



# WAITOC

Aboriginal Tours and Experiences

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Western Australian Indigenous Tourism Operators Council

# CORPORATE BROCHURE



**WAITOC**

Western Australian Indigenous  
Tourism Operators Council

[waitoc.com](http://waitoc.com)





WAITOC is the peak not for profit association representing Aboriginal tourism operator members from all regions throughout Western Australia. The association provides advice and information to all relevant State Government agencies as well as the tourism industry sector. The overriding purpose of WAITOC is to promote Aboriginal tourism by providing a supportive network for Aboriginal tourism operators within WA.

WAITOC was established in October 2000 and became an Incorporated Association in May 2002. WAITOC believes that Indigenous Tourism is a fairly unique industry in that it allows Indigenous people to participate at a real and meaningful level while still maintaining and valuing their cultural heritage.

WAITOC is an autonomous committee comprising representatives from the five tourism regions within Western Australia providing advice and information to all relevant State Government agencies in Western Australia. The Committee also plays a role in assisting the development of a dynamic Indigenous tourism industry sector in Western Australia by helping existing and emerging Indigenous tourism operators.

## WAITOC's three core areas of work are:

### ADVOCACY

The WAITOC Board meets regularly with key stakeholders, both within government and private industry to raise issues by members and develop collaborative and joint venture opportunities for the Aboriginal and Non-Aboriginal tourism industry.

### MARKETING

WAITOC's marketing agenda focusses on the promotion of Aboriginal cultural experiences. Activities primarily include:

- Identifying new and maintaining existing markets
- Creating Aboriginal tourism promotional collateral for distribution to the trade and consumers
- Leveraging opportunities for Intra-State and Inter-State marketing services which enable the promotion of Aboriginal tourism at domestic trade and consumer events
- Pursuing International marketing opportunities via trade, consumer and media channels
- Cultivating partnerships with traditional and non-traditional industry partners
- Pursuing media and digital promotion opportunities
- Building and maintaining industry relationships
- Pursuing growth of WAITOC memberships (operators, corporates)
- Implementation of communication strategy, newsletters, social media, corporate sector
- Working with TWA to maximise PR opportunities

# MEMBERSHIP

(ATB = Aboriginal Tourism Business)

## Member Benefits

	Full ATB Member	Associate Member	ATB Member	Value of Benefits
<b>CORPORATE</b>				
▪ Eligible for election to the Board	✓	✗	✗	
▪ Full voting rights	✓	✗	✗	
▪ Lobbying support on industry issues	✓	✓	✓	
▪ Invitations to all WAITOC functions, seminars and other events	✓	✓	✓	
▪ Regular newsletter mailing on industry issues and events	✓	✓	✓	
▪ Opportunity to represent WAITOC on industry committees & advisory groups	✓	✗	✗	
<b>WAITOC WEBSITE</b>				
▪ Business listing on website (including individual web page, further information, images and contact details)	✓	✓	✓	\$1,100
▪ Front page feature (rotational)	✓	✓	✗	\$500
▪ Technical support with your WAITOC web page	✓	✓	✓	\$400
▪ Acknowledgement of Associate Membership support	✗	✓	✗	
<b>ADVERTISING</b>				
▪ WAITOC promotional & marketing material (ie product manual, map and lists)				
▪ Inclusion in printed advertising in newspapers & tourism magazines( eg: Sunday Times and miscellaneous advertising)	✓	✗	✗	\$1,500
▪ Product listing on all WAITOC promotional & marketing material (including further information, images and contact details)	✓	✗	✗	\$1,100
<b>MARKETING</b>				
▪ Promotion of your product to travel trade distribution channels (export ready businesses only)	✓	✗	✗	\$1,200
▪ Promotion of your product to media/social media channels	✓	✗	✗	\$1,500
▪ Opportunity to host trade/media famils	✓	✗	✗	\$300
▪ Promotion of your product through digital channels	✓	✗	✗	\$1,200
<b>NETWORKING</b>				
▪ Discounted cost of attendance to all WAITOC functions	✓	✓	✗	\$45
▪ Discounted cost of attendance to the AITC	✓	✓	✗	\$150
<b>GENERAL</b>				
▪ Membership certificate	✓	✓	✗	
▪ Use of WAITOC logo	✓	If tourism related	✗	
	<b>TOTAL VALUE</b>			<b>\$10,500</b>
	<b>MEMBERSHIP COST</b>			<b>\$176</b>

## PRODUCT DEVELOPMENT

WAITOC also oversees the (ATDP) Aboriginal Tourism Development Program, this program works closely with 17-20 businesses in the Kimberley and the greater South West to look at some of the area's below:

- Compliance - are their insurance, permits/licenses valid, first aid requirements valid or do they need satellite communications due to their remoteness
- Staff training – send staff on special training – Savannah Guides course, first aid, 4WD driver training, etc..
- Financial management - some businesses are reaping the rewards of book keeping services to put their finances in order and set-up good systems
- Business systems – does the business have a OHS strategy, risk management plan, succession planning, procurement planning, service timetable or even booking systems
- Accreditation – working towards all the needs to support an operator achieve accreditation which will in turn help with all of the above
- Visibility – websites, membership of RTOs/Visitor Centres, advertisements in holiday planners, etc

There will be an investment of \$500K into these businesses annually – this is not a grant directly to the business. This is to procure the items, services to improve business sustainability and importantly enhance the experience for the visitor.

## OUR CORE VALUES

WAITOC empowers its members to embrace their cultural identity in order to honor and respect the ancestors and Elders both past and present. With traditions of the oldest living culture restored, the outcomes at a social and economic level become more progressive and offer the opportunity to create pride in its people. Showcasing these traditions fosters current and potential market understanding, sensitivity and awareness. Access and engagement with these traditions is a key consideration for the development of a sustainable Aboriginal tourism industry in Australia.

WAITOC's corporate values encompass both traditional and commercial components but are clearly differentiated as they give priority to the culturalisation of commerce and not the commercialisation of culture.

### Connection to Country

WAITOC believes in the intergenerational rights/obligations of Aboriginal language groups for the spiritual maintenance of the land. This provides the basis for WAITOC's advocacy role to ensure fairness, acknowledgment and respect.

### Welcome to Country

WAITOC believes that together, provision of safe passage and reciprocal acknowledgment results in mutual benefits. The importance of mutual benefits provides the basis for WAITOC's development of effective partnerships.

### Facilitating Corroborees

WAITOC is a place where people with an interest in Aboriginal tourism can come together to share, learn and benefit from each other. This provides the basis for WAITOC's business development, education, advocacy, marketing and networking role.

