

***Identifying indigenous business
opportunities in the recreational fishing
tourism industry on Cape York Peninsula***

David J Donald



Australian Government

**Fisheries Research and
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ACRONYMS

CEO	Chief Executive Officer
CYP	Cape York Peninsula
GOC	Gulf of Carpentaria
CYSF	Cape York Sustainable Futures
DEEDI	Department of Employment, Economic Development & Innovation (Qld)
DERM	Department of Environment & Land Management (Qld)
DOGIT	Deed of Grant In Trust
GULFMAC	Gulf of Carpentaria Fisheries Management Advisory Committee
ILUA	Indigenous Land Use Agreement
KALNRMO	Kowanyama Aboriginal Land & Natural Resource Management Office

NPA	Northern Peninsula Area (Bamaga, Seisia, New Mapoon, Injinoo, Umagico)
NPARC	Northern Peninsula Area Regional Council
OTL	Overland Telegraph Line
PDR	Peninsula Development Road
TO	Traditional Owner
TSRA	Torres Strait Regional Council (Torres Strait Islands)
TSIRC	Torres Strait Island Regional Council
WCCC	Western Cape Chamber of Commerce

2010/230 Identifying indigenous business opportunities in the recreational fishing tourism industry on Cape York Peninsula

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OBJECTIVES:

1. To identify indigenous enterprise development opportunities within the fishing charter and associated tourism industry on Cape York Peninsula and Torres Strait.
- 2 Identify current indigenous tourism industry status.
3. To identify trends and opportunities for indigenous tourism on Cape York Peninsula and Torres Strait.
- 4 To identify barriers and solutions to indigenous tourism on Cape York Peninsula and Torres Strait.
5. To recommend solutions to the development of Cape York Peninsula and Torres Strait tourism that are both general and community specific.

NON TECHNICAL SUMMARY:

OUTCOMES ACHIEVED TO DATE

The Report

- identified, contacted and informed individuals within those communities who have the potential to become involved in recreational charter fishing and ecotourism based businesses;
- comprehensively identified interested indigenous communities and their assets throughout Cape York Peninsula, in terms of existing infrastructure and environment suitable for recreational fishing and ecology based tourism development;
- suggested a plan for a coordinated approach to future development of tourism infrastructure on CYP and how indigenous based businesses can be part of this plan;

- established an information base that will provide the necessary data for government and private enterprise agencies seeking to facilitate the development of indigenous businesses on CYP based on recreational fishing and ecotourism; and
- identified barriers to the establishment and long term viability of indigenous businesses and suggested pathways for their resolution.

This project came about following several approaches to the principal investigator from indigenous persons interested in starting a fishing tourism related business. Consultation with a range of government, industry, support and community related individuals and groups showed that interest in such an initiative was high, and this ultimately led to the project being created.

The first priority was to identify indigenous individuals and groups with an interest in establishing a business that involved recreational fishing tourism and identify the extent, both in terms of scope and area, of their aspirations.

To help in facilitating the process of finding and contacting interested individuals, assistance was sought from a core of people with considerable knowledge of Cape York Peninsula's indigenous communities. Their advice was to prove invaluable in developing the outcomes contained in this report.

Due to the constraints on travel during the wet season from November until May each year and the considerable distances involved in traversing primarily unsealed roads, visitations had to be undertaken during a finite period. Scheduling meetings with appropriate individuals and groups was further complicated by difficulties in establishing contact or confirming suitable arrangements.

Nevertheless, individuals and groups from a wide selection of the Cape's indigenous communities were interviewed and their aspirations noted. In many cases, pertinent advice and appropriate contacts were able to be given. On two occasions, business focused workshops were arranged in communities to follow up the initial meetings. Regular consultation with many participants is ongoing and their progress monitored.

It soon became clear that many of the business ideas involved a wider range of activities other than recreational fishing. While the cultural aspect would provide a major marketing point for any indigenous business, proposed lodges, camping areas and tours would create enterprises that also involved ecotourism, bird watching and history related activities. Therefore, the project was expanded to include a more holistic examination of indigenous tourism prospects.

The other major activity of the visitation program involved the documentation of existing and possible future tourism assets of the various Cape York Peninsula communities. These were comprehensively listed and the status of the various councils and clan groups owning these sites investigated. Analysis of the demise of a couple of established ventures provided important lessons into future indigenous business development.

