



CASE FOR SUPPORT 2026

ANCIENT TRACKS, NEW JOURNEYS



WHAT WE DO

- As the peak Aboriginal tourism body in Western Australia, WAITOC (Western Australian Indigenous Tourism Operators Council) is creating a thriving Aboriginal tourism sector in Western Australia where culture, Country, and community are celebrated, sustained, and shared — enriching Australia's tourism landscape and creating lasting social, cultural, and economic benefits for Aboriginal people:
 - Culture is restored and preserved, with culture being passed down to future generations, stronger connections to Country and cultural identity, greater options for Aboriginal people to live within their chosen community - all honouring and respecting ancestors and elders.
 - Cultural pride and leadership is increased across communities, by Aboriginal tourism businesses enabling people to work and to share their knowledge and culture.
 - Intergenerational wealth is created, driven by significant employment, and sustainable Aboriginal-owned enterprise growth, with a particular focus on inspiring young Aboriginal people to view tourism as a career path.
 - Different cultures are brought together, creating powerful opportunities to educate non-Aboriginal people about Aboriginal culture, generating greater cross-cultural understanding and respect for Aboriginal people, culture and knowledge, increasing social cohesion.
 - Australia's national identity is enriched by authentic Aboriginal storytelling and perspectives, with policies shaped by Aboriginal voices.

A photograph of two hikers, a man and a woman, walking away from the camera on a dirt trail in a desert landscape. The man is on the left, wearing a blue jacket and a backpack. The woman is on the right, wearing a white shirt, a hat, and a light blue backpack. They are walking towards a large, layered rock formation in the background. The sky is blue with some clouds. The overall tone is adventurous and natural.

HOW WE CREATE CHANGE

We build strong, resilient, and sustainable Aboriginal tourism businesses by:

- Educating and advising government and industry on the aspirations and priorities of Aboriginal tourism operators
- Providing member capacity building, business support, product development, marketing and infrastructure development
- Supporting youth and workforce development to strengthen the sector's future
- Providing a supportive network for Aboriginal tourism operators within WA

OUR STRATEGIC TRACKS - UNDERPINNED BY IMPACT MEASUREMENT



Positioning WA as the world's
best Aboriginal tourism
destination



Growing the number of
sustainable Aboriginal tourism
experiences in Western
Australia



