Invitation to Comment on the Draft Strategy

As an interested party in the development of Indigenous Tourism in Western Australia, you are invited to submit your written comments on this Draft Strategy. You may provide comment until 30 September 2005.

Please address your comments to:

David Etherton
Executive Director Industry Development & Visitor Servicing
Tourism Western Australia
GPO Box X2261, Perth WA 6847
Fax: 08 9262 1944
Email: aboriginalstrategy@westernaustralia.com
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message from the Minister for Tourism</td>
<td>1</td>
</tr>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Aboriginal Tourism Development Strategy Framework</td>
<td>5</td>
</tr>
<tr>
<td>Tourism Western Australia – Goals</td>
<td>6</td>
</tr>
<tr>
<td>Aboriginal Tourism - Western Australia</td>
<td>7</td>
</tr>
<tr>
<td>Aboriginal Tourism - Commitment and Achievements to Date</td>
<td>9</td>
</tr>
<tr>
<td>Aboriginal Tourism Development Strategy</td>
<td>10</td>
</tr>
<tr>
<td>Objectives and Strategies</td>
<td>13</td>
</tr>
<tr>
<td>Implementation Plan</td>
<td>16</td>
</tr>
<tr>
<td>Measuring Performance</td>
<td>17</td>
</tr>
<tr>
<td>Action Plan (Preliminary)</td>
<td>18</td>
</tr>
<tr>
<td>Appendices</td>
<td>25</td>
</tr>
</tbody>
</table>
Message from The Minister for Tourism
Mark McGowan MLA

Aboriginal Tourism Development Strategy
for Western Australia

Many visitors to Western Australia want to experience Aboriginal culture, art and lifestyle, which the Western Australian Government anticipates will provide significant and exciting opportunities for Aboriginal people to further develop viable and sustainable tourism ventures and to be actively involved in the mainstream tourism industry.

Aboriginal participation in the tourism industry offers wide ranging benefits to all Western Australians and visitors to our State and can provide the impetus for business development and cultural maintenance to help ensure sustainable employment for Aboriginal Western Australians.

Crucial to sustainable Aboriginal participation in the tourism industry is the need for sensitive strategies, designed to assist Aboriginal people to consider tourism as an avenue for careers, as well as an opportunity to promote and educate on Aboriginal culture.

The newly-developed draft strategy Aboriginal Tourism Development Strategy for Western Australia provides the framework for the development of Aboriginal participation in an industry that can deliver long-term and far-reaching benefits to all involved.

It has resulted from consultation with Aboriginal groups and individuals, the tourism industry and numerous Government Agencies that are committed to supporting further development and implementation of sustainable outcomes in this area.

Demand for unique Aboriginal tourism experiences continues to motivate many Aboriginal people in developing a connection with visitors. A great incentive to translate this desire into practical terms is not only the economic and social benefits for Aboriginal people but, crucially, the need to ensure that younger people want to learn about their cultural heritage and traditional practices.

Unique characteristics of Aboriginal history, culture, links to the land and art, present opportunities for establishing niche tourism services that help to maintain the Aboriginal history and culture and also enable Aboriginal people to achieve greater self determination and increased engagement with the broader tourism industry.

It is very important that the Strategy addresses the best options for future action and I would encourage you to provide comment on it.

Mark McGowan MLA
Minister for Tourism; Racing and Gaming; Youth; Peel and The South West
Introduction

There are currently a considerable and increasing number of Aboriginal tourism ventures under development or successfully operating throughout Western Australia. Aboriginal people are also increasingly interested in establishing employment and careers in mainstream tourism services.

The growing interest, awareness and desire to experience Aboriginal culture, art and lifestyle particularly by international visitors provides significant, exciting opportunities for Aboriginal people to further develop viable and sustainable tourism ventures and to be more actively involved in the mainstream tourism industry.

Unique characteristics of Aboriginal history, culture, links to the land and art, present opportunities for establishing niche tourism services to yield substantial economic and social returns that help to maintain the Aboriginal history and culture and also enable Aboriginal people to achieve greater self determination and increased engagement with the broader tourism industry.

This Strategy promotes principles, objectives and actions to support such initiatives in a planned and sustainable way. It has resulted from consultation with Aboriginal groups and individuals, the tourism industry and numerous Government agencies (see Appendix 1) that are committed to supporting further development of Indigenous tourism.

In June 2004, Tourism Western Australia released a public discussion paper, An Aboriginal Tourism Marketing Strategy for Western Australia, for public consultation (see Appendix 1 for access options). Contact with both Indigenous and non-Indigenous tourism operators is progressing and feedback on the Discussion Paper is being assessed. The proposed Aboriginal Tourism Development Strategy and the Aboriginal Tourism Marketing Strategy collectively are designed to represent Western Australia’s Aboriginal Tourism Strategy – ‘Better Business, Better Country’.

The main focus of the Marketing Strategy is on building the capacity of ‘existing’ Aboriginal tourism businesses in the marketplace and assisting them to become market-ready (see Appendix 2 for definition). The Development Strategy focuses primarily on business development, cultural maintenance, and employment issues. Hence, the strategies are distinct but complementary.

Together the strategies provide:

- Clear direction for existing Aboriginal tourism businesses whose principal concern is to attract and retain a customer base in the short term.
- A future blueprint for the sector through guidance for Aboriginal stakeholders and the numerous government agencies committed to fostering a sustainable Indigenous tourism sector.
ABORIGINAL TOURISM DEVELOPMENT STRATEGY FOR WESTERN AUSTRALIA

(Interagency Working Group driven by Tourism WA progressing strategy development)

Main Focus is on business development, cultural maintenance and employment issues.

The Development Strategy is intended to provide guidance for the numerous government agencies at State & Australian Government level that are engaged in fostering a sustainable Indigenous tourism sector.

Guiding Objectives – aiming towards outcomes that result in:
1. Aboriginal people being appropriately assisted to participate effectively in the tourism industry.
2. Authentic, traditional and contemporary Aboriginal culture being reflected appropriately in all Indigenous tourism ventures.
3. Aboriginal people having diverse employment opportunities in the tourism and related industries.
4. Aboriginal people being able to maximise sustainable use of their lands and waters for tourism development.

Tourism Outcomes
- Expanded school to work pathways
- Increased capacity for employment opportunities
- Increased income opportunities
- Keeping the culture strong
- Teaching young people the traditions
- Self-confidence and self-determination benefits
- Improved mainstream tourism industry recruitment practices

WAITOC Business Plan
(Marketing Objectives)

ABORIGINAL TOURISM MARKETING STRATEGY FOR WESTERN AUSTRALIA

(Internally driven within Tourism WA with input from WAITOC, industry and public)

Based upon nationally agreed directions for the development of Indigenous tourism in Australia

Main Focus is on building the capacity of ‘existing’ Aboriginal tourism businesses in the market place assisting them to become market-ready.

Guiding Objectives
1. Get market ready product to the market place and effectively promote it.
2. Provide training to market ready operators re how to achieve Objective 1 (above).
3. Monitor, review performance and build this knowledge into product and marketing strategy improvement.
4. Develop mentors to support/develop the tier below market ready operators and shift them to being market ready.

Outcomes
Marketing tourism includes the following processes:
- product development (including understanding market needs, packaging and pricing)
- distribution channels
- promotion

The Marketing Strategy will focus upon getting market ready Aboriginal tourism product into the market place. The reason for this approach is to ensure that market demand (the catalyst for further product development) is satisfied by information and promotional activity getting to the market most likely to purchase it. The subsequent outcome from this marketing will build a knowledgeable and experienced Aboriginal tourism industry base, to support the next tier of Aboriginal tourism product that is not yet market ready. The diagrams to the right illustrate this approach.

Stage of Development of Aboriginal Tourism Businesses in Western Australia

Document can be obtained in the following ways:
Website: westernaustralia.com/industry/corporatepublications/currentpublications/(category)industrydevelopment...
Or (if receiving this document electronically) click here
Kodja Aboriginal Interpretive Centre
Aboriginal Tourism Development Strategy Framework

Why should we have it?

**Sustainable Aboriginal tourism:**
- provides Indigenous people with the opportunity to share their traditional knowledge and heritage.
- can demonstrate interest, acceptance and understanding by others of the unique culture, thereby encouraging young Aboriginal people to maintain their culture.
- responds to expanding demands for Aboriginal tourism experiences in the growing global tourism industry.
- offers significant commercial, employment, and social opportunities for Aboriginal and other people in regional areas.
- can build on current well organised Aboriginal tourism arrangements – with the Western Australian Indigenous Tourism Operators Committee Association Inc. (WAITOC) the peak body.
- could tap into 40,000 years of history, stories, art & culture which represents a competitive advantage for tourism in this country.

(See Appendix for Foundations of the Strategy and Definitions of Aboriginal tourism)

What will it do?

**Vision:**
Sustainable Aboriginal participation in the tourism industry.

**Goal:**
Aboriginal people having ongoing opportunities to add cultural and commercial value to the WA tourism industry, for mutual benefit.

