



## FOREWORD

More and more tourists are visiting Western Australia, drawn by its immense variety of lifestyle and landscape. Growing numbers have a strong interest in experiencing Aboriginal history, art, culture and heritage. And with international visitor numbers expected to increase by at least 5.2% every year over the next 10 years, there are huge opportunities for Aboriginal people to become more involved in tourism.

For the vast majority of Aboriginal people, engagement with the tourism industry means much more than earning an economic livelihood. Often social and cultural issues are key drivers for tourism development. Sustainable tourism enterprise can mean:

- Maintenance of cultural and social values;
- Jobs for youth;
- Pride in showing the rest of the world a living culture.

To ensure success however, commercial risks of the marketplace (more acute with Aboriginal businesses than others) demand that market failure issues such as access to capital and a skilled workforce need to be addressed.

## OUR VISION

Western Australia will be the premier destination for authentic Aboriginal tourism experiences.

In the future...

- innovative Aboriginal tourism operators will respond to market needs;
- industry partnerships will form to add to or create new opportunities for tourism development;
- visitors will receive great experiences found nowhere else in the world.

## OUR GOALS

- To ensure sustainable Aboriginal participation in the tourism industry;
- To provide Aboriginal people with ongoing opportunities to add cultural and commercial value to the WA tourism industry, for mutual benefit.

## OUR FRAMEWORK FOR ACTION

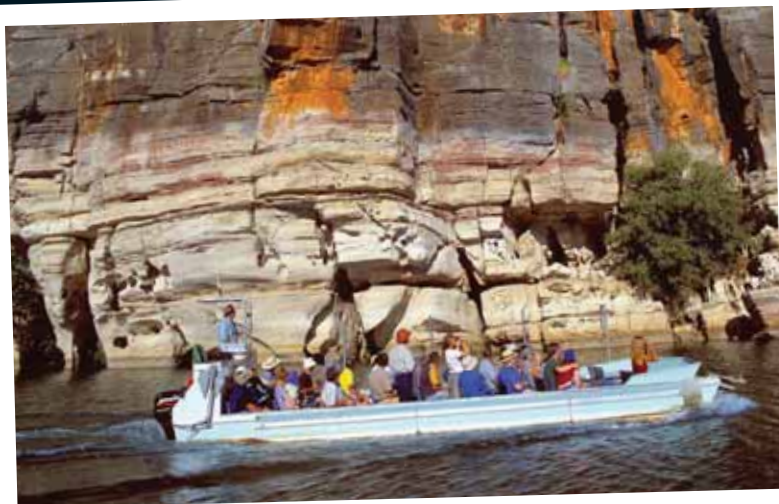
Two key strategic directions:

- Industry development - support is needed to develop new, and expand existing Aboriginal tourism opportunities that will meet or exceed customer expectations;
- Marketing - greater customer awareness of Aboriginal tourism product leading to improved business performance.

The Aboriginal Tourism Strategy for Western Australia will provide leadership to the industry at a number of levels, including:

Aboriginal tourism operators; Western Australian Indigenous Tourism Operators Committee (WAITOC); mainstream tourism business; Regional Tourism Organisations; key State Government stakeholders; Australian Government - especially Indigenous Tourism Australia, Indigenous Business Australia, Indigenous Land Corporation; local governments, Regional Development Commissions.

The term 'Aboriginal tourism' is used broadly to describe the participation of Aboriginal people in tourism either directly through jobs and employment or indirectly through ownership of business enterprise.



## TOURISM INDUSTRY DEVELOPMENT

	OBJECTIVE	STRATEGY FOCUS
<p><b>BUSINESS DEVELOPMENT</b> Find new ways of supporting Aboriginal Tourism businesses in their start-up phase as well as providing an appropriate level of 'after care' to ensure the business achieves market readiness.</p>	<p>Aboriginal people are appropriately assisted to participate more effectively in the tourism industry.</p>	<ul style="list-style-type: none"> <li>• Market demand research</li> <li>• Training &amp; education</li> <li>• Access to information and advice</li> <li>• Formation of Indigenous tourism networks</li> <li>• Representation on industry organisations</li> <li>• Accreditation</li> </ul>
<p><b>ACCESS TO FINANCE</b> Most Aboriginal businesses can be considered 'micro businesses'. Their ability to grow is severely constrained by limited access to financial markets. There is a need to look at alternative mechanisms of business financing as well as opportunities for joint venturing with mainstream tourism businesses.</p>	<p>Improved access to capital and infrastructure funding.</p>	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Partnerships</li> <li>• Business advice</li> </ul>
<p><b>AUTHENTICITY</b> Aboriginal people want to make sure the customers are getting the 'real thing' and adhere to cultural protocols. There is a need to ensure that all representations of Aboriginal culture are not misleading.</p>	<p>Ensuring authentic, traditional and contemporary Aboriginal culture is reflected appropriately in all Aboriginal tourism ventures.</p>	<ul style="list-style-type: none"> <li>• Deciding what may be offered for tourism product</li> <li>• Protection mechanisms</li> <li>• Best practice for presentation of authentic culture</li> <li>• Development of cultural events</li> <li>• Raising awareness of Aboriginal culture through use of Aboriginal names, Welcome to Country, an Aboriginal Centre in Perth</li> <li>• Cross-cultural awareness training to mainstream tourism industry</li> </ul>
<p><b>EMPLOYMENT PATHWAYS</b> Aboriginal people often find the current training system difficult to access or offering inappropriate avenues for training. While there is a need to examine formal mechanisms for training there is also a need to find ways for Aboriginal people to find employment pathways into tourism. Non-Aboriginal tourism businesses should also be encouraged to employ Aboriginal people.</p>	<p>Aboriginal people having diverse employment opportunities in the tourism and related industries.</p>	<ul style="list-style-type: none"> <li>• Refinement of tourism related training programs</li> <li>• Support mentoring and training provided by existing Aboriginal and mainstream tourism operators</li> <li>• Increasing employment within mainstream tourism.</li> </ul>
<p><b>LANDS AND WATERS</b> Aboriginal tourism businesses, particularly at the community level, report strong spiritual connections to lands and waters; so much so that issues surrounding tenure need to be examined from the point of view of offering potential for future tourism development.</p>	<p>Aboriginal people being able to maximise sustainable use of their lands and waters for tourism development.</p>	<ul style="list-style-type: none"> <li>• Enabling Aboriginal ownership or long term leasing of land</li> <li>• Capacity building of Indigenous land holding bodies for tourism purposes</li> <li>• Safeguarding unique and fragile Aboriginal historical features</li> </ul>

