



WAITOC - ATWA ANNUAL REPORT 2024-2025

Ancient Tracks - New Journeys

Executive Summary

The 2024-2025 period has been one of resilience, innovation, and deepened impact for WAITOC, as we continue to lead the growth of Aboriginal tourism across Western Australia and beyond. Building on the strong foundations laid in previous years, WAITOC has expanded its strategic vision, strengthened partnerships, and deepened its commitment to cultural preservation and economic empowerment.

This year saw the continued rollout of the **Ancient Tracks New Journeys Strategy (2023-2030)**, with new initiatives launched to support emerging Aboriginal tourism enterprises and enhance the visibility of existing operators. WAITOC's advocacy efforts have resulted in increased government and philanthropic support, enabling further investment in business development, training, and infrastructure.

Key milestones include:

- **Expansion of the ATWA network**, with new operators joining from diverse regions across WA.
- **Implementation of regional capacity-building programs**, tailored to community needs and aspirations.
- **Strengthened governance**, with active engagement from board committees ensuring transparency, accountability, and strategic alignment.
- **Global engagement**, including participation in international forums and the advancement of climate and cultural initiatives such as the Whadjuk Climate Change Declaration.
- **Digital transformation**, enhancing WAITOC's online presence and marketing capabilities to reach broader audiences.

WAITOC continues to be a trusted voice and leader in Aboriginal tourism, advocating for sustainable practices, cultural integrity, and inclusive economic growth. As we look ahead, our focus remains on empowering Aboriginal communities, developing innovation, and ensuring that tourism serves as a pathway to cultural celebration and economic opportunity.



Tribute to Dr. Charmaine Papertalk Green-Smith

On 27 August 2025, WAITOC and the broader Aboriginal tourism and arts community lost a visionary leader, a powerful advocate, and a deeply respected cultural custodian - Dr. Charmaine Papertalk Green-Smith, Chair of Yamaji Art.

A proud Yamaji woman, Charmaine's legacy is woven through her work as an artist, poet, scholar, and community leader. Her voice resonated across generations, blending ancient wisdom with contemporary insight. As a Board Member of WAITOC, she brought fierce integrity, cultural depth, and

commitment to uplifting Aboriginal voices and businesses in tourism.

Charmaine's leadership was instrumental in shaping WAITOC's strategic direction, ensuring that cultural preservation remained at the heart of tourism development. Her advocacy extended beyond boardrooms - she inspired through her poetry, challenged through her scholarship, and led with compassion and strength.

Her passing leaves a profound void, but her spirit continues to guide our work. WAITOC honours Charmaine's legacy by continuing the journey she helped shape - one that celebrates Aboriginal culture, empowers communities, and builds a future grounded in respect, resilience, and truth.

We extend our deepest condolences to her family, community, and all those whose lives she touched. Her legacy lives on in every story told, every business grown, and every cultural journey shared.



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Introduction



The 2024-2025 year has marked another powerful chapter in the evolution of Aboriginal tourism in Western Australia. As interest and participation in culturally immersive experiences continue to grow, WAITOC stands at the forefront - championing the stories, traditions, and aspirations of First Nations communities through tourism.

Building on the momentum of previous years, WAITOC has deepened its strategic impact through the continued implementation of the Jina Aboriginal Tourism Action Plan and the expansion of Aboriginal Tourism Western Australia Limited (ATWA). These initiatives have not only elevated the visibility of Aboriginal-led tourism but have also laid the groundwork for long-term sustainability through funding diversification and capacity building.

Visitor engagement with Aboriginal tourism has reached new heights, reflecting a growing desire for authentic experiences that connect people to Country, culture, and community. WAITOC's members - from

remote cultural tours to urban experiences - have continued to innovate, inspire, and lead, receiving national and international recognition for their contributions.

This report chronicles a year of transformation, resilience, and leadership. It celebrates the achievements of our operators, the strength of our partnerships, and the enduring cultural richness that defines Aboriginal tourism in WA. As we look ahead, WAITOC remains committed to empowering Aboriginal businesses, advocating for economic self-determination, and ensuring that the voices and stories of our people are heard, honoured, and shared across the globe.

Highlights for the year

The 2024-2025 year marked another period of growth, innovation, and impact for WAITOC and ATWA, as Aboriginal tourism continued to flourish across Western Australia. Key achievements include:



Expansion of the Jina Aboriginal Tourism Action Plan

Continued rollout of the Jina Plan supported new and existing Aboriginal tourism experiences, driving increased visibility and engagement across the state.



Growth in Tourism Offerings

A broader range of cultural experiences emerged, showcasing the diversity of Aboriginal heritage and positioning WA as a premier destination for authentic cultural tourism.



Strengthened Partnerships

Collaborations with Tourism WA, government agencies, and international forums enhanced advocacy efforts and opened new pathways for support and promotion.



Rising Visitor Participation

Participation in Aboriginal tourism experiences continued to climb, reflecting strong demand for immersive and meaningful cultural connections.



Membership Growth

An increase in WAITOC membership reflected growing interest and trust in the organisation's leadership and support.



Recognition and Awards

WAITOC members received national and international accolades, celebrating excellence in cultural tourism and community impact.



Capacity Building and Training

WAITOC delivered targeted workshops, mentoring, and business development programs to empower operators and improve market readiness.



Funding Diversification through ATWA

The establishment of Aboriginal Tourism Western Australia Limited (ATWA) enabled new funding streams, including philanthropic and corporate contributions, reducing reliance on government support.



Marketing and Outreach

Strategic digital campaigns, trade show participation, and media engagement elevated the profile of Aboriginal tourism locally and globally.



Progress on Vision 2030

WAITOC advanced its long-term strategy, focusing on sustainability, leadership development, and global engagement through climate and research declarations.

These highlights underscore WAITOC's commitment to cultural preservation, economic empowerment, and the continued growth of Aboriginal tourism in Western Australia.



Message from the Chair

Dear Members, Partners and Friends of WAITOC,

In my final year as Chair of the Western Australian Indigenous Tourism Operators Council, I reflect with pride on the journey we've shared. It has been an honour to serve alongside passionate leaders, resilient communities, and visionary operators who continue to shape the future of Aboriginal tourism in Western Australia.





// This year, we launched our new strategic direction - Ancient Tracks New Journeys - a bold and culturally grounded roadmap that will guide WAITOC into the next decade. It represents not only a commitment to innovation and sustainability, but also a deep respect for the stories, knowledge, and traditions that define our people and our places. //

Throughout my tenure, I've witnessed the incredible growth of our sector: from the expansion of the Jina Aboriginal Tourism Action Plan to the establishment of Aboriginal Tourism Western Australia Limited (ATWA), and the increasing global recognition of our operators. These milestones are a testament to the strength of our collective vision and the power of Aboriginal-led tourism to transform lives and communities.



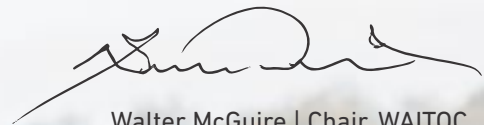
Leadership in Aboriginal tourism is not just about guiding an industry - it's about honouring our ancestors, empowering our communities, and walking together toward a future shaped by culture, truth, and opportunity. //

Walter McGuire, Chair, WAITOC

This quote reflects the spirit of our work and the legacy I hope to leave behind. WAITOC is more than a council - it is a movement, a voice, and a platform for cultural celebration and economic empowerment.

Thank you for your trust, your support, and your commitment to our shared mission. I look forward to continuing the journey with you, in new ways, as we walk together toward a future rich in culture, opportunity, and connection.

Warm regards,



Walter McGuire | Chair, WAITOC



Message from the CEO

As CEO of the Western Australian Indigenous Tourism Operators Council, I am proud to present the 2024-2025 Annual Report - a reflection of another pivotal year for Aboriginal tourism in Western Australia.



This year has been defined by growth, resilience, and innovation. Building on the momentum of our strategic plan, Ancient Tracks New Journeys, we have continued to empower Aboriginal tourism operators, expand our reach, and strengthen our foundations for long-term sustainability. The launch and development of Aboriginal Tourism WA (ATWA) as a charitable subsidiary has been a major milestone, enabling us to diversify funding.

Our membership has grown to over 300 passionate operators, each contributing to a vibrant network that showcases the depth and diversity of Aboriginal culture. The continued success of the Jina Aboriginal Tourism Action Plan has positioned WA as a global leader in authentic cultural tourism, while our focus on capacity building has ensured our members are equipped to thrive in a competitive and evolving market.

Collaboration remains central to our mission. We have deepened partnerships with government, industry, and international allies, and our presence on the global stage - including through climate and research declarations - reflects our commitment to advocacy, sustainability, and cultural leadership.

This year also marked a personal milestone. I am deeply honoured to have been appointed the inaugural Chair of the First Nations Visitor Economy Partnership (FNVEP) - a national initiative supported by the National Indigenous Australians Agency (NIAA). With a \$520,000 investment over two years, this partnership will help shape a national peak body for First Nations tourism, driving strategic leadership, cultural integrity, and economic empowerment across the country. It is a privilege to represent WAITOC and the broader First Nations tourism industry at this level, and I am committed to ensuring our voices lead the way.

“Aboriginal tourism is not just about travel - it's about truth, connection, and legacy. Every story shared is a step toward empowerment, every experience offered is a bridge between cultures.”

Robert Taylor, CEO, WAITOC

This quote reflects the heart of our work. Aboriginal tourism is more than an industry - it is a movement honouring our past, empowering our present, and inspiring our future.

I want to thank our members, partners, board, and staff for their valuable support and dedication. Together, we are building a legacy that celebrates culture, drives opportunity, and strengthens community.

Thank you for walking this journey with us.

Robert Taylor | CEO, WAITOC

An aerial photograph of Melbourne, Australia, showing the city skyline with numerous skyscrapers in the background. In the foreground, there is a body of water reflecting the city, with a small island and some greenery. A series of red dots is arranged in a curved line across the top of the image.

Australian Indigenous Tourism Conference (AITC) Melbourne Update

In October 2024, Melbourne (Naarm) proudly hosted the Australian Indigenous Tourism Conference (AITC) - a landmark gathering of First Nations tourism operators, cultural leaders, academics, and industry stakeholders from across Australia and beyond.

The three-day event was a powerful celebration of Aboriginal tourism, featuring immersive workshops, keynote presentations, and collaborative forums that explored current and emerging trends in the sector. With a strong focus on innovation, leadership, and cultural strength, AITC 2024 provided a platform for sharing stories, building partnerships, and shaping the future of Indigenous tourism.

Highlights included:

- **Launch of the National Indigenous Tourism Statement from Naarm, offering strategic recommendations to enhance support for Indigenous tourism across Australia.**
- **Showcase of authentic cultural experiences, with operators presenting their offerings and sharing insights into community-led tourism development.**
- **Art and cultural expression, including the unveiling of the AITC 2024 logo by Hayden Roberts, a proud Wurundjeri and Dja Dja Wurrung artist. His design, featuring Bunjil the Wedge-Tailed Eagle, symbolised protection, connection, and the sacred Songlines that unite communities.**
- **Networking and collaboration, with attendees engaging in meaningful dialogue around sustainability, funding diversity, and cultural preservation.**

WAITOC played a key role in the conference, contributing to national discussions and reinforcing its leadership in Aboriginal tourism development.

Federal Government Announcement: First Nations Visitor Economy Partnership

A major highlight of the conference was the announcement by Senator the Hon Malarndirri McCarthy, Minister for Indigenous Australians, of a \$520,000 investment over two years to support the newly formed First Nations Visitor Economy Partnership.

Funded through the National Indigenous Australians Agency's Indigenous Advancement Strategy, this initiative will:

- Provide national leadership and strategic guidance for First Nations tourism.
- Support the establishment of a permanent national peak body for Indigenous tourism.
- Promote respectful integration of First Nations culture into Australia's tourism offerings.
- Drive economic empowerment and self-determination for First Nations communities.

This announcement marks a significant step forward in recognising the value of Aboriginal tourism and ensuring its growth is led by First Nations voices and priorities.

As we look ahead to AITC 2026 in Perth (Boorloo), the momentum from Melbourne continues to inspire and guide our collective journey.

WAITOC & ATWA
BOARD OF
DIRECTORS
2024 - 2025



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Destination Perth
Representative



Darren 'Capes' Capewell
Vice Chair

WA State
Representative



Neville Poelina

WA State
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Robyne Reynolds

Australia's
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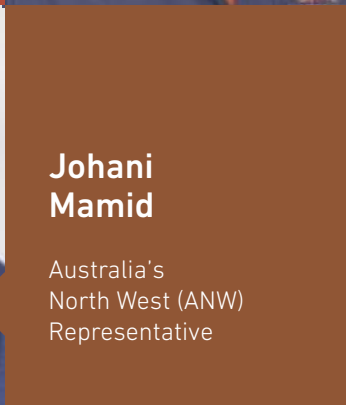
Johani Mamid

Australia's
North West (ANW)
Representative



Kerry-Ann Winmar

WA
Representative



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Australia's
South West (ASW)
Representative



Rennee Turner

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WAITOC STAFF 2024-25



**Robert
Taylor**
CEO

WAITOC/ATWA



**Gabby
Simoni**
Operations
Manager

WAITOC



**Teresa
Perone**
Finance & Admin
Coordinator

WAITOC



**Di
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Marketing
Manager

WAITOC



**Simone
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Coordinator
West Kimberley

WAITOC



**Thalia
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Business Hub
Coordinator
Perth Metro

WAITOC



**Ray
Bird**
Events
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Coordinator

WAITOC



**Miya
Matsumoto**
Admin Coordinator
Kimberley

WAITOC





ATWA
ABORIGINAL TOURISM
WESTERN AUSTRALIA

ATWA STAFF 2024-25



**Julia
Tolj**

Operations
Manager

ATWA



**Briony
Arnold**

Product Development
Coordinator
South West

ATWA



**Neville
Meyer**

Product
Development
Coordinator

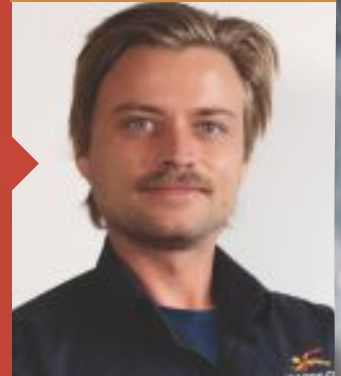
ATWA



**Kyle
Bigos**

Business Hub
Coordinator
Coral Coast

ATWA



**Emily
Dalton**

Data
Administrator

ATWA



**Debbie
Barrington**

Business Development
Coordinator
East Kimberley

ATWA







WAITOC STRATEGY 2023-2030

Ancient Tracks - New Journeys



ATWA
ABORIGINAL TOURISM
WESTERN AUSTRALIA



Executive Summary

The Western Australian Indigenous Tourism Operators Council (WAITOC) has announced the launch of a new strategy, Ancient Tracks New Journeys, to expand the Aboriginal tourism sector in Western Australia. This new strategy aims to provide visitors with more authentic cultural experiences and create new products and experiences that showcase Aboriginal culture's diversity and Western Australia's unique landscapes. WAITOC has also established a charitable arm, Aboriginal Tourism WA (ATWA), to expand its reach and positively impact the lives of Aboriginal Western Australians by providing training, employment, and business development opportunities in the tourism industry. The new strategic direction will position WA as the world's best Aboriginal tourism destination, strengthen existing and new partnerships, and cultivate a resilient WAITOC. WAITOC is committed to working with its members, partners, and stakeholders to ensure the sustainable growth of Aboriginal tourism in Western Australia.





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Message

from the Chairperson



The Western Australian Indigenous Tourism Operators Council (WAITOC) is leading and supporting the Aboriginal tourism sector in Australia.

I am thrilled to announce the launch of our new strategy, Ancient Tracks New Journeys. Come Join us. As Chair of WAITOC, I am excited to share our vision for the future of Aboriginal tourism in Western Australia.

Our new strategy is built on a solid foundation of over 20 years of experience of successful operations in and for our communities across Western Australia.

The new strategy aims to provide our visitors with even more authentic, immersive cultural experiences. We will achieve this by creating new products and experiences that showcase the diversity of Aboriginal culture, experience and the unique landscapes of Western Australia.

One of the most significant developments of this new strategy is establishing a charitable arm of WAITOC called Aboriginal Tourism WA (ATWA). This new entity will allow us to expand our reach

and continue to positively impact the lives of Aboriginal Western Australians by providing training, employment and business development opportunities in the tourism industry.

Our new strategic direction will help position WA as the World's best Aboriginal tourism destination, grow the number of sustainable Aboriginal tourism experiences in WA, strengthen existing and new partnerships, continue to grow financial prosperity and cultivate a resilient WAITOC.

As we move forward, we are committed to working with our members, partners and stakeholders to ensure the sustainable growth of Aboriginal tourism in Western Australia. This new strategy will benefit our visitors and improve Aboriginal communities' economic and social development.

Thank you for your continued support of WAITOC, and we look forward to working with you to create unforgettable experiences for our visitors.



Walter McGuire
WAITOC Chair



Message

from the CEO



As the CEO of the Western Australian Indigenous Tourism Operators Council, I am delighted to announce the creation of the WAITOC subsidiary Aboriginal Tourism WA (ATWA), a new charitable organisation and at the same time release of our new WAITOC strategy Ancient Tracks-New Journeys. Join us from 2023 to 2030. This strategy sets out our vision for the future of Aboriginal tourism in Western Australia and provides a roadmap for achieving the organisation's goals.

Aboriginal Tourism WA will help to create economic opportunities and raise awareness of the importance of preserving Aboriginal culture through tourism. Its formation is a significant step towards the continued growth of the WA Aboriginal tourism sector, attracting funding from philanthropic sources to help build capacity right across WA in the Aboriginal tourism sector.

As we embark on this new chapter, I want to thank our members, whose hard work and dedication have made this strategy possible. We are fortunate to have such a committed and passionate community of Indigenous tourism operators, and I am honoured to work alongside you all.

According to the Aboriginal Tourism Snapshot 2022 from Tourism WA, the Aboriginal tourism sector in Western Australia is growing steadily. In the 2017-18 financial year, 100 Aboriginal tourism businesses were operating, generating \$43.8 million in gross state product and \$29.7m in state income employing 339 full-time employees. In 2022 a new snapshot showed a steady increase in gross state income, now \$63.8m, state income \$41m and 516 full-time employees with 120 Aboriginal tourism businesses operating.

