Boola Bidi Dreaming

A tourism business of Harvey Aboriginal Corporation

Brad Vitale

Noongar Man

Acknowledgement

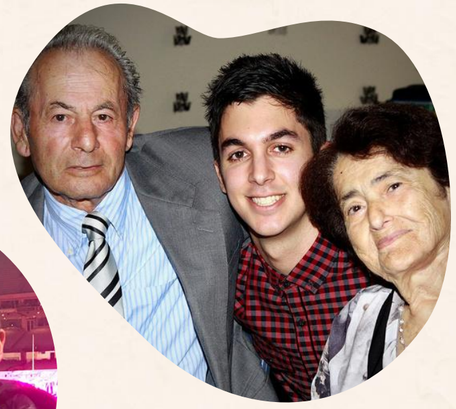
I would like to acknowledge the Traditional Custodians of the land we meet on and pay my respect to Elders and Knowledge Holders past and present.

I would like to extend that respect to all First Nations people coming together in this amazing place throughout the week, and recognise and celebrate all of our continuing connection to culture, community and Country.

Today's Presentation

- About Me
- About Harvey Aboriginal Corporation
- About Boola Bidi Dreaming
- Our Approach
- What?
- Why?
- When?
- Where?
- Who?
- How?
- Governance
- Tourism Outcomes
- Other Outcomes
- Where to from here?

About Me



About Harvey Aboriginal Corporation

- 100% Aboriginal Community Controlled Organisation registered with ORIC
- Governed by an intergenerational Board of 7 local community members

Journey so far...

April 2022
Idea for tourism business

February 2021
Registered with ORIC

May 2023
Received funding for tourism business development plan

December 2023
Boola Bidi Dreaming Centre opened

About Boola Bidi Dreaming

> Many Journeys
> Many Pathways

About Boola Bidi Dreaming

"Many Journeys
Many Pathways"

- Guided Walk Tours
- Cultural Programs
- Noongar Foods
- Noongar Language
- Cultural Experiences
- Ceremonies
- Visitor Servicing
- Retail Store

Our Approach

WHEN ?

How?

Why?

WHO?

WHERE ?

WHAT ?

WHAT ?

Sustainable and appropriate cultural tourism business to provide economic diversification of revenue sources to support and expand the activities of the Harvey Aboriginal Corporation, and provide opportunities for local Aboriginal community members

WHY?

- Established through community need and opportunity
- Engagement and sharing of culture and truth telling
- Culturally safe and appropriate employment and education pathways
- No existing cultural tourism businesses in Harvey Region
- Economic diversification to support Harvey Aboriginal Corporation activities

WHEN ?

- Timing was key
- No visitor servicing in Harvey Region
- Proactive Harvey Aboriginal Corporation Board
- Established Strategic Plan
- Engaged local Aboriginal community
- Right people with the right skills
- Opportunity for Lease of old visitor centre building
- Funding for Aboriginal Business Development and Capacity Building

WHERE ?

WHO?

Department of Local Government, Sport and Cultural Industries
GOVERNMENT OF WESTERN AUSTRALIA

Breakaway TOURISM PTY LTD

Who funded?

Department of Local Government, Sport & Cultural Industries

Regional Arts & Cultural investment Program - Aboriginal Business Development & Capacity Building

Who lead?

Harvey Aboriginal Corporation

Board and Members were the project owners and drivers

Who facilitated?

Breakaway Tourism

Planning and development;
Advisory and mentoring;
Implementation

HOW ?

1. Consultation, research and analysis

2. Identify opportunities

3. Development of a strategic action plan

4. Strategic action plan implementation

5. Development of products and services

HOW ?

Research to determine the feasibility of a cultural tourism business - local, region, state, national and international perspectives:

- History of the Harvey Region
- Strategic vision of the Harvey Region
- Tourism Snapshots of Australia, Western Australia, South West and Harvey
- Aboriginal Tourism in Australia – Opportunities and Challenges
- Aboriginal Tourism in Western Australia – Opportunities and Challenges
- Noongar Tourism including examples of Aboriginal Cultural and Tourism Centres
- Best Practice Approach for Noongar Tourism Operators
- Potential Community Outcomes – Social and Economic
- Related Supporting Strategies – National, State, Regional and Local

HOW ?

