



ABORIGINAL TOURISM DEVELOPMENT

A Sustainable Approach

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TOURISM WA



WHY IS SUSTAINABILITY IMPORTANT?

- Ongoing income for Aboriginal communities / tourism operators
- Passing down of stories & traditions through generations
- Preserves the environment upon which Indigenous communities live and work
- Builds confidence in the tourism industry & amongst consumers



WHAT'S DRIVING OUR SUSTAINABLE APPROACH?

- Research shows that 81% of visitors to WA are interested in participating in an Aboriginal tourism experience
- Only 17% have this experience
- This results in unmet consumer needs
- Leads to product development and marketing opportunities (industry/government)



KEY FACTORS IN WA'S SUSTAINABLE APPROACH

- Strong industry organisation – WAITOC
- Exceptional natural assets – size of state, diverse environments, large Aboriginal population
- State Government support
- Dedicated all of government action plan - JINA
- Creative approach to product development
 - Camping with Custodians
 - Unique Aboriginal experiences
 - Business support
 - Workforce development projects

Jina

Western Australian Aboriginal Tourism Action Plan
2021 – 2025

Our Vision
Western Australia
is the premier authentic
Aboriginal tourism destination
in Australia
the place for sharing cultural experiences and enriching the lives of Aboriginal people



PILLARS OF THE JINA PLAN

**ACTIVATION:
POSITIONING WA AS
THE PREMIER
ABORIGINAL
TOURISM
DESTINATION**

**CAPACITY:
BUILDING CAPACITY
FOR ABORIGINAL
PEOPLE TO ENTER THE
TOURISM SECTOR**

**EXPERIENCES:
DEVELOPMENT OF
ABORIGINAL
CULTURAL
EXPERIENCES**



WAITOC PARTNERSHIP

- Business support – ATA program
- Administration hub
- Welcome to Country database
- Niche activities – Visitor Centre activations , Art with Custodians, regional events support

A photograph of four Indigenous Australian men performing a dance. They are wearing traditional loincloths in yellow and red, and have white body paint applied to their chests and faces. They are standing on a paved area, possibly a stage or festival ground, with a boat visible in the background. The scene is brightly lit, suggesting a sunny day.

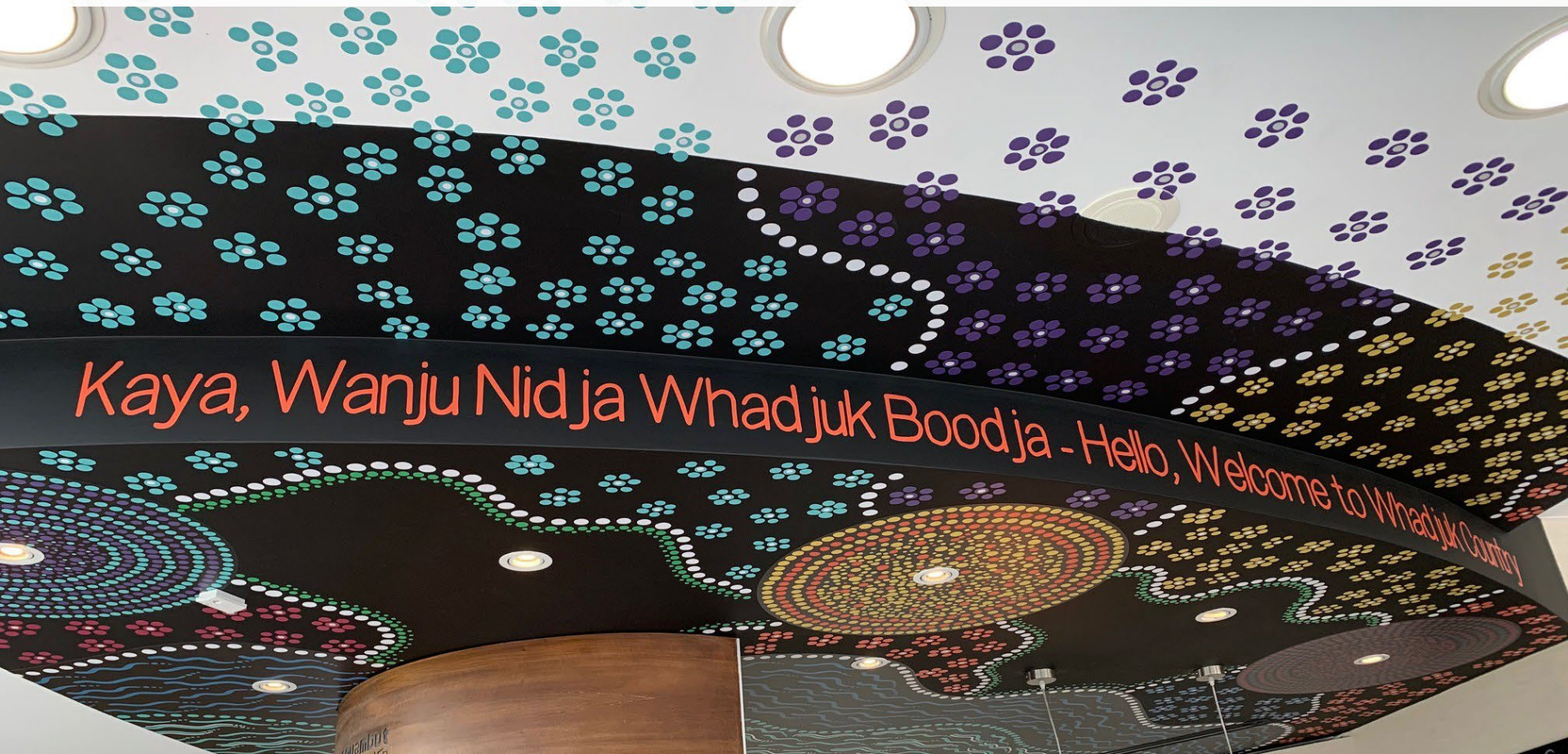
Experiences and Activation

MAKING WA'S ABORIGINAL EXPERIENCES MORE
VISIBLE



- **Nyumbi: A weekly Aboriginal dance performance at WA Museum Boola Bardip.**
- **Welcome to Country murals in Visitor Centres across the State.**
- **Artist in Residence in hotels and national parks.**
- **Dual naming in marketing collateral and key tourism destinations.**

VISITOR CENTRE ART INSTALLATION
WA Visitor Centre





Capacity Building and Workforce

TRAINING FOR THE FUTURE

WORKFORCE DEVELOPMENT

Building our future workforce through

- jobs and skills programs
- culinary camps & showcase dinners
- taste of tourism industry initiatives



An aerial photograph of a winding, light-colored dirt road through a vast, arid landscape of red earth and sparse green vegetation. The road curves through the terrain, with several vehicles and structures visible along its path. A semi-transparent white horizontal band is overlaid across the center of the image, containing text.

Experience Development

FACILITATING AUTHENTIC ABORIGINAL EXPERIENCES



CAMPING WITH CUSTODIANS

- Award winning, WA program, trade-mark held by Tourism WA
- First campground opened in 2016
- Network of high quality campgrounds on Aboriginal lands, run by Aboriginal custodians
- Contribute towards economic and employment outcomes in Aboriginal communities
- Provide visitors with quality camping facilities combined with engagement with local Aboriginal people

CAMPING WITH CUSTODIANS NETWORK





CHALLENGES

- Aspiration vs reality
- Intergenerational knowledge
- Rules and regulations
- Costs
- Time



CRUISE SECTOR

Support commercial Aboriginal operators on the
Kimberley coast

CONCLUSION





THANK YOU