

JINA

WESTERN AUSTRALIAN ABORIGINAL
TOURISM ACTION PLAN 2026-2030



GOVERNMENT OF
WESTERN AUSTRALIA



ACKNOWLEDGEMENT OF COUNTRY

The Government of Western Australia acknowledges and pays respect to the Aboriginal peoples throughout Western Australia, and their continued connection to their Country, community and culture.

Jina / Tjina / Djina / Djena

Multiple languages, one overarching meaning – foot or feet. It can also relate to tracks, pathways and discoveries. Discovery of our future, our pathways, our potential. Discovery of our Country, one foot at a time.

For the purpose of this document and for the ease of reading, the following references are made:

Jina 2021-2025 OR Jina Plan 2021-2025 refers to the inaugural Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025.

Jina 2026-2030 OR Jina Plan 2026-2030 refers to the next chapter of the Jina: Western Australian Aboriginal Tourism Action Plan for implementation from 2026 to 2030.

Aboriginal people are advised that this document may contain images of people who are deceased.



The Jina: Western Australian Aboriginal Tourism Action Plan is a whole-of-government initiative, with Tourism Western Australia as the lead agency.

This page: Mabu Buru Tours, Broome | Rubibi
Front cover: Lombadina Campground, Camping with Custodians

Design by Nani Creative nani.com.au





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FOREWORD - HON ROGER COOK MLA

PREMIER OF WESTERN AUSTRALIA



The Western Australian Government is proud to continue supporting Aboriginal tourism in Western Australia through the Jina Western Australian Aboriginal Tourism Action Plan 2026-2030 (Jina Plan 2026-2030).

Western Australia's 60,000 years of Aboriginal culture is something to be celebrated, and tourism provides a great opportunity for Aboriginal people to share their history and connection to Country with locals and visitors alike.

Following the success of the first Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025 (Jina Plan 2021-2025), I am pleased to launch the next chapter of this strategic vision and further strengthen our Aboriginal tourism sector over the next four years.

Jina Plan 2026-2030 outlines how we can leverage the strong foundation created through the previous plan and reach new levels of success in terms of positioning Western Australia as the first-choice destination for Aboriginal cultural tourism.

A highlight of the first Jina Plan 2021-2025 was the successful expansion of our Camping with Custodians network, an Australian first initiative of community-owned campgrounds on Aboriginal lands that provides a chance for Aboriginal peoples to live and work on Country and showcase their local culture.

Through the delivery of Jina Plan 2026-2030, my Government is committed to supporting a wave of Aboriginal tourism businesses and creating more jobs and economic prosperity for Aboriginal communities.

I look forward to working together with industry and the Western Australian Indigenous Tourism Operators Council to implement Jina Plan 2026-2030 and cement Western Australia's reputation as the premier Aboriginal tourism destination in Australia by empowering and promoting our Aboriginal tourism operators.

A blue ink signature of Hon Roger Cook MLA, written in a cursive style.

HON ROGER COOK MLA
PREMIER





FOREWORD - HON REECE WHITBY MLA MINISTER FOR TOURISM



As the Minister for Tourism, I am proud to launch the next iteration of the Jina Western Australian Aboriginal Tourism Action Plan 2026-2030 (Jina Plan 2026-2030) and further grow our rich, diverse and authentic Aboriginal tourism industry.

Four years on from the launch of the first Aboriginal tourism action plan, it is clear that visitors to our state remain eager to immerse themselves in Aboriginal experiences and learn more about the oldest continuous living culture on earth.

Tourism Western Australia (Tourism WA) Visitor Experiences and Expectations Research (VEER) shows that interest and participation in Aboriginal tourism continues to resonate strongly, with more than four in five visitors (82 per cent) saying they would be interested in experiencing Aboriginal tourism in Western Australia, and 24 per cent of visitors participating in an Aboriginal tourism experience in 2024-2025.

These results show strong momentum, and we will continue to leverage and grow this interest through the delivery of the next chapter of the Jina Plan, which sets out 40 actions to further develop Aboriginal tourism in Western Australia over the next four years.

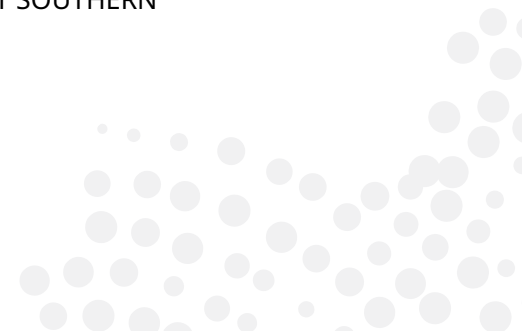
Developed by Tourism WA in partnership with the Western Australian Indigenous Tourism Operators Council, Jina Plan 2026-2030 builds on the successful outcomes of the original plan, including spotlighting Western Australia as the premier destination for authentic Aboriginal tourism and developing new cultural experiences.

Jina Plan 2026-2030 also focuses on growing capacity for Aboriginal people's participation in the tourism industry, building on the existing \$55.1 million in Gross State Product and more than 500 full-time jobs Western Australian Aboriginal tourism businesses already support.

I am confident the wide-ranging initiatives outlined in Jina Plan 2026-2030 will help grow these numbers even further and empower Aboriginal people to continue to share their culture, land and history with locals and visitors alike.

A blue ink signature of Hon Reece Whitby MLA.

HON REECE WHITBY MLA
MINISTER FOR POLICE; ROAD SAFETY;
TOURISM; GREAT SOUTHERN



A JOURNEY OF DISCOVERY

FORGING PATHWAYS FOR THE FUTURE 2021-2025

Launched on 5 May 2021, the Jina: Western Australian Aboriginal Tourism Action Plan 2021–2025 (Jina Plan 2021-2025) unveiled a transformative vision to make Western Australia the premier authentic Aboriginal tourism destination in Australia.

In the wake of the COVID-19 pandemic, which severely challenged the Aboriginal tourism sector, the inaugural plan has been instrumental in helping businesses recover and achieve long-term sustainability.

Jina Plan 2021-2025 stemmed from a whole-of-government approach to grow economic, employment and social outcomes for Aboriginal peoples and communities through tourism. Developed by a cross-government working group led by Tourism Western Australia (Tourism WA), in consultation with the Western Australian Indigenous Tourism Operators Council (WAITOC), the plan encompassed 69 action items across government.

