

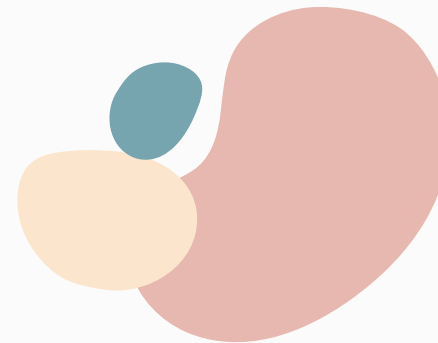
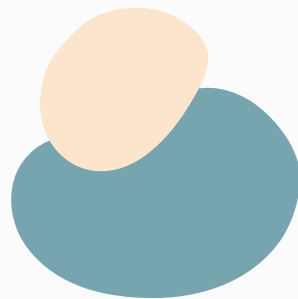
Kaartdijin Yeyi Moorditj Mila

'Knowledge Today for a Stronger Future'



Michelle Sidebottom

Director,
Breakaway
Tourism



Acknowledgement

I would like to acknowledge the Wurundjeri Woi-warrung People and all First Peoples here today and pay my respects to Elders and Knowledge Holders past and present.

I would also like to recognise and celebrate the continuing connection Aboriginal and Torres Strait Islander People have to their culture, family, community and Country.

About Michelle & Breakaway Tourism



The Project

Kaartdijin Yeyi Moorditj Mila 'Knowledge today for a stronger future'

Harvey Aboriginal Corporation's tourism business development action plan for the creation of Boola Bidi Dreaming

Today's Presentation

01 Project origins: *Why?*

02 Project team: *Who?*

03 Project delivery: *How?*

04 Project outcomes: *What?*

05 Project impact: *Where to from here?*

06 Quick Q&A

07 AITC takeaway resources

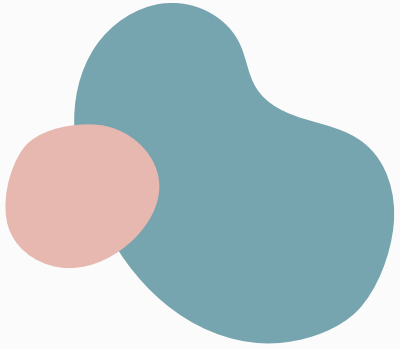
Where this story began...

May 2023

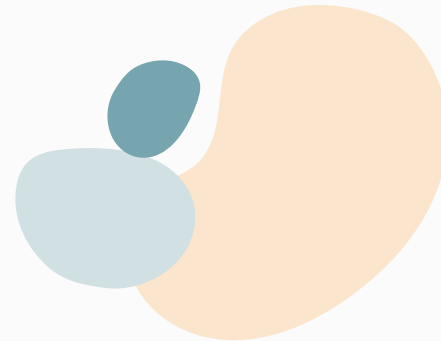
- Harvey Aboriginal Corporation, based in Harvey Western Australia (*140 kms south of Perth*) had a cultural tourism project idea for their community
- A partnership was established with Breakaway Tourism to formulate a plan and facilitate project delivery
- The Kaartdijin Yeyi Moorditj Mila project began for the creation of 'Boola Bidi Dreaming'

But this is not just my story to tell...





Brad Vitale





About Brad & the Harvey Aboriginal Corporation



01

Project origins *Why?*



Brad

How did this project idea come about and what was the Harvey Aboriginal Corporation hoping to achieve?

02

Project team
Who?



Who were the key players?



Project funding

Department of Local Government,
Sport & Cultural Industries
'Regional Arts & Cultural
Investment Program' - Aboriginal
Business Development &
Capacity Building'



Project leadership

Harvey Aboriginal Corporation
Board and Members were the
project owners and drivers



Project facilitation

Breakaway Tourism
- Planning and development
- Advisory and mentoring
- Assisted with implementation
of key recommendations and
project deliverables



03

Project delivery *How?*

The nuts & bolts of it...

5 Phases of Project Delivery

#1

Consultation, Research
and Analysis

#2

Identify Opportunities

#3

Development of a
Strategic Action Plan

#4

Tourism Business
Development Action Plan
Implementation

#5

Development of Accredited &
Sustainable Tourism Products,
Services & Experiences

Phase 1: Consultation, Research & Analysis

A. Initial Meetings: Breakaway Tourism / Harvey Aboriginal Corporation

- Meet and greets
- Hopes and aspirations for the project
- Site visits and tour & event experiences
- Set up lines of communication, lead agents etc.
- Set up a central secure project Dropbox for cloud-based sharing/safe-keeping of all master documents, plans, manuals, tools, resources etc. developed throughout the project.

Phase 1: Consultation, Research & Analysis

B. Research & Analysis

- Gathered information about Harvey Aboriginal Corporation through Breakaway Tourism's 'Business Diagnostic Analysis Questionnaire' tool.



