

Aboriginal Tourism Academy

**A BUSINESS MENTORING
OPPORTUNITY FOR
LOCAL GOVERNMENTS**

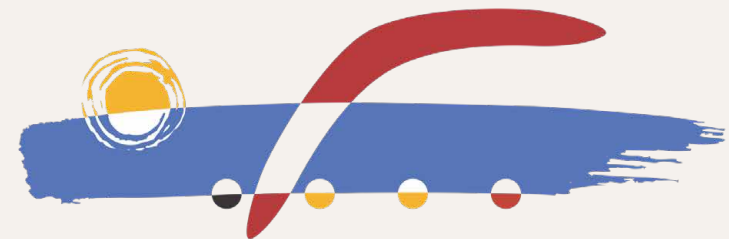
WALGA - Aboriginal Engagement and Reconciliation Forum - September 2021
Presenters: Robert Taylor (WAITOC) & Tijah Colleran (City of Perth)

WAITOC and the City of Perth acknowledge the Whadjuk Nyoongar people, Traditional Owners of the lands and waters where we meet today, and pay our respects to Elders past and present.



WAITOC

**WESTERN
AUSTRALIAN
INDIGENOUS
TOURISM
OPERATORS
COUNCIL**

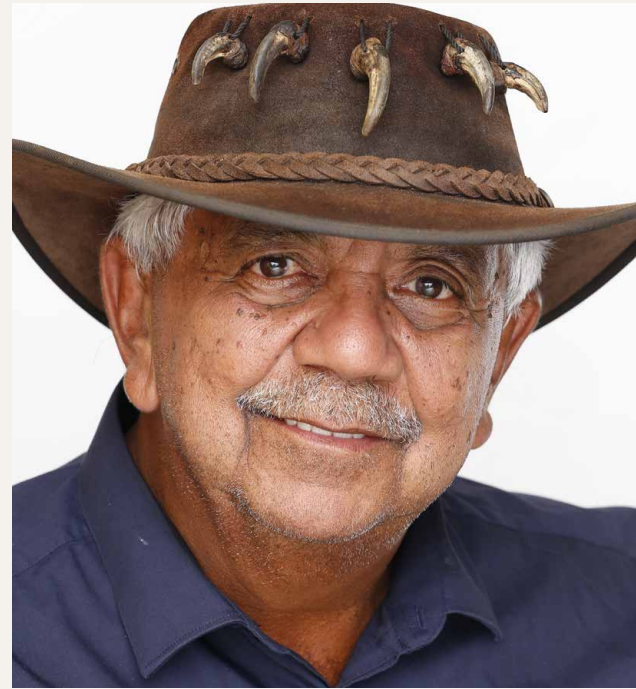


WAITOC.COM

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Ancient Tracks - New Journeys

- Peak body for Aboriginal tourism in Western Australia
- WAITOC promote authentic cultural experiences at a state, national and international level
- Member-based (both Aboriginal tourism businesses and Associate Members)
- Governing Board of 10 members