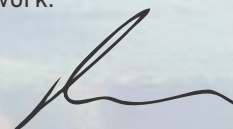
These statistics highlight the importance of the Aboriginal tourism sector in Western Australia and the potential for further growth and development. The new WAITOC strategy, Ancient Tracks-New Journeys, provides a roadmap for achieving this growth and ensuring that all share the sector's benefits.

Over the next seven years, we will focus on building a sustainable and vibrant Aboriginal tourism sector that showcases our people's unique culture and heritage.

To achieve this, we will prioritise initiatives that promote cultural awareness and understanding, strengthen community connections, and enhance the quality and diversity of our tourism offerings.

We will also work closely with our partners in government, industry, and the wider community to ensure that all share the benefits of Aboriginal tourism. This includes promoting Aboriginal employment and entrepreneurship, fostering greater collaboration and knowledge sharing across the sector, and advocating for policies and practices supporting Aboriginal tourism's growth and development.

I am excited about the opportunities ahead, and I am confident we can build a thriving and sustainable Aboriginal tourism sector in Western Australia. Thank you for your ongoing support and commitment to this critical work.



Robert Taylor
Chief Executive Officer

Our Purpose

The member body for the WA Aboriginal tourism sector and their global market. Creating the foundation for strong, resilient, and sustainable Aboriginal tourism businesses in WA.

Our Mission

The premier Aboriginal advocacy body educating and leading government and industry on the aspirations of Aboriginal tourism businesses and their global market.

Our Vision

In 2030, WA is the world's best First Nations tourism destination driven by a self-determined and highly capable Aboriginal tourism industry and supported by WAITOC's member capacity building, business support and infrastructure.

Our Core Values

WAITOC empowers its members to embrace their cultural identity in order to honour and respect their 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. Appropriate access and engagement with these traditions is a key consideration for developing 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.



WAITOC Partnerships Come Join us.

WAITOC builds relationships, respect and trust between Aboriginal and Torres Strait Islander peoples, other Indigenous Cultures, and non- Indigenous peoples.

WAITOC is committed to building strong partnerships that enhance the social and economic outcomes that empower Aboriginal people in Australia. WAITOC calls for a united Australia which: respects the land; values Aboriginal and Torres Strait Islander heritage, culture, and science; and which works for the benefit of all. WAITOC is guided by the Larrakia Declaration and the standards of Reconciliation Australia. We require our partners to work within the basic framework of a Reconciliation Action Plan.

Connection to Country

WAITOC believes in the intergenerational rights/obligations of First Nations groups for the spiritual and cultural care of the land, seas, rivers and sky

This provides the basis for WAITOC's advocacy role to ensure fairness, acknowledgment, and respect. Welcome to Country - WAITOC believes that together, the 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 interested 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.

WAITOC Patron

Sam Lovell



Sam was born in January 1933 on Calwynyadah Station in the Kimberley. His father was Jack Lovell, part owner of Calwynyadah Station. Sam was taken away to Mulla Bulla Station in 1937 when he was 4 years old.

Mulla Bulla Station was an Aboriginal settlement where so called "half caste" kids were taken. Sam does not remember his mother and never saw her again after he was taken away.

Sam has an extensive background in tourism establishing his own tourism business in 1981,

called Kimberley Safari Tours. Prior to that, his employment ranged from truck driver, stock hand to fencing yard building contractor. Until recently, Sam was employed by Aboriginal Economic Development (AED), Department of Industry and Resources as an Aboriginal Tourism Project Officer, he filled that role since 1995. Sam's role included:

- Providing on-site advice and practical assistance to Aboriginal clients involved or proposing to be involved in tourism activities
- Assisting in negotiations and interpretation between Aboriginal people and government departments and tourism operators
- Identifying training needs for Aboriginal tourism enterprises and negotiating with training agencies for
- negotiating with training agencies for the provision of training
- Provide on-site training to a number of Aboriginal tourism enterprises
- Participate in activities marketing Aboriginal tourism ventures

Sam was awarded the Sir David Brand Award in 1988 for his contribution to tourism and was runner up for this award in 1985.

A tourism award, the Sam and Rosita Lovell Tourism Award has also been named after him and was presented annually by the Kimberley Tourism Association.

In 2000 Sam also received a Commonwealth Recognition Award for Senior Australians. To this day Sam continues working in Aboriginal Tourism supporting operators throughout WA.

Mustering at Windjana Gorge, Kimberley

WAITOC Patron

Dale Tilbrook



Dale is a Wardandi Bibbulmun woman from the South West of Western Australia. Dale's tourism journey started in 1996 with a small company with her brother Lyall Tilbrook, making returning boomerangs and other artefacts.

They were proud to be awarded an Olympic swing tag for the sale of their boomerangs during the 2000 Games in Sydney.

In 1998 Dale and Lyall opened their first Aboriginal gallery and gift shop in the Swan Valley.

Dale often jokes that the beautiful artwork is only a device to entice people into the gallery, giving her the opportunity to talk with visitors, broadening their understanding of Aboriginal culture, history and language. Education is an important part of the cultural experience offered at Maalinup.

Dale also works extensively with students of all ages through school incursions and education programs and is regularly called upon by the corporate sector to deliver talks about bush foods, catering and cultural awareness programs.

Native plants and their traditional uses, both as food and medicinal properties, are a passion for Dale. Her extensive knowledge, gleaned from elders and her own research, has made Dale a sought-after bush tucker speaker.

Dale also serves on the Boards of a number of organisations including:

- Swan Valley and Eastern Regions Slow Food Convivium,
- ANFAB (Australian Native Foods and Botanicals),
- WITH-WA (Women in Tourism and Hospitality)
- The WA Parks Foundation.

Native Foods

Western Australia's Aboriginal Tourism Snapshot 2023/24

INTEREST & PARTICIPATION

Interest and participation in Aboriginal tourism experiences continues to grow, reaching a record high in 2023-24. Tourism WA's research shows that almost 9 in 10 visitors are interested (87%) and more than a third (36%) participated in Aboriginal tourism in WA in 2023-24.¹

The remaining gap between interest and participation indicates the Aboriginal tourism industry's opportunity for growth.

87% of visitors
interested in
Aboriginal
tourism¹

36% of visitors
participated
in Aboriginal
tourism¹

ECONOMIC IMPACT

In 2023-24, Aboriginal tourism businesses
in Western Australia contributed:

\$55.1 million

to the Gross State Product²

↑ 25.3% + \$11.1M

(from 2021-22²)

\$31.3 million

in wages/salaries to WA employees²

↑ 25.4% + \$6.3M

(from 2021-22²)

Aboriginal tourism businesses in Western Australia
created or supported (2023-24):

514 full-time
equivalent **Jobs**
(FTE Jobs²)

↑ 11.6%

+54 FTE Jobs

(from 2021-22²)

SOCIAL IMPACT

Aboriginal tourism businesses in Western Australia are providing a range of social benefits to individuals and community. More than 9 out of 10 Aboriginal tourism businesses in Western Australia believe that tourism can:

- Give Aboriginal people the opportunity to pass down culture to future generations;
- Increase the level of respect for Aboriginal people, culture and knowledge;
- Have a positive impact on the way Aboriginal people consider their future opportunities;
- Deliver authentic cultural experiences;
- Inspire young Aboriginal people to view tourism as a career path; and
- Give Aboriginal people the option to live within their chosen community.³



Local Jobs & Support

Aboriginal tourism businesses help drive economic growth by creating local jobs and financially supporting Aboriginal communities.



Community Wellbeing

They strengthen community bonds by fostering social and emotional wellbeing amongst Aboriginal people, promoting belonging.



Cultural Awareness & Education

Aboriginal tourism businesses significantly enhance cultural awareness by educating both communities and visitors.³

FUTURE OUTLOOK

The outlook for Aboriginal tourism businesses is strong, with 9 in 10 (89%) businesses surveyed saying they intend to grow their business, and 84% saying they intend to employ new staff in the next 2 years!³



DISCOVER ABORIGINAL EXPERIENCES PROGRAM

As of 2024, Western Australia has 13 operators in Tourism Australia's Discover Aboriginal Experiences (DAE) program, compared to 7 in 2020. Western Australia has the largest amount of Aboriginal owned businesses in DAE in Australia.

1 | Tourism Western Australia, Visitor Experiences and Expectations Research (VEER), survey of n=400 visitors to/within Western Australia, 2023-24.

2 | ACIL Allen, Economic Contribution of the Aboriginal Tourism Industry in Western Australia, 2023-24.

3 | Metrix Consulting, The Value of Aboriginal Tourism in WA, 2023- 24.

Historical 2021-22 economic impact figures have been updated, aligning the methodology and assumptions with enhancements made in the 2023-24 study.

Revised 2021-22 figures: \$44 million to the Gross State Product, \$25 million in wages and salaries to WA employees and 460 full-time equivalent (FTE) jobs.



WAITOC

Western Australian Indigenous
Tourism Operators Council

Our Strategic Tracks



Positioning WA as the world's best Aboriginal tourism destination

1. Increase destination marketing
2. Drive visitor growth, product diversity and statewide spread
3. Grow tourism industry partnerships
4. Increase Aboriginal employment and entrepreneurship
5. Nurture national and international relationships
6. Coordinate signature conferences and events
7. Capture and share examples of the 'world's best'



Walking together with partners

1. Build awareness of WAITOC
2. Foster Federal, State and Local Government relationships
3. Partner with the bush products sector
4. Partner with Aboriginal art centres
5. Address climate change as part of the UN Climate Action Sustainable Development through tourism
6. Partner with inclusivity / accessibility peak bodies



Growing the number of sustainable Aboriginal tourism experiences in Western Australia

1. Support the development of Aboriginal tourism experiences and enterprises
2. Grow the statewide representation of Aboriginal experiences and enterprises
3. Support Aboriginal ownership and operation of the tourism supply chain
4. Provide capacity building programs for Aboriginal tourism businesses
5. Facilitate youth pathways for industry entry
6. Support Cultural Knowledge transfer between Elders + Youth through tourism
7. Ensure WA cultural assets embrace Aboriginal tourism
8. Ensure authenticity and cultural authority is observed by non-Aboriginal businesses



Cultivating a resilient WAITOC

1. Ensure a well governed, managed and resourced administration
2. Grow membership, build member value and maintain a strong member culture
3. Build data and IP sovereignty



Enhancing prosperity

1. Attract diverse funds
2. Build equity in major businesses, joint ventures and infrastructure
3. Undertake disaster relief / charity for members (where required)

Diversification

Aboriginal Tourism Western Australia (ATWA)

Aboriginal Tourism Western Australia Limited: Empowering Cultural Experiences

Aboriginal Tourism Western Australia Limited (ATWA) has made significant progress this year as part of WAITOC's ongoing commitment to diversify funding and strengthen the future of Aboriginal tourism in Western Australia.

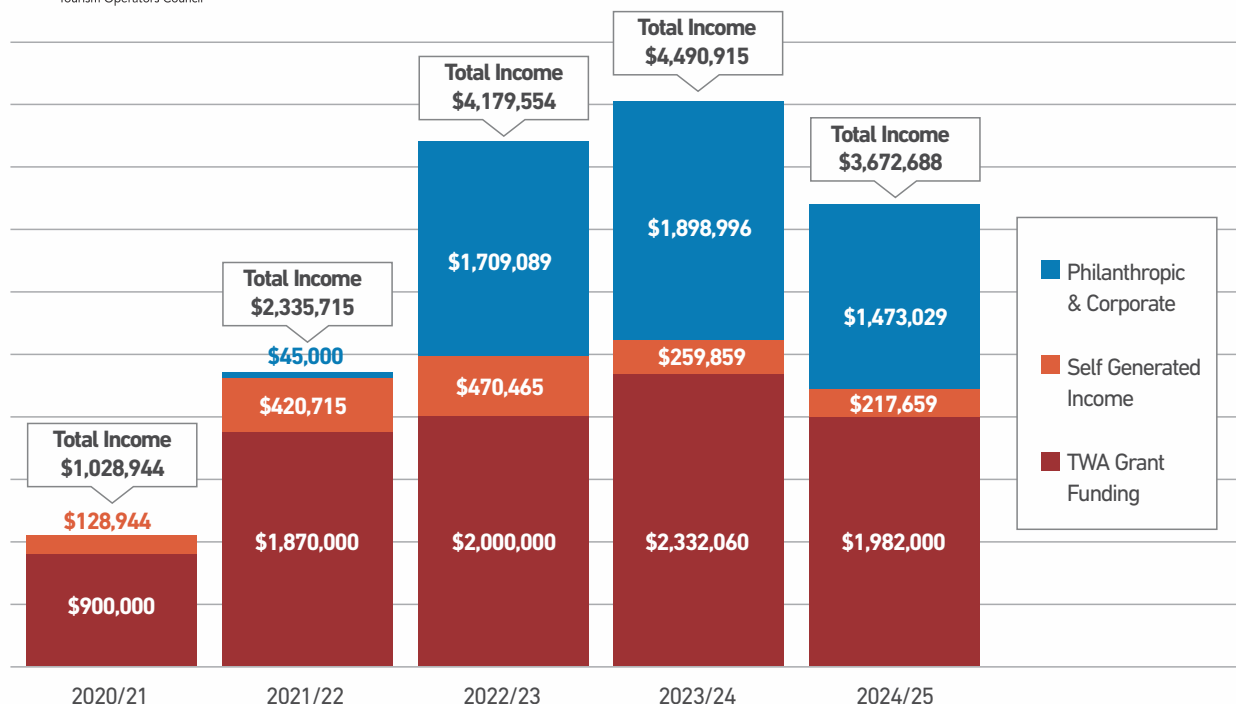
Established as a charitable organisation, ATWA plays a crucial role in reducing WAITOC's reliance on government funding, aiming to bring it down to 50% while leveraging philanthropic support and partnerships to drive growth and sustainability.

This platform is a dynamic hub for showcasing the breadth and diversity of Aboriginal tourism experiences across Western Australia, providing a dedicated space for promoting Aboriginal-owned tourism businesses, initiatives and storytelling.

www.atwa.org.au acts as a bridge to attract potential investors, donors, and collaborators interested in supporting Aboriginal tourism and cultural preservation, and differentiates as a separate organisation from the WAITOC consumer site.

ATWA continues to bring diversification to Aboriginal tourism by creating new opportunities for funding, marketing, and business development that align with WAITOC's goals.





Funding Diversity

WAITOC's funding diversity keeps the organisation in a strong position as it does not rely on one funding avenue.

Governance

Board Committees

Enhancing Governance: The Vital Role of Board Committees
- A Prelude to the WAITOC Annual Report.

In the intricate tapestry of effective governance, board committees stand as the threads that weave together specialised expertise, focused oversight, and informed decision-making. As we present the annual report of the WAITOC, we invite you to explore the pivotal role played by our board committees in shaping our organisation's trajectory.

The significance of board committees, ranging from Finance, Audit and Risk Management (FARM) to Memberships, Remuneration, and Governance, cannot be overstated. These committees serve as strategic hubs, each devoted to a distinct facet of our operations, collectively driving efficiency, transparency, and accountability.

Financial and Risk Committee (FARM)

The Finance and Risk Management Committee is our guardian of fiscal responsibility, ensuring that our financial foundation remains sound while navigating potential risks.

Memberships Committee

The Memberships Committee is the bridge connecting our diverse membership base and our board of directors, expediting our membership process.

Remuneration Committee

The Remuneration Committee steers equitable compensation practices, honouring the dedication of our team and aligning our mission with sustainable growth.

Governance Committee

Finally, the Governance Committee, our compass of ethical conduct, ensures that our organisational decisions align with the highest standards of integrity. These committees played an integral role in supporting the governance of WAITOC during this financial year and will continue to serve as a strong steering committee into the future of WAITOC moving forward, showing strong, resilient governance practices. The achievements and initiatives highlighted herein underscore the collective wisdom and commitment that define WAITOC's journey.

