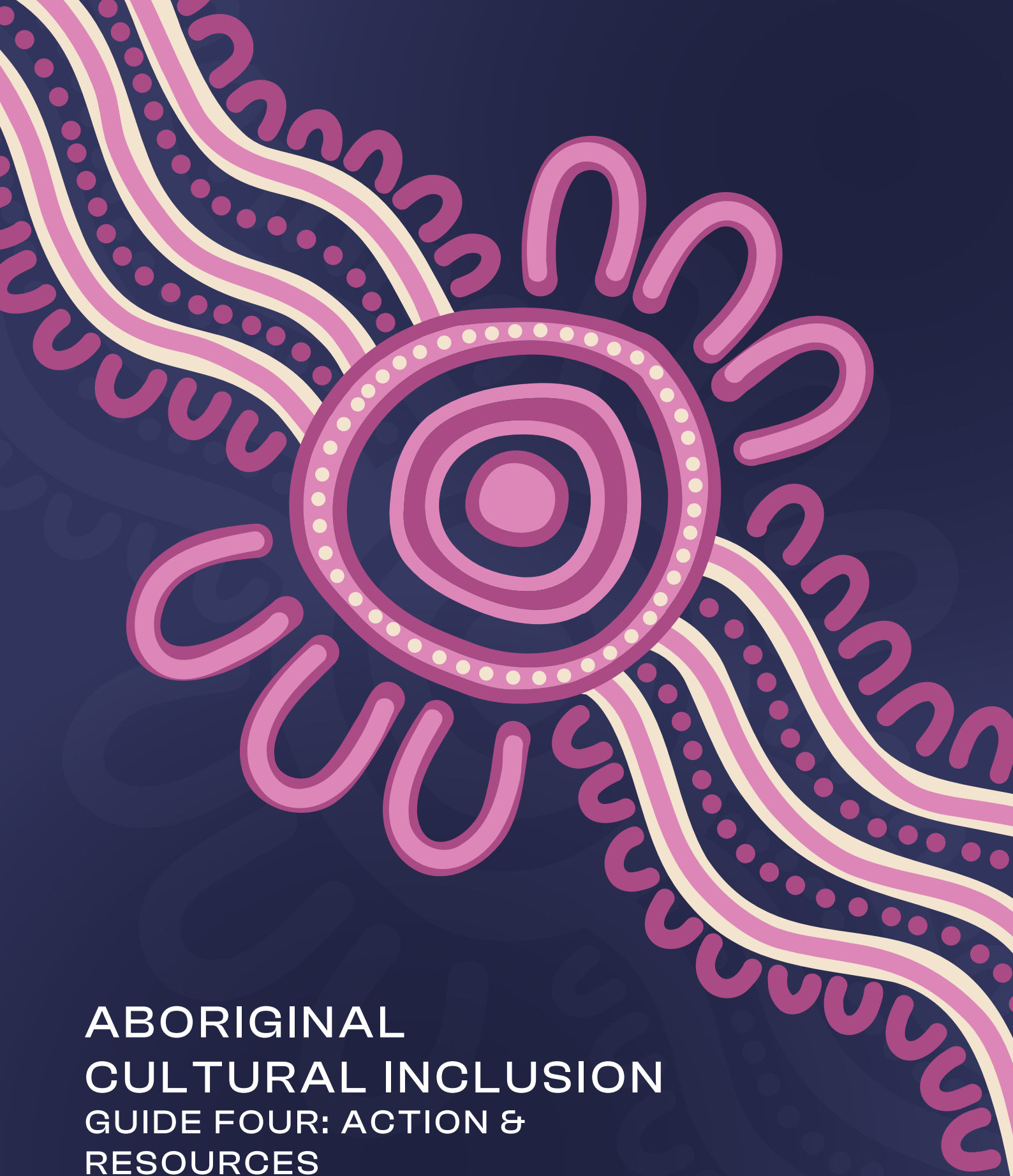

ABORIGINAL CULTURAL INCLUSION

GUIDE FOUR: ACTION & RESOURCES

How to engage respectfully with Aboriginal people while working in WA's tourism sector.

