



WAITOC PARTNERSHIP PACKAGES

2020



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About WAITOC

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

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

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

WAITOC is a not for profit peak organisation standing for Aboriginal tourism in Western Australia with over 140 members and growing each year.

WAITOC started to promote the members in the international arena through comprehensive marketing campaigns and key trade shows such as the Australian Tourism Exchange. WAITOC also held the first Australian Indigenous Tourism Conference in 2004 which has now become a national event and the only forum focusing directly on Aboriginal cultural tourism matters. The conference held bi-annually offers the opportunity for Aboriginal tourism operators to network with each other and learn about the latest trends, overcome challenges faced by the industry and opportunities to further enhance Australian Aboriginal tourism.



About our Members

Aboriginal Tourism Business' (ATB) Membership – is available to either an Aboriginal person or entity of with at least fifty per cent of its members who are Aboriginal persons, currently running a business within the tourism industry, within Western Australia. Aboriginal tourism is a niche industry in Western Australia. ATB membership has grown at a rate of five percent consecutively over the last five years.

Associate Membership – applies to any person, business, government, or non-government organisation who does not meet the Aboriginal Tourism Business Membership criteria and would like to join and support WAITOC. Membership has increased at a rate of fifteen per cent each year over the last 5 years

Aboriginal tourism is a unique growth industry in Western Australia. As the world's oldest living culture, Aboriginal culture offers tourism experiences unique to Australia not available anywhere else in the world. WAITOC members enjoy a variety of corporate and promotional benefits along with invitations to functions, seminars and other events.





About our Board

‘Ancient Tracks New Journeys’

The vision of WAITOC values culturalization over commercialization. Giving a voice to the oldest living culture on earth, ensuring authenticity and respect to Aboriginal people in Australia.

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

WAITOC Partnership Policy

‘WAITOC is the lead voice for Aboriginal Tourism for Australia.’

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



Larrakia Principals

- Respect for customary law and lore, land and water, traditional knowledge, traditional cultural expressions cultural heritage that will underpin all tourism decisions.
- Indigenous culture and the land and waters on which it is based, will be protected, and promoted through well managed tourism practices and appropriate interpretation.
- Indigenous peoples will determine the extent and nature and organisational arrangements for their participation in tourism and that governments and multilateral agencies will support the empowerment of Indigenous people.
- That governments have a duty to consult and accommodate Indigenous peoples before undertaking decisions on public policy and programs designed to foster the development of Indigenous tourism.
- The tourism industry will respect Indigenous intellectual property rights, cultures and traditional practices, the need for sustainable and equitable business partnerships and the proper care of the environment and communities that support them.
- That equitable partnerships between the tourism industry and Indigenous people will include the sharing of cultural awareness and skills development which support the well-being of communities and enable enhancement of individual livelihoods.

About the Staff

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

The organisation has a flat line management policy and offers excellent value and service to Australia through its foundations supporting the growth of Aboriginal tourism. It has strong governance and has premier administration, membership, marketing, and business development within the organisation.

The current CEO is of Nhanda Yamiji decent. Robert Taylor is a qualified chef and spent 30 years within the hospitality, manufacturing and recreation industry. Robert had businesses across the 5 regions within WA and employed over 100 staff. His operational knowledge of running hospitality businesses is a key asset at providing mentoring and effective operational techniques to WAITOC members. He is supported by a dedicated team of professionals who are passionate about creating strong foundations for a thriving Australian Aboriginal tourism industry.



Growth of Aboriginal Tourism in Western Australia

The development of The Aboriginal Tourism Development Program (ATDP)

After years of advocacy WAITOC successfully won funding through the state government to help increase sustainable Aboriginal tourism businesses in 2015.

Financial outcome

WAITOC secured \$800,000.00 per year for 4 years (with \$500k annually delivered in activities.) Its' mentors worked with 49 Aboriginal tourism business in WA with 39 new businesses across the state. One business within the program won the state and national Tourism Gold Award for Australia. This was first time ever for the state of WA at a National level and a tribute to both the business and the business mentoring program.