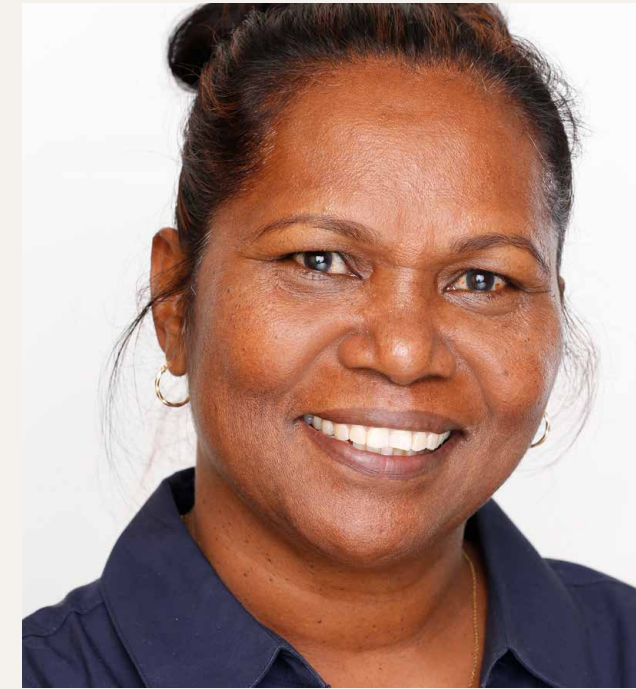
WAITOC Board



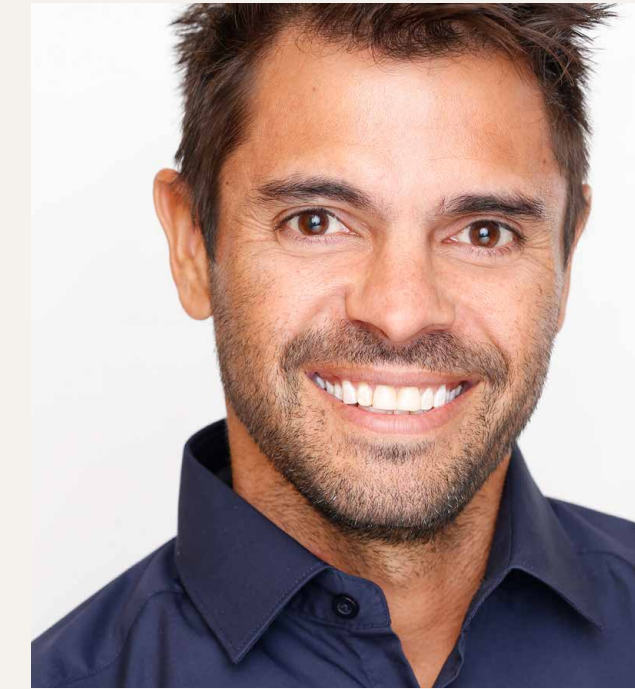
Doc Reynolds
CHAIR
Australia's Golden Outback



