

Jina

Western Australian Aboriginal Tourism Action Plan
2021 – 2025

Acknowledgement of Country

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community.

We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders past, present and emerging.

Aboriginal and Torres Strait Islander people are advised that this document may contain images of people who are deceased.

Jina / Tjina / Djina / Djena

Multiple languages, one overarching meaning - *Discoveries*

Discovery of our future, our pathways, our potential.

Discovery of our country, one foot at a time.

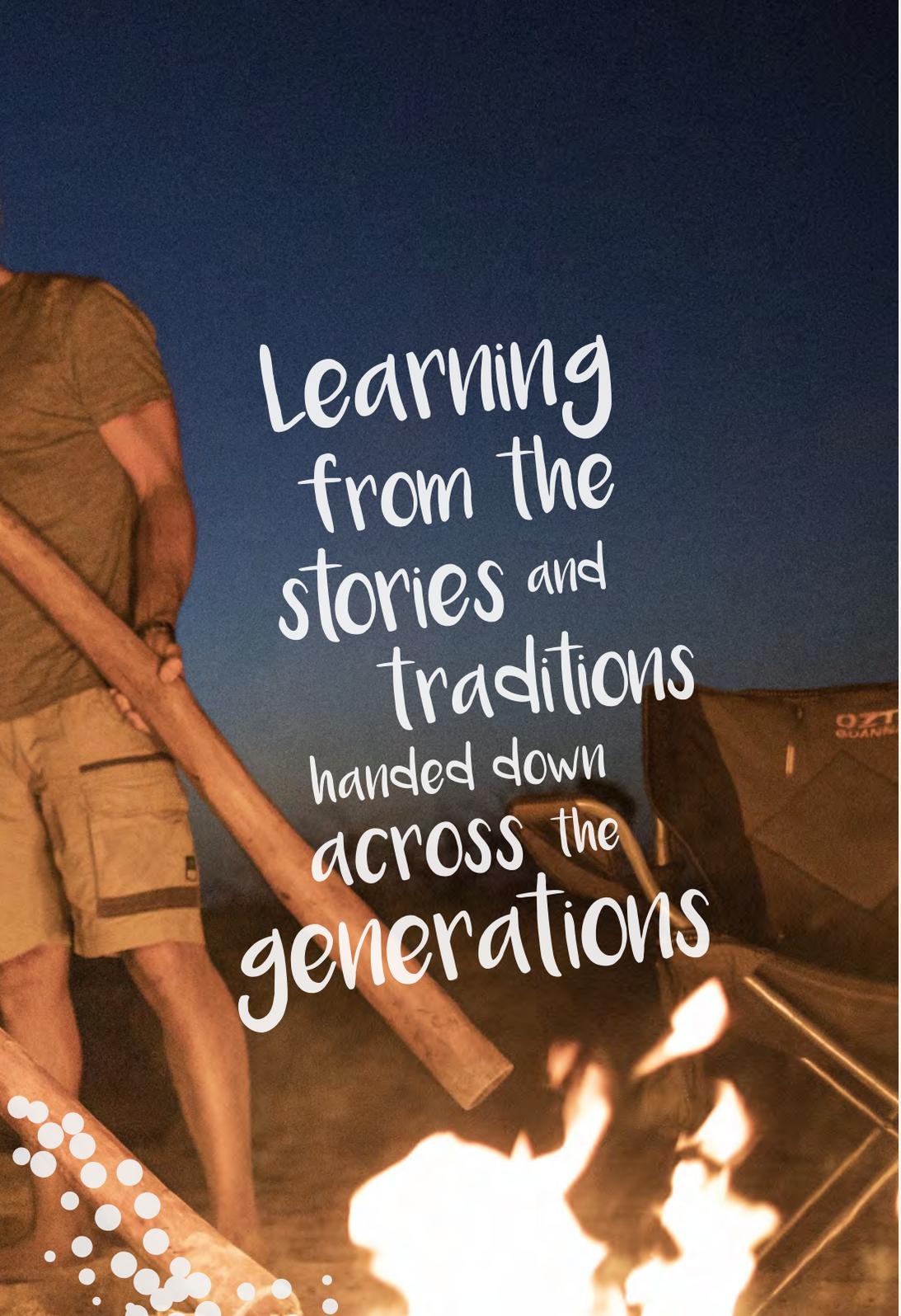
Tourism
WESTERN AUSTRALIA



The *Jina*: Western Australian Aboriginal Tourism Action Plan is a whole-of-government initiative, with Tourism Western Australia as the lead agency

This page: Wula Gura Nyinda Eco Adventures, Shark Bay World Heritage Area
Front & Back Cover: Uptuyu Aboriginal Adventures, Oongkalkada, south of Derby

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Learning
from the
stories and
traditions
handed down
across the
generations

Foreword

Hon Mark McGowan MLA
Premier of Western Australia



Aboriginal culture is an important part of Western Australia's history that should be celebrated. My Government values, celebrates and promotes Aboriginal peoples' culture, languages, relationships to country, knowledge, and heritage.

One of the great things about travelling is experiencing the sights, sounds, tastes and traditions of local cultures. Visitors to Western Australia have long been fascinated with our rich Aboriginal history and keen to take part in Aboriginal tourism activities.

Tourism represents a significant opportunity for Aboriginal people to secure sustainable economic, social and job outcomes. The *Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025 (Jina Plan)* outlines how to seize this chance to further strengthen our Aboriginal tourism offering.

The word 'Jina' appears across several Aboriginal language groups and broadly translates to 'discoveries'. This is a fitting title for this plan as there is no better way to experience Western Australia's spectacular natural environment than through an Aboriginal lens, learning from the stories and traditions handed down through the generations.

