

Western Australian Indigenous Tourism Operators Council  
(WAITOC)

# Aboriginal Tourism

Australia's point of difference to the world







Doc  
Reynolds  
Chair  
AGO Rep



Clinton Walker  
Vice Chair  
WA State Rep



Rosanna  
Angus  
Treasurer  
WA State Rep



## WAITOC'S Board Acknowledges the traditional owners of the Country Where We Are Meeting Elders Past, Present and Emerging



ASW Rep  
Les Wallam



Darren Capewell  
ACC Rep



Neville  
Poelina  
WA State Rep

Bart Pigram  
ANW Rep



Chris Pye  
Independent  
Rep



Dr Sandy Chong  
Independent  
Rep



Walter  
McGuire  
DP Rep



# WAITOC – Who We Are

## Meet our Staff and Main Contractors



Robert Taylor  
CEO  
30+ Years Business,  
Training, Hospitality &  
Tourism Experience



Teresa Perone  
Operations  
Coordinator



Di Below  
Marketing Manager  
30+ Years Tourism  
Industry Experience  
UK, Europe,  
Australia



Michelle Sidebottom  
Manager 30+ Years  
Hospitality, Tourism  
& Training Experience



Angelique Fransen  
Manager 30+ Years  
Hospitality, Tourism  
& Training  
Experience



Daniel Balint  
Manager 25+ Years  
Hospitality, Tourism  
& Training  
Experience



# WAITOC – What We Do

- Advocate on behalf of our industry sector and provide a communications conduit
- Business and product development
- Delivered the Aboriginal Tourism Development Program 2015-2019
- Market the Export and Market ready businesses
- Deliver the Australian Indigenous Tourism Conference
- Deliver the World Indigenous Tourism Summit 2021 Perth



# Business Development Programs & Partnerships

ATDP 2015-2019  
Delivered in WA  
Regional

- Camping With  
Custodians 2015  
- 2019

- Partnership  
Pilots &  
Programs 2017 -  
2020



# Business Development Program Outcomes

64 Businesses  
Supported

40 New  
Businesses  
created

4 New Campgrounds  
Created 3 in the  
pipeline

110 Full Time  
Equivalent Jobs  
Created



# Aboriginal Tourism Industry Overview

## Western Australia Aboriginal Tourism Snapshot

### ECONOMIC IMPACT

CONTRIBUTES

\$43.8mill

TO THE GROSS  
STATE PRODUCT

CONTRIBUTES

\$29.7mill

TO STATE  
INCOMES

ACCOUNTS FOR

339

FULL TIME  
EMPLOYEE JOBS

### SOCIAL IMPACT



#### Generates Employment

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



#### Strengthens Pride

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



#### Brings Culture 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.

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;
- Increasing the level of respect for Aboriginal people, culture and knowledge;
- Having a positive impact on the way Aboriginal people consider their future opportunities;
- Delivering authentic cultural experiences;
- Inspiring young Aboriginal people to view tourism as a career path; and
- Giving Aboriginal people the option to live within their chosen community<sup>2</sup>.

1. ACIL Allen: Contribution of Aboriginal Tourism Businesses to the WA Economy (2017)  
2. Metrix Consulting: Social Value of Aboriginal Tourism Businesses in WA (2017)



# Aboriginal Tourism Development Program

Western Australian State Government initiative administered  
by Tourism WA and delivered by WAITOC  
(WA Indigenous Tourism Operators Council)



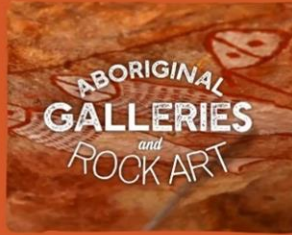
ATDP Business Testimonials





# Marketing Campaigns - WAITOC

ABORIGINAL  
TOURS AND EXPERIENCES  
THE THEMES



## COVID-19 Campaign

POSTCARDS  
*From our*  
BACKYARD





# Campaigns - WAITOC





# Marketing Brochures - WAITOC

**Overnight, Tagalongs & Camping Tours**  
These tours allow visitors to camp overnight at some of Western Australia's most spectacular and iconic locations and National Parks.

**23. Bush Sheds Woorup Tours - Kalbarrie**  
Experience the beauty of the Woorup National Park and the surrounding area. This tour includes a bush shed, a picnic, and a walk through the park.

**24. Goolarrie - Yalgoo National Park Wandarrah**  
Experience the beauty of the Goolarrie National Park and the surrounding area. This tour includes a bush shed, a picnic, and a walk through the park.

**25. Nyirangga Tours - Wildstream District National Park**  
Experience the beauty of the Nyirangga National Park and the surrounding area. This tour includes a bush shed, a picnic, and a walk through the park.

**26. Wala Gura Nyirangga - Frances Peron National Park**  
Experience the beauty of the Wala Gura Nyirangga National Park and the surrounding area. This tour includes a bush shed, a picnic, and a walk through the park.