Clinton Walker
VICE-CHAIR
Western Australia



Rosanna Angus
TREASURER
Western Australia



Bart Pigram
Australia's North West



Charmaine Green
Australia's Coral Coast



Darrell Sibosado
Western Australia



Les Wallem
Australia's South West



Walter McGuire
Destination Perth



Adam Marr
Independent



Chris Pye
Independent

City of Perth

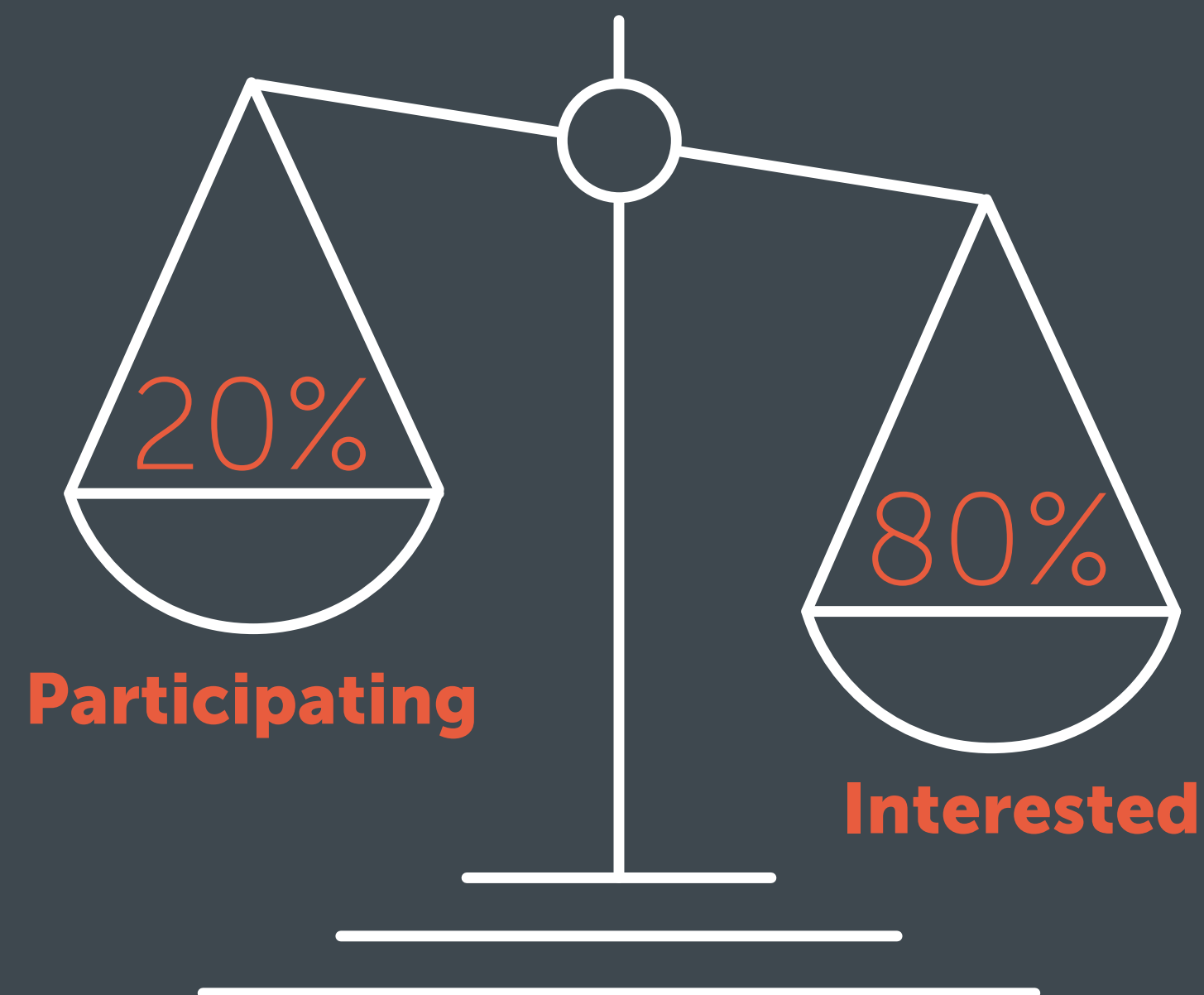
- Capital city local government
- Council - 9 Elected Members
- Administration - 700 FTEs
- The City's role is to recognise, promote and enhance the social, environmental, economic and cultural settings of the city for the community, both now and into the future.



City of **Perth**

Aboriginal tourism is an important element of the Western Australian visitor offering but its potential is not fully realised.

Aboriginal Experiences



THE Challenge

Most Aboriginal tourism experiences operate in regional Western Australia and most interstate and international visitors to Western Australia never venture to these remote areas.

THE Opportunity

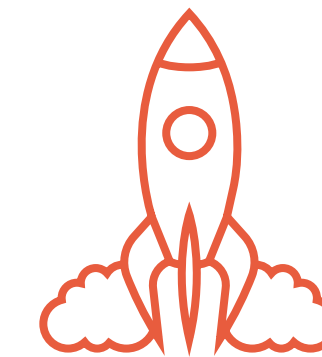
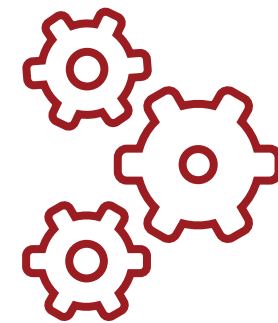
To grow Aboriginal tourism in Perth via a business mentoring program.

THE Aspiration

Grow a cluster of high quality, export-ready Aboriginal tourism products so the supply gap is closed.