OUR IMPACT

Deliverables 1 ADMINISTRATION

Deliverable 1a	Employment of a minimum of three (3) FTEs			
Details	• CEO: From 2023/2024 onwards, WAITOC shall employ a Chief Executive Officer through the Funding and this Agreement to ensure governance, advocacy and compliance for WAITOC. • Marketing Officer: From 2023/2024 onwards, WAITOC shall employ a Marketing Officer to market the Aboriginal Tourism budget as provided through the Funding and this Agreement to undertake marketing and promotional activities for the Aboriginal tourism sector in Western Australia. • Business Support Officer: Funding will be for a Business Support Officer and an annual program of support to existing operators with a view to connecting Aboriginal operators to existing business support programs.			
Actual Achievement	# of FTEs = 3 • The CEO was employed in December 2015 and will remain on contract until June 30, 2026. • Marketing Manager was employed in July 2015 and is contracted until June 30, 2026. • The Business Development Coordinator was employed in December 2020 and is contracted until June 30, 2026.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2019	June 30 2024	Completed	June 30 2020

Deliverable 1b	Comply with Constitutional requirements and maintain an office presence.			
Details	WAITOC Constitution and office location to be maintained with 4 Board meetings per year.			
Actual Achievement	WAITOC's Constitution was last amended on 7/11/24 at the Members AGM, and submitted and approved by the Department of Mines, Industry Regulation and Safety (DMIRS) on 8/1/25. WAITOC has an office at 58 Duncraig Road, Applecross, WA (Heathcote Goolugatup Reserve), and regional offices in Broome, Kununurra, Geraldton, and Albany. Since July 1 2024, WAITOC has held 6 Board Meetings to date during the 24/25 year. Meeting #1: 7 October 2024; Meeting #2: 14 October 2024 [online]; AGM: held 7 November 2024; Meeting #3: 8 November 2024; Meeting #4: 5 March 2025 , Meeting # 5: 19 May [online to approve Ops/Marketings Plans], Meeting # 6: 26 May 2025. 8.6a of the agreement was supplied to Loretta De Stefani (previously Sveva Faletto) before every ordinary Board meeting as the Tourism WA Observer on the WAITOC Board.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2025	June 30 2025

Deliverable 1c	Delivery of the World Indigenous Tourism Summit			
Details	13 - 16 March 2023 Attracting more than 350 delegates			
Actual Achievement	Due to COVID-19 restrictions and border closures, WITS was postponed and took place in Perth from 12-16 March 2023. 655 delegates attended WITS 2023, with many operators and speakers attending from across the globe, including Australia (539), New Zealand (32), South Africa (2), Taiwan (38), Chile (5), Peru (3), Canada (6), The USA (9), Fiji (1), Vanuatu (1), New Caledonia (1), Cambodia (5), Bangladesh (2), Colombia (2), Finland (4), Sweden (1), Peru, Indonesia (2), UK (1), and Germany (1). Under the theme of <i>Tourism and Indigenous Earth Wisdom Weaving the Future that Benefits All</i>.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	April 30 2020		Completed	March 16 2023

Deliverable 1d	Delivery of the Australian Indigenous Tourism Conference 2022			
Details	Originally scheduled for November 2021 Attracting more than 350 delegates			
Actual Achievement	AITC 2022 was held in Cairns, Queensland, from 16-18 June 2022 and attracted 300 delegates from across Australia and overseas.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	December 1 2020		Completed	June 30 2022

Deliverable 1e	Compilation and submission of annual Strategic Marketing Plan and Operational Plan			
Details	WAITOC to submit annual Strategic Marketing and Operations Plan.			
Actual Achievement	The WAITOC Board approved the WAITOC Strategic Marketing Plan and Operations Plan at an online Board Meeting of the WAITOC Board on 19 May 2025.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	May 30 2025	June 30 2024	Completed	June 5 2025

Deliverable 1f	Participate in the research project to determine the Economic and Social Impact that the Aboriginal Tourism Industry has in WA.			
Details	TWA will lead this research at a later date; WAITOC will collaborate with TWA and encourage member participation and take-up.			
Actual Achievement	Tourism WA undertook the research in October 2022 and released the findings in January 2023. The research showed that WA's Aboriginal tourism businesses significantly contributed to the WA economy in 2021-22, adding \$63.8 million to the Gross State Product.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	December 1 2020	June 30 2022	Completed	January 31 2023

OUR IMPACT



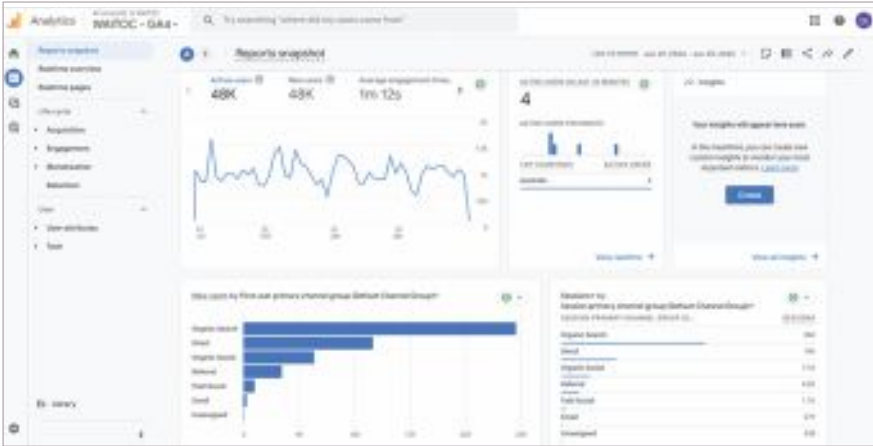
Deliverables 2

MARKETING

Deliverable 2a	KPI 1: Western Australian Aboriginal Cultural Experiences Map			
Details	Produce and distribute a minimum of 100,000 copies to be produced.			
Actual Achievement	COMPLETED COMPLETED KPI Achieved Exceeded Partnership Income Expectations - Fully Self-Funded The new map (Edition 8) was published in February 2024 with an estimated shelf-life of at least 18 months Print run 100,000 • WAITOC successfully pursued TWA and industry advertising/partnerships • Full cost recovery was achieved via partnership/incremental income • The total production cost was \$60,170 (an increase of 30% compared to the previous publication) • The advertising income target (\$60,000) was exceeded • Actual income accrued was \$74,500 • The map promotes all WAITOC full ATB members (who were fully operational at the time of publication), featuring 114 members and a diverse range of over 200 cultural tours and experiences across the state.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	Sep 30, 2025		Completed	February 2024

Deliverable 2b	KPI 1: WAITOC Product Manual			
Details	Produce and distribute			
Actual Achievement	COMPLETED COMPLETED KPI Achieved 3 Editions published/distributed in 2024-25 This interactive digital product manual features a statewide range of 75 Aboriginal cultural products and attractions available for distribution through the domestic and international travel industry - including 20 Export Ready businesses (with rates including resp. commission for travel industry distribution partners). Campgrounds, art/cultural centres, and festivals are featured as trip highlights for self-drivers. • This dynamic digital tool kit is perfectly tailored to the needs and demands of our travel trade partners and distribution channels • Published biannually, the latest edition was launched in Apr:'25 and distributed at ATE (Australian Tourism Exchange) to over 100 global travel trade distributors • Product updates and resp. edits are distributed (as required) throughout the year			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	April 2025

Deliverable 2c	KPI 1: Brochures to promote and feature Aboriginal tourism businesses			
Details	Produce a range of brochures, including, but not limited to, focusing on the intrastate and interstate markets. Brochures also cater to specific sectors, such as education and corporate.			
Actual Achievement	KPI Achieved 7 WAITOC brochures have been published + a partnership with the CIAWA has delivered promotional listings for all campground members in their annual Caravan & Camping guide 1) Touring Map of WA - Published in Feb. 24 with an estimated 18-month shelf-life. Features all Full ATB WAITOC members who are fully operational and extends to over 200 cultural experiences across WA. Distribution: Intrastate, Interstate, and International Markets 2) WAITOC 2025-26 Travel Trade Manual - Ed. 3 published in Apr. 25 Features 73 WAITOC Member products: Tours, Accommodation, Art/Culture Centres, Festivals, and Campgrounds Distribution: Intrastate, Interstate, and International Markets Distribution includes mailouts to Domestic and global distribution partners and at Travel trade events and forums. This manual is updated at least twice annually + ongoing refresh of product folder content (images, rates, tour info) throughout the year. 3) Aboriginal Campgrounds & Retreats- Published in Nov. 2024 Features all (currently 30) WAITOC Full ATB members who run campgrounds and tag-along camping tours. Includes special promotional features on pet friendly campgrounds, cultural star stories and Camping with Custodians Distribution: Intrastate, Interstate and International Each edition is launched (annually) in February, aligned with the Caravan & Camping Show season. It is racked at over 300 tourism info outlets in Perth and Broome, supplied as a download option on WAITOC's website, and distributed at the major Perth and East Coast Camping Shows on WAITOC and TWA exhibition stands + other trade shows and exhibitions throughout the year 4) Aboriginal School Tours & Camps - launched in July 2024 Features all (currently 67) WAITOC members who work with the Schools/Education Segments Distribution: Intrastate and Interstate This 12-page publication is promoted via print and online advertising in the School News Magazine (30,000 distribution), + School Excursions, Incursions, and Camps Magazine (43,000 distribution - Australia wide), + a mailout to over 2000 schools in Western Australia. This year, we ran a competition for WA schools to win an excursion for a group of 30 (school class + teachers). The lucky winner was a primary school in Bridgetown, who will be joining Koomal Dreaming for an interactive workshop, cultural walk, and bushfood tasting in August '25. 5) Aboriginal Bushfood & Wildflower Trails - Published Aug 2024 Features all (currently 48) WAITOC Full ATB members who run guided tours that include flora, foraging, fishing, bushfood and bush remedy experiences + caterers, online shops and favourite recipes from a selection of WAITOC tour guides Distribution: Intrastate, Interstate, International Historically, WA's Wildflower season is one of the most popular attractions for domestic visitors in the state. The customer interest in this brochure is so high that it has become an annual publication 6) ARDI - Beyond Broome - Edition 1 launched in 2022 Edition 2, in August 2024 This comprehensive travel guide features all 26 campgrounds, tours, and experiences on the Dampier Peninsula. It is racked at 30 Tourism info stands around Broome, displayed/promoted at Broome Visitor Centre, and boosted by a new ARDI website and promotional activities 7) WAITOC Cruise Brochure - Distributed at TWA Cruise Workshop Jul. 24 Featuring 13 WAITOC members, this brochure extends sample excursion and onboard product modules to the Cruise Industry at 10 port locations around the state and is presented annually at WACE (WA Cruise Exchange). 8) CIAWA Caravan & Camping Guide WA - WAITOC has secured a partnership with the Caravan Industry Association of WA, facilitating inclusion of all WAITOC campground members in the annual caravan & camping guide			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	April 2025

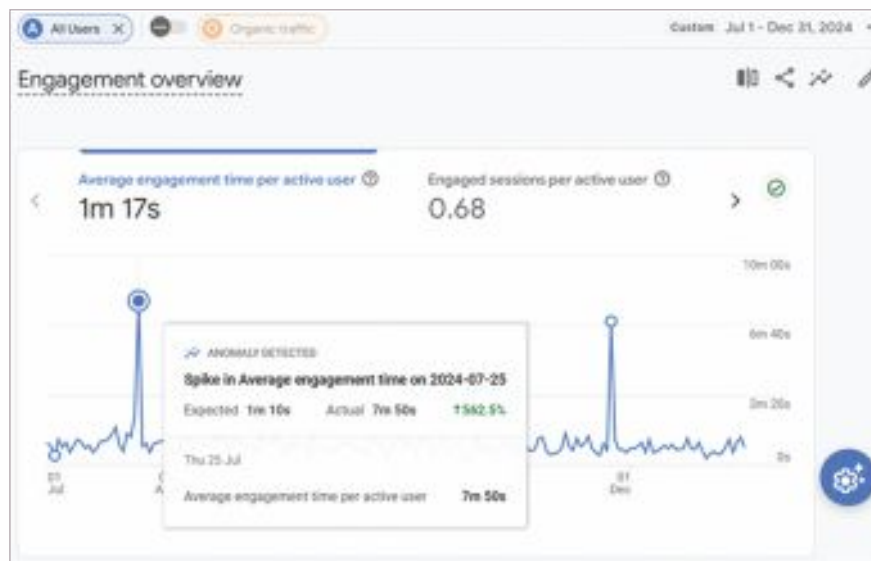
Deliverable 2d	KPI 1: WAITOC website
Details	Maintain an interactive web presence Increase online traffic by a minimum of 2% annually
Actual Achievement	KPI Achieved 12.9% growth of engagement, with session times ranging between 1 and 8 minutes, and campaign spikes exceeding google averages Analytics/Insights • WAITOC's promotions continue to drive good quality visitors to waitoc.com • This year's digital campaign suite comprised 10 topics and a road trip holiday competition, with a combined reach of 400,000 • A shift of this year's investment in campaign activity (which was reduced to accommodate a stronger focus on trade event attendance) along with the loss of the planned Tourism WA funded Aboriginal Experiences campaign which (with a high paid reach of 1.9 mill., generating an additional 19,000 visits to waitoc.com in 2023-24), has resulted in a web visit decline of 27%. • With the TWA campaign traffic deducted, we have achieved KPI growth of 2% Growth of Visitor Quality and Engagement is a key outcome • Visitor quality/engagement continues to increase, with 12.9% growth compared to last year, average session times ranging between 1 and 8 minutes, and campaign spikes exceeding google averages. • Organic search increased by 16% and still ranks strongest of all visitor search paths, reflecting WAITOC's continued high Google ranking (Graphics 1 & 3) • WAITOC's digital campaigns generated 8,215 clicks (from the landing pages to members' info and booking pages) + an additional 1,887 clicks generated from EDMs = a total visitor traffic of 10,102 to member pages during the 12-month period Jul'24 - Jun'25 • WAITOC implements themed campaigns and promotions annually to drive visitation to the website and generate customer referrals to the members via tailored campaign landing pages. These campaigns have consistently won tourism marketing awards at state and national levels over the past 5 years. The snapshots (graphics 2 & 3) of visits to landing pages illustrate how effectively the campaigns drive traffic to the landing pages and the sites 'cultural experiences' sections. • The Christmas gifts campaign, which ran in Nov/Dec 24 was the strongest visitor drawcard to member info pages (graphic 4). Total reach was 81,900, impressions 187,597 and there were 2,388 link clicks through to members' online shops. • Visitor traffic from Australia has increased by 22%, reflecting WAITOC's strong promotional focus on the domestic markets. (graphic 5).
	Graphic 1 Visitor Snapshot and Organic Search  Graphic 2 Clear Visitor Spikes During Key Campaign Periods  Graphic 1 - Visitor Snapshot and Organic Search

Deliverable 2d

KPI 1: WAITOC website (cont).

Actual Achievement

Graphic 3
Campaign spikes exceeded Google averages/expectations



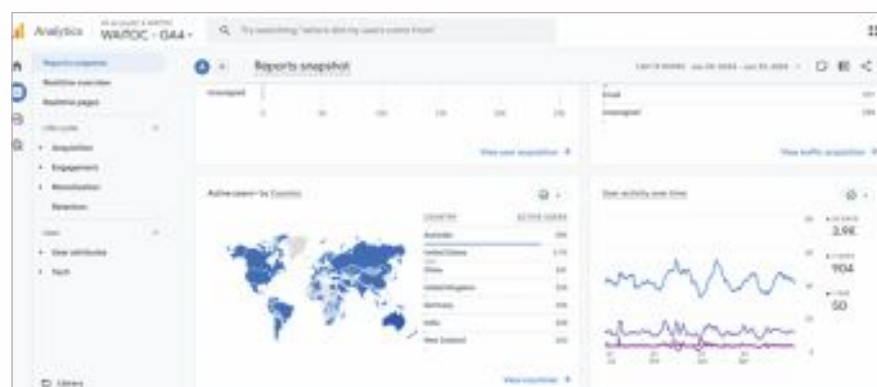
Graphic 4
Visits to WAITOC landing pages/member products

Analytics | WAITOC - GA4

Pages and screens: Page title and screen class

	Views	Active users	Views per active user	Average engagement time per active user	Event counts
Total	94,908 (2.3%)	40,421	2.36	1m 17s	40,421
1. WAITOC	94,908 (2.3%)	40,421	2.36	1m 17s	40,421
2. Home - WAITOC	14,470 (1.5%)	10,433 (2.6%)	1.39	27s	33,470 (8.2%)
3. Cultural Trails - WAITOC	4,907 (5.2%)	1,899 (4.7%)	2.59	1m 21s	13,360 (3.3%)
4. All Experiences - WAITOC	3,908 (4.1%)	1,439 (3.6%)	2.72	1m 18s	11,555 (2.9%)
5. School holiday Adventures - WAITOC	3,814 (4.0%)	1,636 (4.0%)	2.33	11s	5,900 (1.5%)
6. Contact - WAITOC	2,385 (2.5%)	1,639 (4.0%)	1.46	88s	7,340 (1.8%)
7. Christmas Gifts - WAITOC	2,288 (2.4%)	1,287 (3.2%)	1.78	1m	8,481 (2.1%)
8. 4WD Roadtrips Companion - WAITOC	2,540 (2.7%)	1,274 (3.2%)	2.00	51s	8,565 (2.1%)
9. Team & Experiences - WAITOC	3,475 (3.7%)	1,363 (3.4%)	2.55	1m	9,889 (2.5%)
10. Budjilmat Experiences - WAITOC	3,480 (3.7%)	1,349 (3.3%)	2.58	55s	9,598 (2.4%)

Graphic 5
Website traffic by country



Original Planned Completion Date

Previous Status

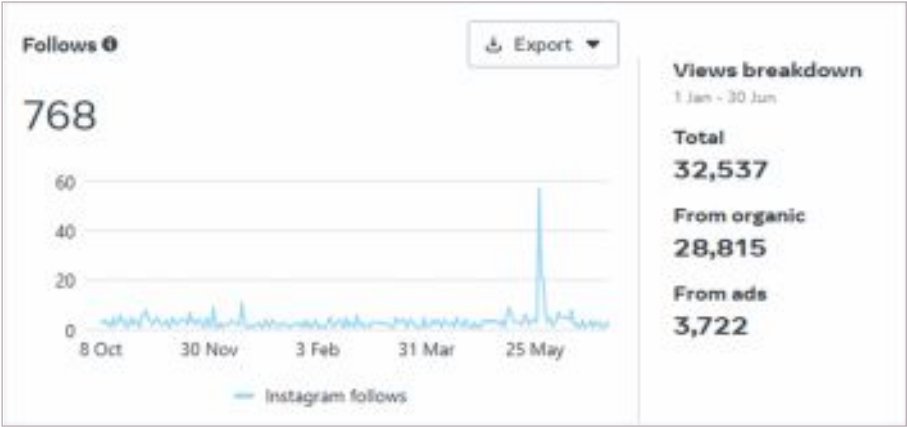
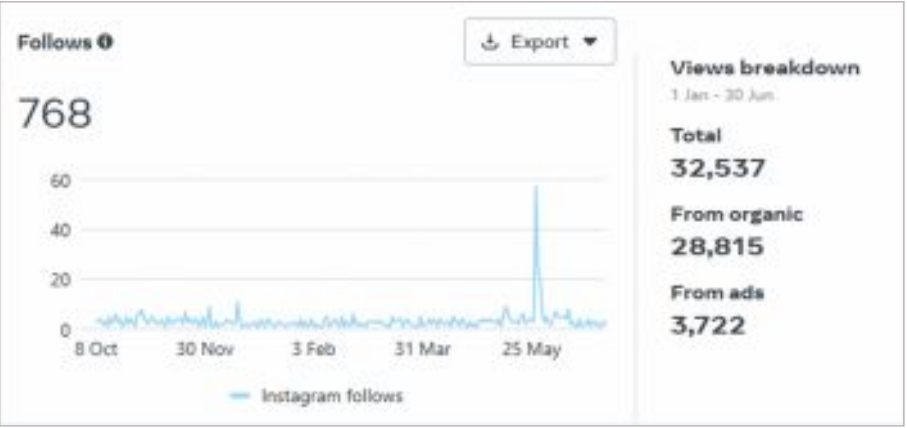
Current Planned Completion Date

Actual Completed Date

June 30, 2025

June 30, 2025

June 30, 2025

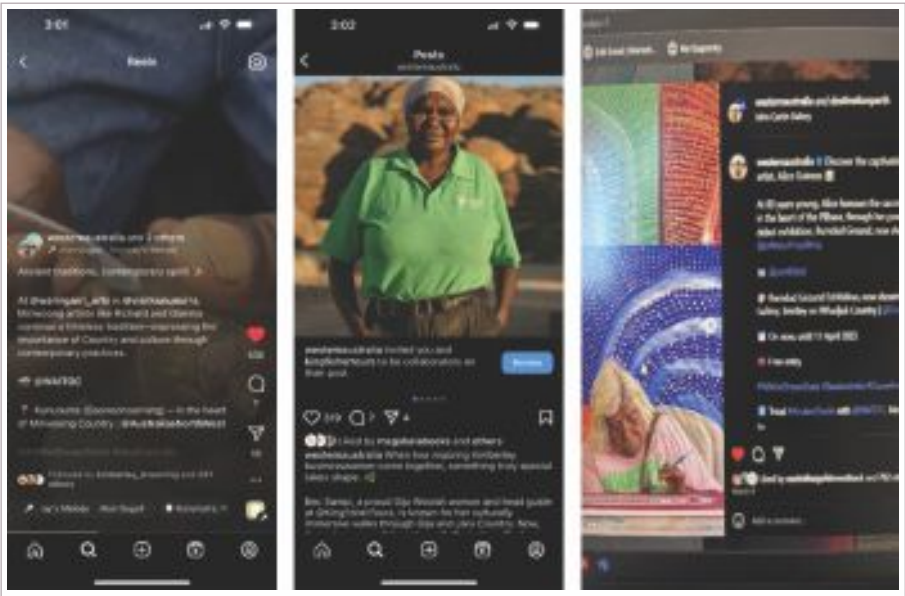
Deliverable 2e	KPI 1: WAITOC Social Media
Details	Maintain a solid social media presence Increase in followers by 2% annually
Actual Achievement	KPI Exceeded Active Facebook followers for the past year increased by 10.1% to 19,042. Importantly, organic growth vs campaign generated growth remains consistently strong. There have been 483,395 views across Facebook during the past six months and 306,297 (well over half) have come from engagement with organic (original editorial content).  Some interesting notes about our Facebook content is that stories that celebrate the achievements of our high-profile members (who have social networks to leverage) - such as Neville Poelina and Bec Sampi - rank the highest in terms of views and engagements (58,900 for Neville, followed by 58,500 for Bec). Interestingly enough, Bec isn't even on social media but she has many supporters in the Aboriginal community who are and who shared this story 282 times - higher than any other posts.  Conversely, growth on Instagram continues to be impressive up by 768 to 3,900. There have been 32,537 views across Instagram during the past six months and 28,815 (again, well over half) have come from engagement with organic (original editorial content).  Some interesting things to note about our Instagram content - Neville still scored the highest viewed post (1,800 impressions) but the remaining stories were more event-driven and time sensitive (Karla Bidi, The Karijini Experience, Bunggalayarra Munggu).

