

WAITOC.COM
Ancient Tracks - New Journeys



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Ancient Tracks - New Journeys

WAITOC'S Board and Staff Acknowledge the Traditional Owners
of the Country Where We Are Meeting
Elders Past, Present and Emerging

Image – Tourism Western Australia

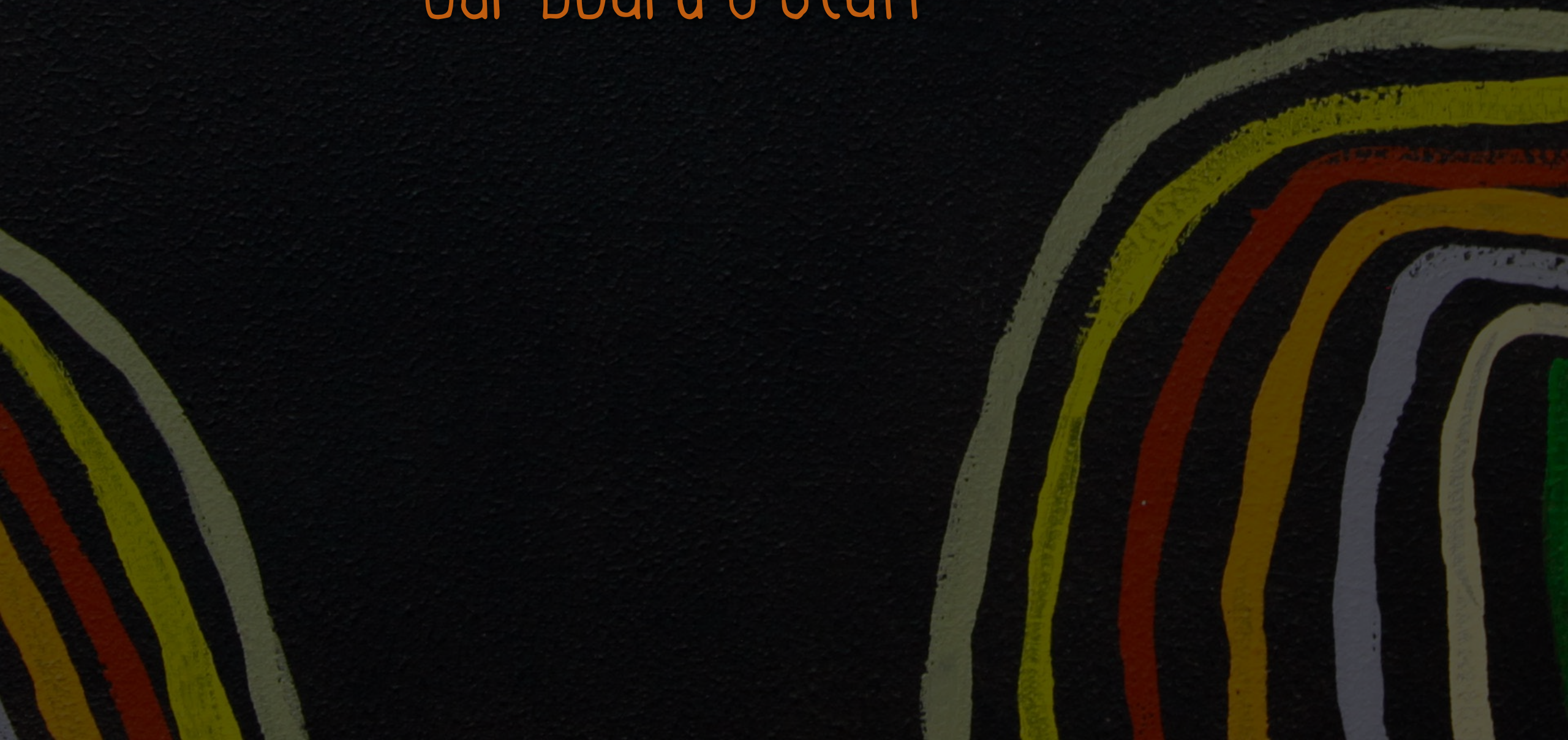


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Our Board & Staff



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Robert Taylor

CEO

30+ Years Business, Training,
Hospitality & Tourism Experience



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Our Board & Staff



Gabby Simoni
Operations Manager
20+ Yrs Tourism Industry

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20+ Yrs Tourism
Industry



Di Below
Marketing Manager
30+ Yrs Tourism Product &
Destination Marketing/PR
UK, Europe, Australia

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Anika Donnison
Marketing Assistant



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Teresa Perone
Operations Coordinator

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Teresa Pappalardo
Operations
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Karl Millard
Memberships and business
development Coordinator

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Donald Monk
Product Development
Coordinator



Teresa P.
Operations
Coordinator



Donald Monk
Product Dev. Coord.

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AGO Rep

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The background of the slide is a close-up photograph of a person's hand holding a wooden boomerang. The boomerang is covered in traditional Aboriginal dot painting, featuring a central circular motif with radiating lines and various geometric patterns. The lighting is warm and focused on the boomerang, with the background being dark and out of focus. In the top left corner, there is a small orange line-art icon of a leaf. In the bottom right corner, there is a small orange line-art icon of a sun or a flower with concentric circles and radiating lines.

Our Vision

- To continue to secure WA as the premier destination in Australia to experience the world's oldest living culture through accelerating the growth of a strong authentic Aboriginal tourism industry.



Our Mission

- WAITOC - We Are Indigenous Tourism On Country
- The premier Aboriginal advocacy body educating and leading government and industry on the aspirations of Aboriginal tourism businesses and their global market.



Our Core Values

- Empowerment
- Positive social and economic outcomes
- Create pride in its people
- Showcase and fosters traditions
- Develop a sustainable Aboriginal tourism industry in Australia.
- Culturalisation of commerce and not the commercialisation of culture.