Global travel restrictions due to the COVID-19 pandemic have had an impact on Aboriginal tourism, which heavily relies on international visitors. The *Jina Plan* has been produced in line with the Western Australian Government's *WA Recovery Plan*. It will play an important part in ensuring we have an incredible range of Aboriginal tourism experiences available – not only for the intrastate market, but also for out-of-state visitors.

My Government is committed to making Western Australia the nation's leading holiday destination for authentic Aboriginal cultural tourism experiences and to make our State the destination of choice for visitors who want to immerse themselves in our First Australians' culture to learn about their traditions, language, history and customs.

We are committed to enhancing the lives of Aboriginal people by strengthening communities through access to education, health and employment opportunities. For Aboriginal people, participating in the tourism industry can bring prosperity, jobs, pride and preservation of culture as well as enabling families to remain together on-country, sharing their knowledge with visitors.

Success takes a whole-of-government approach, in collaboration with the broader tourism industry, to create an environment where Aboriginal people can sustainably participate in the tourism sector. The *Jina Plan* sets the direction for government and the tourism industry to deliver transformational change for Aboriginal tourism through job creation, establishing new innovative cultural experiences and positioning Western Australia as an aspirational cultural holiday destination.

The opportunity is now for public and private sector partners to work together to implement the *Jina Plan* to make Western Australia the must-visit destination for authentic Aboriginal cultural experiences.



Combine
spectacular
landscapes
with the
oldest
living culture
on earth

Koomal Dreaming, Dunsborough

Foreword

Hon David Templeman MLA
Minister for Tourism



Western Australia's rich, diverse and authentic Aboriginal cultural experiences give us a unique point of difference over other holiday destinations and will play an important role as international travel returns following the COVID-19 pandemic.

Visitors are eager to immerse themselves in an Aboriginal cultural experience tied to the land and its people, where they can experience spectacular landscapes while learning more about the oldest living culture on earth. In fact, research shows experiences like these are on the wish list of 81 per cent of visitors to Western Australia.

As part of the McGowan Government's COVID-19 Recovery Plan, we are focusing on developing infrastructure in Western Australia, which will allow the State's catalogue of Aboriginal tourism experiences to grow, ensuring we are well placed to welcome back all international visitors.

This will be achieved through the *Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025 (Jina Plan)* developed by Tourism Western Australia, along with other government agencies and the Western Australian Indigenous Tourism Operators Council.

The Jina Plan identifies outcomes across the following three focus areas:

1. Make Western Australia the premier Australian destination for Aboriginal tourism through promoting the State's extraordinary Aboriginal tourism experiences;
2. Build capacity for Aboriginal people to participate in the tourism industry through direct employment or by fostering the growth of sustainable Aboriginal tourism businesses; and
3. Facilitate the development of more authentic Aboriginal cultural tourism experiences across Western Australia to meet visitor demand.

There are many projects underway, or recently completed, that will create new opportunities to grow Aboriginal tourism, including tourism precinct development in Murujuga National Park at the Burrup Peninsula, joint management of national parks and the new WA Museum Boola Bardip, to name a few.

The recent sealing of the Cape Leveque Road has improved visitor access to the Dampier Peninsula, which will allow for the development of new Aboriginal tourism experiences and, in turn, create jobs and provide economic benefits to the community.

The potential to grow this sector will not be achieved through the actions of governments or the private sector alone – collaborative partnerships will be the key. I look forward to seeing these and other Aboriginal cultural tourism experiences evolve and to welcoming more Aboriginal people to participate in the tourism industry.

Our Purpose

The *Jina: Western Australian Aboriginal Tourism Action Plan* provides government with an agreed approach to align, collaborate and communicate cross-agency activities aimed at growing a diversified and sustainable Aboriginal tourism sector for Western Australia. The Jina Plan builds on the successful work achieved to date, leverages investment, and focuses on progressing the actions needed to drive the long term vision.

This is not an Aboriginal Tourism Strategy – it's an Action Plan with an accountable set of actions to drive tangible outcomes.

Over the four-year journey, government will work alongside the Western Australian Indigenous Tourism Operators Council and the Aboriginal tourism industry to realise a shared vision for Aboriginal tourism in the State.

Our Vision

Western Australia
is the premier authentic
Aboriginal tourism destination
in Australia

the place for sharing cultural experiences and enriching the lives of Aboriginal people

Our Objective

To see Western Australia recognised as the premier destination for Aboriginal tourism in Australia.

This will be achieved by:

- Encouraging visitors to disperse into regional Western Australia to experience Aboriginal culture
- Integrating Aboriginal tourism experiences as an essential part of the mainstream tourism industry
- Supporting the sustainability of existing Aboriginal tourism businesses
- Embedding Aboriginal culture into Western Australians' way of life
- Showcasing the world's oldest living culture as Aboriginal people share their stories and culture with visitors from around the world
- Promoting Aboriginal culture and connection to country.

The vision will be achieved through a partnership approach led by Tourism Western Australia (Tourism WA) across three key areas:

- Positioning Western Australia as the premier Aboriginal tourism destination
- Building the capacity for Aboriginal people to enter the tourism sector
- Facilitating the development of Aboriginal cultural experiences.

Major Partner

The Western Australian Indigenous Tourism Operators Council (WAITOC) is the peak tourism body in Western Australia representing the interests of Aboriginal tourism businesses. Serving the Aboriginal tourism industry since 2000, WAITOC is Australia's most successful industry-led association advocating and supporting the growth of Aboriginal tourism, not only in Western Australia but also across the nation.

Governed by a board comprising Aboriginal tourism operators elected from across the State, this authentic and connected leadership model means WAITOC provides Tourism WA and broader government with the insights, knowledge and context needed to support and enhance the Aboriginal tourism sector, making it the major partner in the Jina Plan process.