Actual Achievement



WAITOC's increased collaboration with the TWA Digital Team has resulted in many of our original posts have been shared on a larger mainstream platform.

For instance, WAITOC video footage of Richard (Waringarri Arts) boob carving at the Caravan & Camping Show was shared a month after the event. Also the story that was packaged for International Women's Day on Bec Sampi's collaboration with Kingfisher Tours was shared (May 9) as was our story on Alice Guinness's exhibition (March 4).



Another collaboration that is bearing impressive fruit, particularly on Instagram, is WAITOC's partnership with video and content creator Morgane Trussardi (The Little Gypsea). Since she posted on her family with Rennee Turner in May we received a boost of 20-plus followers, which have remained. We look forward to seeing more of her content released over the coming months.



Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
June 30, 2025		June 30, 2025	June 30, 2025

Deliverable 2f	KPI 1: Regional Tourism Organisations (RTOs) liaison			
Details	Liaise with RTOs to ensure Aboriginal content is featured in every Regional Annual Travel Planner			
Actual Achievement	KPI Achieved Aboriginal Experiences & WAITOC Content Featured in All Five RTO Holiday Planners WAITOC's contra agreements with all five RTOs for Aboriginal tourism/product (content to be featured in the Holiday Planners in return for regional advertorial features on WAITOC's touring maps) continues this year and has been in place since the launch of the first map in 2011 (14 years). Other activities include: • Regular liaison with each of the RTOs ensures that Aboriginal product info is up to date for online and social media promotion • WAITOC encourages its members to become members of their RTO and local visitor centre(s) • WAITOC incorporated campaign partnership exposure for all RTOs on the Touring map and related Road Trips Campaign (launched in August 2024).			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	June 30, 2025

Deliverable 2g	KPI 1: Market Ready & Export Ready Aboriginal product participation			
Details	Secure participation of at least 60% of market-ready and export-ready Aboriginal tourism businesses in WAITOC marketing activities			
Actual Achievement	KPI Exceeded 100% participation of WAITOC Full ATB Member Businesses in WAITOC Marketing Activities ATB = Aboriginal Tourism Businesses (as opposed to Associate members who are non-Aboriginal or non-tourism businesses) Full ATB Members are paid members (as opposed to free membership which is available for Aboriginal Tourism Businesses only) • 100% of all members featured (with dedicated pages) on the WAITOC website • 100% of all market and export-ready Full ATB members featured on WAITOC Touring Maps (including location flags, experience symbols and info) • 100% of all market and export-ready Full ATB members promoted in Social Media Ad Campaigns posts and promotions • 100% of all Full ATB (campground) members featured in the Campgrounds brochure and related promotions • 100% of all Full ATB members who run related tours, featured in the Wildflower Trails brochure and related promotions • 100% of all Full ATB members working with schools promoted in the school's brochure and related promotions • 100% of all export-ready Full ATB members featured in the WAITOC Trade Manual and related promotions • 100% of all export-ready Full ATB members promoted at Trade Events • 100% of all Full ATB members promoted at Consumer Travel Shows • 100% of all Full ATB members included in the WA Visitor Centre distribution (brochures and promotional film features) • 100% of all Full ATB members featured in WAITOC's promotional campaigns where their products are relevant to the themes (e.g. Wildflower & Bushfood trails, Christmas Gift Hub, School Holidays, Campgrounds)			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	June 30, 2025

Deliverable 2h	KPI 2: Trade & Consumer show participation (subject to the staging of the identified events)			
Details	Australian Tourism Exchange (annual) At least one other trade show/exhibition or mission Perth Caravan & Camping Show At least one other national Caravan and Camping show Include at least three (3) different Aboriginal operator representations at the WAITOC booth at no less than one (1) consumer show Actively participate in any additional international trade shows/roadshows in key global markets as the relevant markets reopen			
Actual Achievement	KPI Substantially Exceeded WAITOC has participated in a record number of 16 travel shows from Jul '24 - Jun '25. A total of 95 member businesses attended. The reopening of trade missions to key global markets has placed WAITOC's radar on strong travel trade interaction this year Jul - WACE (WA Cruise Exchange), Perth - trade event, including 2 member businesses (Dabungool and In-Culture tours) Jul - Tourism WA Singapore Roadshow - trade event Jul - Tourism WA Malaysia Roadshow - trade event Aug - ATEC Explore WA, Perth - trade event, including 1 member business (Southern Cross Cultural Walks - Lullumb) Aug - Australia Marketplace Japan - trade event, including 1 member business (Koomal Dreaming) Aug - Australia Marketplace Korea - trade event Oct - G'Day Australia, Perth - trade event, including 2 member businesses (ARDI and In Culture Tours) Oct - AITC - Australian Indigenous Tourism Conference, Melbourne - trade event, hosted and staged by WAITOC. 65 member businesses attended Nov - Perth 4WD Adventure Show - consumer event, WAITOC hosted member attendance of Samuel Birch to attend the show promoting Birchy's Fishing Adventures and WAITOC Nov - UK Marketplace, London - trade event, including 2 member businesses (Kimberley Cultural Adventures, In Culture Tours) Nov - TWA UK Roadshow - trade event, including member business In Culture Tours Nov - TWA Europe Roadshow - trade event, including member business (Kimberley Cultural Adventures) Mar - Perth Caravan & Camping Show - consumer event, including 10 member businesses Apr - ATE, Australian Tourism Exchange, Brisbane - trade event, including 8 member businesses May - TWA Domestic & NZ Roadshow - trade event including 1 member business (Dabungool) May - WA Tourism Conference, Fremantle - trade event			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	June 30, 2025

Deliverable 2i	KPI 3: Increase in promotional exposure of export-ready businesses			
Details	Demonstrate that WAITOC activities have increased travel trade and consumer promotional exposure of at least five (5) export-ready Aboriginal tourism businesses.			
Actual Achievement	KPI Substantially Exceeded Broad promotional exposure of all 20 (commissionable) Aboriginal Tourism Businesses + campgrounds, art galleries and festivals, across a wide range of domestic and global platforms As a result of an ongoing global rise in printing and distribution costs, brochure production continues to decline. Online distribution channels now dominate the international marketplace and have become the major promotional platform for tourism products and attractions In Europe, WAITOC's key international target market, WA is promoted as a self-drive adventure playground where Aboriginal culture is a 'must do' bucket list activity on the trip Ongoing liaison with key specialist tour operators, and ITOs in our primary and secondary international markets (Europe, UK, Singapore, USA, Canada, New Zealand and Japan) is essential to growing and maintaining a solid footprint in the global arena A broad portfolio of WAITOC tours, campgrounds, and art/cultural centres is now featured in international product portfolios Key International Wholesalers who feature WAITOC Products Include: Best of Travel Group (Europe) - a consortium of European tour wholesalers 23 with offices in Germany, Switzerland, Austria, Belgian and Netherlands. Boomerang Reisen/TUI (Europe) - Specialist 4WD Adventure Wholesaler with direct sales and retail network link (2000 retail travel outlets). Ozeania Reisen (Switzerland) - One of Switzerland's biggest travel groups. Koolivoo (Global) - inclusion of WAITOC products in self-drive trip planning info Crikey Camper Hire (Australia) - editorial and map distribution at their depots. Red Sands Campers (Australia) - map distribution at their depots 4Xploring Rentals (Australia) - editorial, map distribution and joint promotion Apollo/Britz Motorhomes (Australia) - map distribution Coco Weltweit Reisen (Austria) - WAITOC products packaged into FIT self-drive Scenic Tours (Australia) - Dampier Peninsula tours and cruise Trip Advisor (Global) - An ongoing opportunity was facilitated for all export-ready tour operators to be featured on the Trip Advisor travel/booking portal. Get Your Guide (Global) - Ongoing opportunity facilitated for all export-ready tour operators to be featured in the Get Your Guide online travel portal. Dreamaroo (Germany) - social media and online promotion of export-ready WAITOC tours, campgrounds and attractions. Motorhome Republic (Australia) - Distribution of maps at all depots Necht Reisen (Switzerland) - Online and print (2 pages) of WAITOC products. Dreamtime Travel (Switzerland) - Online and print of WAITOC/Aboriginal Australia products. Travel Essence (Germany) - WAITOC products to be included in the 'Great Outdoors' website + zoom training for staff Premium Travel Australie Tours (France) - WAITOC Broome products Easy Going Travel Service (China) - booked 17 Welcome to Country dance performances in Perth for a series of Chinese diplomat groups travelling to Perth (as a result of ATE '24). DAE - The Discover Aboriginal Experiences Program, driven by Tourism Australia, currently features a statewide spread of 12 WAITOC members: Borrgoron Coast to Creek Tours (Dampier Peninsula), Dale Tilbrook Experiences (Swan Valley), Injiid Marlabu Calls Us (El Questro), Kimberley Cultural Adventures (Broome), Kingfisher Tours (East Kimberley), Koomal Dreaming (Margaret River), Mabu Buru Tours (Broome), Narlijia Experiences (Broome), Southern Cross Cultural Tours at Lullumb (Dampier Peninsula), Waringarri Aboriginal Arts & Tours (Kununurra), Wula Gura Nyinda Eco Cultural Adventures (Shark Bay) WAITOC's International Product Manual 2024-25 featured 75 member businesses, comprising 20 export-ready members, plus campgrounds and attractions (Art/cultural centres and festivals). The manual serves as core presentation/reference material at all trade meetings and is mailed to over 150 global travel industry partners.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	June 30, 2025



Deliverable 2j	KPI 3: Electronic newsletter			
Details	Distribution of e-newsletter to a database of industry and consumers at least quarterly			
Actual Achievement	KPI Exceeded 17 Newsletters distributed from July to December WAITOC's newsletter has 4188 subscribers From Jul-Dec the topics have resonated well with the audience, generating good quality engagement Total Opens: 15,534 Total Clicks (to member products): 1,887 (60% Australia 40% International) 			
	Date	Topic	Target Group	
	Aug 21	A Bloomin' Good Read - Aboriginal Bushfood & Wildflower Trails	Consumers	
	Sep 03	A Bloomin' Good Campaign - Aboriginal Bushfood & Wildflower Trails	ATB Members	
	Sep 05	Welcome to Walyalup - Call for Entries, Fremantle Visitor Centre Art Mural	ATB Members Assoc. Members	
	Sep 11	School Holiday Specials - Call out for member deals and activities	ATB Members	
	Oct 10	Indigenous Tourism Takes Centre Stage - World Tourism Summit	ATB members Trade Media	
	Nov 09	One of a Kind Aboriginal Gifts for a Truly Special Christmas (1)	Consumers, Trade ATB Members, Assoc. Members, Visitor Centres	
	Nov 18	One of a Kind Aboriginal Gifts for a Truly Special Christmas (2)	Consumers, Trade ATB Members, Assoc. Members, Visitor Centres	
	Nov 25	One of a Kind Aboriginal Gifts for a Truly Special Christmas (3)	Consumers, Trade ATB Members, Assoc. Members, Visitor Centres	
	Dec 13	Fremantle Art Mural Unveiling Save the Date	ATB Members, Assoc. Members, Stakeholders	
	Dec 16	School Holiday Specials Call out to Members	ATB Members	
	Dec 19	'Feastive' Greetings and News	All Members	
	Jan 09	Fremantle Mural Unveiling - save the date reminder	ATB Members, Assoc. Members, Stakeholders	
	Jan 10	School Holiday Activities for Kids - re-boost (digital) campaign topic	Consumers, Trade, Members Visitor Centres, Media	
	Jan 23	Winning Artwork Welcomes Visitors to Fremantle	Consumers, Trade, Members Visitor Centres, Media	
	Feb 14	Marketing News for Members	ATB Members, Assoc. Members Stakeholders	
	Mar 07	Easter Holidays campaign & callout for member activities	ATB Members Assoc. Members	
	May 08	Road Trips campaign	Consumers, Trade, Members Visitor Centres Media	
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	June 30, 2025

Deliverable 2k	KPI 3: Public relations and media familiarisation opportunities
Details	Working with TWA to realise PR and media famil opportunities, including the preparation of itineraries to showcase Aboriginal tourism product
Actual Achievement 	KPI Achieved With more than 50 Features (editorial, audio and film exposure) across an impressive spread of media platforms WAITOC has been working independently and in partnership with TWA and other industry partners to secure media coverage via the regular distribution of stories and topics and building/maintaining a broad range of media relationships. In addition, WAITOC members' direct involvement in trade and PR forums is fostering individual media relationships and opportunities. This is resulting in a wide range of high-quality exposure across a mixed range of powerful platforms: - Jul - Augusta MR Times - Koomal Dreaming, Josh Whiteland honoured with Individual Excellence in Aboriginal Tourism Award - Jul - NRMA - Authentic Aboriginal Tours in the West Kimberley with Mabu Buru featuring Johani Mamid - Jul - ABC News - Demand for Indigenous Tourism on the Rise - including interview with Kingfisher Tours - Aug - SBS Australia - TV & Online - The Impacts of First Nations Tourism - interview with Tourism Australia and focus on DAE Australia-wide products - Aug - National Indigenous Times - Eye-Catching Artwork Launched at Swan Valley Visitor Centre - Aug - Echo News - Welcome to Country Art Mural at Swan Valley Visitor Centre - Aug - National Indigenous Times - Aunty Dale Tilbrook - Going Strong after almost three decades in the business - Aug - ABC News - Bardi and Jawi Dampier Peninsula Aboriginal People have applied to Federal Government for support with land ownership - Aug - Have-a-Go News - It's great to see Indigenous Artworks become Integral parts of Visitor Experiences - Art Mural Launch in Swan Valley - Sep - Time Out - Online Travel Mag - The 15 Most Incredible Indigenous Experiences in Australia - Cover Feature - Oolin Sunday Island Tours - Oct - ABC TV - Tourists are spending more time on First Nations Cultural Experiences - interview with WAITOC CEO Robert Taylor - Oct - NITV/SBS Going Places with Ernie Dingo - Season Six. Ongoing exposure generated from the WAITOC partnership with NITV. The features are all available as SBS On Demand streams. The latest season showcased a range of WA locations including Murchison, Kununurra, Bungle Bungle, Fremantle, Dampier Peninsula - Oct - Western 4WD Magazine - 6-page feature Story - 'Where the Wild Things Are' Burrowing Bee Story with Wooramulla Eco Cultural Journeys (Carnarvon) Generated by a Media partnership with WAITOC. - Oct - The Times of India - Western Australians Woo Indians with Cricket, Wildlife, and Aboriginal Culture - featuring Josh Whiteland, Dale Tilbrook, Robert Taylor - Oct - Travel Age West - Breaking Travel News, Travel & Tour World, National Indigenous Times, Globe Trender, Travel Weekly, TTG Asia - Online Travel Trade News-Indigenous Tourism Set to Contribute \$67 Billion to Global Economy - WAITOC at WTTC - Nov - 5 Regional Newspapers in Germany - Feature Story "Straende, Perlen, Sandstein by Steven Hille. Including interviews/commentary from WAITOC members Robbie Dann, Rosanna Angus and Bec Sampi. Generated by TWA hosted media famil. - Nov - Qantas Magazine - Where to Next - Cover Story about Rosanna Angus' Women's Only special tour on the Dampier Peninsula - Nov - Australian Traveller - Print and Online Magazine - New First Nations Partnership, Featuring Oolin Sunday Island Tours - Dec - Western 4WD Magazine - feature Story - Esperance, Dabungool Cultural Experiences. Generated by a Media partnership with WAITOC. - Dec - National Indigenous Times (Author David Prestipino) - Record Demand Sees Seven New Members Join Indigenous Tourism Collective - DAE - Dec - TTG Asia - Online Travel Trade News - WTTC Forecasts Indigenous Tourism to Boost Global Economy - Featuring Robert Taylor.

Deliverable 2k

KPI 3: Public relations and media familiarisation opportunities (cont).

