

ABORIGINAL TOURISM STRATEGY



FOR THE FAR WEST OF SOUTH AUSTRALIA



ANCIENT LAND · ANCIENT PEOPLE · ANCIENT STORIES

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MEMBER'S MESSAGE

Aboriginal culture is the world's oldest continuous culture. Alive and dynamic, generations of Aboriginal people have accessed thousands of years of accumulated knowledge, wisdom and law.

Small but growing Aboriginal tourism ventures are taking their ancient culture and sharing, offering insights and experiences to visitors both from within Australia and overseas. The benefits are many.

This cross-cultural recognition is helping to mature our national culture, it is providing recognition, independence and economic sustainability to Aboriginal people and showcasing an identity that so many want to learn more about.

On the far west reaches of South Australia, from the desert to the sea, there are Aboriginal people working hard to promote a wider appreciation of their rich culture to others. In doing so, they provide themselves with economic, environmental and social benefits to secure their wellbeing and that of future generations.

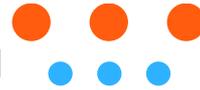
This Aboriginal Tourism Strategy for the Far West of SA has been developed to formally recognise the foundation work already undertaken and to provide a framework for expansion and growth and to encourage continued investment.

This Strategy reflects our State Strategic Plan, specifically Target 6 Aboriginal Wellbeing and Target 27 Understanding of Aboriginal Culture. The SA Government is committed to the principle that the development of Aboriginal tourism occurs in a manner that is endorsed by Aboriginal people and respects their cultural identity.

The collaboration to bring this Strategy to life demonstrates the willingness and increasing opportunities for Aboriginal tourism in this State and we sincerely hope this is the first of many regional strategies and partnerships to come.

Peter Treloar MP
Member for Flinders





INTRODUCTION

The intention of the Far West Aboriginal Tourism Strategic Plan is to provide support to current and emerging Aboriginal tourism enterprises, and mainstream tourism ventures that employ Aboriginal people in the Far West of South Australia. The Far West region is defined as the area between Ceduna and the Western Australian border.

The business culture of Aboriginal people in South Australia has a focus on Aboriginal tourism activities. These activities include arts and crafts, occasional performing arts, and some limited nature-based experiences. The nature-based experiences help visitors to develop an understanding of the relationship Aboriginal people have with the land and the sea.

Consultation with Aboriginal communities, existing Aboriginal tourism businesses, Non-Government and Government agencies has been extensive with over 70 individual consultations, workshops and presentations to date.

Experience has shown that for tourism ventures to remain commercially viable and provide secure employment, the businesses must provide a diversity of services including accommodation, hospitality, and heritage and history tours.

The Far West region has many tourist attractions and offers a range of tourism activities, however there is currently a lack of tools and resources to assist tourism business viability. Existing and emerging tourism ventures require appropriately trained human resources to ensure that the ventures do not fail and to help promote the region as a tourism destination.

Geographically, the Far West region is isolated from many of the State's tourist attractions, however this isolation is an asset for attracting the adventure tourist market.

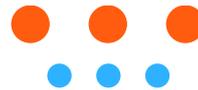
Since 2002, there has been substantial development in tourism in the Far West. This has included support from the South Australia Tourism Commission, Regional Development Australia Whyalla and Eyre Peninsula, the Indigenous Land Corporation, and the Department of the Prime Minister and Cabinet. The development has been supported by the vibrant nature of local Aboriginal organisations with their quest to establish economically viable businesses.

As well as contending with external pressures such as the unstable global economy, the high Australian dollar and declining numbers of inbound visitors, the Aboriginal tourism sector has also had to contend with negative perceptions about a lack of business capacity; concerns about mixed and inconsistent marketing messages, and the constraints of operating in remote locations. Tourism data indicate that inbound tourist interest in Aboriginal tourism experiences is less than 5%. This strategy therefore concentrates on the high number of tourists that traverse through the Far West region each year.

It is important to build upon and value-add to existing Aboriginal tourism ventures, and provide support to emerging Aboriginal tourism businesses. This will enable these Aboriginal enterprises to strengthen and grow, and help to develop a critical mass of Aboriginal tourism activity in the Far West of the State.

This approach will ensure that Aboriginal products and culture are able to develop and that opportunities are provided to improve the economy of the Far West region.





BACKGROUND

South Australia does not have an Aboriginal Tourism Strategy. In recent years, notably 2011, a series of meetings were coordinated with Aboriginal tourism stakeholders including the South Australian Tourism Commission (SATC), Indigenous Business Australia (IBA), Indigenous Land Council (ILC), Aboriginal Lands Trust (ALT), Regional Development Australia Whyalla and Eyre Peninsula (RDAWEP), Maralinga Tjarutja Inc. (MT), and the Ceduna Aboriginal Corporation (CAC). The intent was to develop a Nullarbor Aboriginal Tourism Strategy. The strategy was to include concept designs to value-add to the existing whale watching facility at the Head of the Bight. However, the collective was unable to attract funding and the initiative fell into abeyance.

In 2016, RDAWEP realised that the development of an Aboriginal tourism strategy in the Far West region was essential to support the viability of tourism ventures and provide experiences of value. Value adding and upgrading of existing Aboriginal tourism products and the development of new experiences will increase the already valuable Aboriginal economy in the region. The strategy is also important to improve the Far West economy and support employment and business growth. RDAWEP consequently pursued funding to support the strategy development and facilitated the stakeholder engagement process.

DEMOGRAPHICS

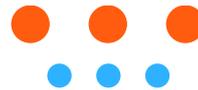
The Far West region of South Australia region has an Aboriginal population of approximately 1,100 people and five large Aboriginal communities - Oak Valley (100), Yalata (294), Scotdesco (80), Koonibba (150), and Ceduna (500). Most of the Aboriginal people (866) reside in the Ceduna local government area. In 2011, Eyre Peninsula region had 3,225 Aboriginal people with 785 residing in Port Lincoln, and 921 in Whyalla. (ABS, 2011 Census of Population and Housing). Ceduna is the main regional town, located on Highway One (the main arterial link between Australia's eastern and western states). Its main industries being fishing, farming, aquaculture, tourism and mining.