These were outlined under three pillars: positioning Western Australia as the premier destination for Aboriginal tourism experiences; building the capacity for more Aboriginal people to enter the tourism sector; and facilitating the development of authentic Aboriginal experiences. New investment was secured for Jina Plan 2021-2025 initiatives, including the highly successful Aboriginal Ranger Program (ARP), and Tourism WA secured a \$20 million budget boost over four years to implement a range of new projects.

This strategic initiative aligned with the Western Australian Government's broader commitment to Closing the Gap by fostering opportunities for Aboriginal people within the tourism industry. Through targeted actions, Jina Plan 2021-2025 aimed to create jobs, boost prosperity, instil pride, preserve cultural heritage and enable Aboriginal families to remain connected to their Country.

Jina means “discoveries by foot” — discovery of our future, our pathways, and our potential. As we move forward, the next chapter of the Jina Plan will be pivotal in shaping a resilient and vibrant Aboriginal tourism sector in Western Australia.

A ROAD MAP FOR SUCCESS

In a rich culture dating back more than 60,000 years, Jina Plan 2021-2025 is a mere moment in time. However, its impact has been significant in helping the sector to navigate the challenging pandemic years and rebound. The success of the inaugural plan is evident in the retention and growth of some 150 active Aboriginal tourism businesses across the state.

The World Indigenous Tourism Summit, held in Perth / Boorloo in March 2023, provided a global stage to showcase the plan's achievements thus far to more than 650 delegates from 21 countries, including Aboriginal tourism operators, academics and government agencies from around the world. The overwhelmingly positive reception reaffirmed the widespread admiration for the plan's accomplishments and the Western Australian Government's commitment to supporting Aboriginal tourism initiatives.

The innovative campaigns, activations and public welcome art funded through Jina Plan 2021-2025 have clearly created greater awareness of cultural tourism offerings. In addition, Jina Plan programs focused on building the inventory of quality experiences have created more Aboriginal tourism experiences in more places, resulting in higher visitor participation.



**JINA: WESTERN AUSTRALIAN
ABORIGINAL TOURISM ACTION PLAN
2021-2025**

WESTERN AUSTRALIA'S ABORIGINAL TOURISM SNAPSHOT

📍 ROEBUCK BAY, BROOME | YAWURU NAGULAGUN

INTEREST AND PARTICIPATION

Visitor interest in an Aboriginal activity or experience continued to far outweigh participation, which indicates a clear opportunity to capitalise on the increased interest in Aboriginal tourism.

Tourism WA's research shows that four in five (82%) of visitors would be interested in experiencing Aboriginal tourism in Western Australia if it were easily accessible. However, participation levels remain relatively low, with just a quarter (24%) of visitors actually having an Aboriginal tourism experience in WA in 2024-2025.¹

82%
of visitors interested in
Aboriginal tourism¹

24% UP FROM 17% IN 2019-20¹
of visitors participated
in Aboriginal tourism¹

ECONOMIC IMPACT

In 2023-2024, Aboriginal tourism businesses in Western Australia contributed:

\$55.1
MILLION
to the Gross State
Product²

↑ 25.3%
+ \$11.1 M
from 2021-22²

\$31.3
MILLION
in wages and salaries
to WA employees²

↑ 25.4%
+ \$6.3 M
from 2021-22²

In 2023-2024, Aboriginal tourism businesses in Western Australia created or supported:

514
full-time equivalent
(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 AND 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 among Aboriginal people, promoting belonging.

CULTURAL AWARENESS AND 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

89%
intend to grow their
business³

84%
intend to employ new
staff in the next 2 years³

DISCOVER ABORIGINAL EXPERIENCES PROGRAM

As of 2024, Western Australia has 13 operators in Tourism Australia's Discover Aboriginal Experiences (DAE) program, compared to seven 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=401 visitors to/within Western Australia, 2024-2025.

2 | ACIL Allen, *Economic Contribution of the Aboriginal Tourism Industry in Western Australia*, 2023-2024.

3 | Metrix Consulting, *The Value of Aboriginal Tourism in WA*, 2023-2024.

Historical 2021-2022 economic impact figures have been updated, aligning the methodology and assumptions with enhancements made in the 2023-2024 study.

Revised 2021-2022 figures: \$44 million to the Gross State Product, \$25 million in wages and salaries to WA employees and 460 FTE jobs.

Image provided by Narlijia Experiences.

JINA PLAN 2021-2025 KEY ACHIEVEMENTS



KINGFISHER TOURS

♀ PURNULULU NATIONAL PARK, THE KIMBERLEY

POSITIONING WESTERN AUSTRALIA AS THE PREMIER ABORIGINAL TOURISM DESTINATION

New Aboriginal-inspired Walking on a Dream tourism brand launched nationally and internationally in September 2022

Dual naming of places in Tourism WA promotional publications

43 traditional language name changes supported for park and recreation sites on land managed by the Department of Biodiversity, Conservation and Attractions (DBCA)

655 delegates from 21 countries attended the 2023 World Indigenous Tourism Summit in Perth / Boorloo

300 delegates attended the 2022 Australian Indigenous Tourism Conference (AITC) in Cairns / Gimuy and 350 delegates attended the 2024 AITC in Melbourne / Naarm

7 Gateway Welcome and Acknowledgement of Country signage and art projects

EverNow, Perth's flagship Aboriginal-inspired event held in 2023 and 2024

5 Aboriginal art installations placed in key visitor centres throughout WA, including Perth, Mandurah / Mandjoogoordap, Toodyay, Swan Valley and Fremantle / Walyalup

Aboriginal artist produced an 80m mural for the FIFA Women's World Cup 2023™

Native Threads fashion event held during the 2023 Australian Institute of Aboriginal and Torres Strait Islander (AIATSIS) Summit in Perth, featuring 7 WA Aboriginal fashion designers and 16 local First Nations models to an audience of 300 people

2 Noongar-inspired installations and Noongar interpretive signage supported at Lightscape in Kings Park and Botanic Gardens / Kaarta Koomba in 2024

15 Aboriginal events supported in the Regional Aboriginal Events Scheme for 2023-2024 and 2024-2025, with 5 regional Aboriginal event holders supported through the Western Australian Indigenous Tourism Operators Council's (WAITOC) Event Capacity Building Program

15 export-ready Aboriginal tourism operators supported to attend a range of national and international trade events, including Australia Tourism Exchange (ATE), Tourism Australia Marketplace and G'Day Australia

