

Camping with Custodians...
More than a campground

Renata Lowe
Tourism WA

Camping with Custodians



Imintji



Peedamulla



Mimbi

1. Managed campgrounds that offer visitors a safe place to stay with quality facilities.





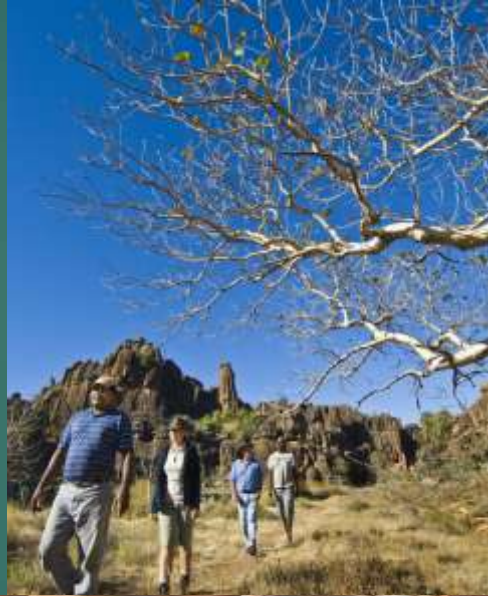
Mimbi
Campground

2. Offering visitors the value-added experience of engagement with Aboriginal people.

3. Visitors know that their camp fees remain in community.

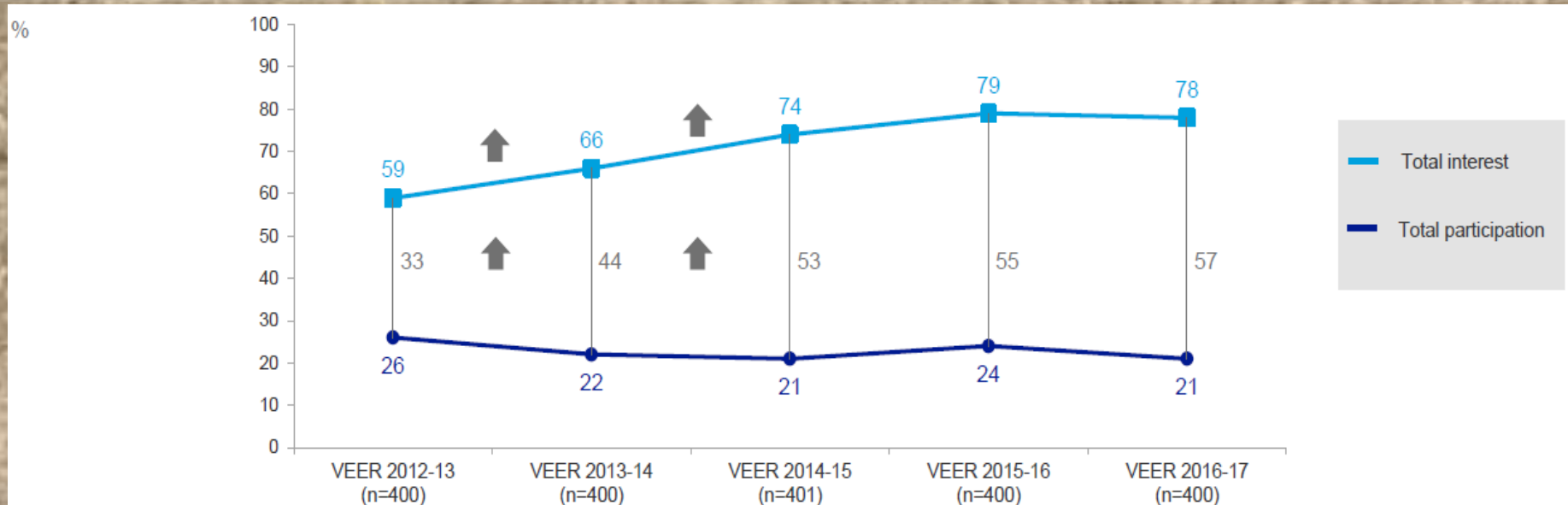


4. *Delivering jobs and economic opportunities for Aboriginal people, creating a platform for further tourism enterprise.*