Actual Achievement

Jan - **Global Banking & Finance Review** - (Author Jessica Weisman-Pitts) WTTC - Australian Tourism Industry, a Beacon of Economic Growth in 2025 - incl. Indigenous Tourism and the JINA Plan

Jan - **National Indigenous Times** (Author David Prestipino) - Jamba Nyinayi Cultural Showpiece

Jan - **Landscape - Environmental News Mag** - Guest Column, Robert Taylor - WAITOC, and Aboriginal Tourism in WA

Jan - **Travel & Tour World, Time Out** - Australia Unveils WA as a Must Visit Destination for 2025. Incl. Sustainability and Aboriginal tourism (JINA)

Feb - **National Indigenous Times** - Indigenous tourism to drive \$4 billion event spend - TA announcement at Asia Pacific Incentives and Meetings event

Feb - **National Indigenous Times** - WAITOC pitch for \$40 million investment

Mar - **Broome Advertiser** - Labor pledges \$500,000 to Janyba Centre to support Kimberley Culture & the Arts

Mar - **National Indigenous Times** (Author David Prestipino) - Indigenous Tourism Investment Plea Following Sky High Boom - Funding Pitch to WA Government - Robert Taylor and Evan Hall

Mar - **WA Government** - EXA Aboriginal Business Pavilion in Perth

Mar - **National Indigenous Times** (Author David Prestipino) Indigenous Partners Drive Brewery to Full Capacity - Aboriginal co-ownership of Spinifex Brewery

Mar - **National Indigenous Times** (Author Giovanni Torre) - Indigenous Producers Land Major Boost from Screenwest - Noongar woman Brooke Collard

Mar - **ABC News** - (Reporter Emma Wynne), Broome Advertiser, National Indigenous Times - Kimberley Tourism Pioneer Sam Lovell honoured in Exhibition

Mar - **National Indigenous Times** - (Author David Prestipino) - First Nations Tourism Partnership - Robert Taylor appointed chair of National Indigenous Body

Mar - **Travel Weekly** - DAE Launches New Media Kit for travel Industry

Apr - **National Indigenous Times** (Author David Prestipino) Mirage News - Aboriginal Cultural Guides for the travel industry incl. statements from Rob Taylor and Evan Hall

Apr - **news.com.au** - 10 Best Ways to Explore the Kimberley (Author Fleur Bainger) Featuring Blak Tapas, Home Valley Station, Mabu Buru Tours

Apr - **National Indigenous Times** - Bushfoods Wildly Good for You and the Environment (Author Dianne Bortoletto) Featuring Robert Dann

May - **businessnews.com.au** (Author Kathy Skantkos) - Portrait of a Kimberley Pioneer - Sam Lovell

May - **The Guardian** (Newspaper) - Two Aboriginal Tours you'll never forget. Dabungool, Katter Kich

May - **The Guardian** - (TWA Sponsored) Walk with the World's Oldest Living Culture - Kurrah Mia, Koomal Dreaming

May - **The Guardian** - (TWA Sponsored) Spirit of the Kimberley, Aboriginal Tours That Connect you with the Country - Oolin, Mabu Buru, Bec Sampi

May - **news.com.au/escape.com.au** - (author Sarah Rei) - Top 10 First Nations Experiences around Australia. Ngurrangga Tours

May - **TTW** (Mag) - 5 Must See Indigenous Cultural Destinations - incl. Bull River Station Rock Art

May - **Travel Daily Media** (Mag) - (author Marla Marlpig) New DAE Indigenous Place-Based Travel Guide

Jun - **4WD Adventure TV Show** (7 Plus) - Marc Le Cras and the team feature Bunda Bunda Tours on the Dampier Peninsula - Series 5, Episode 19

Jun - **National Indigenous Times** - WAITOC welcomes Neville Poelina back to the Board

Jun - **Kalgoorlie Miner Newspaper** - (author Jessica Antoniou) New Aboriginal Art Attraction, created by Mudjar AC for Shire of Esperance

Jun - **The Kimberley Echo** - (author Sarah Crawford) Rebecca Sampi wins Award for Individual Excellence in Aboriginal Tourism

Jun - **Dept. of Creative Industries, Tourism & Sport** - WA Aboriginal Cultural Centre - design tender released

Original Planned Completion Date

Previous Status

Current Planned Completion Date

Actual Completed Date

June 30, 2025

June 30, 2025

June 30, 2025

Deliverable 2l	KPI 3: Provision of content, editorial and imagery input			
Details	Provision of Aboriginal-related content into TWA and RTO marketing materials, initiatives and relationship-building exercises Ensures authenticity, effectiveness, accuracy and increased participation			
Actual Achievement	KPI Achieved - Regular liaison with RTOs and Tourism WA to deliver product updates, exchange promotional opportunities and strengthen collaboration. - Updated Aboriginal Tourism content for each of the RTO Holiday Planners - Ongoing meetings with Tourism WA to jointly pursue a strengthened alignment of promotional opportunities, messages, target groups, and content - Regular liaison with the Tourism WA digital marketing team to update content, seek additional promotional opportunities and jointly pursue an increase and streamlined process for approval of authentic Aboriginal Tourism products in the ATDW and on the TWA website - Updated TWA PR content re. Aboriginal cultural experiences - Regular meetings with the TWA PR team - TWA corporate and consumer PR and marketing teams are subscribed to the WAITOC news releases and e-newsletters, which feature topics and content that are regularly distributed through TWA digital and media distribution channels - Ongoing liaison with the ATDW team to streamline/update WAITOC products in the Data Warehouse - A digital image library is currently under construction and scheduled to be launched by the end of the 2025-26 financial year.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	June 30, 2025

Deliverable 2m	KPI 3: Marketing & Trade Familiarisation Opportunities	
Details	Work with TWA on any famil opportunities relating to Aboriginal experiences.	
Actual Achievement	Travel trade famil frequency has declined in recent years - budgets are tight, and airline support (which historically has frequently delivered foc flights) has declined. WAITOC is targeting quality over quantity, along with a regional spread of locations and works closely with Tourism WA, Tourism Australia, and Regional Tourism Organisations on itineraries featuring members' Aboriginal cultural experiences. Despite these challenges, a substantial array of famils have been implemented, with a boost of trade visits generated by the G'Day Australia event in Perth:	
	Date	Experiences
	Group/Market	
	Jul	NZ Trade x 8
	Jul	UK Media x 1
	Aug	USA Media x 2
	Sep	WTTC Media x 6
	Oct	Oman Corp. X 2
	Oct	Trade Groups UK/Europe/NZ Canada UK/Europe UK/Europe/NZ USA Japan India
	Oct	WTTC Trade
	Oct	WTTC Media

Deliverable 2m	KPI 3: Marketing & Trade Familiarisation Opportunities (cont).			
Actual Achievement	Date	Group/Market	Experiences	
	Oct	France - Trade x 10	Koomal Dreaming, In Culture Tours	
	Oct	WTTC Media x 7	Dabungool	
	Nov	UK Media x 1	Wula Gura Nyinda, In Culture Tours	
	Feb	Trade x 5	Go Cultural	
	May	Japan Media x 8	Koomal Dreaming	
	Jun	Media x 2	Koomal Dreaming	
	Jun	NZ Trade x 6	Dale Tilbrook, Kimberley Cultural Adventures, Mabu Buru Tours, Borrgoron Coast to Creek	
	Jun	Media x 1	ATB Members Kingfisher, Waringarri Arts	
	Original Planned Completion Date		Previous Status	Current Planned Completion Date
June 30, 2025			June 30, 2025	June 30, 2025

Deliverable 2n	KPI 3: Cooperative Marketing Partnerships			
Details	Develop cooperative marketing partnerships with RTOs and mainstream regional tourism businesses to broaden the distribution and promotion of aboriginal tourism products.			
Actual Achievement	KPI Achieved WAITOC has secured cooperative partnerships with the following organisations: • All five RTOs - holiday planner contra/distribution/promotion • Tourism WA - distribution/promotion • A range of WA Vehicle Hire companies - map distribution/promotion • CIAWA - Caravan Industry Association WA - camping magazine contra/Perth Camping Show partnership/distribution/promotion of Aboriginal campgrounds and tours • Vanguard Press - distribution of WAITOC brochures + support with Visitor Centre promotions + WA 4W Driver Magazine partnership • DBCA - Dept. of Biodiversity, Conservation and Attractions - distribution/promotion of Aboriginal tours and campgrounds • VCAWA - Visitor Centre Association of WA - distribution/promotion of Aboriginal tours and experiences/racking of WAITOC maps/screening of digital promo films • RACWA - distribution/promotion of Aboriginal tours and experiences maps/editorials in Horizons Magazine + maps stocked at resorts and cultural tour info on the website • TCWA - Tourism Council Western Australia - contra membership/promotion of Aboriginal tours and experiences and award-winning members • Tourism Top End - distribution of WAITOC brochures and news • Broome Visitor Centre - promotion of Aboriginal tours and experiences • Perth Visitor Centre - distribution/promotion of Aboriginal tours and experiences + display window and promo video screening • WA Museum - Boola Bardip - distribution/promotion of Aboriginal tours and experiences - inclusion in guided tour visitor app. Partnership promo on WAITOC website/touring map/road trips campaign • Road Safety Commission - partnership on WAITOC Maps • A range of WA Tourism accommodation, tours and rental suppliers - Advertising and campaign inclusion (WAITOC Maps & promotion + ARDI brochure)			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30, 2025		June 30, 2025	June 30, 2025



OUR IMPACT



Deliverables 3
BUSINESS
SUPPORT

Membership	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Full ATB members	96	112	132	153	185	182
Free/Startup	34	45	53	49	13	7
Associate	82	84	87	154	127	115
TOTAL	212	241	272	356	325	304

Category	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Export Ready	15	17	12	26	16	19
Market Ready	71	81	102	110	163	135
Emerging	51	59	71	66	21	34
TOTAL	137	157	185	202	198	188

Membership Numbers

When the numbers were estimated for setting the KPI targets, there were potentially some ambitious predictions around extrapolating growth from previous years. These numbers have proved not feasible, due to a number of factors including:

- The financial capacity to start a tourism business continues to be difficult without capital, even given the support of the WAITOC programs.
- The focus of the business development team has been to work on sustainable, stronger businesses, rather than a focus of increasing numbers
- Some members have diversified their business offerings, either adding to their tourism product, or moving out of tourism into more lucrative income streams
- Conferences over past 2 years (World Indigenous Tourism Summit (WITS) and Australian Indigenous Tourism Conference (AITC) have had discounted rates for attendees if they are a WAITOC member which has inflated numbers as businesses outside the core intention have joined to secure the member rate. (While this incentive will continue in the future is won't be for new members).
- A dedicated membership officer has been identified as a need moving forward, to better service members and share the member value proposition. The current model of focus on product development is not supporting membership growth and retention. There is also a potential area of growth is in our Associate membership level, which are mainstream tourism businesses that sit alongside Aboriginal businesses and support the industry. This area is where we have seen a decline in membership payments where they aren't seeing value.

Readiness Categories

- The level in the Market Ready category has shown a decline, which is indicative of members in this space who have closed their businesses, merged, or diversified their offering.
- We are positive about the Emerging category, as the cycle of moving businesses from Emerging to Market Ready is one that takes time, usually a period of around 2 years, so there is a funnel we're working with.

Deliverable 3a	KPI 1: Emerging Aboriginal tourism operators			
Details	Working with no less than five (5) emerging tourism businesses to focus on business start-ups (separate from the work undertaken in the ATA).			
Actual Achievement	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2025	June 30 2025



Deliverable 3b	KPI 1: Market Ready Aboriginal tourism operators			
Details	Working with no less than ten (10) market-ready operators to become export-ready (separate from the work undertaken in the ATA). List ALL businesses worked with (not just the first 10)			
Actual Achievement	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2025	June 30 2025



Deliverable 3c	KPI 1: Export Ready Aboriginal tourism operators			
Details	Working with no less than five (5) export-ready operators to improve and maintain distribution channels and product delivery (separate from the work undertaken in the ATA). List ALL businesses worked with (not just the first 5).			
Actual Achievement	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2025	June 30 2025



Deliverable 3d	KPI 1: Nomination for operator inclusion in the TA DAE program			
Details	Nominate for TWA's consideration at least one (1) Aboriginal operator that meets the criteria to participate in Tourism Australia's (TA) Discover Aboriginal Experiences (DAE) collective.			
Actual Achievement	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025		June 30 2025	June 30 2025



Deliverable 3e	KPI 1: Program of activities for market-ready and export-ready operators			
Details	Creation of at least one (1) program of activities for multiple market and export-ready operators to improve product delivery			
Actual Achievement	Tour Guide Training Program in partnership with Ngurrangga			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2022	June 30, 2024	Completed	September 30 2024



Deliverable 3f	KPI 2: Leveraging and securing external funding			
Details	Securing not less than 10% of annual funding received under this agreement = min. of \$90,000 pa; total min. of \$540,000 for the term (ex GST).			
Actual Achievement	Completed in previous years reporting			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2024		June 30 2024	June 30 2024



OUR IMPACT



Deliverables 4

JINA PLAN ACTIVITIES

Deliverable 4a	CORE KPI: Development of an Export-Ready Aboriginal tourism industry					
Details	New details:					
Actual Achievement	Membership	2020/21	2021/22	2022/23	2023/24	2024/25
	ATB Full members	112	132	153	198	182
	Export Ready members	17	24	26	16	19
	Achievement comment	Changes to criteria of Export Ready has caused fluctuation during contract.				

Deliverable 4b	KPI 1: Jina Plan implementation resourcing			
Details	Employment of an Operations Manager & Marketing Assistant TWA contribution to salary not to exceed \$200,000 pa Outline of key responsibilities of positions			
Actual Achievement	Operations Manager & Marketing Assistant (2 x FTE) commenced on November 19 2021.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2022	June 30 2022	Completed	June 30 2022



Deliverable 4c	KPI 2: Jina Plan marketing activities - Aboriginal Art Welcomes			
Details	Identify, coordinate, and implement a minimum of 5 new Aboriginal Art Welcome installations in Visitor Centres / high-traffic locations—engagement of local artists.			
Actual Achievement	COMPLETED COMPLETED KPI Exceeded Visitor Centre interest exceeded resource and funding capacity. Murals have been launched in Perth, Mandurah, Swan Valley, Fremantle and Toodyay + WAITOC involvement in Perth and Broome airport murals. 2 additional visitor centre projects (Exmouth, Dwellingup) which could not be completed due to a change of Shire decision/approval during the implementation process. All Murals involved close cooperation with local TO groups, the promotion of young, emerging Aboriginal artists, + local Aboriginal bush food catering and live welcome to country performances at each of the launch functions. 1 - WA Visitor Centre, Perth - The first-ever mural - a stunning art piece titled 'Kambarang Dreaming', created by the local Whadjuk artist Rickesha Burdett, was installed on the ceiling at the entrance area of the WA Visitor Centre in Perth in July 2020. The unveiling by former Minister for Tourism Paul Papalia was accompanied by a live Welcome to Country and smoking ceremony by WAITOC member Walter McGuire, who operates a range of tours in Perth, King's Park and Rottnest Island under his business brand Go Cultural Aboriginal Tours & Experiences. There were 50 attendees (trade, corporate, media). 2 - Dwellingup Visitor Centre - Discussions with Dwellingup (planned to be the 2nd mural) and commencement of the creation of the artwork by WAITOC member Maitland Hill were later abandoned. Key challenges were a lack of funding contribution and complications surrounding the Shire's approval for the artwork. 3 - Mandurah Visitor Centre Art Mural - 'Welcome to Mandjoogoordap' - was unveiled in Dec. 2021 by Tourism Minister David Templeman. WAITOC secured a partnership with the Visit Mandurah Team, generating \$4,000 of incremental funding for the \$12,000 project. The stunning 7.9 x 5.7-metre mural, created by local Bindjareb artists Peta and Corey Ugle, covers the whole back wall of the centre. A 'live' welcome to Country was staged by Bindjareb elder Franklin Nannup with music, dance and didgeridoo by WAITOC member George Walley, who stages tours and school excursions in the region under his business brand Mandjoogoordap Dreaming. 60 guests (corporates, travel trade and media) attended. 4 - Swan Valley Visitor Centre - The stunning artwork mural, created by the young Pinjareb-Whadjuk artist Chloe Calyon, has now been installed. It was unveiled on 30 July 2024 at Guildford Town Hall by Minister David Templeman, with 75 guests in attendance. WAITOC member Stacey Goodall, (All Good Grub Catering) supplied a stunning bushfood grazing table, and bush spice infused refreshments were presented by John Gibbs (Spinifex Brewing). A smoking ceremony greeted guests on arrival, followed by a live Welcome to Country ceremony by Walter McGuire. 5 - Fremantle Visitor Centre - the chosen artwork has been approved, with installation now underway and a lunch planned for January 22, 2025. 6 - Perth & Broome Airport - a series of meetings were staged, and partnership liaison with Broome Airport and Yawuru Jarndu Aboriginal Corporation was established. The resulting stunning Airport Murals and welcome messages have been installed. 7 - Exmouth Visitor Centre - A series of meetings (live and virtual) were staged with Exmouth (Ningaloo) Visitor Centre, Exmouth High School and local custodian Hazel Walgar (Baiyungu Dreaming), followed by the coordination and creation of a Mural as a group project with the school children. Plans to install the Mural by early April in time for the Total Solar Eclipse were on track, however, due to a series of challenges surrounding the Shire approval of the artwork, this project has now been cancelled and will potentially be reviewed at a later date. 8 - Toodyay Visitor Centre - a series of meetings were staged to coordinate the installation of a mural aligned with the launch of a cultural trail through the town and beyond. Existing artwork by TO Sarah Miles, which features the 3 language groups that merge in Toodyay, was used to create this stunning Mural. The launch has been postponed as one of the trail attractions has been vandalised. As this KPI is complete, money left over from this deliverable, approx. \$20,000 will be diverted to an exciting new marketing campaign promoting Aboriginal Art trails across Western Australia. This was agreed in principle by TWA Aboriginal team.			
Original Planned Completion Date		Previous Status	Current Planned Completion Date	Actual Completed Date
June 30 2025		June 30 2025	June 30 2025	April 30, 2025