BUILDING THE CAPACITY FOR ABORIGINAL PEOPLE TO ENTER THE TOURISM SECTOR

23 Aboriginal training programs held in eight regional locations and Perth / Boorloo with over 380 Aboriginal participants completing training and 155 job placements

Up to 45 businesses supported annually through WAITOC's Business Hub Program

Up to 50 Aboriginal businesses supported annually through WAITOC's Aboriginal Tourism Academy (business development) program, of which 12 are funded through Jina

8 Aboriginal operators presented as part of Tourism WA's 'Journey Through the Dream State' – a Western Australian Aboriginal Tourism Showcase in Melbourne, Sydney and Auckland in 2024

30 formal joint management agreements in place for managing WA's parks with Aboriginal traditional custodians, including 21 agreements negotiated under the Plan for Our Parks initiative

DBCA ran 5 rounds of the Aboriginal Ranger Program (ARP) - \$74.3 million was allocated to 77 Aboriginal ranger projects, including 17 with a focus on delivering tourism products and services within their programs

FACILITATING THE DEVELOPMENT OF AUTHENTIC ABORIGINAL CULTURAL EXPERIENCES

208 Nyumbi dance performances delivered in the exterior city room of the WA Museum Boola Bardip within the Perth Cultural Precinct, providing a weekly free of charge experience to visitors and delivered by a rotation of 10 Aboriginal dance groups

24 cultural performances of 'Woola Walyalup' for cruise ship visitors during the 2023-24 and 2024-25 cruise seasons in Fremantle / Walyalup

15 Aboriginal cultural activations at Yagan Square and 10 Aboriginal cultural activations held in Perth metro hotels, including music, artist-in-residence programs, bush food dinners and art workshops

New cultural tourism event, Jamba Nyinayi Festival, held at Cardabia Station (near Coral Bay), in 2023, 2024 and 2025

7 Camping with Custodians campgrounds launched since June 2016; Djarindjin (June 2022) and Lombadina (April 2024), and two more due to be launched in 2026

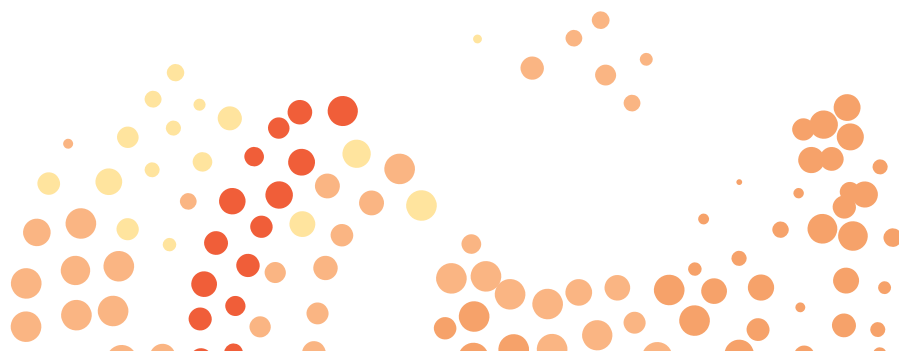
20 Aboriginal operators licensed to run tours in WA's national, marine and conservation parks and reserves

4 successful Revealed exhibitions and art markets held at the Fremantle Art Centre, with the 2025 event showcasing 85 artists, 47 participating for the first time

Aboriginal Cultural Experiences Posters dispatched quarterly to hotel concierges, highlighting more than 100 Aboriginal cultural events in the metro area

Exhibitions featuring WA Aboriginal artists toured regional art galleries supported by the Regional Exhibition Touring Boost

Discover the Dreaming cultural talks delivered by Traditional Owners in Kalbarri and Wellington National Parks



JINA PLAN 2026-2030: THE JOURNEY CONTINUES

BUILDING ON OUR SUCCESS

This next chapter of the Jina Plan journey amplifies the successful and innovative programs incubated in Jina Plan 2021-2025 and introduces new projects that will deliver the vision to make Western Australia the premier authentic destination for Aboriginal tourism. It will leverage the incredible momentum generated over the four foundation years to build capacity for new tourism experiences and events, and bring to reality the aspirations and dreams of Aboriginal people and communities.

Jina Plan 2026-2030 will expand on achievements and learnings, commit to enabling Aboriginal empowerment and support the sustainable growth of Aboriginal businesses. At its heart is the mission to respectfully empower and promote WA's Aboriginal tourism sector in a way that benefits Aboriginal people economically, socially and culturally.

Jina Plan 2026-2030 embraces the Larrakia Declaration's guiding principles and will deliver initiatives through three key pillars:

1. Position Western Australia as the first-choice destination for Aboriginal cultural tourism
2. Build capacity for Aboriginal peoples' participation in tourism
3. Facilitate the development of Aboriginal tourism experiences.

Jina Plan 2026-2030 features 40 actions within the pillars that will be delivered across four years in collaboration with major partner WAITOC and other partnering agencies.

VISION

**WESTERN AUSTRALIA IS THE
PREMIER ABORIGINAL TOURISM
DESTINATION IN AUSTRALIA**

MISSION

**To respectfully empower and promote WA's
Aboriginal tourism sector and for Aboriginal
people to benefit economically, socially and
culturally from the WA tourism industry.**

OBJECTIVES

**Position WA as
the first-choice
destination
for Aboriginal
cultural tourism**

**Build capacity
for Aboriginal
peoples'
participation
in tourism**

**Facilitate the
development
of Aboriginal
tourism
experiences**

**CULTURE AT THE HEART
OF ALL ACTIONS**



MESSAGE FROM OUR MAJOR PARTNER

WESTERN AUSTRALIAN INDIGENOUS TOURISM OPERATORS COUNCIL (WAITOC)



As we embark on the next phase of Aboriginal tourism in Western Australia, I am proud to introduce the Jina Plan 2026-2030, a pivotal roadmap for our vibrant sector's continued growth and success. The last decade has been a testament to the resilience, innovation, and deep cultural richness that Aboriginal tourism brings to our economy and the heart of Western Australia's story.

Jina Plan 2021-2025 has already set a strong foundation, with more than 55 new Aboriginal businesses established and over 175 full-time equivalent jobs created through our collective efforts. This momentum is reflected in the increasing interest from visitors, with 24% now participating in Aboriginal tourism experiences, a leap from the 17% we saw just a few years ago. The desire to learn about and engage with the world's oldest living cultures is at an all-time high, with 82% of visitors to Western Australia expressing their wish to connect with our communities, stories and land.