**27. Njalk Njalk Tours - Yalgoo National Park Wandarrah**  
Experience the beauty of the Njalk Njalk National Park and the surrounding area. This tour includes a bush shed, a picnic, and a walk through the park.

**Aboriginal Campgrounds & Retreats**

**Aboriginal Tours & Experiences**  
Western Australia

**WAITOC.COM**  
Recent Trade: New Arrivals

**Aboriginal Touring Maps WA**

**FEATURING 98 ABORIGINAL BUSINESSES**

**150,000 MAPS PRINTED IN 2020**

**8 AMAZING WA ROADTRIPS**

**Aboriginal Tours & Experiences**

**TOURING MAP OF WESTERN AUSTRALIA**

**WAITOC.COM**

**Aboriginal Cultural Tours and Camps**

**make nature your classroom**

**WAITOC.COM**  
Recent Trade: New Arrivals

**Cultural tours, camps and activities**  
inspire and engage children, fostering cultural awareness and immersive learning.

**Aboriginal tours**  
develop the skills, knowledge and cultural insights

**Cultural Youth Camps**  
Unique locations and experienced camp coordinators provide an exciting range of cultural activities.

**WAITOC PRODUCT MANUAL**  
2020-2021

**Aboriginal Tours & Experiences**  
Western Australia

**WAITOC**  
Western Australian Indigenous Tourism Operators Council

**www.waitoc.com**



Ancient Tracks New Journeys ®



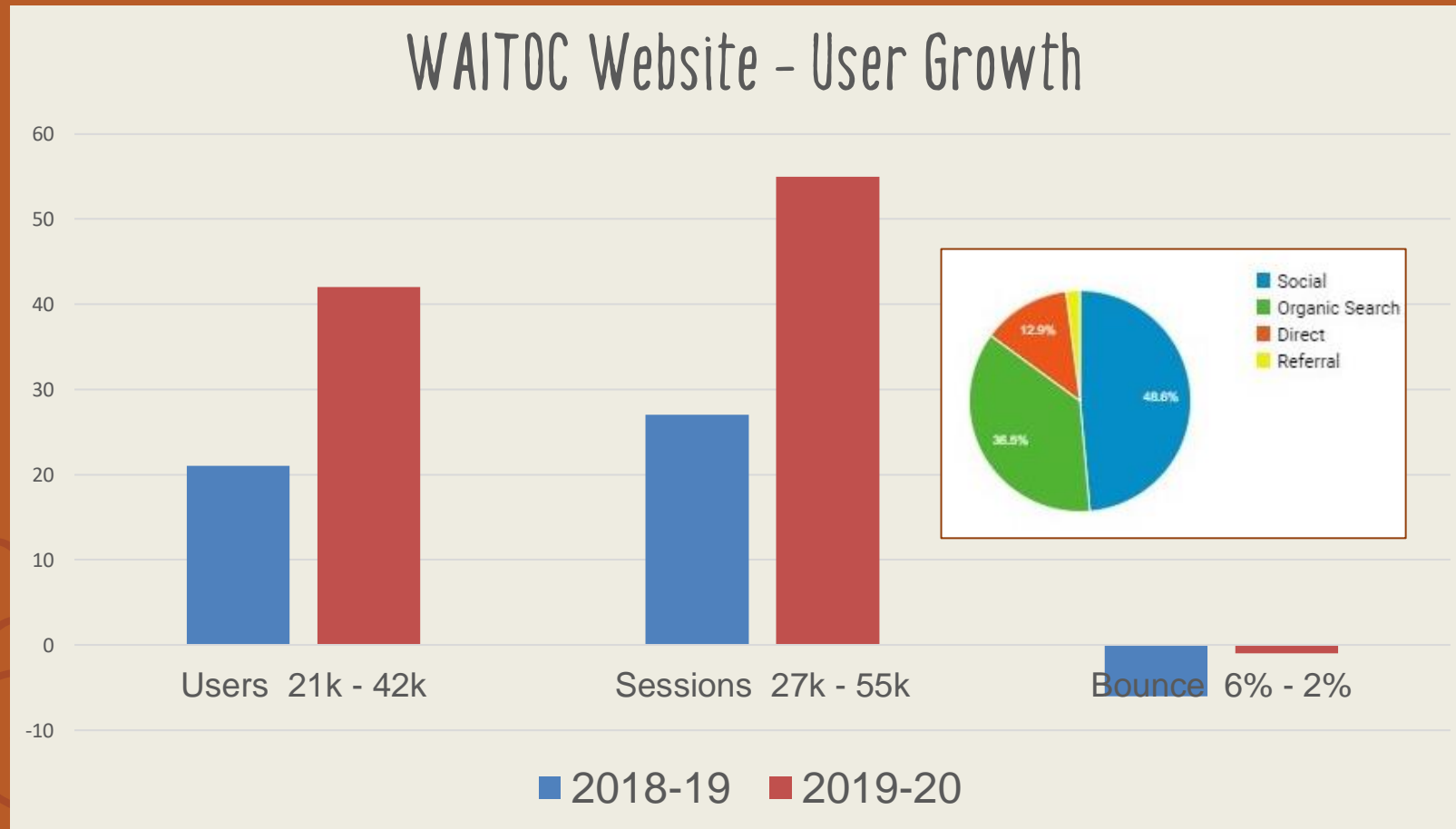
# Aboriginal Tours and Experiences



WAITOC.COM



# Website Users Have Doubled





# WA Visitor Centre, Perth

## KAMBARANG

Wildflower Dreaming at WA Visitor Centre

