tourism development in the Rangelands of Western Australia
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Western Australia’s Rangelands cover around 87 per cent (2,266,000 sq. km) of the State’s land mass, and 75 per cent of its coastline (Figure 1). Land tenure within this area comprises pastoral leases, freehold, unallocated Crown Land, National Parks, Conservation Reserves, Special Purpose Leases and Aboriginal Reserves and mining leases.

This area includes a diverse group of relatively undisturbed ecosystems such as tropical savannahs, woodlands, shrub lands and grasslands. Rangelands extend across low rainfall areas and variable climates, including arid, semi-arid, and some seasonally high rainfall areas and sub-tropic climates in the far north of the State1.

Many of the State’s iconic landscapes are located within these rangeland areas, and provide Western Australia with unique attractions for marketing and promotions that will attract visitors. While a number of tourism experiences including accommodation, tours and activities operate within this environment, the vast expanse, distances between destinations, and impact of seasonality presents challenges for existing and prospective tourism businesses.

The purpose of this document is to provide guidance on how tourism can best be developed on the rangelands in order to meet these challenges and deliver high quality experiences that provide a point of difference. This recognises that tourism has the potential to increase employment opportunities, diversify economic activity, and help level out seasonality of labour and income in rural and regional communities, which have traditionally relied on primary industry.

To achieve this, consideration is given to gaps in product, challenges and potential opportunities. The document outlines a series of principles designed to support sustainable tourism development, and examines case studies to inform decision making processes. Information and links to further resources on tenure and legislative and regulatory approval requirements are also provided to assist potential proponents in understanding these matters.

Figure 1 – Map of Australian rangelands and a map of Western Australian rangelands within WA’s regional tourism areas.
deliver HIGH QUALITY EXPERIENCES with a POINT OF DIFFERENCE
TOURISM POTENTIAL AND OPPORTUNITIES
IN THE RANGELANDS OF WESTERN AUSTRALIA

The WA rangelands stretch from the coast of Shark Bay in the west, up to the Pilbara and Kimberley in the north, across to the
deserts (to the Northern Territory border in the east) and down to Norseman and the Nullarbor coast in the south. Considered
a challenging area to undertake tourism, it is important to understand what visitors are seeking as a holiday experience.
Research undertaken in New South Wales and supported by recent Western Australian research indicates, that the top five
drivers of Australian domestic visitors seeking nature-based holidays and experiences are:

1. THE LURE OF THE BEACH
   Australians love going to the beach. Where a beach is not available some form of water is a must. Getting into the water, however, is not as popular. Adventure tourism activities such as fishing, diving and experiencing Station life, are popular examples of how some operators are fulfilling this demand. The tourism operations on Dirk Hartog Island are a good example of this.

2. THE GREAT OUTDOORS
   Australians want an unspoilt natural setting for activities and interests; somewhere they can do their favourite things in the great outdoors. Nature based tourism activities, adventure tourism, cultural tourism and remote heritage tourism activities such as fossicking could help deliver products for this demand.
A ROOM WITH A VIEW

Australians want spectacular views and accommodation that ‘lets nature in’.

There are opportunities to develop nature based or eco-tourism accommodation, such as a camp adjacent to a beautiful beach. An example of this is Sal Salis in Cape Range National Park, which provides great access to Ningaloo Reef.

FOOD WITH A VIEW

Australians from the cities want to eat well, in a natural setting, in the open air.

Food tourism has become very popular, not only for those visiting restaurants but to provide unique and active learning experiences for visitors to the rangelands. This tourism activity could be delivered as a ‘paddock to plate’ experience at a station or as part of a foraging Aboriginal bush tucker tour.

ANIMALS IN NATURE

Australians want to see animals in their natural environment.