Business Development Update

Jina

Western Australian Aboriginal Tourism Action Plan

2021 - 2025

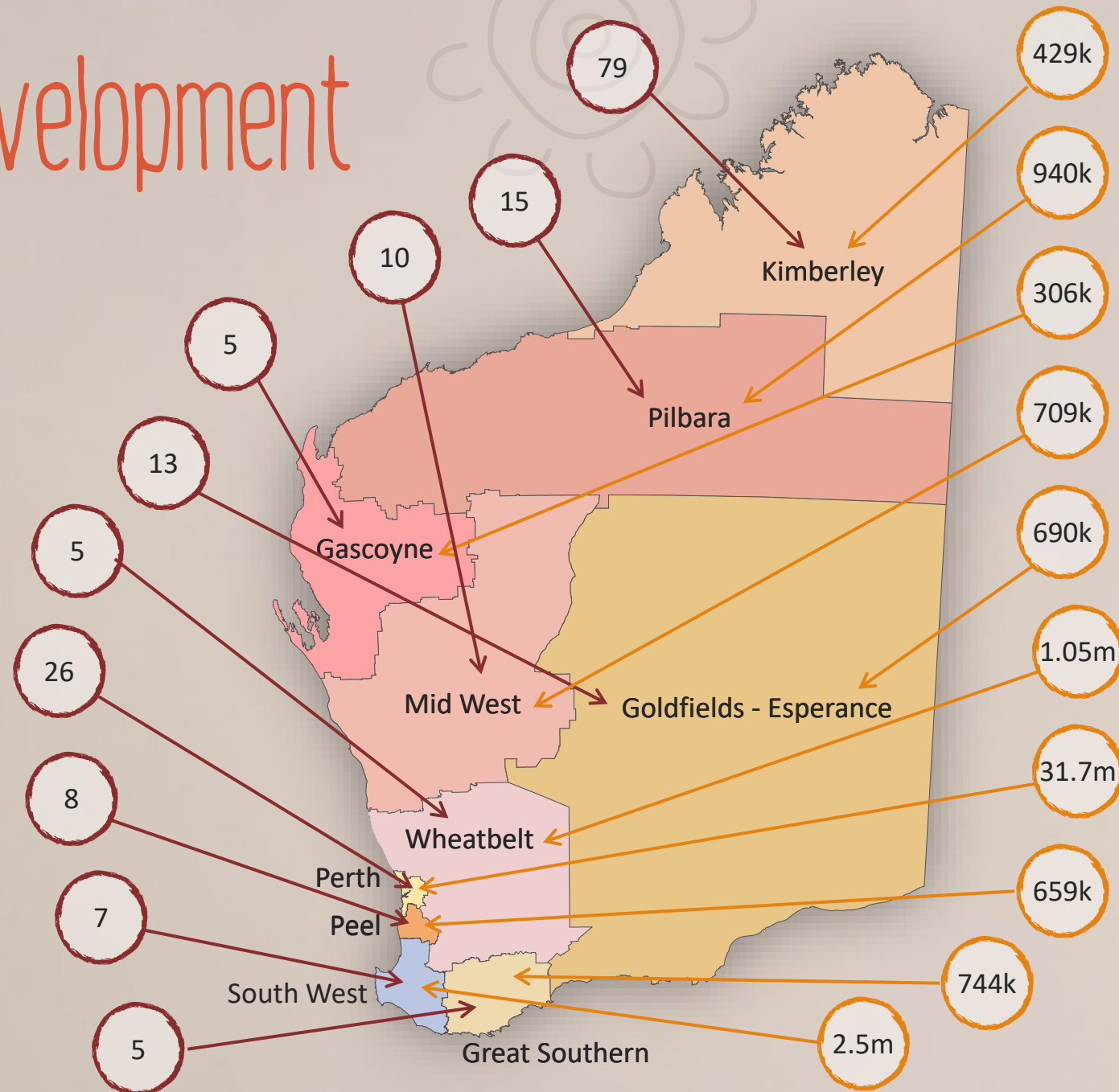




Jina Objectives

- Welcome to Country Art Installations at key visitor centres
- Capacity building for Aboriginal event organisers
- Host Aboriginal tourism conferences
- Support a Welcome to Country bookable database for WA
- Create a back of business support hub for Aboriginal tourism in WA
- WAITOC Aboriginal Tourism Academy of WA