Questionnaire can be delivered in person, via phone, via zoom or as an online survey tool

Phase 1: Consultation, Research & Analysis

Business Diagnostic Analysis Questionnaire' tool identifies:

- Organisational capacity & personnel
- Business operations, infrastructure, systems, processes
- Current and potential products, services
- Insurances, licenses, registrations, permits
- Memberships, networks, accreditations
- Sales, marketing, partnerships
- Tourism trade activity
- Policies & procedures
- Human resources, training, development
- Risk management
- Financial management
- Key issues & challenges
- Future goals & aspirations



Gaps? Opportunities?
What now?

Phase 2: Identify Opportunities

Seize the opportunities!

- How could we achieve the goals and aspirations identified?
- What were the potential product and service lines
- What was missing? e.g. skills, capability, equipment, infrastructure
- What did we need for implementation? e.g. training, procurement, systems
- Who did we need to work with? e.g. tourism networks, partners, providers, community
- Where to start?



Once we had gathered and considered all the information, it was time to get a plan in place...



Brad

What were some of the opportunities identified for future business development? Was it overwhelming?

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

- Step 1** Strategic Alignment: Project alignment with Harvey Aboriginal Corporation, tourism industry, local/state/national government strategies & initiatives
- Step 2** Tourism Business Identity: Developing a standalone brand for Harvey Aboriginal Corporation's cultural tourism experiences, products & services



Boola Bidi Dreaming was created!

'Boola Bidi' in Noongar language means: many pathways; many tracks; or many journeys...

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

Step 3 Tourism Products and Services Matrix: Current and prospective tourism products and services delivery, capability, and status matrix *(see sample below)*

Tourism Business Product / Service	Current or Future Delivery	Who Can Deliver this?	Training / Succession Planning Required?	Notes	Status
Welcome to Country	Current	Greg Little Margaret Little Lesley Ugle Ninnette Comito Brad Vitale	No – persons authorised to deliver relies on cultural protocols	Good mix of Elders & Knowledge Holders to deliver. More to emerge over time.	No action required
Bush Tucker and Medicine Workshops	Current	Lesley Ugle Shannon Ugle Brad Vitale	Yes – Training of other facilitators would be hugely beneficial to reduce workload of existing facilitator	More trained facilitators will allow for workshops to be held concurrently at different sites	More facilitators to be trained

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

Step 4 Business Development:

- How to fill gaps identified in the Business Diagnostic Analysis? *step by step guide*
- How to build capability and quality offerings?
- Establishing business, supplier and tourism networks – relationship building
- Infrastructure and equipment required for service delivery
- How to enhance the visitor experience?

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

Step 5 General Business Administration Matrix: *administration requirements, capability, assigned personnel (who's responsible), and status*

- Tourism business set up
- General management
- Financial management
- Procurement
- Human resource management
- Compliance management
- Memberships, online directories, seasonal campaigns
- Proposals, document writing
- Sales & marketing
- IT [Information Technology]
- Events management
- Others?



Guess what we discovered?

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

Step 6 General Tourism Business Set Up, Administration and Annual Reviews *step by step guide*

- Business registrations, licensing & permits
- Accreditations
- Compliance
- Insurances
- Policies and procedures
- Memberships and renewals
- Intellectual property protection

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

Step 7 Human Resources: Consider and plan for current and future workforce needs

Step 8 Finance, Accounts and e-Commerce Systems:

- Tariff management
- Financial management
- Accounts management (retail sales, invoicing, bookkeeping etc.)
- Tours, experiences, activities online booking platforms / online travel agents
- Online shopping platforms

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

Step 9 Sales and Marketing:

- Identifying target markets
- Competitor analysis
- Sales and marketing activities and systems to connect with domestic and international consumer markets
- Becoming an 'Export Ready' tourism business

Phase 3: Development of a Strategic Action Plan

10 Step Customised Action Plan to Create a Quality & Sustainable Tourism Business

Step 10 Proposed procurement for the new tourism business with allocated budget:

- Priority items identified
- Sourcing suppliers and quotes
- Orders and deliveries

Phase 4: Tourism Business Development Action Plan Implementation

We had a Plan – it was now time to get to work!

- Work methodically through the Tourism Business Development Action Plan step by step
- Prioritise tasks to meet current needs first
- Assign people to be responsible for specific tasks / business departments
- Tap into the experience, knowledge & networks of Breakaway Tourism (or other advisors and mentors)
- Celebrate each small progression as a win for the whole team

**Note: Some elements of the Plan needed to be completed before it was possible to move onto the next task e.g. policies, procedures and insurances required to become a Quality Tourism Accredited Business*



Stay focussed
Don't give up!



Brad

What were the biggest challenges Harvey Aboriginal Corporation faced in bringing Boola Bidi Dreaming to life through this process?

Phase 5: Development of Accredited & Sustainable Tourism Products, Services, Experiences

Boola Bidi Dreaming Centre
(cultural centre, retail, hub)



Guided Tours



Bush Food & Medicine Workshops



Phase 5: Development of Accredited & Sustainable Tourism Products, Services, Experiences

Yarning Circles & Storytelling



Artefact & Tool Making



Language Classes



Phase 5: Development of Accredited & Sustainable Tourism Products, Services, Experiences

Cultural Ceremonies



Catering & Events



So much more...