Because of the unique relationship that Aboriginal people have with nature, Aboriginal tours are highly sought after as learning or discovering experiences by visitors wishing to know how people would have traditionally survived, and the cultural relationships with animals that exist in the harsh Australian outback.
Due to its size, environmental characteristics, cultural history, and its patterns of settlement and land use, the rangelands of WA offer considerable opportunity to meet these visitor expectations. In creating experiences it is important to: ‘aim to create something remarkable,’ in other words, something people will comment on or remark positively about. In a world where social media is so important ‘word-of-mouth sells’. The following types of tourism experiences are potentially available throughout the State’s rangelands to achieve this:

- **Nature based tourism** – the rangelands present significant opportunity to focus on nature and conservation based experiences. This could involve plant or animal conservation, or activities like bird watching, or guided walks, wildflowers, swimming in natural pools etc.

- **Ecotourism** – is a sub-set of nature based tourism. These tourism businesses operate in remote or natural areas that foster an understanding and appreciation of the need to conserve the natural environment in a way that sustains the resources and economy of the local community.

- **Adventure tourism** – is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. This could involve water sports, scenic flights, trekking, rock climbing, 4WD tours etc. There are options for both coastal and inland rangelands areas.

- **Aboriginal experiences** – many visitors to WA express a significant interest in taking part in an Aboriginal cultural experiences – this would link well with nature based and ecotourism activities.

- **Accommodation** – a wide variety of accommodation could be developed to suit all travellers, from luxury options like El Questro, to camping, or staying in station houses, or eco tents.

- **Experiencing station life** – there is an opportunity to offer visitors, where possible, the chance to experience what goes into life on a working station. This could include station stay accommodation such as Wooleen Station.

- **Art/culture** – there are a number of community art galleries that could be linked to attract those visitors interested in Aboriginal art – this could be also linked to other Aboriginal tourism experiences.

- **Fossicking** – there is a growing demand from visitors in some of the larger inland rangelands to participate in the activity of locating and gathering the abundant natural precious minerals that exist in the area. However few visitors have the experience to know where and how to undertake this activity.

- **Tour provision** – as per many of the types of tourism experiences discussed above, informative, insightful and interpretive tours are sought after by visitors. Tourists like to know they are welcome and being shown around by a local expert.

*William Bakker: Chief Strategist at Destination Think!*

**OPPORTUNITY**

**to CREATE something**

**REMARKABLE**

**OPPORTUNITY**

**to CREATE something**

**REMARKABLE**

**WORD of MOUTH sells**

Fortescue River, Millstream-Chichester National Park
In providing or considering the creation of these experiences, it is highlighted that the self-drive market is the largest ‘source market’ travelling to, and through the rangelands of Western Australia. Further information on self-drive itineraries throughout the State and the types of experiences that these provide is available on www.westernaustralia.com while information on visitor numbers, spend and key markets can be found on www.tourism.wa.gov.au.

This self-drive market is often self-contained. Accommodation, experiences, cultural awareness and tour offerings should aim to provide visitor interaction and understandings to attract these travellers, and respond to their needs. In this regard, Tourism WA research has identified product gaps, opportunities and barriers to rangeland tourism development that should be considered as part of this process:

**PRODUCT GAPS**
- Development of Aboriginal product and interpretation in the regions
- Improve and expand visitor amenities along major touring routes
- Currently, few tourism operators service the area. The ones that do are small niche operators that have tailored their current products to meet the needs of their small source markets.

**OPPORTUNITIES**
- Improved camping and caravanning facilities appear to be the most favored form of accommodation upgrade for the self-drive visitors
- The development of accommodation in national and conservation parks and on pastoral stations are highly desired.

**BARRIERS**
- A marketing challenge for the rangelands is the growth of consumer interest in the area. Few visitors are familiar with what exists in the rangelands so it is difficult to sell as an aspirational product. Marketing of tourism products in the rangelands needs to happen pre-trip i.e. while the visitor is planning their trip at home, so that they contemplate what is on offer and organise their travel accordingly.
HOW REGIONAL TOURISM WORKS

Regional tourism, as with any other forms of tourism, only succeeds when the businesses are viable. Regional tourism industries grow when visitor numbers increase and businesses become more profitable. While the above outlines opportunities that respond to the environmental and tourism characteristics of the rangelands, it is vital to understand the interrelationships shown in Figure 2, to inform the appropriate type of development, and ongoing operation, to achieve this.