WESTERN  
AUSTRALIA



**WELCOME TO COUNTRY** Artwork launched with WAITOC Aligned  
with Wildflower promotion 19<sup>th</sup> August 2020



65,000  
years ago

56,000  
years ago

49,000  
years ago

45,000  
years ago

43,000  
years ago

30,000  
years ago

# Aboriginal Cultural Historical Timeline

Scroll over the years to discover Australia's ancient Aboriginal past.

28,000  
years ago

20,000  
years ago

10,000  
years ago

5,000  
years ago

200  
years ago

[NEXT SLIDE](#)



65,000  
years ago

56,000  
years ago

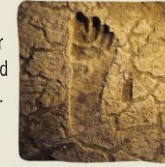
49,000  
years ago

45,000  
years ago

43,000  
years ago

30,000  
years ago

Dated to 43,000 years old, Mungo Man's skeleton is the oldest known remains in Australia. A hunter gatherer who lived in western NSW, he was named after Lake Mungo, where his remains were found. Footprints discovered at Lake Mungo National Park are believed to be 23,000 years old.



Mungo Man fossilised footprint

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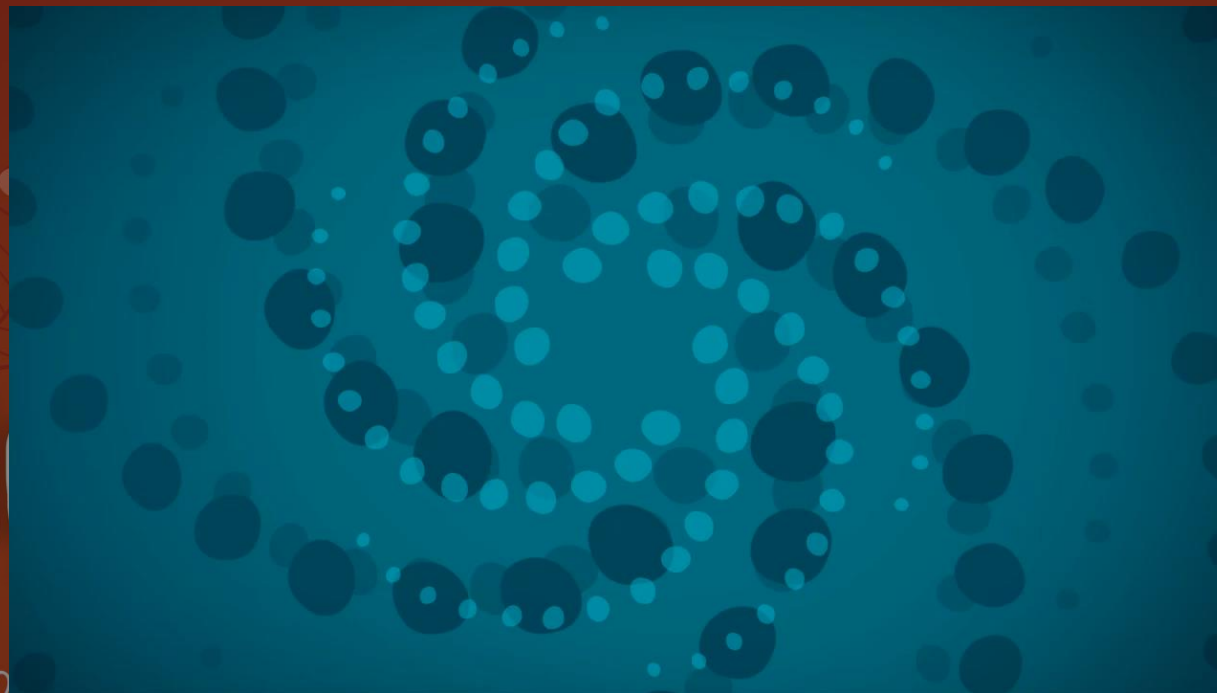
5,000  
years ago

200  
years ago



65,000  
years ago

Aboriginal



30,000  
years ago

Timeline

st.

28,000  
years ago

20,000  
years ago

10,000  
years ago

5,000  
years ago

200  
years ago



# Australian Indigenous Tourism Conference (AITC)





Thank You



POSTCARDS  
*From our*  
BACKYARD