Business Development



Visitors Per
Region

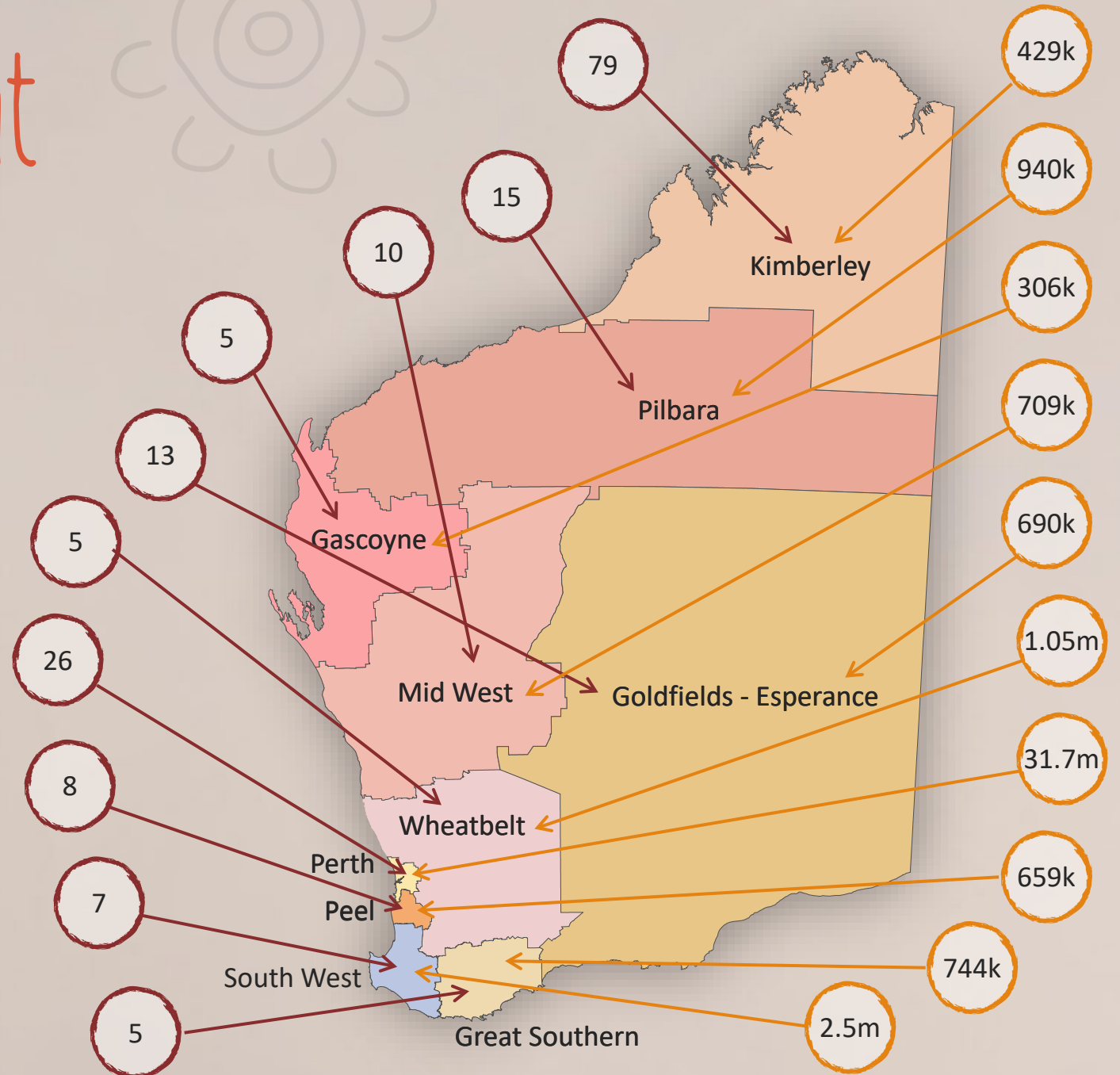
Aboriginal Tourism
Businesses

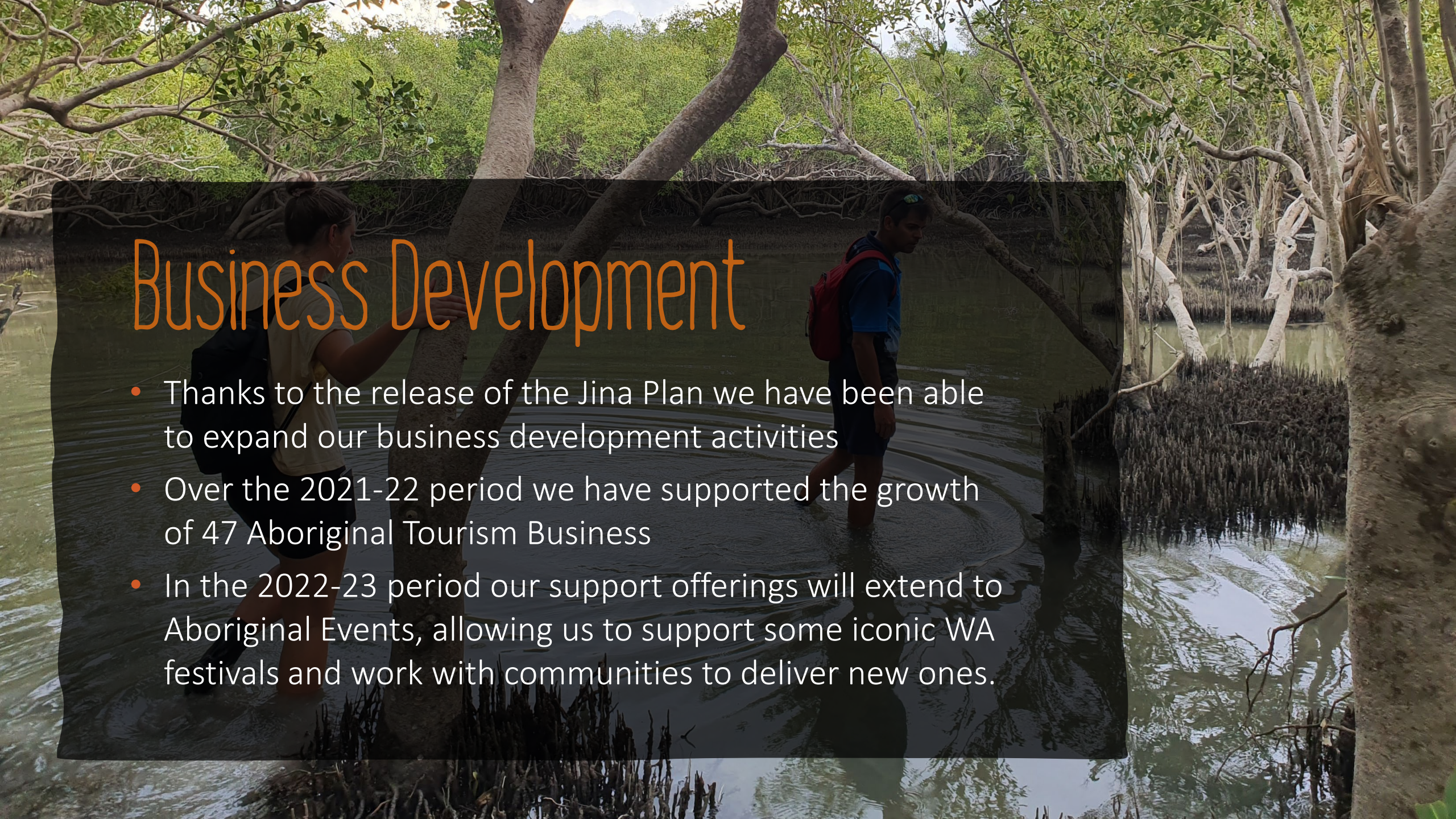
Business Development

- Embracing our slogan: Ancient Tracks, New Journeys
- Working with people right across WA to discover and develop unique and authentic experiences
- Enabling stories to be told the way the custodians want