Deliverable 4d	KPI 2: Jina Plan marketing activities - Dampier Peninsula			
Details	Dedicated and extensive marketing campaign for 2021/22 and 2022/23 / 2023/24 / 2024/25 Drive visitation, awareness and education			
Actual Achievement	KPI On Track This project incorporates a brochure, website, and promotion for the ARDI group of operators on the Dampier Peninsula.			
	The brochure, a comprehensive 64-page Traveller's Guide featuring 23 Tour/Accommodation/campground operators, was published and launched in June/July 2022 - bulk dropped to visitor centres throughout the state, featured as a downloadable pdf on waitoc.com and racked at 23 info stands in Broome. It was so popular that display racks were doubled at each location! A second edition, featuring 26 Tour/Accommodation/Campground operators, was published and launched in March 2024. Due to its popularity, the print run was increased to 20,000. The brochure production for both editions was self-funded through partnership and advertising funding. The website content and design was aligned with the brochure. Launched in September 2022, it features comprehensive info, images and footage, and has the capacity to grow as new visuals and attractions become available. Special displays promoting ARDI at the WAITOC Camping Show stands in Perth was staged in March '23, and March '24, involving attendance of 6 ARDI members including artists, shell carvers and merchandise (market stall). Promotion of ARDI at the G'Day Australia (trade event) in Perth (October '24) was staged by ARDI representatives Kathleen Cox and Marika Lee-tong, who represented the region to 300 Aussie Specialist and direct-sell specialist tour operators from around the globe. A marketing campaign will be launched in the 2025-26 financial year.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2026	

Deliverable 4e	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Develop and maintain a Welcome to Country database, including but not limited to WAITOC members			
Actual Achievement	The WAITOC website features a dedicated page specifically designed to support this function.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	Completed	June 30 2024

Deliverable 4f	KPI 2: Jina Plan marketing activities - Welcome to Country database			
Details	Develop and implement a communication plan for the awareness and promotion of the Welcome to Country database, focusing on the corporate market.			
Actual Achievement	The promotion of Welcome to Country is integrated into WAITOC's general marketing initiatives and sustained through an 'Always On' social media strategy. See Deliverable 4g			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	Completed	June 30 2024

Deliverable 4g	KPI 2: Jina Plan Marketing Activities - Welcome to Country database			
Details	Development of the Welcome to Country database into an online bookable system.			
Actual Achievement	The promotion of Welcome to Country is integrated into WAITOC's general marketing initiatives and sustained through an 'Always On' social media strategy. As this KPI is complete, money earmarked for this deliverable was diverted from activity 4g^ to support WA operators attending AITC 2024 in October 2024 [\$60,000]. The remaining \$5,543 was relocated to top-up marketing activities for Welcome to Country promotion conducted by WAITOC. The re-purposing of funds was approved in principle with Tourism Western Australia in May 2024. 17 Western Australian delegates were supported to attend the Australian Indigenous Tourism Conference (AITC) 2024, held in Naarm/Melbourne. Funding was used to cover flights, accommodation, travel logistics, and full conference registration.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2025	June 30 2025

Deliverable 4h	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	Recruit a Regional ATA Coordinator. TWA Representative to be included on the panel.			
Actual Achievement	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	August 30 2022		Completed	

Deliverable 4i	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
Details	WAITOC to secure and/or obtain ownership of all program intellectual property as it relates to the delivery of the Aboriginal Tourism Academy			
Actual Achievement	Achieved, as WAITOC owns the IP.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025		Completed	June 30 2022

Deliverable 4j	KPI 3: Jina Plan Business Development - Aboriginal Tourism Accelerator			
Details	Select ATA participants using a panel comprised of WAITOC staff and board with TWA representation.			
Actual Achievement	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	Completed	July 2024

Deliverable 4k	KPI 3: Jina Plan Business Development - Aboriginal Tourism Academy			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025		Completed	June 30 2025

Deliverable 4l	KPI 3: Jina Plan Business Development - Event Capacity			
Details	Business development stream for a minimum of 5 organisations/operators focused on capacity building of Aboriginal event organisers as a visitor attraction.			
Actual Achievement	Some of the key events WAITOC has been involved in developing during 2024/25 include: • Beelya Cultural Tours - NAIDOC Launch Day in July 2024. • Koordak event in September 2024. • Additionally, WAITOC is collaborating with a group in Bunbury to develop a Noongar Music Festival and also provide input to various members and stakeholders regarding sponsorship and event planning logistics. • ARDI Festival. In conjunction with the local community, prepared an Event Business Plan • Bunura Breeze Festival. Prepared Event Business Plan. • NAIDOC Week event - attended committee meetings and provided planning input • Mabu Buru Festival - part of Shinju Matsuri Festival. • Designed Event Planning Template documents - including committee structures, financial planning and operational check sheet			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025		June 30 2025	

Deliverable 4m	KPI 3: Jina Plan Business Development - Aboriginal Art Centres			
Details	Business development stream for a minimum of 4 regionally based Aboriginal Art Centres to develop "Art with Custodians" bookable product.			
Actual Achievement	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2025	June 30 2025

Deliverable 4n	KPI 3: Jina Plan Business Development - Administration Hub			
Details	Design and develop an Administration Hub providing back-of-house administration services to Aboriginal tourism businesses • TWA to be engaged in planning, design and setup • Identification of services, delivery mode, structure • Implementation schedule • Outcomes			
Actual Achievement	The trial program reared completion in October 2022, and post-evaluation with operators across the state followed. The project structure was established in November 2022 (see below) and onboarding of the general member group commenced Nov/Dec 2022. WAITOC has designed a Business Support Hub to reduce the administrative load of our members' businesses at the front end (bookings) and back end (bookkeeping and administration). This enables members to focus on their core business and build the capacity to deliver higher quality and more diverse products to market. • Module 1: Bookkeeping • Understanding bookkeeping essentials & business obligations • Support connecting to accounting software (Xero) • Individual Xero training with experienced mentors • Assistance streamlining internal bookkeeping procedures • Module 2: Digital Reservation System • Guidance on 'best fit' digital reservation systems for your business • Financial & technical support onboarding a digital reservation system • Process redesign to direct bookings all online • Staff training & ongoing support managing the online digital reservation system			

Deliverable 4n	KPI 3: Jina Plan Business Development - Administration Hub (cont).			
Actual Achievement	• Module 3: Social Media & Marketing • Social Media Guidelines, training & support • Connect members to relevant marketing campaigns or opportunities • Assistance with brochures & website development • Module 4: Walking in the Tourism World • Building relationships with relevant stakeholders • Knowledge of regional, state & national tourism bodies • Connect the business to relevant tourism opportunities • Module 5: Admin Support • General admin support, i.e., emails, bookings, invoicing & phone calls • Update imagery & business details on all necessary channels Support Hub Pathway 1. Relationship Building 2. Engagement: Engage to understand visions & current challenges with the business' administrative procedures. 3. Identify: Identify limitations within administrative procedures, assess business capacity & highlight potential outcomes. 4. Streamline: Implement strategies according to a reasonable assessment of all potential changes & their impact. 5. Grow Capacity: Walk hand-in-hand to provide necessary support in understanding new administrative procedures. 6. Progression: Implement a succession plan to allow growth within the business. During the 2024/25 year, 28 Aboriginal Tourism Businesses were supported through the Business Hub.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2024	June 30 2025	June 30 2025

Deliverable 4o	KPI 3: Jina Plan Conferences - AITC 2022			
Details	Staging AITC in 2022 • East Coast-based event • TWA Silver sponsorship, an organisation committee representative • A minimum of 6 WA-based Aboriginal tourism operators supported attendance			
Actual Achievement	AITC 2022 was held in Cairns, Queensland, from 16-18 June 2022, attracting 300 delegates from across Australia and internationally. 6 WA Aboriginal Tourism businesses were funded to attend. WAITOC will be holding the 2024 AITC in Melbourne from 29-31 October 2024.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2022	June 30 2022	Completed	June 30 2022

Deliverable 4p	KPI 3: Jina Plan Conferences - AITC 2024/25			
Details	Staging AITC in 2024/25 • TWA Gold sponsorship, an organisation committee representative			
Actual Achievement	The AITC 2024 was held in Melbourne from 29-31 October 2024, attracting 345 delegates from across Australia and overseas. Although TWA was not a Gold Sponsor for the event in this instance, funding from the JINA initiative was redirected from the Welcome to Country database (see 4e) to support the attendance of WA operators. In addition, TWA was also recognised as a Delegate Sponsor for the event.			
	Original Planned Completion Date	Previous Status	Current Planned Completion Date	Actual Completed Date
	June 30 2025	June 30 2023	Completed	November 1 2024



WAITOC Programs - ATA

Aboriginal Tourism Accelerator

Bunda Bunda NJ Tag-Along Tours

Bunda Bunda NJ Tag-Along Tours offers a unique cultural adventure through one of the Kimberley's most striking landscapes. Founded and guided by Jaden and his family, Bunda Bunda NJ Tag-Along Tours invites visitors to travel from Broome to Carnot Bay along the west coast of the Dampier Peninsula, Country belonging to the Jabirr Jabirr and Ngumbarl Peoples.

Jaden's tour provides guests with a rare opportunity to connect deeply with the region's stories, landscapes, and people. Travelling in their own 4WDs, participants follow Jaden's convoy through 90 kilometres of bitumen, unsealed roads, sandy tracks, and marsh country, uncovering hidden gems along the way.

Each stop reveals a new layer of cultural and environmental significance, from freshwater springs and tidal resting pools to ancient shell middens and ochre-streaked cliffs that tell the stories of generations past. Working closely with his grandmother, community Elders, and immediate family, Jaden has curated a collection of stories that bring the journey to life. Guests learn about traditional fishing and mud-crabbing practices, the gathering of oysters and shellfish, and the cultural importance of each site. Along the way, visitors experience the rhythms of Country - its magnificent beauty, tranquillity, and power -culminating in a stunning Carnot Bay sunset that embodies the spirit of this remarkable coastal region.



While tag-along tours are a familiar concept, Bunda Bunda NJ's experience stands apart for its location and accessibility, being the only Aboriginal-led tag-along product within a short drive of Broome. It offers an adventure-filled 4WD guided experience while embracing the intimacy of cultural storytelling of the region's First Peoples.

The business officially launched its first touring season in May 2024, and the results exceeded expectations. Over the course of the inaugural season, 163 visitors participated in the tag-along experience, surpassing the original goal of 100 participants.

This strong uptake demonstrates the growing appetite for Aboriginal experiences that balance adventure with cultural depth.

Social media engagement has also been a key driver of growth. The business's online presence, anchored by the Bunda Bunda NJ website and its integrated booking platform has generated consistent interest and positive feedback from travellers.

The visual storytelling of Country, shared through engaging posts and visitor testimonials, continues to attract new audiences eager to explore the region with Traditional Owners.

With its commitment to cultural integrity and environmental care, Bunda Bunda NJ Tag-Along Tours continues to build momentum as a proud representative of Jabirr Jabirr and Ngumbarl Country. Through storytelling, family involvement, and community partnerships, Jaden and his team are not only offering unforgettable journeys but also paving the way for future generations to share their knowledge and Country with the world.



ATWA Programs

Aboriginal Tourism Accelerator

Aboriginal Tourism Accelerator

Dabungool Cultural Experiences

Set against the pristine coastline of Esperance, along Western Australia's southern coast, Dabungool Cultural Experiences offers unique and immersive tours that bring to life the stories, traditions, and deep connections of Aboriginal people to Country.

Set against the pristine coastlines and rugged coastal bushland of Esperance, Dabungool Cultural Experiences offers visitors a truly immersive way to connect with Country. Guided by Annie and her family, Dabungool Cultural Experiences offers visitors to Esperance to discover the natural beauty and cultural significance of Lake Monjingup, Hellfire Bay, and the Taananeditj Walk Trail.

These tours offers visitors a meaningful journey through time and place, with Annie and her family sharing knowledge of traditional bush foods and medicines, Dreaming stories, and local history intertwined with the land and sea. These experiences enable guests to walk in the footsteps of generations who have lived, cared for, and shared knowledge of this remarkable part of Western Australia.



Annie's storytelling reflects generations of cultural wisdom, understanding, respect, and appreciation for the Esperance region's rich Aboriginal heritage.

Over the past year, ATWA has provided support to help Dabungool strengthen its tourism industry presence and engagement, with the business attending major tourism events such as the Australian Tourism Exchange (ATE) and the New Zealand East Coast Roadshow, gaining valuable exposure and partnerships.

Dabungool has also taken part in regional networking events, helping the team connect with industry peers and potential trade partners.

Through ATWA's business capacity initiatives, Dabungool aims to strengthen its position as a community-driven, family-led Aboriginal tourism business, offering visitors a genuine opportunity to learn, connect, and experience culture on Country.



Marketing Snapshot

Website Performance

WAITOC's promotions continue to attract good visitor growth to waitoc.com

Home page views
↑11.3%
to 16,000

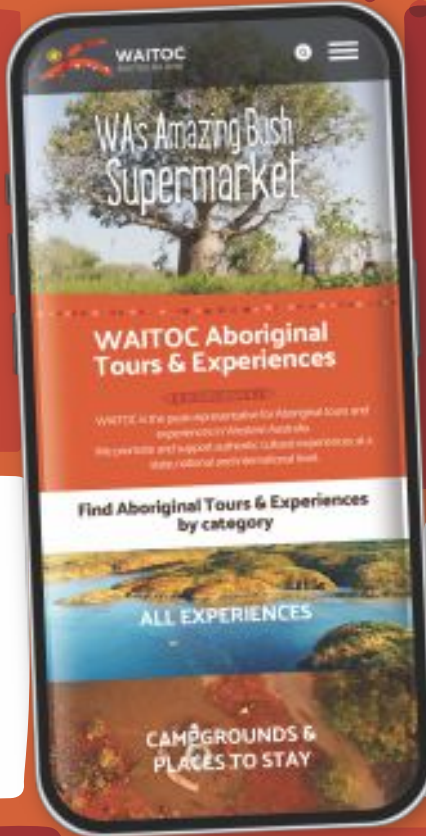
from Jul 24 - Jun 25
(compared to 2023/24)

Total Users
↑23.5%
from 36,000

compared to 2023/24

Average engagement
(time per active user)
↑54.4%
to 1 min 12 sec

from Jul 24 - Jun 25
(compared to 2023/24)



Total Users
48,000

Jul 24 - Jun 25

Average time
(per session)
↑38.68%

to 54 seconds

from Jul 24 - Jun 25
(compared to 2023/24)

Top pages visited

Cultural Experiences **5,000** page visits

School Holidays
2,600 page visits

Road Trips
2,500 page visits

Business Referrals

WAITOC's website includes direct links to member's websites, bookings and online shops.



10,629
outbound clicks to member websites

Jul 24 - Jun 25

Brochures

WAITOC's suite comprises 7 brochures, collectively showcasing 358 tours, campgrounds, art/cultural centres, festivals, and bushfood/medicine experiences. All are available as digital downloads on the WAITOC website.

97,289 brochures

distributed and racked
in visitor centres
Australia-wide



1,086

digital brochure
downloads

from Jul 24 - Jun 25



Educational Tours &
Youth Camps Brochure



ARDE Traveller's
Guide



Bushfood & Wildflower
Trails Brochure



WAITOC Digital Trade Manual



WAITOC Touring Map with
Aboriginal Tours & Experiences



WAITOC Trade Manual
for Cruise Industry



WAITOC Campgrounds
& Retreats Brochure

Newsletters and EDMs

17 Newsletters/EDMs

Total opened

15,534

1,887 Total clicks to member products

(60% Australia, 40% International)

Top performing EDM Campaigns

Christmas Gifts EDM

1,857

(393 clicks)

School Holidays EDM

1,700

(189 clicks)



Social Media

WAITOC's promotions continue to attract good visitor growth to waitoc.com

19,042

Active Facebook followers

↑10.1%

from Jul 24 - Jun 25

3,900

Instagram followers

↑19.6%

from Jul 24 - Jun 25

32,537

views across Instagram in the past 6 months

from Dec 24 - Jun 25

Digital Campaigns

WAITOC's campaigns generated

9,927

click-thrus to
campaign landing pages

All marketing activity Total Reach

2.3 million

All marketing activity
Total Engagement

207,895

All marketing activity
Total Clicks

45,240

Top performing Digital Campaigns

(based on cost per click)

School
Holiday
Fun

Wooramulla
Burrowing
Bees

Christmas
Bushfoods
Recipes

Travel Shows



16

Trade Shows
attended

(A record number for WAITOC)

95

WAITOC members
attended Trade Shows

(A record number for WAITOC)

956+

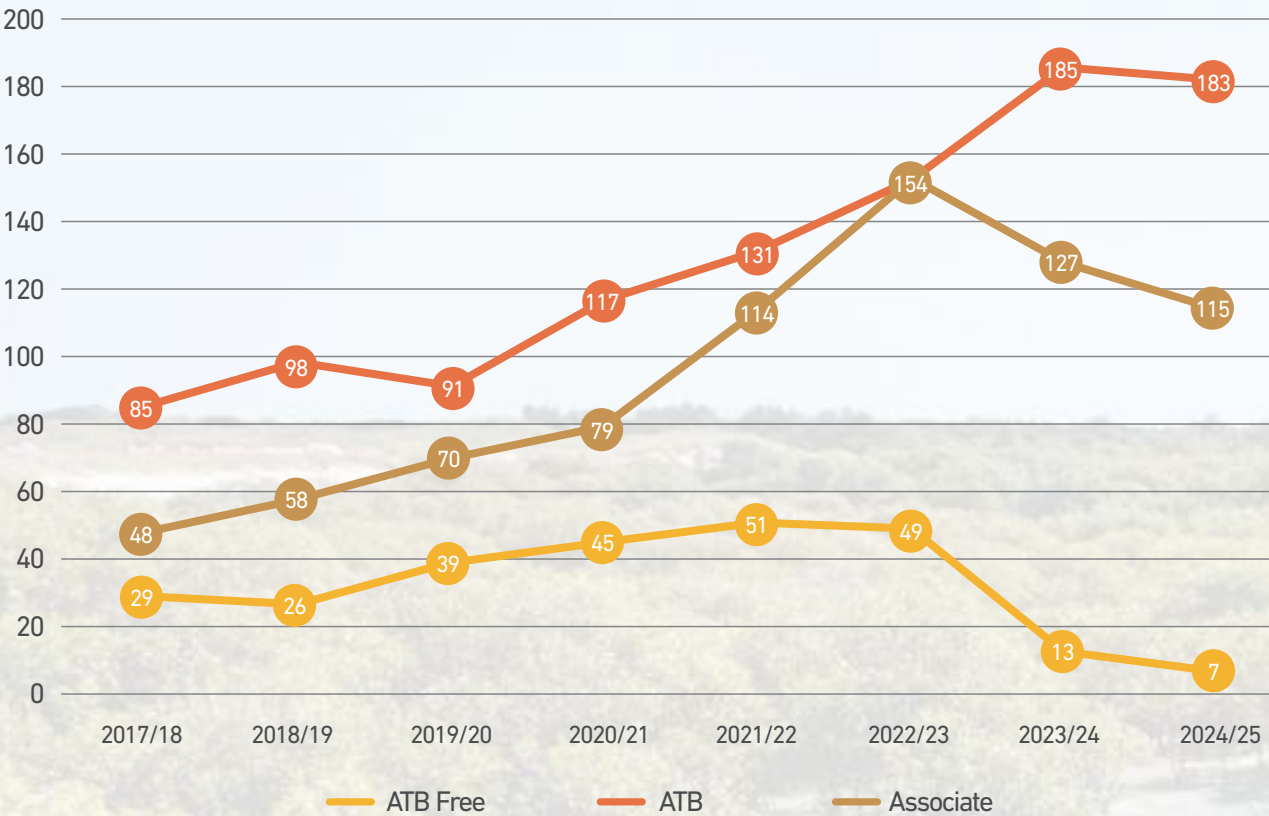
Comprehensive
Interactive Trade
Product Manuals