From inception nearly 20 years ago, WAITOC has played a significant role in marketing the State's suite of Aboriginal tourism experiences and in delivering the biennial Australian Indigenous Tourism Conference. In recent years, WAITOC has expanded its remit by delivering business development support to grow the number of sustainable Aboriginal tourism businesses.

Today, WAITOC has some 140 Aboriginal tourism business members and more than 80 associate members from all regions of Western Australia. It represents not only owner-operated tourism ventures but also family-run businesses and community based enterprises, fully representing the diversity and creativity apparent across the Aboriginal tourism sector.

In July 2019, Tourism WA and WAITOC entered into a four-year partnership to support Aboriginal tourism. The agreement funds WAITOC's marketing, business support and governance activities with WAITOC funded to deliver key actions identified in the Jina Plan.

This partnership has been expanded to support WAITOC's delivery of business development activities in the greater Perth area and the Dampier Peninsula, and for the hosting of the World Indigenous Tourism Summit in the near future.

The success of the Jina Plan is dependent on a true partnership between Government and WAITOC. The four-year journey needs to be taken together, along with Western Australia's Aboriginal tourism operators and communities that are in tourism.



Grow
the number of
sustainable
Aboriginal
tourism
businesses





Grow
economic, job and
social outcomes
through
Aboriginal Tourism

COVID-19 Recovery

COVID-19 has had an impact on the Aboriginal tourism industry. The vulnerabilities of the wider Aboriginal population have driven extra biosecurity precautions to safeguard those living in the State's remote Aboriginal communities, meaning many communities have remained closed to tourists and travellers.

The State Government's \$5.5 billion *WA Recovery Plan*, sets a pathway for economic and social recovery. The Recovery Plan identifies a package of investment that positively impacts the broader tourism industry including initiatives that specifically support Aboriginal tourism, and which are identified as action items in the Jina Plan.

Partners

The *Jina: Western Australian Aboriginal Tourism Action Plan* requires a truly collaborative approach to succeed. There is a great depth and diversity among the Aboriginal tourism offering in Western Australia, and they cover a vast geographical distance. All partners play a vital role at various stages of program planning, idea identification, training, nurturing, building and supporting each business.

The Jina Plan integrates with broader government plans including the Government's *WA Recovery Plan* aimed at recovering the overall economic and social environments as a result of COVID-19 as well as Tourism WA's *Corporate Plan 2020-2021*. The Jina Plan also provides synergies to the *Action Plan for Nature-based Tourism in Western Australia 2019 and 2020*.

Within Western Australia, the Aboriginal Engagement Directorate of the Department of the Premier and Cabinet works to build positive relationships between Aboriginal people and the WA Government to deliver mutual and lasting benefits. Specifically, Tourism WA's State Government partners in the delivery of the *Jina: Western Australian Aboriginal Tourism Action Plan* are:

- Department of Biodiversity, Conservation and Attractions (DBCA)
- Department of Jobs, Tourism, Science and Innovation (JTSI through Tourism WA)
- Department of Local Government, Sport and Cultural Industries (DLGSC)
- Department of Planning, Lands and Heritage (DPLH) - Aboriginal Heritage
- Department of the Premier and Cabinet (DPC) - Aboriginal Engagement Directorate
- Department of Primary Industries and Regional Development (DPIRD)
- Department of Training and Workforce Development (DTWD)
- Department of Transport (DoT) including Main Roads WA
- Small Business Development Corporation (SBDC)

The WA Government hosted a tourism consortia that brought together government and interested parties to discuss the current status of the industry. The Aboriginal Tourism Consortium was jointly hosted by the Minister for Tourism and the Minister for Aboriginal Affairs in September 2019.

As part of the Government's commitment to foster jobs and economic growth in the tourism industry, this consortium was integral to engaging and collaborating with the Aboriginal tourism sector to further inform the implementation of the WA Government's jobs and economic diversification agenda. The outcomes from the Aboriginal Tourism Consortium informed government policy development and helped to shape the Jina Plan.

The Jina Plan acknowledges the existing partnership between the WA Government and WAITOC. Other organisations that play a role in supporting the implementation of the Jina Plan include:

- Indigenous Business Australia (IBA)
- Indigenous Land and Sea Corporation (ILSC)
- National Indigenous Australians Agency (NIAA)
- Business Events Perth
- Tourism Australia
- Tourism Council Western Australia
- Western Australian Regional Tourism Organisations
 - Australia's Coral Coast
 - Australia's Golden Outback
 - Australia's North West
 - Australia's South West
 - Destination Perth

Aboriginal Tourism Snapshot

Aboriginal tourism is a fundamental part of the WA Government's vision for a robust and resilient Western Australian tourism industry that creates jobs and economic prosperity in the city and the regions. Aboriginal cultural experiences contribute to the State's unique identity, setting Western Australia apart from other holiday destinations.

There are more than 120 Aboriginal tourism businesses in Western Australia that contribute 339 full time employee jobs (FTE) and \$43.8 million in economic impact¹. However, the benefits of Aboriginal tourism go far beyond financial value and giving our State a tourism brand. They include tangible and lasting differences to individuals, families and communities, ongoing connection to country, sharing of culture, historical awareness and more.

Increased tourism opportunities will provide additional employment throughout Western Australia that supports Aboriginal families remaining on-country. It is an industry where skills gained are transferable to future employment and where industry champions are created, who become role models to inspire youth into the workforce.

Latest visitor research shows 81 per cent of visitors to Western Australia are interested in participating in an Aboriginal tourism experience. However, less than one in five visitors (17 per cent) have this experience², demonstrating that the current supply does not match the continually increasing demand.

