

REGISTRATION OF INTEREST GUIDELINES



Tourism Western Australia is inviting Aboriginal land holders interested in welcoming travellers to their Country to register their interest in becoming involved in the Camping with Custodians program.

BACKGROUND

What is Camping with Custodians?

Tourism WA's Camping with Custodians program is an Australian-first. The program develops quality campgrounds on Aboriginal lands with the campgrounds open to the public and owned/operated by the host community.

It's an opportunity for visitors to stay on Aboriginal lands, and learn about the local culture, while the fees they pay for accommodation will stay in the community.

For the host community, Camping with Custodians generates income, employment, training opportunities and the chance to showcase their culture.

The 'Camping with Custodians' brand is a registered trademark. This means members are part of an exclusive network of campgrounds supported by Tourism WA.

Current locations

There are currently five Camping with Custodians campgrounds at Imintji, Mimbi, Peedamulla, Violet Valley and Doon Doon.

More sites are being planned and developed, including at Djarindjin on the Dampier Peninsula, which is due to open by the end of 2021.

For more information on the existing campground network please visit campingwithcustodians.com.

Tourism WA's role

Tourism WA is dedicated to growing Aboriginal tourism, in this case by helping participants develop and run industry standard camping facilities, and deliver great visitor experiences. Our role is to work with the campground operator or proponent to find funding, help organise planning and development approvals, and give marketing and business development support to operators. We want to expand the program across the state so travellers can experience a range of cultural offerings.

REGISTRATION PROCESS

This Registration of Interest (ROI) will help Tourism WA understand where there is a desire for this type of development. We may ask for more information from applicants.

We will do a detailed assessment of each ROI, however please note that Tourism WA is under no obligation to progress any registrations beyond this stage.

IMPORTANT CRITERIA FOR IDENTIFYING POTENTIAL CAMPING WITH CUSTODIANS PARTICIPANTS

There are a range of things that will be considered to help us work out which application will be progressed, including:

- Corporation, community or business structure – are you set up to run a business?
- Land tenure and land use compliance – do you own or hold secure interest in the land and is tourism an approved use?
- Proximity to tourism activity – are you located on a popular tourism route or close to an iconic visitor attraction?
- Access to a workforce – can you easily get people to work at a campground?
- Preparedness to be involved in tourism – are you currently involved, or have you had previous experience in tourism? Do you have a business plan for a campground? Do you plan to do other tourism activities in addition to the campground? Are you able to offer your own cash or in-kind contribution to the development of a campground?

Completed registration forms should be emailed to camping@westernaustralia.com by **10am on Monday 25 October 2021**.

Please direct any enquiries to camping@westernaustralia.com