Koonibba is one of the oldest Aboriginal communities in South Australia, originally established in 1901. It is 35 kilometres west of Ceduna and 5 kilometres off Highway One. The community is self administered and has a primary school, childcare centre, health clinic, community hall, sports ground, church, provides their own waste management and jointly manages their water supply and waste water management. Koonibba has approximately 5000 acres of arable land that is managed on a joint venture basis.

Oak Valley is the northern most community in the Far West region and is located on Maralinga Tjarutja Lands. It was re-established in the 1980's after the British government nuclear weapons testing of the 1950's and clearance was given to allow re-settlement following negotiations with governments and lands rights legislation. The community members have strong traditional culture and ties to the country with English being the second language. Oak Valley has a store, school, and administrative centre.

Yalata is located on traditional land of the coastal peoples, 200 kilometres west of Ceduna and 2 kilometres north of highway one. The community is predominately the descendants of the Pitjantjatjara Anangu desert people moved to Yalata Mission from their traditional lands to the northwest when the Australian and British governments used their





DEMOGRAPHICS CONT.

lands for atomic bomb testing. Yalata has an administration office, a community development projects office and depot, Centrelink office, school, health clinic, aged care facility, police station, a men's activity shed, women's and youth centre, community store, church, swimming pool, caravan park, and sports ground.

Scotdesco is a "homeland property" 100 kilometres west of Ceduna on Highway One and consists of 10,000 hectares predominately used for livestock farming. In more recent times the community has developed a saltbush horticulture venture. The community also has the basis to develop a tourism venture with modern dormitory style accommodation (40 person maximum), a retail outlet, dining and forum facilities, a commercial kitchen, all purpose recreational court, toilets and showers. Scotdesco also has an administration centre and story telling area.

Recent tourism statistics indicate that over 420,000 people travel through the Far West region each year. The data also indicate that the Eyre Peninsula Tourism Region has over 400,000 overnight visitors each year, who stay more than 1.6 million nights in the region.

TARGET MARKETS

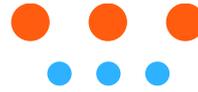
The Eyre Peninsula is one of the best performing tourism regions in South Australia and is rapidly emerging as a holiday tourism destination of choice by intrastate, interstate and international visitors. Significant private sector investment over the past 5-10 years in quality accommodation and unique experiences has seen the Eyre Peninsula visitor economy grow by more than 16% in 2012-14. In 2015, South Australia recorded the strongest year on year growth in domestic caravan and camping visitation in Australia increasing by 13% from 2014. (Tourism Research Australia, Eyre Peninsula Tourism Region Profiles 2012-2014).

Aboriginal tourism experiences are a point of differentiation for Australia within a competitive national and global landscape, and have been identified as an important value add alongside Australia's core strengths of aquatic and coastal, food and wine and nature and wildlife/adventure activities. It is becoming clear through experience and research that tourists are after varied Indigenous products and experiences. Some emphasise seeing performances or opportunities to buy art or other items. Some want a strong personal experience and interaction with Aboriginal people. Others really just want to 'look' or visit sites in a self-guided fashion in a national park. International tourists have long indicated their interest in Aboriginal tourism experiences and existing providers are seeing more and more intra and inter state tourists requesting the same. All of these markets are a target.

The caravan and camping market is of vital importance to the Eyre Peninsula. Every year, more than 420,000 site nights were spent in a caravan park or camping area by intrastate, interstate and international visitors, worth more than \$65 million to the regional economy. Tourism Research Australia predicts that caravan and camping will be the main accommodation growth sector to 2020, with the total number of nights increasing from 37 million to 45 million.

The Far West of the region has opportunities to attract and capitalise on the high numbers of caravanners and campers who travel along the Eyre Highway each year to build their business capability and extend themselves into the other markets.





VISION

"To promote the Far West of South Australia as a unique and culturally diverse destination to experience."

GUIDING PRINCIPLES

The principles adopted in the Far West Aboriginal Tourism Strategy include, but are not limited to:

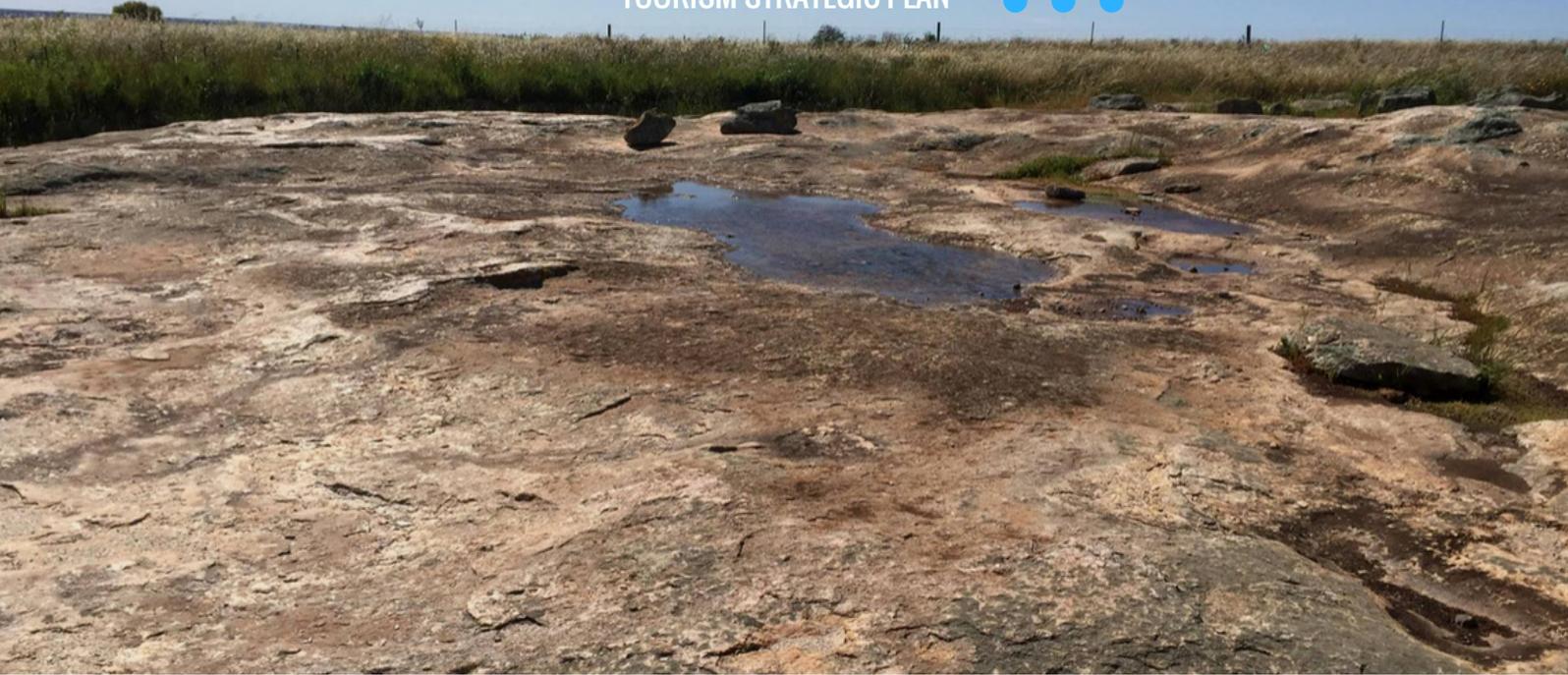
- The development and implementation of the strategy will be inclusive of Aboriginal groups and organisations in the Far West,
- The strategy will be owned, and leadership will be provided, by Aboriginal people in the Far West,
- The strategy will adhere to the principles of international human rights,
- The strategy will support the principles of self-determination and self-management by Aboriginal groups and organisations,
- The strategy will support tourism ventures that respect the intellectual property rights of Aboriginal peoples,
- The protection and security of Aboriginal estate of the Far West region is the responsibility of the tourism ventures, and
- The cultural integrity and heritage of the Far West is to be recognised, respected and protected.

GOALS

The goals of the Far West Aboriginal Tourism Strategy include, but are not limited to:

- Provide and support pathways and opportunities for the development of Aboriginal tourism experiences that will increase the length of visitor stays in the region by a minimum of two days.
- Build and position Far West Aboriginal tourism businesses as sustainable tourism experiences, and provide pathways for Aboriginal employment.
- Encourage Far West Aboriginal tourism ventures and the wider tourism industry to work collectively, and add value by connecting Aboriginal culture and commerce together.
- Identify partnerships and their respective roles.
- Increase Aboriginal employment opportunities through the development of sustainable tourism ventures. The target is to increase employment by 20 FTE in two years.
- Empower Aboriginal communities, and individuals to achieve self-reliance, sustainability and vibrancy.
- Adopt a collaborative approach and promote Far West Aboriginal tourism ventures that add value to each other.
- Develop and support business plans and models for individual communities, organisations for Aboriginal owned tourism ventures that meet quality standards.





STRATEGIC OBJECTIVES

High level strategic objectives have been identified to assist Far West tourism ventures to achieve their vision and goals.

Marketing:

- Increase the participation of self-drive visitors in Aboriginal tourism activities.
- Increase the participation of international visitors in Aboriginal tourism.
- Develop and introduce a referral based mechanism to enable all Aboriginal tourist ventures to benefit.

Partnerships:

- Establish and maintain partnerships with key stakeholders and investors who share the vision and goals of the strategy.
- Support access to land and tenure for the development of tourism.
- Support industry and operators to work with government partners.
- Maximise the opportunities to involve government and non-government tourism programs.
- Work with other operators to improve tourism development.

Far West Aboriginal Tourism Products:

- Support the development of Far West Aboriginal Tourism Businesses.
- Far West Aboriginal tourism operators must ensure their products are of a high standard, authentic, market ready and sustainable.
- Support accreditation of Far West Aboriginal tourism ventures to meet industry standards.
- Improve existing and emerging Aboriginal tourism ventures to international quality standards to create a point of difference and encourage tourists to extend their stay and promote the region.

Far West Aboriginal Tourism Operators Capacity:

- Improve and strengthen the skills of managers and employees of existing and new businesses delivering Far West Aboriginal tourism products.
- Encourage managers and employees to obtain training and qualifications that are consistent with those of mainstream operators.





GOVERNANCE STRUCTURE: OPERATIONAL CHART

STRATEGIC IMPLEMENTATION MANAGEMENT GROUP

The implementation of the Far West Aboriginal Tourism Strategy will be managed by a committee that will meet bi-monthly to provide governance and support to Aboriginal tourism ventures and also to provide support for the engagement of the Far West Aboriginal tourism project officer as identified in the governance structure. The implementation group will be represented by personnel nominated from the following groups: Koonibba Community Aboriginal Corporation, Ceduna Aboriginal Corporation, Scotdesco Aboriginal Corporation, Yalata Aboriginal Corporation, Aboriginal Lands Trust, AWNRM, EPNRM, Far West Coast Aboriginal Corporation, Far West Aboriginal Women's Council, Maralinga Tjarutja Inc., Regional Development Australia Whyalla & Eyre Peninsula, DEWNR Co-Management Boards.