GOVERNMENT OF WESTERN AUSTRALIA | Tourism WESTERN AUSTRALIA | WESTERN AUSTRALIA WALKING ON A DREAM | WAITOC.COM Ancient Tracks-New Journeys

ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia and the Western Australian Indigenous Tourism Operators Council (WAITOC) acknowledges Aboriginal people as the First Peoples of Western Australia. We pay our respects to all Aboriginal people in Western Australia, and we celebrate the diversity of Aboriginal people and honour their continuing connection to Country, culture, family, and community.

We recognise and appreciate the invaluable contributions made by Aboriginal people across many generations in shaping Western Australia as a premier tourism destination.

LANGUAGE STATEMENT:

We recognise the diversity of First Peoples living throughout Western Australia. This document uses the term ‘Aboriginal’ in recognition that Aboriginal people are the original people of Western Australia. At a regional or local level, the traditional language group name is often used.

Across Australia through government, the term for Aboriginal and Torres Strait Islander peoples may be referred to as Indigenous peoples. The diversity of terms used to acknowledge peoples continues to alter. The diversity of acknowledgement includes Indigenous, First Peoples, First Nations, Traditional Owners, Traditional Custodians and identification by the traditional language groups.

Note: It is always best practice to ask Aboriginal people or groups how they would like to be referred to.

ARTIST BIO

Madeleine Edwards - Jalani Media

Madeleine Edwards is a Jaru woman from the Kimberley region of Western Australia and the founder of creative agency Jalani Media. She holds a Bachelor of Commerce (Major in Marketing) from the University of Western Australia. Madeleine seamlessly blends traditional and contemporary techniques, honouring her cultural heritage while embracing modern storytelling. Her practice spans digital art and acrylic paintings on canvas, where she draws upon the natural beauty of Jaru Country.

Maddie designed the illustrations for each guide, drawing inspiration from its themes and content.

GUIDE INTRODUCTION

This guide is an educational resource designed to assist non-Aboriginal tourism operators to engage and work respectfully with Aboriginal people and Aboriginal tourism businesses.

It is one of four guides that advocates for Aboriginal cultural inclusion within the tourism industry. The guides collectively aim to:

- Remove barriers from learning about Aboriginal culture.
- Inform the development of best practice protocols for your business so you can work respectfully with your local Aboriginal community.
- Highlight the importance of Indigenous Cultural Intellectual Property (ICIP) and how to ensure ICIP is honoured throughout the operation of your business.
- Promote the cultural safety and inclusivity of Aboriginal people in all areas of the tourism industry.

These guides are a starting point for learning and are living documents that may evolve over time. We recognise that English words are used across these guides to describe Aboriginal concepts that, like any language, might not specifically fit the English understanding of that word.

USE AS A HANDY REFERENCE GUIDE OR READ ALL GUIDES ONE TO FOUR CONSECUTIVELY TO MAXIMISE YOUR LEARNING OUTCOMES.

QUICK REFERENCE LINKS

Where are you at in your cultural education journey?	6
Working with Aboriginal people	7
Fostering reconciliation	9
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Finding Aboriginal tourism, product, and service providers	12
Finding Aboriginal cultural education and training providers	13
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Want to take your cultural knowledge and understanding to the next level?	17

DISCLAIMER

The information contained in this guide is for informational purposes only and should not be regarded as legal advice on any matter. It is recommended that independent legal advice is sought for your business where appropriate.

WHERE ARE YOU AT IN YOUR CULTURAL EDUCATION JOURNEY?

Everyone's cultural education journey as a non-Aboriginal person or business is different. Your journey may be impacted by, for example, your locality (Country); your business product or service type; your previous experience engaging with Aboriginal people; or any established connections you may already have with Aboriginal people.

It is important to note that by working respectfully with Aboriginal people in tourism, you are making a positive impact and valuable contribution to the creation of:

- Opportunities for Aboriginal people to secure sustainable economic, social and job outcomes;
- Pathways to reconciliation, healing, and the strengthening of relationships between Aboriginal and non-Aboriginal members of our communities; and
- Western Australia as a premier Aboriginal cultural tourism destination with a unique point of difference over other travel and experiential destinations across Australia and the world.