Academy

noun: a place of study or training in a special field



2017

The Pilot
Program

2018

Aboriginal
Tourism Product
Development
Program

2019

Aboriginal
Tourism Export
Initiative

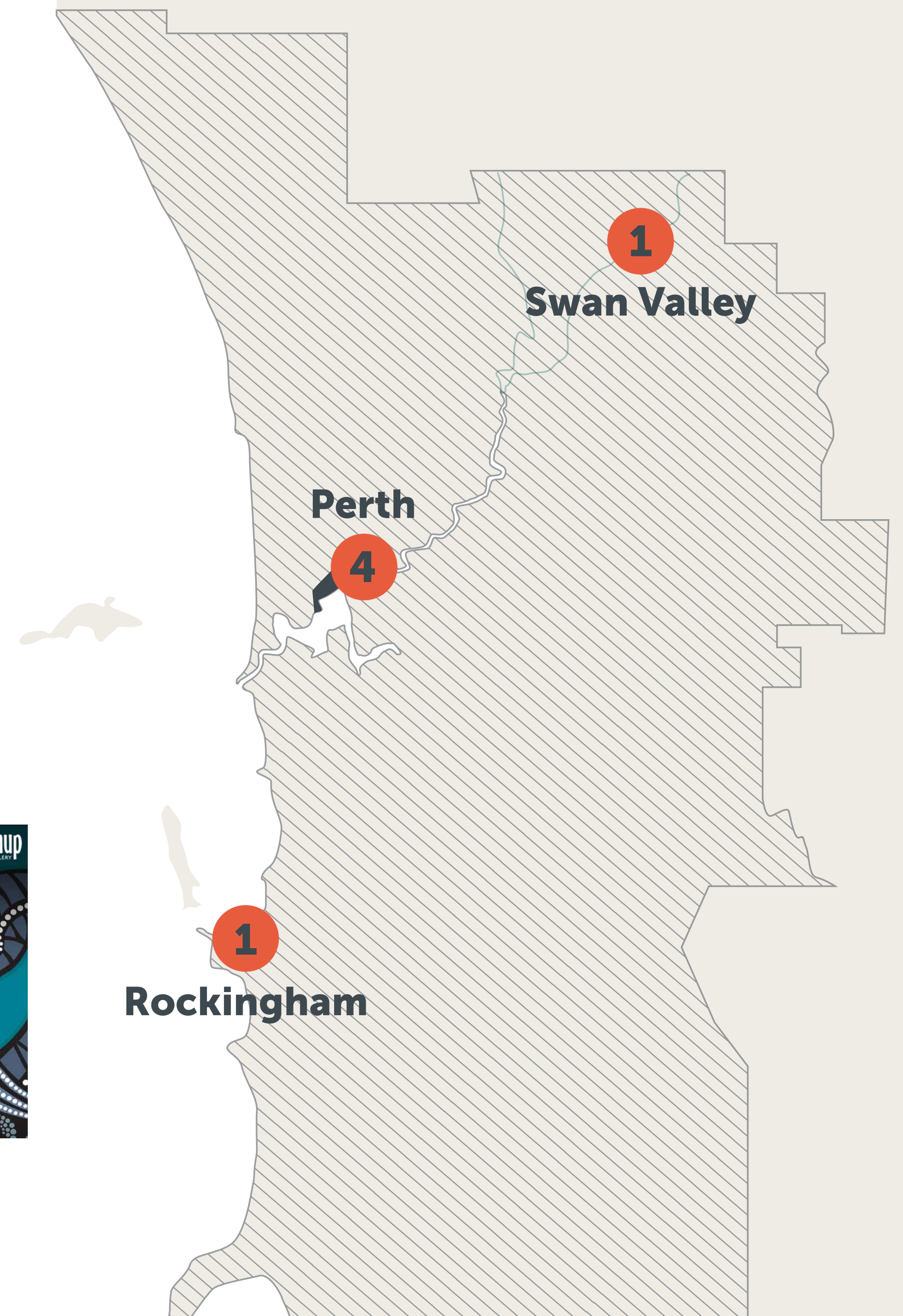