Visitor Experience and Expectations Research (2016/17)

- Interest in WA Aboriginal tourism experiences continues to be high (at 78% of visitors in 16-17) and this has grown 19% over the past five years.
- Participation levels however remain low (at 21% in 16-17), and have declined 5% in five years.
- Lack of availability is the key deterrent.





Where it all began...

2013 - investigation into 12 Aboriginal communities along key touring routes.

2014 - Imintji Community on the western end of the Gibb River Road became the first site.

2015 - investigation of 4 sites in the Pilbara.



Criteria for consideration

- Location - along key touring routes
- Vicinity to attractions/experiences
- Access to land
- Land tenure
- Capacity of community
- Aspiration of community





October 2015



Imintji Campground

August 2016

Imintji Campground - Land Assembly

Prepared:

- Flora, fauna and heritage surveys
- A business case
- A hydrological assessment of groundwater prospects
- Amendments to the Community Layout Plan

Obtained the following requirements:

- Clearing Permit
- Licence to drill a bore
- Licence to use the water that came out of the bore
- Permission for entry to / exit from the Gibb River Road
- Development approval from the Aboriginal Lands Trust
- Planning approval
- A building permit
- A permit for a sewerage apparatus
- Registration as a Nature Based Park

Negotiated with:

- The Shire of Derby West Kimberley
- The Department of Aboriginal Affairs and ALT
- Main Roads Western Australia
- The Department of Housing
- The Department of Water
- The Department of Health
- The Department of Environment Regulation
- The State Solicitors Office

