



WAITOC
Western Australian Indigenous
Tourism Operators Council

ANNUAL REPORT

2022-2023

Ancient Tracks - New Journeys





Executive Summary

It's impressive to see the progress and achievements of the Western Australian Indigenous Tourism Operators Council (WAITOC) over the past year. The annual report reflects a year of remarkable growth, innovative initiatives, and a strong commitment to preserving and celebrating the rich cultural heritage of Western Australia's Aboriginal tourism industry. The expansion of Aboriginal Tourism Western Australia (ATWA), the empowerment of local communities, advocacy for responsible tourism practices, digital transformation, collaborative partnerships, and recognition through awards all stand out as significant accomplishments.

Diversifying funding sources, including government support, philanthropy, corporate partnerships, and more, demonstrates a robust financial strategy ensuring WAITOC's mission's sustainability.

The involvement of board committees, such as the Finance and Risk Management Committee, the Memberships Committee, the Remuneration Committee, and the Governance Committee, reflects a strong commitment to effective governance practices.

The World Indigenous Tourism Summit (WITS) highlights the global impact of Aboriginal-led tourism, including important discussions on climate change and research. The Whadjuk Climate Change Declaration and the Noongar Bibbulmun Research Paper demonstrate WAITOC's dedication to addressing critical issues and fostering cross-cultural understanding.

Overall, the annual report showcases WAITOC's dedication to responsible tourism, economic empowerment, cultural preservation, and collaboration. The achievements of this year undoubtedly lay the groundwork for even greater accomplishments in the future.

Cover: Wula Gura Nyinda Eco Cultural Adventures, Shark Bay | WAITOC member

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Koomal Dreaming, Yallingup | WAITOC member

Introduction

Welcome to the annual report of the Western Australian Indigenous Tourism Operators Council (WAITOC), where we proudly unveil a chronicle of a year filled with remarkable achievements, transformative experiences, and a deep commitment to preserving and sharing the rich cultural heritage of Western Australia's Aboriginal culture. In the following pages, we invite you to immerse yourself in the past year's journey, where ancient traditions and contemporary aspirations intertwine to shape the Aboriginal tourism landscape.

As the custodians of this vast and diverse land for millennia, the Aboriginal peoples of Western Australia possess a profound connection to its landscapes, stories, and traditions. The WAITOC annual report serves as a testament to the collective efforts of Aboriginal tourism operators, local communities, and stakeholders who have joined hands to amplify these voices, providing travellers from around the world an opportunity to engage with authentic cultural experiences.

Amidst the challenges and opportunities that have marked the year, this report captures the essence of WAITOC's dedication to sustainable tourism practices, economic empowerment, and cultural preservation. From showcasing innovative tourism initiatives to highlighting collaborations that bridge traditional wisdom with modern entrepreneurship, we celebrate the impact of Aboriginal-led tourism on local economies and the broader appreciation of Australia's unique Aboriginal culture.

Our journey together in this report will traverse the ancient Dreamtime stories woven into contemporary guided tours, the flavours of bush tucker shared in immersive culinary adventures, and the vibrant artworks that narrate a history of resilience and adaptation. With a steadfast commitment to responsible tourism, we also reflect on initiatives that

promote environmental stewardship and foster cross-cultural understanding, ensuring that the treasures of this land endure for generations to come.

In the following sections, we delve into the financial achievements, community collaborations, and strategic partnerships that have fortified WAITOC's mission. We extend our gratitude to the dedicated individuals, businesses, and institutions that have made this progress possible. Their support underscores the significance of uniting to honour the past, celebrate the present, and shape a more inclusive and culturally enriched future for Western Australia's Aboriginal tourism landscape.

As you embark on this visual and narrative odyssey through the Western Australian Indigenous Tourism Operators Council's annual report, we invite you to share in our excitement, learnings, and aspirations. Together, we stand at the crossroads of tradition and innovation, inviting the world to witness the profound beauty and wisdom that define Aboriginal tourism in Western Australia.



2022-23 Highlights

The 2022-2023 financial year proved to be a pivotal period of resilience, innovation, and growth for the Western Australian Indigenous Tourism Operators Council (WAITOC). WAITOC's commitment to fostering sustainable, responsible, and authentic tourism experiences remained unwavering. This year's highlights reflect a collective effort to promote economic empowerment, cultural preservation, and cross-cultural understanding.

Expansion of Aboriginal Tourism Experiences: WAITOC facilitated the creation of a new Aboriginal-led tourism organisation, Aboriginal Tourism Western Australia (ATWA), that opened the doors to new funding avenues as ATWA has DGR 1 status; thus, it can be funded by philanthropic organisations. This new wave of support from three philanthropic organisations and Lottery West of \$3.9m over the next four years has allowed WAITOC to employ staff in Albany and Geraldton while looking at East Kimberley as its next office.

Empowering Local Communities: Through strategic partnerships and community engagement, WAITOC continued to empower local Aboriginal communities by creating job opportunities and economic growth. By focusing on capacity-building initiatives, training programs, and support for micro-enterprises, WAITOC fostered self-sufficiency and sustainable livelihoods within these communities.

Advocacy for Responsible Tourism Practices: WAITOC played a pivotal role in advocating for responsible tourism practices across the industry. Through workshops, seminars, and collaborations with government bodies, Industry Bodies such as TCWA and other stakeholders, WAITOC emphasises the importance of preserving Aboriginal culture through tourism as the vehicle.

Digital Transformation: In an era of digital connectivity, WAITOC harnessed the power of technology to enhance visibility and accessibility. Establishing an online digital version of the popular Aboriginal Tours and Experiences printed map will soon allow travellers to explore and book Aboriginal tourism experiences, promoting direct engagement between tourists and Aboriginal operators.

Collaborative Partnerships: The year witnessed new alliances and partnerships that transcended geographical and cultural boundaries. WAITOC joined hands with non-profit organisations, academic institutions, and global tourism bodies to foster cross-cultural exchanges and amplify the impact of Aboriginal tourism on a global scale. Through the World Indigenous Tourism Summit (WITS) held on Whadjuk Boodja in March 2023, bringing over 650 delegates from 21 countries across the globe, and collaborations with government bodies and other stakeholders, WITS emphasised the importance of preserving fragile ecosystems, respecting sacred sites, and minimising the environmental impact of tourism activities. The 650-plus delegates endorsed the Whadjuk Climate Change Declaration as a part of looking after the future.

Recognition and Awards: WAITOC's dedication to excellence in Aboriginal tourism was acknowledged through a silver medal at the WA state tourism awards. This recognition not only celebrated individual operators' efforts but also highlighted the broader significance of Aboriginal-led tourism in Western Australia.

The 2022-2023 financial year underscored WAITOC's role as a bridge between tradition and modernity, preserving ancestral knowledge while embracing innovation. The achievements highlighted in this report are a testament to the organisation's enduring commitment to sharing the stories, landscapes, and traditions of Western Australia's Aboriginal peoples with the world. As WAITOC looks to the future, the lessons and successes of this year will undoubtedly serve as a foundation for even greater achievements in the years to come.



WAITOC BOARD OF DIRECTORS 2022 - 2023





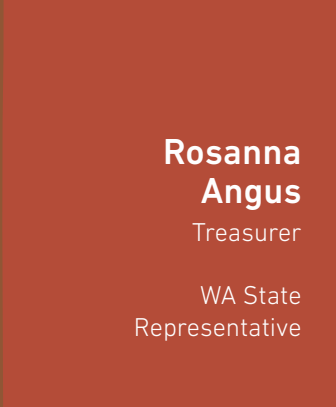
Walter McGuire
Chairperson

Destination Perth
Representative



Darren 'Capes' Capewell
Vice Chair

WA State
Representative



Rosanna Angus
Treasurer

WA State
Representative



Les Wallem

Australia's
South West (ASW)
Representative



Charmaine Green

Australia's
Coral Coast
Representative



Johani Mamid

Australia's
North West (ANW)
Representative



Robyne Reynolds

Australia's
Golden Outback (AGO)
Representative



Darrell Sibosado

WA State
Representative



Adam Marr

Independent
Representative



Chris Pye

Independent
Representative





ATWA STAFF 2022-23



**Julia
Tolj**

Operations
Manager



**Briony
Arnold**

Product
Development
Coordinator



**Neville
Meyer**

Product
Development
Coordinator



**Kyle
Bigos**

Business Hub
Coordinator



WAITOC STAFF 2022-23

Yamaji Arts, Geraldton | WAITOC member



**Robert
Taylor**
CEO



**Gabby
Simoni**
Operations
Manager



**Di
Below**
Marketing
Manager



**Karl
Millard**
Membership
& Business
Development
Manager



**Teresa
Perone**
Accounts
& Admin
Coordinator



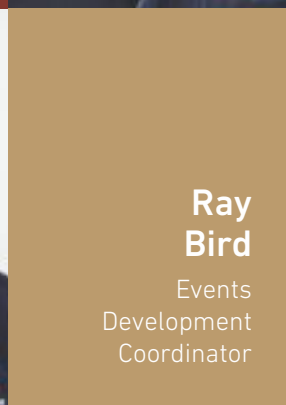
**Donald
Monk**
Business
Development
Manager
Broome



**Simone
Ellies**
Business Hub
Coordinator
Broome



**Ray
Bird**
Events
Development
Coordinator



**Lisa
Hindmarsh**
Business Hub
Coordinator
Perth



**Tracey
Laity**
PR & Marketing
Coordinator





Chair's Message

It is with immense pride and gratitude that I welcome you to the unveiling of the 2022-2023 Annual Report of WAITOC. As Chair, I am honoured to present this report, which encapsulates a year of unwavering commitment, collaborative endeavours, and remarkable achievements.



Our journey over the past year has been one of resilience, growth, and the strengthening of our shared vision to preserve and showcase the rich cultural heritage of Western Australia's Aboriginal peoples. This report encapsulates the stories of our triumphs and challenges, underscoring the invaluable role each of you has played in advancing our mission.

As you turn the pages of this report, you will be immersed in the tales of Aboriginal tourism experiences that have woven the vibrant tapestry of our land into the hearts of our visitors. Through the dedication of our operators, the unique stories of our cultures have come to life, bridging generations and fostering deep connections with both local communities and global explorers.

At the core of our efforts lies the empowerment of Aboriginal communities. This report reflects our commitment to creating meaningful opportunities for economic growth, cultural preservation, and empowerment. It celebrates the achievements of our communities' achievements and the tireless work of our team, partners, and stakeholders who have rallied behind our shared purpose.

Our strides toward responsible tourism practices have been instrumental in shaping the sustainable future we envision. By advocating for the preservation of our environment, heritage sites, and sacred landscapes, we are building a legacy of respect and reverence that will echo through time.

The partnerships and collaborations forged in the past year reflects our collective determination to create a more inclusive and culturally vibrant

future. As we stand at the crossroads of tradition and innovation, I am inspired by the unity that defines our organisation and the potential we hold to make lasting change.

The recognition and appreciation garnered by WAITOC reaffirm that our endeavours are not in isolation, but rather part of a global movement to celebrate Aboriginal culture and heritage. Together, we are amplifying the voices of our ancestors and carving a path for generations yet to come.

I extend my heartfelt gratitude to each member, partner, and supporter who has contributed to this journey. Your dedication and passion are the driving forces behind our accomplishments, and it is through your commitment that we continue to thrive.

As we look ahead, let this annual report serve as a beacon of inspiration. Let it remind us of the incredible strides we have made and the remarkable potential that lies ahead. With every page turned, we are one step closer to our vision of a world where Aboriginal culture flourishes and our landscapes echo with the footsteps of those who came before.

With deep appreciation,



Walter McGuire | Chair, WAITOC



Message from the CEO

I am thrilled to present to you the 2022-2023 Annual Report of the Western Australian Indigenous Tourism Operators Council. It is with immense pride and gratitude that I reflect on the accomplishments, challenges, and growth we have experienced throughout this significant year.

In a time of rapid change and global uncertainty, our commitment to preserving and sharing the cultural heritage of Western Australia's Aboriginal peoples has remained steadfast. This annual report is a testament to the resilience of our Aboriginal tourism operators, the dedication of our team, and the unwavering support of our partners and stakeholders.

As you navigate through the pages of this report, you will witness the expansion of Aboriginal-led tourism experiences that showcase the vibrant traditions, stories, and landscapes of our Aboriginal peoples. Our operators have not only welcomed visitors but have also opened doors to cultural understanding, forging connections that bridge diverse communities.

In this report, we celebrate the empowerment of local Aboriginal communities through economic opportunities and sustainable livelihoods. The stories of growth and transformation are a testament to the lasting impact of responsible tourism on our communities.

Technology has played a pivotal role in our journey, enabling us to connect with travellers from around the world and amplify the voices of Aboriginal tourism operators. Our digital transformation has not only improved accessibility but has also deepened the appreciation of the rich cultural tapestry of Western Australia.

I am particularly inspired by the collaborative spirit that has been the cornerstone of this year's successes. Together with our partners, we have advocated for responsible tourism practices, worked towards cultural preservation, and fostered cross-cultural relationships that transcend borders.

The accolades and recognition we have received underscore the significance of our collective efforts. They remind us that the work we do is not only valued within our local community but resonates with a global audience seeking authentic, meaningful travel experiences.

As we move forward, the lessons and achievements of this year will guide our path. We remain committed to promoting sustainable tourism, uplifting local communities, and safeguarding the cultural legacy of Western Australia's Aboriginal peoples.

I extend my heartfelt gratitude to our Aboriginal tourism operators, our dedicated team, our partners, and all those who have contributed to this remarkable journey. Your support is the foundation upon which we build a future where cultural heritage is celebrated, preserved, and cherished.

Thank you for joining us on this transformative journey. I invite you to explore this annual report and be inspired by the stories within.



