ATWA
ABORIGINAL TOURISM
WESTERN AUSTRALIA

CORPORATE PARTNERSHIP PROSPECTUS

25c for Country

A partnership initiative supporting resilient Aboriginal tourism businesses, cultural leadership and community impact across Western Australia.

ATWA
ABORIGINAL TOURISM
WESTERN AUSTRALIA

Building Aboriginal tourism businesses.

Strengthening culture.

Creating lasting regional impact.

A practical pathway for corporate partners to help Aboriginal tourism businesses in Western Australia grow, become sustainable and share authentic cultural experiences on Aboriginal terms.

Practical reinvestment in Aboriginal tourism capability, not a one-off charity ask.

THE ATWA ST ORY

ATWA Aims to achieve

ATWA is a practical reinvestment in Aboriginal tourism capability, not a one-off charity ask. Partners benefit from Western Australia's visitor economy, workforce development, regions and cultural richness.

These partner packages have been modelled to offer an opportunity to invest in Aboriginal tourism industry development while providing company ESG and RAP outcomes.

What ATWA does

- Builds Aboriginal tourism business capability and readiness.
- Supports members to become more visible, bookable, compliant and resilient.
- Connects partners with appropriate Aboriginal tourism experiences, operators and cultural learning opportunities.
- Promotes Aboriginal-led governance, cultural integrity and fair payment for operator participation.

What the fund supports

- Digital and booking readiness.
- Insurance, compliance, licensing and safety systems.
- Business mentoring, financial systems and governance support.
- Product development, market readiness and trade-ready collateral.
- Staff training, workforce development and succession planning.
- Regional travel support, event readiness and corporate product development.

What partners receive

- Measurable impact reporting.
- RAP and ESG alignment.
- Staff engagement and learning.
- Supplier diversity and procurement pathways.
- Brand and customer story.
- Regional development and destination-strengthening outcomes.

What ATWA protects

- Aboriginal-led decision-making.
- Cultural IP and permission protocols.
- Transparent administration and separate account handling.
- Partner reporting without partner control over culture, Country or member priorities.

From idea to market-ready, support is tailored to each operator.

PROOF IN ACTION

What support looks like on the ground

ATWA support is practical: business planning, product design, booking systems, mentoring, insurance, digital presence, marketing, training, stakeholder introductions and pathways to market.

Business $ Planning

Build strong foundations and confident strategies for long-term success.

- Business planning and feasibility
- Product development and packaging
- Financial systems and governance
- Insurance and risk management.

Capability & Growth

Upskill teams, strengthen operations and grow with confidence.

- Mentoring and one-on-one support
- Staff training and upskilling
- Workforce and succession planning
- Leadership and cultural capability.

Market & Promotion

Connect with the right audiences and build a strong, recognised market presence.

- Digital presence and website support
- Marketing and content development
- Booking systems and distribution
- Stakeholder introductions and pathways to market.

HOW SUPPORT HELPS

Funding becomes practical business development

ATWA programs provide the systems, mentoring, tools and pathways that help tourism ideas become resilient businesses and help young Aboriginal people see a future in the visitor economy.