Significant research was conducted to identify target markets for the potential new business, with valuable data obtained from Tourism Research Australia including:

- State of the industry
- Domestic tourism forecasts
- Local government area profiles,

as well as Tourism WA Strategy and Research: Regional tourism satellite account, National Indigenous Australians Agency: Indigenous tourism fund discussion paper, ACIL Allen: Contribution of Aboriginal Tourism Businesses to the WA Economy, Tourism WA: Visitor experience and expectations research, Tourism WA: 5 reasons an Aboriginal experience is a must.

HOW ?

We engaged with existing tourism businesses, particularly Aboriginal tourism businesses, and industry organisations such as Tourism WA, WAITOC, Australia's South West, Bunbury Geographe and Destination Harvey Region to gain an understanding of their perspectives on the current and future strengths, weaknesses, opportunities and threats. We also engaged with more general (and less industry-specific) organisations such as Bunbury Geographe Chamber of Commerce and Industry, Noongar Chamber of Commerce and Industry.

HOW ?

Goal 1: Plan / Develop a range of products and services

Goal 2: Create operational capacity (facilities, experiences, products, customer services and management)

Goal 3: Establish product and service supplier networks

Goal 4: Launch tourism, travel and corporate networks through active memberships, sales and marketing, collaborations, packaging and partnerships

Goal 5: Access industry skills training and professional development activities

HOW ?

Goal 6: Enhance the customer experience at all points of contact

Goal 7: Create employment, training and volunteering opportunities for Aboriginal people

Goal 8: Build a strong reputation as a high-quality, accredited Aboriginal tourism operator in WA

Goal 9: Create a diversification of revenue sources for the Corporation

HOW ?

Identified Target Markets

- Intrastate Families
- Grey Nomads
- International (Asian)
- Corporate

HOW ?

Marketing Strategies

- Partnerships
- Memberships
- Branding
- Video Reels

HOW ?

- Development of Boola Bidi Dreaming Tourism Development Action Plan
- Regular review of products and services delivery
- Customised experiences
- Recruitment of local community members as volunteers or fee for service
- Developed value-add packages with other tourism operators
- Obtained membership and collaborated with industry representatives
- Introduced electronic point of sale system
- Introduced online booking system
- Introduced online accounting system

HOW ?

Identified Risks

- Insufficient financial resources
- Downturn in economy / tourism
- Difficulty recruiting operators and facilitators
- Competition from other tourism businesses
- Undesirable change in market trend
- Seasonality
- Bad publicity including social media
- Significant and poor weather events
- Lack of awareness and foresight in future opportunities and challenges
- insufficient technological resources and assets

HOW ?

July 2023
Strategic Action Plan developed

August 2023
Operations Manual developed

August 2023
Boola Bidi registered as a business

September 2023
Key networks and memberships

October 2023
Quality Tourism Accreditation

October 2023
Supplier contracts commenced

HOW?