Robert Taylor | CEO, WAITOC



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 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 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, 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.

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 remarks that the beautiful artwork is a perfect 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 and cultural awareness programs. Through her Dale Tilbrook Experiences website, guests can book an Aboriginal cultural experience on bushtucker, Aboriginal art or local history and culture which are held at Maalinup Aboriginal Gallery at Mandoon Estate in the Swan Valley.

Native plants and their traditional uses, both their nutritional 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 and researcher.

Dale has served on the Boards of many 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.

but now devotes time to research projects with various institutions such as Curtin University, Telethon Kids Institute and Edith Cowan University as an Elder/Chief Investigator where her bushtucker expertise and community experience is called upon.

Western Australia's Aboriginal Tourism Snapshot 2021/22

ECONOMIC

Aboriginal tourism businesses in WA contribute:

\$63.8
million

to the Gross State Product¹

\$41.0
million

to the State Incomes¹


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

¹ACIL Allen: Contribution of Aboriginal Tourism Businesses to the WA Economy 2021-22.

²Metrix 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 community².



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.

Diversification

Aboriginal Tourism Western Australia (ATWA)

Aboriginal Tourism Western Australia Limited: Empowering Cultural Experiences

Aboriginal Tourism Western Australia Limited (ATWA) stands as a vibrant subsidiary of the Western Australian Indigenous Tourism Operators Council (WAITOC), dedicated to fostering authentic Aboriginal tourism experiences within Western Australia. ATWA was established with the mission to further develop and sustain Aboriginal-led tourism endeavours while preserving and celebrating the rich cultural heritage of Western Australia's Aboriginal peoples.

Recognised as a registered charity, ATWA operates under the umbrella of WAITOC, harnessing the collective power of Aboriginal communities, tourism operators, and local stakeholders to create positive social and economic impacts. With its charitable status, ATWA is committed to driving educational

initiatives, cultural preservation, and economic empowerment for Aboriginal communities across the region.

As a subsidiary of WAITOC, ATWA aligns itself with WAITOC's overarching goals, while focusing specifically on advancing the cause of Aboriginal tourism within the boundaries of Western Australia. With its charity status, ATWA has positioned itself as a force for positive change, a catalyst for economic growth, and a guardian of cultural heritage, ensuring that the voices of Western Australia's Aboriginal peoples resonate in the hearts and minds of travellers from around the world.



In the 2022-2023 year, WAITOC played a pivotal role in establishing Aboriginal Tourism Western Australia (ATWA).

This strategic move by the Board has not only expanded the horizons to develop Aboriginal tourism businesses but also unlocked fresh avenues of funding, thanks to ATWA's DGR 1 status, making it eligible for support from philanthropic entities and other organisations including Lotterywest.

This funding totals \$3.9 million over the next four years and has allowed WAITOC to expand its business support team, with new staff members in Albany and Geraldton, while also considering the prospect of establishing an office in East Kimberley in the near future.



ATWA Directors 2022-23





Funding Diversity

WAITOC's board this year has put together a funding diversity plan that now form part of its reporting to Tourism WA. This plan has helped WAITOC to create a diverse income strategy from Government and philanthropy.

Income Type	2021-22 Actual	2021-22 Actual %	2022-23 Approved Budget \$	Approved Budget %	2022 23 YTD Actuals \$	YTD Actual %
Self-Generated WAITOC services Income	\$208,296	8%	\$262,606	10%	\$470,465	11%
Local Government Supported Programs	\$55,000	2%	\$0.00	0%	-	0%
State Govt: TWA Marketing & Services Agreement	\$900,000	36%	\$900,000	34%	\$900,000	22%
State Govt: Jina Plan Marketing & Services Agreement	\$970,000	38%	\$1,100,000	42%	\$1,100,000	26%
Federal Government Supported Programs	\$25,000	1%	\$0.00	0%	\$100,000	2%
Philanthropic Supported Programs	\$30,000	1%	\$0.00	0%	\$1,317,089	32%
Corporate Sponsorship Supported Programs	\$346,255	14%	\$350,000	13%	\$292,000	7%
Corporate Partnerships	-	0%	\$0.00	0%	-	0%
TOTAL	\$2,534,551	100%	\$2,612,606	100%	\$4,179,554	100%
% TWA / WA State Government Funding		74%		77%		46%

Governance

Board Committees

Enhancing Governance: The Vital Role of Board Committees - A Prelude to the WAITOC Annual Report

In the intricate tapestry of effective governance, board committees stand as the threads that weave together specialised expertise, focused oversight, and informed decision-making. As we present the annual report of the WAITOC, we invite you to explore the pivotal role played by our board committees in shaping our organisation's trajectory.

The significance of board committees, ranging from Finance, Audit and Risk Management (FARM) to Memberships, Remuneration, and Governance, cannot be overstated. These committees serve as strategic hubs, each devoted to a distinct facet of our operations, collectively driving efficiency, transparency, and accountability.

Financial and risk committee (FARM)

The Finance and Risk Management Committee is our guardian of fiscal responsibility, ensuring that our financial foundation remains sound while navigating potential risks.

Memberships Committee

The Memberships Committee is the bridge connecting our diverse membership base and our board of directors to expediate our membership process.

Remuneration Committee

The Remuneration Committee steers equitable compensation practices, honouring the dedication of our team and aligning our mission with sustainable growth.

Governance Committee

Finally, the Governance Committee, our compass of ethical conduct, ensures that our organisational decisions align with the highest standards of integrity.

Know that these committees played an integral role in supporting the governance of WAITOC during this financial year and will continue to serve as a strong steering committee into the future of WAITOC moving forward showing strong resilient governance practices. The achievements and initiatives highlighted herein underscore the collective wisdom and commitment that define WAITOC's journey.



World Indigenous Tourism Summit

WITS 2023 Highlights



Whadjuk Declaration

WITS 2023 Communique: Call to Climate Action

The World Indigenous Tourism Alliance (WINTA) and Western Australian Indigenous Tourism Operators Council (WAITOC) hosted the 2023 World Indigenous Tourism Summit held from 13th to 16th March 2023 on the lands of the Whadjuk people of the Noongar nations. The summit's theme: **'Tourism and Indigenous Earth Wisdom Weaving the Future that Benefits All'** emphasises the role Indigenous values and wisdom play in building tourism to be better equipped to survive in the future, asserting Indigenous rights in our home countries, and nurturing a growing awareness for the need to unite and engage in the equitable development of Indigenous economies globally.

Indigenous tourism has a pivotal role in the social, cultural, environmental and economic sustainability of our communities; and carries time-honoured values of hospitality embedded in ancient cultures. The 2023 WITS has showcased this through the attendance of 655 Delegates from 23 countries, representing Indigenous communities, tourism operators and organisations, Government bodies and other interested stakeholders.

Guided by the United Nations World Tourism Organisation (UNWTO) Sustainable Tourism Development and the United Nations Declaration on the Rights of Indigenous People (UNDRIP), the 2023 WITS Delegates resolved to adopt principles to inform the participation and input by Indigenous tourism to the development and application of policies and practices that aim to reduce carbon emissions and climate change, through the following declaration recognise that:

- Universal Indigenous values underpin intergenerational stewardship of cultural resources and understanding, social interaction and peace.

- Often Indigenous people are marginalised, disadvantaged and remote from the opportunity for social, economic and political participation and advancement.
- Whilst tourism provides the strongest driver to restore, protect and promote Indigenous cultures, it has the potential to diminish and destroy those cultures if not protected from natural risk – (climate change).
- For indigenous tourism to be successful and sustainable, Indigenous tourism needs to be based on traditional knowledge, cultures and practices and it must contribute to the wellbeing of Indigenous communities and the environment.
- Indigenous tourism provides a strong vehicle for cultural understanding, social interaction and peace.
- Universal Indigenous values underpin intergenerational stewardship of cultural resources and understanding, social interaction and peace.

WITS 2023 | Opening Ceremony

As proud descendants of Indigenous people from around the world, we, the 2023 WITS Delegates, recognise and accept our inherent social and cultural obligation gifted to us from our 'Old People' (Ancestors) to protect, heal and preserve our lands; or in essence "look after country". We are concerned with the real and ever-increasing threat climate change poses to our way of life; and as custodians(kaitiaki) and knowledge holders of boodjar (country), we have a deeply vested responsibility and interest to protect it. We hereby resolved to adopt the following principles; that...

- Respective authorities immediately place urgent priority on development and implementation of policies to assist in the reduction of carbon emissions to at least meet the targets of the Paris agreement.
- Tourism organisations, tourism peak bodies, tourism operators take urgent action to reduce carbon emissions, and take whatever other opportunities present, to lower emissions and slow climate change.

- Respect for customary law and lore, land and water, traditional knowledge, traditional cultural expressions, cultural heritage will appropriately underpin all planning tourism decisions related to emissions reduction policy development.
- Indigenous peoples will determine the extent and nature and organisational arrangements for their participation in climate change policy development and that governments and multilateral agencies will support the empowerment of Indigenous 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 climate change policy.
- That equitable partnerships between the tourism industry and Indigenous people will include the sharing of cultural awareness and skills development which support the well-being of communities and enable enhancement of individual livelihoods.

Through this summit we call on governments and all sections of the tourism industry to support the leadership shown by WAITOC-WINTA and seek collaborative partnerships and cooperation between Indigenous people and their tourism industry organisations.

In closing, we recognise our future and the future of our next generations and boodjar (country) lies in all of our hands. It is imperative we work together to take action now.



WINTA
WORLD INDIGENOUS
TOURISM ALLIANCE



Noongar Indigenous Tourism Research Protocol Declarations and Recommendations

Preamble

The World Indigenous Tourism Alliance (WINTA) was created from the global, collective aspirations of Indigenous interests in tourism. WINTA is an Indigenous initiative that is based on key Indigenous human rights including the right to maintain and strengthen their distinct political, legal, economic, social and cultural institutions.

WINTA is an Indigenous-led global network of Indigenous and non-Indigenous peoples and organisations seeking to give practical application to the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) through tourism. WINTA is the guardian of the Larrakia Declaration that establishes principles for the development of Indigenous tourism on an international level based on the UNDRIP.

Research in Indigenous Tourism is an important endeavour to guide projects that respect indigenous tourism protocols and rights, driving the activity toward decolonizing methodologies, and offering benefits to Indigenous Peoples and territories. Certain academic writings propose the adoption of the five Rs for consideration by researchers when conducting Indigenous research programs: responsibility, reciprocity, relevance, respect and reverence.

This document is divided in two parts, the first one establishes **Declarations** about Indigenous tourism research protocols and the second part focuses on **Recommendations** for academia or any researcher or institution pursuing a research project with and for Indigenous Peoples.



WINTA
WORLD INDIGENOUS
TOURISM ALLIANCE



WAITOC
Western Australian Indigenous
Tourism Operators Council

Declaration 1:

Indigenous communities have worldviews and links to traditional lands and ocean spaces that represent unique & diverse cultural expressions. These cultural expressions provide a clear attractor for visitors seeking to experience different geographic locations and their Indigenous communities.

Declaration 2:

Indigenous natural & cultural heritage including Indigenous knowledge systems have been impacted for centuries by colonisation and further threatened by forces of globalisation which have facilitated global developments including tourism.

Indigenous peoples have demonstrated that given the opportunity to fully participate in development processes they can share their worldviews, initiate adaptive responses to cope with external influences and produce tourism opportunities which benefit both visitors and their own communities.

Declaration 3

States and the corporate sector, including the tourism industry, have an advocacy role in protecting the rights of Indigenous Peoples, including their knowledge systems.

Declaration 4:

There is increasing recognition of Indigenous peoples' knowledge and the requirements for Indigenous Data Sovereignty and Indigenous Data Governance.

Declaration 5:

Institutions with research capability in tourism have an important role to play in advancing tourism research consistent with the requirements of Indigenous Data Sovereignty and Indigenous Data Governance while delivering to the needs of responsible visitors.

RECOMMENDATIONS

Researchers and research institutions seeking to produce solid research and data to be used in the course of sustainable Indigenous tourism development should:

1. Ensure that each tourism research project, from start to finish, be carried out in the spirit of equitable partnerships that uphold the tourism rights of Indigenous Peoples as expressed by the Larrakia Declaration and human rights set out by the United Nations Declaration on the Rights of Indigenous Peoples.
 - a. Commit to partnerships where each project, from start to finish, is built on dialogue, informed consent and respect for Indigenous Peoples as project stakeholders whose knowledge systems strengthen the vision and value of scientific inquiry.
 - b. Ensure that tourism research enables Indigenous empowerment and rights in sustainable tourism development as expressed by the Larrakia Declaration.

- c. Ensure that tourism research fulfils a duty to protect, serve and contribute to Indigenous human rights as set out by the United Nations Declaration on the Rights of Indigenous Peoples.

2. Strengthen conventional ethical research standards, research methodologies and practices with engagement principles that enable culturally respectful, diverse and meaningful Indigenous participation throughout the entire tourism research process.

- a. Implement research methodologies and engagement principles grounded by respect, reciprocity and appropriate Indigenous involvement throughout the entire tourism research process.
 - b. Recognise and facilitate Indigenous stakeholder needs for cultural rights and practices to be incorporated into the processes involved in tourism research.
 - c. Create opportunities for Indigenous capacity building throughout the entire tourism research process to further the development and implementation of Indigenous-driven research now and in the future.

3. Strive to generate research outcomes that contribute genuine change towards tourism sustainability needs identified by Indigenous Peoples and their Territories, such as ecological, cultural, social, economic, political and spiritual wellbeing outcomes.