**Scope:**
Development and maintenance of a diverse range of both generic and culturally sensitive strategies designed to:
- assist Aboriginal people to enter and pursue careers in mainstream tourism, and;
- encourage and assist Aboriginal people to conceive, establish and grow commercially viable and sustainable tourism ventures that showcase authentic Aboriginal culture, art, spiritual heritage and unique wilderness experiences.

**Objectives - aiming towards outcomes that result in:**
1. Aboriginal people being appropriately assisted to participate effectively in the tourism industry.
2. Authentic, traditional and contemporary Aboriginal culture being reflected appropriately in all Indigenous tourism ventures.
3. Aboriginal people having diverse employment opportunities in the tourism and related industries.
4. Aboriginal people being able to maximise use of their lands and waters for tourism development.

How will it happen?

**Implementation Plan:**
Will adhere to longer term (10-15 years) directions and management of short to medium term actions (up to 5 years) to address:
- Strategy Management & Governance
- Strategy Outcomes
- Accountabilities
- Operational Resources

A set of performance indicators will be developed

Assessment and review to measure progress at regional and state levels.

**Agencies:**
- Tourism Western Australia
- Dept Conservation & Land Management (CALM)
- Dept Industry & Resources (Office of Aboriginal Economic Development) (OAED)
- Dept Education & Training (DET)
- Dept Local Government & Regional Development (DLGRD)
- Dept Indigenous Affairs (DIA)
- Dept Premier & Cabinet (DPC)
- Dept Culture & the Arts (DCA)
- Office of Indigenous Policy Coordination (OIPC)

Tourism Outcomes:

- Expanded school to work pathways
- Increased capacity for employment opportunities
- Increased income opportunities
- Keeping the culture strong
- Teaching young people the traditions
- Self-confidence and self-determination benefits
- Cross cultural awareness throughout tourism industry
- Closer links between tourism and the arts and education sectors
- Improved mainstream tourism industry recruitment practices
- Increased visitor satisfaction with Aboriginal tourism product
- Better management of tourism impacts on communities

Aboriginal Tourism Development Strategy for Western Australia: Draft
Tourism Western Australia
Corporate Vision and Mission
The Vision of Tourism Western Australia is to make Western Australia the world’s natural choice as a tourist destination. In striving to achieve that outcome, tourism focuses on showcasing the unique experiences offered by this State and packages them in ways that seek to persuade tourists to naturally choose Western Australia.

Our Mission is to accelerate the sustainable growth of tourism for the long term benefit of Western Australia.

Value of Tourism in Western Australia
- In 2001/02 the combined direct and indirect economic contribution of tourism to WA was $3.6 billion.
- In 2001/02 54,000 Western Australians were directly employed in tourism, with around 18,000 more indirectly employed (7.7% of total state employment).
- In 2001/02 direct tourism Gross State Product (GSP) was $2.7 billion or 3.5% of total Western Australian GSP.
- Between Sept 2001 and Sept 2004, total tourism in Western Australia increased by $800 million (over 70% attributable to international visitor expenditure) and total visitor nights spent in the State has increased by 13%.
- In the 12 months to September 2004 WA outperformed all other major competitive states in growth in interstate visitors, visitor nights and expenditure.
- In 2004 for the first time, 1 million Eastern States visitors came to WA.

Sources: The Economic Contribution of Tourism to the State of WA - Access Economics, based on gross value added
Bureau of Tourism Research National and International Visitor Survey (NVS, IVS) 2003

Forecast Growth in Western Australian Tourism
- The annual number of international visitors to WA is forecast to be around 1,039,000 by 2013
- Over the 10 years it is estimated WA will experience an average annual growth rate in international visitors of 5.7%.
- It is estimated that by 2009 the UK market will be the source of more than 200,000 visitors per annum to WA.
- Global tourism is estimated to grow by an average of 4.1% per year to 2020.

Tourism Western Australia estimates are based on the Bureau of Tourism Research National and International Visitor Survey (NVS, IVS) 2003 and the Tourism Forecasting Council (April 2004) total Australia.
Sources: Tourism Forecasting Council (April 2004) total Australia
World Tourism Organisation

Corporate Objectives impacting on Aboriginal Tourism
Of the six Tourism Western Australia corporate objectives that are critical to achieving the Vision and Mission, the following four are particularly relevant to Aboriginal tourism development:
- Increase recognition of our iconic tourism experiences (support for Aboriginal tourism product development).
- Enhance visitor experiences in Western Australia (by building the capacity – such as expanding services to visitors and undertaking relevant training - of Aboriginal tourism businesses and their proprietors).
- Grow regional tourism through partnerships and local empowerment (by identifying and closing gaps in infrastructure, attractions and other Aboriginal tourism product facilities).
- Make Western Australia a natural choice for tourism investment (by developing new tourism product segments, such as Aboriginal tourism, to meet market needs).

These objectives provide the structure within which to set the agenda for outcomes of the Aboriginal Tourism Development Strategy.
Aboriginal Tourism - Western Australia

The Current Scene

- Western Australia currently has a critical mass (more than 100 businesses) of diverse, authentic, tourism Indigenous product ranging from start-up, part-time and seasonal to successful international market ready businesses.
- There is considerable variation in the industry with some businesses enjoying annual turnovers of some hundreds of thousands of dollars and employing large numbers of people, while many others are one or two person operations.
- Business models range from owner operators, close family, extended family, family community, joint (2 language groups) communities, joint management partnerships, joint ventures between Indigenous Business Australia and private enterprise, etc.
- Businesses entail multiple or individual products including accommodation, touring, cultural activities such as traditional hunting, collecting and survival skills, storytelling, fishing, bush walks etc that help to communicate the lifestyle and beliefs of traditional Aboriginal people.
- A breakdown of the type of Indigenous tourism product in Western Australia is outlined in Appendix 4. The broad distribution and type of Aboriginal tourism products in Western Australia is illustrated in the map at Appendix 5.

- An important factor in Western Australia is the industry structure in place. The Western Australian Tourism Operators Committee Association Inc. (WAITOC), incorporated in May 2002, is the only group of its type in Australia. It is acknowledged as the peak industry representative body for Indigenous operators in Western Australia and has already achieved considerable success in the industry promoting Aboriginal tourism.
- A high proportion of existing businesses are members of WAITOC.
- Tourism WA and the Department of Industry and Resources’ Office of Aboriginal Economic Development also provide strong support for the Aboriginal tourism industry. Formal collaboration between these two organisations has, since late 2002, assisted WAITOC through the secondment (and joint funding) of a government officer to manage the agreed aims of the collaboration, including performing the role of Executive Officer of WAITOC.
- Aboriginal enterprises focused on the arts, music, fishing, land management, pastoral activities, retail outlets cater to visitors or to businesses that service visitors and are consequently treated as being IN the tourism industry. Similarly, tourism businesses very rarely ONLY cater for tourists, but tend to also provide services to the local community and other businesses.
- The overlap of Aboriginal and other tourism business activities is portrayed in the diagram at Appendix 6.
Tourism Experiences - Australia

In 2004 11.6% (552,000 visitors) of international visitors to Australia experienced Indigenous art/craft & cultural displays and/or visited Indigenous sites/communities.

Major visitor markets are:

Visitors per annum to Australia experiencing Indigenous tourism

1. UK  125,000  
2. Japan  67,000  
3. USA  67,000  
4. New Zealand  45,000  
5. Germany  44,000

Market research intelligence on Aboriginal tourism in Australia is based upon ongoing surveys and individual studies (see summary at Appendix 3)

Tourism Experiences - Western Australia

At present there are limited statistics on Aboriginal tourism in Western Australia, but the following information provides some broad indications:

Australian and International Visitors to Western Australia in 2004 who during their visit to Australia –

- Experienced Aboriginal art/craft and culture displays  160,000
- Visited an Aboriginal site/community  81,000

The dearth of market research information precludes establishment of a reliable foundation upon which to develop Western Australia’s Aboriginal tourism product. While national research data and research studies provide broad bases for strategy development, specific and detailed information is required about different markets and their needs.

The Marra Gallery, in the Western Australian Museum, in Geraldton
Aboriginal Tourism - Commitment and Achievements to Date

Mainstream tourism industry has shown a preparedness to engage with Aboriginal tourism ventures, eg AAT Kings and Australian Pacific Tours are major tour companies that are packaging and selling Aboriginal product in WA locations.

WAITOC Business Plan 2004-2008 was written with a focus to:

- Demonstrate the essential role of WAITOC in delivering the opportunities that Indigenous tourism offers Aboriginal people and the State; and
- To communicate to the tourism industry both the opportunity that exists in Indigenous tourism, and the role and significance of WAITOC.

Australian Indigenous Tourism Conference: In February 2004 WAITOC hosted the inaugural Indigenous Tourism Conference. More than 300 delegates from across the nation attended the highly praised conference. The second Australian Indigenous Tourism Conference will be held in Perth in June 2005.