Determining these interrelationships will provide an understanding of the regional tourism context, level of infrastructure, and support structures. In particular, it is noted that throughout regional Australia there is a misconception that all a region needs to do to have a successful tourism industry is to have the right product and that then visitors will come.

There is a lack of information and understanding of the potential target market with an interest in travelling to the area. Rarely is the fundamental question asked: “Do we have products and experiences that will appeal to particular segments of the market”?

To address this, it is recommended that any potential tourism operation aims to provide a total visitor experience rather than a single element of tourism infrastructure or service, and that an understanding of its target market, is established, prior to commencing operations. This assessment should be informed by the matters outlined in Figure 2.

Attention should also be given to understanding land tenure and approval requirements, training and destination marketing support networks. This is important in determining if there are any impediments to the venture, what regulatory steps need to be adhered to, and what support is available to ensure you are informed and business ready.

Further information and assistance on these matters is available from the following sources. It is highlighted that this list and information is indicative only and that any prospective operator should undertake their own due diligence as part of any proposal.

Tourism Western Australia is responsible for promoting Western Australia as an extraordinary holiday and event destination. This includes marketing the State; developing, attracting and promoting major sporting, arts, cultural and business events; and supporting major projects that will draw visitors to particular destinations. Information on www.tourism.wa.gov.au includes visitor facts and figures, regional factsheets, specialist research and details about key markets, events, campaigns and branding.

The Department of Planning, Land and Heritage is responsible for the administration of the Planning Act 2005 and Land Administration Act 1997 and associated state planning policies, guidelines and framework. Information on these, which includes matters such as Bushfire Management and Coastal Setbacks, and links to local government planning schemes and policies is available from www.planning.wa.gov.au and www.lands.wa.gov.au. Particular attention is drawn to the Pastoral Purposes Framework, which identifies the approval requirements associated with tourism activities on the pastoral estate. www.lands.wa.gov.au/Publications/Documents/Pastoral_Purposes_Framework.pdf

The Parks and Wildlife Service component of the Department of Biodiversity Conservation and Attractions is responsible for administering commercial operations within the State’s conservation estate. Information on the requirements and nature based tourism is available from https://parks.dpaw.wa.gov.au/for-business/intro.

This includes details regarding how to conduct commercial activities and information about commercial opportunities including Aboriginal tourism development and Naturebank. Naturebank is a Western Australian Government initiative that aims to prepare sites for the development of quality environmentally sensitive tourism accommodation and experiences on conservation lands. It offers opportunity for ecotourism experiences that provide visitors with a lasting impression and understanding of landscapes and culture.

5 Investigation of potential infrastructure and development concepts for the Inland Gascoyne Region June 2010 Tourism WA and Gascoyne Development Commission.
The Department of Treasury’s Eco and Nature-based Tourism 90 Day Regulatory Mapping and Reform Project was announced in November 2017. Making it easier for eco and nature-based tourism businesses to commence and operate in Western Australia will promote sustainable economic growth and improve employment opportunities in local communities, particularly in regional and remote areas. Information on this project, which includes a regulatory process map that clarifies the regulatory pathways that eco and nature based tourism businesses may need to navigate, depending on their activity or location can be found at www.treasury.wa.gov.au/Economic-Reform/90-Day-Projects/Ecotourism/.

Tourism Council Western Australia (TCWA) is the peak body representing tourism businesses, industries and regions in Western Australia. TCWA’s industry development programs assist members to enhance their marketing knowhow, sustainability and profitability. The Council facilitates business and workforce development through training, workshops, site visits, online facilities and the professional team of state-based industry advisors. www.tourismcouncilwa.com.au

Australian Hotels Association WA represents over 80% of the hotel and hospitality industry in Western Australia. Its role is to represent the interests of the hospitality industry, advocate to government, provide quality training services such as responsible service of alcohol (RSA) courses and Management of Licensed Premises (MLP1 Approved Manager) courses, provide valuable advice and deliver valuable marketing opportunities. Further information on these matters can be found at www.ahawa.asn.au

The Western Australian Indigenous Tourism Operators Council (WAITOC) is the peak not-for-profit Association representing Aboriginal tourism in Western Australia. The Association is autonomous and provides advice and information to all relevant State Government agencies as well as the tourism industry and related sectors.