Aboriginal Tourism
Businesses

Visitors Per
Region





Business Development

- Thanks to the release of the Jina Plan we have been able to expand our business development activities
- Over the 2021-22 period we have supported the growth of 47 Aboriginal Tourism Business
- In the 2022-23 period our support offerings will extend to Aboriginal Events, allowing us to support some iconic WA festivals and work with communities to deliver new ones.

Building Sustainability

- Allowing focus on core business with enhanced back-office support
- Empowering business growth through statewide training and mentoring initiatives
- Developing pathways for youth to enter the industry





169

Businesses Supported

2015 - 2022



In 2022 WAITOC
membership has grown
to 281 businesses

up 43% since 2015

Since 2015 WAITOC has
welcomed 78 new
Aboriginal tourism
businesses across WA
generating 150+ new
FTE Equivalent jobs



WAITOC Marketing Highlights



Anika Donnison



WAITOC.COM
Ancient Tracks - New Journeys



Our
Brand



Ancient Tracks - New Journeys

A decorative line of red and orange dots runs horizontally across the bottom of the image, starting from the left and ending on the right.

Driving Business to our Members

Nine Promotional Campaigns

Key Highlights:

- Camping
- Shopping
- AFL
- WelCome Back



Campaigns – Campgrounds

- 
- 32 Members
 - Social Reach 146,000
 - Clicks 2,300
 - TV Reach over 500,000
 - Ad+inserts – 120 K The Senior
 - 1000 brochures at 4WD Adv. Show



Campaigns - AFL

- Reach 160 000
- Sunday Times 400,000
- Coles Checkouts
- Clicks 4000
- 29 000 Msgs and Calls
- Orders exceeded capacity in 2 days





Score this!

Campaigns - Shopping

- Launched a WAITOC Shopping Hub
- 28 Shops with a Rising Trend
- Reach 137 000
- EDM to new AFL database
- Clicks 4 300



The background of the image shows a large, dark silhouette of a tree against a sky with a gradient from orange at the bottom to blue at the top. Two people are also silhouetted against the tree, one standing on a branch and another crouching, both appearing to be decorating the tree with small, round ornaments. The text "Uniquely Australian Christmas Gifts" is overlaid on the right side of the image in a white, stylized font.

Uniquely Australian Christmas Gifts



Campaigns — WelCome Back

- Return of Intl Market. 30 Tour Operators
- Perth Airport (Est. 200,000/Month)
- Broome Airport (Est. 30,000/Month)



Workshops and Events

- Consumer and Trade
- 4WD Adventure Show
- Caravan and Camping show
- TWA UK/EUROPE Roadshow
- ATE – Australian Tourism Exchange



Brochures and Social Media

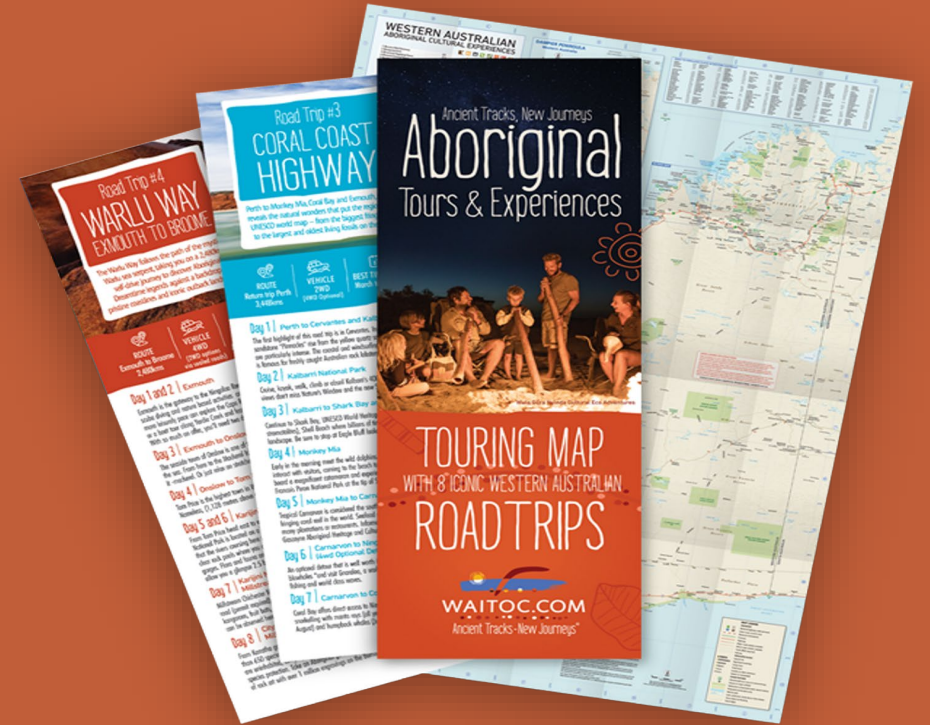
- Map
- Campgrounds
- Schools
- Wildflowers and Bushtucker
- ARDI
- Trade Manual