To expand business growth in Aboriginal tourism, the CEO has used the base funding to create new partnerships increasing the cohesive development of Quality Aboriginal Tourism product for the state. By the end of the program WAITOC had established partnerships including:

- Tourism WA
- City of Perth
- Indigenous Business Australia
- Breakaway Tourism

Though state government funded ended in 2019, WAITOC has continued to look for ways to enhance business development for members. Through experience and industry expertise WAITOC together with partner - Breakaway Tourism has established 'Western Australian Aboriginal Tourism Academy (ATA)'.



Western Australian Aboriginal Tourism Academy (ATA)

ATA has a proven customized tourism business development and staff professional development program.

This program aims to meet the needs of new and existing Aboriginal tourism operators across the state of Western Australia.

Following on from the success of previous City of Perth- WAITOC programs (Perth Aboriginal Tourism Development Program Pilot 2017; Perth Aboriginal Tourism Development Program 2018; and the Aboriginal Tourism Export Initiative - Perth 2019), the ATA Perth 2020 will provide customized services to meet the needs of individual businesses including, but not limited to:

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

WAITOC, in partnership with Breakaway Tourism, will activate a team of industry professionals and qualified/experienced industry advisors to work directly with Aboriginal tourism businesses based in Destination Perth and their employees with the goal to achieve the following:

- Increase revenue streams
- Increase profitability
- Develop sustainable operations
- Enhance quality products and services
- Enhance capacity of business products, services, personnel; and
- Build Perth and Western Australia's reputation as a world-class destination for Aboriginal cultural tourism experiences.



WA Tourism Regions

AREA NAME	VISITATION	NUMBER OF LOCAL GOVERNMENTS IN THE AREA
Australia's North West (ANW)	1.3 million	8
Australia's Golden Outback (AGO)	1.2 Million	49
Australia's Coral Coast (ACC)	1.2 Million	23
Destination Perth (DP)	4.9 Million	30
Australia's South West (ASW)	3.1 million	23

NB: Aboriginal tourism contribution to Western Australia is \$43.8 million in gross state product, & Contributes 29.7 million to state income

Aboriginal Development Program

The Aboriginal business sector is growing rapidly, and faster than the rest of the economy. Steps taken by the federal state and territory governments; along with corporate buyers, are already helping to drive demand for Indigenous businesses. The state and federal Indigenous Procurement Policy has driven rapid growth in demand for Indigenous goods and services. However, a thriving Indigenous business sector needs to have equal focus on supporting supply and creating demand to achieve broader goals *'to build intergenerational wealth and economic independence for Indigenous businesses and communities.*

The Aboriginal Tourism Academy (ATA) will help more Aboriginal people build sustainable businesses that will support themselves, their families, and their communities.

The ATA is based on the four key areas for actions Indigenous business owners across Australia have consistently raised as critical for development and growth:

- Better business support to provide timely and fit-for purpose advice, allows businesses to identify and execute commercial opportunities.



- Improved access to finance, so businesses can build capital, assets and financial partnerships to access investible opportunities.
- Stronger connections and relationships through linking to and building stronger business and industry networks.
- Harnessing the power of knowledge through better sharing of information about commercial opportunities and better collection and sharing of data about Aboriginal businesses. A strong, diverse and self-supporting Aboriginal business sector is key to empowering Aboriginal and Torres Strait Islander people, and placing Aboriginal business owners, their families and communities in the driver's seat of their economic future.

For the first time WAITOC joined with its partners City of Perth, Indigenous Business Australia and City of South Perth to help stimulate growth in Aboriginal tourism business.

WAITOC would like to offer the opportunity to other local governments to become partners in investing in a comprehensive package of support for Aboriginal and Torres Strait Islander peoples business development within their precincts to enhance Aboriginal tourism business development across the regions and the state.