Education and training facilities and opportunities were also investigated with a view to

assessing current and future assets. The integration of cultural considerations via more specialized courses and long term mentoring was discussed.

Attention then turned to the business environment currently existing in Cape York Peninsula indigenous communities and the factors inhibiting potential tourism development. Several major barriers were identified and investigated including a robust council and clan group governance process, an overly complex and inadequate tenure system, and poor government policies that are focused on welfare rather than indigenous empowerment. The realization that indigenous business ventures must be able to compete in an open market to become viable in the long term was found to be fundamental to future government initiatives.

The procrastination and inaction by government on promised tourism development initiatives that had been repeatedly mooted for almost two decades was also identified as a major impediment. A comparison between Cape York Peninsula and Northern Territory tourism, particularly in regard to their promotion of recreational fishing, confirmed serious deficiencies in Queensland policy that impacted directly on all industry participants.

To guide indigenous business development, comprehensive lists of existing and potential tourism sites were compiled and compared. Possible business structures for different ventures were suggested along with the marketing attributes of specific locations and an indigenous tourism plan as part of a comprehensive and coordinated Cape York Peninsula initiative developed.

The reports objectives were all achieved at a high level, namely to identify (1) indigenous tourism enterprise development, (2) current indigenous tourism status, (3) tourism trends and opportunities, (4) barriers to development and (5) recommend solutions with regard to future Cape York Peninsula indigenous community development. Data produced by the investigation will be pertinent, not only to those indigenous persons directly involved, but to a range of government and non-government agencies involved in the future development of the Cape.

The release of this report comes at a critical time in Cape York Peninsula's future. With a new government now established in Queensland and the constraints of World Heritage nomination and further Wild Rivers legislation seemingly halted, there is a unique opportunity for government to take a close look at indigenous tenure options and the vexed question of community welfare and governance. Fundamental changes are urgently needed to indigenous society if business development in that sector is to prosper.

Cape York Peninsula needs a vibrant tourism network that includes the inclusion of professionally run indigenous enterprises and a coordinated national parks sector as integral parts of the local industry. The analysis of tourism assets contained in this report are the result of 25 years of experience by the principal investigator and offer a possible solution for future holistic development.

ACKNOWLEDGEMENTS

The principal investigator would like to thank several people who were able to bring a wealth of knowledge and experience acquired while working closely with CYP indigenous people from a variety of perspectives. Saimoni Davui offered regular in-depth insights into indigenous cultural thinking and was always ready and willing to assist in arranging meetings with interested community members. Graham Mannix brought a pragmatic approach to the process, his sound advice resulting from 30 years working in the Weipa area and his close relationship with many local TO's. Peter McCulkin proved to be a wonderful source of information from the governmental side and was able to assist personally in a number of the community visits. As designated 'champion' of Chivaree Camp, his knowledge of the history involved was invaluable.

The role played by Cape York Sustainable Futures staff in this project was considerable, consisting of direct financial and in-kind support as well as somewhere to obtain information and discuss the issues. In particular, I would like to thank CEO Trish Butler for her support, guidance and personal assistance in a couple of the road trips involved. Trish's passion for the Cape seems boundless and to have someone with her enthusiasm directly involved is a great asset.

A number of other CYP residents helped in various ways with the gathering of information for this project. I would particularly like to thank Paul Piva, Wayne Butcher, Ron Stannard and Suzanne Stannard from Lockhart River, Judy Bennett and Willie Gordon from Cooktown, as well as Joseph Elu and John Charlton from NPA for their assistance.

There were a number of government and semi-government people who agreed to be consulted and to all those I offer my thanks. Their information was valuable and our often animated conversations enlightening.

Most of all, my thanks go to all the indigenous participants featured in this report. It was very pleasing to discover the high level of interest in establishing businesses within the communities and to witness the enthusiasm that people had to get away from the welfare society in a bid to regain their self-esteem. Your message was clear and I trust that this report helps make the difference.

BACKGROUND

Cape York Peninsula (CYP) is amongst Australia's most iconic locations, an area largely perceived as a wilderness just waiting for the more adventurous to explore. The size of the 'Cape' is often underestimated – at 137,000 sq km, it is two thirds the size of Victoria while the trip from Cairns to its most northerly point is further than the distance from Sydney to Brisbane.