150,000 101 Experiences Reaching Global Audiences



New German Edition



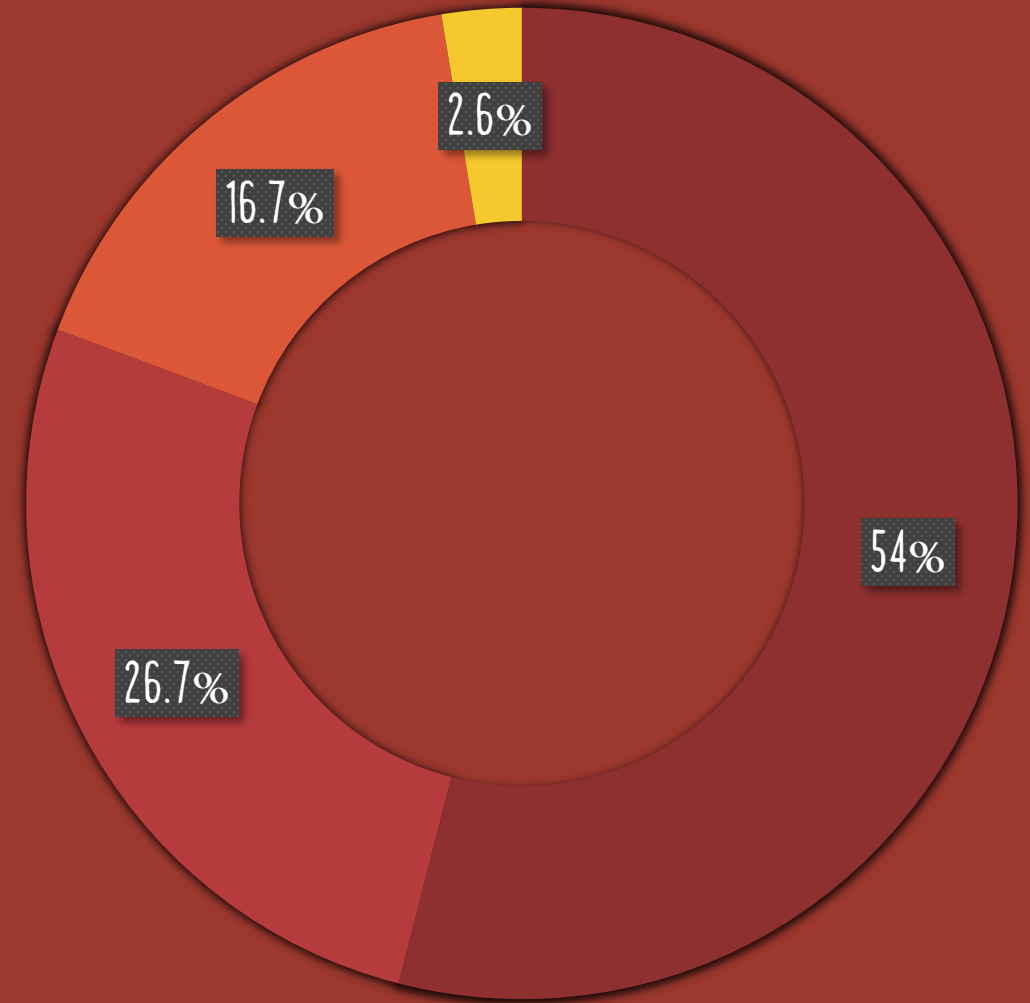
Waitoc.com

- Google Page 1
- Bounce Rate 0.5%
- 54 000 Users
- Campaign Spikes
- 8,300 Member Referrals



Waitoc.com

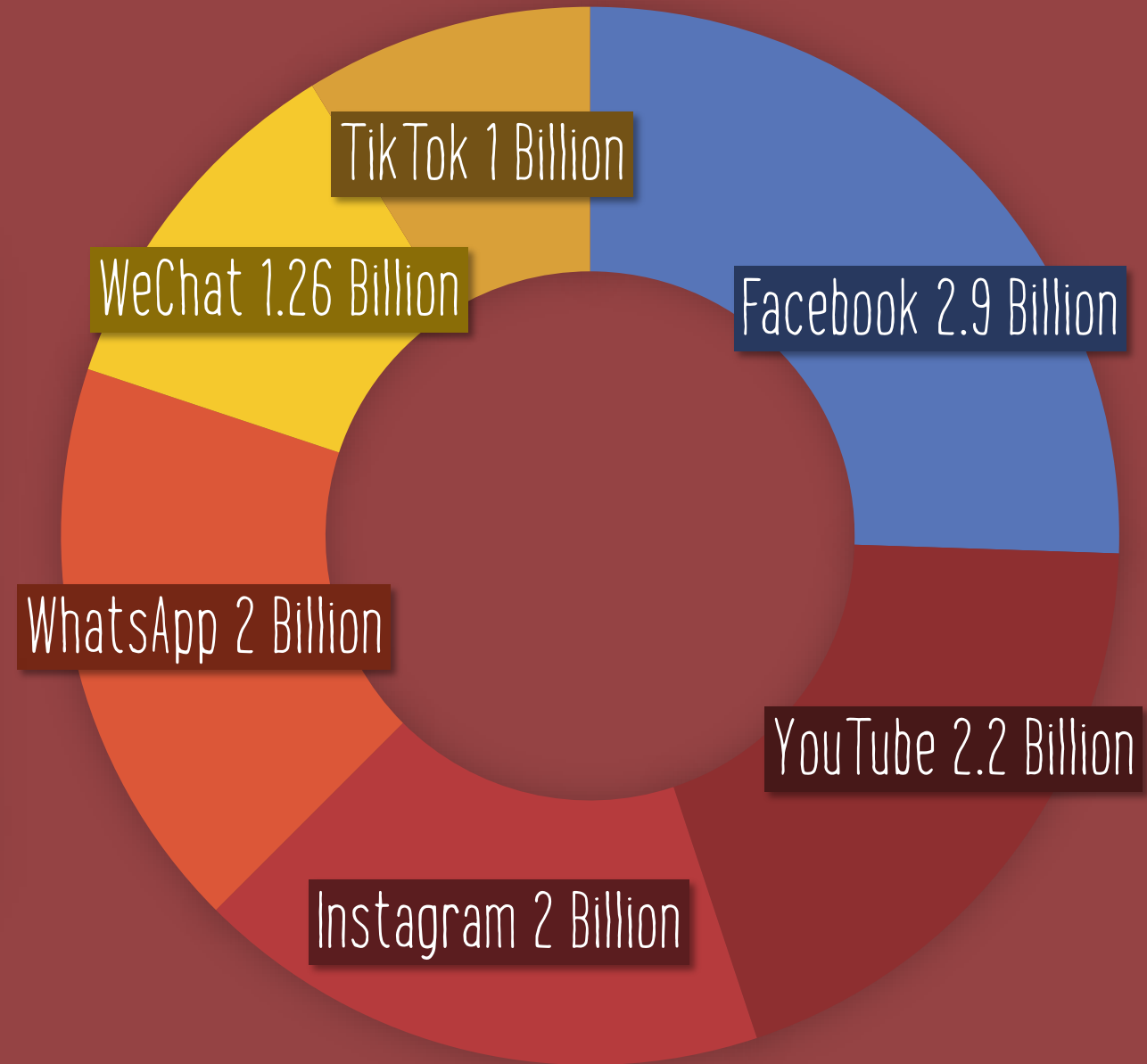
- Organic Search 54%
- Social 26.7%
- Direct 16.7%
- Referral