Jina Plan 2026-2030 focuses on deepening this engagement, fostering new opportunities for Aboriginal entrepreneurs, and ensuring our cultural heritage remains strong, respected and accessible.

By expanding our support for emerging and existing businesses, creating pathways for youth and future leaders, and driving investment through key partnerships, we aim to cement Aboriginal tourism as a cornerstone of Western Australia's identity.

This journey is only possible through the continued collaboration of the government, the tourism industry, and our dedicated Aboriginal business owners and operators. I am confident that by working together, we will meet the growing demand and exceed expectations, creating a lasting and positive impact for all Western Australians.

Together, we will build a future in which Aboriginal tourism thrives and leads the way in cultural tourism experience globally.

I look forward to what we will achieve together in the years ahead.

A handwritten signature in black ink, appearing to read 'Robert Taylor'.

ROBERT TAYLOR
CHIEF EXECUTIVE OFFICER
WAITOC





SOUTHERN CROSS CULTURAL TOURS AT LULLUMB
♀ DAMPIER PENINSULA, THE KIMBERLEY



BUSINESS SUPPORT HUB PROGRAM

The **Business Support Hub Program** was a new initiative of the inaugural Jina Plan designed to provide support to brand new and near new Aboriginal tourism businesses. The Hub focuses on key areas of business operations and administration to assist the operators to run efficiently and sustainably. This includes online booking capacity, current website and images, social media and marketing training and provision of bookkeeping advice. This program has worked with between 30 and 45 businesses each year, making it easier to find and book Aboriginal cultural experiences.

ABORIGINAL TOURISM ACADEMY

The **Aboriginal Tourism Academy (ATA)** was an existing WAITOC program boosted through Jina Plan 2021-2025 designed to create experiences that drive visitation, extend stay and move WA towards the vision of being Australia's premier destination for cultural tourism. Jina funding assisted with 12 businesses participating in the ATA per year providing assistance, primarily to operators in the Kimberley, such as business and risk management plans, attendance at key conferences, updated imagery for marketing, professional signage and ensuring appropriate licences are in place. The WA Government's investment into this program attracted philanthropic funding for WAITOC to expand the program into other regions including Albany / Kinjarling and Geraldton / Jambinu. The ATA has been important in providing support to 'export ready' businesses maintain their prominent level of delivery.



PARTNERS

Jina Plan 2021-2025 set the direction for Aboriginal tourism to develop and grow, with collaborative partnerships key to its success. Jina Plan 2026-2030 will expand on those achievements and learnings, with a commitment to enabling Aboriginal empowerment and supporting the sustainable growth of Aboriginal businesses, as well as building capacity, creating jobs and ensuring cultural conservation for future generations.

Jina Plan 2026-2030 integrates with broader government strategies, including the National Agreement on Closing the Gap, the WA Aboriginal Empowerment Strategy 2021-2029, WA Visitor Economy Strategy 2033 and The Re-Imagined Visitor Economy Strategy (THRIVE) 2030.

Specifically, Tourism WA's State Government partners in the delivery of Jina: Western Australian Aboriginal Tourism Action Plan 2026-2030 are:

- Department of Creative Industries, Tourism and Sport (CITS)
- Department of Biodiversity, Conservation and Attractions (DBCA)
 - Rottnest Island Authority
- Department of Planning, Lands and Heritage (DPLH)
 - Aboriginal Heritage
- Department of the Premier and Cabinet (DPC)
 - Aboriginal Engagement Directorate
- Department of Primary Industries and Regional Development (DPIRD)
- Department of Training and Workforce Development (DTWD)
- Department of Transport and Major Infrastructure (DTMI)

Tourism WA established a Strategic Planning Group (cross-government and WAITOC) to coordinate the development of the next chapter in the Jina journey, by revisiting the inaugural plan's successes, vision, objectives, pillars and actions, as well as to devise new actions.

Jina Plan 2026-2030 acknowledges the strong partnership between the Western Australian Government and WAITOC. Other organisations that will play a role in supporting the implementation of the new plan include:

- Indigenous Business Australia (IBA)
- Indigenous Land and Sea Corporation (ILSC)
- National Indigenous Australians Agency (NIAA)
- Business Events Perth
- Tourism Australia
- Tourism Council Western Australia
- Regional Development Commissions
- Western Australian Regional Tourism Organisations
 - Australia's Coral Coast
 - Australia's Golden Outback
 - Australia's North West
 - Australia's South West
 - Destination Perth.

KOOMAL DREAMING

♀ YALLINGUP, MARGARET RIVER REGION



JINA PLAN
2026-2030
ACTIONS

A. POSITION WESTERN AUSTRALIA AS THE FIRST-CHOICE DESTINATION FOR ABORIGINAL CULTURAL TOURISM

1. To support industry leadership in the Aboriginal tourism sector

- i. Tourism WA will continue to support WAITOC as the peak industry body representing Aboriginal tourism businesses, delivering demand and supply initiatives to the state's Aboriginal tourism sector.
- ii. Tourism WA will undertake research on the impact of the Aboriginal tourism sector in Western Australia.
- iii. WAITOC, with financial support from Tourism WA, will coordinate, manage and deliver the biennial Australian Indigenous Tourism Conference.

2. To highlight and promote WA's authentic Aboriginal cultural tourism experiences

- i. Tourism WA will promote the state's Aboriginal cultural experiences through its core marketing activities and global campaigns.
- ii. WAITOC and Tourism WA will continue to facilitate opportunities that increase visibility of Aboriginal tourism experiences within core visitor markets.
- iii. Tourism WA, working with WAITOC, will grow the inventory and visibility of WA's premier export-ready Aboriginal tourism experiences, increasing participation in Tourism Australia's Discover Aboriginal Experiences and other trade engagement initiatives.

3. To support Aboriginal tourism events that display authentic Aboriginal culture and traditions

- i. Tourism WA will consider the inclusion of Western Australia's rich Indigenous culture in the development of future events.
- ii. Tourism WA will continue to boost funding support for the Regional Aboriginal Events Scheme (RAES), to build capacity for Aboriginal events in the regions.