WAITOC Chair Karen Jacobs has been appointed a Director on the Board of Tourism Australia

An Indigenous Traineeship Scheme at visitor centres in WA aimed at increasing the number of Indigenous people working across the industry was successfully launched in October 2004. To date 12 Visitor Centres have taken up the Scheme.

WAITOC was a finalist in the 2004 Western Australian Tourism Awards in the category Destination Promotion for the promotion of WA being the premier destination for authentic Indigenous tourism experiences.

WAITOC was awarded the prestigious International Tourism & the Environment Award 2004 by the German Association of Travel Agents and Tour Operators in recognition of its (WAITOC’s) partnership commitments to Indigenous tourism and integration with the mainstream tourism industry. The WAITOC submission was selected from a total of 31 applications from 22 countries.

“There are some fantastic and exciting Indigenous tourism experiences throughout Western Australia, some of which have become well established businesses and have been delighting visitors for many years while many others are newly operating. There are however many opportunities for more. A wide range of real Aboriginal tourism experiences can offer visitors the opportunity to appreciate the extraordinary diversity of Indigenous culture in fabulous Western Australian settings.”

Richard Muirhead, CEO Tourism Western Australia

“Aboriginal tourism businesses can become successful and sustainable by offering to international and Australian visitors market ready, unique cultural and heritage experiences in natural and often spectacular wilderness locations as well as in urban areas that were once significant Aboriginal sites.”

Karen Jacobs, Chair WAITOC

“Visitors are really interested in hearing about our culture and traditional practices. Meeting and talking with them encourages us younger people to want to learn more about our heritage and to understand what we can share with others and what’s important to pass on to our children in the future.”

Darren Capewell, Wula Guda Nyinda (Tour operator Shark Bay)
Aboriginal Tourism Development Strategy

Purpose

The growing awareness and demand for Aboriginal experiences by international visitors* in particular, presents Australia’s Indigenous people with opportunities to develop further tourism businesses based around their unique culture, traditional and spiritual lifestyle, art and knowledge and appreciation of the many spectacular natural locations for which they have custodianship.

In so doing, this provides potential avenues for significantly enhancing their economic prospects, employment in Indigenous tourism ventures while at the same time, enabling Indigenous communities to preserve and sustain cultural traditions and values.

There is also increasing interest by Aboriginal people in establishing careers in mainstream tourism which for some, may lead to development of their own tourism business.

The Development Strategy represents a framework for identifying, establishing and pursuing the policies, practices, legislative and administrative arrangements relevant to Aboriginal people achieving sustainable ventures or employment careers in tourism. It provides opportunities for introducing appropriate standards and values (eg authentication certification) to safeguard the credibility of the genuine Aboriginal tourism product.

The Strategy also outlines the importance of partnerships between Indigenous businesses, of joint ventures between Indigenous and non-Indigenous sectors and some key strategies that will stimulate private sector investment.

Aboriginal Tourism Features

Australia’s Aboriginal people are custodians of one of the world’s oldest continuous cultures

Aboriginal people are proud of their unique heritage and living cultures. They are also willing to share with visitors, parts of their culture, the meanings they attribute to the Australian landscape, their practices, beliefs and values. The respect that visitors pay to traditional knowledge is valued by young Aboriginal people and increases their desire to maintain their knowledge and share it with others.

High value niche market opportunity

Indigenous culture is unique - which is reflected in relevant stories, art and lifestyle experience. The living cultures of Indigenous peoples give Australia its exclusivity as a tourism destination and therefore the opportunity to develop a niche tourism product that has significant appeal to a high value niche market.

* Refer Appendix 3 for International visitor data growth

Nature based tourism

Western Australia’s natural assets set the State apart from other destinations in the global tourism market. Our environment and the many ways in which to experience it are key selling points to travel consumers. Tourism Western Australia’s Nature Based Tourism Strategy seeks to identify opportunities which encourage Aboriginal participation in nature based tourism and support the cultural affinity between Aboriginal people and the environment. Indigenous product development, together with appropriate training to ensure the quality service delivery, are key themes of the Strategy.

Employment, social benefits

The tourism industry is Australia’s largest employer, and that along with the development of the Indigenous tourism sector, offers significant potential for Indigenous employment and economic advancement. Tourism currently employs between 73,000 and 80,000 people in Western Australia and is one of the most exciting, fastest growing industries in the country. Tourism employment exists in virtually all industries throughout the economy (see Appendix 7), with the highest concentrations in the accommodation, cafes, restaurants, retail trade, takeaway food and transport industries.

Sustained economic advancement paves the way for social benefits, such as enabling young people to stay in and contribute to stable communities, as well as increasing better public and private facilities and services such as housing, schools, roads and the like.

Nourishing and sustaining Aboriginal culture

“Tourism not only creates jobs but is a wonderful way for Indigenous people to share culture with visitors from around Australia and overseas”. Dale Tilbrook – Proprietor, Maalinup Aboriginal Gallery is in its fifth year of operation and has recently moved to new and larger premises in the Swan Valley to cater for the increasing number of visitors to the Gallery.

Sensitive management

The impact on Aboriginal people’s traditional culture and sacred sites must be sensitively managed to prevent over-use and negative exploitation. A planned approach to Aboriginal tourism development will integrate such values into the strategies.
Vision
Sustainable Aboriginal participation in the tourism industry.

Goal
Aboriginal people having ongoing opportunities to add cultural and commercial value to the WA tourism industry, for mutual benefit.

Key Values
The Strategy is committed to the following key values:
• to effectively consult with stakeholders
• to communicate openly
• to act with principle- fairness and equity
• to respect cultural security

Scope
Development and maintenance of a diverse range of both generic and culturally sensitive strategies designed to:
• assist Aboriginal people to enter and pursue careers in mainstream tourism, and;
• encourage and assist Aboriginal people to conceive, establish and grow commercially viable and sustainable tourism ventures that showcase authentic Aboriginal culture, art, spiritual heritage and unique wilderness experiences.

Major issues to be taken into account in working towards the Vision and Goal

1. Recognise the need to be sensitive to Aboriginal cultural, lifestyle and heritage considerations when promoting, developing and maintaining tourism initiatives and employment opportunities.
2. Recognise that, in some instances, Aboriginal groups and individuals may not perceive, or may have limited awareness of, the potential for viable involvement in tourism initiatives or being employed in the tourism industry.
3. Recognise that a number of Aboriginal tourism training/education courses are not always targeting the correct group, that is those who seriously want to enter and remain in the tourism industry and that school-to-employment links need to be better programmed and targeted.
4. Acknowledge the time and effort that may well be required to establish and sustain viable Aboriginal tourism initiatives.
5. Recognise the need for sustained and properly targeted support and assistance to enable Aboriginal tourism initiatives or employment opportunities to achieve reality.
6. Recognise that mainstream tourism needs to be well and properly informed about dealing with the Aboriginal community (particularly on cultural matters) in advancing, collaborating and working jointly on Indigenous tourism initiatives.
7. Recognise the need for Aboriginal communities and individuals to be actively engaged and providing leadership, from the outset, in the promotion and development of Aboriginal tourism initiatives, awareness and employment opportunities advanced from outside the Aboriginal community.
8. Recognise that some mainstream tourism operators will not realise the value of employing Aboriginal people or of working with them on complementary tourism ventures.
9. Recognise the need for legislation, administration or conservation action, as appropriate, to contribute to sustainable maintenance of Aboriginal heritage, natural locations and culture that are, or could be, an integral part of Aboriginal tourism initiatives.
Objectives – aiming towards outcomes that result in:

1. Aboriginal people being appropriately assisted to participate effectively in the tourism industry.
2. Authentic, traditional and contemporary Aboriginal culture being reflected appropriately in all Indigenous tourism ventures.
3. Aboriginal people having diverse employment opportunities in the tourism and related industries.
4. Aboriginal people being able to maximise sustainable use of their lands and waters for tourism development.

Stakeholders

There are many individuals, groups and organisations that are interested and will be impacted upon by the directions of this Strategy. The preparation of this draft Strategy has been and initiative of nine key Government agencies that play a major role in the delivery of services to these stakeholders. Other stakeholders will be identified during consultation. Aboriginal people across the State are stakeholders.

Principles

Parties involved with achieving these objectives are obliged to adhere to the principles guiding the Statement of Commitment to a New and Just Relationship between the Government of Western Australia and Aboriginal Western Australians.

In achieving these objectives the parties are committed to the following principles:

- recognition of the continuing rights and responsibilities of Aboriginal people as the first peoples of Western Australia, including traditional ownership and connection to land and waters;
- legislative protection of Aboriginal rights;
- equity with respect to citizenship entitlements;
- regional and local approaches to address issues that impact on Aboriginal communities, families and individuals;
- inclusiveness;
- the need to address issues arising from past acts of displacement; and
- a commitment to improved governance, capacity building and economic independence.

Source: Statement of Commitment to a New and Just Relationship between the Government of Western Australia and Aboriginal Western Australians.
OBJECTIVE 1
Aboriginal people appropriately assisted to participate effectively in the tourism industry.