Growing our financial prosperity



Walking together with partners



Cultivating a resilient WAITOC

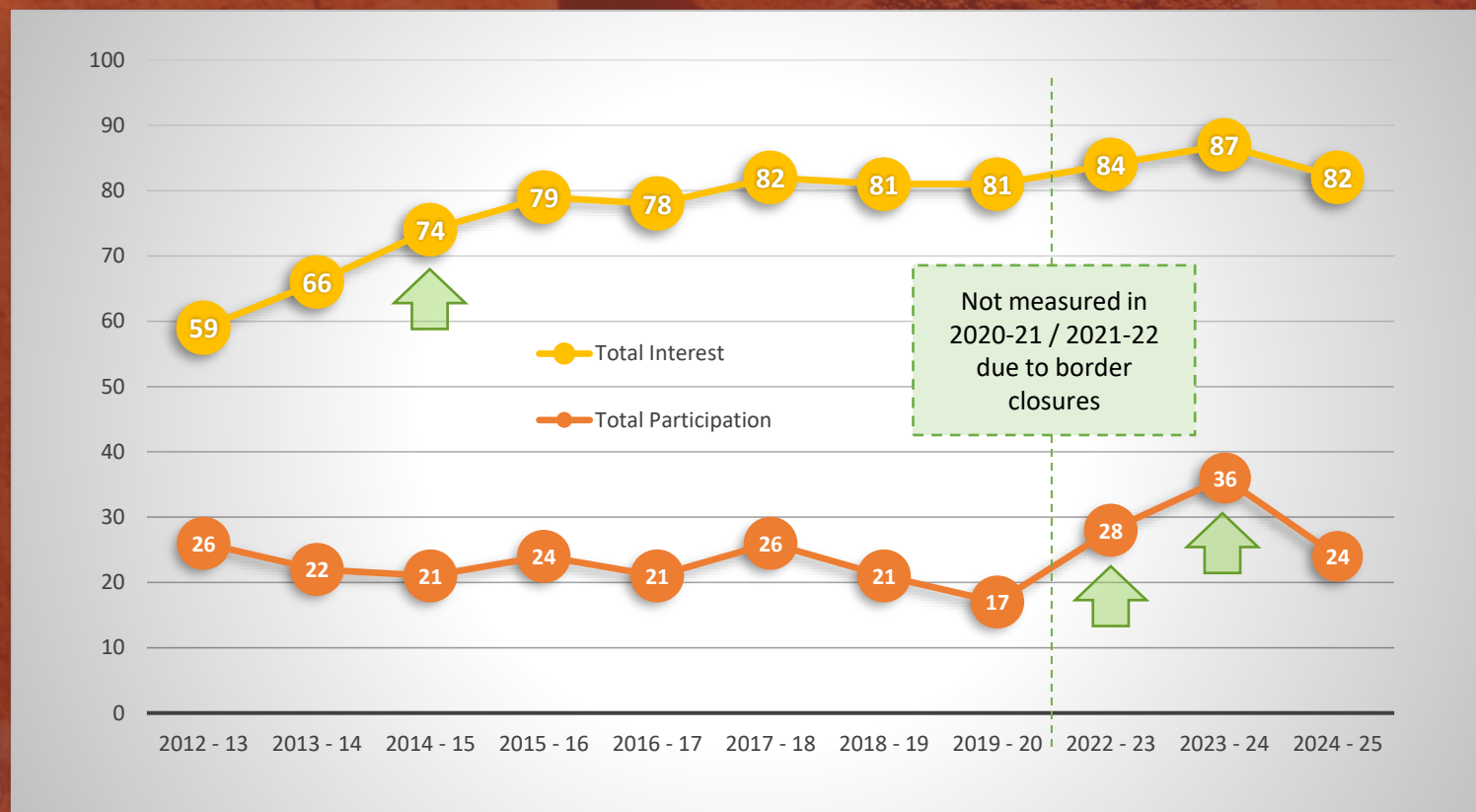


OUR ACTIVITIES

- Advocacy & Leadership – Influence policy, investment, and tourism strategies to reflect Aboriginal voices and aspirations
- Capacity Building & Business Support – Deliver mentoring, training, marketing, and operational support to Aboriginal tourism enterprises
- Infrastructure Building – Supporting Aboriginal startups with the infrastructure required to thrive
- Youth & Workforce Development – Create pathways for young Aboriginal people into tourism careers and leadership

IMPACT

OVERALL INTEREST AND PARTICIPATION IN ABORIGINAL TOURISM BY YEAR%



SOURCE: VISITOR EXPECTATIONS AND EXPERIENCES RESEARCH (VEER) 2024-25 REPORT



OUR SHORT-TO MEDIUM-TERM OUTCOMES

- Increased capacity, visibility, and market readiness of Aboriginal tourism businesses
- Greater collaboration between Aboriginal tourism operators, government, and industry
- Stronger cultural tourism experiences that attract local, national, and international visitors
- More Aboriginal people employed in tourism at all levels, especially youth
- Increased community participation and ownership in tourism initiatives

LONG TERM IMPACT

A future where Aboriginal people in Western Australia lead a vibrant, world-renowned, self-determined cultural tourism sector—safeguarding their heritage, creating opportunity for their communities, and sharing their stories with pride on a global stage.





PRIORITY PROJECTS 2026+

YOUR SUPPORT

With your support, WAITOC (through its charitable arm, Aboriginal Tourism Western Australia) can advance these types of key projects that will grow the Aboriginal tourism sector and empower First Nations communities.

PERTH TOURISM ACCELERATOR PROGRAM

Our Aboriginal Tourism Accelerator (ATA) Program supports Aboriginal tourism businesses at every stage of development—from start-ups to international-ready operators. Following proven success in regional WA, we aim to grow supply in Perth, ensuring visitors have access to authentic Aboriginal experiences and creating a strong pipeline for the planned Aboriginal Cultural Centre. The program develops sustainable businesses, increases Aboriginal employment, closes the tourism supply gap, and generates lasting revenue for Aboriginal operators.



MARKETING & PR PROGRAM

WAITOC seeks to expand its marketing capacity to better promote Aboriginal tourism operators. With increased investment, we can:

- bring members to trade and consumer shows
- improve storytelling and visibility with governments, funders and the wider community
- build PR and social media campaigns for individual operators
- leverage media coverage worth far more than paid advertising
- Aligning marketing with product development will also help new businesses grow and sustain themselves.

YOUTH PROGRAM

WAITOC's Indigenous Youth Exchange Program can connect Aboriginal youth across Australia and internationally through peer-to-peer cultural exchange.

By fostering pride, confidence, and leadership, the program helps build a new generation of culturally grounded youth leaders. With support, we can expand exchanges, provide scholarships and wrap-around supports, and grow a national network of young leaders who are empowered to share culture, build purpose, and strengthen communities.

