


Introducing.... SAATOC!

The journey towards a South Australian
Aboriginal Tourism Operators Council



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Meet the Presenter: Haydyn Bromley, SAATOC Interim Chair, Executive Director Bookabee Australia



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Meet the Presenter

Haydyn Bromley

- ▶ Co-Founder of Bookabee Australia.
- ▶ A proud Adnyamathanha, Narungga and Yarluyandi-Wangkangurru man
- ▶ Aboriginal leader with over 40 years of experience in cultural education including 30 years in cultural tourism.
- ▶ Passionate about sharing Aboriginal culture and creating authentic tourism experiences.
- ▶ Driven to tidy up the Aboriginal Tourism sector to ensure experience seekers receive authentic and bonafide tour product.



Why is a SAATOC important

- ▶ The South Australian Aboriginal-owned tourism business experience so far:
 - ▶ Currently, there is no body to represent, support or advocate for Aboriginal Tour Operators in SA
 - ▶ We struggle to get traction in the tourism sector due to non-Aboriginal operators falsely alleging that they are delivering Aboriginal product
 - ▶ The experience seeker has no ability to determine genuine product when making their consumer purchases
- ▶ Models show that an Aboriginal tourism business-led approach grows businesses and experiences
- ▶ Experience seekers are more likely to recommend Aboriginal product if they feel they have been engaged in an authentic experience
- ▶ Authenticity is everything

Steps on the journey so far

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- July 2022 TiCSA secures seed funding
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- Nov. 2022 WAITOC provides guidance
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- Dec. 2022 First forum held, working group established
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- Sep. 2023 Interim SAATOC board formed
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- Sep. 2023 Post-September 2023: Board develops governance, constitution, and structure
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- To date Ongoing Work by TiCSA and the Interim Board in preparation for the launch of SAATOC and growth of membership
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Principles of SAATOC

60% Aboriginal-owned businesses are eligible for membership

Represent the specific interests of Aboriginal tourism businesses

Safeguard and promote authentic Aboriginal tourism experiences

Authoritative voice for Aboriginal tourism in South Australia

Ally/supporter Membership for supportive businesses that are not 60% owned



Success factors

Setting High Standards:
Prioritising authenticity and integrity from the very beginning

Finding the Right Partners:
Collaborating with those who align with our vision and values

Strong Governance Foundations:
Building a robust constitution and governance framework

Moving Slowly:
Taking deliberate, measured steps to ensure sustainability and long-term impact



What lies ahead?

- ▶ ‘launching’ SAATOC in mid-2025 and inviting membership:
- ▶ Building a strong network of Aboriginal-owned tourism businesses
- ▶ Establishing SAATOC as the go-to body for Aboriginal tourism
- ▶ Elevating authentic Aboriginal tourism experiences
- ▶ Ensuring sustainable and meaningful growth of the sector

Thank you

Questions