The ATA will be implemented over a 10-year period to drive up the number, size and diversity of Aboriginal businesses. Having a long-term vision for the sector will provide stability and time to get the structures and support right. To ensure the ATA continues to meet the needs of the Aboriginal business sector, WAITOC and its partners will implement a WAITOC Business Advisory Group who will inform and guide actions under the ATA and identify when shifts and innovations are required.

‘ATA’s goal is to expand the number of businesses across WA in the first 12 months’

Page 11 lists packaged programs that local government organisations may invest in.



TIER 1	TIER 2	TIER 3
ATA Perth 2020 Emerging to Market Ready	ATA Perth 2020 Market to Export Ready	ATA Perth 2020 Export Ready Advanced
New to industry (0-1 years of operation)	Establishment (two years of operation)	Established (three years of operation)
Business establishment assistant	Product/service development	Product/service development and /or drivers
Foundation skills	Training/skilling and professional development e.g. online booking systems, Tourism Council of a training, accreditations, China Ready etc.	Training and professional development e.g. informal training access and financial management additional accreditations, licencing, specialist
Product/service development	Operations capacity development	Inbound tourism (export ready) network pathway
Industry connections	Online booking system/online payment gateways	Industry trade/consumer programs, shows (domestic/international) preparation/ implementation e.g. Australian Tourism Exchange; Discover Aboriginal Experiences Tourism Australia signature brands; Tourism Council WA Program; Ni Hao WA Chinese inbound trade etc
Market systems development	Digital marketing systems development e.g. social media, online travel agents, directories, etc	WAITOC marketing campaign (domestic/international)
Marketing systems development	Inbound tourism capability development	
WAITOC marketing campaigns	WAITOC marketing campaign	



How Local Government help

Local government contributions will help develop unique specialized Aboriginal tourism business for communities.

Benefits to your Local Government Region

Tourism Research Australia (TRA) International Visitor Survey (IVS) shows that some eighty percent of international visitors would be very interested in an Aboriginal experience with only twenty percent getting to experience this while on holiday in Western Australia. Aboriginal tourism businesses in Western Australia are a proven formula for supplying a range of social benefits to individuals and community such as:

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

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



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.



Bringing 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.



Support Suggestions for Local Government

FUND CODE	FUNDING AMOUNT	BUSINESS SUPPORT	RECOMMENDATION	TIER LEVEL OF TRAINING
ATA-105	\$5,000.00	1 x business 60 hours mentoring	Recommended for Advanced	Tier 1, 2 or 3
ATA-101	\$15,000.00	1 x business 80 hours mentoring with \$6,500 for the Business Action Plan	Recommended for Emerging	Tier 1
ATA-103	\$10,000.00	1 x business 70 hours mentoring with \$3,000 for the Business Action Plan	Recommended for Market to Export Ready	Tier 2
ATA-104	\$20,000.00	2 x businesses 70 hours mentoring with \$3000 for the Business Action plan	Recommended for Market to Export Ready	Tier 2
ATA-102	\$30,000.00	2 x business 80 hours mentoring with \$6,500 for the Business Action Plan	Recommended for Emerging	Tier 1

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

For enquiries or to become part of this program contact:



Robert Taylor

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www.bcard.ly/wtrt

Be a part of the excitement of Aboriginal Tourism

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



ATA Program Sponsorship Application

I would like to support the ATA

I have read all the sponsorship information and understand the investment involved in the above sponsorship.

Applicant Details

Investment: Fund Code -

To be paid by:

Company Name:

Contact Name (s):

Address:

Suburb:

Post Code:

State

Phone:

Mobile:

Email:

Website:

Signed for/On Behalf of:

Partner/Sponsor Details

Name:

Name:

Signature:

Signature:

Date:

Date:

WAITOC ATA Program Coordinator