872

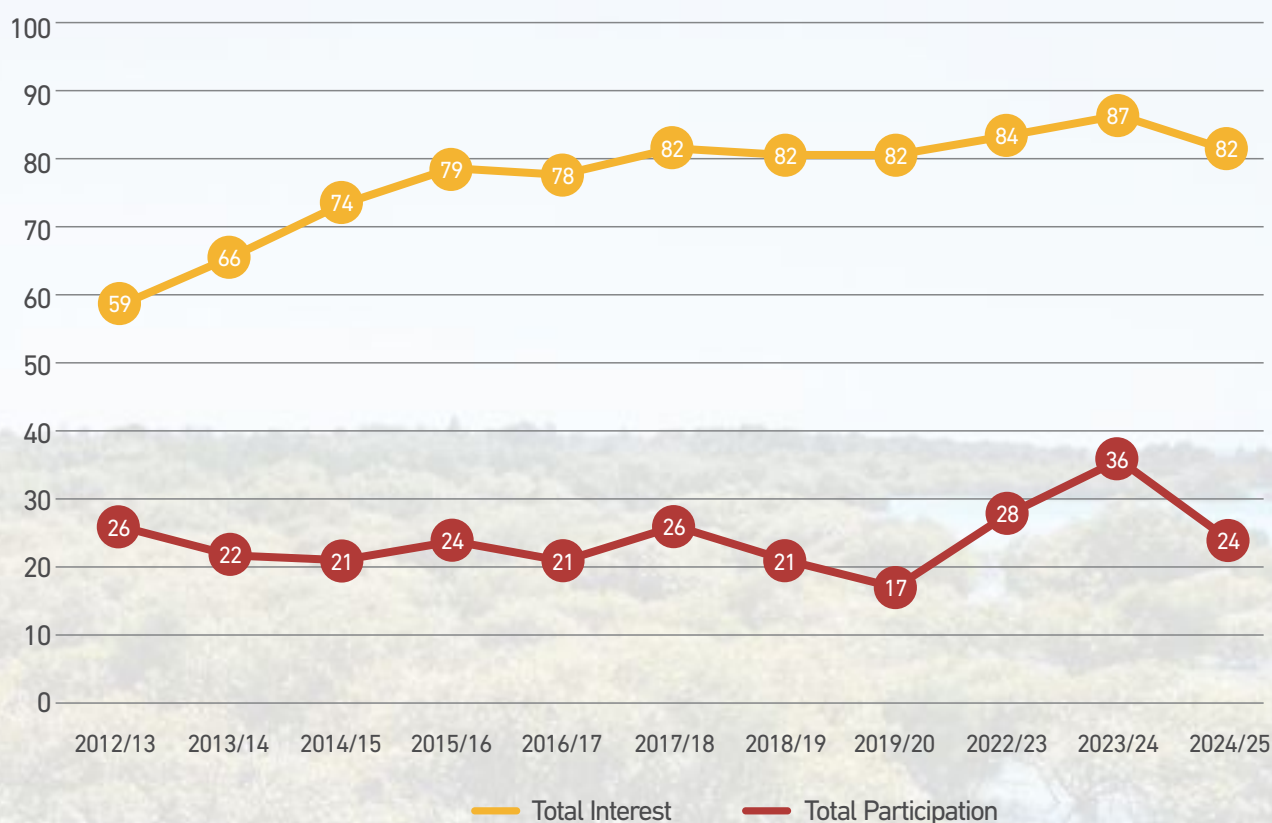
Meetings with
Domestic & Global
Trade Partners

MEMBERSHIP SUMMARY

Membership Statistics Comparisons



Interest in Aboriginal Tourism Versus Participation





WAITOC ASSOCIATION INC.

ABN 88 206 818 729

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2025



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WAITOC ASSOCIATION INCORPORATED

ABN 88 206 818 729

COMMITTEE REPORT FOR THE YEAR ENDED 30 JUNE 2025

The committee members submit the financial report of WAITOC Association Incorporated (Special Purpose) for the financial year ended 30 June 2025.

Committee Members

The names of each person who has been a committee member during the year and to the date of this report are:

Clinton Walker (ceased March 2025)
Neville Poelina (appointed May 2025)
Daniel Sweet
Rennée Turner
Leslie Wallam
Robyne Reynolds
Walter McGuire
Darren Capewell
Deborah Carr
Johani Mamid
Kerry-Ann Winmar

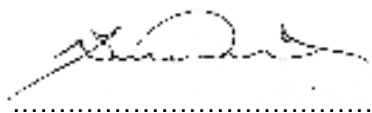
Principal Activities

The principal activity of WAITOC Association Incorporated (WAITOC) during the financial year was to support and promote Aboriginal entrepreneurship in the tourism industry. WAITOC provides advocacy, capacity building, and marketing to Aboriginal-owned tourism businesses across Western Australia.

Review of Operations

During the year, the Association continued to engage in its principal activity, the results of which are disclosed in the attached financial statements.

The net current year deficit of the Association for the financial year ended 30 June 2025 amounted to \$222,378 (2024: \$169,977 surplus).



Walter McGuire
Chair



Rennée Turner
FARM Chair

AUDITOR'S INDEPENDENCE DECLARATION TO THE DIRECTORS OF WAITOC ASSOCIATION INC

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2025 there have been:

- i. No contraventions of the auditor independence requirements as set out in *the Australian Charities and Not-for-profits Commission Act 2012*, in relation to the audit, and
- ii. No contraventions of any applicable code of professional conduct in relation to the audit.



SW Audit
Chartered Accountants



Matthew Hingeley
Partner

Perth
21 October 2025

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WAITOC ASSOCIATION INC.
STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
Revenue from ordinary activities	2	2,507,800	2,591,919
Other income	3	38,094	20,931
Total Income		2,545,894	2,612,850
Administration Expenses		(123,954)	(96,385)
Advertising		(36,663)	(31,307)
Bank Fees		(5,901)	(18,588)
Board Expenses and Travel		(136,265)	(81,352)
Other Travel and Meeting Expenses		(110,650)	(107,783)
Depreciation		(53,884)	(70,407)
Insurance		(18,327)	(20,197)
Marketing Expenses		(214,712)	(311,359)
Business Capacity Development		(948,184)	(816,022)
Trade Show Expenses		(90,838)	(10,169)
Printing and Stationery		(784)	(1,344)
Professional Fees		(29,361)	(25,000)
Employment Expenses		(827,675)	(835,965)
Website Maintenance		(35,574)	(16,995)
Project and Research Expenses		(135,502)	-
Total Expenses	4	(2,768,274)	(2,442,873)
Surplus/(Deficit) from Ordinary Activities Before Income Tax		(222,378)	169,977
Income Tax Expense		-	-
Net Surplus/(Deficit)		(222,378)	169,977
Other Comprehensive Income Net of Tax		-	-
Total Comprehensive Income/(Loss)		(222,378)	169,977

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2025

	Note	2025 \$	2024 \$
Current Assets			
Cash	5	422,365	211,372
Trade and other receivables	6	57,120	100,094
Receivables from ATWA		4,048	-
Financial Investment	7	-	600,000
Total Current Assets		483,533	911,466
Non-Current Assets			
Property, plant and equipment	8	161,649	215,532
Total Non-Current Assets		161,649	215,532
Total Assets		645,182	1,126,998
Current Liabilities			
Trade and other payables	9	15,243	88,293
Income in advance	10	20,000	180,000
Provisions for employees	11	76,137	77,887
Hire purchase – Motor Vehicle		42,619	60,227
Payable to ATWA		-	9,789
Total Current Liabilities		153,999	416,196
Non- Current Liabilities			
Provisions for employees	11	23,752	20,993
Total Current Liabilities		23,752	20,993
Total Liabilities		177,751	437,189
Net Assets		467,431	689,809
Equity			
Retained Surpluses		467,431	689,809
Total Equity		467,431	689,809

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2025

	Retained Surpluses	Total
	\$	\$
Opening balance 1 July 2023	519,832	519,832
Surplus for the year	169,977	169,977
Closing balance 30 June 2024	689,809	689,809
Deficit for the year	(222,378)	(222,378)
Closing balance 30 June 2025	467,431	467,431

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
Cash Flows from Operations Activities			
Receipts from Grants		2,386,726	2,381,336
Interest Received		38,094	20,931
Payments to Suppliers and Employees		(2,813,827)	(2,558,010)
Net Cash Provided by Operating Activities	12(b)	<u>(389,007)</u>	<u>(155,743)</u>
Cash Flows from Investing Activities			
Proceeds from/(Investment in) term deposit		600,000	(600,000)
Acquisition of Property Plant & Equipment		-	(11,890)
Net Cash Used in Investing activities		<u>600,000</u>	<u>(611,890)</u>
Increase in Cash Held		210,993	(767,634)
Cash at the Beginning of the Year		211,372	979,005
Cash at the End of the Year	12(a)	<u>422,365</u>	<u>211,372</u>

The accompanying notes form part of these financial statements.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

1. Statement of Material Accounting Policies

The financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act). The committee has determined that the Association is not a reporting entity as the users of the financial statements are able to obtain additional information to meet their needs.

The principal activity of the association is the provision of support and promotion of Aboriginal tourism in Western Australia by providing strategic guidance, resources, and advocacy to enhance the visibility, sustainability, and growth of Indigenous tourism experiences across the state.

The report has been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Australian Charities and Not-for-profits Commission Act 2012* and the material accounting policy information disclosed below:

AASB 101	Presentation of Financial Statements
AASB 107	Cash Flow Statements
AASB 108	Accounting Policies, Changes in Accounting Estimates and Errors
AASB 1031	Materiality
AASB 1054	Australian Additional Disclosures

No other applicable Accounting Standards, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accruals basis and is based on historical costs. It does not take into account changing money values, or except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

The following is a summary of the material accounting policies adopted by the Association in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

Going Concern Basis of Financial Statement Preparation

The financial report has been prepared on a going concern basis, which assumes continuity of normal activities of the association and the realisation of assets and the settlement of liabilities in the ordinary course of business. Having presented the outlook to the board, the members/ directors of the association are satisfied that the association has adequate resources to continue in operational existence for the foreseeable future, to justify adopting the going concern basis in preparing these financial statements.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

1. Statement of Material Accounting Policies (continued)

(a) Employee Benefits

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits expected to be settled within one year have been measured at their nominal amount. Other employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

Contributions are made by the Association to an employee superannuation fund and are charged as expenses when incurred.

(b) Economic Dependency

The Association is dependent upon funding from Tourism WA to conduct its current activities. Should this funding not be made available to the Association in the future, the Association may not be able to continue to conduct current activities.

(c) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of expense. Receivables and payables in the balance sheet are shown inclusive of GST.

(d) Income Tax

The Association is exempt for Income Tax under section 50-5 of the Income Tax Assessment Act 1997.

(e) Plant and equipment

Each class of plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses. The depreciable amount of all fixed assets is depreciated over their estimated useful lives commencing from the time the asset is held ready for use. Purchases which are directly related to projects are expensed under each project as per the requirement of each funding partner. The following rates of depreciation have been applied on a straight line and on a diminishing value basis:

Plant and equipment	25%
Motor vehicles	25%

The carrying amount of plant and equipment is reviewed annually by the board to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of expected net cash flows that will be received from the assets employment and subsequent disposal: the expected net cash flows have been discounted to their present values in determining recoverable amounts.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

1. Statement of Material Accounting Policies (continued)

(f) Revenue and Other Income

The Association is first required to determine whether amounts received are accounted for as Revenue per AASB 15: Revenue from Contracts with Customers or Income per AASB 1058: Income of Not-for-Profit Entities.

Funding arrangements which are enforceable and contain sufficiently specific performance obligations are recognised as revenue under AASB 15. Otherwise, such arrangements are accounted for under AASB 1058, where upon initial recognition of an asset, the Association is required to consider whether any other financial statement elements should be recognised (eg, financial liabilities representing repayable amounts), with any difference being recognised immediately in profit or loss as income.

Operating Grants, Donations and Bequests

When the Association received operating grant revenue, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Association:

- identifies each performance obligation relating to the grant
- recognises a contract liability for its obligations under the agreement
- recognises revenue as it satisfies its performance obligations.

Where the contract is not enforceable or does not have sufficiently specific performance obligations, the Association:

- recognises the asset received in accordance with the recognition requirements of other applicable accounting standards
- recognises related amounts (being contributions by owners, lease liability, financial instruments, provisions); and
- recognises income immediately in profit or loss as the difference between the initial carrying amount of the asset and the related amount.

Interest Income

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

(g) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

(h) Unspent grants

Grant income is brought to account as revenue in the year in which it is expended. To the extent that such grants remain unexpended at the yearend they are carried forward to future accounting periods.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

(i) Leases

At inception of a contract, the Association assesses if the contract contains, or is, a lease. If there is a lease present, a right-of-use asset and a corresponding lease liability is recognised by the Association where the Association is a lessee. However, all contracts that are classified as short-term leases (i.e a lease with a remaining lease term of 12 months or less) and leases of low-value assets are recognised as an operating expense on a straight-line basis over the term of the lease.

Initially, the lease liability is measured at the present value of the lease payments still to be paid at commencement date. The lease payments are discounted at the interest rate implicit in the lease. If this rate cannot be readily determined, the Association uses the incremental borrowing rate.

Lease payments included in the measurement of the lease liability are as follows:

- fixed lease payments less any lease incentives;
- variable lease payments that depend on an index or rate, initially measured using the index or rate at the commencement date;
- the amount expected to be payable by the lessee under residual value guarantees;
- the exercise price of purchase options, if the lessee is reasonably certain to exercise the options; and
- payments of penalties for terminating the lease if the lease term reflects the exercise of an option to terminate the lease.

The right-of-use assets comprise the initial measurement of the corresponding lease liability as mentioned above, any lease payments made at or before the commencement date, as well as any initial direct costs. The subsequent measurements of the right-of-use assets is at cost less accumulated depreciation and impairment losses.

Right-of-use assets are depreciated over the lease term or useful life of the underlying asset, whichever is the shortest. Where a lease transfers ownership of the underlying asset or the cost of the right-of-use asset reflects that the Association anticipates to exercise a purchase option, the specific asset is depreciated over the useful life of the underlying asset.

(i) Comparatives

Where necessary, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

	2025	2024
	\$	\$
2 Revenue		
Membership Fees	10,109	24,306
Service Fees	941	4,585
Sponsorship (Conference and Other)	292,745	154,468
Grant Income	2,205,005	2,332,060
Marketing Activity Income	(1,000)	76,500
	2,507,800	2,591,919
3 Other Income		
Bank Interest	21,682	20,931
Paid Parental Leave	16,412	-
	38,094	20,931
4 Surplus Before Income Tax		
The net profit is arrived at after charging the following specific items:		
Depreciation	53,844	70,407
Auditors' Remuneration	7,500	7,000
5 Cash		
Cheque Account	19,118	423
ANZ – Online Saver account	224,031	135,599
Other bank and card accounts	79,217	75,350
Term Deposit	100,000	-
	422,365	211,372
6 Trade and other receivables		
Trade Debtors	47,133	83,522
Deposits Paid	2,740	2,851
Other Receivable	7,247	13,721
	57,120	100,094
7 Financial Investment		
Term Deposit	-	600,000
	-	600,000

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

	2025	2024
	\$	\$
8 Property, plant and equipment		
Plant and Equipment at Cost	27,146	27,146
Accumulated Depreciation	(22,340)	(20,738)
Total Plant and Equipment	4,807	6,408
Motor vehicle at cost	303,125	303,125
Accumulated depreciation	(146,282)	(94,001)
Total Motor vehicle	156,842	209,124
Website at Cost	28,180	28,180
Accumulated Depreciation	(28,180)	(28,180)
Total Website	-	-
Total Property, plant, and equipment	161,649	215,532
9 Trade and other payables		
Trade Creditors	9,553	77,471
GST Payable/(Receivable)	(1,780)	1,341
Super Payable	7,268	6,148
Other payable	184	3,333
	15,243	88,293
10 Income in advance		
Income in Advance	20,000	180,000
	20,000	180,000
11 Provisions for employees		
Current		
Provision for Annual Leave	52,680	56,636
Provision for Long Service Leave	23,458	21,251
	76,137	77,887
Non-Current		
Provision for Long Service Leave	23,752	20,993
	23,752	20,993

These liabilities represent WAITOC Association Inc's obligations to which the employee has a current legal entitlement.

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

		2025 \$	2024 \$
12 Cash Flow Information			
(a) Reconciliation of Cash			
Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:			
Cash at Bank	5	<u>422,365</u>	<u>211,372</u>
(b) Reconciliation of Profit after tax to net cash from operating activities			
Net current year (deficit)/surplus		(222,378)	169,977
Adjusted for:			
- Depreciation		53,884	70,407
Changes in assets & liabilities			
- Decrease/(Increase) in trade and other receivables		38,926	(53,981)
- (Decrease) in trade and other payables		(100,448)	(131,850)
- (Decrease) in deferred revenue		(160,000)	(150,000)
- Increase/(Decrease) in provisions		1,009	(60,296)
Cash flows provided by operating activities		<u>(389,007)</u>	<u>(155,743)</u>

WAITOC ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

13 Events After the Reporting Period

There has not been any other matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the Association, the results of those operations, or the state of affairs of the Association in subsequent financial periods.