- a. Develop deliverables that produce lasting impacts for Indigenous Peoples' empowerment in tourism and their human rights as presented in the United Nations Declaration on the Rights of Indigenous Peoples.
 - b. Incorporate Indigenous wisdom and insight to define research data needs, as well as appropriate project objectives and timelines to address the complex tourism sustainability challenges faced by Indigenous People now and in the future.
 - c. Action the roles tourism research can play to support the efforts of Indigenous Peoples to nurture, regenerate, protect or enrich the lands and waters of our precious Earth.
 - d. Recognise the importance of acknowledging diversity within Indigenous communities and in particular, the importance of genuine and meaningful participation by Indigenous women throughout the research process, both as participants and researchers.



Ben Sherman, Chairman
World Indigenous Tourism
Alliance (WINTA)



Robert Taylor, CEO
Western Australian Indigenous
Tourism Operators Council
(WAITOC)

OUR PERFORMANCE



Deliverables 1 ADMINISTRATION

Borrororon Coast to Creek Tours, Kimberley | WAITOC member

Deliverable 1a	Employment of a minimum of three (3) FTEs			
Details	CEO: salary not to exceed 45% of the total Administration budget Marketing Officer: salary not to exceed 40% of the Marketing budget Business Support Officer: salary not to exceed 40% of the Business Support budget			
Actual Achievement	# of FTEs = 3 Average Length of Employment Length of employment 4 years CEO Salary is 47%, with 45% from the Agreement budget and 2% obtained from other WAITOC income. Marketing Manager Salary 37% Business Support Staff 39%			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023	June 30 2022	June 30 2023	May 26 2023

Deliverable 1b	Comply with Constitutional requirements and maintain an office presence.			
Details	WAITOC Constitution and office location to be maintained with 4 Board meetings per year			
Actual Achievement	WAITOC's Constitution was last amended on 23/12/19 and approved by the Department of Mines, Industry Regulation and Safety (DMIRS) in January 2020. WAITOC maintains its office at 58 Duncraig Road, Applecross, WA 6153. Since July 1 2022, WAITOC has held 5 Board Meetings in the 22/23 year. Meeting #1 August 22, 2022, Meeting #2 November 4, 2022 (including AGM), Meeting #3 March 17 2023 (Strategy Day); Meeting # 4 March 18 2023, Meeting # 5 May 18 2023, Meeting # 6 May 26 2023 (online). 8.6a of the agreement is supplied to Tahn Donovan (previously Renata Lowe) before every ordinary Board meeting as the Tourism WA Observer on the WAITOC Board.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	30 June 2023

Deliverable 1c	Delivery of the World Indigenous Tourism Summit			
Details	13 - 16 March 2023 Attracting more than 350 delegates			
Actual Achievement	Due to COVID-19 restrictions and domestic and international border closures, WITS was postponed to 12-16 March 2023 and held at Crown Perth.			
	655 delegates attended WITS 2023, with many operators and speakers attending from across the globe, including Australia (539), New Zealand (32), South Africa (2), Taiwan (38), Chile (5), Peru (3), Canada (6), The USA (9), Fiji (1), Vanuatu (1), New Caledonia (1), Cambodia (5), Bangladesh (2), Colombia (2), Finland (4), Sweden (1), Peru, Indonesia (2), UK (1), and Germany (1). Under the theme of 'Tourism and Indigenous Earth Wisdom Weaving the Future that Benefits All,' the summit highlighted the roles of Indigenous values and wisdom in shaping a resilient future for tourism and global awareness for the equitable development of Indigenous economies.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	April 30 2020		April 30 2023	March 16 2023

Deliverable 1d	Delivery of the Australian Indigenous Tourism Conference 2022			
Details	Originally scheduled for November 2021 Attracting more than 350 delegates			
Actual Achievement	AITC 2022 was held in Cairns, Queensland, from 16-18 June 2022, attracting 300 delegates from across Australia and overseas. WAITOC is discussing with the Victorian state government on having the next event in Melbourne in October 2024.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	December 1 2020		June 30 2022	2021 - 2022


Deliverable 1e	Compilation and submission of annual Strategic Marketing Plan and Operational Plan			
Details	WAITOC to submit annual Strategic Marketing and Operational Plans.			
Actual Achievement	Both plans were approved by the WAITOC Board on 18 May 2023 and subsequently submitted to Tourism WA for approval by the TWA Board.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	May 31 2023		May 31 2023	May 31 2023

Deliverable 1f	Participate in the research project to determine the Economic and Social Impact that the Aboriginal Tourism Industry has in WA.			
Details	TWA will lead this research at a time to be determined; WAITOC will work collaboratively with TWA and encourage member participation and take-up.			
Actual Achievement	Tourism WA undertook the research in October 2022 and released the findings from the study in January 2023. The research showed that WA's Aboriginal tourism businesses significantly contributed to the WA economy in 2021-22, adding \$63.8 million to the Gross State Product.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	December 1 2020	June 30 2021	June 30 2023	January 31 2023



Deliverables 2
MARKETING

Deliverable 2a	KPI 1: Western Australian Aboriginal Cultural Experiences Map			
Details	Produce and distribute a minimum of 100,000 copies to be produced.			
Actual Achievement	<p>KPI On Track Next Edition (8) is planned to be published in Quarter 1 (Jan 2024). Due to budget limitations and increased production costs, the publication date was postponed.</p> <ul style="list-style-type: none"> • Print run 100,000 • WAITOC will pursue partnerships with TWA to feature Road Trips • Cost recovery will be pursued via partnership/incremental income <p>Which subsidises the printing/graphic design costs. The total project cost is an estimated \$100,000 (an increase of 30% compared to the previous publication).</p> <ul style="list-style-type: none"> • The map features all WAITOC full ATB members • It extends over 150 cultural tours and experiences across the state. <p>This map delivers a robust promotional platform for all WAITOC's Aboriginal Tourism business members (full ATB). It works particularly well with the ongoing domestic road trip boom, which emerged strongly due to the COVID environment.</p> <ul style="list-style-type: none"> • The broad range of distribution channels and partnerships include <p>120 Visitor Centres throughout the state, Car/Campervan rental depots, trade and consumer exhibitions and workshops, Travel Industry (inbound tourism operators, wholesalers, retailers, Tourism Western Australia), partner distribution through WAITOC member businesses/associates, RAC, Road Safety Commission, DBCA, CIAWA (Caravan Industry Association of Western Australia, WAITOC website, direct promotion and online order facility for trade and consumers.</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		September 30 2023	June 30 2023

Deliverable 2b	KPI 1: WAITOC Product Manual			
Details	Produce and distribute			
Actual Achievement	<p>Achieved KPI This interactive digital product manual features a state-wide range of 71 export-ready Aboriginal cultural products and attractions available for distribution through the domestic and international travel industry - including 17 commissionable tours and accommodation, campgrounds, art/cultural centres, festivals and a WAITOC folder showcasing film sequences, presentations and brochures.</p> <p>WAITOC has maintained liaison and relationships with our domestic and international travel partners throughout the COVID era and re-instated business links through individual correspondence, EDMs, and attendance of a range of international trade workshops.</p> <p>The 2023-24 Product Manual update was completed and launched at ATE (Australian Tourism Exchange) 2023. Annual distribution is as follows:</p> <ul style="list-style-type: none"> • Mailout to over 100 domestic and international travel trade partners • Promotion at 27 meetings during ATEC Meeting Place (Cairns, Nov.2022) • Follow-up ATEC mailout to Wholesalers/ITOs (ATEC delegates list) • Promotion and follow-up at 85 meetings during ATE - Australian Tourism Exchange, April 30 - May 4, 2023, on the Gold Coast • Promotion and follow-up to TWA UK/Europe Roadshow - in July 2022. • Supplied as info/fulfilment to individual trade enquiries <p>This Dynamic Digital Tool Kit is perfectly tailored to the needs and demands of our travel trade distribution channels.</p> <p>A popular feature is the 'Realtime' information updates which are ongoing throughout the year as the content sits at the back end of WAITOC's website. It delivers the latest images, rates, info, brochures, and film sequences for all WAITOC's export-ready member products.</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023

Deliverable 2b	KPI 1: WAITOC Product Manual			
Actual Achievement (cont).	<p>This Dynamic Digital Tool Kit is perfectly tailored to the needs and demands of our travel trade distribution channels.</p> <p>A popular feature is the 'Realtime' information updates which are ongoing throughout the year as the content sits at the back end of WAITOC's website. It delivers the latest images, rates, info, brochures, and film sequences for all WAITOC's export-ready member products.</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023



WAITOC's suite of brochures

Deliverable 2c	KPI 1: Brochures to promote and feature Aboriginal tourism businesses
Details	<p>Produce a range of brochures, including, but not limited to, focusing on the intrastate and interstate markets.</p> <p>Brochures also cater to specific sectors, such as education and corporate.</p>
Actual Achievement	<p>Achieved KPI with Substantial Brochure Suite - 7 WAITOC Brochures Published</p> <p>1) Touring Map of WA - Scheduled for 1st quarter of the 2023-24 financial year. Features all Full ATB WAITOC members. We postponed due to budget limitations and high production (print, paper, freight) costs. Distribution in Intrastate, Interstate, and International Markets</p>

Deliverable 2c

Actual Achievement (cont).

KPI 1: Brochures to promote and feature Aboriginal tourism businesses

- 2) **WAITOC 2023-24 Travel Trade Manual - Published April 2023**
Features 71 WAITOC Export Ready Member products, including Tours, Accommodation, Art/Culture Centres, Festivals, and Campgrounds
Distribution: Intrastate, Interstate, and International Markets
 Distribution includes mailouts to Domestic and global distribution partners and at Travel trade events and forums.
- 3) **Aboriginal Campgrounds & Retreats- Published February 2023**
Features all WAITOC Full ATB Members who run Campgrounds and tagalong camping tours. It lists and promotes pet-friendly campgrounds as a unique feature and showcases the Camping with Custodians campgrounds.
Distribution: Intrastate, Interstate and International (trade)
 The new version will be launched in March 2023 and boosted with digital promotion. It is presently racked at over 300 tourism info outlets in Perth and Broome, supplied as a download option on WAITOC's website, and available at the major Perth and East Coast Camping Shows on WAITOC and TWA exhibition stands.
- 4) **Aboriginal School Tours & Camps - Published March 2023**
Features all WAITOC members who work with the schools/education segments.
Distribution: Intrastate and Interstate
 This 12-page publication is launched annually in March as a magazine insert, aligned with Australia's biggest Schools Magazine (School Excursions, Incursions, and Camps), Distributed to 43,000 schools around Australia. In addition, WAITOC's website features a downloadable pdf version and a promotion page. Also, it is emailed out regularly to individual teachers/enquiries on request. An additional print run of 2,000 was mailed out to a database of schools across Western Australia in June 2022. WAITOC has also secured a promotional package that includes E-newsletters and stories in the Digital version.
- 5) **Aboriginal Wildflower Trails - Published July 2022**
Features all 37 WAITOC Full ATB members who run guided tours that include flora/foraging.
Distribution: Intrastate, Interstate, International
 In the domestic market, WA's Wildflower season has grown into one of the most popular attractions in the state. WAITOC capitalised on this demand by launching a brand-new tour brochure themed around the Wildflower topics in 2020-21, boosted with social media ads. The demand was so high that this brochure became an annual publication. Edition 3 was published in July '22 and boosted with a social media campaign.
 Distribution: via WA visitor centres throughout the state and as a downloadable pdf on WAITOC's website promotion page. Print run 10,000
- 6) **ARDI - Beyond Broome - Published October 2022**
Featuring all 23 campgrounds, tours, and experiences on the Dampier Peninsula, boosted by a new website and promotion.
 Print and launch of the brochure and corresponding website were completed in October 2022.
- 7) **WAITOC Cruise Brochure - Launched at TWA Cruise Workshop Oct.22**
 Featuring 8 WAITOC members, this brochure extends sample excursion and onboard product modules to the Cruise Industry at 10 port locations around the state.
- 8) **WAITOC Digital Map - Launched with new WAITOC website - Nov.22**
 Offering similar features and info to the printed version, in addition to online booking buttons, film, and audio sequences, was showcased at the Cairns AITC in June 2022 and launched with WAITOC's new website in Nov '22. The project is ongoing, with additional map features currently being added.

Original Planned
Completion Date

Previous Status

Current Planned
Completion Date

Actual Completed
Date

June 30 2023

June 30 2023

June 30 2023

Deliverable 2d

KPI 1: WAITOC website

Details

Maintain an interactive web presence
Increase online traffic by a minimum of 2% annually

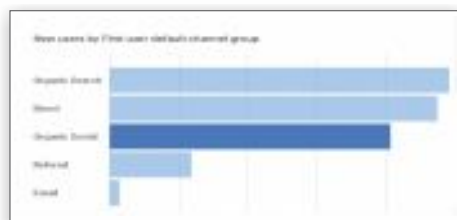
Actual Achievement

KPI Achieved - New Google Analytics Formula = Change of Data Capture

- Google Analytics is transitioning to a new GA4 Format; hence the two graphs below have been combined to capture the data for December 2022.
- Following last year's massive spike during October's AFL campaign, the website visitor growth this year was well on track for the first quarter but has not climbed to those previous levels from Oct-Dec.
- WAITOC is still achieving good visitor traffic, which is expected to climb again in the 3rd and 4th quarters, with several digital campaigns lined up for this period.
- Total Website traffic (Unique Users) is currently at 61,000 (+8.9% compared to previous year), averaging 6 users per minute.
- The bounce rate still sits at a meagre 0.88%, indicating the ongoing high visitor quality and WAITOC's product/promotion messaging resonating very strongly with the related target groups.
- Session durations have increased to over 2 minutes, reflecting the high quality of visitor information that WAITOC's website delivers.



- Organic search still ranks highest, which reflects WAITOC's continued page 1 Google ranking.



- On November 17, WAITOC launched a new website that aligns with the latest technology/device compatibility, loads faster, hosts a more complex range of Information and offers faster functionality regarding displaying member products in promotions and campaigns.