Strategies

1.1 Undertake specific market demand research for use by regional Western Australian Aboriginal tourism product.
1.2 Provide culturally appropriate training and education to Aboriginal people about the tourism industry and Aboriginal tourism opportunities in particular.
1.3 Establish culturally appropriate mechanisms for Aboriginal people to access information and advice about participation in tourism.
1.4 Review and develop assistance programs that support Aboriginal people to participate in the tourism industry.
1.5 Assist the formation of Indigenous tourism networks at regional and national levels to support and increase Aboriginal tourism participation.
1.6 Build and maintain an effective relationship with private and public sector investment capital providers.
1.7 Provide business advice to start-up and existing Aboriginal tourism businesses, advisory and support bodies.
1.8 Create an environment that encourages lateral thinking to add value and support for business to become market ready and viable.
1.9 Promote joint venturing opportunities in targeted areas for
   • Indigenous tourism businesses
   • Appropriate mainstream tourism ventures.
1.10 Aboriginal tourism operators to be offered representation on key industry organisations.
1.11 Aboriginal tourism businesses to adopt industry accreditation where possible.
1.12 Increase accessible cultural content in publications.
OBJECTIVE 2

Ensuring authentic, traditional and contemporary Aboriginal culture is reflected appropriately in all Indigenous tourism ventures.

Strategies

2.1 Support Aboriginal people in deciding how to determine public/private cultural issues and therefore what tourism product may be offered and what may not.

2.2 Support mechanisms (such as the Australian Council for the Arts – Indigenous Protocol Guides) to protect authenticity of Aboriginal.
   - tourism product
   - cultural intellectual property utilised for tourism purposes.

2.3 Determine and promote best practice models for presenting authentic Indigenous culture as a tourism product.

2.4 Develop high quality Aboriginal cultural interpretive experiences through which Aboriginal guides help visitors to experience Australia from an Aboriginal standpoint.

2.5 Develop Aboriginal cultural events and product that have positive tourism outcomes.

2.6 Develop an Indigenous Centre in Perth as a gateway to understanding and experiencing Western Australian Aboriginal culture.

2.7 Adopt, as appropriate, ‘Welcome to Country’, the use of Aboriginal names and any other initiative that would convey an awareness of Aboriginal culture to the public.

2.8 Illustrate how Government agencies and other stakeholders can integrate the Strategy into their own activities.

2.9 Extend the opportunities for Aboriginal employment and development of tourism services through cross-cultural awareness training to mainstream tourism industry.
OBJECTIVE 3
Aboriginal people having diverse employment opportunities in the tourism and related industries.

Strategies
3.1 Support initiatives aimed at increasing Aboriginal employment within mainstream tourism enterprises, for example
   - increasing capacity (through TAFEWA and others that address the specific need gaps in mainstream tourism)
   - linking in with Community Development Employment Projects (CDEPs)
   - expand school to work pathways
   - improve mainstream industry recruitment practices.
3.2 Develop innovative and flexible training programs for Aboriginal people who wish to develop skills in tourism related industries.
3.3 Support mentoring and training opportunities provided by existing Aboriginal and mainstream tourism operators.
3.4 Development of employment stream that will offer on ground protection and maintenance of Aboriginal Heritage Sites.
3.5 Tourism WA to employ Aboriginal people to develop for long term work in the tourism industry.

OBJECTIVE 4
Aboriginal people being able to maximise sustainable use of their lands and waters for tourism development.

Strategies
4.1 Develop a statutory land title to enable Aboriginal people to achieve ownership or long term leasing of land.
4.2 Foster a negotiation approach (involving relevant Indigenous interests, State & Commonwealth Governments, other land holders and industry) to address Native Title claims.
4.3 Foster capacity building of Indigenous land holding bodies to enhance decision-making with respect to use of Indigenous land for tourism purposes.
4.4 Implement measures to safeguard and preserve the unique and fragile Aboriginal historical features and natural environments that are critical to current and potential Aboriginal tourism developments.
An implementation plan to ensure adherence to longer term (e.g., 10 years) directions and management of short to medium term actions (up to five years) will be developed, addressing, among other things:

**Strategy Management and Governance**
- Ministerial responsibility
- Overseeing/Steering body
- Stakeholder involvement
- Lead organisation(s) authority and responsibilities
- Reporting arrangements
- Links to complementary strategic/business plans.

**Strategy Outcomes**
- Market research/awareness
- Training/education
- Business development
- Legislative/administrative arrangements
- Aboriginal tourism standards, protocols, accountabilities
- Adaptation/adoptions of mainstream tourism policies, practices etc
- Integration with mainstream tourism strategies.

**Accountabilities**
- Strategy co-ordination
- Stakeholder obligations and commitments
- Operational strategy targets and timelines
- Appropriately tailored and targeted training/education/business services.

**Operational Resources**
- Funding avenues
- Human resources
- Regional implications.

---

Ngunga Design Studio, in Derby
Measuring Performance

1. Indicators will be developed to enable measurement of performance reflecting the Aboriginal Tourism Development Strategy goal, key objectives and operational strategies, with an outcome focus.

2. To ensure successful implementation, there will be annual mechanisms for assessing and reviewing the overall progress of the Strategy at regional and state levels. Progress reports will be published and available for public comment.

3. The Development Strategy will be coordinated and monitored in accordance with arrangements determined as part of the Implementation Plan under Strategy Management and Governance.

4. Where possible, efforts will be made over time to measure the impact of this Development Strategy.

Crabbing, Mudnunn (Dampier Peninsula)
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Actions</th>
<th>Timing</th>
<th>Lead Stakeholders*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Undertake specific market demand research for use by regional Western Australian Aboriginal tourism product.</td>
<td>Build upon recently released existing national research by Australian Government’s Dept of Industry, Tourism &amp; Resources and others by Colmar Brunton.</td>
<td></td>
<td>Tourism WA</td>
</tr>
<tr>
<td>1.2 Provide culturally appropriate training and education to Aboriginal people about the tourism industry and Aboriginal tourism opportunities in particular.</td>
<td>1. Dept of Education and Training (DET) to map in partnership with other agencies Aboriginal employment and business opportunities in the tourism industry and establish a training response plan. 2. Provide resources for and delivery of Governance Training for Aboriginal communities (ensure relevance for tourism industry issues) 3. Provide resources for and delivery of Aboriginal tourism training. 4. Develop targeted information sessions. 5. Develop culturally appropriate information on • tour operations and commercial operations licence • specialist sections on websites. 6. Creation of culturally appropriate learning materials with a focus on Cultural Tourism and Eco Tourism. 7. Have an additional focus of Indigenous training for the Better Business Blitzes for Indigenous product-rich areas.</td>
<td></td>
<td>DET Tourism Council WA All Tourism WA</td>
</tr>
<tr>
<td>1.3 Establish culturally appropriate mechanisms for Aboriginal people to access information and advice about participation in tourism.</td>
<td>1. Consultation with peak agencies, Aboriginal groups and individuals 2. Consultation with education agencies and tourism organisations. 3. Development of information sources and means of dissemination and access. 4. Conduct of seminars, targeted specifically for Aboriginal people.</td>
<td></td>
<td>WAITOC Tourism WA</td>
</tr>
<tr>
<td>1.4 Review and develop assistance programs that support Aboriginal people to participate in the tourism industry.</td>
<td>Consultation with Aboriginal stakeholders and mainstream tourism industry</td>
<td></td>
<td>DLGRD; OAED</td>
</tr>
</tbody>
</table>

* Aboriginal people across Western Australia are inherently stakeholders.
| 1.5 | Assist the formation of Indigenous tourism networks at regional and national levels to support and increase Aboriginal tourism participation. | Continue support for WAITOC; Indigenous Tourism Leadership Group (ITLG); new form of Indigenous Tourism Australia | OAED Tourism WA |
| 1.6 | Build and maintain an effective relationship with private and public sector investment capital providers. | 1. Collate Aboriginal tourism investment opportunities.  
2. Promote the Aboriginal tourism investment opportunities through the Investment Attraction database to progress this strategy.  
3. Publicise the Aboriginal Tourism Development Strategy amongst a wide range of investment providers, highlighting the investment opportunities and potential.  
4. Publicise prospective Aboriginal tourism initiatives inviting partnering by investment capital providers. | WAITOC Tourism WA |
| 1.7 | Provide business advice to start-up and existing Aboriginal tourism businesses, advisory and support bodies. | 1. Tourism WA's Quickstart CD to be enhanced for cultural appropriateness  
2. Business Enterprise Centres (BECs) could be encouraged to engage more with Aboriginal clients generally. (This ties in with the Aboriginal Economic Development Strategy).  
3. Ensure the Small Business Smart Business training voucher program is available and promoted to Aboriginal Tourism businesses | Tourism WA BECs |
| 1.8 | Create an environment that encourages lateral thinking to add value and support for business to become market ready and viable. | Convene 'brainstorming sessions' with successful business operators to deliver creative ideas. Eg CALM - Cultural awareness programs could be delivered to business and schools by Aboriginal tourism operators | Private Sector Indigenous Tourism Businesses WAITOC |
| 1.9 | Promote joint venturing opportunities in targeted areas for  
- Indigenous tourism businesses  
- Appropriate mainstream tourism ventures | 1. Provide support for and advice about partnering opportunities.  
2. Publicise potential Aboriginal tourism initiatives inviting joint venture proposals. | Tourism WA (& RDCs, OAED) |
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Aboriginal tourism operators to be represented on key industry organisations.</td>
<td>Tourism WA: Include clause in new contracts with the Regional Tourism Organisations</td>
<td>Indigenous Tourism Businesses All</td>
</tr>
<tr>
<td>1.11 Aboriginal tourism businesses to adopt industry accreditation where appropriate.</td>
<td>Continue the ongoing work with the National Tourism Accreditation Program</td>
<td>Tourism Council WA</td>
</tr>
<tr>
<td>1.12 Increase accessible cultural content in publications.</td>
<td>Increase level of cultural information and appropriate ways of working with Aboriginal people and communities to CALMs Tour Operator Handbooks.</td>
<td>CALM Indigenous Tourism Businesses</td>
</tr>
</tbody>
</table>