■ Organic Search ■ Social ■ Direct ■ Referral

Social Media

- Growth of platforms
- Facebook is a key campaign platform
- Instagram is about reach
- Developing TikTok





Top Facebook Posts

Aboriginal Tours & Experiences
Published by Di Below · 27 March ·

Talented Tots at Boola Bardip



Boorloo Aboriginal Cultural Experiences
26 March ·

Today we danced at the WA museum with a cute little handful of our Little Doorum Dancers. We'd like to do a special shout out to baby Djarlu for his first dance... See more

3,197 People reached 303 Engagements — Distribution score [Boost a Post](#)

NATIONAL RECONCILIATION WEEK 2022 DUAL NOONGAR-ENGLISH FRONT PAGE (The West Australian)
\$1.70 | Friday, May 27, 2022

Marawar Boodjara

WAANGKINY-AK ELVIS WAANGKA
(REVIEWS OF ELVIS MOVIE)
P5

DEPP DONAN KADINY KOORANGINY
(DEPP TRIAL TWIST)
P26

NYININY KAMBARNINY
FIRST SIT-DOWN INTERVIEW

ALBO BIDI (ALBO WAY)

Yeyinang birdiya kwabanidjow keny koombar kadadjiny
(New PM sets out his initial major moves)

KIMBERLEY GAMES
Anthony Albanese waangkiny boodjara...
FULL REPORT PAGES 6-7

Committed to reconciliation.
perthmint.com/reconciliation

THE PERTH MINT AUSTRALIA
Kimbarrak Boodjara 'Perth Country' by Kevin Byrnes

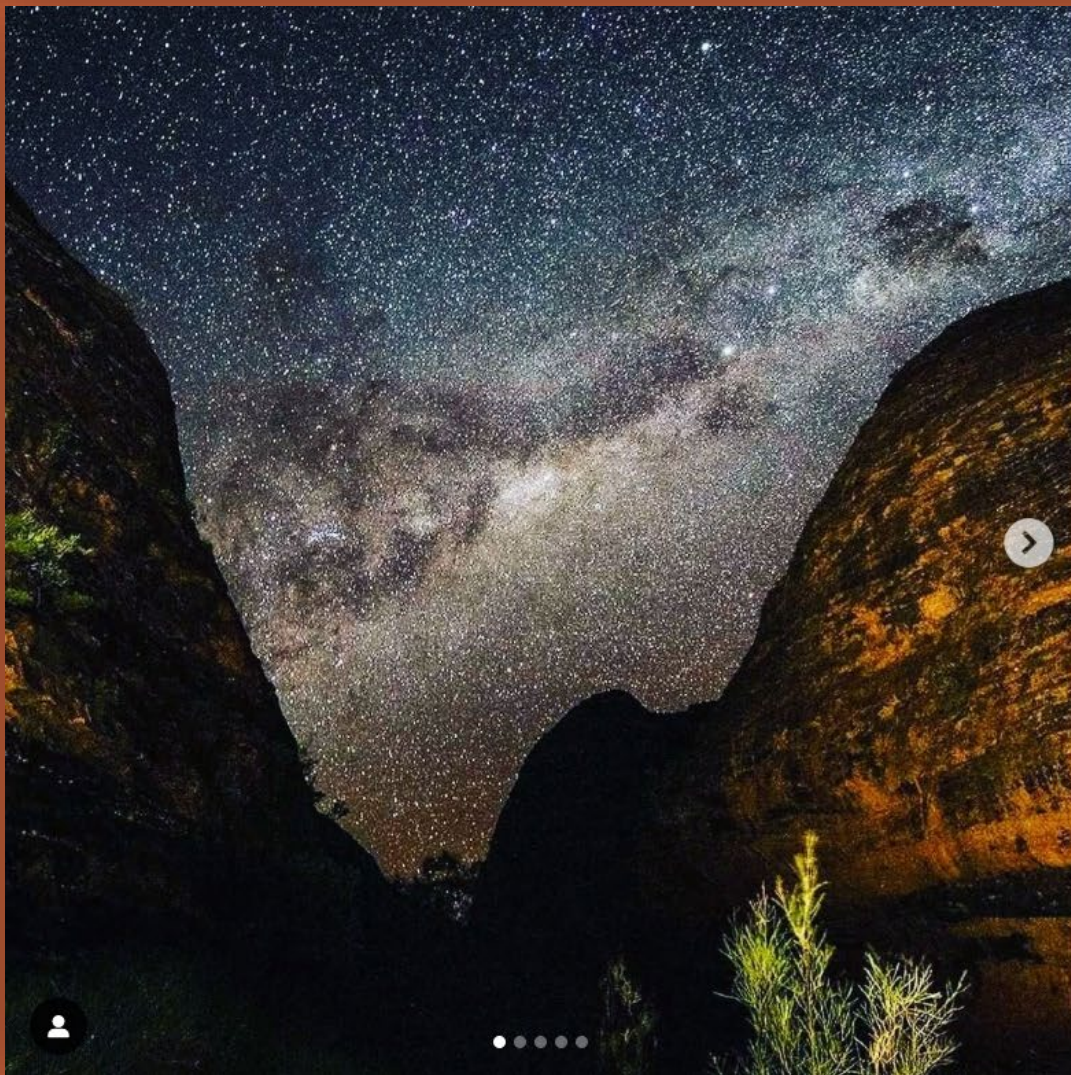
The West Australian
26 May at 20:07 ·

The special bilingual Noongar-English front page of The West Australian for National Reconciliation Week 2022 (translated by Alison Nannup).