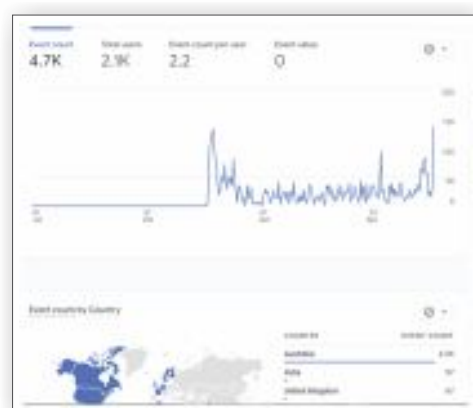
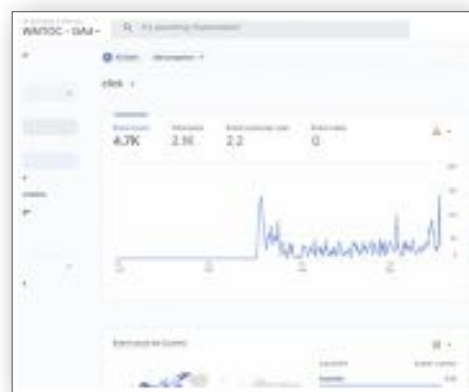


- In line with the website launch, WAITOC's Christmas shopping promotion went live, peaking the interaction with over 1400 campaign page views within the first few days (see graph above).

Deliverable 2d

KPI 1: WAITOC website

Actual Achievement (cont).



- Across the 12 months from 1. July '22- 30. Jun 23, WAITOC's campaigns generated 11,787 customer referrals to members' info and booking pages - our highest achievement compared to previous years. The bulk of traffic (89%) was from Australia.

Original Planned Completion Date

Previous Status

Current Planned Completion Date

Actual Completed Date

June 30 2023

June 30 2023

June 30 2023

Deliverable 2e

KPI 1: WAITOC Social Media

Details

Maintain a solid social media presence
Increase in followers by 2% annually

Actual Achievement

KPI Achieved
2% Growth of Facebook Followers - 17,541
59% Growth of Instagram Followers- 2,960

Results

Total Facebook Followers: 17, 541
Total Facebook Reach: 429,059
Total Facebook Page Visits 8,820 (+ 112%)
Total Instagram Followers: 2,960
Total Instagram Reach: 24,833
Total Instagram Profile Visits: 2,304 (+ 12%)

With a reach of close to half a million, Facebook remains WAITOC'S most robust social media platform. Growth has slowed compared to the 2021-22 f.year due to the highly successful AFL campaign, which spiked last year's results beyond measure. In addition, WAITOC has adjusted its social media strategy to target quality over quantity.

Minimising the post boosts is achieving a higher concentration of 'organic' followers genuinely interested in the topics.

Deliverable 2e

KPI 1: WAITOC Social Media

Actual Achievement (cont).

The reach and growth stats declined during this adjustment phase. Facebook advertising, however, will continue as before, targeting clearly defined geographic and demographic customer groups.



The above graphs illustrate the social media traffic for the period. 01 Jun 22- 30 Jun 23.

The first half of this financial year's campaigns focused on reintegrating popular topics into audiences' newsfeeds. There has been a consistently slow growth of authentic and organic engagement, increasing the reach quality. For example, over a 28-day period, the reach increased by 102.9% and new likes by 47.8%.

WAITOC's December and January activities involved a range of popular School Holiday/Christmas promotions that spiked visitation.

The year's second half leveraged the Eclipse event, with some star stories and Eclipse events + Kimberley Flood relief promotion.

June will launch WAITOC's first-ever campaign, filmed and created with our members and graphics team.

Average Post Frequency - 5 per week

The top Post Performer was Djindoon Djenung (Go Cultural Aboriginal Tours & Experiences) - with a reach of 8K, it attracted almost 4 times the audience of WAITOC's average posts.

The best-performing ad was the Wildflower (Video 3) ad, with a reach of 30k, followed closely by the Christmas Shopping ads, which were extremely popular.

Youtube Views: 19,010 total views (grand total since commencement of channel).

Top Post Popular Youtube Videos

Broome and the Kimberley topics were most popular, along with WAITOC's generic Aboriginal Tours & Experiences feature. The top topics were Mimbi Caves tours and Narlija Tours in Broome, with over 2000 views.



Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
June 30 2023		September 30 2023	June 30 2023

Campaign/Promotion	Timing	Reach	Clicks
Wildflowers - Social Media Ads + Print (Senior Newspaper) + ads on Visitor Centre screens	July 20 -Aug 30	FB/Insta: 43,514 Print: 120,000	927
Local Legends - Social Media Ads + Broome Airport Arrivals luggage screen ads	July 22- June 23	Screens: 8,000	N/A
WAITOC - Outdoor ads at Broome Airport 2 x 3m x 2m billboards	July 22 - June 23	10,000	N/A
WAITOC Touring Maps and Campgrounds Brochures racked at over 300 info stands, car hire depots and campgrounds - Perth & Broome	July 22 - June 23	Distribution Quantity 95,000	N/A
Baiyungu Dreaming - New Product Launch. Social Media Ads	12 - 27 Aug	FB/Insta: 15,137	603
Pet-Friendly Campgrounds - Full page Print Ad + brochure inserts - Senior Newspaper	Dec 22	120,000	N/A
Christmas Shopping, Buy Direct - Social Media Ads + 3 EDMs	12 - 20 Dec	FB/Insta: 31,703 EDMs: 2,678	1,727 444
In Culture - New Product Launch. Social Media Ads	Nov 19 - Dec 3	FB/Insta: 6,538	205
Happy Feastivities - Bushfood Recipes	Dec 19 - Jan 3	FB/Insta: 35,688	1,054
School Holiday Family Fun	03 - 30 Jan	FB/Insta: 99,488	5,359
Hearts4Fitzroy Social Media Ads + Camping Show and Applecross fundraising events/promotions	Mar 25- Apr 4	FB/Insta: 32,256 C&C Show 48,000 Applecross 1,000	2,044
Wooramulla Eco Cultural Journeys - New Product Launch. Social Media Ads	Apr 7- May 9	FB/Insta: 11,801	268
Aboriginal Star Stories - Social Media Ads	Apr-May	FB/Insta: 29,239	951
Join the Journey Intrastate/Interstate/Intl	Jun	242,528	14,244
WAITOC/Tourism WA – Aboriginal Experiences Campaign	1 million +	22,646	3,436
TOTAL	1 Jul 22 - 30 Jun 23	991,654	31,944

Deliverable 2f	KPI 1: Regional Tourism Organisations (RTOs) liaison			
Details	Liaise with RTOs to ensure Aboriginal content is featured in every Regional Annual Travel Planner			
Actual Achievement	<p>Achieved KPI Aboriginal Content Featured in all Five RTO Holiday Planners WAITOC has secured contra agreements with all five RTOs for Aboriginal tourism/product content to be featured in the Holiday Planners in return for regional advertorial features on WAITOC's touring maps.</p> <ul style="list-style-type: none"> • Other activities include: • Regular liaison with each of the RTOs ensures that Aboriginal product info is up to date for online and social media promotion • WAITOC encourages its members to become members of their RTO and local visitor centre(s) • WAITOC partnered with DP to showcase a 2-page editorial about Aboriginal Cultural experiences in the region • WAITOC ran a star stories campaign to promote the ACC Total Solar Eclipse • WAITOC partnered with ANW on their Venture the Kimberley campaign with 2 full-page editorials showcasing the Dampier Peninsula and Mimbi Caves/generic Kimberley cultural experiences. 			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023

Deliverable 2g	KPI 1: Market Ready & Export Ready Aboriginal product participation			
Details	Secure participation of at least 60% of market-ready and export-ready Aboriginal tourism businesses in WAITOC marketing activities			
Actual Achievement	<p>Exceeded KPI - Full participation (100%) of WAITOC Full ATB Member Businesses in WAITOC Marketing Activities</p> <p><i>ATB = Aboriginal Tourism Businesses (as opposed to Associate members who are non-Aboriginal or non-tourism businesses)</i> <i>Full ATB Members = paid members (as opposed to free membership options available for Aboriginal Tourism Businesses only)</i></p> <ul style="list-style-type: none"> • 100% of all members featured (with dedicated pages) on the WAITOC website • 100% of all market and export-ready Full ATB members featured on WAITOC Touring Maps (symbols and info) • 100% of all market and export-ready Full ATB members promoted in Social Media Ad Campaigns (shared posts and promotions) • 100% of all Full ATB (campground) members promoted in the Campgrounds brochure • 100% of all Full ATB members who run related tours, promoted in the Wildflower Trails brochure • 100% of all Full ATB members working with schools promoted in the school's brochure • 100% of all export-ready Full ATB members featured in the WAITOC Trade Manual • 100% of all export-ready Full ATB members promoted at ATEC Meeting Place Event • 100% of all Full ATB members are included in the WA Visitor Centre distribution (brochures and promotional film features) • 100% of all Full ATB members promoted in WAITOC's promotion campaigns where their products are relevant to the themes (Local Legends, Wildflower & Bushfood trails, Christmas Gift Hub, School Holidays, Campgrounds) 			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023

Deliverable 2h	KPI 2: Trade & Consumer show participation (subject to the staging of the identified events)			
Details	<p>Australian Tourism Exchange (annual) At least one other trade show/exhibition or mission Perth Caravan & Camping Show At least one other national Caravan and Camping show Include at least three (3) different Aboriginal operator representations at the WAITOC booth at no less than one (1) consumer show Actively participate in any additional international trade shows/roadshows in key international markets as the relevant markets reopen</p>			
Actual Achievement	<p>We substantially Exceeded KPI- with 11 events staged - involving 58 WAITOC member business attendees.</p> <ul style="list-style-type: none"> July - Singapore/Malaysia Road Show - Wholesale, Retail, ITOs. Sales meetings promote WAITOC's International product manual featuring 68 tours, campgrounds, art/cultural centres and festivals. 43 meetings were staged August - US Marketplace - Wholesale, Retail, ITOs. Sales meetings promote WAITOC's International product manual featuring 68 tours, campgrounds, art/cultural centres and festivals. 31 meetings were staged. October - WA Cruise Exchange - Wholesalers, ITOs, 5 WAITOC members. WAITOC attended 2 shared meeting tables with Ngalang Wongi and Kimberley Cultural Adventures. Ngurrangga Tours and Kurrah Mia also joined with individual tables. Welcome to Country was performed by Nick Abraham (Warrang Bridil). WAITOC compiled and launched a new Cruise brochure at this event, promoting 9 excursion/incursion packages at 5 key port locations around WA. 17 meetings were staged. November - FACET Dark Skies Workshop - Tour Operators, Media, Associations. WAITOC hosted 6 member attendees in partnership with Tourism WA. Involving a range of sessions/topics related to Aboriginal tourism in the lead-up to the total solar eclipse. November - ATEC Meeting Place - Wholesale, Retail, ITOs. Sales meetings promote WAITOC's International product manual featuring 68 tours, campgrounds, art/cultural centres and festivals. 22 meetings were staged. January - Indonesia Virtual Workshop - Wholesale, Retail, ITOs. February - Victoria Caravan & Camping Show - Consumers. WAITOC attended this show in partnership with Tourism WA. March - WITS World Indigenous Tourism Summit - Domestic and International Travel Industry and Corporates. 20 WAITOC members attended the summit. March - Perth Caravan & Camping Show. WAITOC has secured additional space across 3 stands at this - the first live show since the 3-year COVID disruption. The exhibition space showcased a range of interactive topics, including live artists, shell carvers, a Hearts4Fitzroy Fundraiser promotion, and market stalls. 15 WAITOC members attended. *WAITOC Won the Best Exhibitor Stand Award for the second time May - ATE Australian Tourism Exchange - Wholesale, ITOs. Sales meetings promote WAITOC's International product manual featuring 68 tours, campgrounds, art/cultural centres and festivals. 12 WAITOC member businesses + WAITOC attended this event with member travel/participation fees supported by Tourism WA Jina Budget. WAITOC staged 85 meetings. June - Queensland Caravan & Camping Show - Consumers. WAITOC will attend this show in partnership with Tourism WA. 			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023

Deliverable 2i	KPI 3: Increase in promotional exposure of export-ready businesses			
Details	Demonstrate that WAITOC activities have increased travel trade and consumer promotional exposure of at least five (5) export-ready Aboriginal tourism businesses.			
Actual Achievement	<p>Exceeded KPI with substantial promotional exposure of Aboriginal Tourism Businesses across a broad range of domestic and global platforms</p> <p>As a result of ongoing global printing and distribution cost increases, brochure production has been declining in recent years.</p> <p>Online distribution channels dominate the global marketplace and have become the major promotional platforms for tourism products and attractions, with fewer 'printed' brochures now circulating.</p> <p>In Europe, WAITOC's major international market, WA is promoted as a self-drive adventure playground where Aboriginal culture is a 'must do' bucket list activity on the trip.</p> <p>A broad portfolio of WAITOC tours, campgrounds, and art/cultural centres now feature in international product portfolios.</p> <p>International Wholesalers who feature WAITOC Products Include:</p> <p><u>Best of Travel Group (Europe)</u> - Inclusion of all WAITOC export-ready tour operators in the Best of Travel program (a consortium of European tour wholesalers 23 with offices in Germany, Switzerland, Austria, Belgian and Netherlands).</p> <p><u>Boomerang Reisen/TUI (Europe)</u> - Specialist 4WD Adventure Wholesaler with direct sales and retail network link (2000 retail travel outlets).</p> <p><u>Ozeania Reisen (Switzerland)</u> - One of Switzerland's strongest (small) direct-sell tour operators.</p> <p><u>Trip Advisor (Global)</u> - Ongoing opportunity facilitated for all export-ready tour operators to be featured on the Trip Advisor travel/booking portal.</p> <p><u>Get Your Guide (Global)</u> - Ongoing opportunity facilitated for all export-ready tour operators to be featured in the Get Your Guide online travel portal.</p> <p><u>Dreamaroo (Germany)</u> - social media and online promotion of a broad range of WAITOC tours, campgrounds and attractions.</p> <p><u>Knecht Reisen (Switzerland)</u> - Online and print (special feature page) of WAITOC products.</p> <p><u>Dreamtime Travel (Switzerland)</u> - Online and print (special brochure) of WAITOC/Aboriginal Australia products.</p> <p><u>DAE - The Discover Aboriginal Experiences Program</u>, driven by Tourism Australia, currently features 7 WA products.</p> <p>WAITOC's International Product Manual features 68 experiences - including 13 commissionable products, campgrounds, and attractions (Art/Cultural centres and festivals) mailed to over 100 global travel industry partners.</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023