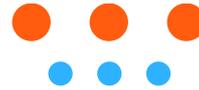
FAR WEST ABORIGINAL TOURISM STRATEGY — Co-ordinated by FWCAC - (Management Group - FWALG plus 1 ALT, 1 AWNRM, 1 SATC and 1 RDAWEP representative)

ROLE: Provides support, receives updates on progress of current ventures and emerging ventures - meets bi-monthly

TOURISM STRATEGY IMPLEMENTATION PROJECT OFFICER (.5 position initially - funding to be sourced)

ROLE and LOCATION: To be located in a suitable office in Ceduna (CAC or FWCAC Office). Role: Assist with marketing, co-ordination of training, assist with digital economic improvements, Co-ordinate new business plans for emerging tourism ventures, update business plans for current operational tourism ventures, identify updates to tourism strategy. Identifies employment and connects to traineeship strategy to support movement to FTE. Reports: Position reports to Management Group and to funding provider. Note: A job description and duty statement to be developed





STRATEGIC ACTION PLAN

1. MARKETING

- Increase the participation of self-drive visitors in Aboriginal tourism activities.
- Increase the participation of international visitors in Aboriginal tourism.
- Develop and introduce a referral based mechanism to enable all Aboriginal tourist ventures to benefit

STRATEGY	ACTIONS	PARTNERS	TIMEFRAME
Increase the participation of self-drive visitors in Aboriginal tourism activities.	<ul style="list-style-type: none"> • Ensure tourism products meet applicable quality standards.. • Ensure tourism products are available seven days per week (where applicable) and are maintained to a high standard. • Ensure tourism products have a high standard of safety and security. 	SATC, FWNTG, RDAWEP, ILC, FWCAC, DEWNR, ITAM. ALT	
Increase the participation of international visitors in Aboriginal tourism.	<ul style="list-style-type: none"> • Develop a cooperative plan to increase awareness of Aboriginal tourism products at relevant trade and consumer shows. • Establish digital marketing collateral that allow for online bookings and purchases. • Establish relationships with tourism trade and advisory groups, and Visitor Information Centres. 	SATC, ILC, ITAM, ALT,FWALG	
Develop and introduce a referral based program to enable all Aboriginal tourist ventures to benefit.	<ul style="list-style-type: none"> • Develop a cooperative brand for Aboriginal tourism in the Far West region. • Develop cooperative trail marketing collateral that includes all Far West Aboriginal tourist related ventures and sites of interest. • Ensure Far West Aboriginal marketing collateral is readily available from travel agents, all tour operators, visitor centres, and accommodation facilities. 	Far West Aboriginal Tourism Members representative. ILC, SATC, ITAM, FWALG	



STRATEGIC ACTION PLAN

2. PARTNERSHIPS

- Support access to land and tenure for the development of tourism.
- Establish and maintain partnerships with key stakeholders and investors who share the vision and goals of the strategy.
- Support industry and operators to work with government partners.
- Maximise the opportunities to involve government and non-government tourism programs.
- Work with other operators to improve tourism development.

STRATEGY

Support access to land and tenure for the development of tourism.

ACTIONS

- Provide support for Aboriginal organisations, existing and new Aboriginal businesses to increase decision making to use Aboriginal land for tourism.
- Provide support for the protection of Aboriginal heritage and the natural environment for tourism development.
- Obtain support from land holders, and Native Title holders, and ensure relevant protocol is observed.

PARTNERS

RDAWEP, DPMC, ILC, ALT, Local Government, DPC, AWRNRMB, DEWNR, FWALG

TIMEFRAME



Establish and maintain partnerships with key stakeholders and investors who share the vision and goals of the strategy.

- Current and emerging Far West tourism operators and organisations to establish quarterly meetings with key stakeholders.
- Current and emerging Far West tourism operators and key stakeholders to implement decisions made at quarterly meetings.
- Support the establishment of joint ventures with business ventures that will improve the viability of Aboriginal tourism.

ALT, AWRNRM, CBTA, DEWNR, DPC, DPMC, DSD, FWAC, IBA, ILC, ITAM, LGA, PIRSA, RDAWEP, SATC, FWALG



Support industry and operators to work with government partners.

- Assist operators to access sources of funding, business development and marketing support.
- Assist with the formation of tourism networks at regional, state and national levels to improve customer retention.
- Support the development of the Far West Aboriginal Tourism Strategy for the development of marketing, and encouraging partnerships.

FWATS, SATC, RDAWEP, LGA's, CBTA, FWACAC, ITAM, ALT, FWALG



STRATEGIC ACTION PLAN

2. PARTNERSHIPS cont.

- Support access to land and tenure for the development of tourism.
- Establish and maintain partnerships with key stakeholders and investors who share the vision and goals of the strategy.
- Support industry and operators to work with government partners.
- Maximise the opportunities to involve government and non-government tourism programs.
- Work with other operators to improve tourism development.

STRATEGY

Maximise the opportunities to involve government and non-government tourism programs.

ACTIONS

- Include Aboriginal tourism ventures into existing initiatives and programs.

PARTNERS

FWATS, SATC, RDAWEP, LGA's, AWRNMB, CDP, ILC, DPMC, DEWNR, ITAM, FWALG

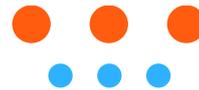
TIMEFRAME



Work with other operators to improve tourism development.

- Provide assistance to operators to attract investment.
- Develop a referral based marketing strategy to improve visitor retention.

SATC, ILC, RDAWEP, DPMC, DPC, DSD (PIRSA), FWACAC, ITAM



STRATEGIC ACTION PLAN

3. FAR WEST ABORIGINAL TOURISM PRODUCTS

- Support the development of Far West Aboriginal tourism businesses to ensure their products are of a high standard, authentic, market ready and sustainable.
- Support accreditation of Far West Aboriginal tourism ventures to meet industry standards.
- Improve existing and emerging Aboriginal tourism ventures to international quality standards to create a point of difference and encourage tourists to extend their stay and promote the region.