4. To provide visitors with a distinctly Western Australian cultural welcome

- i. Tourism WA will facilitate opportunities for the inclusion of Aboriginal people and businesses into cultural activations at key tourism, urban and cultural precincts.
- ii. Tourism WA will encourage the inclusion of Welcome to Country deliveries and engagement opportunities for Aboriginal businesses into Tourism WA sponsored sporting and cultural events.
- iii. Tourism WA will work with key stakeholders, including Business Events Perth and WAITOC, to attract conferences, summits, incentive travel and events related to Aboriginal tourism, culture and Country.
- iv. Tourism WA and CITS will work to support the development and sales of authentic Aboriginal art, products and artefacts from WA Aboriginal Art and Cultural Centres and artists.
- v. The Transport and Major Infrastructure Portfolio will work with relevant agencies and Aboriginal Corporations to integrate local Aboriginal heritage and culture within the State transport network.

NEW GATEWAYS: CREATING A SENSE OF COUNTRY

A focus of Jina Plan 2021-2025 was to create uniquely Western Australian cultural welcomes to encourage visitor engagement and awareness of the Country they are visiting.

Seven gateway entry statement projects received financial support through Jina 2021-2025, delivering cultural artworks and signage at Broome / Rubibi Airport, Fremantle / Walyalup Port, Busselton / Undalup Airport, Kings Park and Botanic Gardens / Kaarta Koomba, East Kimberley Regional Airport, Albany / Kinjarling Port and Broome Port, as well as a contribution towards the two six-metre sculpture entry statements at Perth Airport.

The mural artwork at Broome Airport was created by Martha Lee, a Yawuru and Karajarri woman from Broome. The gangway painted at Fremantle Port was designed and created by Jade Dolman, a Whadjuk, Ballardong and Arrernte artist specialising in murals and public art in Perth.



JADE DOLMAN, ARTIST
♀ FREMANTLE | WALYALUP



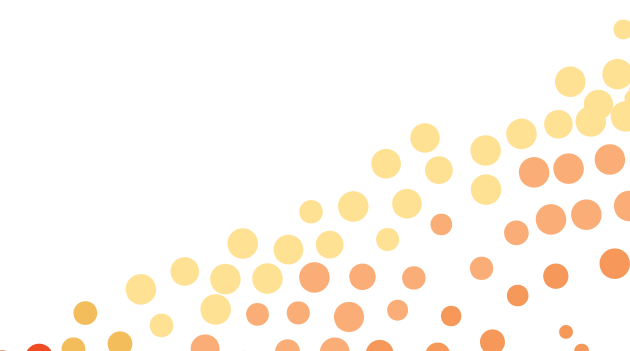
CULTURAL CONNECTIONS: ACTIVATING PERTH

Jina Plan 2021-2025 facilitated opportunities for Aboriginal people and businesses to be integrated into visitor itineraries. Through partnerships with Perth / Boorloo hotels, public authorities and key attractions, Tourism WA supported publicly available cultural activations involving Aboriginal food, art, fashion, music, dance and performance. These included:

- 208 free weekly Nyumbi Aboriginal cultural performances at WA Museum Boola Bardip, supported by City of Perth and produced by Karla Hart Productions, attracting more than 110 visitors each Saturday morning. 10 Aboriginal dance groups were showcased on rotation throughout the year.
- 24 Noongar dance performances in Fremantle / Walyalup on cruise days to welcome passengers.
- Noongar artist and tour operator Justin Martin, from Djurandi Dreaming, running Aboriginal art workshops during the April 2024 school holidays at the Ritz-Carlton Perth, which also offered afternoon teas featuring bush food.
- Noongar performer Phil Wallestack taking audiences on a journey through Noongar Boodjar (land) with KAYA, a cultural series featuring music, dance and visual arts at Yagan Square.

Other cultural activations supported through Jina Plan 2021-2025:

- Yarning sessions at COMO The Treasury
- Weaving Noongar artist-in-residence at the Alex Hotel
- Native Threads fashion event, featuring Aboriginal designers and models
- Weaving workshops and yarning sessions on Rottnest Island / Wadjemup.



SAND TALK PROGRAM

An initiative of Jina 2021-2025, the Sand Talk Program is a three-day workshop designed to help emerging Aboriginal tour operators grow their businesses by participating in the tourism export market.

The program covered a range of topics, including international markets engagement, social media marketing and pricing strategies. It also helped tour operators prepare and deliver their trade 'pitch' and develop relationships with inbound tour operators (ITOs), who provided them with key industry insights and opportunities to expand distribution channels.

Fifteen WA Aboriginal tour operators, fifteen ITOs and other travel trade, plus Tourism Australia and WAITOC staff, took part in the Sand Talk program over its three-year delivery in 2023, 2024 and 2025.

Key outcomes

- Four participating Sand Talk businesses were included in the Western Australia Aboriginal Tourism Showcase events in Sydney, Melbourne and Auckland.
- Kimberley Cultural Adventures, Mabu Buru Tours, In Culture Tours, Southern Cross Cultural Tours and Injiid Marlabu Calls Us became members of Tourism Australia's Discover Aboriginal Experiences collective following their attendance at Sand Talk.
- Oolin Sunday Island Cultural Tours created a bespoke women's only tour in conjunction with a prominent ITO. Owner Rosanna Angus was awarded the National Tour Guide of the Year at the 2023 Australian Top Tourism Awards.

IN CULTURE TOURS

📍 KINGS PARK AND BOTANIC GARDEN, PERTH | KAARTA KOOMBA



B. BUILD CAPACITY FOR ABORIGINAL PEOPLES' PARTICIPATION IN TOURISM

1. To foster and facilitate the engagement of Aboriginal people in the tourism and hospitality industry through direct employment

- i. Tourism WA will elevate the tourism and hospitality sector, as an attractive training and career pathway for Aboriginal people through activations such as marketing, career taster experiences and expos.
- ii. Tourism WA will fund Aboriginal-led partnerships to deliver training opportunities that enable Aboriginal people to secure skills and job pathways within the tourism and hospitality sector.

2. To support Aboriginal people to operate resilient and viable tourism businesses, with strong sustainable tourism principles at their core

- i. WAITOC will deliver the *Business Support Hub Program*, designed for developing Aboriginal tourism businesses, supporting access to business coaching, digital product distribution enablement, bookkeeping and business processes assistance to help participating businesses embrace more sustainable operations.
- ii. WAITOC will deliver the *Aboriginal Tourism Accelerator Program*, designed to support established Aboriginal tourism businesses to grow, including support to enter the tourism export market and access mentoring opportunities.