Deliverable 2j	KPI 3: Electronic newsletter		
Details	Distribution of e-newsletter to a database of industry and consumers at least quarterly		
Actual Achievement	<p>Substantially Exceeded KPI with 24 EDMs distributed</p> <p>WAITOC's EDM 'Master' Database (which includes customers, trade, and media) has 2,597 subscribers. The average readership is 23.39% (607).</p> <p>Due to some challenges with Mailchimp software (high spam risk), in 2022/23, WAITOC migrated to a new (Hubspot) CRM; WAITOC's newsletters are now administered through HubSpot.</p>		
	Date	Topic	Audience
	12 Jul	World Indigenous Tourism Summit 2023 - Call for Abstracts	WITS (Domestic & International trade and corporates)
	21 Jul	WAITOC Board Nominations	WAITOC Members
	22 Jul	World Indigenous Tourism Summit 2023 - Registrations Now Open	WITS
	26 Jul	Wildflowers	Consumers
	05 Aug	August Member Update World Indigenous Tourism	WAITOC Members
	09 Aug	Summit 2023 - Call for Abstracts Close August 26, 2022	WITS
	19 Aug	Nominations now open for WAITOC Board	WAITOC Members
	08 Sep	WITS Early Bird Registration Now Open	WITS
	16 Sep	Friendly Reminder-Nominations for WAITOC Board Aboriginal Tourism Economic	WAITOC Members Consumers, Trade, Media
	19 Sep	Impact Research	WAITOC Members
	27 Sep	WAITOC Notice of 2022 Annual General Meeting	WAITOC Members Consumers, Trade, Media
	07 Oct	WAITOC Notice of 2022 Annual General Meeting	WAITOC Members
	16 Oct	Questions and Answers for RAES funding - tips!	WAITOC Members
	16 Nov	Uniquely Australian Gifts	Consumers, Trade, Media
	16 Nov	Unique Aboriginal Christmas Gifts	Consumers, Trade, Media
	24 Nov	Unique Aboriginal Christmas Gifts	Consumers, Trade, Media
	05 Dec	Goolugatup Holiday Markets	WAITOC Members
	05 Dec	Perth Makers Market	WAITOC Members
	22 Dec	WAITOC Members News	WAITOC Members
	22 Dec	Happy Feastivities	Consumers, Trade, Media
	12 Jan	School Holidays	Consumers
	20 Jan	Kimberley flood relief package	WAITOC Members
	20 Jan	Kimberley Floods Fundraiser	Consumers

Deliverable 2j	KPI 3: Electronic newsletter			
Actual Achievement (cont).	Date	Topic	Audience	
	31 Jan	HURRY, just a few hours left to take advantage of World Indigenous Tourism Summit	WITS	
	08 Feb	Early Bird Pricing WITS Market Place Opportunity for WAITOC Members	WITS	
	29 Mar	HeARTS for Fitzroy Floods	Consumers	
	05 Apr	HeARTS for Fitzroy Floods	Consumers	
	12 Apr	Easter Treats for the Whole Family	WITS	
	13 Apr	Indigenous Tourism Summit (WITS) - Taiwan 2024 Ancient Tracks across the Sky	WAITOC Members	
	15 Apr	Make it a Mum-ificent	Consumers	
	01 May	Make it a Mum-ificent	Consumers	
	Original Planned Completion Date		Previous Status	Current Planned Completion Date
	May 12 2023			May 12 2023
			Actual Completed Date	
			June 30 2023	

Deliverable 2k	KPI 3: Public relations and media familiarisation opportunities
Details	Working with TWA to realise PR and media famil opportunities, including the preparation of itineraries to showcase Aboriginal tourism product
Actual Achievement	<p>Achieved KPI- Exceeded Exposure Expectations with Substantial Media Coverage</p> <p>WAITOC has been working independently and in partnership with TWA and other Industry, partners to secure media coverage via the regular distribution of stories and topics. Jointly coordinated TWA media famils include:</p> <p>Nick Abraham Warrang-Bridil Perth</p> <ol style="list-style-type: none"> 1.NZME x NZ Herald Media Shoot, Sam Wallace Feb 2022 2.Mike Yardley NZME Content Famil - July 2022 3.TWA x Qantas Direct ROME - PERTH Famil July 2022 4.Till Bartels IMPH/Germany Media Famil - June 2022 5.Ben Groundwater - Perth & Margaret River Famil Traveller July 2022 <p>Bolo Angus Southern Cross Cultural Walks Dampier Peninsula</p> <p>Emma Thomson UK Famil - Camping with Custodians, National Geographic Magazine SEPT 2022</p> <p>Rosanna Angus Oolin Sunday Island Tours Dampier Peninsula</p> <p>Emma Thomson UK Famil - Camping with Custodians National Geographic Mag SEPT 2022 Helen Pitt - Sydney Morning Herald Broome Famil - SEPT 2022</p> <p>Key Media Exposure (published or planned) to date includes:</p> <p>July - 9 News TV - Interview with Di Below (WAITOC Marketing Manager) about new Qantas Dreamliner service Perth-Rome and WA's Aboriginal cultural highlights (staged during UK/Europe Roadshow)</p> <p>July - The Latch - List including Koomal Dreaming and Borrgoron Coast to Creek Tours.</p> <p>July - The West Australian - Dale Tilbrook.</p> <p>July- RV DAILY - Editorial about Pender Bay escape.</p> <p>July - Gourmet Traveller - Editorial about Kimberley Wild Gubinge.</p> <p>July - Perth is OK! - An editorial list including Ngurrangga Tours and Ganalili Tours.</p> <p>July - Penny Watson - Editorial about Koomal Dreaming.</p> <p>July - Detik Travel - Maburu Tours.</p>

Deliverable 2k

KPI 3: Public relations and media familiarisation opportunities

Actual Achievement (cont).

July - **The Australian** - Editorial list including Warrang Bridil.

July - **The Straits Times** - Editorial with Wula Gura Nyinda Eco Experiences.

July - **The Australian** - Editorial list including Wula Gura Nyinda Eco Experiences.

August - **The West Australian** - Editorial about the announcement and importance of the new Aboriginal Cultural Centre in Perth

August - **National Indigenous Times** - List of experiences, including Baiyungu Dreaming and Djarindjin Campground.

August - **4WDing Australia** - Editorial about Pender Bay Escape.

August - **Urban: List** - Editorial list including Koomal Dreaming, Narlijia Experiences and Wula Gura Nyinda Eco Adventures.

August - **Bradt Guides** - Editorial list including Mandjoogoordap Dreaming.

September - **We Are Explorers (Online Portal)** - Featuring Camping with Custodians Campgrounds

September - **Times Radio (UK)** - Interview with Bart Pigram, Narlijia Tours

September - **New Zealand Herald** - Editorial about Waringarri Arts

September - **National Indigenous Times** - A feature on Mayi Harvests.

September - **Le Petit Journal** - Review including Dale Tilbrook Experiences, Bindjareb Park and Fervor.

September - **The Westerly** - Dale Tilbrook Experiences Event Review.

September - **Gaia's Organic Gardens** - Dale Tilbrook Experiences Event Review.

September - **Perth is OK!** - An editorial list including Kingfisher Tours and Goldfield Honey ant Hunters.

September - **GLAM Adelaide** - Editorial about Tarnathi Art Fair that included Juluwarlu Art Group, Nagula Jarndu Designs, Waringarri Aboriginal Arts, Warlayirti Artists and Warmun Arts.

September - **Traveller** - Editorial list including Waringarri Aboriginal Arts.

September - **ABC News** - Editorial about Warlayirti's 35th anniversary.

October - **Travel Trade Gazette** (Trade Mag Asia) - Interview and story with Robert Taylor (CEO, WAITOC) about Aboriginal cultural experiences in WA (staged during TWA Singapore/Malaysia Roadshow).

October - **The West Australian** - Wildflowers and Beyond - Shire of Morawa expansion plans to feature more Aboriginal Tourism

October - **Luxury Travel Magazine** - Editorial about accommodation. Karijini Eco Retreat.

October - **Northwest Telegraph** - Pilbara Girls.

October - **Broome Advertiser** - Kimberley Girls.

October - **Sunrise Breakfast** - Mabu Buru Tours.

November - **Broome Advertiser** - Robbie Dann (Kimberley Cultural Adventures) and Bushfoods.

November - **Luxury Travel** - An editorial about Baiyungu Dreaming.

November - **Travel Awaits** - Editorial including Go Cultural Aboriginal Experiences, Dale Tilbrook Experiences and Koomal Dreaming.

November - **PerthNOW** - Event Editorial including Corroboree Under the Stars.

November - **HoneyCombers** - Editorial list including Koomal Dreaming.

November - **Urban List** - Editorial list including Koomal Dreaming.

December - **National Indigenous Times** - Magabala books editorial.

December - **The West Australian** - Walter McGuire (Go Cultural Aboriginal Experiences)

December - **The West Australian** - Magabala Books.

December - **The Australian** - Dale Tilbrook Experiences.

December - **AdelaideNOW** - Editorial listing experiences. Narlijia Experiences and Cygnet Bay (Tom Wiggan).

December - **The Monthly** - Editorial about Charmaine Green's (Yamaji Arts) book through Magabala Books.

December - **The Advertiser** - feature with Bart Pigram included.

January - **ABC Australia** - Back Roads feature with Waringarri Aboriginal Arts.

January - **Sunday Times** - Feature mentioning Rosanna and Terry Hunter.

February - **National Indigenous Times** - Featuring Murujuga National Park, including Experience Murujuga.

February - **The Australian** - Best Indigenous cultural experiences (Ngurrangga Tours)

March - **Explore Travel** - Feature about ARDI.

April - **National Geographic** - Feature on the Dampier Peninsula.

April - **Drift Travel** - Feature about the solar eclipse and different events happening.

April - **B2BChief.com** - Feature about the Ningaloo Eclipse and Baiyungu Dreaming.

April - **Ngaarda Media** - Feature about the Ningaloo Eclipse and Baiyungu Dreaming.

April - **National Indigenous Times** - Feature about WITS and climate action.

May - **Highbrow Magazine** - Feature about Perth, including Nyungar Tours.

May - **National Indigenous Times** - Feature about the Fitzroy River Lodge winning an award.

Original Planned Completion Date

Previous Status

Current Planned Completion Date

Actual Completed Date

June 30 2023

June 30 2023

June 30 2023

Deliverable 2l	KPI 3: Provision of content, editorial and imagery input			
Details	Provision of Aboriginal-related content into TWA and RTO marketing materials, initiatives and relationship-building exercises Ensures authenticity, effectiveness, accuracy and increased participation			
Actual Achievement	<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 • Staged a range of meetings with Tourism WA to jointly pursue a strengthened alignment of promotional opportunities and precise formulation of messages, target groups, and content • Staged regular meetings 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 and on the TWA website • Updated TWA PR content re. Aboriginal cultural experiences • Staged a TWA in-house product presentation to all departments (approx.30 staff) about WAITOC marketing plans • TWA corporate and consumer PR and marketing teams are subscribed to the WAITOC news releases and e-newsletters, which feature topics and content that are regularly distributed through TWA digital and media distribution channels • Ongoing liaison with the ATDW team to streamline/update WAITOC products in the Data Warehouse • WAITOC's website has been upgraded and re-launched, featuring more extensive story content and broader inclusion of member products in all promotions. A digital library is planned. • Partnered with DP and ANW to feature Aboriginal cultural experiences in their Holiday planner (2 pages in DP) and Kimberley Ventures campaign (2 pages digital). 100 global travel industry partners. 			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023

Deliverable 2m	KPI 3: Marketing & Trade Familiarisation Opportunities			
Details	Work with TWA on any famil opportunities relating to Aboriginal experiences.			
Actual Achievement	<p>Achieved KPI</p> <p>European Prize Winners WAITOC worked with TWA Germany to coordinate the inclusion of Aboriginal cultural experiences on the Post European Roadshow, which hosted 10 delegates/direct specialist sales staff and guides who had attended the UK/Europe Roadshow and won the seats in a series of prize draws. The famil included a King's Park tour with Walter McGuire (Go Cultural Tours) and a visit to the Kodja Place Cultural History and Art display at Kojonup.</p> <p>BOTG Best of Travel Group - Central Europe WAITOC has partnered with member business Wula Gura Nyinda to host BOTG Product Manager Inka van Baal on a post-ATE famil.</p> <p>Live to Travel- Belgium - WAITOC has partnered with member businesses Wula Gura Nyinda and Kimberley Cultural Adventures to host the European tour operator Freya Bracke on a post-ATE famil.</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023