## TOURISM MARKETING

	OBJECTIVE	STRATEGY FOCUS
<p><b>MARKET ENTRY</b> There are many Aboriginal tourism businesses already in place. Many have a significant track record of achievement. Despite this, there still remains a need to more intensively promote existing product into existing markets.</p>	Get market ready product to the market place and effectively promote it.	<ul style="list-style-type: none"> <li>• Define 'market ready products'</li> <li>• Determine target markets</li> <li>• Establish the best pathways to effectively promote market ready product</li> <li>• Ensure high quality imagery and print collateral.</li> </ul>
<p><b>BUILD INDUSTRY CAPACITY</b> There is an identified need for specific training relevant to the needs of Aboriginal tourism operators. In particular operators need to be made fully aware of the requirements of the travel trade and other channels of distribution.</p>	Provide training to market ready operators on how to effectively participate in the market.	<ul style="list-style-type: none"> <li>• Deliver tailored training programs to support effective Aboriginal operator participation in marketing activities.</li> </ul>
<p><b>MONITOR PERFORMANCE</b> The Aboriginal tourism sector is an important one. Yet little is known about industry performance. There is a need to monitor the underlying business performance of the sector. This means appropriate performance indicators need to be established.</p>	Monitor and review performance and build this knowledge into product and marketing strategy improvement.	<ul style="list-style-type: none"> <li>• Establish indicators and systems to monitor marketing activities at the enterprise level.</li> <li>• Establish indicators and systems to monitor market ready Aboriginal tourism product performance at the industry level.</li> </ul>
<p><b>SUPPORT NEW BUSINESS</b> There are many businesses not currently at the market ready stage. These businesses need more nurturing and specialised assistance in order to reach market readiness.</p>	Develop a mentoring program to support/develop the tier below market ready operators and shift them to being market ready.	<ul style="list-style-type: none"> <li>• Support and encourage Aboriginal tourism operators whose products are not currently market ready.</li> </ul>

The listening looking learning title was suggested by Terry (Koodah) Cornwall, a Noongar man from the Wiilmun clan group of the South West of Western Australia. Koodah's translation reminds the Strategy of its roots and direction for the future.

listening      looking      learning      from our      (Mother-land)  
NI              DJINANG      KADADJINY      NGULLA      BOODJAR

While there are many Aboriginal languages spoken across Western Australia, translations of the words 'listening looking learning' appearing in this document come from a cross section of all Aboriginal languages spoken across the State, including Bardi, Nyikina, Wajarri, Badimaya, Malgana, Payungu, Warriyangka, Yingkarta, Western Desert and Noongar.



# The way forward

The government agencies which jointly prepared the Strategy are key stakeholders in its implementation.

They include:

- Department of Indigenous Affairs
- Department of Industry and Resources (Aboriginal Economic Development)
- Department of Education and Training
- Department of Local Government and Regional Development
- Department of Premier and Cabinet
- Department of Culture & the Arts
- Department of Environment and Conservation
- Office of Indigenous Policy Coordination
- Indigenous Land Corporation
- Tourism Western Australia

Specific initiatives have been identified and key stakeholders will actively pursue and monitor progress with their implementation.

WAITOC was also engaged in the preparation of the Strategy which it endorses and is committed to assisting with its implementation.

Funding has been provided for Tourism Western Australia to commence implementation in 2006/07. The efforts of State and Federal Government and business, working in partnership, are also required to achieve success. Funds will be allocated to initiatives that are consistent with the strategic objectives with emphasis on:

- creating lasting partnerships with stakeholders
- leveraging opportunities wherever possible to ensure greater efficiency with available funds.

Progress with the Strategy will be monitored and an Aboriginal Tourism Reference Group has been established to coordinate Government involvement and to communicate with all stakeholders.