GWOONWARDU MIA: GASCOYNE ABORIGINAL HERITAGE AND CULTURAL CENTRE TRAINING PROGRAM

Tourism WA worked with Gwoonwardu Mia: Gascoyne Aboriginal Heritage and Cultural Centre (Gwoonwardu Mia Centre) on a partnership with Real Futures, Central Regional TAFE, WA Museum and Activated Hospitality to empower Aboriginal participants to engage in hospitality and tourism training programs in Carnarvon / Gwoonwardu.

From 2023 to 2025, the programs included a range of immersive training activities, such as workshops from visiting chefs, on-Country time with Elders, astro-training, work experience opportunities with the Carnarvon tourism and hospitality industry and remote TAFE certifications. The training initiatives led up to events hosted by the chefs and students, some connecting to regional events such as the Gascoyne Food Festival.

The programs also engaged local Aboriginal people to host regular Yarning Circles, which continue to engage visitors and the community. One local Yingarrda woman described her experience in the program as, “a good way to do something good for your life, have a reset and a new start”. Another said, “I am a young mother of two boys; being able to get out and do this course has made me more confident in myself. This course has been a big achievement for me”. The ongoing programs have provided training to 107 participants and delivered job outcomes for over 56 participants, through Yarning Circle events, tour guiding and cafe opportunities at the centre.



GWOONWARDU MIA: GASCOYNE
ABORIGINAL HERITAGE AND CULTURAL CENTRE
♀ CARNARVON | GWOONWARDU



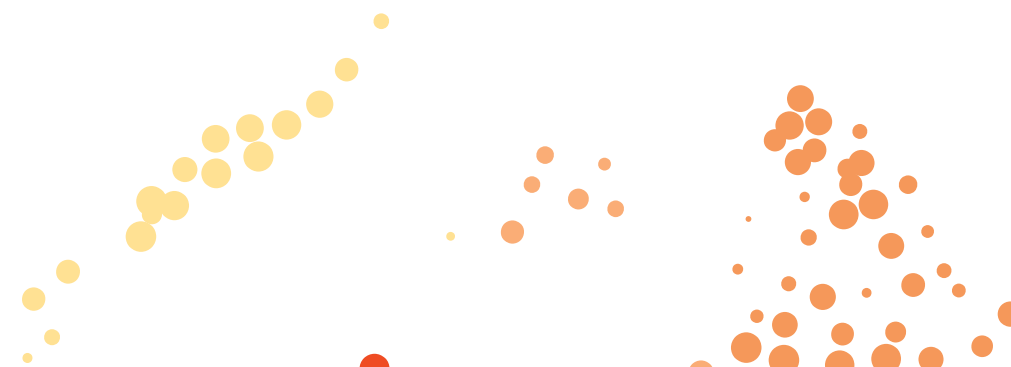
NYAMBA BURU YAWURU TRAINING PROGRAM

Tourism WA supported Nyamba Buru Yawuru (NBY) to expand its Warrmijala Murrgurlayi (Rise up to Work) Sustainable Employment Program to deliver a dedicated hospitality and tourism stream for Aboriginal youth in Broome / Rubibi. Designed for participants aged 16–30, the program built skills and confidence through a combination of cultural immersion, accredited training, and industry experience.

The culturally informed program was designed using the Mabu Liyan Framework, which is the foundation of NBY's development approach. Mabu Liyan means 'good wellbeing / strong spirit' in Yawuru language, reflecting the Yawuru philosophy that personal and community wellbeing are interconnected. This approach ensured the training not only prepared young people for jobs but also nurtured cultural pride, resilience and identity.

Delivered as two-month intensive courses ahead of the 2024 and 2025 tourism seasons, the program featured 'Rubibi Yarning' events, where participants and community members engaged in intergenerational storytelling workshops. These culminated in public events attended by more than 100 locals and visitors, creating opportunities for participants to share culture, strengthen confidence, and showcase Aboriginal voices within Broome tourism.

NBY worked closely with tourism and hospitality industry employers to broker work placements and employment opportunities for all 14 graduates, demonstrating the program's effectiveness in providing culturally grounded pathways into the region's growing hospitality and tourism sector.



C. FACILITATE THE DEVELOPMENT OF ABORIGINAL TOURISM EXPERIENCES

1. To deliver Perth's dedicated Aboriginal Cultural Centre

- i. The State Government will deliver an Aboriginal Cultural Centre in Perth / Boorloo.
- ii. CITS, through the WA Museum, will deliver an *Emerging Curator Program* to train future Cultural Heritage Practitioners and build a workforce for various Aboriginal organisations and cultural institutions including the Aboriginal Cultural Centre, ensuring that Aboriginal peoples have control over the care, sharing, and representation of their stories and culture to visitors.
- iii. Tourism WA and WAITOC will work across government to support visitation and commercial opportunities at the new Aboriginal Cultural Centre.

2. To expand, promote and diversify Western Australia's Custodians Collective

- i. Tourism WA will continue working with Aboriginal communities to grow the network of sustainable Camping with Custodians campgrounds and support the expansion to higher yielding accommodation offerings.
- ii. Tourism WA will work with Aboriginal tourism businesses and the cruise tourism sector through the Cruise with Custodians program to expand the cultural tourism experiences available in cruise shore-excursion programs and leverage opportunities along the remote Kimberley coast from the expedition cruise sector.

3. To encourage and maximise tourism synergies through Western Australia's rich and diverse Aboriginal arts and culture sector

- i. CITS will continue to support and grow the annual *Revealed WA Aboriginal Art Market and Exhibition* that features Western Australian Aboriginal artworks by artists from across the state and provides opportunities for artwork sales.
- ii. CITS will continue to support and promote WA's Aboriginal Art Centres, artists and cultural organisations to develop, deliver and contribute to quality cultural tourism experiences. Support will be provided through: the Regional Art and Culture Investment Program; the Regional Exhibition Touring Boost (RETB); and Arts Projects for Organisations and Individuals grants programs.
- iii. CITS, through the WA Museum, and DPIRD will continue to support the ongoing management of the Gwoonwardu Mia: Gascoyne Aboriginal Heritage and Cultural Centre and Jardilunji Mia training café.



ABORIGINAL RANGER PROGRAM

Between July 2021 and June 2024, the Department of Biodiversity, Conservation and Attractions (DBCA) ran five rounds of the Aboriginal Ranger Program (ARP). More than \$74.3 million was allocated to 77 Aboriginal ranger projects, including 17 with a focus on delivering tourism products and services within their programs.

The ARP assists in the development of tourism products, cultural tourism feasibility studies and action plans for important sites, as well as installing cultural interpretative signage and developing cultural tourism mentoring programs.