Business Support Hub

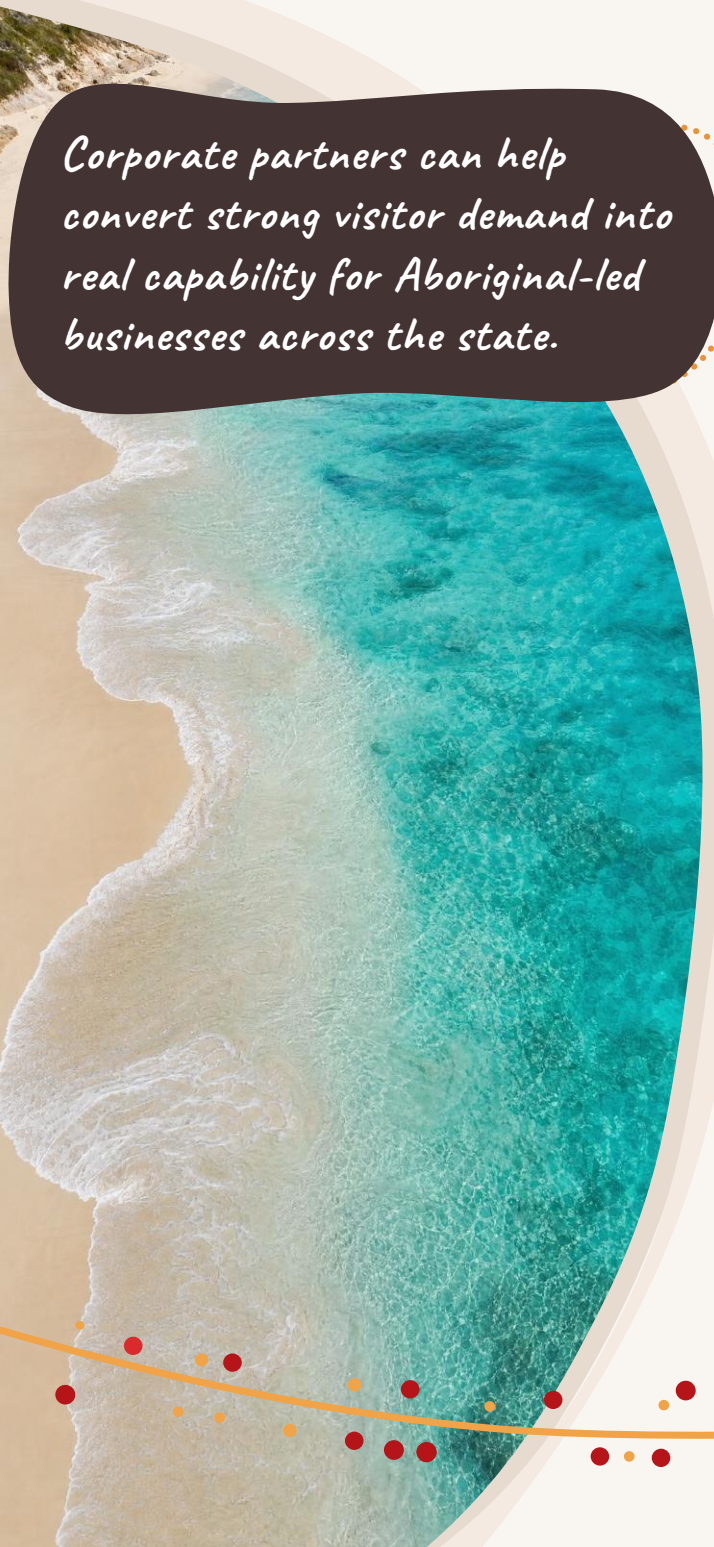
Builds essential administration skills, productivity and best practice. Support includes accounting software, scheduling, online booking systems, operational efficiency and online/social marketing.

Aboriginal Tourism Accelerator

Builds essential administration skills, productivity and best practice. Support includes accounting software, scheduling, online booking systems, operational efficiency and online/social.

Youth Program

Supports young Aboriginal people to gain tourism skills and pathways, fostering culture, tradition, pride, confidence and community benefit.



Corporate partners can help convert strong visitor demand into real capability for Aboriginal-led businesses across the state.

THE MOMENT

WA can lead the world in Aboriginal tourism

The market is there. The businesses are emerging. The missing link is practical capability, patient investment and partners who understand that tourism can create economic, social and cultural value together.

150

Aboriginal tourism businesses in WA in 2023-24.

$55.1m

Economic contribution in 2023-24.

510+

Aboriginal people employed in WA tourism.

4 in 5+

Visitors interested in Aboriginal tourism experiences in WA.

$20m

Jina Plan 2026-2030 implementation budget.

40

Action items to grow the Aboriginal tourism sector.

WHY ATWA

The bridge between potential and performance

ATWA was created to diversify funding and sustainability for Aboriginal tourism development in WA. As a charitable body, it attracts philanthropic funding, donations and corporate sponsorships that can reach under-supported regions and strengthen Aboriginal tourism entrepreneurship.

1

Corporate & philanthropic support.

2

ATWA funding vehicle.

3

Aboriginal-led program delivery.

4

Business, youth & regional impact.