The Jina Plan addresses the gap between the supply and demand for Aboriginal tourism experiences, through cross-government agency initiatives.



120 Aboriginal tourism businesses in Western Australia

\$43.8 million in economic impact

339 full time employee jobs

¹ Contribution of Aboriginal Tourism Businesses to the WA Economy 2016-17 (ACIL Allen) ² Visitor Experience and Expectations Research 2019-20 (Tourism WA)

A photograph of three people—two men and one woman—standing outdoors in a tropical or resort-like setting. They are all smiling and looking towards the right. The man on the left is wearing a dark blue t-shirt. The woman in the middle is wearing a light-colored, button-down shirt. The man on the right is wearing a dark blue polo shirt with white accents and is raising his right hand in a gesture. A thick, yellow, hand-drawn brushstroke graphic curves across the image from the top left to the bottom right. The background shows a building with a red frame and a thatched roof, and some tropical plants.

Role models to inspire youth into the workforce

A photograph of three people, two women and one man, gathered around a long wooden table outdoors. They are engaged in preparing food. The table is laden with various fresh ingredients, including bowls of green herbs, a tray of colorful vegetables (yellow and red peppers, tomatoes, and green beans), and a bowl of raspberries. The background shows a lush green lawn and trees, suggesting a park or garden setting. The overall atmosphere is bright and sunny.

Positioning Western Australia as the premier Aboriginal tourism destination

A. Positioning Western Australia as the premier Aboriginal tourism destination

1. To promote the State's extraordinary authentic Aboriginal cultural tourism experiences:

- i. Tourism WA will support WAITOC as the peak industry body representing Aboriginal tourism businesses and encourage the sustainability of WAITOC into the future.
- ii. Tourism WA will continue to celebrate the State's extraordinary Aboriginal culture through its global brand campaigns.
- iii. Tourism WA will integrate Aboriginal cultural experiences into core marketing activities, to showcase the diverse range available in Western Australia.
- iv. WAITOC will deliver marketing and promotional activities to create awareness and drive visitors to the State's suite of Aboriginal tourism operations and events.
- v. Tourism WA will grow the visibility of authentic Aboriginal cultural tourism experiences to the international market by supporting and assisting operators to expand their distribution channels and encourage attendance at trade events.
- vi. Tourism WA will work with Tourism Australia (TA) to increase the number of Western Australian Aboriginal tourism businesses featured in TA's international consumer marketing programs.

- vii. Tourism WA will work with WAITOC to facilitate opportunities for Aboriginal people and Aboriginal tourism businesses to be integrated into established mainstream tourism operations and itineraries.
- viii. Tourism WA will work with partners to deliver an Aboriginal Tourism Recovery Program that aims to retain a diversity and density of signature Aboriginal tourism experiences to meet inbound visitor demand.
- ix. Tourism WA together with WAITOC will undertake an audit of Aboriginal tourism businesses to identify the range of cultural tourism experiences that can be promoted to domestic and international visitors.
- x. Tourism WA will work with DLGSC to leverage promotional outcomes from Aboriginal cultural programs offered by cultural institutions. This will include showcasing the dedicated Aboriginal gallery and all new exhibitions, lifelong learning programs and tourism products within the new WA Museum Boola Bardip.

2. To support more Aboriginal tourism events that showcase authentic Aboriginal culture and traditions:

- i. Tourism WA will support emerging and established regional events that celebrate authentic Aboriginal cultural experiences with funding through the Regional Aboriginal Events Scheme.
- ii. Tourism WA will encourage the integration of Aboriginal cultural experiences into Tourism WA sponsored sporting and cultural events.
- iii. Tourism WA will provide financial and conference support to WAITOC to deliver the World Indigenous Tourism Summit in Perth.
- iv. Tourism WA will continue to provide financial and conference support to WAITOC to deliver the biennial Australian Indigenous Tourism Conference.

3. To create a uniquely Western Australian cultural welcome for visitors:

- i. The WA Government will encourage the public and private sectors to use appropriate local Aboriginal language in naming (including dual naming) of tourism assets.
- ii. Tourism WA will use Aboriginal language for welcomes and place names in activities and marketing assets.
- iii. Tourism WA and DLGSC will work with Tourism Australia to encourage a culture of authentic Aboriginal art, products and artefacts to be supplied, while the leisure market will be encouraged to purchase authentic products across Australia.
- iv. Tourism WA will initiate discussions with the State's gateway infrastructure providers, including ports and airports, to integrate Aboriginal cultural welcomes in their facilities and services.



Building the capacity for Aboriginal People to enter the tourism sector

Tourism training program – Wunambal Gaambera



Bush classroom in Wunambal Gaambera, Kimberley

A classroom in the bush is creating a win, win, win situation in Wunambal Gaambera Country in WA's north.

North Regional TAFE is delivering the Certificate 1 Tourism Training Program, customised in this instance as an entry level to tour guiding.

The first win is for the tourism industry with Wunambal Gaambera sharing the unique Wanjina-Wunggurr culture and natural wonders with visitors from Kimberley cruise ships.

The second win is for the Wunambal Gaambera community which is now better equipped to educate visitors about their culture and caring for Country.

The third win is for the individual students who gain a qualification and the skills to go with it, so they can deliver a tourism service and gain employment.

Training was delivered on-country over three, week-long visits, with some students travelling up to 11 hours to attend. Training took place throughout the day from the Munurru (King Edward River) Uunguu Ranger Base Camp, a 'live' environment which saw students engage with visitors staying at the camp ground and visiting art sites. Wunambal Gaambera Aboriginal Corporation funds the tourism training program from its Uunguu Visitor Pass income.