Funded projects included establishing dedicated visitor management ranger teams and facilities along the Gibb River Road; the development of a cultural tourism hub and tourism products at Milyinirri (Well 6) on the Canning Stock Route; and the creation of an Aboriginal Cultural Tourism Ranger Program, offering a dedicated traineeship to at-risk youth to develop skills and succession planning opportunities on Yungunga-Nya Country.

These on-Country outcomes are supported by tourism-related training for rangers to strengthen their skills and knowledge in areas such as tour guiding, drone use and trail maintenance, as well as funding certificates in tourism. Important projects like these empower communities to deliver priorities, such as developing sustainable income streams, preserving cultural heritage and providing unforgettable experiences to visitors on Country.



CAMPING WITH CUSTODIANS

The Camping with Custodians initiative is an Australian-first program that develops high-quality campgrounds on Aboriginal lands. Open to the public, the campgrounds are owned and operated by the community. They support complementary tourism experiences and provide the community with the opportunity to share local culture with visitors.

There are seven operational Camping with Custodians campgrounds across the North-West of WA, with the most recent site launched in April 2024 at Lombadina on the Dampier Peninsula. The campground includes 27 campsites, a camp kitchen, hot showers and guest laundry.

Lombadina offers guided walks and water-based activities, including mud crabbing and fishing, and produces and sells art and crafts from an onsite workshop. The campground provides economic and social benefits for the community, enabling training opportunities and workforce development programs. It has also enabled the redevelopment of a café and day visitor area in the Lombadina community.

Three other sites are at various stages of programming, including works underway at Yallalie / Koora Boodja in the Wheatbelt and Wuggubun-Durack in the East Kimberley, both scheduled to open in 2026-27.

C. FACILITATE THE DEVELOPMENT OF ABORIGINAL TOURISM EXPERIENCES

4. To create Aboriginal cultural experiences in and around protected estate

- i. In consultation or partnership with Traditional Owners, and through the delivery of culturally appropriate foundational tourism literacy, DBCA will conserve WA's unique places by providing new and enhanced tourism facilities and experiences, and support Aboriginal cultural tourism experiences, attractions and events that meet visitor demand.
- ii. DBCA will work with Traditional Owner partners to prepare joint management plans and seek ways to support authentic Aboriginal cultural tourism experiences and provide new facilities that enable visitors to enjoy and appreciate Country.
- iii. DBCA, with the support of WAITOC, will continue the Culture in the Parks program, which aims to grow and diversify Aboriginal tourism experiences and events in national parks and other conservation reserves.
- iv. DBCA will partner with Aboriginal organisations, artists and CITS to reflect Aboriginal culture and heritage in interpretation materials in parks.
- v. Tourism WA with the support of WAITOC and where relevant, DBCA, will work with identified Aboriginal entities in high visitation areas to develop Tourism Plans to ascertain tourism aspirations and identify future strategic investment partnerships and opportunities in tourism.
- vi. DBCA will continue to support Traditional Owner-led tourism opportunities through the Aboriginal Ranger Program (ARP).
- vii. Whadjuk Noongar Traditional Owners and Aboriginal communities from around the state will lead the completion of Stage Two, Wadjemup Project, which will commemorate the Aboriginal Burial Ground through memorialisation and determine the future use of the Quod building, facilitated by Rottneest Island Authority by 2026-27.

5. To create Aboriginal tourism opportunities by leveraging the investment in trails

- i. CITS, in partnership with DBCA and Tourism WA, will support Outdoors WA to deliver the World Trails Conference in Perth in 2026, promoting WA as a global trails destination and showcasing the role of trails in strengthening Aboriginal tourism enterprises, creating opportunities for cultural interpretation, guided experiences and regional economic development.

6. To create Aboriginal tourism bushfood, remedies, and wellness experiences, by showcasing and celebrating the oneness between First Nations people and Country

- i. DPIRD, in collaboration with WAITOC and Tourism WA, will facilitate opportunities for Aboriginal cultural bushfood tourism experiences and incorporate tour operator capability through delivery of the Aboriginal Bushfood Business Support program.
- ii. WAITOC, in collaboration with DPIRD, will investigate the development of the Aboriginal bushfood and tourism innovation hub.

C. FACILITATE THE DEVELOPMENT OF ABORIGINAL TOURISM EXPERIENCES

7. To respectfully create tourism experiences in priority tourism destinations

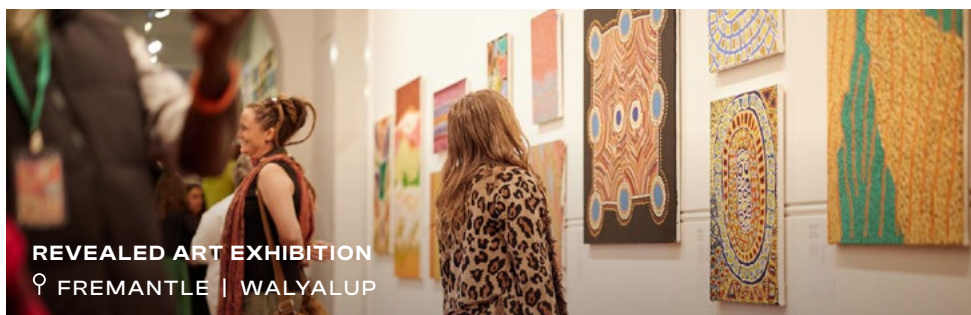
- i. Tourism WA and DBCA will work together with the Dambimangari people and the tourism industry to establish respectful tourism offerings at Garaan-ngaddim Horizontal Falls.
- ii. To leverage from the success of the World Heritage listing of the Murujuga Cultural Landscape, the WA Government supports Murujuga Aboriginal Corporation to activate priority tourism aspirations.
- iii. Tourism WA, DPIRD and WAITOC will work with Aboriginal communities to leverage opportunities from increased visitation to the East Kimberley for the 2028 Total Solar Eclipse.

8. To reimagine Western Australia's iconic road journeys with innovative Aboriginal tourism experiences

- i. Tourism WA, in collaboration with WAITOC, will work with Aboriginal communities to incubate new cultural tourism experiences along the Gibb River Road to grow the visitor experience and leverage economic opportunities for remote communities.
- ii. Tourism WA, in collaboration with WAITOC, will work with Aboriginal communities to optimise commercial tourism opportunities that will be secured through the sealing of the Outback Highway.