The outcome: more resilient Aboriginal tourism businesses, stronger regional economies, greater market readiness and cultural experiences shared on Aboriginal terms.

This is not sponsorship as a logo placement. It is investment in Aboriginal-led enterprise, capability and cultural continuity.

CORPORATE VALUE

A partnership stakeholders can see and businesses can feel

A partnership with ATWA gives corporates a credible, practical and measurable way to support Aboriginal enterprise, regional development, cultural preservation, youth opportunity and WA's visitor economy.

Ways to partner

- Fund a specific program or business cohort
- Underwrite market access and conference participation
- Support Aboriginal youth pathways into tourism
- Adopt a region or place-based development focus
- Provide in-kind expertise: finance, marketing, tech, legal or HR.

What partners enable

- Aboriginal-led enterprise growth
- Jobs, skills and confidence on Country
- Cultural knowledge shared and sustained
- Stronger visitor experiences and regional economies
- Practical ESG, reconciliation and community investment outcomes.

When Aboriginal tourism businesses grow, impact flows beyond one operator - to families, communities, regions, culture and visitors.

COMMERCIAL PATHWAYS

Target market stream map

Use this page to choose the correct sell sheet before a meeting.

Stream	Best target market	Simple ask	Primary partner benefit
Accommodation contribution	Hotels, resorts, serviced apartments, campgrounds	25c per stay or room night	Guest story, destination leadership, concierge value
Corporate travel contribution	Large employers, travel teams, TMCs, government travel	25c / 50c / $1 per WA room night or booking	RAP/ESG travel impact, easy internal reporting
Business event / delegate contribution	Conferences, venues, event organisers, associations	$1-$5 per delegate	Event legacy, delegate story, Aboriginal content
Annual corporate partner tier	Corporates, industry bodies, insurers, professional services	$10k-$250k+ per year	Multi-year impact, board-level reporting, leadership
Workplace giving / matched giving	Large employers and staff communities	$5 recurring payroll giving, employer matched	Staff action, matched impact, RAP engagement
FIFO / workforce accommodation contribution	Mining, energy, infrastructure, camp providers	25c / $1 per bed night	Regional legacy, social licence, economic diversification
Bank partnership / cohort sponsorship	Banks, insurers, financial services	$150k-$300k+ cohort sponsorship	Financial capability, bankable business pipeline
Staff engagement / tour voucher activation	HR, RAP committees, social clubs, executives	Paid member vouchers and experiences	Education, staff pride, direct operator payment
Retail / amenity / commission	Hotels, airports, events, corporates, retailers	Product purchase, commission or margin	Supplier diversity, guest/client gifts, commercial income
Other	Airports, airlines, universities, councils, philanthropy, PAFs	Custom contribution or Future Fund capital	Long-term legacy and bespoke outcomes

PARTNER MENU

What corporate funding can achieve

ATWA can shape single, regular, program-specific or in-kind partnerships. These examples make the funding need tangible and easy to communicate inside a corporate giving, ESG or reconciliation program.

Support can reach across Western Australia - from emerging regional operators to youth pathways and market access.

$5,000

Regional conference delegate

Travel, accommodation, registration and meals for an Aboriginal tourism regional delegate to attend the annual Australian Indigenous Tourism Conference.

$15,000

Support Hub business

Twenty weeks of advisor support to help a start-up Aboriginal tourism business develop fundamentals and move toward market-ready capability.

$20,000

Youth pathway

Tourism employment pathway support through education, work experience, community leader mentoring, life skills and career guidance.

$25,000

Tourism Academy business

A year of mentoring, action planning and contribution to administration and marketing costs to move toward mature export-ready capability.

The ask is scalable. Whether a partner funds one business, a youth pathway, an entire cohort, or provides in-kind expertise, every contribution is tied to practical capability and visible outcomes.

START THE CONVERSATION

Partner with ATWA

ABORIGINAL TOURISM WESTERN AUSTRALIA

Your support can help an Aboriginal business become market-ready, a young person step into tourism employment, a regional operator access systems and markets, and culture be shared, protected and passed on.

atwa.org.au/contact-us

atwa.org.au

Aboriginal Tourism Western Australia
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