With a population of 17,000, 60% of whom are indigenous, CYP's major economic activities include mining, farming, tourism and fishing. Most of the indigenous population live in a number of small communities including Hopevale, Kowanyama, Pormpuraaw, Coen, Lockhart River, Aurukun, Napranum, Mapoon, Thursday Island and the Northern Peninsula Area; the majority of which have minimal economic output. With the popularity of the 'Cape' as a tourist destination rising sharply during the past decade, there are obvious opportunities for the people of remote communities to become involved in the burgeoning industry both as business operators and employees.

Recent findings involving Weipa, NPA and Karumba have found that recreational fishing tourism brings substantial revenue to each of these areas and is almost certainly the most important sector in terms of revenue produced. WCCC's '*A Strategic Plan For Recreational Sportfishing Tourism Development in the Weipa/Western Cape Area*' estimated the revenue from recreational fishing along the Gulf of Carpentaria coast alone was at least double that of the commercial harvest and still increasing steadily. While the majority of fishers have traditionally driven to CYP to pursue their pastime, those who now choose to fly-in for a short term visit represent a very valuable share of the market, with Weipa's charter/accommodation industry alone reaping over \$4million per annum from this high end clientele. Combine these facts with a trend that has seen a rapidly increasing acceptance the charter fishing market, particularly in remote tropical locations, and the potential of indigenous operators to become involved would appear to be excellent.

There have been several government initiatives aimed at establishing indigenous owned businesses, including fishing based initiatives, in remote CYP communities in recent years. Very few have been successful and the reasons for this include short –term focused government policy, security of tenure complexities, cultural governance inadequacies and the lack of a robust mentoring strategy. The problems involved in running a viable business in a remote area are difficult enough for the most dedicated operator to achieve. The task for prospective indigenous business people will be to find the commitment and drive required to become profitable and the task for government will be to realize that such success requires a process that lasts for decades, not just a couple of years.

The initial presentation of this project concept in October 2009 to the Western Cape Chamber of Commerce was enthusiastically received. Over the ensuing 6 months, meetings were held with agencies including Department of Employment, Economic Development and Innovation (DEEDI), Tourism Queensland, Ports Corporation (Queensland), Marine Queensland, Cape York Sustainable Futures, Generation One, Rio Tinto Aluminium (Weipa), Department of Communities, Jason O'Brien MLA (State Member for Cook), Warren Entsch MP (Federal Member for Leichhardt), Community Enterprises Australia and

Vocational Partnership Group.

All parties agreed that the project should be instigated urgently and several were keen to access and apply the specialist data that would be generated. Contact with indigenous communities from Lockhart River, Napranum, Aurukun, Mapoon, Northern Peninsula Area and Thursday Island also found a high level of interest.

Letters of support were received from Lockhart River Community, NPA Council, Torres Shire Council, Napranum Council, Rio Tinto Aluminium (Weipa), Cape York Sustainable Futures, Jason O'Brien MLA, Warren Entsch MP, Western Cape Chamber of Commerce.

Cape York Peninsula is a vast area with unique problems related to its remoteness and seasonality that are rarely considered by mainstream society. Jason O'Brien points out the urgency to instigate this project with respect to dry and wet season limitations and the consequences of not working within those constraints.

Even as this project application was being finalized, interest and support was still growing.

As re-elected federal member Warren Entsch confirms 'the tourism market in the far north is desperately in need of more indigenous activities' and 'the development of indigenous businesses is critical to the future health of the Cape York Peninsula communities'.

NEED

Modern tourism markets are hungry for indigenous content and Cape York Peninsula (CYP) has the potential to become a leader in catering to these markets. Figures from the Coen Biosecurity vehicle counter reveal a 250% increase in traffic on CYP in the past 5 years, a statistic that indicates the time is right for indigenous communities to become involved. There is an urgent need for enterprise development opportunities to be identified and potential personnel to be supported.

All government and community agencies approached when developing the scope of this project agreed that addressing this need is long overdue and requires immediate action. This requires consultation, the great majority of which has to be achieved within the constraints of seasonal conditions that severely restrict CYP access from December to May each year.