WAITOC promotes Aboriginal cultural tours and experiences and provides a supportive network for Aboriginal tourism businesses within Western Australia. www.waitoc.com

The Forum Advocating Cultural and Ecotourism (FACET) is a Western Australian based network and information resource for people with an interest in cultural, nature based and eco-tourism. The Association was established in 1991, when it became apparent that many exciting opportunities and developments were taking place in the field of cultural and eco-tourism, in isolation of each other. www.facet.asn.au

Tourism guiding skills – “Savannah Guides,” a network of professional tour guides and tour operators working with researchers. They are based in the tropical savannahs of northern Australia and operate tour guide professional development programs across the country. Contact: Savannah Guides Limited, PO Box 33, SMITHFIELD QLD 4878. P: 0408 772 513 E: info@savannah-guides.com.au

Business Local is the Small Business Development Corporation outreach service, providing access to free* advice and guidance to current and aspiring small business owners across Western Australia. It will be made clear when you are receiving the free of charge Business Local service. You may choose to use the providers’ other services but you will be under no pressure or obligation to do so.

* Business advisory appointments are free, however there may be a charge if you attend a workshop or receive services not covered by the Business Local service. You will be clearly advised before incurring any costs.

They provide advice on:

- planning for success
- using the web to grow your business
- marketing your products and services
- managing your finances
- employing staff
- getting paid on time

THE KEY ELEMENTS OF TOURISM EXPERIENCES

Figure 2 – The key elements of tourism experiences and how they interrelate with tourism industry roles

**TOURISM PRODUCT**

- **Access**
  How visitors get to and around the Region

- **Attractions**
  What brings visitors to a region and what there is to do once there.

- **Amenity**
  Services and infrastructure available in a region

- **Activities and events**
  Experiences, things to see and do

- **Accommodation**
  Places for visitors to stay

- **Attitude**
  How residents feel about visitors and how they treat them.

- **Administration**
  Leadership, organisational structure and support, and tourism workforce capacity

**Awareness and Appeal**
Tourism brand and image, consumer knowledge, demand and presence in the market

Source: Tourism Western Australia
the **KEY ELEMENTS** of **TOURISM** are **ESSENTIAL** to **BUILDING AWARENESS** and **APPEAL**
KEY FACTORS AND MATTERS FOR CONSIDERATION WHEN CREATING AND OPERATING A TOURISM EXPERIENCE

Having developed an understanding of the regional tourism context including land tenure and market, detailed planning of the site for the development of accommodation, undertaking of tours and/or building of attractions and amenities can be progressed. To ensure you have a viable product that responds to these characteristics, the following table outlines key matters for consideration as part of the detailed design, siting, and operation of a tourism experience.

