generations.
- Increase the level of respect for Aboriginal people, culture and knowledge;
- 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[2].

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 to share their knowledge and culture.

Brings Cultures together

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

WAITOC

Western Australian Indigenous Tourism Operators Council

Our Strategic Tracks

Positioning WA as the world's best Aboriginal tourism destination

1. Increase destination marketing
2. Drive visitor growth, product diversity and statewide spread
3. Grow tourism industry partnerships
4. Increase Aboriginal employment and entrepreneurship
5. Nurture national and international relationships
6. Coordinate signature conferences and events
7. Capture and share examples of the 'world's best'

Walking together with partners

1. Build awareness of WAITOC
2. Foster Federal, State and Local Government relationships
3. Partner with the bush products sector
4. Partner with Aboriginal art centres
5. Address climate change as part of the UN Climate Action Sustainable Development through tourism
6. Partner with inclusivity / accessibility peak bodies

Growing the number of sustainable Aboriginal tourism experiences in Western Australia

1. Support the development of Aboriginal tourism experiences and enterprises
2. Grow the statewide representation of Aboriginal experiences and enterprises
3. Support Aboriginal ownership and operation of the tourism supply chain
4. Provide capacity building programs for Aboriginal tourism businesses
5. Facilitate youth pathways for industry entry
6. Support Cultural Knowledge transfer between Elders + Youth through tourism
7. Ensure WA cultural assets embrace Aboriginal tourism
8. Ensure authenticity and cultural authority is observed by non-Aboriginal businesses

Cultivating a resilient WAITOC

1. Ensure a well governed, managed and resourced administration
2. Grow membership, build member value and maintain a strong member culture
3. Build data and IP sovereignty

Enhancing prosperity

1. Attract diverse funds
2. Build equity in major businesses, joint ventures and infrastructure
3. Undertake disaster relief / charity for members (where required)

WAITOC
Western Australian Indigenous
Tourism Operators Council

CONTACT INFORMATION

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

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