14 Association details

The principal place of business for the Association is:
58 Duncraig Rd, Applecross
Western Australia 6153



WAITOC ASSOCIATION INCORPORATED
ABN 88 206 818 729

STATEMENT BY MEMBERS OF THE BOARD

The board have determined that the association is not a reporting entity

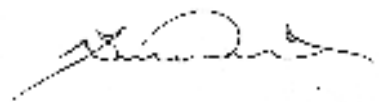
The board have determined that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

The board declares that the financial report as set out on pages 5 to 16:

1. Presents fairly the financial position of WAITOC Association Inc. as at 30 June 2025 and its performance for the period ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that WAITOC Association Inc. will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:

Dated this day 21 October 2025



Walter McGuire
Chair



Rennee Turner
FARM Chair

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WAITOC ASSOCIATION INC

Opinion

We have audited the financial report of WAITOC Association Inc (the Association) which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, and the declaration by those charged with governance.

In our opinion, the accompanying financial report of WAITOC Association Inc is in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- giving a true and fair view of the Association's financial position as at 30 June 2025 and of its financial performance for the year then ended, and
- complying with Australian Accounting Standards to the extent described in Notes and Division 60 of the Australian Charities and Not-for-profits Commission Regulations 2022.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* and the ethical requirements of the Accounting Professional & Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Notes to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the Association's financial reporting responsibilities under the *Australian Charities and Not-for-profits Commission Act 2012*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

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Responsibilities of Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation of the financial report that gives a true and fair view and has determined that the basis of preparation described in Notes to the financial report is appropriate to meet the requirements of the *Australian Charities and Not-for-profits Commission Act 2012*, and Division 60 of the Australian Charities and Not-for-profit Commission Regulations 2022 and is appropriate to meet the needs of the members. Management's responsibility also includes such internal control as the management determines is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

SW

SW Audit
Chartered Accountants



Matthew Hingeley
Partner

Perth
21 October 2025



ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED

ABN 54 654 825 975

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2025



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ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED

ABN 54 654 825 975

DIRECTORS' REPORT FOR THE YEAR ENDED 30 JUNE 2025

The directors present this report on the Entity for the financial year ended 30 June 2025. In order to comply with the provisions of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act), the directors report as follows:

Directors

The names of each person who has been a director during the year and to the date of this report are:

Clinton Walker (ceased March 2025)
Neville Poelina (appointed May 2025)
Daniel Sweet
Rennee Turner
Leslie Wallam
Robyne Reynolds
Walter McGuire
Darren Capewell
Deborah Carr
Johani Mamid
Kerry-Ann Winmar

The Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

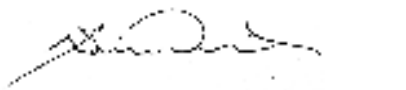
Principal Activities

The principal activity of Aboriginal Tourism Western Australia (ATWA) during the financial year was to support and promote Aboriginal entrepreneurship in the tourism industry. ATWA provides advocacy, capacity building, and marketing to Aboriginal-owned tourism businesses across Western Australia.

Review of Operations

During the year, the Entity continued to engage in its principal activity, the results of which are disclosed in the attached financial statements.

The net current year surplus of the Entity for the financial year ended 30 June 2025 amounted to \$350,736 (2024: \$522,256).



Walter McGuire
Chair



Darren Capewell
Vice Chair

AUDITOR'S INDEPENDENCE DECLARATION TO THE DIRECTORS OF ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2025 there have been:

- i. No contraventions of the auditor independence requirements as set out in *the Australian Charities and Not-for-profits Commission Act 2012*, in relation to the audit, and
- ii. No contraventions of any applicable code of professional conduct in relation to the audit.



SW Audit
Chartered Accountants



Matthew Hingeley
Partner

Perth, 27 October 2025

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ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
Grants	2	1,714,730	1,557,190
Donations received	3	3,229	109,400
Interest received		7,335	8,436
Other Income	4	<u>247,628</u>	<u>223,970</u>
Total Income		<u>1,972,922</u>	<u>1,898,996</u>
Administration Expenses		(23,098)	(26,625)
Bank Fees		(628)	(275)
Board Travel and Meeting		(2,180)	(1,243)
Travel and Meeting Expenses		(79,014)	(61,851)
Insurance		(11,479)	(6,178)
Business Capacity and Other Expenses		(121,015)	(221,644)
Printing and Stationery		(1,029)	(117)
Professional Fees		(3,632)	(3,995)
Employment Expenses		(886,324)	(810,825)
Project Expenses		(461,560)	(200,656)
Website Maintenance		(6,520)	(6,726)
Depreciation		<u>(25,707)</u>	<u>(36,595)</u>
Total Expenses	5	<u>(1,622,186)</u>	<u>(1,376,740)</u>
Surplus from Ordinary Activities Before Income Tax		350,736	522,256
Income Tax Expense		-	-
Net Surplus		<u>350,736</u>	<u>522,256</u>
Other Comprehensive Income Net of Tax		-	-
Total Comprehensive Surplus		<u>350,736</u>	<u>522,256</u>

The accompanying notes form part of these financial statements.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2025

	Note	2025 \$	2024 \$
Current Assets			
Cash	6	1,302,821	1,567,242
Trade and other receivables	8	11,105	21,476
Receivable from WAITOC		-	9,789
Total Current Assets		<u>1,321,496</u>	<u>1,598,507</u>
Non-Current Assets			
Property, plant and equipment	9	61,737	87,845
Small Loans Program	7	22,259	-
Total Non-Current Assets		<u>83,996</u>	<u>87,845</u>
Total Asset		<u>1,405,492</u>	<u>1,686,352</u>
Current Liabilities			
Trade and other payables	10	47,442	85,228
Other liabilities		7,299	4,780
Payable to WAITOC		4,048	-
Deferred Income	11	-	623,228
Provisions	12	119,501	105,310
Total Current Liabilities		<u>178,290</u>	<u>818,546</u>
Non-Current Liabilities			
Provisions	12	20,441	11,781
Total Non-Current Liabilities		<u>20,441</u>	<u>11,781</u>
Total Liabilities		<u>198,731</u>	<u>818,546</u>
Net Assets		<u>1,206,761</u>	<u>856,025</u>
Equity			
Retained Surpluses		1,206,761	856,025
Total Equity		<u>1,206,761</u>	<u>856,025</u>

The accompanying notes form part of these financial statements.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2025

	Retained Surpluses	Total
	\$	\$
Opening balance 1 July 2023	333,769	333,769
Surplus for the year	522,256	522,256
Closing balance 30 June 2024	856,025	856,025
Surplus for the year	350,736	350,736
Closing balance 30 June 2025	1,206,761	1,206,761

The accompanying notes form part of these financial statements.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
Cash Flows from Operating Activities			
Receipts from Grants		1,091,502	1,493,552
Donations Received		3,229	109,400
Receipts from Management Fees		222,996	222,000
Receipts from Other Income		37,222	(7,819)
Interest Received		(14,924)	8,436
Payments to Suppliers and Employees		(1,604,847)	(1,148,750)
Net Cash Provided by Operating Activities	13	<u>(264,822)</u>	<u>676,819</u>
Cash Flows from Investing Activities			
Acquisition of Property Plant & Equipment		400	(17,678)
Net Cash Used in Investing activities		<u>400</u>	<u>(17,678)</u>
Increase/(decrease) in Cash Held		(264,422)	659,141
Cash at the Beginning of the Year		1,567,242	908,101
Cash at the End of the Year	6	<u>1,302,821</u>	<u>1,567,242</u>

The accompanying notes form part of these financial statements.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

1. Statement of Material Accounting Policies

The financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act). The committee has determined that the Association is not a reporting entity as the users of the financial statements are able to obtain additional information to meet their needs.

The principal activity of the association is the provision of support and promotion of Aboriginal tourism in Western Australia by providing strategic guidance, resources, and advocacy to enhance the visibility, sustainability, and growth of Indigenous tourism experiences across the state.

The report has been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Australian Charities and Not-for-profits Commission Act 2012* and the material accounting policy information disclosed below:

AASB 101	Presentation of Financial Statements
AASB 107	Cash Flow Statements
AASB 108	Accounting Policies, Changes in Accounting Estimates and Errors
AASB 1031	Materiality
AASB 1054	Australian Additional Disclosures

No other applicable Accounting Standards, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accruals basis and is based on historical costs. It does not take into account changing money values, or except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

The following is a summary of the material accounting policies adopted by the Association in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

Going Concern Basis of Financial Statement Preparation

The financial report has been prepared on a going concern basis, which assumes continuity of normal activities of the association and the realisation of assets and the settlement of liabilities in the ordinary course of business. Having presented the outlook to the board, the members/ directors of the association are satisfied that the association has adequate resources to continue in operational existence for the foreseeable future, to justify adopting the going concern basis in preparing these financial statements.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

1. Statement of Material Accounting Policies (continued)

(a) Employee Benefits

Provision is made for the Company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits expected to be settled within one year have been measured at their nominal amount. Other employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

Contributions are made by the Company to an employee superannuation fund and are charged as expenses when incurred.

(b) Economic Dependency

The Company is dependent upon funding from donors to conduct its current activities. Should this funding not be made available to the Company in the future, the Company may not be able to continue to conduct current activities.

(c) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of expense. Receivables and payables in the balance sheet are shown inclusive of GST.

(d) Income Tax

The Company is exempt for Income Tax under section 50-5 of the Income Tax Assessment Act 1997.

(e) Plant and equipment

Each class of plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses. The depreciable amount of all fixed assets is depreciated over their estimated useful lives commencing from the time the asset is held ready for use. Purchases which are directly related to projects are expensed under each project as per the requirement of each funding partner. The following rates of depreciation have been applied on a straight line and on a diminishing value basis:

Plant and equipment	25%
Motor vehicles	25%
Computer Equipment	50%

The carrying amount of plant and equipment is reviewed annually by the board to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of expected net cash flows that will be received from the assets employment and subsequent disposal: the expected net cash flows have been discounted to their present values in determining recoverable amounts.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

1. Statement of Material Accounting Policies (continued)

(f) Revenue and Other Income

The Association is first required to determine whether amounts received are accounted for as Revenue per AASB 15: Revenue from Contracts with Customers or Income per AASB 1058: Income of Not-for-Profit Entities.

Funding arrangements which are enforceable and contain sufficiently specific performance obligations are recognised as revenue under AASB 15. Otherwise, such arrangements are accounted for under AASB 1058, where upon initial recognition of an asset, the Association is required to consider whether any other financial statement elements should be recognised (eg, financial liabilities representing repayable amounts), with any difference being recognised immediately in profit or loss as income.

Operating Grants, Donations and Bequests

When the Association received operating grant revenue, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Association:

- identifies each performance obligation relating to the grant
- recognises a contract liability for its obligations under the agreement
- recognises revenue as it satisfies its performance obligations.

Where the contract is not enforceable or does not have sufficiently specific performance obligations, the Association:

- recognises the asset received in accordance with the recognition requirements of other applicable accounting standards
- recognises related amounts (being contributions by owners, lease liability, financial instruments, provisions); and
- recognises income immediately in profit or loss as the difference between the initial carrying amount of the asset and the related amount.

Interest Income

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

(g) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

(h) Unspent grants

Grant income is brought to account as revenue in the year in which it is expended. To the extent that such grants remain unexpended at the year end they are carried forward to future accounting periods.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

(i) Leases

At inception of a contract, the Company assesses if the contract contains or is a lease. If there is a lease present, a right-of-use asset and a corresponding lease liability is recognised by the Company where the Company is a lessee. However, all contracts that are classified as short-term leases (i.e. a lease with a remaining lease term of 12 months or less) and leases of low-value assets are recognised as an operating expense on a straight-line basis over the term of the lease.

Initially, the lease liability is measured at the present value of the lease payments still to be paid at commencement date. The lease payments are discounted at the interest rate implicit in the lease. If this rate cannot be readily determined, the Company uses the incremental borrowing rate.

Lease payments included in the measurement of the lease liability are as follows:

- fixed lease payments less any lease incentives;
- variable lease payments that depend on an index or rate, initially measured using the index or rate at the commencement date;
- the amount expected to be payable by the lessee under residual value guarantees;
- the exercise price of purchase options, if the lessee is reasonably certain to exercise the options; and
- payments of penalties for terminating the lease if the lease term reflects the exercise of an option to terminate the lease.

The right-of-use assets comprise the initial measurement of the corresponding lease liability as mentioned above, any lease payments made at or before the commencement date, as well as any initial direct costs. The subsequent measurements of the right-of-use assets is at cost less accumulated depreciation and impairment losses.

Right-of-use assets are depreciated over the lease term or useful life of the underlying asset, whichever is the shortest. Where a lease transfers ownership of the underlying asset or the cost of the right-of-use asset reflects that the Company anticipates exercising a purchase option, the specific asset is depreciated over the useful life of the underlying asset.

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

		2025	2024
		\$	\$
2	Revenue		
	Lotterywest grant income	585,317	762,237
	Grant income – FN Tourism Development	1,129,413	794,953
		<u>1,714,730</u>	<u>1,557,190</u>
3	Donation		
	Website	229	-
	Other Donations	3,000	109,400
		<u>3,229</u>	<u>109,400</u>
4	Other Income		
	Management Fees	222,996	222,000
	Other Income	24,632	1,970
		<u>247,628</u>	<u>223,970</u>
5	Surplus Before Income Tax		
	The net profit is arrived at after charging the following specific items:		
	Depreciation	25,707	36,595
	Auditors' Remuneration	<u>5,500</u>	<u>4,850</u>
6	Cash		
	Cheque Account	687,688	958,934
	Term Deposit	615,133	608,308
		<u>1,302,821</u>	<u>1,567,242</u>

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

7 Small Loans Program

Business loans receivable	22,259	-
	22,259	-

During the year-ended 30 June 2025, ATWA issued three loans to member companies in accordance with the KPIs stipulated in their key funding agreement.

8 Trade and other receivables

Trade Debtors	10,844	21,476
GST Receivable	261	-
ATO Refund	7,571	-
	11,105	21,476

9 Property, plant and equipment

Computer equipment at cost	25,505	25,905
Accumulated Depreciation	(18,415)	(10,924)
	7,090	14,981

Furniture and fixtures at cost	1,931	1,931
Accumulated Depreciation	(872)	(519)
	1,059	1,412

Motor vehicle at cost	96,604	96,604
Accumulated Depreciation	(43,015)	(25,152)
	53,588	71,452

	61,737	87,845
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10 Trade and other payables

Trade Creditors	18,976	12,652
Superannuation payable	7,201	3,070
GST Payable	-	815
ATO Owed	7,021	59,528
Other Payables	-	(938)
Accrued Wages Payable	14,244	10,101
	47,442	85,228

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

11 Deferred income

	Capacity and Capability Development Funding	Employment and Business Growth Funding	Data Capability	Total
Balance brought forward – 30 June 2024	211,580	311,648	100,000	623,228
Grant receipts during the year	269,000	237,186	30,000	536,186
Recognised to income during the year	480,580	548,834	130,000	1,159,414
Balance as at 30 June 2025	-	-	-	-

12 Provisions

Current

Annual Leave	87,890	77,033
Long Service Leave	31,611	28,277
	119,501	105,310

Non-Current

Long Service Leave	20,441	11,781
	139,942	117,091

13 Reconciliation of surplus for the year to net cash flows from operating activities

Surplus for the year	350,736	522,256
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Non-cash items

Depreciation expense	25,707	36,595
----------------------	--------	--------

Changes in assets and liabilities

(Increase) in trade and other receivables	(9,669)	(27,474)
(Decrease)/Increase in trade and other payables	(31,219)	74,304
(Decrease) in deferred revenue	(623,228)	(45,953)
Increase in provisions	22,851	117,091
	(264,822)	676,819

ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

14 Events After the Reporting Period

There has not been any other matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the Company, the results of those operations, or the state of affairs of the Company in subsequent financial periods.

15 Company details

The principal place of business for the Company is:
58 Duncraig Rd, Applecross
Western Australia 6153

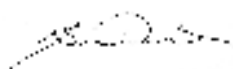
ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED

Directors Declaration

In accordance with a resolution of the directors of Aboriginal Tourism Western Australia Ltd (ACNC Non-Reporting) Limited, the directors of the Registered Entity declare that, in the directors' opinion:

1. The financial statements and notes, as set out on page 5 - 16, satisfy the requirements of the *Australian Charities and Not-for-profits Commission Act 2012* and:
 - a. comply with Australian Accounting Standards applicable to the Entity; and
 - b. give a true and fair view of the financial position of the Registered Entity as at 30 June 2025 and of its performance for the year ended on that date.
2. There are reasonable grounds to believe that the Registered Entity will be able to pay its debts as and when they become due and payable.

This declaration is signed in accordance with subsection 60.15(2) of the *Australian Charities and Not-for-profits Commission Regulation 2013*.



Walter McGuire (Chair)

Dated this 27 October 2025



Darren Capewell (Vice Chair)

Dated this 27 October 2025

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF ABORIGINAL TOURISM WESTERN AUSTRALIA LIMITED

Opinion

We have audited the financial report of Aboriginal Tourism Western Australia Limited (the Association) which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, and the declaration by those charged with governance.

In our opinion, the accompanying financial report of Aboriginal Tourism Western Australia Limited is in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- giving a true and fair view of the Association's financial position as at 30 June 2025 and of its financial performance for the year then ended, and
- complying with Australian Accounting Standards to the extent described in Notes and Division 60 of the Australian Charities and Not-for-profits Commission Regulations 2022.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* and the ethical requirements of the Accounting Professional & Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Notes to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the Association's financial reporting responsibilities under the *Australian Charities and Not-for-profits Commission Act 2012*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

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Responsibilities of Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation of the financial report that gives a true and fair view and has determined that the basis of preparation described in Notes to the financial report is appropriate to meet the requirements of the *Australian Charities and Not-for-profits Commission Act 2012*, and Division 60 of the Australian Charities and Not-for-profit Commission Regulations 2022 and is appropriate to meet the needs of the members. Management's responsibility also includes such internal control as the management determines is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



SW Audit
Chartered Accountants



Matthew Hingeley
Partner

Perth, 27 October 2025



CONTACT INFORMATION



If you have any questions about this Report or want to know more about our services, contact WAITOC's CEO using the following contact details:

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ceo@waitoc.com

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