2020+

Aboriginal
Tourism
Academy

2017

ABORIGINAL TOURISM PRODUCT DEVELOPMENT PILOT PROGRAM

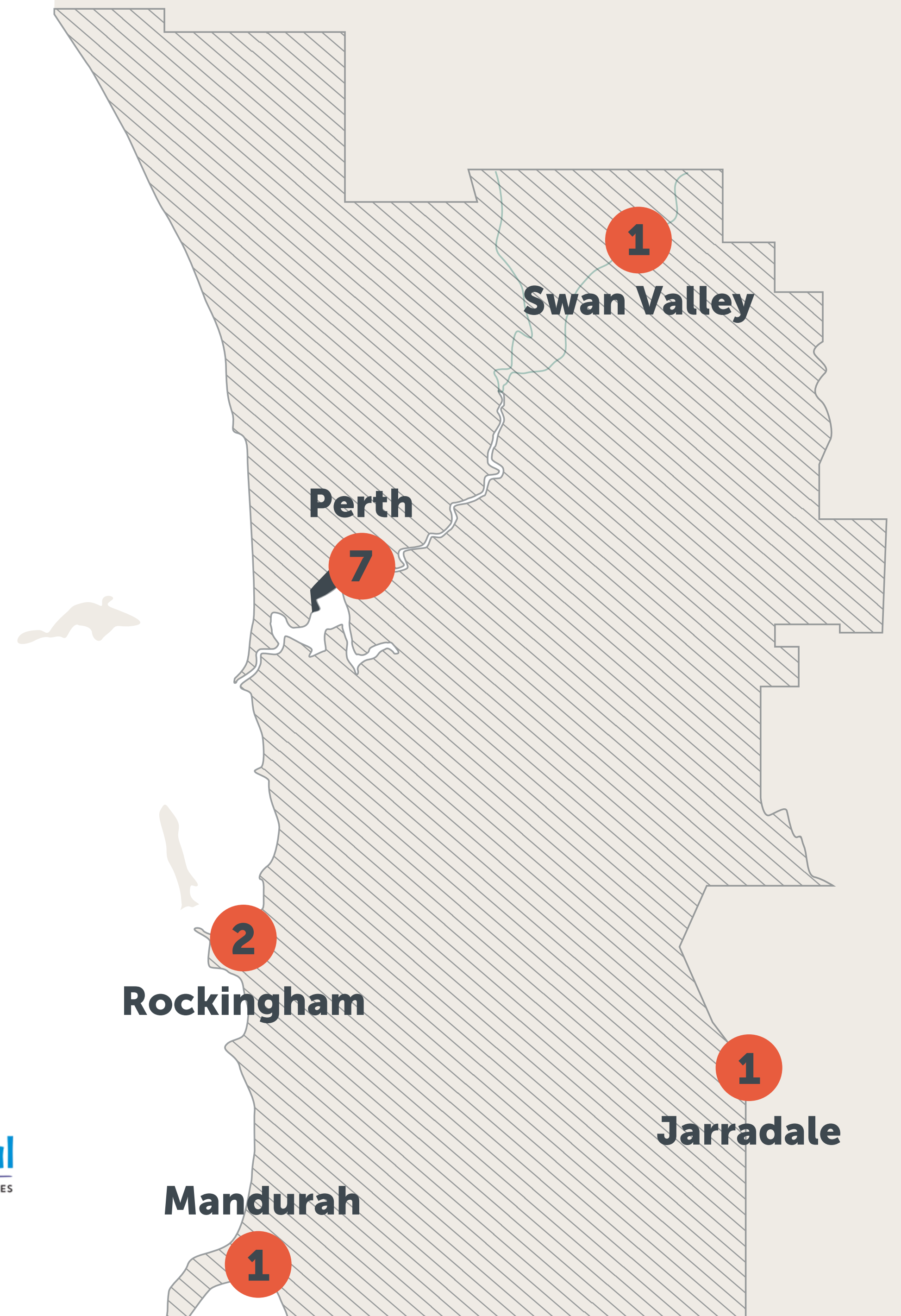
6 Aboriginal tourism products
or experiences produced by the
following 4 businesses.