More than 60 Munurru rock art tours were delivered by Wunambal Gaambera people in 2019 and four cruise vessels were welcomed ashore on the Uunguu Coast with smoking ceremonies, junba (traditional dance) and guided rock art tours.

B. Building the capacity for Aboriginal people to enter the tourism sector

1. To encourage the engagement of Aboriginal people in the tourism and hospitality industry through direct employment:

- i. Tourism WA, WAITOC and DTWD will partner with tourism industry and training partners to deliver vocational education and training opportunities to enable Aboriginal people to secure skills and job placements within the sector.
- ii. DTWD and Tourism WA will create marketing collateral to promote hospitality and tourism career opportunities to Aboriginal people through the Jobs and Skills Centres network.
- iii. DTWD and TAFE will ensure tourism and hospitality training is being made more appropriate and accessible to potential Aboriginal students and the tourism sector.

2. To encourage mainstream tourism operators to engage existing Aboriginal tourism business owners to deliver cultural experiences:

- i. Tourism WA and WAITOC will build a database of existing skilled Aboriginal tourism operators, guides and *Welcome to Country* performers that mainstream tourism operators can engage to deliver cultural activities, welcomes and story-telling.
- ii. WAITOC and Tourism WA will investigate the development of a booking service to improve access to and ease of engaging Aboriginal tourism operators to deliver cultural experiences for mainstream tourism operators and events.

- iii. Tourism WA and DTWD will encourage mainstream tourism operators to employ Aboriginal people via better use of the Aboriginal Jobs Board, use of the resources available at the Jobs and Skills Centres, and use of the WA Government's traineeship/apprenticeship scheme incentives.
- iv. DBCA will facilitate tour guide training through the Aboriginal Ranger Program so that participants can broaden their future employment prospects to include tourism.

3. To support Aboriginal people with an aspiration to start their own Aboriginal tourism business:

- i. Tourism WA will continue to support WAITOC's business/product development program, and its efforts to leverage further funding through partners such as IBA and NIAA, for coaching/support activities.
- ii. Tourism WA will investigate incubation hubs, or small business support models, for Aboriginal tourism businesses.
- iii. DPIRD will support Aboriginal business development in the regions through the Aboriginal Business Governance and Leadership Program and other targeted Aboriginal economic development initiatives designed to build capacity, support new start-ups, grow existing business and facilitate access to funding and capital.
- iv. SBDC will provide one-to-one business advisory support to businesses as well as access to low cost business skills workshops through existing programs in the metropolitan area.



Facilitating the development
of authentic Aboriginal
cultural experiences

C. Facilitating the development of authentic Aboriginal cultural experiences

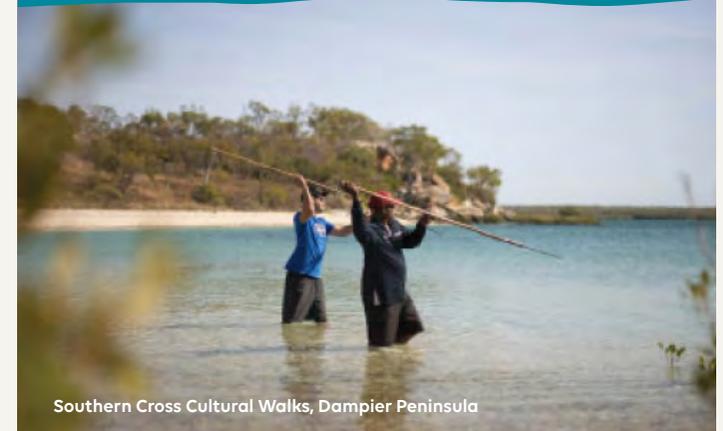
1. To support the Murujuga Aboriginal Corporation to achieve sustainable tourism outcomes within Murujuga National Park, Burrup Peninsula:

- i. The WA Government supports the progression of the World Heritage nomination for Murujuga (the Dampier Archipelago and surrounds, including the Murujuga National Park) in partnership with the Murujuga Aboriginal Corporation.
- ii. The WA Government and partners will support the staged development of a tourism precinct at Conzinc Bay to include a Living Knowledge Centre, Camping with Custodians campground, jetty and other tourism facilities, and to facilitate tour enterprises.

2. To support communities on the Dampier Peninsula to develop the potential to be a significant Aboriginal tourism destination:

- i. Tourism WA and WAITOC will showcase the Dampier Peninsula's new accessibility and tourism amenities in marketing and promotional activities now that the Cape Leveque Road has been fully sealed.
- ii. DPC and the Kimberley Development Commission (KDC) will provide administrative support for the Dampier Peninsula Working Group to address land tenure and other matters to support Aboriginal economic development through tourism.
- iii. Tourism WA and KDC will support Aboriginal communities on the Dampier Peninsula to secure tourism economic and employment outcomes through investment in new visitor day-use facilities and development of new accommodation infrastructure.
- iv. DBCA will work with Aboriginal traditional owners on planning for the establishment of the proposed marine park in the Buccaneer Archipelago and associated tourism opportunities.
- v. DPIRD will support the development of new and existing tourism businesses through a targeted Dampier Peninsula business support program.
- vi. WAITOC and Tourism WA will provide capacity building support to diversify and increase the cultural touring experiences available to visitors.

Dampier Peninsula



Southern Cross Cultural Walks, Dampier Peninsula

The Dampier Peninsula, in Western Australia's Kimberley region, is a unique location with significant environmental, cultural and heritage values.

It has one of the highest concentrations of Aboriginal tourism offerings in Australia, and now more people have the opportunity to experience it thanks to a \$65 million joint State Commonwealth Government funded project to seal the remaining 90 km of the Broome-Cape Leveque Road, completed in late 2020.

