



# Dambimangari Country

Visitor and Tourism Plan

*SUMMARY PLAN*

*2025-2029*



This Dambimangari Country Visitor and Tourism Plan SUMMARY was prepared by TRC Tourism in consultation, collaboration and on behalf of the Dambimangari Aboriginal Corporation and members.

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This publication may contain images or references to First Nations people who are deceased. We do not wish to cause distress to any First Nations community members.

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For full report inclusions incorporating market and visitation analysis, opportunities and constraints, strategies and measurable actions, please refer to the full Dambimangari Country Visitor and Tourism Plan. This is a summary version only.

# Purpose of the plan

*'Our Ancestors have given us this Country to look after. When we look after Country the right way, Wandjina (our Creation Ancestor) looks after us. Country is happy, people are happy – there is abundance. We want visitors to feel welcome and safe – to see, feel and respect Country the way we do.'*

- Leah Umbagai

## About the Visitor and Tourism Plan

As the Native Title holders, Dambimangari People are responsible for managing, making decisions for and protecting Dambimangari Country. Sustainably and carefully planned and managed tourism creates significant opportunities for Dambimangari People. The purpose of the Dambimangari Country Visitor and Tourism Plan is to:



Ensures visitor experiences meet Dambimangari's vision and aspirations.



Creates sustainable economic and employment opportunities for Dambimangari people



Identifies suitable and unsuitable sites for visitor access.



Presents concepts for desired tourism products and experiences.



Creates opportunities for visitors to learn and enjoy Country through Dambimangari-led tourism.



Empowers Dambimangari people to make the right decisions, control and benefit from tourism on Country.



Fosters respectful tourism that aligns with the Healthy Country Plan.



Addresses visitor demand and identifies gaps, challenges and opportunities

# Preparing the Plan

## Consultation

March – September 2024



### 6 Family Workshops

- Total of 50 participants
- Morlumbun, Barunga, Ngerdu, Peters, Mungulu, Juboy, Jangoot, Numendumah, Oobagooma, Woolagoodja, Umbagai, Thomas, Sesar, Stumpagee, Mouda.



### 4 stakeholder meetings

- Kimberley Marine Tourism Association
- Tourism WA
- Australia's North West
- DBCA



### 3 Board Meetings

- 2 presentations to the DAC Board
- 1 presentation to the HCAC



### 3 Country visits

- Derby
- Koolan Island
- Copper Mine (by air)
- Yaloon (by air)

# Our tourism pathway

## The Community Vision

The Dambimangari people are committed to building a successful and sustainable future for their families and communities by taking an active role in educating young people, at the same time engaging in projects associated with sustainable and culturally consistent development in the West Kimberley region.



## Tourism Vision

*Tourism enables Dambimangari people to sustainably manage, protect and reconnect with Country, with opportunities to bring us back home and share culture and special places with our families and visitors in the right way.*

## Enablers



Sustaining  
Country



Strong People



Sharing Our  
Story



Partnerships



Governance

## Priority tourism projects for Dambimangari people and Country

Dambimangari families  
accessing Country

DAC tourism development  
hub

Dambimangari Tour Guide  
Program

Koolan Island Cultural  
Centre Business and  
Activation Plan

Dambimangari-led Garaan-  
ngaddim (Horizontal Falls)  
tourism future

Formalising strategic  
partnerships

The plan identifies the opportunities to activate in the short, medium and long term with recommended priorities and an enabling pathway over the next 5-10 years.

# Tourism guiding principles

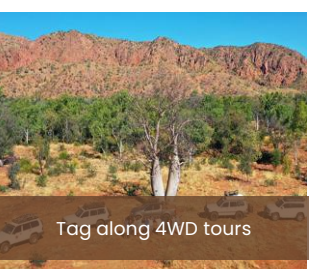
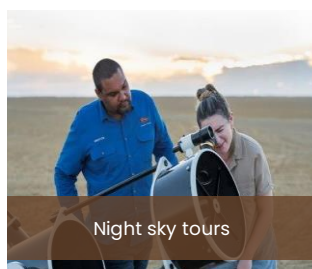
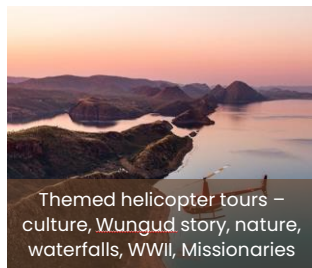
We can share our extraordinary land and seascapes and those cultural stories we wish to talk about so visitors better understand and appreciate our culture and we progress to better economic and social benefits. We will do this at our own pace so everyone is comfortable with offering tourism.

What's important for us when developing tourism on Dambimangari Country:



# Our tourism ideas

Types of products and experiences we'd like to offer on Dambimangari Country:





# Priority tourism sites

Sites that have been identified by Dambimangari people and the cruise tourism industry as highly valued existing and potential tourism opportunities:

## On Country tourism/ranger bases

- Koolan Island Cultural Centre and Tourism Hub
- Hiro Bay, Jungulu (Heywood) Island
- Kuri Bay (partnership required with Paspaley).