A variety of tools, resources, and links to further information have been provided in this guide to address any gaps in your cultural knowledge and understanding, or to identify opportunities for working respectfully with Aboriginal people.

A cultural education journey checklist has also been included later in the guide as a handy tool to help you assess where you are at in your cultural education journey to date, and to plan next steps.

WORKING WITH ABORIGINAL PEOPLE

There are many ways you can include meaningful engagement with Aboriginal people across tourism-related business operations. By utilising your cultural knowledge and understanding; creating a culturally safe environment; and ensuring respect, equity, and fairness in all your business dealings, positive outcomes can be realised for all parties.

Here's some ideas for inspiration:

COLLABORATIONS

Collaborations come in all shapes and sizes. For example, you may join forces with an Aboriginal owned and operated tourism business to promote your town or tourism region in a joint destination marketing activity. It could be as simple as social media posts featuring both businesses, to a joint investment in a publicity opportunity with a travel/ lifestyle magazine, website or broadcast TV feature.

PARTNERSHIPS

The respectful inclusion of Aboriginal culture in your non-Aboriginal tourism business can be successfully achieved through equitable partnerships benefitting all involved.

For example, you may contract an Aboriginal tourism operator to deliver a Welcome to Country or Smoking Ceremony for an event; engage an Aboriginal facilitator to deliver cultural training workshops for your staff; or partner with an Aboriginal catering company or food producer to deliver cuisine featuring native bush foods and traditional recipes for your tour group, gallery or cafe.

EMPLOYMENT

The employment of Aboriginal people across all facets of tourism and tourism-related industries enables diversity, inclusivity and reconciliation through tourism.

Social, economic and job outcomes for Aboriginal people are achieved, and the skills, knowledge and experience obtained through employment helps to inspire other Aboriginal people to consider careers and entrepreneurship in tourism.

TRAINING

The provision of training, professional development, mentoring, workforce development opportunities, or initiatives designed specifically for Aboriginal people and businesses can achieve great outcomes.

An example of this is the Aboriginal Tourism Accelerator Program (ATA) delivered by the Western Australian Indigenous Tourism Operators Council (WAITOC). The ATA program meets the individual needs of new and existing Aboriginal tourism operators across Western Australia through specialised mentoring, business/ workforce development, and training program. Some of the key outcomes and achievements of the ATA program are:

- Enhanced quality of products and services;
- Enhanced capacity of business products, services, and personnel;
- Increased revenue streams;
- Increased profitability;
- Development of sustainable operations;
- Development of State and National Tourism Award-winning Aboriginal tourism operators and professionals; and
- Making a valuable contribution to building Western Australia's reputation as a world-class destination for Aboriginal cultural tourism experiences.

PROCUREMENT

The ethical procurement (and if applicable, sale) of authentic Aboriginal products and services for your non-Aboriginal business creates meaningful economic and job outcomes for Aboriginal people and is a great way to acknowledge and promote Aboriginal culture to your customers from Australia and abroad.

Examples may include procurement of artworks, home and giftware, clothing and accessories, books, food and beverage products, catering, hotel amenities, professional services, ceremoniesto performers, guides and educators. There are many opportunities to explore.

ADVOCACY: SHARING POSITIVE STORIES THAT CELEBRATE COLLABORATIONS, PARTNERSHIPS, EMPLOYMENT, TRAINING AND PROCUREMENT WITH ABORIGINAL PEOPLE AND BUSINESSES IN WESTERN AUSTRALIA ARE A GREAT WAY TO SHOWCASE CULTURE, ACKNOWLEDGE PEOPLE, AND INSPIRE OTHERS.

FOSTERING RECONCILIATION

WANT TO ADVANCE RECONCILIATION IN YOUR BUSINESS?

Reconciliation Action Plans (RAPs) assist businesses to embed the principles and purpose of reconciliation in their business operations. Based around the core pillars of relationships, respect, and opportunities, RAPs provide tangible and substantive benefits for Aboriginal people, increasing economic equity and supporting self-determination.