STRATEGY	ACTIONS	PARTNERS	TIMEFRAME
Support the Development of Far West Aboriginal tourism businesses to ensure their products are of a high standard, authentic, market ready and sustainable	<ul style="list-style-type: none"> • Provide business advice, mentoring, and training for start-up and established Aboriginal tourism ventures. • Support the development of contemporary or cultural tourism products that integrate with existing tourism ventures in the region. • Provide information about current issues and opportunities. • Co-ordinate a tourism expo annually that includes event and celebrations. • Provide learning opportunities for new operators to undertake familiarisation tours with both mainstream and other Aboriginal tourism operators. • Encourage attendance at tourism, expos and events to increase knowledge of tourism products. 	ILC, IBA, RDAWEP, DPMC, DPC, SATC, DEWNR, AWNRM, DSD (PIRSA), ITAM, FWALG	

Support accreditation of Far West Aboriginal tourism ventures to meet industry standards.

- Support the accreditation of Far West Aboriginal tourism ventures.
- Support Far West Aboriginal tourism ventures to participate in local business conglomerates.
- Support the registering of ventures with Supply Nation.
- Obtain membership of the Ceduna Business & Tourism Association including being an active committee member.

RDAWEP, SATC, CBTA, ITAM, IBA





STRATEGIC ACTION PLAN

3. FAR WEST ABORIGINAL TOURISM PRODUCTS

- Support the Development of Far West Aboriginal Tourism Businesses to ensure their products are of a high standard, authentic, market ready and sustainable.
- Support accreditation of Far West Aboriginal tourism ventures to meet industry standards.
- Improve existing and emerging Aboriginal tourism ventures to international quality standards to create a point of difference and encourage tourists to extend their stay and promote the region.

STRATEGY	ACTIONS	ILC, IBA, RDAWEP, DPMC, DPC, SATC, DEWNR, AWNRM, DSD (PIRSA), ITAM	TIMEFRAME
Improve existing and emerging Aboriginal tourism ventures to international quality standards to create a point of difference and encourage tourists to extend their stay and promote the region.	<ul style="list-style-type: none"> • A business plan which includes a marketing plan that targets international visitors. • Consistently commits to delivering to the stated opening hours. • Collects data on visitor numbers. • Have internet booking facilities for domestic and international markets, and be able to respond within 24 hours seven days per week. • Have an understanding of the domestic and international markets. • Co-operates with the state, regional, and local tourism organisations. • Maintain and continually update a website, particularly in relation to products, times, and pricing. • Ensure relevant licenses and insurance are current. 		





STRATEGIC ACTION PLAN

4. FAR WEST ABORIGINAL TOURISM OPERATOR CAPACITY

- Improve and strengthen the skills of managers and employees of existing and new businesses delivering Far West Aboriginal tourism products.
- Encourage managers and employees to obtain training and qualifications that are consistent with those of mainstream operators.

ACTIONS

STRATEGY

Improve and strengthen the skills of managers and employees of existing and new businesses delivering Far West Aboriginal tourism products.

- Connect and have delivered training and mentoring for Aboriginal people to develop skills related to tourism and hospitality.
- Develop pathways for Aboriginal persons to build careers in tourism and hospitality.
- Coordinate the improvement of business skills of venture managers and/or owners.
- Provide cultural awareness training for operators and employees connected with Aboriginal tourism ventures.

PARTNERS

RDAWEP, DSD, SATC, CDP, GEN1, ITAM, FWALG

TIMEFRAME

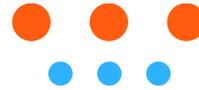


Encourage managers and employees to obtain training and qualifications that are consistent with mainstream operators.

- Establish a group of both Aboriginal and mainstream employers with the capacity to provide traineeship opportunities in the Far West tourism industry.
- Develop traineeships to provide employment opportunities.
- Ensure the traineeship and subsequent training is relevant to tourism and that there is a job opportunity.
- Retain data and report on the transfer of traineeships into jobs on completion.

RDAWEP, DSD, CDP, GEN1, FWCAC, ITAM, FWALG





IMPLEMENTATION PLAN

The implementation plan is still to be developed and will be designed to assist with long term directions and short to medium term actions. The implementation will address, but not be limited to:

STRATEGY MANAGEMENT GOVERNANCE

- Refer to operational chart (Appendix 2),
- Overseeing/Steering Group/Lead organisations authority and responsibilities,
- Stakeholder involvement,
- Reporting arrangements
- Links to other strategies and business plans.

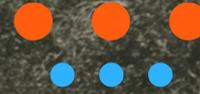
ACCOUNTABILITIES

- Connect and have delivered training and mentoring for Aboriginal people to develop skills related to tourism and hospitality.
- Develop pathways for Aboriginal persons to build careers in tourism and hospitality.
- Coordinate the improvement of business skills of venture managers and/or owners.
- Provide cultural awareness training for operators and employees connected with Aboriginal tourism ventures.

- Market research/awareness.
- Training.
- Employment.
- Tourism business development and establishment.
- Aboriginal tourism accreditation, standards and accountabilities.
- Adoption of mainstream tourism policies and practices.
- Integration with mainstream tourism strategies.
- Strategy targets and timelines.
- Training/employment/and business development.

- Funding avenues.
- Human resources.
- Regional support.
- Office facilities.





DEFINITIONS

Tourism: The temporary movement of people from where they normally work or live; the activities they do while they are away; and the facilities needed to cater for their needs while travelling.

Far West: The western region of the Eyre Peninsula from Streaky Bay to the Western Australian border, and the Maralinga Tjarutja Lands north of the Trans Australian Railway line. The area includes the Aboriginal communities of Ceduna, Koonibba, Scotdesco, Oak Valley and Yalata.

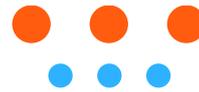
Far West Aboriginal Tourism Businesses: The participation of Aboriginal people and/or organisations in tourism ventures, including their culture and information. This participation can be direct involvement via employment or through ownership of a tourism venture.

