



AUSTRALIAN INDIGENOUS TOURISM CONFERENCE 2004

“BETTER BUSINESS – BETTER COUNTRY”

Esplanade Hotel Fremantle

8 – 10 February 2004

Hosted by



"On behalf of the Western Australian Indigenous Tourism Operators Committee (WAITOC) it is my pleasure to invite you to participate in the Australian Indigenous Tourism Conference 2004.

The theme of the conference "**Better Business, Better Country**" will address the key issues & needs that impact on Indigenous Tourism in Australia and the opportunities that exist for authentic Indigenous tourism product.

It is our hope that this initiative will further assist in the development; employment and training of Indigenous people as well as have a positive social and economic return to regional Australia.

The conference will be held at the Esplanade Hotel Fremantle from 8 – 10 February 2004 prior to the Australian Cultural Tourism Conference and the Australian Tourism Awards in Perth, providing the perfect forum to showcase Indigenous art and culture and a unique opportunity to develop partnerships and cross cultural awareness with mainstream tourism.

Whilst Indigenous culture is over 40,000 years old, Indigenous tourism is in its infancy and we as a group can take this opportunity to nurture, educate and raise awareness and respect for Indigenous traditions and culture.

The outcomes of the conference will not only contribute to cross cultural awareness but will also provide the vehicle to drive partnerships for the future of Indigenous tourism which in turn creates employment and a greater sense of purpose and pride for Indigenous people.

I look forward to welcoming you to Noongar Country and hope that your time here is both fruitful and successful in the advancement of Indigenous Tourism and the promotion of this unique cultural experience to the World."

John Hayden

Chairman,
Western Australian Indigenous Tourism Operators Committee Inc.



Conference Program

Sunday 8 February 2004

1400 – 1700 Registration – Esplanade Hotel Fremantle
1830 – 2030 Welcome Function – WA Maritime Museum Shipwreck Galleries – Cliff Street - Fremantle

Monday 9 February 2004

0730 – 0845 Registration – Esplanade Hotel Fremantle
OFFICIAL OPENING
MC - Introduction - John Morse AM
0845 – 0905 Welcome to Country - Neville Collard
0905 – 0910 MC - John Morse AM
0910 – 0920 John Hayden - Chair WAITOC
0920 – 0930 The Hon Bob Kucera APM JP MLA Minister for Tourism
0930 – 1000 Keynote Address – "Better Business – Better Country" - Senator Aden Ridgeway
1000 – 1030 Keynote Address - "Tourism and the Media" – Ernie Dingo – The Great Outdoors
1030 – 1100 Morning Refreshment
1100 – 1130 Plenary Session 1
"Tourism a Business"
Richard Muirhead – Western Australian Tourism Commission
Kerry Rooney – Department of Industry Tourism and Resources
1130 – 1200 Plenary Session 2
"Getting Ready for Business"
Mick Gooda, CEO ATIS Western Australia
1200 – 1230 Plenary Session 3
"The Cultural Experience"
Dr Richard Walley OAM – Aboriginal Productions and Promotions
Sam Lovell OA – Kimberley Pioneer of Indigenous Tourism

Monday 9 February 2004

1230 – 1330 Buffet Lunch
1330 – 1430 Workshop 1
"Training / Accreditation / Insurance"
Laurie O'Meara – President, Australian Tourism Accreditation Association
Allan Day, AIB Insurance
1430 – 1530 Workshop 2
"Building Partnerships and Joint Ventures"
Cinzia Burnes – Australian Outback Travel
Ron Morony – Indigenous Business Australia
1530 – 1600 Afternoon Refreshment
1600 – 1730 Workshop 3
"Pathways to Tourism"
Bob Blair - Dreamtime Cultural Centre, Rockhampton
Richard Agar & Mark Manado – Kimberley Regional College of TAFE
1900 – Late Gala Dinner – Esplanade Hotel Fremantle

Tuesday 10 February 2004

0800 – 0900 Registration
0900 – 0915 MC – Review - John Morse AM
0915 – 0945 Keynote Speaker
"Festivals and Indigenous Tourism"
Mandawuy Yunupingu - Garma Festival
0945 – 1030 Keynote Speaker
Tourism – A Personal Perspective - Joseph Elu – Chairperson, Indigenous Business Australia Launch
1030 – 1100 Morning Refreshment

Tuesday 10 February 2004

1100 – 1230 **Concurrent Workshop 1 Funding and Starting your Business**
Shirley McPherson - Chairperson, Indigenous Lands Corporation
Jill Mills - Department of Employment and Workplace Relations
Damien Hanger - Voyages
Joe Proctor - Indigenous Capital Ltd
Concurrent Workshop 2 Marketing your Business
Jeff Sharp - GROLLO Group
Stephen O'Neill - Australian Tourist Commission
Jane Seman - Western Australian Tourism Commission
1230 – 1330 Buffet Lunch
1330 – 1500 Plenary Session 5
1. WAITOC Model
John Hayden – Chairperson, WAITOC
2. Cultural Protocols
Kerri McIlvenny – Australia Council for the Arts
3. Indigenous Ownership and Joint Management of Conservation Lands in Western Australia - Jim Sharp and Cliff Winfield, CALM
1500 – 1530 Afternoon Refreshment
1530 - 1630 Plenary Session 6
Bush Tucker and Tourism
Mark Olive known as the "Black Olive"
1630 – 1700 Summary and Closing
John Morse AM
1730 – 2030 Poolside Barbecue – Farewell function

General Information:

CONFERENCE REGISTRATION:

FEES:	WAITOC Member	\$450
	Non WAITOC Member	\$550
	WAITOC Member Day Delegate	\$250
	Non WAITOC Member Day Delegate	\$300

Registration includes: Conference Satchel, All business sessions, Social Functions, Morning / Afternoon Refreshments & Lunch.

All conference rates include GST.

For more information contact:
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Email: waitoc@tourism.wa.gov.au

FREMANTLE:

Enjoy Fremantle to discover the attractions of the area. Fremantle is renowned for its fabulous seafood, cosmopolitan street life, and historic gold rush-era architecture. It is a living, breathing, bustling Port City that somehow manages to be both laid-back and oozing with attitude all at once.

There's a character pub on every corner, and the streets are filled with interesting bookstores, galleries, boutiques and delicatessens brimful of local produce. This is the place to pick up a strand of Broome pearls, some colourful Majolica pottery, or some of the freshest produce available.



Market Street in Fremantle.



Australian Government
Aboriginal and Torres Strait Islander Services



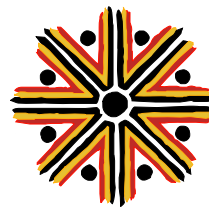
Department of Local Government
and Regional Development
Government of Western Australia



Department of
Industry and Resources



Australian Government
Department of Industry, Tourism and Resources



ATSIC



WESTERN AUSTRALIAN
TOURISM COMMISSION



Australian Government
Department of the Environment and Heritage



**RIO
TINTO**