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<th>KEY FACTORS</th>
<th>MATTERS FOR CONSIDERATION</th>
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<td>Location</td>
<td>• Infrastructure provision, requirements and availability</td>
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<td>• Scale and type of development including relationship to natural and cultural features and attractions</td>
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<td></td>
<td>• Views</td>
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<td></td>
<td>• Climatic factors (prevailing winds, rainfall, seasonality, cyclone impacts)</td>
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<td></td>
<td>• Tourism appeal (near to man-made and natural recreational areas, bike and walking trails, unique attractions, rivers, beaches and protected areas etc)</td>
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<td></td>
<td>• Access to local resources and services (food, building materials, fuel, labour)</td>
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<td></td>
<td>• Traditional owner requirements</td>
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<tr>
<td>Access</td>
<td>• Is there road access, or will people have to travel by boat or air?</td>
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<td></td>
<td>• How difficult is it to get there? (time, distance, cost and complexity)</td>
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<td></td>
<td>• What market is being targeted? (self-drive, package tours)</td>
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<td></td>
<td>• Is there access to attractions, amenities and activities in the proximity?</td>
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<td></td>
<td>• How do customers get around once there i.e. do they have to have their own vehicle or will transfers and/or tours be provided</td>
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<td>Design and Sustainability</td>
<td>• Designing for the environment and responding to the natural and cultural setting</td>
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<td></td>
<td>• Community involvement and engagement in the design process</td>
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<td></td>
<td>• Use of technology, education and interpretation (public art, cultural materials, cultural responsibility)</td>
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<td>• An understanding of what the key messages are that the business is trying to convey (i.e. station heritage, mining, environmental sensitivity or cultural awareness)</td>
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<td>• Creating a point of difference</td>
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<td>• Planning of activities to ensure minimal impact</td>
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<td>• Is the development helping to tell or reflect a story? (i.e. Karijini Visitor Centre)</td>
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<td>Community Engagement and Workforce Capacity</td>
<td>• Aboriginal engagement, does this provide local communities with an opportunity for involvement?</td>
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<td>• Supplies, where will these be sourced?</td>
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<td></td>
<td>• Determine emergency procedures in the case of fire, flood, cyclone, medical or any other type of emergencies.</td>
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<td></td>
<td>• Seasonality, how will this impact the operations?</td>
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<td></td>
<td>• Workforce, where will this be sourced? If local employees are not available, an assessment of the costs and impacts associated with attracting a transient workforce must be considered. Costs include: the ability of the business to attract transient employees such as backpackers, the training requirements of transient employees and the local area’s willingness (resilience) to host this workforce, along with the costs of housing and any social management required.</td>
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<td>• Make a commitment within your tourism business, that it makes a positive contribution to the natural and cultural environment.</td>
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<td>• Generates benefits for the host communities, and does not put at risk the future livelihood of local people.</td>
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## KEY FACTORS

### Interpretation and Amenities

Provision of interpretation and amenities are important in adding value to the visitor experience.

- **Interpretation must be anchored to some unique aspect of the place.** Try to keep it to things the customers will see as being important, unique and different.
- **Use partnerships and alliances if others are better equipped to deliver interpretative programs.** It is not always essential for individual operators to own the means of providing these services if it is more profitable to ‘buy in’.
- **Interpretation should be seen as an income-generating opportunity rather than a cost burden.** There is money to be made from good interpretation even if it is only a means to increasing guest length of stay at the facility.
- **An assessment of the local amenities will provide an understanding of the customer’s experience within the local environment, this includes assessing facilities such as: public toilets, signage, retail shopping, restaurants and cafes, visitor centres, telecommunications and emergency services.** Are these available and can they cope with possible increased demand from visitors?

### Adding Value

Develop and present the range of products and services in such a way that the tourist is attracted to the destination but does not expect more than can be delivered.

- Experienced operators continually seek to improve their competitive edge. You can do this in two ways:
  - **A) Differentiation:** Make sure your product or service is different to similar operations in your area. **Be unique:** By being a tourism operator who stands out from the rest, by finding the magical "something" that gives you the edge over your competitors is key.
  - **B) Seek to add value to what you provide. Value:** It is not always a good idea to be the cheapest because many customers buy for the experience and image. Customers are often prepared to pay more for a better service or product. However, if you can maintain service standards and be cost competitive, then your competitive edge could be the value for money your customers receive.

### Operating the Business

The top factor in destination is cost, closely followed by the time and/or distance required to travel and importantly the traveller’s knowledge or lack of knowledge about the destination.

- **Join the respective state, regional or local tourism organisation to assist with marketing, packaging, promotion, media familiarisations and training**
- **Become accredited to assist with quality control and best practice**
- **Ensure knowledge of your product is available at local visitor centres**
- **As tourism is heavily influenced by electronic and social media ensure activity in this area through promotion via websites, Facebook etc.**
CASE STUDIES

In order to understand the potential that the rangelands offer for the development of tourism experiences, it is important to examine examples, which demonstrate how the above processes and principles are applied to achieve successful tourism outcomes. Examples of accommodation, attractions and tours are provided to achieve this.

This list is not exhaustive and these examples have been chosen to demonstrate the range of opportunities that currently exist within the rangelands. Advice and information on other successful examples is available from the variety of sources identified throughout this document.
EL QUESTRO

El Questro is an example of a station diversifying its operation into tourism. Located in the Kimberley region El Questro offers a number of different accommodation and dining options for guests ranging from high end exclusive luxury, through to cabins and camping, aimed at differing budgets and expectations.