## Traditional Owner guided helicopter tours (via cruise vessels)

- Banjaddoo (Camp Creek Falls)
- Prince Regent rock art and waterfall sites
- European heritage sites
- Melaleuca Falls, Sale River.

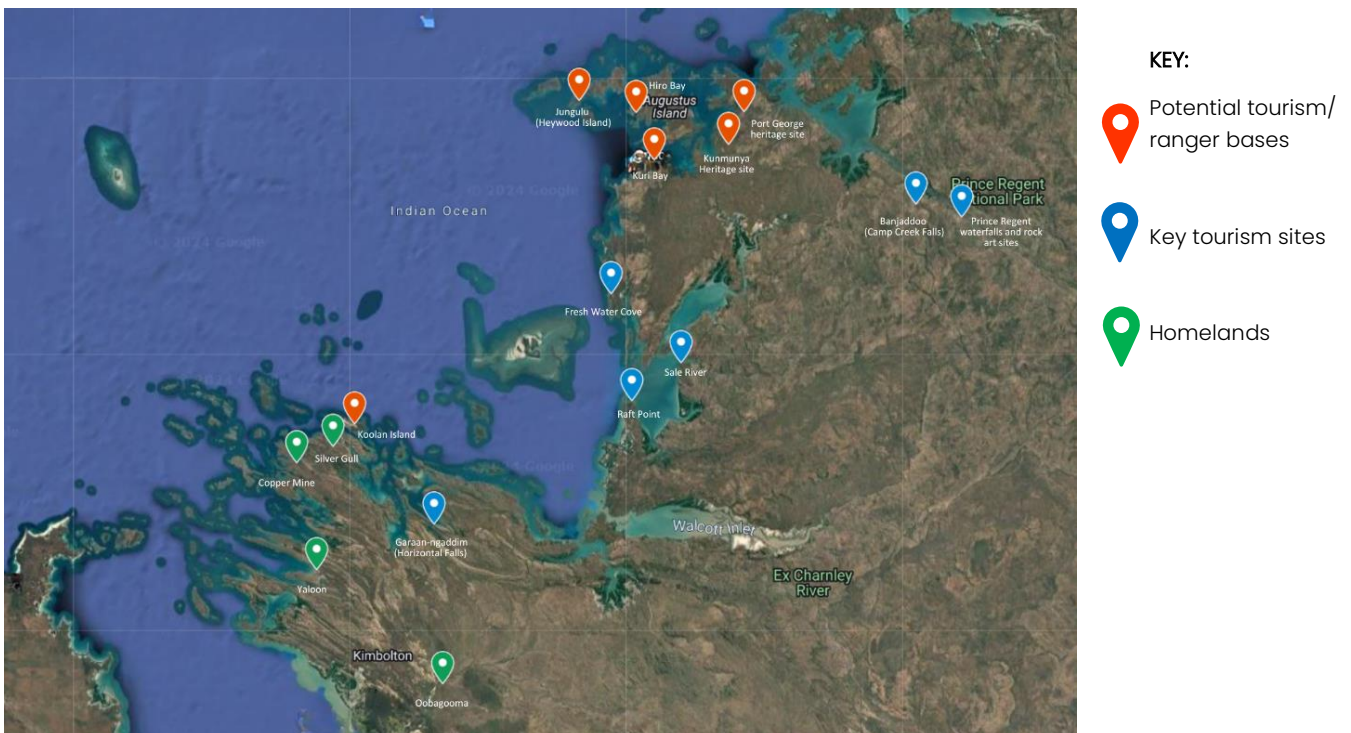
## Homelands and potential tourism bases

- Oobagooma, Yaloon, Woondulum/Copper Mine, Silver Gull, Jungulu Island.

## Other important sites

- Garaan-ngaddim (Horizontal Falls) – important new cultural tourism product development
- Ngumbirri (Raft Point) strong desire for access from operators.

Figure 1 Dambimangari Country site plan identifying priority sites for tourism enablement and activation.



## Koolan Island as a Dambimangari Tourism Hub



### Recommendations:

- Koolan Island Cultural Centre Business, Marketing and Operations Plans to enable activation.
- Koolan Island Tourism Master Plan and Business Case for future infrastructure use and management by Dambimangari people for tourism and other operations.

## Garaan-ngaddim/Horizontal Falls – Dambimangari Way



### Recommendations:

- Develop a Dambimangari-led concept plan and feasibility study for future tourism at Garaan-ngaddim.