Far West Aboriginal Tourism Products: Product which is wholly owned and operated by Aboriginal people or organisations. Product operated in partnership with non-Aboriginal people or organisations, which has the consent of appropriate Aboriginal people or a recognised Aboriginal statutory group. A joint venture with Aboriginal people or organisations that deliver authentic Aboriginal products or cultural experiences.

Market Ready: Owner/operators with experience and a reasonable understanding of the tourism industry, a high level of motivation, and an understanding of customer service environment. Businesses which have: developed a business plan; undertaken business-related training (provided by IBA); established procedures to manage bookings and bookkeeping; a website and e-mail for bookings and communications. Businesses which: operate 7 days per week, suit the demands and desires of domestic and international markets, and have relevant licences and insurance.

New (and emerging) Businesses: Businesses in the start-up or creation stage, which are not yet available to the public or suitable for the major tourism distribution systems.





STRATEGY IMPLEMENTATION - PARTNERS

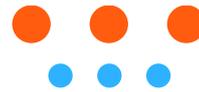
The SATC recognises that Aboriginal tourism has an important role in the development of tourism experiences in the Far West of the state. Furthermore, SATC will support the marketing and promotion of Far West tourism and partnerships with other organisations. There is a strong need for wider engagement in the delivery of this strategy. A coordinated approach is essential to ensure the efficient implementation of these strategic initiatives.

A number of key agencies will assist in delivering components of the strategy which align with their guidelines and expected outcomes. These include, but are not limited to the following:

AUSTRALIAN GOVERNMENT

- Under the revised Indigenous Advancement Strategy (IAS) Grant Guidelines the Department of the Prime Minister and Cabinet (DPMC) will provide a range of opportunities for organisations to access grant funding. .
- DPMC will focus on regional and remote communities where the challenge of creating employment opportunities is greatest. The Department will link closely with the Community Development Programme (CDP), which provides employment services in remote Australia to ensure job seekers are able to take advantage of job opportunities. DPMC will work with Indigenous communities to pursue self-employment opportunities, start or grow a small business, and operate enterprises that employ people. Grants will give preference to business developments that generate employment, and will be complemented by the provision of finance through Indigenous Business Australia (IBA) or the private sector.
- IBA provides business training and mentoring services to Aboriginal owned businesses, including those in the tourism sector. The business support also assists to build the capacity of Aboriginal tourism ventures.
- IBA Tourism Asset Management (ITAM) provides specialist tourism management services including: finance and asset management, HR training and employment, sales and marketing, advisory services and special projects management. ITAM only works with Aboriginal tourism businesses and provides expertise in business and cultural product development, master planning, business planning and strategic planning. ITAM actively mentors and manages Aboriginal tourism ventures nationally and provides scale through its shared services to allow Indigenous tourism ventures to focus on delivering quality tourism products. Creating sustainable economic foundations that enable Indigenous people to lead the future of their tourism enterprises is a key ITAM focus.





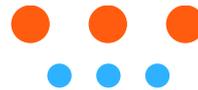
AUSTRALIAN GOVERNMENT CONT.

- The Indigenous Land Corporation (ILC) provides assistance in four main categories. (1) Direct grant funding, which usually has a grant value of less than \$100,000.00; (2) working with co-investors, for projects of more than \$100,000.00; (3) formal commercial partnerships, and (4) owner-operator enterprises via an ILC subsidiary. The ILC is committed to developing and investing in land based enterprises that create Aboriginal employment and bring significant benefits to Aboriginal people.

SOUTH AUSTRALIAN GOVERNMENT

- SATC supports the strategy and is able to assist tourism operators to create appealing and saleable products suitable for the SATC's key target markets. SATC support includes the provision of business advice, industry tools and fact sheets, research, and the facilitation of business relationships between operators and key stakeholders. SATC will also assist through its marketing campaigns for South Australia and will include Aboriginal tourism experiences where relevant for target markets.
- The State Government's Department of State Development (DSD) WorkReady policy takes a Jobs First approach giving training and service providers, employers and individuals the opportunity to co-invest in high quality training projects that connect people to a job. WorkReady and Jobs First are designed to improve the skills and the capacity of Aboriginal tourism operators in the delivery of quality product to visitors.
- Alinytjara Wilurara Natural Resources Management Board (AWNRM) is the only all Aboriginal NRM Board in Australia and supports Aboriginal land holders to manage their natural resources. The Board partners with Aboriginal people and groups to deliver the People, Country and Water programs outlined in the Alinytjara Wilurara NRM Plan. A key Board priority is to work with stakeholders to maximise the economic, social and cultural benefits from NRM projects, and increase Aboriginal employment in the AWNRM region.
- The Aboriginal Lands Trust (ALT) operates under the Aboriginal Lands Trust Act 2013, the trust is managed by a board of directors, all of whom are Aboriginal. Its mandate is to acquire, hold and deal with land for the continuing benefit of Aboriginal South Australians.
- ALT is engaged in commercial activity and supports its lessees to progress commercial and economic opportunities. The ALT vision is to provide leadership and act in partnership with communities for the ongoing benefits of Aboriginal South Australians. It will do this through engaging in innovative and progressive relationships with commercial stakeholders, while supporting and encouraging social, cultural and economic growth and spiritual wellbeing.





SOUTH AUSTRALIAN GOVERNMENT CONT.

- Department of Premier and Cabinet (DPC) will provide support in line with the State Government economic priorities and South Australian Strategic Plan, in particular, the goal of increasing tourism expenditure in regional areas from \$2.3 billion to \$2.8 billion by 2020.
- The Department of Environment, Water and Natural Resources (DEWNR) will provide support and advice for ventures that require the management of introduced plant and pest species, management of native vegetation, and the restoration and protection of heritage sites. DEWNR leads the implementation of the State Government's nature-based tourism strategy 'Nature Like Nowhere Else: Activating Nature-Based Tourism in SA', and oversees the co-management of national parks and reserves with Traditional Owners.