2018

ABORIGINAL TOURISM PRODUCT DEVELOPMENT PROGRAM

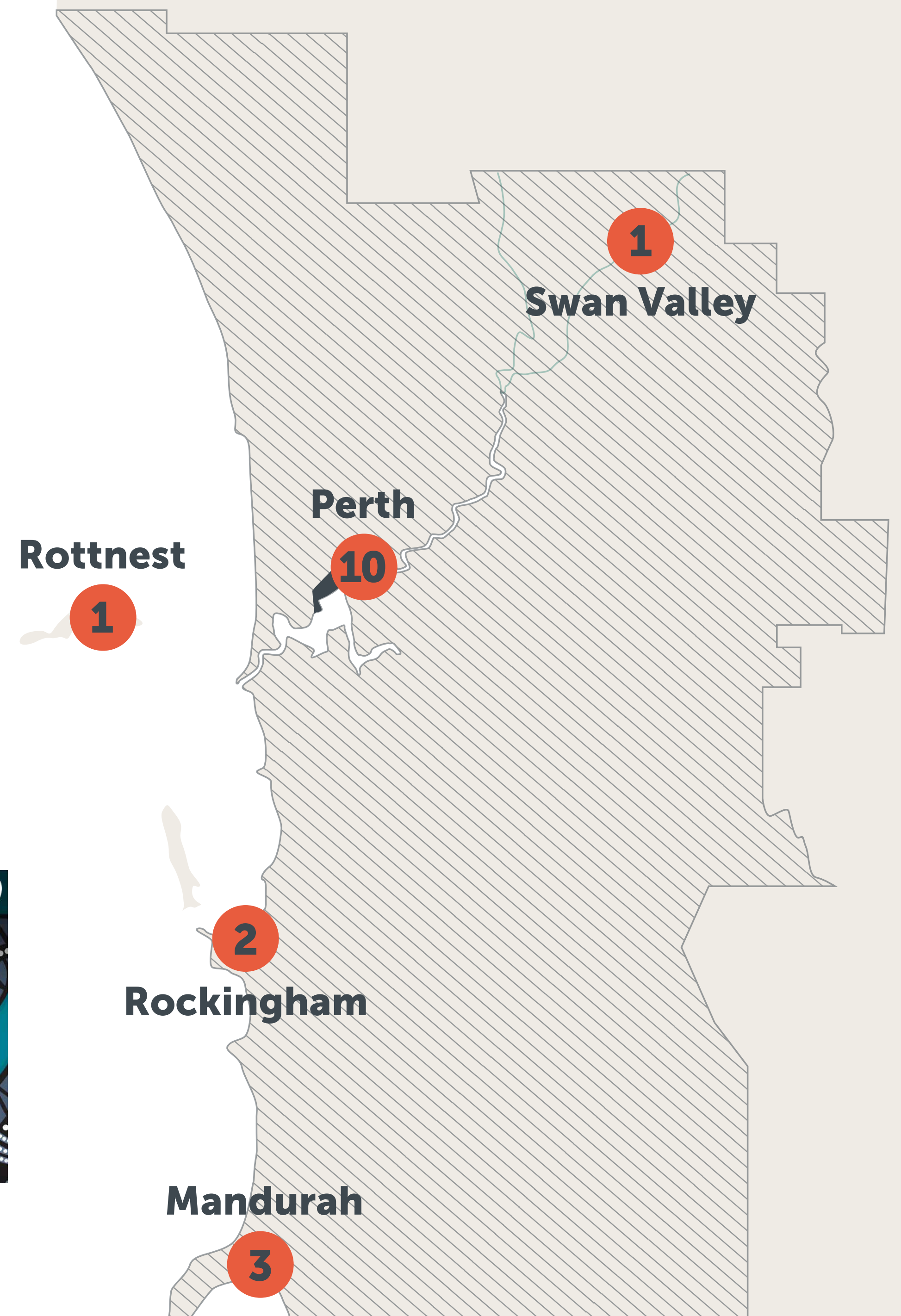
12 Aboriginal tourism products
or experiences produced by the
following 9 Perth businesses.