January 2024
Online booking portal went live

August 2024
Best Aboriginal Business at BGCCI Awards

October 2024
Presenter at AITC

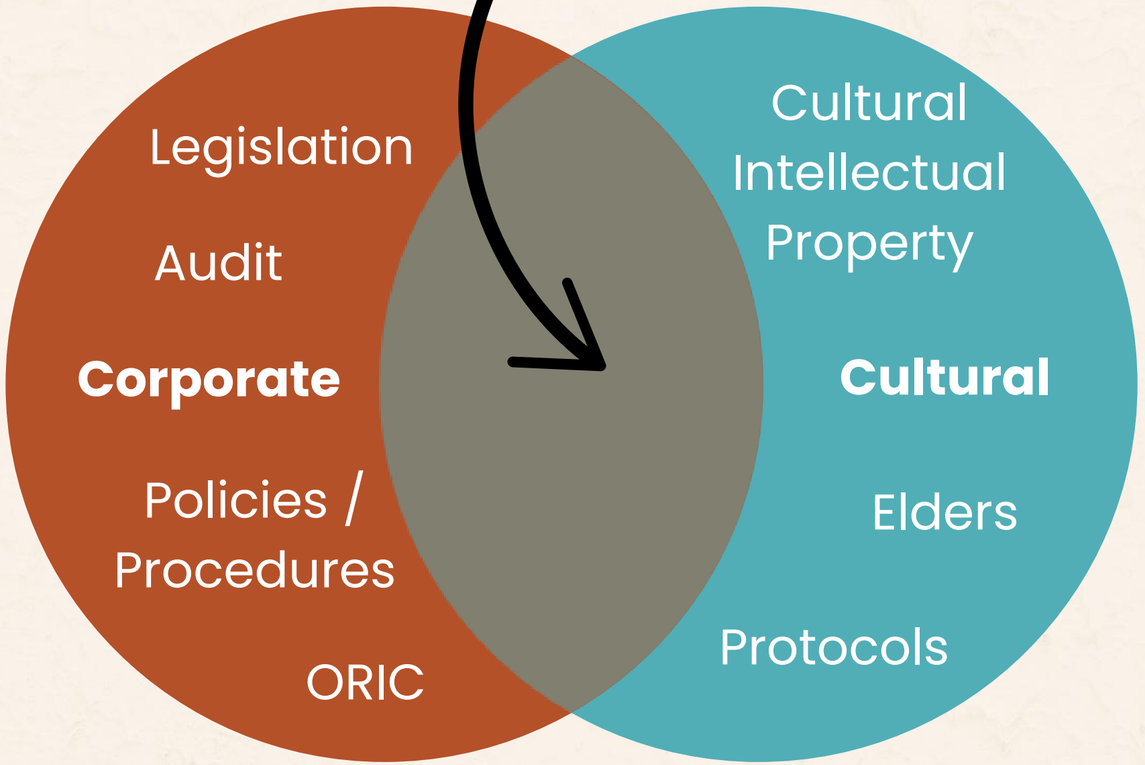
December 2024
Boola Bidi Dreaming Centre opened

March 2024
First trainee commenced

September 2024
Finalist for WA Tourism Awards

GOVERNANCE

Boola Bidi Dreaming



Employment & Training

- Arts, retail and catering suppliers
- Tours and cultural activity guides
- Noongar language teachers
- Events and catering personnel
- Ceremonies, presenters and performers
- Retail sales staff
- Administration officers
- General management
- Governance, compliance and finance
- Marketing and communications

Strengthening Pride

- Showcasing Noongar culture
- Passing on cultural knowledge to the next generation
- Creation of employment and training pathways through tourism
- Creation of diversified and sustainable revenue sources for Harvey Aboriginal Corporation into the future

Bringing Different Cultures Together

- Noongar culture and education is shared with the broader community, corporate and government agencies, schools, and visitors from across Australia and the world
- Boola Bidi Dreaming Centre has become the home of Noongar culture in Harvey!

Environmental Impacts

- Water conservation
- Waste management and reduction
- Fuel and energy reduction
- Carbon reduction / offset
- Noise management
- Wildlife protection
- Sustainable design

Social Impacts

- Charitable donations
- Community group engagement
- Local talent supported
- School education and involvement
- Community fundraising
- Opportunities for local people
- Promotion of local culture, heritage, attractions and events
- Consult local community

Economic Impacts

- Local purchasing
- Job opportunities
- Complementary partnerships with other businesses
- Investment in region
- Local business promotion
- Regional tourism promotion

Achievements / Memberships

FINALIST
PERTH AIRPORT WA TOURISM AWARDS
2024

Quality Tourism Accredited Business

EcoStar Accredited Business

bgcci
Bunbury Geographe Chamber of Commerce and Industry

AUSTRALIA'S South West

HARVEY REGION

Tourism Council Western Australia

WAITOC
Ancient Tracks New Journeys

Supply Nation REGISTERED

NOONGAR Chamber of Commerce and Industry

BUNGEO

Boola Bidi DREAMING

Would you like to know more?

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THANK YOU!