Remote locations often have access issues, none more so than those in the Kimberley region during the wet season.

This project facilitates year-round access to the Peninsula's communities and key attractions and is seen as the catalyst to unlocking the Dampier Peninsula's true tourism potential.

The WA Government is working with the Aboriginal communities to address land tenure and infrastructure issues, invest in day-use facilities for visitors, and provide capacity building support to diversify and increase the cultural tourism offerings on the Dampier Peninsula.

The expected results include job creation, financial returns for operators, a boost in local skills and enterprise capacity, and an increase in unique visitor experiences.

Camping with Custodians

Camping with Custodians is an exciting, Australian-first initiative that creates unique touring experiences for travellers, and provides income, employment and training opportunities for Aboriginal communities across the Pilbara and Kimberley.

Built on Aboriginal lands along key touring routes, *Camping with Custodians* campgrounds offer a high level of amenity and allow tourists to meet locals and learn about Aboriginal culture and traditions.

The campgrounds support Aboriginal people living on Country and encourage the inter-generational transfer of cultural knowledge which is shared with visitors through tours, art and story-telling.

Camping with Custodians sites are supported by Tourism WA through the pre-planning, approvals, land assembly and construction stages, with the host communities provided with ongoing training, capacity building, business development and marketing support. There are currently five operational *Camping with Custodians* campgrounds across the north west, with plans for three more to be included in the network over the next couple of years.



Mimbi Caves Tours & Campground, near Fitzroy Crossing

Kimberley Coastal Expeditions – Wijingarra Tours



Wijingarra Tours, Raft Point, Kimberley

One of the fastest growing tourism sectors in Western Australia is cruising and an Aboriginal tourism venture in the Kimberley is getting aboard.

Wijingarra Tours is a family owned and run business that provides cultural experiences at remote Kimberley locations for passengers on board coastal expeditions.

Each year between May and September, a guide crew locates to a base camp 180 kilometres north of Derby for the duration of the cruise season. The guides welcome cruise passengers to Aboriginal culture and provide guided walks to nearby rock art. Art provided through the Mowanjum Art and Culture Centre is sold on a commission basis to visitors, with some works produced and sold on site.

Tourism WA has worked closely with Wijingarra Tours to help build capacity. The venture is a win-win with a local business working with cruise lines to offer passengers an extraordinary insight into Aboriginal culture.

3. To expand, promote and diversify the *Camping with Custodians* campground network of Aboriginal owned and operated accommodation offerings:

- i. Tourism WA and WAITOC will continue to provide support to the existing *Camping with Custodians* campgrounds during their foundation years, to expand the experiences available to visitors at each site and create resilient and sustainable enterprises that provide economic and job outcomes for Aboriginal communities.
- ii. Tourism WA will project manage the development of additional campgrounds, including the immediate priority destination of the Dampier Peninsula where an additional three campgrounds will be created over the next two years, including at Djarindjin and Lombadina.
- iii. Tourism WA and WAITOC will continue to promote the *Camping with Custodians* network of campgrounds to visitors.

4. To explore opportunities that support the development of cultural tourism through Indigenous Land Use Agreements:

- i. Through the Yamatji Nation Indigenous Land Use Agreement, the WA Government has committed funds to upgrade tourism facilities at Pink Lake and Lucky Bay and will work with Yamatji Nation to maximise Aboriginal tourism opportunities in the MidWest.

5. To promote and diversify the range of quality Aboriginal tourism offerings to meet the demand of the cruise market:

- i. Tourism WA will support the inclusion of Aboriginal tourism enterprises into shore excursion programs across the State's cruise destinations.
- ii. Tourism WA will support commercial Aboriginal tourism products on the Kimberley coast delivering cultural tourism experiences to the growing expedition cruise sector.

6. To increase Western Australia's conservation estate by 20 per cent through the *Plan for Our Parks* initiative, creating cultural tourism opportunities for Aboriginal people:

- i. DBCA will lead the implementation of Plan for Our Parks through Indigenous Land Use Agreement negotiations, participating in on-country trips and undertaking management planning and land assembly processes to create new conservation reserves jointly vested and managed by Traditional Owners.
- ii. DBCA will implement the Plan for Our Parks initiative in consultation with traditional owners to conserve Western Australia's unique places, and provide new and enhanced tourism destinations and experiences.

Aboriginal Ranger Program

The \$20 million Aboriginal Ranger Program administered by DBCA is empowering people and communities in remote and regional Western Australia as traditional owners manage country and become stronger role models for young people. Under the program, Aboriginal organisations employ and train rangers to perform environmental conservation work, cultural site protection, traditional knowledge transfer and tourism management.

Rangers and their communities are seeing social, cultural and economic benefits including strengthening community wellbeing, identity and pride.

Looking to the future, the program hopes to continue to support Aboriginal women to manage country and strengthen the capacity in Aboriginal communities.

'I like to learn about culture, knowledge from elders and passing that knowledge to younger generation. The oldies loves to come out. We engage the young people through the school. The young people come out for trips. Troubled kids get out on country and this changes their attitudes to life.'

Ngurrara Woman Ranger, Karajarri-Ngurrara Desert Fire and Biodiversity Project

Culture in the Parks



Western Australia has a wealth of national parks and conservation reserves which, by their very nature, provide a fitting setting for authentic and memorable Aboriginal cultural tourism experiences.

DBCA's *Culture in the Parks* program shares potential tourism ideas in local communities and works with interested Aboriginal people to get these ideas off the ground.

Assistance is practical, including help with licence applications, waiving of licence fees to help get the business started and other on-ground support. Business support and marketing is provided through WAITOC.