HOW DO I DEVELOP A RAP FOR MY BUSINESS?

The experts at Reconciliation Australia have developed 'The RAP Framework' to provide businesses and organisations with a structured approach to advance reconciliation. There are four different types of RAPs that can be developed:

1. Reflect;
2. Innovate;
3. Stretch; or
4. Elevate.

Each type of RAP is designed to suit different stages of the reconciliation journey.

TOURISM TIP

For more information, visit Reconciliation WA **here**, or view and download 'The RAP Framework' **here**.

OFFICIAL DECLARATIONS FOR INDIGENOUS TOURISM

The following official Declarations have been endorsed by WAITOC in collaboration with the World Indigenous Tourism Alliance (WINTA). They outline the principles in which we can collectively (as individuals, businesses, organisations, and Government), make a positive impact on the development of Indigenous tourism, take action against climate change and carbon emissions, and preserve culture and Country for future generations.

Larrakia Declaration

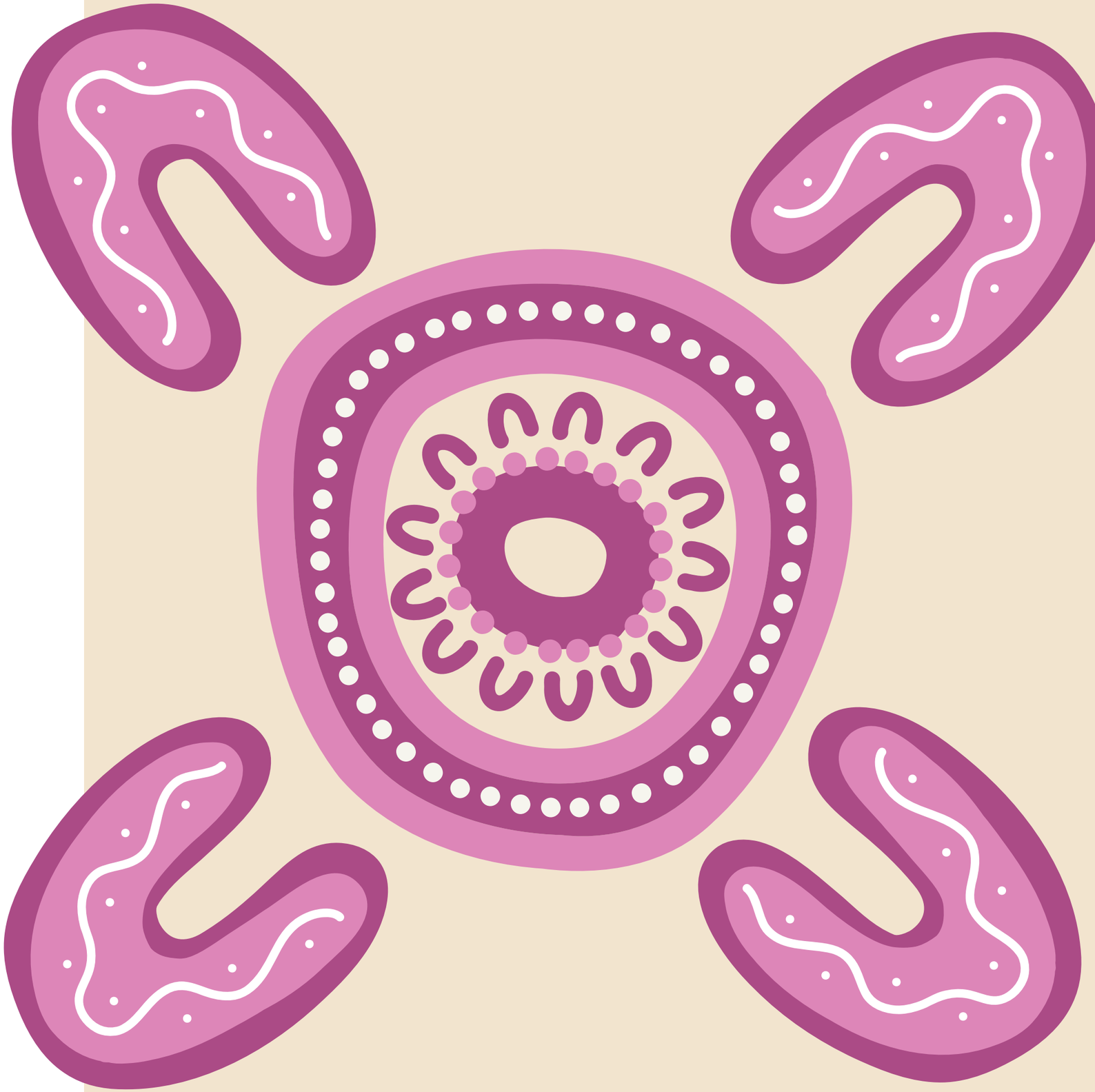
Development of Indigenous Tourism

DOWNLOAD HERE

Whadjuk Declaration

Call to Climate Action

DOWNLOAD HERE



FINDING ABORIGINAL TOURISM, PRODUCT, AND SERVICE PROVIDERS

Looking for an Aboriginal tourism, product, or service provider in your area? Use these quick links to identify local Aboriginal owned and operated businesses through a range of directories and websites available.

- **Western Australian Indigenous Tourism Operators Council (WAITOC) Directory** (also features a range of brochures, travel guides, maps, and cultural tools)
- **Aboriginal Business Directory WA**
- Western Australian Regional Tourism Organisation directories:
  - **Australia's Coral Coast**
  - **Australia's Golden Outback**
  - **Australia's North West**
  - **Australia's South West**
  - **Destination Perth**
- Tourism Australia's **Discover Aboriginal Experiences collective**
- **Supply Nation Directory**
- **Registered Aboriginal Corporations** - Office of the Registrar of Indigenous Corporations (over 1,260 Corporations are registered in Western Australia)
- **Prescribed Body Corporates** - A Prescribed Body Corporate (PBC) website provides information and resources for native title groups and corporations (over 80 PBCs are registered in Western Australia)
- Consider other tourism and business organisations you are members of (for example Tourism Council WA or Chambers of Commerce and Industry) that hold networking events where you may be able to meet Aboriginal owned and operated business representatives directly to establish connections.