*Wardan Aboriginal Cultural Centre based in Yallingup*
Objective 2: Ensuring authentic, traditional and contemporary Aboriginal culture is reflected appropriately in all Indigenous tourism ventures.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Actions</th>
<th>Timing</th>
<th>Lead Stakeholders*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Support Aboriginal people in deciding how to determine public/private cultural issues and therefore, what tourism product may be offered and what may not.</td>
<td>Prior to development of tourism product/business: 1. Enable think-tank opportunities for communities. 2. Produce ‘issue statement’ for consideration by communities.</td>
<td>DIA DLGRD</td>
</tr>
<tr>
<td>2.2</td>
<td>Support mechanisms (such as the Australian Council for the Arts – Indigenous Protocol Guides) to protect authenticity of Aboriginal • tourism product • cultural intellectual property utilised for tourism purposes.</td>
<td>Use WAITOC members to assist mainstream tourism operator awareness.</td>
<td>DCA; OAED, Tourism WA</td>
</tr>
<tr>
<td>2.3</td>
<td>Determine and promote best practice models for presenting authentic Indigenous culture as a tourism product.</td>
<td>1. Help with preparation of applications to Tourism Awards. 2. Discuss development of models with other States and Cooperative Research Centre for Sustainable Tourism [CRC]. 3. Work with Aboriginal individuals and groups in developing and disseminating best practice models 4. Engage in market research and seek customer needs. 5. Review successful existing operations to develop best practice.</td>
<td>Tourism WA</td>
</tr>
<tr>
<td>2.4</td>
<td>Develop high quality Aboriginal cultural interpretive experiences through which Aboriginal guides help visitors to experience Australia from an Aboriginal standpoint.</td>
<td>1. Tourism WA to develop a program of linking experienced operators with new/potential entrants to the tourism industry. 2. DET to listen to the tourism industry's needs regarding the delivery of tour guide courses. 3. Work closely with Aboriginal individuals and groups to identify Aboriginal tourism experiences.</td>
<td>Tourism WA DE I</td>
</tr>
<tr>
<td>2.5</td>
<td>Develop Aboriginal cultural events and product that have positive tourism outcomes.</td>
<td>1. EventsCorp to pursue/develop Indigenous events for the Events Calendar and consider Indigenous events for regional event funding, initially targeting those on the drawing board such as Manji music festival 2005, Katanning Indigenous art prize 2006. 2. Establish customer needs.</td>
<td>Tourism WA</td>
</tr>
</tbody>
</table>

* Aboriginal people across Western Australia are inherently stakeholders.
| 2.6 | Develop and promote an Indigenous Centre in Perth as a gateway to understanding and experiencing Western Australian Aboriginal culture throughout the State. | Premier & Cabinet |
| 2.7 | Adopt, as appropriate, ‘Welcome to Country’, the use of Aboriginal names and any other initiative that would convey an awareness of Aboriginal culture to the public. | All |
| 2.8 | Illustrate how Government agencies and other stakeholders can integrate the Strategy into their own activities. | All |
| 2.9 | Extend the opportunities for Aboriginal employment and development of tourism services through cross-cultural awareness training to mainstream tourism industry. | Tourism WA (through tourism industry associations) |

1. Build this into the Better Business Blitz program; also ensure it is included in TCWA/other association training/networking.
2. All tourism operators to facilitate staff participation in cross cultural training.
### Objective 3: Aboriginal people having diverse employment opportunities in the tourism and related industries.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Actions</th>
<th>Timing</th>
<th>Lead Stakeholders*</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1  Support initiatives aimed at increasing Aboriginal employment within mainstream tourism enterprises, for example • increasing capacity (through TAFEWA and others that address the specific need gaps in mainstream tourism) • linking in with CDEPs • expand school to work pathways • improve mainstream industry recruitment practices</td>
<td>1. Increase the delivery of higher level skills to Aboriginal people in Tourism and Hospitality training programs. 2. Utilise the Apprenticeship and Traineeship network to promote Aboriginal traineeships within the Tourism industry. 3. Ensure Aboriginal Tourism VET studies are available on an equitable basis across the State. 4. Identify CDEP to work in the tourism industry transition training opportunities. 5. Extend the existing Aboriginal School based Traineeship program within the Tourism industry.</td>
<td>DET (&amp; Australian Government Department of Employment and Workplace Relations (DEWR))</td>
<td></td>
</tr>
<tr>
<td>3.2  Develop innovative and flexible training programs for Aboriginal people who wish to develop skills in tourism related industries.</td>
<td>1. Review current Aboriginal Tourism training delivery methodologies to establish best practice for cultural appropriateness, flexibility of delivery and employment outcomes. 2. Fund curriculum development, Trainer professional development, on line learning materials and innovation projects in support of improved outcomes from Aboriginal Tourism training.</td>
<td>DET/DEWR (with Tourism WA)</td>
<td></td>
</tr>
<tr>
<td>3.3  Support mentoring and training opportunities provided by existing Aboriginal and mainstream tourism operators.</td>
<td>1. Prioritise Training funding to the Aboriginal Tourism sector within Aboriginal training funding and mainstream tourism training funding. 2. Appoint mentors.</td>
<td>DET/DEWR</td>
<td></td>
</tr>
<tr>
<td>3.4  Development of employment stream that will offer on ground protection and maintenance of Aboriginal Heritage Sites.</td>
<td>Development of Cultural Rangers representing appropriate Aboriginal community or governing groups. (New concept not currently in place in WA. Opportunity to grow local Aboriginal employment through the protection of Cultural Heritage Sites.)</td>
<td>TBC</td>
<td></td>
</tr>
<tr>
<td>3.5  Tourism WA to employ Aboriginal people to develop for long term work in the tourism industry.</td>
<td></td>
<td>Tourism WA</td>
<td></td>
</tr>
</tbody>
</table>

* Aboriginal people across Western Australia are inherently stakeholders.  
TBC = To be considered in the light of further consultation
### Objective 4: Aboriginal people being able to maximise use of their lands and waters for tourism development

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Actions</th>
<th>Timing</th>
<th>Lead Stakeholders*</th>
</tr>
</thead>
</table>
| 4.1 Develop a statutory land title to enable Aboriginal people to achieve ownership or long term leasing of land. | 1. Continue existing proposals for the development of statutory land title initiated by the Government in consultation with Aboriginal communities and industries.  
2. Ensure land title reflects the cultural dimensions of Indigenous society.  
3. Provide the capacity for Aboriginal landholders to access financial support for tourism development. | | Aboriginal Lands Trust  
Office of Native Title  
DPI  
DLGRD  
Aboriginal community stakeholders |
| 4.2 Foster a negotiation approach (involving relevant Indigenous interests, State & Australian Governments, other land holders and industry) to address Native Title claims. | 1. Make tourism development a prominent outcome of Native Title negotiations.  
2. Involve key stakeholders, including the tourism industry and financial institutions at an early stage of negotiation processes. | | Aboriginal Lands Trust  
Office of Native Title  
National Native Title Tribunal  
Native Title representative bodies  
Industry stakeholders |
| 4.3 Foster capacity building of Indigenous land holding bodies to enhance decision-making with respect to use of Indigenous land for tourism purposes. | 1. Develop a capacity building program targeted specifically to Indigenous land use for tourism purposes.  
2. Build appropriate relationships between Indigenous communities and mainstream tourism that reflect the role of Indigenous land holding decision-makers. | | Relevant Australian and State Government Agencies  
Aboriginal land holding corporations  
Indigenous Land Corporation |
| 4.4 Implement measures to safeguard and preserve the unique and fragile Aboriginal historical features and natural environments that are critical to current and potential Aboriginal tourism developments. | Develop protocols that deal with minimising impacts and other aspects resulting from visitation to Aboriginal sites. | | DIA  
Aboriginal Corporations  
RDCs |