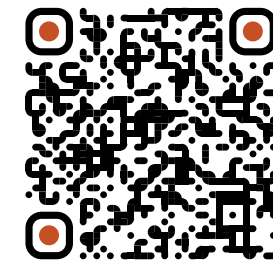
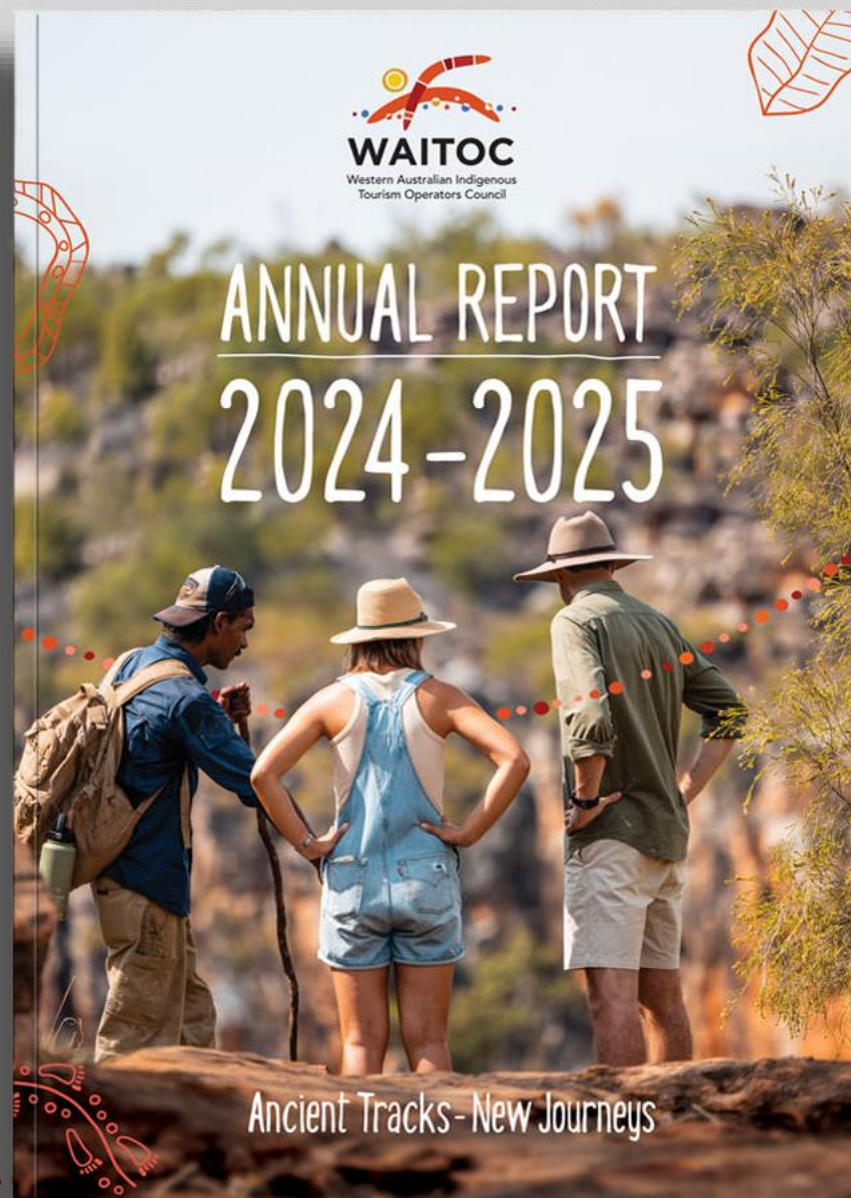
BUSH FOOD HUB

Bush foods offer year-round economic opportunities for Aboriginal operators, complementing tourism outside peak seasons.

With strong government interest and resources available through the Food Innovation Precinct, WAITOC is well-positioned to lead business development, capacity building, and product innovation. This includes opportunities in bush botanicals and wellness products such as balms, oils and soaps—creating pathways for sustainable growth that link culture, tourism, and enterprise.

ANNUAL REPORT 2024-2025

Ancient Tracks - New Journeys



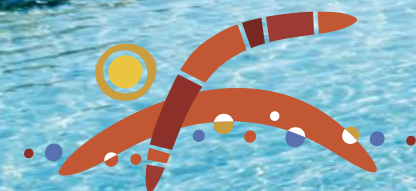


BACKING ABORIGINAL TOURISM. STRENGTHENING CULTURE. CREATING FUTURES.

WAITOC is weaving a future where every story told, every journey taken, and every visitor welcomed is grounded in the world's oldest living culture. Your support helps Aboriginal voices shine, businesses thrive, and communities flourish — ensuring that culture is not just preserved, but alive, shared, and celebrated for generations to come.

Our CEO, Robert Taylor would very much like to meet with you and share our exciting plans.

Contact details
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WAITOC

Western Australian Indigenous
Tourism Operators Council