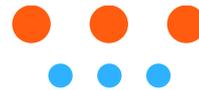
LOCAL GOVERNMENT

- Local Government Associations (LGAs) provide support and work in partnership to promote existing and emerging Aboriginal tourism ventures.
- The District Council of Ceduna will support land use and infrastructure planning requirements. The Council also provides support and information about major events which assist tourism development in the region.

NON-GOVERNMENT ORGANISATIONS

- Regional Development Australia Whyalla and Eyre Peninsula Inc (RDAWEP) provides services that include support for the establishment and mentoring of sustainable economic activities, tourism marketing and mentoring, training to assist with skills and capacity building, business planning and accessing of government grants.
- The FWCAC as the Registered Native Title Prescribed Body Corporate and the Regional Authority is the recognised peak Aboriginal body for cultural, heritage, land and sea management and associated economic development matters (which extend to Aboriginal tourism ventures and ventures with cultural components, along with this broader strategic approach to Aboriginal tourism) within the Far West Coast region.
- Maralinga Tjarutja Aboriginal Incorporated (MT) has freehold title over an extensive land area of 103,000km², including the remote Mamungari Conservation Park, and Maralinga Village. MT has recently embarked on the development of the Maralinga Village as a tourist attraction.





NON-GOVERNMENT ORGANISATIONS CONT.

- The Ceduna Business and Tourist Association (CBTA) will encourage membership from Far West Aboriginal tourism ventures and include these ventures in tourism development promotions.
- The Far West Aboriginal Leaders Group (FWALG) will provide support that includes endorsement of existing and new Aboriginal tourism products, including endorsement of suitable funding applications.

CONSULTATION

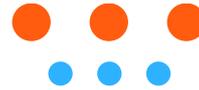
- Total 22 consultations with 6 Australian Government Departments
- Total 24 consultations with 8 SA Government Departments
- Total 4 consultations with Local Government
- Total 21 consultations with Non-Government Organisations
- Total 4 workshops with attendance of 39
- Total 4 presentations

STRATEGIC IMPLEMENTATION MANAGEMENT GROUP

The implementation of the Far West Aboriginal Tourism Strategy will be managed by a committee that will meet bi-monthly to provide governance and support to Aboriginal tourism ventures and also to provide support for the engagement of the Far West Aboriginal tourism project officer as identified in the governance structure.

The implementation group will be represented by personnel nominated from the following groups: Koonibba Community Aboriginal Corporation, Ceduna Aboriginal Corporation, Scotdesco Aboriginal Corporation, Yalata Aboriginal Corporation, Aboriginal Lands Trust, AWNRM, EPNRM, Far West Coast Aboriginal Corporation, Far West Aboriginal Women's Council, Maralinga Tjarutja Inc., Regional Development Australia Whyalla & Eyre Peninsula, DEWNR Co-Management Boards.





GLOSSARY OF ACRONYMS:

ALT Aboriginal Lands Trust

AWNRM Alinytjara Wilurara Natural Resources Management Board

CBTA Ceduna Business and Tourism Association

CDP Community Development Projects

DEWNR Department of Environment and Natural Resources

DPC Department of Premier and Cabinet

DPMC Department of Prime Minister and Cabinet

DSD Department of State Development

FWALG Far West Aboriginal Leaders Group

FWATS Far West Aboriginal Tourism Strategy

FWNTG Far West Native Title Group

IBA Indigenous Business Australia

ILC Indigenous Land Corporation

ITAM IBA Tourism Asset Management

LGA Local Government Association

PIRSA Primary Industries and Regions South Australia

RDAWEP Regional Development Australia Whyalla and Eyre Peninsula

SATC South Australian Tourism Commission





APPENDICES

APPENDIX 1: EXISTING AND EMERGING TOURISM VENTURES:

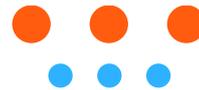
VENTURE NAME	DESCRIPTION
EXISTING VENTURES	
Ceduna Art and Culture Centre	<p>ALT Aboriginal Lands Trust</p> <p>AWNRM Alinytjara Wilurara Natural Resources Management Board</p> <p>CBTA CedResources</p> <p>An Aboriginal visual art production and retail sales outlet that also has Aboriginal artefacts plus souvenirs, corporate wear, and prints.</p>
Far West Language Centre	The Language Centre shares the infrastructure with the Ceduna Art and Culture Centre, these two tourist attraction value add to each other's sustainability.
Head of Bight Whale Centre	<p>A visitor centre located at the head of the Great Australian Bight approximately 300 kilometres west of Ceduna at the commencement of the Nullarbor Plain.</p> <p>Infrastructure includes an extremely well appointed viewing platform. It also provides toilet and waste facilities. The centre also sells corporate wear, souvenirs, and other Aboriginal products. The venture is on Aboriginal Lands Trust owned land and is managed by them. The venture is truly an iconic tourist destination and is a unique whale watching facility.</p>
Maralinga Village Tours	An activity that is in its infancy but growing quickly. The tours are of the village with a guide who provides history in relation to the nuclear bomb testing that commenced in the 1950's.
Yalata Beach Fishing	Yalata community manages the beach fishing, it provides the anglers with permits and manages the site clean ups, road upkeep, and vegetation.
Ceduna Eco Accommodation	The provision of eco "tent" style accommodation to give the tourist a taste of something different, this will complement the art centre, and the sanctuary.