FINDING ABORIGINAL CULTURAL EDUCATION AND TRAINING PROVIDERS

WAITOC Member cultural education and training providers:	WAITOC has a directory of Aboriginal owned and operated cultural tourism businesses across Western Australia, some of which offer cultural education and training services. Visit the WAITOC website 'Tours & Experiences' page to find operators in your area **here**.
Community	Speak to local Aboriginal people, Elders, Knowledge Holders, corporations, or community groups in your area to source local training providers.
Prescribed Body Corporates	Seek advice from the Prescribed Body Corporate in your area. Click **here** to find PBCs in Western Australia.
Registered Aboriginal Corporations	Search the Office of the Registrar of Indigenous Corporations website to find your local Registered Aboriginal Corporation **here** to seek further advice.
Supply Nation	Access the Supply Nation directory 'Indigenous Business Direct' **here**.
Government Agencies	If you are employed by, or affiliated with, a local, State or Federal Government agency, ask about Aboriginal cultural education workshops, courses, or online programs for public sector training opportunities.

QUICK LINKS TO FURTHER RESOURCES AND PROGRAMS

- Tourism Australia – Aboriginal and Torres Strait Islander Reference Guide and Welcome to and Acknowledgement of Country Guide for Tourism Australia stakeholders and marketing/media/communication activities **here**.
- Arts Law Centre of Australia – Indigenous Cultural and Intellectual Property (ICIP) guide to protect traditional arts and culture **here**.
- **Reconciliation WA**
- **Reconciliation Australia**
- **Australian Institute of Aboriginal and Torres Strait Islander Studies** (AIATSIS)
- **Rottnest Island Authority Aboriginal Reference Guide** for staff, volunteers, and commercial businesses.
- **Registered Aboriginal Corporation** in your area
- **Prescribed Body Corporate** in your area

Western Australian Native Title Representative Native Bodies and Service Providers:

- **Kimberley Land Council**
- **Yamatji Marlpa Aboriginal Corporation** (YMAC)
- **South West Aboriginal Land and Sea Council**
- **Central Desert Native Title Services**
- **Native Title Services Goldfields**
- **Camping with Custodians** – Aboriginal owned and operated campgrounds in Western Australia
- **Tourism Australia's Discover Aboriginal Experiences** – A national collective of businesses promoted by Tourism Australia that offer quality and authentic Aboriginal guided tourism experiences, that also meet the trade requirements of the international tourism export market.