Recreational fishing tourism has already been identified by various surveys as having major economic importance on CYP, particularly to the Weipa and Northern Peninsula Area (NPA) economies. Extending this market based on the capacity to build on the knowledge and experience of local indigenous people has already been suggested by visiting clientele in anticipation of an enriched CYP fishing experience.

Similar enthusiasm has been shown from those involved in ecotourism orientated activities that, for the purposes of this report, will be included with recreational fishing tourism, given that infrastructure is often shared. Establishing a comprehensive data base that would provide a platform for government and communities to address the empowerment of CYP indigenous communities via recreational fishing and ecotourism opportunities is obviously a significant step in getting that vital process underway.

It is also important to assess the current status of support for the establishment of indigenous businesses with respect to finance, training and mentoring. There is a need for an intense whole of government approach to the problems faced by those in remote communities but these have to be adequately identified before they can be addressed.

The urgency to address these needs cannot be stressed too highly. This project seeks to provide data that investigates, identifies and documents current and future opportunities leading to the development and coordination of an indigenous recreational fishing tourism market sector for Cape York Peninsula.

OBJECTIVES

The following demonstrates the success of the project in achieving the objectives.

1. *To identify indigenous enterprise development opportunities within the fishing charter and associated tourism industry on Cape York Peninsula and Torres Strait*

High level of achievement - Constrained by short project time-frame and inability to schedule contact with some prospects.

Opportunities identified:

- Fishing and Eco Lodge Kowanyama
- Camping ground, Port Stewart
- Fishing and Eco Lodge Lockhart River
- Fishing Lodge/Safari Camp Love River, Aurukun
- Hunting lodge Aurukun lands
- Camping area Bung Point
- Camping area Wathiem, Heineman's Landing
- Fishing and Eco Lodge, Duyfken Point
- Improved camping area Pennefather River
- Eco lodge or camping Billy's Lagoon
- Re opening of Camp Chivaree
- Hunting lodge Mapoon
- Improvement of Cullen Point camping
- Stone Crossing camping/caravan park
- Fishing and Eco Lodge, Cotterell River
- Hunting lodge Cotterell area
- Improvements to camping area Vrilya Point
- Re opening of Pajinka Lodge
- Development of a chain of guest houses for general and tourist visitors in Hopevale, Kowanyama, Pormpuraaw, Aurukun, Mapoon
- Torres Strait

2. *Identify current indigenous tourism industry status*

Very high level of achievement - Comprehensive details were compiled.

- Aurukun Wetland Charters
- Kowanyama Camping
- Puchiwu Fishing
- Tony's Island Adventures
- Cullen Point Camping
- Pennefather River Camping
- Camp Chivaree
- Willie Gordon

3. *To identify trends and opportunities for indigenous tourism on Cape York Peninsula and Torres Strait*

High level of achievement - Some trend directions depend on the outcome of the Queensland State elections 24 March 2012

- Increasing drive and fly in visitors
- Improved and cheaper air travel
- Improved road access
- Opportunity for coordinated marketing

4. *To identify barriers and solutions to indigenous tourism on Cape York Peninsula and Torres Strait*

High level of achievement - Again, some of these are subject to government direction after the State election 2012

- Poor education – better training
- Short term government programs – need to be much longer
- Government problems - Streamlined and coordinated government process
- Lack of accountability – more emphasis on outcomes

- Cultural differences – long term outcomes
- Short season – better tourism marketing
- Land tenure – simpler process
- Clan agreement – better governance process
- Council problems – better administration process
- Lack of business experience – mentoring and joint ventures

5. *To recommend solutions to the development of Cape York Peninsula and Torres Strait tourism that is both general and community specific*

High level of achievement - A comprehensive list of solutions has been developed.

- Full-time tourism secretariat including marketing and business development personnel
- Resolution of land tenure issues
- Process for councils, TO's and clans to resolve their differences and make decisions binding
- An education and training system with a long term focus including a specialist tourist training facility (Former Pajinka Lodge)
- Lockhart River – better council coordination and performance, employment of a mentor/manager at Puchiwu, full-time business development officer
- Kowanyama – better recognition of the communities vision, future tourism
- Pormpuraaw – future development plan
- Napranum – possible establishment of a marine training establishment, development of Pennefather River site, Billy's Lagoon
- Mapoon – resolution of issues within council and TO's, urgent development of guest house, further development of Cullen Point, reopening of Camp Chivaree, establishment of hunting lodge
- NPA – reopening of Pajinka Lodge, establishing secure tenure for already established tourism businesses
- Torres Strait – an independently run tourism development office, possibly offshoot of above secretariat.