**VENTURE NAME
EMERGING VENTURES**
DESCRIPTION

Ceduna Wildlife Sanctuary	A wildlife sanctuary to be known as “Sleepy Lizard Park” located in Ceduna, the sanctuary will also be an animal rescue venue, have a veterinary facility, café, and art outlet.
Koonibba History Centre	A retail outlet that also houses a display of the history of Koonibba with photographs, machinery, history commentary, artefacts etc. The retail outlet will also sell corporate wear, souvenirs, art, and artefacts.
Scotdesco Free Caravan Park, Café and Sales	Located approximately 95 kilometres west of Ceduna the site is well located for caravan travellers to rest, take in the surrounds (including seeing wombats at nightfall) leave their vans there whilst doing a trip to Maralinga or the Head of Bight. Alternate accommodation is also provided. Shower toilet and café facilities are also provided.
Yalata Caravan Park with Kiosk and Fuel facilities	A secure caravan park plus cabins that will be linked to a kiosk style facility with sales that will include the usual food/fuel products plus souvenirs, Aboriginal art and artefacts. The kiosk will also sell beach fishing permits, plus fishing tackle bait etc. The caravan park will encourage clients to leave their caravans on site and visit Maralinga, or the Head of Bight Whale venture or both.
Davenport Creek Tours	Day tours to the location with boat or land casting fishing tours, during crab season catching and then cooking blue swimmer crabs on the beach.
Tag-A-Long Tours	Four-wheel drive and adventure tourism enthusiasts that want to explore the more parts of the “Far West”. The venture will include overnight camping, storing telling, flora and fauna identification and nocturnal animal sightings.
Chef/Food Tours	The provision of facilities, Aboriginal food preparation and cooking demonstrations to national and international chefs, food journalist and associates.
Language Tours	A venture be developed that connects local Aboriginal language to sites of significance in the region, these could include the Koonibba Rock Hole, Davenport Creek, Duck Pond Soak, etc.
Co-Management Nature Based Tours	Guided tours of Co-Managed outback areas with dialogue describing flora and fauna.





VENTURE NAME NEW PARTNERSHIPS

DESCRIPTION

Ancient Land Tours

Guided tours of the ancient lands of the Far West that include bush camping, a cultural experience and cave exploration.

Nullarbor Traveller

Authentic and unique experience showcasing Eyre Peninsula, the Nullarbor, and South West Western Australia. Clients are usually 25 – 35 year old international tourists travel by small coach.

EVENTS

Oysterfest

An annual festival held on the October long weekend to celebrate the importance of the oyster industry in the far west of the state. The festival also showcases the fish and wine of Eyre Peninsula.

Sporting

The region has three horse race meetings per year, two in Ceduna and one in Penong, and also football and netball finals, and carnivals.. All these events attract tourist to the region.

Celebrations

In October 2017 the region will be celebrating the 100 year anniversary of the meeting of the railway lines at Ooldea. Other celebrations that will arise will be milestone anniversaries with some Aboriginal communities.



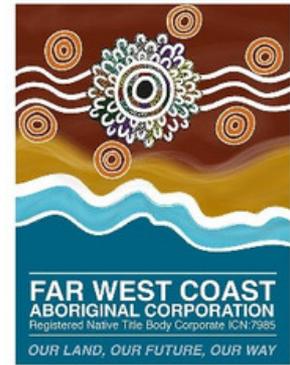
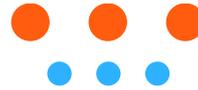


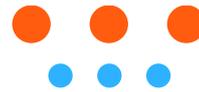
APPENDIX 2: FAR WEST ABORIGINAL TOURISM PRODUCT

ORGANISATION	LOCATION	BUSINESS CATEGORY: ACCOMMODATION, ART/CRAFT GALLERY, LANGUAGE, TOUR OPERATION, OTHER	MARKET READY	OPERATIONAL	EMERGING
Ceduna Art & Cultural Centre	Ceduna	Art, Craft, Framing Production and sales	✓	✓	
Far West Language Centre	Ceduna	Aboriginal language library with language cards and stories	✓	✓	
Head of Bight Whale Centre	Nullarbor	Tour Operation	✓	✓	
Maralinga Tours	Maralinga Village	Tour Operation	✓	✓	✓
Yalata Beach Fishing	Yalata	Tour Operation	✓	✓	✓
Ceduna Eco Accommodation	Ceduna	Accommodation			✓
Wildlife Sanctuary	Ceduna	Tour Operation			✓
Koonibba History Centre	Koonibba	Tour operation/Art/Craft			✓
Scotdesco Park, Accommodation and sales	Bookabie	Tour Operation, Accommodation,	✓	✓	
Yalata Caravan Park	Yalata	Hospitality Art , Craft and Artefact Sales Accommodation	✓		✓
Davenport Creek Tours	West of Denial Bay	Tour Operation			✓
Tag-A-Long Tours	Ceduna/Yalata	Tour Operation			✓
Chef/Food Tours	Ceduna (and other locations)	Other (Hospitality)			✓
Language Tours	Ceduna	Language			✓
Co-Management Nature Base Tours	Ceduna and surrounds	Tour Operation			✓
Ancient Land Tours	Nullarbor	Tour Operation	✓		✓
Nullarbor Traveller	Koonibba	Tour Operation	✓		✓
Oysterfest	Ceduna	Other (events)	✓	✓	
Oval to Oval Marathon and athletic events	Koonibba/Ceduna	Other (events)			✓



FAR WEST ABORIGINAL TOURISM STRATEGIC PLAN





HOW TO FIND US

ABORIGINAL TOURISM TRAIL

Follow the trail from Port Lincoln on the Eyre Peninsula to the Head of the Bight. All driving information below, ie. driving route, distance & time.

DRIVING ROUTE	DRIVING DISTANCE	APPROX. DRIVING TIME
Poonindie to Port Lincoln.....	16.1 km.....	14 minutes
Port Lincoln to Ceduna.....	403 km.....	4 hours, 20 minutes
Ceduna to Koonibba.....	35.4 km.....	36 minutes
Koonibba to Scotdesco.....	78.3 km.....	1 hour
Scotdesco to Yalata.....	96 km.....	1 hour, 5 minutes
Highway 1 to Maralinga.....	194km.....	2 hours, 30 minutes
Yalata to Head of Bight.....	78km.....	1 hour

ABORIGINAL TOURISM TRAIL