* Aboriginal people across Western Australia are inherently stakeholders.  
TBC = To be considered in the light of further consultation
<table>
<thead>
<tr>
<th>Appendix</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Government Agencies involved in drafting the Strategy</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Foundations of the Aboriginal Tourism Development Strategy</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>An Aboriginal Tourism Marketing Strategy: A Discussion Paper</td>
<td>26</td>
</tr>
<tr>
<td>2.</td>
<td>Definitions</td>
<td>27</td>
</tr>
<tr>
<td>3.</td>
<td>Research Information Summary</td>
<td>28</td>
</tr>
<tr>
<td>4.</td>
<td>Western Australia – Aboriginal Tourism Product</td>
<td>33</td>
</tr>
<tr>
<td>5.</td>
<td>Western Australia – Aboriginal Tourism Product (Map)</td>
<td>37</td>
</tr>
<tr>
<td>6.</td>
<td>Overlapping Aboriginal and Tourism Economic Activities</td>
<td>38</td>
</tr>
<tr>
<td>7.</td>
<td>Tourism Employment by Industry: Western Australia, 2001-02</td>
<td>39</td>
</tr>
<tr>
<td>8.</td>
<td>Western Australia: Regional Tourism Boundaries</td>
<td>40</td>
</tr>
</tbody>
</table>
### Government Agencies involved in drafting the Strategy

<table>
<thead>
<tr>
<th>Tourism Western Australia (Tourism WA)</th>
<th>Department of Indigenous Affairs (DIA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Conservation and Land Management (CALM)</td>
<td>Department of the Education and Training (DET)</td>
</tr>
<tr>
<td>Department of Industry and Resources (Office of Aboriginal Economic Development) (OAED)</td>
<td>Department of the Premier and Cabinet (DPC)</td>
</tr>
<tr>
<td>Department of Local Government and Regional Development (DLGRD)</td>
<td>Department of Culture and the Arts (DCA)</td>
</tr>
<tr>
<td>Australian Government Office of Indigenous Policy Coordination (OIPC)</td>
<td></td>
</tr>
</tbody>
</table>

### Foundations of the Aboriginal Tourism Development Strategy

This Strategy is firmly founded upon and linked to:

- National Aboriginal & Torres Strait Islander Tourism Industry Strategy (NATSITIS)* and the Indigenous Tourism Leaders Group (ITLG) Review
- Australian Bureau of Statistics (ABS) and Tourism Research Australia (formerly Bureau of Tourism Research) data
- Western Australian and Australian Government agency input
- Indigenous and non Indigenous tourism industry input
- Statement of Commitment to a New and Just Relationship between the Government of Western Australia and Aboriginal Western Australians
- Proposed Inter-government Agreements with Western Australian and Australian Governments.

* A direct response from Government to recommendations from the Royal Commission into Aboriginal Deaths in Custody (1992).

### An Aboriginal Tourism Marketing Strategy: A Discussion Paper

To download a copy of this paper, please go to the following website address:

westernaustralia.com\industry\corporatepublications\current_publications\(category)industry_development\...

Or (if receiving this document electronically) [click here](#).
For the purpose of developing the Strategy, the following terms are being considered:

‘Aboriginal Tourism’
Aboriginal culture is often the main focus of Aboriginal tourism and includes a wide range of experiences such as heritage, adventure tours, leisure, arts & crafts, performing arts and nature based experiences. However, Aboriginal tourism should not be confined to cultural tourism as tourism also provides the opportunity for Aboriginal people to diversify into other niche travel markets such as backpackers, accommodation, boat cruises and bus tours.

Aboriginal tourism is a ‘niche market’ or ‘special interest sector’ and includes a wide range of experiences built around tourist visitations. As such, the availability of quality information and marketing relating to the available choices of Aboriginal Tourism Products has a major bearing on the quality of the total experience and consequent satisfaction achieved by the visitor.

(Tourism Australia)

The term ‘Aboriginal Tourism’ is used broadly to describe the participation of Aboriginal people in tourism either directly through jobs and employment or indirectly through ownership of business enterprise.

The terms ‘Aboriginal Tourism’ and ‘Indigenous Tourism’ are used interchangeably.

(Tourism Western Australia)

‘Aboriginal tourism product’
- A tourism product, which is wholly owned and operated by Aboriginal people;

OR

- A tourism product, which is in partnership with non-Aboriginal people and has the ongoing consent of the appropriate Aboriginal people. A recognised Aboriginal authority such as local Aboriginal Land Councils, Local Traditional Elders Councils or local registered Aboriginal and Torres Strait Islander Corporations may provide this consent.

(Tourism Australia)

AND

Includes those businesses that are owned/controlled by Aboriginal people, as well as those non-Aboriginal business (ie mainstream businesses) that deliver authentic Aboriginal cultural experiences (developed by way of joint ventures or collaborative marketing).

(Tourism Western Australia)

Not all forms of Aboriginal Tourism can be considered ‘Aboriginal Tourism Product’. For the purposes of strategy development, only those products that are offered to the marketplace which result in the customer receiving an authentic Aboriginal cultural experience, delivered by Aboriginal people (or people authorised by traditional owners) can be considered ‘Aboriginal Tourism Product’.

The terms ‘Aboriginal Tourism Product’ and ‘Indigenous Tourism Product’ are used interchangeably.

(Tourism Western Australia)

‘Market ready’
Market ready is the term used to describe product that is wholesale commissionable and operated on a basis that makes it purchasable in key target markets (i.e. overseas, interstate or long-haul intrastate) and is readily available within the destination area. This is the standard of product quality readiness necessary for Aboriginal tourism to be successful.

(Tourism Western Australia)
1. Market Research Intelligence on Aboriginal Tourism

The Australian Tourism Commission’s analysis of six research studies conducted between 1999 and 2002 relating to Aboriginal Tourism (Segment Insights Pack – Market Research Intelligence on Aboriginal Tourism, March 2003) concluded broadly that:

- Overall, Aboriginal tourism experiences for most visitors were regarded as desirable but did not drive destination choice or holiday itinerary planning.
- Interaction and authenticity were important aspects of an Aboriginal tourism experience. Visitors to Aboriginal tourism product were typically keen to learn, to experience and interact with the Aboriginal people.
- Western markets (UK and Europe in particular) hold most potential overall for Aboriginal tourism, with higher levels of awareness, interest and participation.
- Germany: Cultural experiences were an important part of the long haul travel experience amongst German travelers. Aboriginal experiences have the potential to meet this need. The IVS revealed that the German market had the highest participation in Aboriginal tourism product (June 2000). See papers for more information. NB Overall, Germany long haul travelers were quite sensitive to the needs of local communities and felt a responsibility not to intrude.
- United Kingdom: Similar comments to German market – particularly the desire to have an authentic experience, but with this came the question of ‘how’?
- Other Europe: Participation also relatively high compared with other countries (esp. Asian markets).
- USA: Although less than Europe, a sizeable number of US visitors to Australia participated in Aboriginal tourism products, and recorded a strong level of interest in Aboriginal culture upon arrival to Australia. Eight four per cent agreed that they could experience very interesting Aboriginal culture in Australia.

Specific study findings from the above analysis:

**International Visitor Survey**

A major source of international visitor characteristics and travel behaviour in Australia.

Findings for 2002 indicate that participation in Aboriginal product was highest amongst the Western markets: Germany, UK, Other Europe, Canada and the USA.

Germans, followed by Other Europeans, had the highest percentage of visitors experiencing Aboriginal art/craft and cultural displays or visiting an Aboriginal site/community. Visitors from Japan and Taiwan had the highest percentage of participation in Aboriginal products.

**Flamingo Strategic Brand Research**

Conducted in 2000, to provide extensive input into the finalisation of Brand Australia, for communication strategies and for developing a communication approach for each market.

Awareness and perceptions about Australia’s Aboriginal culture and its potential as part of a holiday experience were mentioned during the interviews undertaken in the following seven markets: Germany, UK, France, Italy, the Netherlands, Switzerland and South Africa. See papers for verbatim comments. Germany and the UK were the most aware and knowledgeable, with Switzerland and Italy having less knowledge, and the others relatively little.

**Survey of Aboriginal Tourism**

(Interviews with visitors from 7 source markets – Nth America, UK, Europe, Germany, Japan, NZ, Singapore – prior to their departure from Australia during 1999)

The overall aim of the research was to gather detailed information to act as a guide for Aboriginal businesses/enterprises to adapt or develop their products to identified demand. Key conclusions:

- Aboriginal tourism experiences for most of the visitors were regarded as desirable but not essential and were not factors that ‘drive’ holiday itinerary planning.
- Interaction and authenticity were important aspects of an Aboriginal experience to increase conversion.
- The information search behaviour of international visitors highlighted the need for Aboriginal tourism operators to promote their products via mainstream distribution channels.
• The results showed that it is important visitors are made aware of possible opportunities before arriving even if pre-booking is unlikely to take place.
• Visitors must be able to find information on Aboriginal cultural products once in Australia; otherwise many will leave without having an opportunity to experience this unique product.
• Ensuring local information centres understand Aboriginal product could increase conversion once in Australia more readily.