MY CULTURAL EDUCATION JOURNEY CHECKLIST

This self-assessment checklist is an informal way to evaluate where you are at in your cultural education journey so far and provides some guidance towards other learning opportunities and actions for consideration as you plan next steps (for you and your business) in the future.

Note: It may be unnecessary to have completed all recommendations in this checklist as individual needs and goals may differ greatly depending on your business activities and level of engagement with Aboriginal people.

#	Self-assessment	Yes	No
1.	**Have you read 'Aboriginal Cultural Inclusion Guide One: Country'?**	☐	☐
1.1	Have you established what and who's Country you are on?	☐	☐
1.2	Do you know how to respectfully acknowledge Traditional Owners and Elders?	☐	☐
1.3	Do you know the difference between an 'Acknowledgement of Country' and a 'Welcome to Country' and who can perform them?	☐	☐
1.4	Do you know any traditional place names and their meaning in Western Australia?	☐	☐
1.5	Do you need an Aboriginal Affairs Planning Authority (AAPA) Visitor or Transit Permit to conduct your business on Country?	☐	☐
1.6	If you are planning to operate commercially in a National Park or conservation area, have you applied for (or obtained) a Commercial Operations Licence?	☐	☐

2.0	**Have you read ‘Aboriginal Cultural Inclusion Guide Two: Respect’?**	☐	☐
2.1	Do you know the fundamentals of how to respectfully plan, initiate, engage, communicate, and do business with Aboriginal people?	☐	☐
2.2	Do you understand what cultural information, products, or services you should not share or sell as a non-Aboriginal person or business?	☐	☐
2.3	Do you know ways to respectfully include Aboriginal culture in your tourism product or service as a non-Aboriginal person or business?	☐	☐
2.4	Do you know what Indigenous Cultural and Intellectual Property (ICIP) is, and why the protection of ICIP is important to Aboriginal people?	☐	☐
3.0	**Have you read ‘Aboriginal Cultural Inclusion Guide Three: Language & Protocol’?**	☐	☐
3.1	Do you understand the cultural protocols around key words and terms used in Aboriginal Culture, such as Elders, Knowledge Holders, Sorry Business, Deceased Persons, and Sacred Sites?	☐	☐
3.2	Do you understand the impacts of disturbing, damaging, or removing any object from a sacred or significant site that has been used in connection with the traditional cultural life of Aboriginal people, past or present?	☐	☐
3.3	Do you understand the meaning of ‘black cladding’?	☐	☐
4.0	**Have you read ‘Aboriginal Cultural Inclusion Guide Four: Action & Resources’?**	☐	☐
4.1	Have you established a respectful and equitable business relationship with an Aboriginal person, business, organisation, or community? e.g. collaboration, partnership, employment, training, or procurement?	☐	☐
4.2	Do you have a Reconciliation Action Plan (RAP) for your business?	☐	☐
4.3	Do you know how to find an Aboriginal tourism, training, product, or service provider in your area?	☐	☐
4.4	Do you know how to find a Registered Aboriginal Corporation or Prescribed Body Corporate in your area?	☐	☐
5.0	**Have you registered for, or successfully completed an advanced cultural education/training program with an Aboriginal service provider? E.g. WAITOC, WAITOC Member, or other suitable provider/organisation?**	☐	☐

READ THE FULL ABORIGINAL CULTURAL INCLUSION GUIDES SERIES

How to engage respectfully with Aboriginal people while working in WA’s tourism sector:

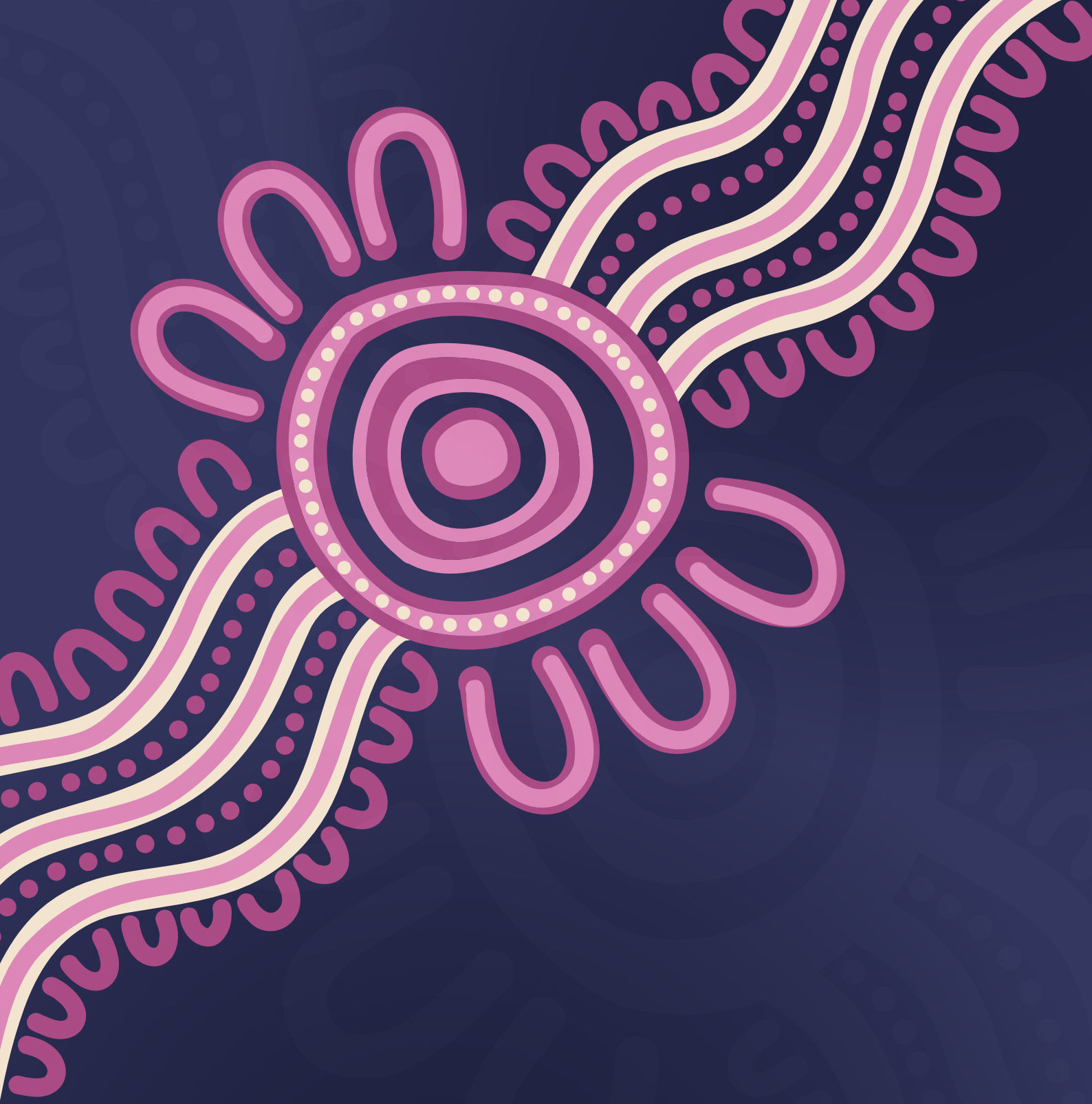
Access all four guides on the TCWA website.

CLICK HERE

WAITOC AND TCWA TRAINING PROGRAMS

Want to hear about the **WAITOC and TCWA Advanced Aboriginal Cultural Inclusion Training Programs**?
Please register your interest by emailing tcwa@tourismcouncilwa.com.au

CLICK HERE



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