Under the *Culture in the Parks* program, the number of Aboriginal operators licensed to operate in national and conservation parks has grown from nine to 30 in five years.

Tourism experiences include walking tours, bus and boat tours, bush tucker tasting and sharing culture, language and stories. These experiences give visitors an understanding and respect for Aboriginal culture and a different view of the State's parks.

Kings Park Aboriginal Tours and Cultural Experiences

Kings Park and Botanic Garden is Perth's most visited tourist attraction and the ideal place for visitors to immerse themselves in Nyoongar culture through walking tours, self-guided trails, programs for school students and public artworks. It is also the ideal location to look out from the scarp of Kaarta Koomba and imagine what the view would have been like for the Whadjuk Nyoongar people before the city was established.

In 2019 Kings Park and Botanic Garden (Kaarta Koomba) welcomed two new Aboriginal cultural tourism operators, 'Nyungar Tours' and 'Go Cultural Aboriginal Tours and Experiences' to deliver tours. These owner-operated businesses are both proving popular with tourists from around the world.

With a long Aboriginal history and deep spiritual connections for the Whadjuk Nyoongar people, Kaarta Koomba is an ideal location in which to immerse visitors in this ancient element of Western Australian culture and Kings Park is excited to promote these new products and help grow local Aboriginal businesses.



Boorna Waaginy, Kings Park. Image by Toni Wilkinson

Boorna Waaginy – The Trees Speak

The Dreamtime stories of the Aboriginal six seasons of WA's south west were the stars of a spectacular opening Perth Festival event in 2017 and 2019.

More than 400,000 people came to see Kings Park transformed by a 1.5 kilometre spectacular light and sound walk through event.

The free event ran over four nights, each year, from 8pm to 11pm giving everyone who wanted to a chance to experience this important cultural event.

Visitors learned about the Dreamtime stories through an immersive tunnel of light and sound projected onto the towering trees along Fraser Avenue. Interactive experiences lead them into the State's Botanic Garden, with the experience culminating in a strong cultural and environmentally sustainable take home message entitled 'Seeds of Change'.

This memorable installation was created with guidance from Nyoongar community Elders, Whadjuk Working Party members and the South West Aboriginal Land and Sea Council.

7. To implement the Aboriginal tourism initiatives identified in the *Two-Year Action Plan for Nature-based Tourism in Western Australia 2019 and 2020* to establish more signature and Aboriginal cultural experiences in Western Australia's parks:

- i. DBCA will partner with Aboriginal groups to manage country and to explore opportunities to provide diversified visitor experiences with the support of WAITOC, including through the Aboriginal Ranger Program.
- ii. DBCA, with the support of WAITOC, will continue the Culture in the Parks program, which aims to grow and diversify Aboriginal tourism experiences and events in national parks and other conservation reserves.

- iii. In partnership with traditional custodians and WAITOC, DBCA will support Aboriginal cultural tourism experiences and events at lands managed by the department to meet visitor demand.
- iv. Rottnest Island Authority, a DBCA agency, will work to deliver the initiatives detailed within the *Rottnest Island Management Plan 2020-2024* (RIMP), under the strategic focus area: engage with, promote and preserve the Island's environment and cultural heritage, with a focus on Aboriginal cultural heritage. These initiatives detailed in the RIMP are consistent with the *Two-Year Action Plan for Nature-based tourism in Western Australia 2019 and 2020*.
- v. DBCA will partner with Aboriginal organisations and artists, and DLGSC, to reflect Aboriginal culture and heritage in interpretation materials in parks.
- vi. DBCA will work with event organisers and partners to investigate opportunities for cultural events, similar to the Kings Park Boorna Waaginy event.

8. To support, promote and leverage tourism through Western Australia's authentic and diverse Aboriginal arts and culture sector:

- i. DLGSC will continue to support and grow the annual Revealed WA Aboriginal Art Market and Exhibition that features Western Australian Aboriginal artworks by artists from across the State and provides opportunities for artwork sales.
- ii. DLGSC will continue to support the Regional Exhibition Touring Boost (RETB), which aims to share Western Australian culture more widely within WA and attract visitors, through touring high quality visual arts exhibitions and by promoting cultural tourism opportunities through engagement with Aboriginal Artists, Aboriginal Art Centres and Aboriginal communities.

- iii. DLGSC will support and promote Western Australia's regional and remote Aboriginal Art Centres, artists and cultural organisations through the Regional Art and Culture Investment Program's Aboriginal Business Development and Capacity Building Program and the Aboriginal Arts Commissioning Fund. Aboriginal Art Centres, artists and cultural organisations deliver quality creative and educational experiences for visitors.
- iv. DLGSC and DPIRD will support the long-term re-establishment of the Gwoonwardu Mia Gascoyne Aboriginal Heritage and Cultural Centre.
- v. DLGSC will facilitate the delivery of online portal(s) for Aboriginal art sales. The initiative will foster collaboration and promote Western Australian works on the local, national and international stage.
- vi. Tourism WA to work with the State's network of Aboriginal Art Centres to introduce tour delivery experiences to add a dynamic visitor experience and to add to the sustainability of the art centres.

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9. To deliver quality major cultural attractions that celebrate Aboriginal people, culture, art and lands:

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- i. DLGSC has released the WA Cultural Infrastructure Framework 2030+ for the WA Government that incorporates the priority focus area to *maintain and celebrate WA's Aboriginal art, culture and heritage*, and highlights opportunities such as:
 - Identifying synergies between initiatives supporting Aboriginal Art Centres, Aboriginal Cultural Centres, Aboriginal Ranger Programs, and Aboriginal tours and experience operators.
 - Advocating for the incorporation of Aboriginal art, culture, language and heritage (contemporary and traditional) in infrastructure design across WA.
- ii. The new WA Museum Boola Bardip will feature Aboriginal stories, collections and programs.