2019

ABORIGINAL TOURISM EXPORT INITIATIVE

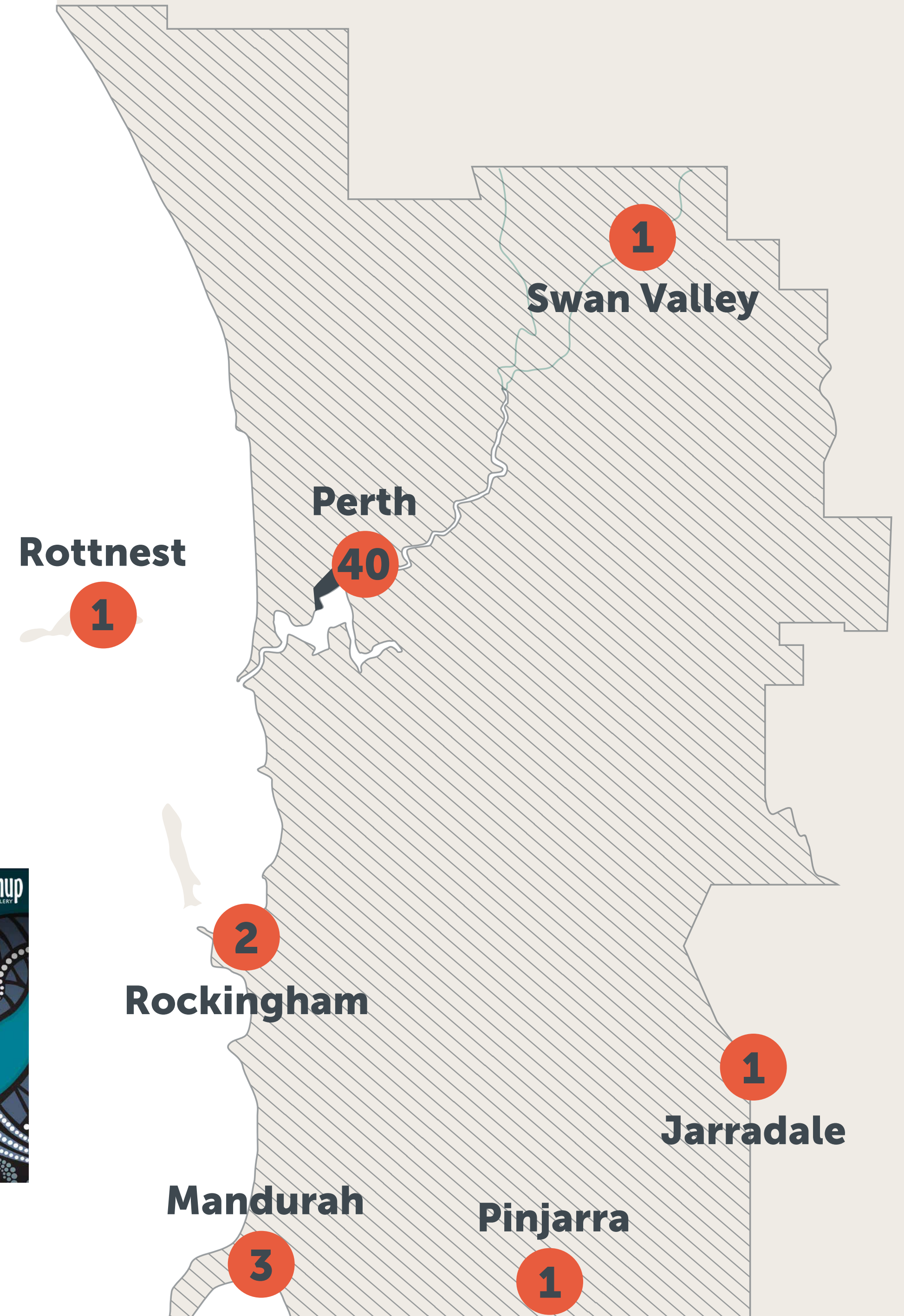
18 Aboriginal tourism products
or experiences produced by the
following 7 businesses.