Principle among these options is the El Questro Homestead. With its iconic location perched above the Pentecost River the Homestead provides a nine suite luxury accommodation venue that responds to Kimberley environment with views of the Cockburn Range, and surrounding natural environment. The exclusivity of the accommodation offering when combined with the location and the activities available, including swimming under waterfalls, private hot springs, and being flown by helicopter over gorges and rivers has created a unique Western Australian tourism experience.

While the location is spectacular, and a significant point of difference, a key element of the success of El Questro is the ease of access from Kununurra and along the Gibb River Road. This connects visitors with flights, and El Questro is either the first or last stop on this iconic self-drive journey through the Kimberley.

Significantly, the operation of El Questro is not limited to one style of accommodation, or experience, catering for a mix of visitors, with different needs and expectations. This includes provision of amenities (restaurant, visitor centre) interpretation and services (fuel, food).

Further information regarding El Questro is available from: https://www.elquestro.com.au/
WOOLEN STATION

Wooleen Station is a nature-based station-stay on a de-stocked pastoral lease in the Mid-West region of Western Australia. Visitors can choose between a variety of accommodation, from rooms at the Homestead (meals included), to self-contained guesthouses, and campsites by the Murchison River.\(^6\)

The station has a strong focus on natural experiences and conservation, with land rehabilitation of the WA Outback, and sustainable grazing important. To achieve this, Wooleen Station’s goal is to “return our pastoral lease back to a flourishing, diverse, ecologically stable and productive landscape.”\(^7\) Visitors can explore heritage buildings, walking and mountain biking trails, Wooleen Lake and wetlands, animal and bird life, wildflowers and Aboriginal experiences as part of their stay.\(^8\)

Further information regarding Wooleen Station is available from https://wooleen.com.au/\(^9\)

LAKE BALLARD ‘INSIDE AUSTRALIA’ MAN MADE TOURISM ATTRACTION

In 2003, British-born artist, Antony Gormley created and developed “Inside Australia,” a series of 51 life-sized figures based on body-scans of many Aboriginal locals of the area creating their spiritual brothers and sisters. These were erected on Lake Ballard, a 30 mile wide sodium crusted and largely dry lake bed, near the town of Menzies in the Australia’s Golden Outback tourism region of WA.

This is an amazing art installation (the world’s largest outdoor gallery) that has stimulated international interest and attracted tourism to the area. The installation responds to the location and setting with the artist choosing a site that was flat, with a 360 degree horizon, with the sodium crust making everything stand out within the vastness of the surrounding environment.

Lake Ballard is approximately two hours from Kalgoorlie and access is predominantly self-drive. The installation attracts visitors to the region and especially the neighbouring town of Menzies, which provides accommodation and other services. This results in a dispersal of tourism expenditure for the benefit of local communities.

To meet visitor demand expectations, the development of the toilet facilities and a campsite were installed beside the lake, adding to the amenity and accommodation options. Other attractions including flora and fauna (particularly if the lake floods) and the Aboriginal spiritual association with the Seven Sisters dreaming story add to the mix of experiences and diversity of reasons to visit.

Further information on Lake Ballard is available from http://lakeballard.com/
CAMPING WITH CUSTODIANS (CWC) – IMINTJI

CwC is the experience of camping on Western Australian Aboriginal lands, expanding the horizons of travel and improving the attraction of caravaning and camping in the State. For a traveller within or a visitor to Western Australia, CwC provides an opportunity to stay on Aboriginal lands and to meet and mix with locals, knowing that the proceeds of their stay will remain in the community. It is an opportunity for a truly Australian experience.

CwC offers participant communities the opportunity to start a basic tourism accommodation operation on their land, which can be used as a base from which they can diversify their tourism offer to include activities such as: art sales, tours, music and storytelling, bushfood gathering etc. All of which enable participant communities to positively showcase Australian Aboriginal country and culture.

Imintji was the first CwC site opened in Western Australia. Selected due in part to its strategic location as a western gateway to the Gibb River Road, it serves as a launching point to explore attractions including Tunnel Creek, Windjana Gorge, Mount Hart and Bells Gorge.