Deliverable 2n	KPI 3: Cooperative Marketing Partnerships			
Details	Develop cooperative marketing partnerships with RTOs and mainstream regional tourism businesses to broaden the distribution and promotion of aboriginal tourism products.			
Actual Achievement	Achieved KPI WAITOC has secured cooperative partnerships with the following organisations: <ul style="list-style-type: none"> • All five RTOs - distribution/promotion • Tourism WA - distribution/promotion • CIAWA - Caravan Industry Association WA - distribution/promotion of Aboriginal campgrounds and tours • Vanguard Press - distribution of WAITOC brochures + support with Visitor Centre promotions • DBCA - Dept. of Biodiversity, Conservation and Attractions - distribution/promotion of Aboriginal tours and campgrounds • VCAWA - Visitor Centre Association of WA - distribution/promotion of Aboriginal tours and experiences • RACWA - distribution/promotion of Aboriginal tours and experiences • TCWA - Tourism Council Western Australia - promotion of Aboriginal tours and experiences • Tourism Top End - distribution of WAITOC brochures • Broome Visitor Centre - promotion of Aboriginal tours and experiences • Broome Airport - promotion of Aboriginal tours and experiences • Perth Visitor Centre - distribution/promotion of Aboriginal tours and experiences • WA Museum - Boola Bardip - distribution/promotion of Aboriginal tours and experiences • Development WA- Yagan Square Precinct 			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023		June 30 2023	June 30 2023



Deliverables 3 BUSINESS SUPPORT

Membership	2019-20	2020-21	2021-22	2022-23
Full ATB members	96	112	132	153
Free/Startup	34	45	53	49
Associate	82	84	87	154
TOTAL	212	241	272	356

Category	2019-20	2020-21	2021-22	2022-23
Export Ready	15	17	12	26
Market Ready	71	81	102	110
Emerging	51	59	71	66
TOTAL	137	157	185	202

Deliverable 3a	KPI 1: Market-Ready Aboriginal tourism operators			
Details	Market Ready Aboriginal Tourism Businesses Financially Supported (excluding ATA, Support Hub and ATWA programs).			
Actual Achievement	Market Ready Business Supported		Total Funding	
	32		\$87,200	
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023	June 30 2022	Completed	June 30 2023

Deliverable 3b	KPI 1: Export Ready Aboriginal tourism operators			
Details	Aid (10) Export-Ready Aboriginal Tourism Businesses in Increasing Trade Distribution			
Actual Achievement	Export Ready Business		Total Funding Provided	
	11		\$37,500	
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023	June 30 2022	Completed	June 30 2023

Deliverable 3d	KPI 1: Program of activities for market-ready and export-ready operators			
Details	Creation of at least one (1) program of activities for multiple market and export-ready operators to improve product delivery.			
Actual Achievement	Expansion of the Regional ATA to include Geraldton and Albany-based offices.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023	June 30 2022	June 30 2023	June 30 2023

Deliverable 3e	KPI 2: Leveraging and securing external funding			
Details	Securing not less than 10% of annual funding received under this agreement = min. of \$90,000 pa; total min. of \$360,000 for the term (ex GST).			
Actual Achievement	\$2,041,000.00			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2023	June 30 2022	Completed	June 30 2023

Deliverables 4

JINA PLAN ACTIVITIES

Deliverable 4a	CORE KPI: Development of an Export-Ready Aboriginal tourism industry					
Details	Undertake business development activities to attain 25% of all WAITOC ATB full members to be 'Export Ready' by June 2025 (as defined in the contract)					
Actual Achievement	Membership	2020/21	2021/22	2022/23	2023/24	2024/25
	Full ATB members	112	132	153		
	Export Ready members	17	24	26		
	% of total	15%	18.1%	16.9%		
	Achievement comment					

Deliverable 4b	KPI 1: Jina Plan implementation resourcing			
Details	Employment of an Operations Manager & Marketing Assistant Outline of key responsibilities of positions			
Actual Achievement	Operations Manager & Marketing Assistant (2 x FTE) commenced on November 19 2021.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2022	June 30 2022	June 30 2025	June 30 2022

Deliverable 4c	KPI 2: Jina Plan marketing activities - Aboriginal Art Welcomes			
Details	Identify, coordinate, and implement a minimum of 6 new Aboriginal Art Welcome installations in Visitor Centres / high-traffic locations—engagement of local artists.			
Actual Achievement	<p>KPI Progress is on Track, with partnership interest exceeding funding capacity.</p> <p>Discussions with Tourism WA in pursuit of additional funding to support Broome and Perth Airport locations are underway.</p> <p>Mandurah Visitor Centre Art Mural - 'Welcome to Mandjoogoordap' - was unveiled in Dec. 2021 by Tourism Minister David Templeman. WAITOC secured a partnership with the Visit Mandurah Team, generating \$4,000 of incremental funding for the \$12,000 project. The stunning 7.9 x 5.7-metre mural, created by local Bindjareb artists Peta and Corey Ugle covers the whole back wall of the centre. A 'live' welcome to Country was staged by Bindjareb elder Franklin Nannup with music, dance and didgeridoo by WAITOC member George Walley who stages tours and school excursions in the region under his business brand Mandjoogoordap Dreaming. 60 guests (corporates, travel trade and media) attended.</p> <p>Dwellingup Visitor Centre - Discussions with Dwellingup (planned to be the 2nd mural) are now postponed until further notice - key challenges have been a lack of funding contribution and complications surrounding Shire approval for the artwork.</p> <p>Exmouth Visitor Centre - A series of meetings (live and virtual) have been staged with Exmouth (Ningaloo) Visitor Centre, Exmouth High School and local custodian Hazel Walgar (Baiyungu Dreaming) to coordinate a Mural which the school children will create as a cultural awareness project led by Hazel. Plans to install the Mural by early April in time for the Total Solar Eclipse were on track; however, challenges with achieving Shire approval of the artwork, this project has now been postponed and will be reviewed at a later date.</p> <p>Toodyay Visitor Centre - a series of meetings have been staged to coordinate the installation of a mural aligned with the launch of a cultural trail through the town and beyond. Existing artwork by TO Sarah Miles, which features the 3 language groups that merge in Toodyay, can be used. Awaiting copyright approval, budget approval and TO approval. Planned installation and trail launch in April.</p> <p>Swan Valley Visitor Centre - initial meetings have been staged, and space measurement/cost estimates compiled. The call for entries for the art competition was distributed in May. The competition closes on 30. June 2023.</p> <p>Perth & Broome Airport - initial meetings have been staged, and space measurement/cost quote is now in progress for submission to Tourism WA to request additional funding for these projects.</p> <p>WA Visitor Centre, Perth - Before Jina, the first-ever Mural - a stunning art piece titled 'Kambarang Dreaming', created by the local Whadjuk artist Rickesha Burdett, was installed on the ceiling at the entrance area of the WA Visitor Centre in Perth in July 2020. The unveiling by former Minister for Tourism Paul Papalia was accompanied by a live Welcome to Country and smoking ceremony by WAITOC member Walter McGuire who operates a range of tours in Perth, King's Park and Rottnest Island under his business brand Go Cultural Aboriginal Tours & Experiences. There were 50 attendees (trade, corporate, media).</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2022	June 30 2025	

Deliverable 4d	KPI 2: Jina Plan marketing activities - Dampier Peninsula			
Details	Dedicated and extensive marketing campaign for 2021/22 and 2022/23 Drive visitation, awareness and education			
Actual Achievement	<p>KPI On Track This activity incorporates a brochure, website, and promotion for the ARDI group of operators on the Dampier Peninsula.</p> <p>Phase 1 The brochure, a 64-page Traveller's Guide featuring 23 Tour/Accommodation/campground operators, was published and launched in June/July 2022 - bulk dropped to visitor centres throughout the state, featured as a downloadable pdf on waitoc.com and racked at 23 info stands in Broome. It was so popular that racks were doubled at each location!</p> <p>The cost of brochure production was covered through partnership/advertising funding. The website content and design align with the brochure - launched in September 2022, it features comprehensive info, images and footage and has the capacity to grow as new visuals and attractions become available.</p> <p>A Special ARDI display incorporating live artists demonstrating shell carving and painting and a market stall and info counter was incorporated into this year's WAITOC Camping Show stand in Perth held in March 23.</p> <p>A social media advertising campaign is planned for June 2023 (the beginning of the dry season), and a Festival (now scheduled for Sep 2024 - is subject to accruing funds/sponsorship support.</p> <p>The pursuit of incremental funding is ongoing for this activity, which needs sufficient funding to stage an extensive marketing campaign.</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2022	June 30 2025	

Deliverable 4e	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Develop and maintain a Welcome to Country database, including but not limited to WAITOC members.			
Actual Achievement	The new WAITOC website has a dedicated page to facilitate this function. We are currently working on aligning this to a programmed query system.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2022	June 30 2025	

Deliverable 4f	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Develop and implement a communication plan for the awareness and promotion of the Welcome to Country database, focusing on the corporate market.			
Actual Achievement	Promotion is pending further discussion/development of the database.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2022	June 30 2025	

Deliverable 4g	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Development of the Welcome to Country database into an online bookable system			
Actual Achievement	Ongoing information research regarding the implementation of this project and related cultural challenges.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2022	June 30 2025	

Deliverable 4h	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	ATA Rural 2022-23			
Actual Achievement	WAITOC received 18 Expressions of Interest for the ATA project in December 2021 <ul style="list-style-type: none"> • 10 Tourism businesses from across WA were selected in January 2022 • 2 Art Centres selected in January 2022 • Diagnostic Information collected from participants on February 10 2022 • Action Plans have been completed for 10 of the tourism businesses selected, and funding for priority items has commenced; action plans were presented for all participants in August, along with outcomes already achieved highlighted. • An action plan is in place for Yamaji Art Centre Geraldton. WAITOC has replaced Juluwarlu Art Centre Roebourne in the program with Nagula Jarndu Designs in Broome, and engagement with Nagula Jarndu to commence in January 2023. This art group will continue into 2024, joining new 2023-24 ATA Project participants. 			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	August 30 2022	June 30 2022	March 30 2023	June 30 2023

Deliverable 4i	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	WAITOC to secure and/or obtain ownership of all program intellectual property as it relates to the delivery of the Aboriginal Tourism Academy			
Actual Achievement	Achieved, as WAITOC owns IP			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2022	Completed	June 30 2022

Deliverable 4j	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	The ATA regional program has achieved significant milestones with the operators participating in the ATA project.			
Actual Achievement	Completion/ Sign Off & Full Report / 30th May 2023 <ul style="list-style-type: none"> • Oolin Sunday Island Cultural Tours • Mabu Buru Tours • Kimberley Cultural Adventures • Ardi'Ol Art & Culture • <p>The operators that were nearing completion of ATA were selected and sponsored by TWA to participate as 'sellers of product and experiences' at the Tourism Australia ATE trade event which was held in May 2023.</p> <p>The WAITOC Broome team have contributed significantly to the success of these businesses being selected to participate. We have collaborated with the TWA team to activate these businesses into the program. WAITOC will continue to support these operators as they move into the international marketing space working with them through online workshops, preparing presentation material for ATE and mentoring the operators on how to present to the buyers at this event.</p>			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	January 14 2022	June 30 2022	Completed	January 16 2022

Deliverable 4l	KPI 3: Jina Plan Business Development - Aboriginal Art Centres			
Details	Business development stream for a minimum of 2 regionally based Aboriginal Art Centres to develop "Art with Custodians" bookable product			
Actual Achievement	Ongoing information research regarding the implementation of this project and related cultural challenges.			
	Organisation	Event / Focus		
	1. Mowanjum Art Gallery	Mowanjum Festival		
	2. ARDI / Dampier Peninsula	ARDI Festival. In conjunction with the local community prepared Event Business Plan		
	3. True Unna -Esperance	Bunura Breeze Festival. Prepared Event Business Plan.		
	4. Koordak Aboriginal Corporation	NAIDOC Week event – attended committee meetings and provided planning input		
	5. Mabu Buru Foundation	Mabu Buru Festival - part of Shinju Matsuri Festival. Provided input regarding sponsorship and event planning		
	6. WAITOC	Designed Event Planning Template documents – including committee structures, financial planning and operational check sheet		
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
		June 30 2022		

Deliverable 4m	KPI 3: Jina Plan Business Development - Aboriginal Art Centres			
Details	Business development stream for a minimum of 2 regionally based Aboriginal Art Centres to develop "Art with Custodians" bookable product			
Actual Achievement	Organisation <ul style="list-style-type: none"> • Nagula Jarndu Arts • Yamaji Art 			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2022		March 30 2023	

Deliverable 4n	KPI 3: Jina Plan Business Development - Administration Hub			
Details	Design and develop an Administration Hub providing back-of-house administration services to Aboriginal tourism businesses <ul style="list-style-type: none"> • TWA to be engaged in planning, design and setup • Identification of services, delivery mode, structure • Implementation schedule • Outcomes 			
Actual Achievement	The trial program reared completion in October 2022, and post-evaluation with operators across the state followed. The project structure was established in November (see below) onboarding of the general member group commenced Nov/Dec 2022.			
	WAITOC has designed a Business Support Hub to reduce the administrative load of our members' businesses at the front end (bookings) and back end (bookkeeping and administration). This enables members to focus on their core business and build the capacity to deliver higher quality and more diverse products to market.			

Actual Achievement (cont).