We were pretty busy for a while

National award winner





Drilling for water at Imintji

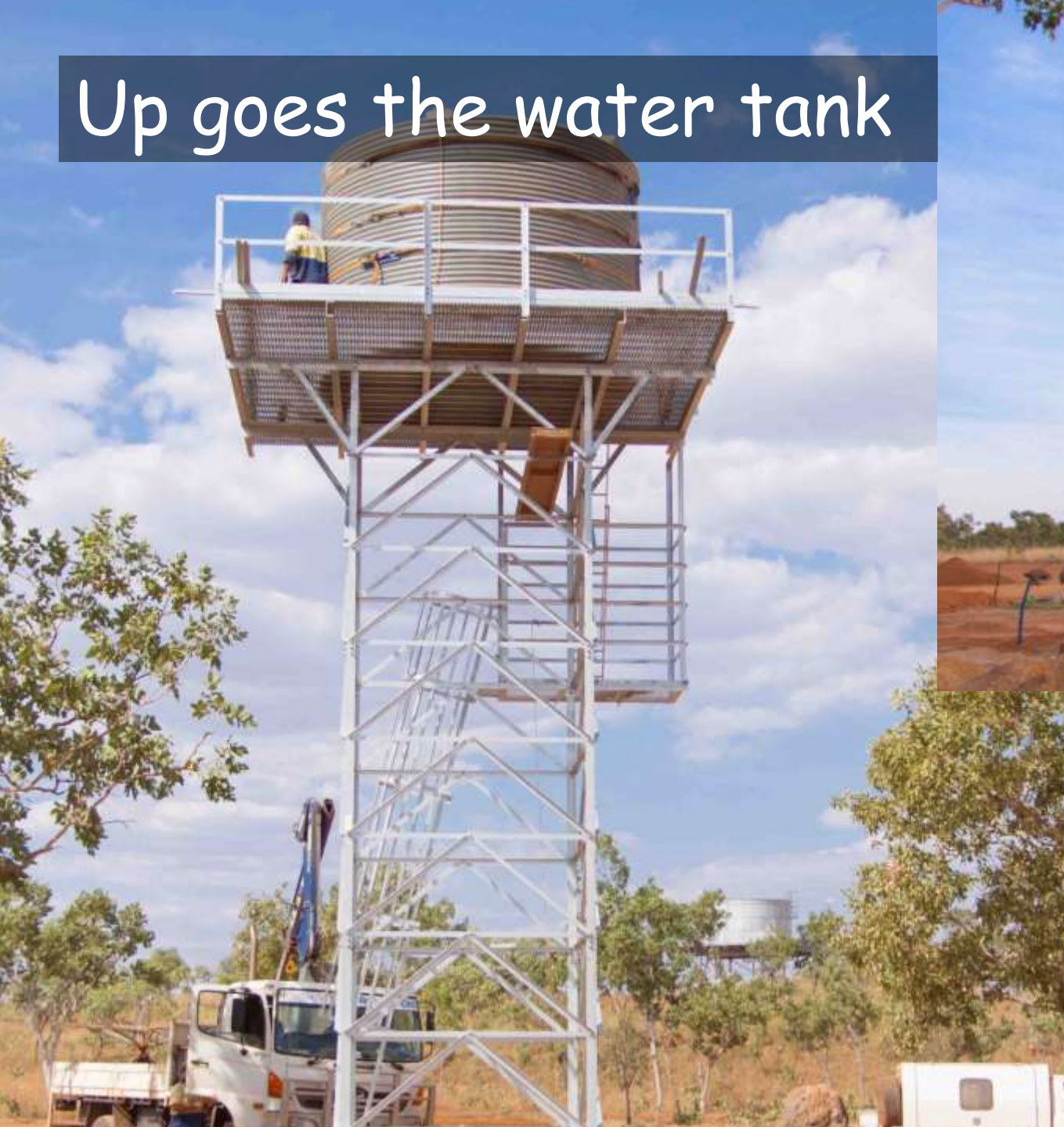


And finding it

Installing water supply infrastructure



Up goes the water tank





184 metres of leach drains...

...and the septic tanks





Road works

Ablution facility



Camp kitchen and Solar power





Over 400 bollards installed

A welder wearing a blue and white plaid shirt, blue jeans, blue gloves, and a red and white striped welding mask is working on a metal fence post. He is using a welding torch connected to a red and black power source on the ground. A coiled yellow cable lies on the dirt. To the right, a white utility vehicle with its rear hatch open is parked. Inside the vehicle, a blue cooler with the 'Big Cold' logo and other tools are visible. The background shows a dry, open landscape with sparse trees and a cloudy sky.

Fencing



Laying the turf



Community lads after a hard day's work

Creating the entry statement



Capacity Building



Stradbroke, QLD



Tjapukai, QLD



Kimberley, WA



South West, WA



Open for business

Gibb River Bike Challenge (May 2017)