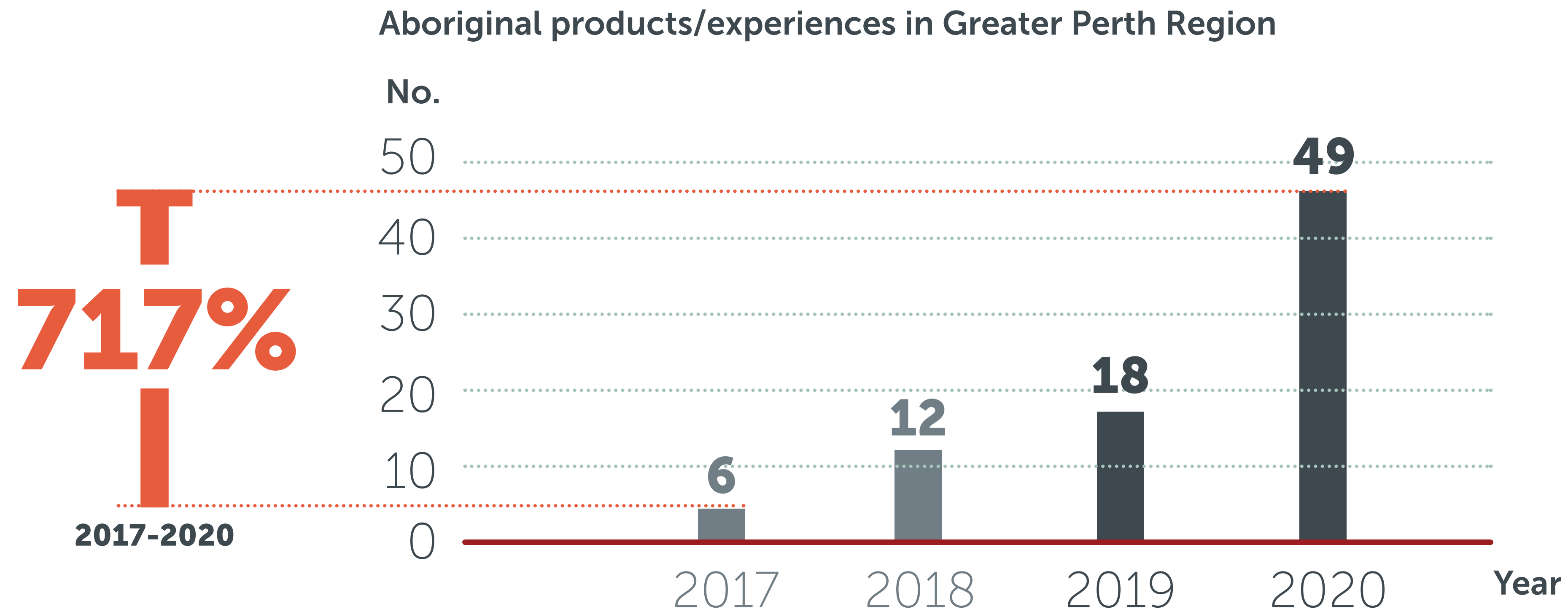
2020

ABORIGINAL TOURISM ACADEMY

49 Aboriginal tourism products
or experiences produced by the
following 8 businesses in Academy.



The Aboriginal Tourism Academy 2020 has produced a **717 per cent** increase in Aboriginal tourism products/ experiences in Perth since the start of the programs.



ECONOMIC DEVELOPMENT Outcomes



Encourage
Innovation &
Diversification



Jobs



Multiplier
Effect



Quality
of Life



Brand



Revenue

Thank you

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Watch how the City of Perth has
grown Aboriginal Tourism in Perth