IMINTJI CAMPGROUND
THE KIMBERLEY



REVEALED: NEW AND EMERGING WA ABORIGINAL ARTISTS

Since its inception in 2008, the annual Revealed initiative has attracted Aboriginal artists from across the state to showcase their artworks and participate in professional development and networking opportunities.

Revealed: New and Emerging WA Aboriginal Artists is an industry development targeting the state's Aboriginal visual arts sector.

The focus on emerging artists aims to address sustainability concerns raised by the Aboriginal visual arts sector to ensure there are pathways for new and emerging artists to engage with growing markets for their work.

The Aboriginal Arts Centre Hub of Western Australia (AACHWA) led the delivery of Revealed from 2024, marking the first time a First Nations organisation has done so and ushering in a new era of self-determination that provides a deeply rooted perspective on the Aboriginal art scene across the state.

Delivered by AACHWA in partnership with host Fremantle Arts Centre, the 2024 exhibition showcased 70 artists, with 42 participating for the first time – the highest number of first-time participants since Revealed began.

More than 20,000 people attended the Revealed 2024 exhibition and associated events, including artist talks and the one-day art market, with sales from the exhibition and art market exceeding \$550,000. These outcomes show a strong return to the attendance and sales experienced before the pandemic.



EVERNOW

EverNow was a new home-grown event grounded firmly on Noongar Boodjar and held during Kambarang, the Noongar season of birth and renewal. The festival celebrated our state's rich biodiversity and creativity, the unique place, land and culture. EverNow invited visitors and locals alike to light up their senses, reconnect with Country and celebrate the magic and wonder of Western Australia over one extended weekend.

Key elements of the 2024 program included the return of Boorna Waanginy: The Trees Speak – a magical installation of film, light, sound and stories highlighting stories told by Elders displaying insights into the state's rare flora and fauna; and Song Circle – a multi-sensory celebration of Noongar song and language with energetic choreography and pulsating percussive music, with songs and stories that reflect on the beauty of the animals and the earth from Perth / Boorloo, the Great Southern and Esperance / Kepa Kurl.

Over 100,000 people attended the inaugural festival in 2023, with tens of thousands of people experiencing each of the events on offer and similar attendance in 2024. EverNow was proudly supported by the WA Government, presented by Tourism WA and delivered by Perth Festival.



LARRAKIA DECLARATION

The Larrakia Declaration on the Development of Indigenous Tourism presents a set of principles designed to promote the growth of Indigenous tourism and to ensure the protection of Indigenous peoples' human rights. The Declaration was established in 2012 at the first Pacific Asia Indigenous Tourism Conference on the traditional lands of the Larrakia people.

Jina Plan 2026-2030 recognises the Six Larrakia Declaration Principles and focuses on leveraging a flourishing Aboriginal tourism economy by sharing unique, unforgettable, culturally enriching and often life-changing experiences.

1. Respect for customary law and lore, land and water, traditional knowledge, traditional cultural expressions, cultural heritage that will underpin all tourism decisions.
2. Indigenous culture and the land and waters on which it is based will be protected and promoted through well-managed tourism practices and appropriate interpretation.
3. Indigenous peoples will determine the extent and nature and organisational arrangements for their participation in tourism and that governments and multilateral agencies will support the empowerment of Indigenous people.
4. That governments have a duty to consult and accommodate Indigenous peoples before undertaking decisions on public policy and programs designed to foster the development of Indigenous tourism.
5. The tourism industry will respect Indigenous intellectual property rights, cultures and traditional practices, the need for sustainable and equitable business partnerships and the proper care of the environment and communities that support them.
6. That equitable partnerships between the tourism industry and Indigenous people will include the sharing of cultural awareness and skills development which support the wellbeing of communities and enable enhancement of individual livelihoods.

Source: UNWTO – World Tourism Organisation

WHADJUK DECLARATION

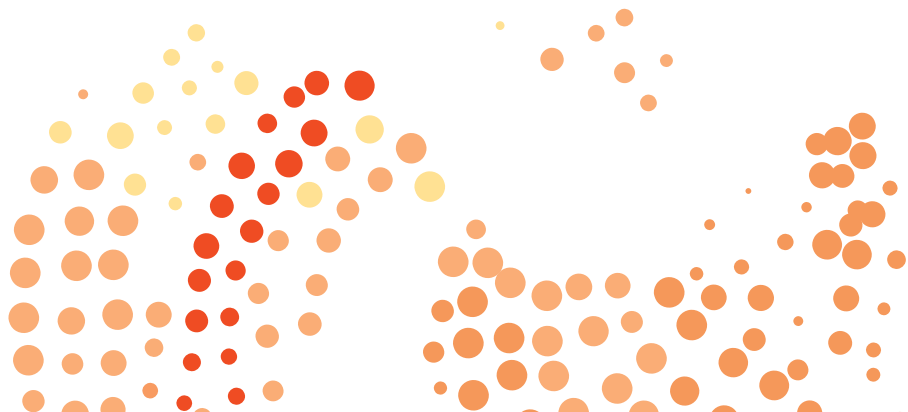
At the 2023 World Indigenous Tourism Summit, the Whadjuk Declaration 'Call to Climate Action' was developed.

Guided by the United Nations World Tourism Organisation (UNWTO) Sustainable Tourism Development and the United Nations Declaration on the Rights of Indigenous People (UNDRIP), the 2023 WITS delegates resolved to adopt a set of principles to inform the participation and input by Indigenous tourism to the development and application of policies and practice.

These principles within the Declaration aim to reduce carbon emissions and climate change, and recognise that Indigenous tourism has a pivotal role in the social, cultural, environmental, and economic sustainability of our communities; and carries time-honoured values of hospitality embedded in ancient cultures.



DJURANDI DREAMING
♀ POINT PERON, ROCKINGHAM





WULA GURA NYINDA ECO ADVENTURES

♀ LITTLE LAGOON, SHARK BAY | GUTHARRAGUDA / GATHAAGUDU



OOLIN SUNDAY ISLAND CULTURAL TOURS
♀ DAMPIER PENINSULA, THE KIMBERLEY



GOVERNMENT OF
WESTERN AUSTRALIA

Department of Biodiversity, Conservation and Attractions
Department of Creative Industries, Tourism and Sport
Department of Planning, Lands and Heritage
Department of the Premier and Cabinet
Department of Primary Industries and Regional Development
Department of Training and Workforce Development
Department of Transport and Major Infrastructure