- **Module 1: Bookkeeping**
- Understanding bookkeeping essentials & business obligations
- Support connecting to accounting software (Xero)
- Individual Xero training with experienced mentors
- Assistance streamlining internal bookkeeping procedures
- **Module 2: Digital Reservation System**
- Guidance on 'best fit' digital reservation systems for your business
- Financial & technical support onboarding a digital reservation system
- Process redesign to direct bookings all online
- Staff training & ongoing support managing the online digital reservation system
- **Module 3: Social Media & Marketing**
- Social Media guidelines, training & support
- Connect members to relevant marketing campaigns or opportunities
- Assistance with brochures & website development
- **Module 4: Walking in the tourism world**
- Building relationships with relevant stakeholders
- Knowledge of regional, state & national tourism bodies
- Connect the business to relevant tourism opportunities
- **Module 5: Admin Support**
- General admin support, i.e., emails, bookings, invoicing & phone calls
- Update imagery & business details on all necessary channels **Support Hub Pathway**
- 1. Relationship Building**
- 2. Engagement:** Engage to understand visions & current challenges with the business' administrative procedures.
- 3. Identify:** Identify limitations within administrative procedures, assess business capacity & highlight potential outcomes.
- 4. Streamline:** Implement strategies according to a reasonable assessment of all potential changes & their impact.
- 5. Grow Capacity:** Walk hand-in-hand to provide necessary support in understanding new administrative procedures.
- 6. Progression:** Implement a succession plan to allow growth within the business.

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

Deliverable 4o KPI 3: Jina Plan Conferences - AITC 2022

Details	Staging AITC in 2022 <ul style="list-style-type: none"> • East Coast-based event • TWA Silver sponsorship, an organisation committee representative • Minimum of 6 WA-based Aboriginal tourism operators supported attendance 			
Actual Achievement	AITC 2022 was held in Cairns, Queensland, from 16-18 June 2022, attracting 300 delegates from across Australia and internationally. 6 WA Aboriginal Tourism businesses were funded to attend.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2022	June 30 2022		June 30 2022

Deliverable 4p KPI 3: Jina Plan Conferences - AITC 2024/25

Details	Staging AITC in 2024/25			
Actual Achievement	WAITOC is discussing with the Victorian state government on having the next event in Melbourne in October 2024.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2022	June 30 2025	

MARKETING SNAPSHOT



20,000

Aboriginal
Bushfood &
Wildflower Trails

12 page brochure featuring

37 members

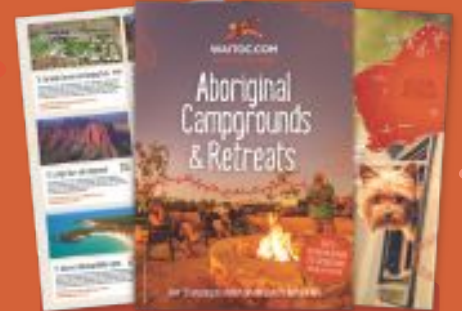
Aug – Nov 2023

WAITOC's Brochure Suite

Total distribution of over

280,000
brochures

racked at more than
350 Visitor Information
Centres nationally

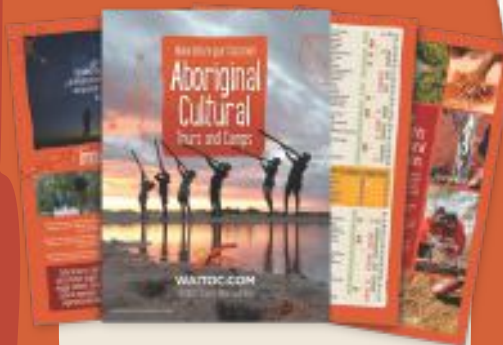


Aboriginal
Campgrounds
& Retreats

20,000

Featuring over
30 locations from the
coast to the outback

March 2023 – March 2024



12 page lift-out &
editorial featuring

60 members

distributed nationally to

43,000

Schools, Youth Groups
& Church Groups

March - June 2023



WAITOC's Popular Touring
Map featuring 150 unique

Aboriginal Tours
& Experiences

160,000

Including German
language edition

Distribution via visitor centres,
car hire depots, ITOs, domestic
and international travel industry,
exhibition stands and trade and
consumer travel shows.



ARDI Guide
featuring
23 members

15,000

guides printed
racked at Visitor Centres
and Ardi businesses

Since Nov 2022

264

MEETINGS WITH
DOMESTIC & GLOBAL
TRADE PARTNERS

7

TRADE
SHOWS
ATTENDED

Travel Trade

160

COMPREHENSIVE
INTERACTIVE TRADE
PRODUCT MANUALS

68

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.



New

Cruise Excursion Manual

for WACE Cruise Exchange

25% of products
exhibited were
Aboriginal Tourism
Products



4

CONSUMER
TRAVEL SHOWS
ATTENDED

Winning

the best tourism exhibition stand
for the second year running at Perth
Caravan & Camping Show



Winners

Best Tourism Exhibition Stand

Website

70,800
web sessions

61,000
users

20,861
Google organic visits

11,787
Outbound clicks
to member sites

0.88%
Bounce Rate



Overall
website visits

^10%

Join the Journey

International Campaign

Reach

113,504

Click-thrus

9,582

Social Media

WAITOC's
award winning
marketing suite
receives the

Silver State Award

in 2022

Total Social Media Reach Facebook & Instagram

424,012

Join the Journey

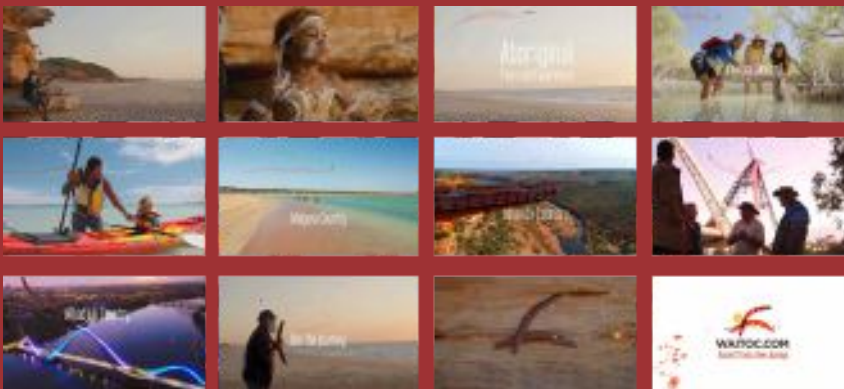
Domestic & International
campaigns combined

Reach

242,528

Click-thrus

14,244



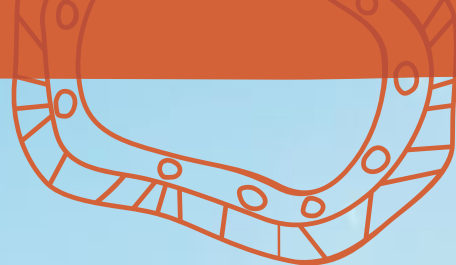
School Holiday Family Fun Campaign

Facebook/
Instagram reach

99,488

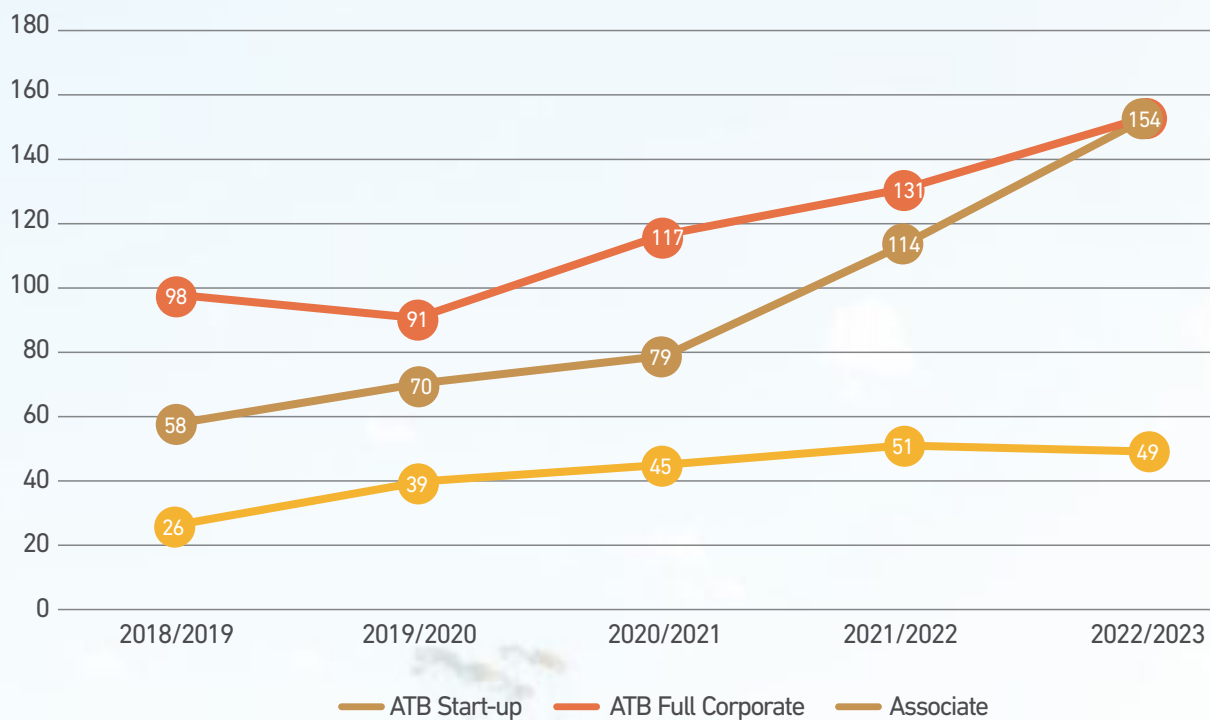
Campaign
Click thrus

5,359



MEMBERSHIP SUMMARY

Past 5 Years Membership Comparisons





Income Summary

For the 2022-2023 financial year, WAITOC's income summary saw a notable uptick, largely attributed to the gradual recovery of the tourism sector after the impact of the COVID-19 pandemic. The inclusion of Aboriginal Tourism WA into the equation played a significant role in this positive trend. The collaboration brought about increased interest and engagement in Aboriginal tourism experiences, leading to a substantial rise in revenue.

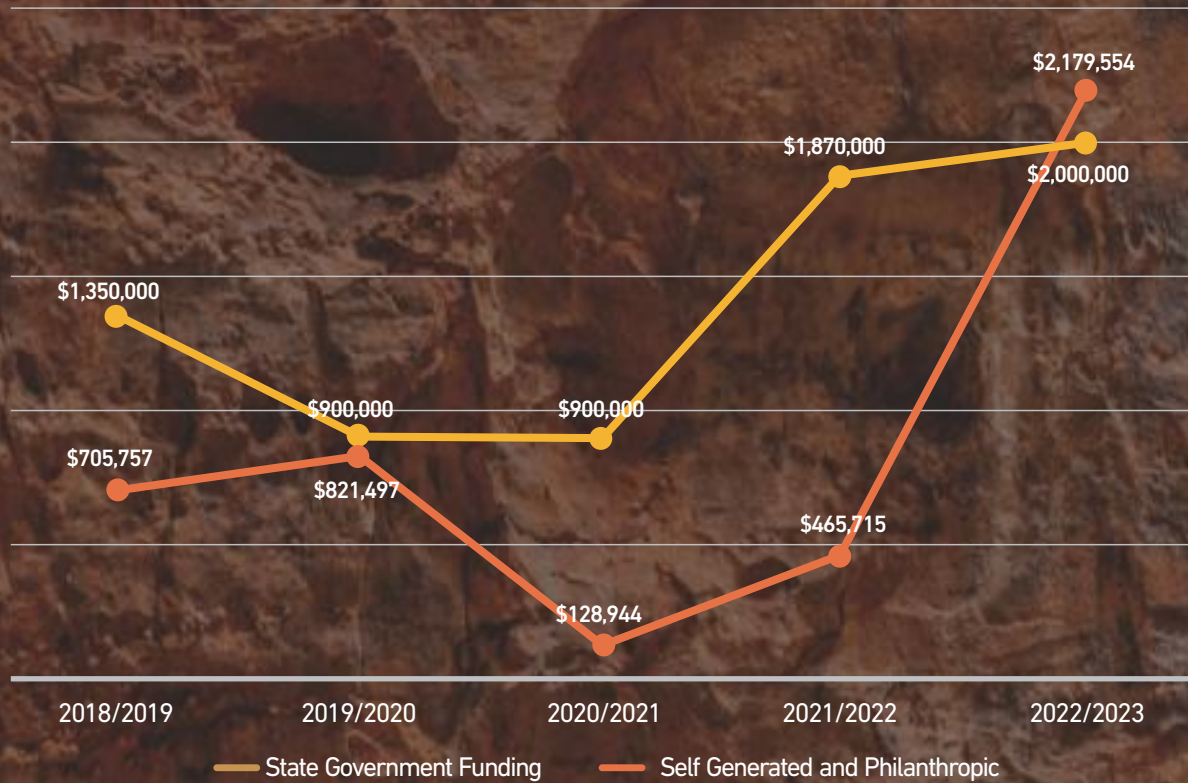
The financial report indicates a substantial increase in revenue generated through various initiatives, events, and partnerships. The innovative approach taken by both WAITOC and Aboriginal Tourism WA in adapting to the post-pandemic landscape paid off, boosting support for Aboriginal tourism businesses across WA.

This positive trajectory in income is not only a testament to the resilience of the tourism industry but also a reflection of the dedicated efforts of the WAITOC's team and the wider community. The ability to navigate challenges and seize opportunities has undoubtedly positioned WAITOC as a driving force in Aboriginal tourism, contributing to economic growth, cultural exchange, and awareness.