## Kuri Bay as a connector

### The opportunity:

- A potential base (on negotiation with Paspaley) for Dambimangari tour guides
- Leveraging from the existing cruise visitor market to provide cultural tours and experiences
- A potential base (on negotiation with Paspaley) for Dambimangari tour guides
- Potential for Traditional Owner guided helicopter tours
- A potential base (on negotiation with Paspaley) for Dambimangari tour guides and training
- Partnering with Kuri Bay Fishing Charters

### Recommendation:

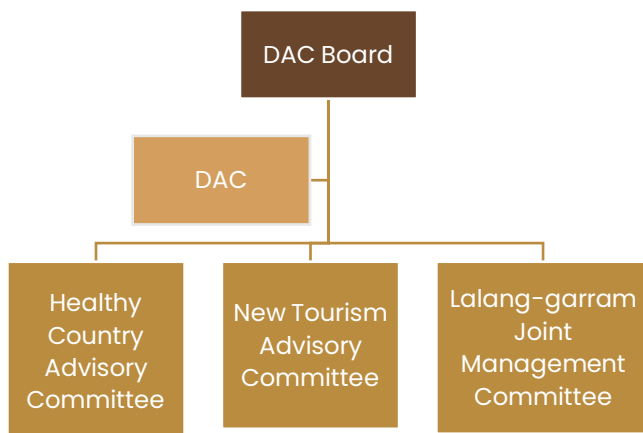
Commence consultation and negotiate potential opportunities with Paspaley for Dambimangari people and families to visit and be based at Kuri Bay to offer tourism products and experiences.



# Delivery

The following is a proposed structure for decision-making, activating and supporting tourism on Country that delivers cultural, social, environmental, community and economic benefits for Dambimangari people.

## DECISION MAKERS



## ENABLERS

-   
**Dambimangari Country Visitor and Tourism Plan**
-   
**Tourism on Country Framework - policy and procedures for assessing tourism proposals**
-   
**Business support hub - Business plans, feasibility studies and business cases. Priorities - Koolan Island Cultural Centre and Garaan-ngaddim**

## ACTIVATORS

- ### DAMBIMANGARI TOURISM ROLES

  - DAC TOURISM AND BUSINESS SUPPORT TEAM
    - Tourism Manager
    - Project and program coordinators
    - Tour guides
    - Visitor pass
    - Koolan Island Cultural Centre
    - Training and capacity building (cultural way and business way)
    - Product development
    - Business development
    - Sourcing funding
    - Tourism project delivery
- ### DAMBIMANGARI BUSINESSES

  - Sole traders
  - Family businesses/trusts
  - Companies
  - Incorporated Associations
  - Aboriginal Corporations
- ### JOINT VENTURES AND PARTNERSHIPS

  - Working together in partnership with the right partners to deliver on Dambimangari tourism aspirations, goals and outcomes.
  - Cruise
  - Australia’s North West
  - Tourism industry
  - DBCA and other government departments
  - Kuri Bay
  - Koolan Island
  - Training organisations
  - Recreational fishing
  - Investors and funding bodies
  - Other Kimberley Aboriginal people, businesses and organisations
  - Research, cultural heritage and conservation specialists

# Action Plan

The Action Plan provides the recommended pathway for Dambimangari people, DAC and strategic partners to deliver on the vision, goals and priorities for tourism on Dambimangari Country.

## Enablers



**Sustaining Country**



**Strong people**



**Governance**



**Sharing our Stories**



**Partnerships**

## Short term – 2024 – 2025

### ACTIONS

#### Accessing Country program

- Review the current Dambimangari family access to Country program – equitable access opportunities
- Investigate alternative opportunities to visit Country – DBCA, Mt Gibson, Ranger program, cruise familiarisations, grant funding

#### Dambimangari-led Garaan-ngaddim /Horizontal Falls Concept Plan and Feasibility Study

#### Koolan Island Cultural Centre Business Plan

#### Enabling Tourism on Country Framework

- Guidelines and decision-making process for the DAC Board and HCAC to help make the right tourism decisions for Country

#### Dambimangari Country Tourism Advisory Committee

#### Dambimangari Tour Guide Training Program

- Career pathway
- Involving Elders and Senior Guides in training
- Sharing our Stories – tour guide training manual/guidebook

#### Grow/formalise cruise tour guide program

#### Investigate and establish appropriate partnerships

## Medium term – 2026 – 2028

### ACTIONS

#### Cultural protocols for Country

- Indigenous Cultural Intellectual Property protection
- Cultural awareness training
- Visitor education

#### Language and naming project

#### Marketing and Brand Strategy

#### Dambimangari Business, Employment and Training hub

#### Koolan Island Tourism Master Plan

#### Business Plan and Feasibility Study implementation

- Garaan-ngaddim Feasibility Study
- Koolan Island Cultural Centre Business Plan

#### Grow/formalise cruise tour guide program

#### Non-Dambimangari Tour Guide/Operator training program

## Long-term – 2028 onwards

### ACTIONS

#### Well resourced Dambi Ranger Program

- On Country Ranger and tourism bases
- Our own equipment and assets
- Compliance and law enforcement training

#### Homeland project

For full details including market and visitation analysis, strategies and measurable actions, please refer to the full Dambimangari Country Visitor and Tourism Plan report, this is a summary version only.