China Strategy Study
Conducted in 1999, the aim of the research was to understand key strategic marketing concepts and issues in relation to: branding, competitive positioning, the buyer decision process, product development and promotion opportunities.

Respondents were asked how interested they would be in 7 different Aboriginal activities (eg Taste Aboriginal food; learn about Aboriginal history, folklore and customs; visit an ancient Aboriginal site) on a holiday in Australia. The results indicated that between 54% and 60% of respondents said they were either extremely or very interested in such activities.

Brand Audit Research
This research was commissioned in 2001 to determine the position of Brand Australia in the consumer’s mind after the Olympic Games, in key markets worldwide. Also the research aimed to determine the way the ATC should present holiday experiences in order to motivate potential travellers to choose Australia as their next holiday destination.

Respondents were asked how much they agreed or disagreed with a series of statements/attributes relating to Australia, including the following statement:

“I could experience a very interesting Indigenous culture there, from Indigenous dance performances to unique arts and crafts”.

The USA and Germany had the highest proportion of respondents who agreed that Australia offered interesting Indigenous activities.

Product Experience Research
Commissioned in 1999 to help the ATC identify and gauge potential product development opportunities in Asia (Hong Kong, Singapore, Taiwan and Malaysia).

Awareness and interest levels for the Aboriginal experience were relatively low overall across countries and segments. However, there were individual activities within the experience that received above average interest scores. This means that while an Aboriginal experience did not hold as much motivational appeal as other experiences tested, some of the individual Aboriginal activities tested had potential as part of potential travellers’ itinerary/holiday. (See papers for more detailed information)
2. Other Research Information

Total Domestic and International visitors to Western Australia in 2004 who during their visits to Australia:

1. Experienced Aboriginal art/craft and cultural displays 160,000
2. Visited an Aboriginal site/community 81,000

See the following charts for -

- Time series data 1998 – 2004 for Australian and International visitors
- Western Australian comparisons with other States

These data indicate that, in answer to the question:

“What leisure activities did you do during this trip?
Experience Aboriginal art/craft and cultural displays
Visit an Aboriginal site/community”,

the following points may be made:

**Australian Visitors* to Western Australia**

- After a gradual increase in visits to Aboriginal/Site/Communities in 2003, from 2004 there has been a decline in visits of Aboriginal Site/Communities and Art/Craft/Cultural displays. This trend has also occurred in the Northern Territory, New South Wales and South Australia.

**International Visitors to Western Australia**

- Have increased both visits and experiences to Aboriginal Site/communities and Art/Craft/Cultural displays.
- The gap however between these activities is no longer closing

**Important Notes:**

- Note 1 - * Some of the following data is based upon small sample sizes, so caution should be used when using the data.
- Note 2 – Owing to the way the data are collected from the International Visitor Survey (Bureau of Tourism Research), it is not always possible to identify in which State the international visitation of Aboriginal Art/Craft/Cultural displays or Aboriginal Site/Communities by International visitors took place. However, the above data and the following graphs relating to International visitors identify activities that were completed while in Australia, by visitors to Western Australia.
**Graph 1 - Domestic Visitors**

Experiencing Aboriginal Art/Craft/Cultural Displays; Aboriginal Site/Community Visits

*Caution – Based on small sample sizes

Source: Bureau of Tourism Research (National Visitor Survey)

<table>
<thead>
<tr>
<th>Year</th>
<th>Experience aboriginal art/craft and cultural displays</th>
<th>Visit and aboriginal site/community</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>61,000</td>
<td>44,000</td>
</tr>
<tr>
<td>2000</td>
<td>24,000</td>
<td>36,000</td>
</tr>
<tr>
<td>2001</td>
<td>26,000</td>
<td>24,000</td>
</tr>
<tr>
<td>2002</td>
<td>39,000</td>
<td>26,000</td>
</tr>
<tr>
<td>2003</td>
<td>49,000</td>
<td>39,000</td>
</tr>
<tr>
<td>2004</td>
<td>49,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>

**Graph 2 - International Visitors**

Experiencing Aboriginal Art/Craft/Cultural Displays, Aboriginal Site/Community Visits

*NB – These activities were completed while in Australia by visitors to Western Australia.

Source: Bureau of Tourism Research (International Visitor Survey)

<table>
<thead>
<tr>
<th>Year</th>
<th>Experience aboriginal art/craft and cultural displays</th>
<th>Visit and aboriginal site/community</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>93,000</td>
<td>44,000</td>
</tr>
<tr>
<td>2000</td>
<td>115,000</td>
<td>55,000</td>
</tr>
<tr>
<td>2001</td>
<td>90,000</td>
<td>45,000</td>
</tr>
<tr>
<td>2002</td>
<td>100,000</td>
<td>44,000</td>
</tr>
<tr>
<td>2003</td>
<td>94,000</td>
<td>59,000</td>
</tr>
<tr>
<td>2004</td>
<td>110,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>
### Graph 3 - Domestic Visitors*

**Experiencing Aboriginal Art/Craft/Cultural Displays, Aboriginal Site/Community (States Visited) in 2004**

<table>
<thead>
<tr>
<th>State</th>
<th>Experience aboriginal art/craft and cultural displays</th>
<th>Visit and aboriginal site/community</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>41,000</td>
<td>18,000</td>
</tr>
<tr>
<td>VIC</td>
<td>43,000</td>
<td>28,000</td>
</tr>
<tr>
<td>QLD</td>
<td>50,000</td>
<td>60,000</td>
</tr>
<tr>
<td>SA</td>
<td>18,000</td>
<td>7,000</td>
</tr>
<tr>
<td>WA</td>
<td>49,000</td>
<td>20,000</td>
</tr>
<tr>
<td>NT</td>
<td>97,000</td>
<td>67,000</td>
</tr>
</tbody>
</table>

* Caution: Based on small sample sizes (NB Tasmania and ACT are excluded for this reason)*

Source: Bureau of Tourism Research (National Visitor Survey)

### Graph 4 - International Visitors*

**Experiencing Aboriginal Art/Craft/Cultural Displays, Aboriginal Site/Community (States Visited) in 2004**

<table>
<thead>
<tr>
<th>State</th>
<th>Experience aboriginal art/craft and cultural displays</th>
<th>Visit and aboriginal site/community</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>330,000</td>
<td>157,000</td>
</tr>
<tr>
<td>VIC</td>
<td>196,000</td>
<td>100,000</td>
</tr>
<tr>
<td>QLD</td>
<td>310,000</td>
<td>146,000</td>
</tr>
<tr>
<td>SA</td>
<td>98,000</td>
<td>68,000</td>
</tr>
<tr>
<td>WA</td>
<td>110,000</td>
<td>60,000</td>
</tr>
<tr>
<td>TAS</td>
<td>19,000</td>
<td>10,000</td>
</tr>
<tr>
<td>NT</td>
<td>160,000</td>
<td>134,000</td>
</tr>
<tr>
<td>ACT</td>
<td>37,000</td>
<td>18,000</td>
</tr>
</tbody>
</table>

* NB – These activities were completed while in Australia by visitors to Western Australia.*

Source: Bureau of Tourism Research (International Visitor Survey)
## Western Australia – Aboriginal Tourism Product

(see also accompanying map)