Importantly, the Imintji camp ground does not stand in isolation and is part of a network of community enterprises including a store / roadhouse, an art centre, and the APT / KWA safari camp. These enterprises will increasingly generate community income, provide training and jobs, and services for residents. A roadhouse that benefits from sales to passing tourist traffic also conveniently provides food and other goods at affordable prices, and is part of a collective range of amenities, and attractions.

The new camp ground and other existing tourism related businesses are viewed by the Imintji community as a platform upon which to develop value adding businesses like guided tours and storytelling. The collective outcome of all of this is not just income and employment, but also an opportunity to showcase Aboriginal culture and lifestyle in a creative and positive light.

These aspirations are as important as the enterprise outcomes as the community works to instil pride, and future living and working on traditional country. Significantly, this highlights the importance of community ownership and engagement in the tourism development process.

NOTE: CwC is a Government led tourism development model that was initiated by Tourism Western Australia (Tourism WA). Tourism WA is therefore responsible for identifying Camping with Custodians opportunities and for assisting selected communities to prepare for, and build their camping ground facilities and should be contacted for additional information and advice.

Further information on this initiative is available from https://www.tourism.wa.gov.au/AboutUs/Growing_tourism/Aboriginal-tourism/Camping_with_Custodians/Pages/Camping-with-Custodians.aspx
NGURRANGGA TOURS

Clinton Walker, owner and tour operator started Ngurrangga Tours to educate and immerse people in the ways of his traditions and history so that they could understand more about Pilbara Aboriginal culture and country. Ngurrangga Tours most-often operates from the large township of Karratha, which provides a gathering and access point for visitors wishing to undertake a unique experience of the Pilbara through the eyes of a traditional owner.

Clinton’s interpretation of the area, provides his guests with the opportunity to learn about bush foods and medicines, explore stunning locations, view and understand ancient rock art in the world’s largest outdoor rock art gallery, hear traditional stories and listen to traditional songs sung using the wirra (boomerang). This is an example of using the natural environment and cultural heritage to add value through interpretation and stories.

Clinton is a descendant of the Ngarluma and Yindjibarndi people, who are the Traditional Owners of the coastal and inland areas of the West Pilbara region encompassing areas such as the City of Karratha, Dampier Archipelago, Murujuga National Park and Millstream-Chichester National Park. His long-term ambition is to use tourism as a tool to work with local Ngarluma people to improve their standard of living and offer employment opportunities.

Further information on Ngurrangga Tours is available from http://www.ngurrangga.com.au/

Make a positive contribution to the natural and cultural environment.
Cheela Plains Station is a family owned and managed cattle station located in the semi-arid, pastoral rangelands of the Pilbara. Along with the grazing enterprise, Evan and Robin Pensini manage a contracting business and station stay accommodation.

The station stay offers an ideal stop over between the World Heritage Listed Ningaloo Reef and Karijini National Park. The facilities include a fully serviced air conditioned “multi” bedroom complex with shared kitchen and ablutions, camping areas, conference rooms, wireless internet access, cell phone coverage and approximately 150 square metres of undercover area.

The pastoral lease, now known as Cheela Plains Station was part of Wyloo Station, owned by the Pensini Family. In 2001 Evan and Robin Pensini established it as its own individual station with a vision to be industry leaders in sustainable and renewable pastoral practices, with proven results and to be sure in the knowledge of keeping the pastoral rangeland in excellent condition for future generations.

Visitors can experience all Cheela Plains has to offer on a full day, 80 km, 4X4 Gorge Tour. The tour is offered as tag-a-long or passenger and is suited to all ages and fitness levels.

Included in the camping and accommodation price is day access to Mussel Pool where it’s possible to:

- Swim in a river pool
- Bush-walk through the magnificent Beasley River Gorge, a geological reserve
- Bird watch our wonderful native species
- Mountain Bike through stunning scenery
- Photograph the local wildlife

This information is sourced from www.cheelaplains.com.au/
differentiate BY BEING UNIQUE and SEEK to ADD VALUE