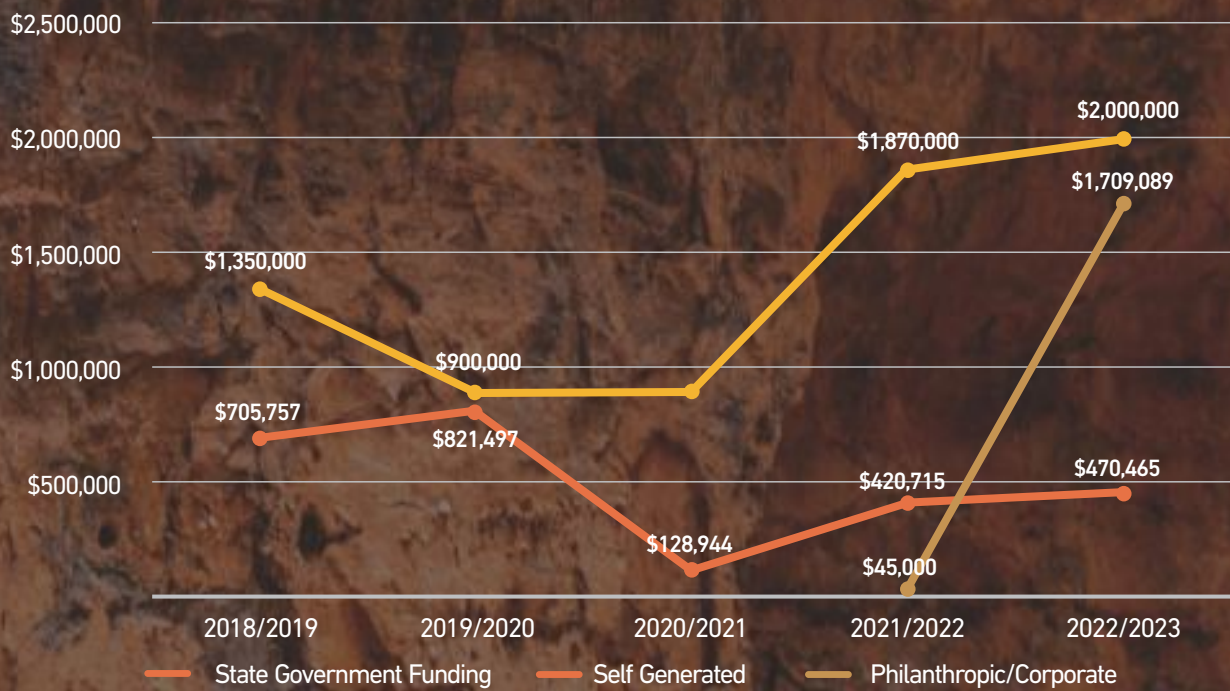
As the board and staff continue to lead WAITOC and the newly integrated Aboriginal Tourism WA, it's evident that the potential for further growth remains strong.



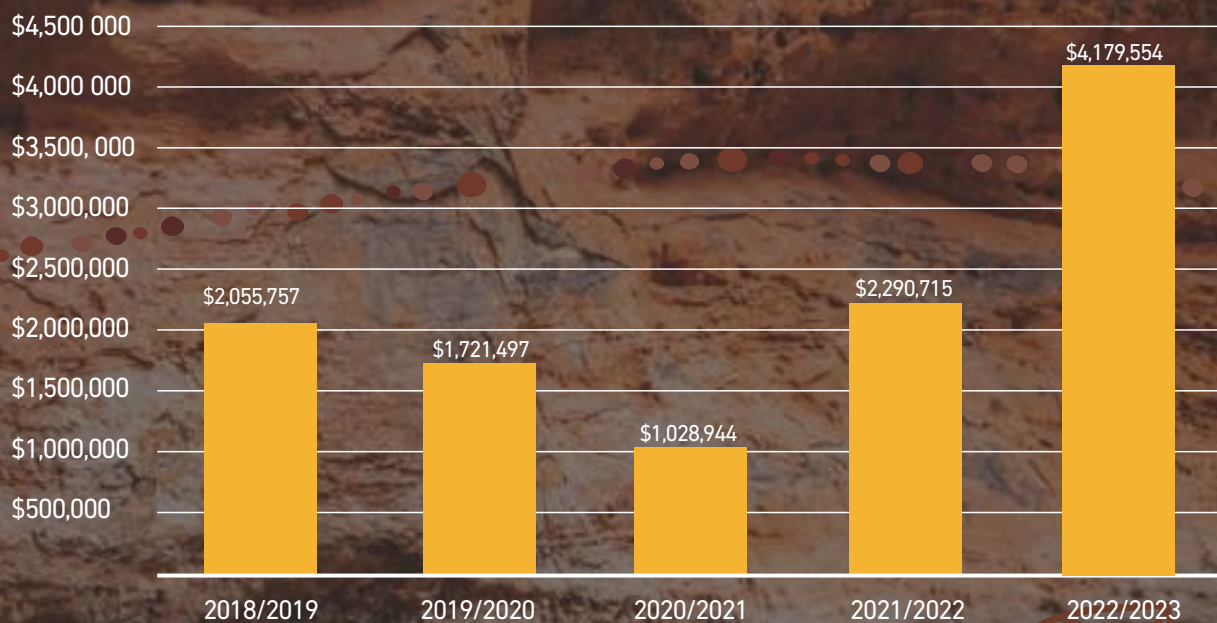
Funding Diversification Past 5 Years



5 Year Funding by Income Areas



5 year Funding Comparisons



Experience Murujuga, Pilbara | WAITOC member



WAITOC

Western Australian Indigenous
Tourism Operators Council

FINANCIAL REPORT 2022 - 2023



WAITOC ASSOCIATION INC.

ABN 88 206 818 729

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2023



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Statement of Changes in Equity	68
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WAITOC ASSOCIATION INCORPORATED

ABN 88 206 818 729

STATEMENT BY MEMBERS OF THE BOARD

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

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

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

1. Presents fairly the financial position of WAITOC Association Inc. as at 30 June 2023 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 30 day of October 2023



Walter McGuire
Chair



Rosanna Angus
FARM Chair

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF WAITOC ASSOCIATION INC

Opinion

We have audited the financial report of WAITOC Association Inc (the Association), which comprises the statement of financial position as at 30 June 2023, the statement of comprehensive income, statement of changes in equity, statement of cash flows for the year then ended, and the notes to the financial statements, including a summary of significant accounting policies, and the declaration by members of the board.

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

- a. giving a true and fair view of the Association's financial position as at 30 June 2023 and of its financial performance for the year then ended, and
- b. complying with Australian Accounting Standards to the extent described in Note 1.

Basis for Opinion

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

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

Emphasis of Matters – Basis of Accounting & Economic Dependency

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

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

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

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

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Melbourne
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Melbourne VIC 3000
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Perth
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Perth WA 6000
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T + 61 2 8059 6800

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

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

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

Those charged with governance are responsible for the other information. The other information comprises the information included in the Association's annual report for the year ended 30 June 2023, but does not include the financial report and our auditor's report thereon.

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

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

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

Auditor's Responsibilities for the Audit of the Financial Report

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

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

Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.

Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.

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

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



SW Audit
Chartered Accountants



Richard Gregson
Partner

Perth, 30 October 2023

WAITOC ASSOCIATION INC.
STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2023

	Note	2023 \$	2022 \$
Revenue from ordinary activities	2	2,532,538	2,290,500
Other income	3	9,140	215
Total Income		2,541,678	2,290,715
Administration Expenses		(134,114)	(103,896)
Advertising		(85,774)	(58,763)
Bank Fees		(2,748)	(823)
Board Expenses and Travel		(103,422)	(67,712)
Other Travel and Meeting Expenses		(101,157)	(49,001)
Depreciation		(22,149)	(5,276)
Insurance		(20,600)	(8,703)
Marketing Expenses		(210,899)	(203,477)
Business Capacity Development		(996,716)	(418,950)
Trade Show Expenses		(24,361)	(19,428)
Printing and Stationery		(1,344)	(1,344)
Professional Fees		(50,000)	(59,400)
Employment Expenses		(951,845)	(687,116)
Website Maintenance		(24,404)	(41,915)
Total Expenses	4	(2,729,533)	(1,725,804)
(Deficit)/ Surplus from Ordinary Activities Before Income Tax		(187,856)	564,911
Income Tax Expense		-	-
Net (Deficit)/ Surplus		(187,856)	564,911
Other Comprehensive Income Net of Tax		-	-
Total Comprehensive (Loss)/ Income		(187,856)	564,911

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2023

	Note	2023 \$	2022 \$
Current Assets			
Cash	5	979,005	745,291
Trade and other receivables	6	39,510	73,735
Receivables from ATWA		6,602	-
Prepayments	7	-	4,453
Total Current Assets		<u>1,025,117</u>	<u>823,479</u>
Non-Current Assets			
Property, plant and equipment	8	<u>274,050</u>	<u>61,864</u>
Total Non-Current Assets		<u>274,050</u>	<u>61,864</u>
Total Assets		<u>1,299,167</u>	<u>885,343</u>
Current Liabilities			
Trade and other payables	9	47,889	72,080
Income in advance	10	330,000	-
Provisions for employees	11	159,176	104,315
Hire purchase – Motor Vehicle		242,270	-
Total Current Liabilities		<u>779,335</u>	<u>176,395</u>
Total Liabilities		<u>779,335</u>	<u>176,395</u>
Net Assets		<u>519,832</u>	<u>708,948</u>
Equity			
Retained Surpluses		<u>519,832</u>	<u>708,948</u>
Total Equity		<u>519,832</u>	<u>708,948</u>

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2023

	Retained Surpluses	Total
	\$	\$
Opening balance 1 July 2021	144,037	144,037
Surplus for the year	564,911	564,911
Closing balance 30 June 2022	708,948	708,948
Deficit for the year	(187,856)	(187,856)
Closing balance 30 June 2023	519,832	519,832

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2023

	Note	2023 \$	2022 \$
Cash Flows from Operations Activities			
Receipts from Grants		2,887,623	2,524,274
Interest Received		9,140	53
Payments to Suppliers and Employees		(2,430,604)	(1,841,891)
Net Cash Provided by Operating Activities	12(b)	<u>469,339</u>	<u>484,602</u>
Cash Flows from Investing Activities			
Acquisition of Property Plant & Equipment		(235,625)	(67,140)
Net Cash Used in Investing activities		<u>(232,445)</u>	<u>(67,140)</u>
Increase in Cash Held		233,714	417,462
Cash at the Beginning of the Year		745,291	327,829
Cash at the End of the Year	12(a)	<u>979,005</u>	<u>745,291</u>

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023

1. Statement of Significant Accounting Policies

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

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

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

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

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

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

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

Going Concern Basis of Financial Statement Preparation

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

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023

1. Statement of Significant Accounting Policies (continued)

(a) Employee Benefits

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

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

(b) Economic Dependency

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

(c) Goods and Services Tax (GST)

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

(d) Income Tax

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

(e) Plant and equipment

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

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

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

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023

1. Statement of Significant Accounting Policies (continued)

(f) Revenue and Other Income

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

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

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

(g) Cash and Cash Equivalents

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

(h) Unspent grants

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

(i) Leases

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

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

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023

1. Statement of Significant Accounting Policies (continued)

(j) Leases (contd')

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

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

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

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

(i) Comparatives

Where necessary, 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 2023

	2023	2022
	\$	\$
2 Revenue		
Membership Fees	52,900	833
Service Fees	(3,605)	6,273
Sponsorship (Conference and Other)	244,897	313,394
Grant Income	2,221,814	1,970,000
Marketing Activity Income	16,532	-
	2,532,538	2,290,500
3 Other Income		
Bank Interest	9,140	215
	9,140	215
4 Surplus Before Income Tax		
The net profit is arrived at after charging the following specific items:		
Depreciation	22,149	5,275
Auditors' Remuneration	6,000	4,750
5 Cash		
Cheque Account	51,832	4,230
ANZ – AITC Trust account	70	158,160
ANZ – Online Saver account	785,845	577,715
Other bank and card accounts	141,258	5,186
	979,005	745,291
6 Trade and other receivables		
Trade Debtors	36,568	70,995
Deposits Paid	2,942	2,740
	39,510	73,735
7 Prepayments		
Prepaid Expenses	-	4,453
	-	4,453

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023

	2023	2022
	\$	\$
8 Property, plant and equipment		
Plant and Equipment at Cost	21,924	20,034
Accumulated Depreciation	(18,726)	(17,491)
Total Plant and Equipment	3,198	2,543
Motor vehicle at cost	296,457	64,012
Accumulated depreciation	(25,605)	(4,691)
Total Motor vehicle	270,852	59,321
Website at Cost	28,180	28,180
Accumulated Depreciation	(28,180)	(28,180)
Total Website	-	-
Total Property, plant, and equipment	274,050	61,864
9 Trade and other payables		
Trade Creditors	16,423	26,303
GST Payable	18,632	32,999
Other payable	12,834	12,778
	47,889	72,080
10 Income in advance		
Income in Advance	330,000	-
	330,000	-
11 Payroll liabilities		
Provision for Annual Leave	106,911	66,715
Provision for Long Service Leave	52,265	37,600
	159,176	104,315

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

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023

		2023 \$	2022 \$
12	Cash Flow Information		
	(a) Reconciliation of Cash		
	Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:		
	Cash at Bank	5	
		<u>979,005</u>	<u>745,291</u>
	(b) Reconciliation of Profit after tax to net cash from operating activities		
	(Loss)/ Profit from ordinary activities after income tax	(187,856)	564,911
	Non – cash flows in profit from ordinary activities		
	- Depreciation	22,149	5,275
	Changes in assets & liabilities		
	- Decrease in receivables	27,623	48,285
	- Decrease in prepayments	4,453	73,504
	- (Decrease)/ Increase in payables	(24,190)	30,262
	- Increase in other payables	242,269	-
	- Increase/ (decrease) in grants in advance	330,000	(277,978)
	- Increase in provisions	54,891	40,343
	Cash flows provided by operating activities	<u>469,339</u>	<u>484,602</u>

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
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13 Events After the Reporting Period

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

14 Association details

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



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:

By Email:
ceo@waitoc.com

By Post:
PO Box 1015
Canning Bridge, Applecross, WA. 6153

www.waitoc.com