- iii. The State Government has committed \$50 million towards the planning, design works and seed-capital for an Aboriginal Cultural Centre in Perth.
- iv. DPC will take a lead role in developing and implementing a plan for the future use of the former Prison (Quod) on Wadjemup (Rottnest Island) through the formal recognition of the history of Wadjemup and the deep meaning and connection the island has for its Traditional Owners and for Aboriginal people across the State.
- v. DPLH will work to deliver the initiatives detailed in the Fremantle Prison Masterplan which includes Connect to Aboriginal Experiences and Stories – be a place for truth-telling, reflection, healing and reconciliation. Partner with Aboriginal people, families and communities to explore new and meaningful ways for Aboriginal stories and experiences to be told and heard at the Prison.
- vi. At Whiteman Park DPLH will work with Aboriginal people to develop a cultural tourism experience and improve visitor interpretation.

Revealed WA Aboriginal Art Market and Exhibition

Art has proved to be a fantastic medium to connect visitors to Western Australia's rich Aboriginal culture, history and stories.

While just 13 per cent of Australia's Aboriginal and Torres Strait Islander population lives in WA, regional Aboriginal art production in the State makes up approximately 60 per cent of Australia's Aboriginal art centre economy³.

This high rate of contribution to the national Aboriginal art industry is a direct result of the State's continued investment in initiatives like the Revealed: Emerging WA Aboriginal Art program, which supports and fosters emerging artists. Revealed has grown exponentially over its 12-year history and now celebrates and supports Aboriginal art and artists through a one-day art market, month-long exhibition, professional development and artists' symposium.

Public attendance at the 2019 Revealed Art Market increased by 72 per cent on the previous year, with a record 22,681 visitors generating more than \$619,235 in sales. The sales in 2019 alone totalled almost 30 per cent of Revealed's sales history. The 2020 Revealed Art Market had to be cancelled due to COVID-19 restrictions. The Revealed Exhibition, however, was uploaded to an online catalogue, which generated \$135,104 in artwork sales, with buyers as far afield as the USA and Switzerland.

Mangkaja Arts Resource Agency is a successful Aboriginal owned art centre and studio space located in Fitzroy Crossing. By taking part in the Revealed program, Mangkaja artists have gained access to new audiences and a growing market, and developed new techniques which contributes to the gallery's economic, social and cultural growth for the Fitzroy Valley community.



Sonia Kurrura having a great time with a giant gold Perspex masterpiece! © Mangkaja Arts 2017

³. Australian Institute of Health and Welfare. (2017). Aboriginal and Torres Strait Islander health performance framework 2017 report: Western Australia. Canberra: Australian Institute of Health and Welfare.

10. To support Aboriginal employment and economic development through trails projects:

- i. DLGSC, in partnership with DBCA, will develop and test a series of training modules in trail construction and trail maintenance suitable for assisting communities to build and/or maintain their own trails. The modules will be available to potential Aboriginal workforces, such as Aboriginal Ranger Programs.
- ii. DLGSC will encourage trails planning in remote communities where improving road access is creating opportunities for viable Aboriginal tourism activities, such as the Dampier Peninsula, the northern Goldfields and the east Pilbara (consistent with the existing Western Australian Strategic Trails Blueprint 2017-2021).
- iii. DLGSC will encourage appropriate Aboriginal tourism opportunities in the implementation of the "WA Hiking Strategy, 2020-2030".
- iv. DLGSC will support the establishment of new, or expand existing, Aboriginal guided experiences on trails by supporting outdoor leadership development projects identified in the trail planning framework. For example, cultural paddle tours.
- v. DLGSC will encourage local governments and other land managers to consider Aboriginal tourism opportunities in the development of new trails.
- vi. DPLH will work to identify cultural heritage places of significance on or adjacent to trails for visitor interpretation signage.



Bunuba Guide Sherika during the Raft Up project

Raft Up Pilot Project – Fitzroy River, Kimberley Region

When a community works together and uses the natural assets right on its doorstep, great things can happen.

Up in the Danggu Geike Gorge National Park, locals and kayak instructors Stephen Myers and Alicia Drew had an idea that would utilise the beautiful Fitzroy River.

This was the beginning of *Raft Up* which saw local people develop the skills, qualifications and practical experience to become qualified kayak guides. The result was a boost in local capacity and confidence to run nature-based activities to share "on country" experience, and grow the tourism potential in the Kimberley.

Bunuba community and the Parks and Wildlife Service are considering setting up a company/kayak under a joint management body to deliver guided canoe/kayak tours for visitors, to be run by local rangers.

The WA Government will continue to establish new, or expand existing Aboriginal guided trail experiences, by supporting pilot projects like this one.



About the design

The graphics featured throughout the *Jina: Western Australian Aboriginal Tourism Action Plan*, have been created by Kevin Wilson, a Wongai man from the Goldfields region.

"The dots flow in groups, coming together at points of the journey along their shared path. In the same way that a group of people can work together, moving slightly in different directions and meeting at critical points to share stories and ideas."

The designer's concept for these graphics, reflects the Purpose of the Jina Plan, which is to discover a shared vision for Aboriginal tourism in the State.





GOVERNMENT OF
WESTERN AUSTRALIA

Department of Biodiversity, Conservation and Attractions
Department of Jobs, Tourism, Science and Innovation
Department of Local Government, Sport and Cultural Industries
Department of Planning, Lands and Heritage
Department of the Premier and Cabinet
Department of Primary Industries and Regional Development
Department of Training and Workforce Development
Department of Transport
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