400 cyclists and support crew overnight at Imintji Campground





Gibb River Bike Challenge

Imintji Store



Imintji Art Centre



Mimbi Campground Central Kimberley





Mimbi Cave experience



Peedamulla Campground
Western Pilbara

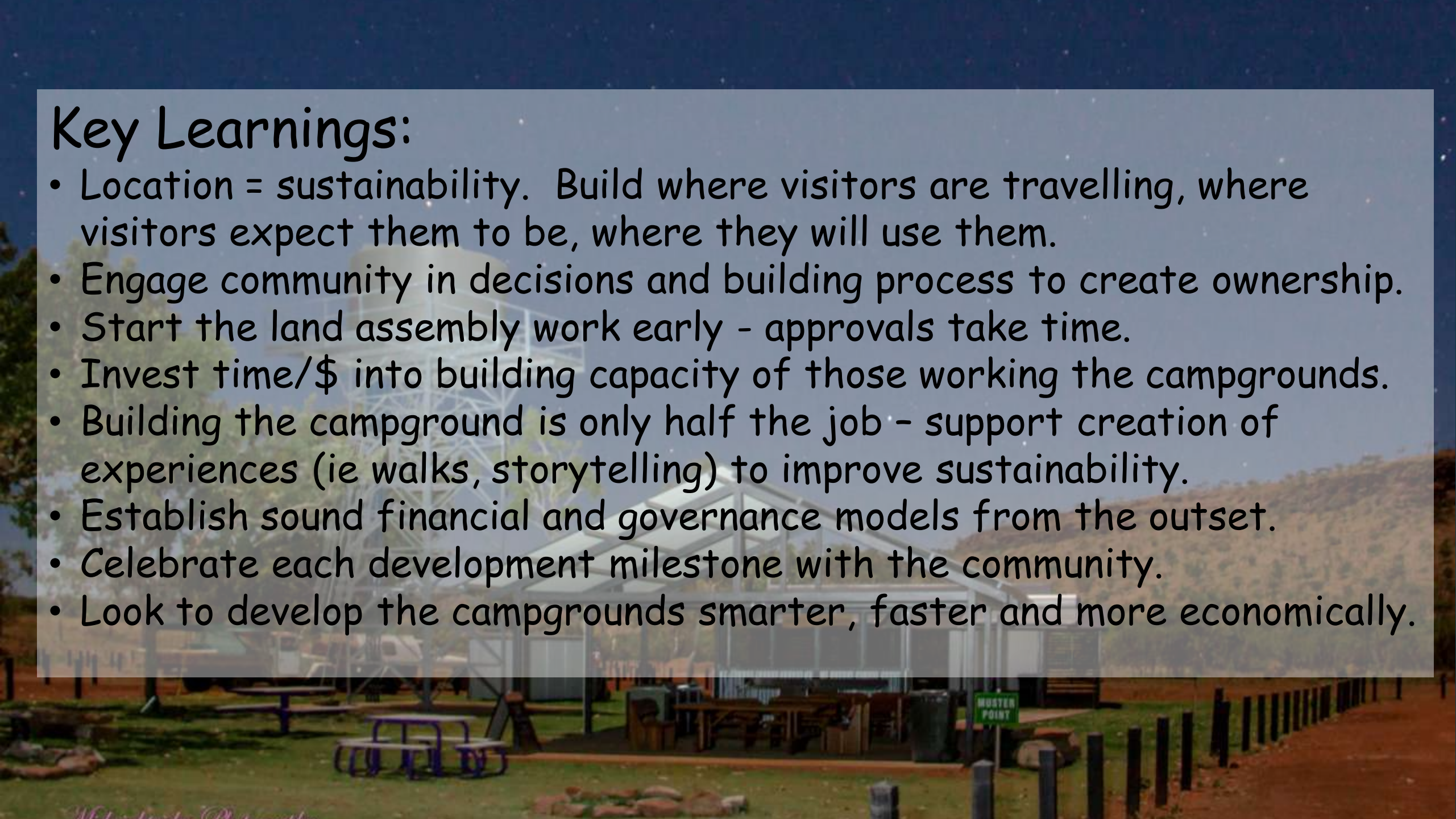


Peedamulla Campground Western Pilbara



Key Learnings:

- Location = sustainability. Build where visitors are travelling, where visitors expect them to be, where they will use them.
- Engage community in decisions and building process to create ownership.
- Start the land assembly work early - approvals take time.
- Invest time/\$ into building capacity of those working the campgrounds.
- Building the campground is only half the job - support creation of experiences (ie walks, storytelling) to improve sustainability.
- Establish sound financial and governance models from the outset.
- Celebrate each development milestone with the community.
- Look to develop the campgrounds smarter, faster and more economically.





For more information on the *Camping with Custodians* program contact:

Tourism Western Australia
Renata.lowe@westernaustralia.com
Phn: 08 9262 1700