04

Project outcomes *What?*

Key Outcomes Timeline

May 2023

The Kaartdijin Yeyi Moorditj Mila project journey commenced

July 2023

Version 1 of the Harvey Aboriginal Corporation Tourism Business Development Action Plan completed and implementation commenced **Today the Plan is at Version 4!*

August 2023

Operations, Policies & Procedures Manual implemented **Today the Manual is at Version 2!*



Key Outcomes Timeline

August 2023

'Boola Bidi Dreaming' became a registered business of Harvey Aboriginal Corporation

September 2023

Harvey Aboriginal Corporation successfully secured funding through the Aboriginal Ranger Program Innovation Fund in partnership with Winjan Aboriginal Corporation and Waroona Aboriginal and Torres Strait Islander Corporation - Bindjareb Ranger jobs and tourism capacity building

September 2023 onwards

Established key networks and memberships e.g. WA Indigenous Tourism Operators Council (WAITOC); Tourism Council of WA; Australia's South West; Supply Nation; and Bunbury Geographe Chamber of Commerce and Industry



Key Outcomes Timeline

October 2023

Boola Bidi Dreaming became a Quality Tourism and Sustainable Tourism Accredited Business

October 2023

Boola Bidi Dreaming digital marketing commenced through key trade directories e.g. WAITOC; Australian Tourism Data Warehouse; WesternAustralia.com; AustraliasSouthWest.com; and Supply Nation

October 2023

Old Harvey Visitor Centre building leased from the Shire of Harvey – building fit out underway

October 2023 onwards

Supplier contracts for Boola Bidi Dreaming Centre retail products and partners commenced



Key Outcomes Timeline

December 2023

The Boola Bidi Dreaming Centre, headquarters and retail outlet opened for business!

December 2023 onwards

Range of new tourism products, services and experiences launched, jobs and training opportunities created

January 2024

Boola Bidi Dreaming's online bookings portal went live on the website – sales and marketing capacity increased significantly



Key Outcomes Timeline

August 2024

Harvey Aboriginal Corporation's Boola Bidi Dreaming Centre won the *Best Aboriginal Business Award* at the Bunbury Geographe Business Excellence Awards

Today

Boola Bidi Dreaming continues to grow and evolve as a high quality, cultural tourism operator in Western Australia...



Pictured: Boola Bidi Dreaming's Lesley Ugle accepts the Aboriginal Business Award

**Image credit: Sean Van Der Wielen, Harvey-Waroona Reporter*





Diversified Glass Art

The Reflection Tree

The local way to have a piece of nature on their environmental impact and aspects of natural history, plants & fauna.

The local trees, Lycopodium complanatum, are naturally found in the area - importantly they were a source for the 'Kooragang' - meaning place of the red sandstone in Kooragang, Australia.

The local trees provide a vital food source for the environmental landscape.

May Libby, who wrote the Book 'Single & Double' provided a list of trees of the area. It is believed the local trees were the inspiration for the natural history.

Several of the trees were used to create a range of products. The trees were divided into a group and used to create the products. The natural history was used to create the glass to give an authentic feel to the products.

The 'Kooragang' - meaning place of the red sandstone in Kooragang, Australia.

The local trees provide a vital food source for the environmental landscape.

May Libby, who wrote the Book 'Single & Double' provided a list of trees of the area. It is believed the local trees were the inspiration for the natural history.

Several of the trees were used to create a range of products. The trees were divided into a group and used to create the products. The natural history was used to create the glass to give an authentic feel to the products.

The 'Kooragang' - meaning place of the red sandstone in Kooragang, Australia.













05

Project impact
Where to from here?

Impact

Employment & Training:

- Arts, retail, catering suppliers
- Tours & activity guides
- Noongar language guides
- Events & catering personnel
- Ceremonies, presenters & performers
- Retail sales staff
- Administration officers
- General management



Impact

Strengthening Pride:

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



Impact

Bringing Different Cultures Together:

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





Brad

What's next for Boola Bidi Dreaming?



06

Quick Q&A

Any questions for
Michelle or Brad?



07

AITC takeaway
resources

AITC Takeaway Resources

Find Breakaway Tourism

www.breakawaytourism.com.au

Find Boola Bidi Dreaming

www.harveyabcorp.com.au/boola-bidi-dreaming

Take the Breakaway Tourism Business Diagnostic Analysis Questionnaire

www.breakawaytourism.com.au/resources

**A copy of your questions and answers will be returned to your nominated email address within 7 days and will serve as a self-evaluation of your internal business operations and capacity (now and future actions for consideration).*

Find today's powerpoint presentation

www.breakawaytourism.com.au/resources



Free Access
29 Oct – 30
Nov 2024

Thank You!



Do you have more questions?

Contact Michelle at Breakaway Tourism

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