<table>
<thead>
<tr>
<th>Map Ref</th>
<th>Organisation</th>
<th>Actual Location</th>
<th>Business Category: Accommodation, Art/Craft Gallery, Tour Operator, Events, Other</th>
<th>Market Status</th>
<th>Product Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arnie's Fishing Adventure</td>
<td>KUNUNURRA</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>2</td>
<td>Wundargoodie Aboriginal Safaris</td>
<td>KUNUNUKRA</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>3</td>
<td>Yirrebi Arts &amp; Craft Gallery</td>
<td>KUNUNURRA</td>
<td>Art/Craft Gallery</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>4</td>
<td>Bush University</td>
<td>DERBY</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>5</td>
<td>Uptuyu Aboriginal Adventures</td>
<td>DERBY</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>6</td>
<td>Warlayirti Artists</td>
<td>HALLS CREEK</td>
<td>Art/Craft Gallery</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>7</td>
<td>Bungoolee Tours</td>
<td>FITZROY CROSSING</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>8</td>
<td>Darngku Heritage Cruises</td>
<td>FITZROY CROSSING</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>9</td>
<td>Barramundi Moon</td>
<td>DAMPIER PENINSULA</td>
<td>Tour, Accommodation</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Chile Creek Aboriginal Corporation</td>
<td>DAMPIER PENINSULA</td>
<td>Accommodation</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>11</td>
<td>Kooljaman at Cape Leveque</td>
<td>DAMPIER PENINSULA</td>
<td>Accommodation</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>12</td>
<td>La Djardarr Bay Aboriginal Corporation</td>
<td>DAMPIER PENINSULA</td>
<td>Accommodation</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>13</td>
<td>Middle Lagoon Natures Hideaway</td>
<td>DAMPIER PENINSULA</td>
<td>Accommodation</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>14</td>
<td>Lombadina Community</td>
<td>DAMPIER PENINSULA</td>
<td>Accommodation, Tour, Art/Craft Gallery</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>15</td>
<td>Bardi Culture Tours</td>
<td>DAMPIER PENINSULA</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>16</td>
<td>Goombading Cultural Scenic Boat Tours</td>
<td>DAMPIER PENINSULA</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>17</td>
<td>Mudnunn Tours</td>
<td>DAMPIER PENINSULA</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>18</td>
<td>Djugarargyn Aboriginal Corporation</td>
<td>DAMPIER PENINSULA</td>
<td>Tour</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td>19</td>
<td>Gecko Gallery</td>
<td>BROOME</td>
<td>Art/Craft Gallery</td>
<td></td>
<td>Ready</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Location</td>
<td>Category</td>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------</td>
<td>----------</td>
<td>-------------------</td>
<td>-----------</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Goolarri Media Enterprises</td>
<td>BROOME</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Magabala Books Aboriginal Corporation</td>
<td>BROOME</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Manbana Discovery Centre</td>
<td>BROOME</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Madjulla Inc</td>
<td>BROOME</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Wawili Incorporated</td>
<td>BROOME</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>JBAC Adventures</td>
<td>BROOME</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Kimberley Wilderness Adventures</td>
<td>BROOME</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Mamabulanjin Aboriginal Tours</td>
<td>BROOME</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Lurujarri Heritage Trail</td>
<td>BROOME</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Larwarrdu Aboriginal Tours</td>
<td>BROOME</td>
<td>Tours</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Gumala Aboriginal Corporation</td>
<td>TOM PRICE</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Gumala Enterprises Pty Ltd</td>
<td>TOM PRICE</td>
<td>Accommodation</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Ngarluma and Yindjibarndi Foundation Ltd</td>
<td>ROEBOURNE</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Minga Mia Bush Tours</td>
<td>ONSLOW</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>North West Cape Exmouth Aboriginal Corporation</td>
<td>EXMOUTH</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Murlanda Enterprises</td>
<td>CARNARVON</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Wula Guda Nyinda</td>
<td>SHARK BAY</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Blue Ochre Aboriginal Art Studio</td>
<td>NORTHAMPTON</td>
<td>Art/Craft Gallery</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Marra Aboriginal Corporation - Indigenous Art &amp; Design</td>
<td>GERALDTON</td>
<td>Art/Craft Gallery</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Yamaji Cultural Trails - Wila Gutharra Aboriginal Corporation</td>
<td>GERALDTON</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Location</td>
<td>Type</td>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------</td>
<td>----------------</td>
<td>-------------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Yamaji Language Centre</td>
<td>GERALDTON</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Ninghan Station</td>
<td>WUBIN</td>
<td>Accommodation</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Aboriginal Art &amp; Craft Gallery Kings Park</td>
<td>PERTH</td>
<td>Art/Craft Gallery</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Maalinup Aboriginal Gallery</td>
<td>PERTH</td>
<td>Art/Craft Gallery</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Wadumbah Dance Group</td>
<td>PERTH</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Yirra Kurl Online Global</td>
<td>PERTH</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Dindima Aboriginal Culture Group</td>
<td>PERTH</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>Warrdong</td>
<td>PERTH</td>
<td>Events, Other</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Ballardong Cultural Tours</td>
<td>PERTH</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Fremantle Aboriginal Heritage Tour</td>
<td>PERTH</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Wiilmun Tours</td>
<td>PERTH</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Ngala Koondarm Boodjah</td>
<td>PERTH</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Captain Cook Cruises -Aboriginal Heritage Tour</td>
<td>PERTH</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Wili Wili Enterprises</td>
<td>PERTH</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>Wuddi Cultural Tours</td>
<td>PERTH</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Yanchep National Park</td>
<td>PERTH</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Mogumber Heritage Tours -Wheatbelt Aboriginal Corporation</td>
<td>NORTHAM</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Laverton Outback Gallery</td>
<td>LAVERTON</td>
<td>Art/Craft Gallery</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>Yamatji Bitja Aboriginal Bush Tours &amp; Cultural Education</td>
<td>KALGOORLIE BOULDER</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>Kwillana Dreaming</td>
<td>MANDURAH</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>The First Australian Clothing Company (PEEDAC)</td>
<td>MANDURAH</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Location</td>
<td>Category</td>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------</td>
<td>----------------</td>
<td>------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Waljin Consultancy</td>
<td>BUSSELTON</td>
<td>Events, Other</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>Wardan Aboriginal Centre</td>
<td>YALLINGUP</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>Kojonup Aboriginal Corporation - Kodja Place</td>
<td>KOJONUP</td>
<td>Art/Craft Gallery</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>Kaato-Koorliny Enterprise &amp; Development Aboriginal Corporation</td>
<td>NARROGIN</td>
<td>Tour</td>
<td>Developing</td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>Glassblowers Gallery Walpole</td>
<td>WALPOLE</td>
<td>Art/Craft Gallery</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Southern Aboriginal Corporation</td>
<td>ALBANY</td>
<td>Events, Other</td>
<td>Ready</td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>Kepa Kurl Eco-Discovery Cultural Tours</td>
<td>ESPERANCE</td>
<td>Tour</td>
<td>Ready</td>
<td></td>
</tr>
</tbody>
</table>
Western Australia: Aboriginal Tourism Product

Refer attached spreadsheet for product details and stage of business development.
Overlapping Aboriginal and Tourism Economic Activities

Aboriginal enterprises that are focused upon the arts, music, fishing, land management, pastoral activities, and retail outlets and so on already cater to visitors and are consequently IN the tourism industry. Likewise, tourism businesses very rarely ONLY cater for tourists. They provide services to local people and other businesses.
## Tourism Employment by Industry: Western Australia, 2001-02

<table>
<thead>
<tr>
<th>Supply side industry</th>
<th>Tourism Employment ('000)</th>
<th>Tourism Share of Industry Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry, fishing</td>
<td>0.8</td>
<td>1%</td>
</tr>
<tr>
<td>Mining</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Food products</td>
<td>1.1</td>
<td>2%</td>
</tr>
<tr>
<td>Beverages and tobacco products</td>
<td>0.3</td>
<td>1%</td>
</tr>
<tr>
<td>Textiles, clothing and footwear</td>
<td>0.5</td>
<td>1%</td>
</tr>
<tr>
<td>Wood products</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Paper products, printing, publishing</td>
<td>0.3</td>
<td>1%</td>
</tr>
<tr>
<td>Petroleum products</td>
<td>0.1</td>
<td>0%</td>
</tr>
<tr>
<td>Chemicals and plastics</td>
<td>0.2</td>
<td>0%</td>
</tr>
<tr>
<td>Non-metallic products</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Metal products</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Transport equipment</td>
<td>0.6</td>
<td>1%</td>
</tr>
<tr>
<td>Other machinery and equipment</td>
<td>0.2</td>
<td>0%</td>
</tr>
<tr>
<td>Other manufacturing</td>
<td>0.2</td>
<td>0%</td>
</tr>
<tr>
<td>Electricity, gas, water</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Residential building</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Other construction</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>1.5</td>
<td>3%</td>
</tr>
<tr>
<td>Retail trade &amp; takeaway food</td>
<td>14.5</td>
<td>27%</td>
</tr>
<tr>
<td>Repairs</td>
<td>0.3</td>
<td>1%</td>
</tr>
<tr>
<td>Accommodation, cafes, restaurants</td>
<td>18.4</td>
<td>34%</td>
</tr>
<tr>
<td>Land transport</td>
<td>1.7</td>
<td>3%</td>
</tr>
<tr>
<td>Air and water transport</td>
<td>4.7</td>
<td>9%</td>
</tr>
<tr>
<td>Services to transport</td>
<td>0.7</td>
<td>1%</td>
</tr>
<tr>
<td>Communication services</td>
<td>0.4</td>
<td>1%</td>
</tr>
<tr>
<td>Banking</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Other financial services</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Ownership of dwellings</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Business and property services</td>
<td>0.7</td>
<td>1%</td>
</tr>
<tr>
<td>Govt administration and defence</td>
<td>0.2</td>
<td>0%</td>
</tr>
<tr>
<td>Education</td>
<td>2.4</td>
<td>5%</td>
</tr>
<tr>
<td>Health and community services</td>
<td>1.6</td>
<td>3%</td>
</tr>
<tr>
<td>Cultural and recreational services</td>
<td>2.0</td>
<td>4%</td>
</tr>
<tr>
<td>Personal and other services</td>
<td>0.3</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>53.6</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source: Access Economics*
APPENDIX 8

Western Australia: Regional Tourism Boundaries