2,888 People reached 219 Engagements — Distribution score [Boost a Post](#)



Top Instagram Posts



waitoc

Kununurra, Western Australia



waitoc 🤯 Can you believe it? 🤯

Such stunning secrets kept at the tip of the Kimberley. Be taken back in time, just a humble 40 000 years, when the native Aboriginal people would live and thrive here.

Immerse yourself in the spirit of Purnululu, and lose yourself to the bungle bungles.

#aboriginal #aboriginalaustralia #australia #westernaustralia
#bunglebungles #purnululunationalpark #tour #culturaltour
#tourism #indigenous #nativepride #history #culture

[View Insights](#)



Liked by [sundayislandtours](#) and 63 others

MAY 19



Add a comment...

Post



Top Instagram Posts



waitoc

Dampier Peninsula



waitoc 😊 Head to the #dampierpenninsula and be welcomed by all these adorable smiling face at @gumbananwildernessretreat.

Did you know that tour guides give each other tours? Well @ngurrangga_tours visited @southern_cross_at_lullumb and @sundayislandtours and had a ball!

An amazing opportunity to hunt for mudcrab with Bolo and have a delicious meal! Or learn about the land and culture from Rosanna. Clinton highly recommends!

#australia #australiagram #westernaustralia #waitoc #culture

View Insights



Liked by sundayislandtours and 51 others

MAY 9

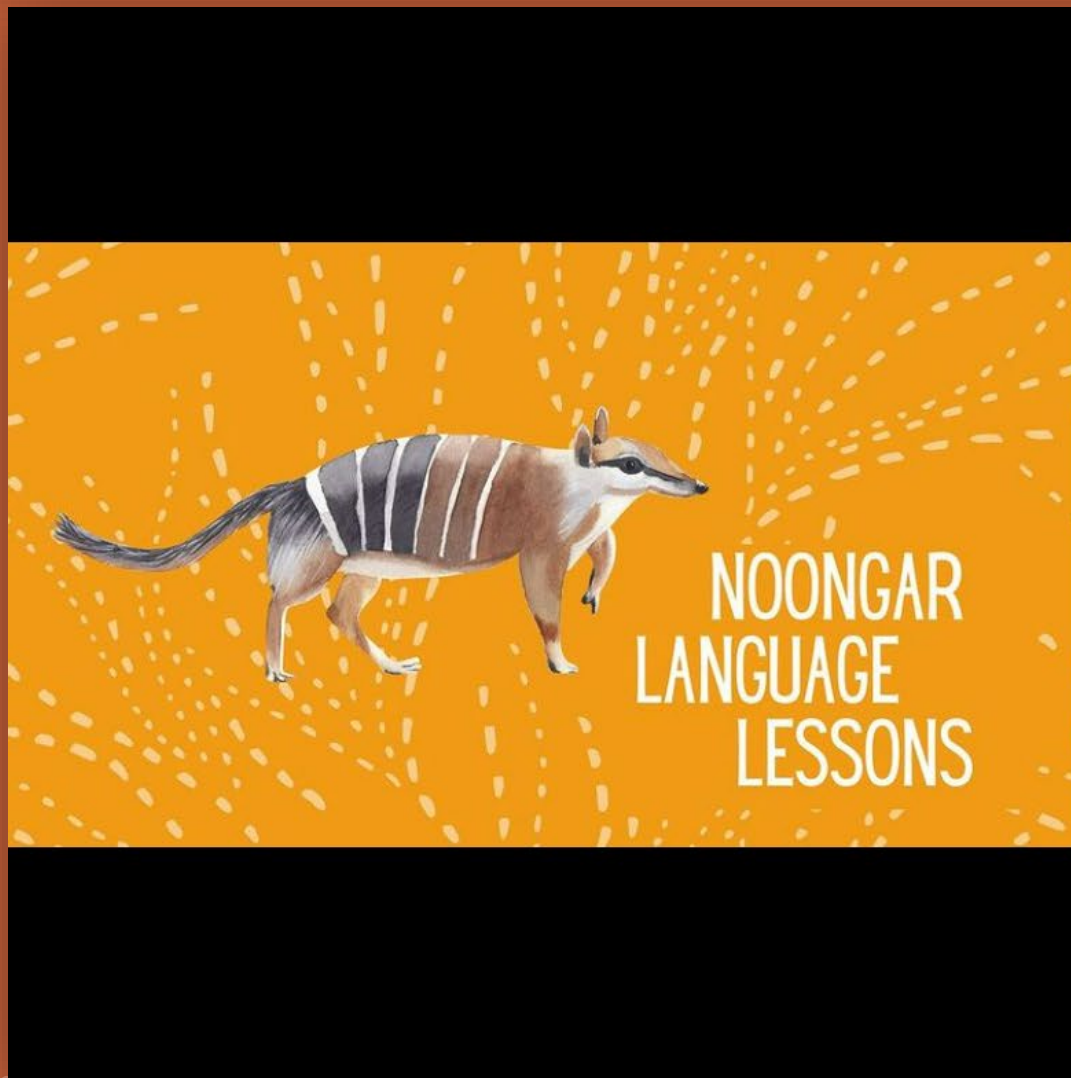


Add a comment...

Post



Top Instagram Posts



waitoc



waitoc 🤖 A very exciting opportunity to dive deep into the Noongar culture. Learn, from Whadjuk Noongar woman Sharon Gregory, animal and place names, pronunciation, sentence structure and cultural context. Check it out here: https://stayhappening.com/e/noongar-language-lessons-term-two-2022-E3LUUMVM775R?fbclid=IwAR0NLSfBNC9gOuQzKnw_ERd4TWV0cpOI63IOgdE5MVG_0mJIgsA0JHQZM0o
#aboriginalaustralia #aboriginalculture #learning #noongarboodja

Edited · 10 w

[View Insights](#)



Liked by kaarak_dwellingup and 69 others

MARCH 23



Add a comment...

[Post](#)



Top Instagram Posts



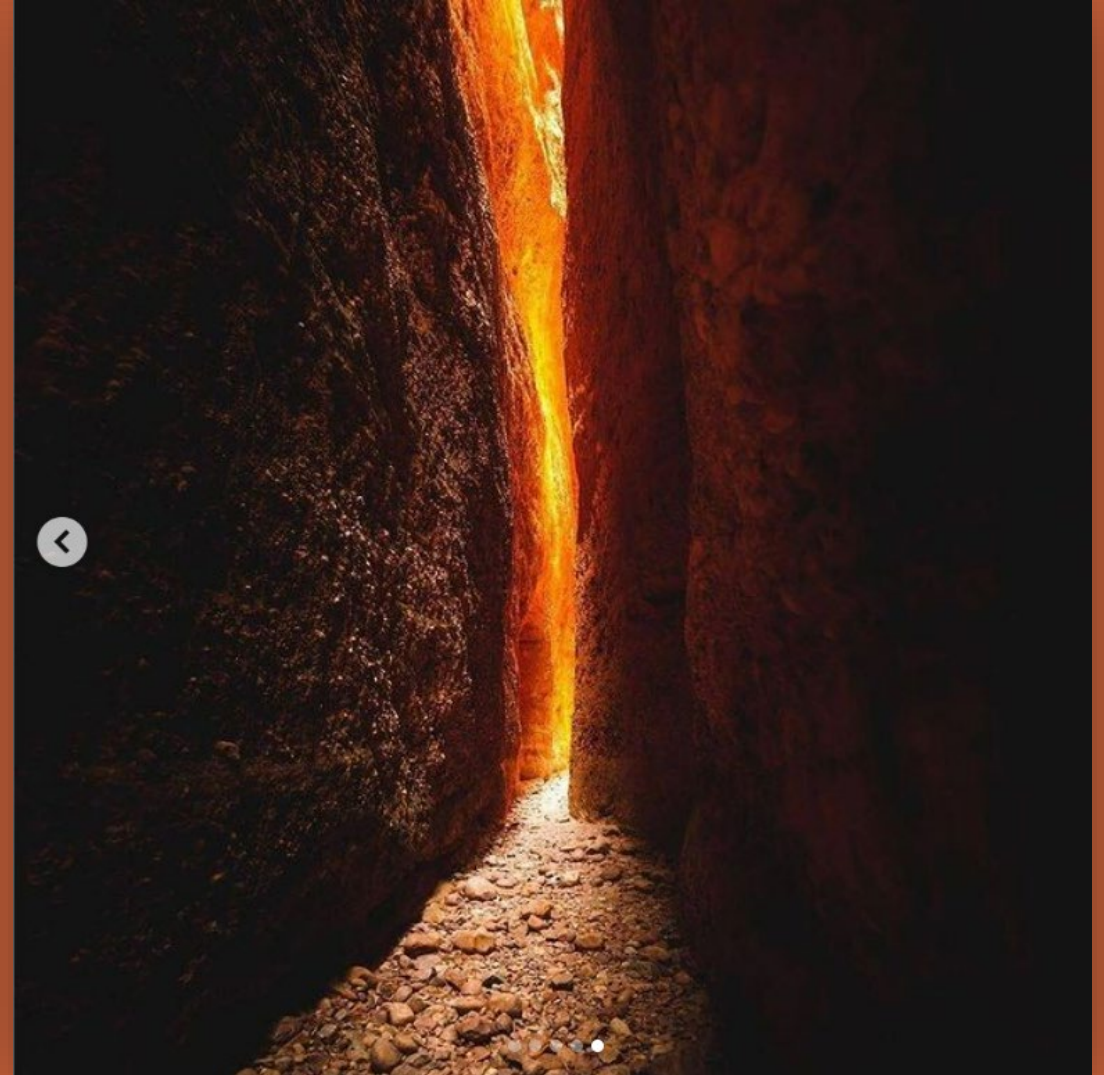
Bungle Bungle Guided Tours

Kununurra, Kimberley

Immerse yourself in the spirit of this ancient place. Bungle Bungle Guided Tours offer a unique experience, providing guided walking tours with an Aboriginal perspective of the World Heritage-listed Purnululu National Park. Locally owned, our experienced guides showcase the cultural significance and history of the Bungle Bungle.



Top Instagram Posts



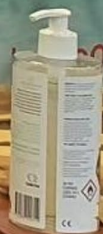




Winners

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Aboriginal Tours & Experiences





Winners



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Thank you