METHODS

Project methodology was based on:

- (1) the PI's 25 year experience as a resident of CYP; and
- (2) a basic outline developed during the extensive consultation carried out while developing the FRDC application.

Project delivery was planned in two stages:

- (1) Visitation and consultation – July to November 2011
- (2) Consolidation of data, follow up and preparation of report document – December 2011 to June 2012

STAGE 1 - VISITATION AND CONSULTATION

The primary focus for the months July to November 2011 involved visits to indigenous communities within the CYP/Torres Strait area. This intense visitation program was necessary due to restrictions on travel that occur once the wet season becomes established. In fact, by early November, the storms heralding the wet had already arrived on the western (GOC) coast and by mid-November, were becoming an almost daily occurrence in many areas. For example, the trip from Cairns to Kowanyama (October 17/18) was affected by early season rains and required a night spent on the side of the road waiting for floodwaters to recede!

Preparation for the visitation and consultation program required a number of complimentary tasks

- Consultation with a range of persons having specialist knowledge of the CYP situation
- Preparation of letters of introduction to CYP indigenous communities and clan group representatives (Appendix 3)
- Preparation of advertisements and media press releases for local newspapers (Appendices 1,2)
- Distributing these letters and advertisements
- Contacting relevant government personnel with information on the project
- Contacting CYP training and employment providers
- Regular liaison with CYSF in its administration and support role

Visits were planned to the following towns and communities – Napranum, Mapoon, Aurukun, Pormpuraaw, Lockhart River, Northern Peninsula Area (NPA - Bamaga, Seisia, New Mapoon, Umagico, Injinoo), Thursday Island, Kowanyama and Cooktown, as well as Cairns.

Meetings were arranged with Traditional Owners/clan groups, councils, community officials and agencies associated with indigenous community development and CYP tourism. Access to current and potential tourism related sites was also sought and, where possible, arranged.

A student survey of Year 11 and 12 indigenous students at Western Cape College was arranged to assess the level of interest in marine based tourism.

STAGE 2 - CONSOLIDATION OF DATA, FOLLOW UP AND PREPARATION OF REPORT DOCUMENT – DECEMBER 2011 TO MAY 2012

The consultations above were followed up via further visitation, telephone and e-mail to most of the group contacted. Advice to several of the participants is ongoing. Other follow up activities included a 'Starting Your Own Business' workshop arranged in Napranum that included some of those interviewed, a CYSF facilitated business development workshop held in Lockhart River that had approximately 30 people from that community in attendance and a CYSF open forum in Cooktown that featured a presentation by Dr Judy Bennett PhD on indigenous business establishment issues.

The Draft document was initially distributed to project advisors Peter McCulkin, Trish Butler and Graham Mannix for comment before initial submission to FRDC. The amended Draft was distributed to several of those interviewed, as well as those above, for further comments prior to its final submission to FRDC for comment.

Objective 1: Identifying indigenous enterprise development opportunities within the fishing charter and associated tourism industry on Cape York Peninsula and Torres Strait

MEETINGS WITH INTERESTED COMMUNITIES AND INDIVIDUALS

INDIGENOUS CONSULTATION

Effective community consultation is one of the aspirations of modern government but even when effective promotion and scheduling are combined with a comprehensive engagement process, there will be those who will criticize the opportunities for input. However, the 'public consultation' process has now become established as an integral part of modern community negotiation in mainstream society and thus provided the guidelines applicable to the collection of much of the personal data in this report.

The salient issue here is that remote indigenous communities are far from 'mainstream', the major differences being culturally influenced. White society focuses on wealth generation to support family lifestyle while indigenous culture prioritizes the family unit. Matters outside of the immediate clan group, including work commitments, have a low level of importance and can be disregarded. There may be no deliberate intent in such matters, and usually no feeling of obligation - an attitude that non-indigenous persons find very difficult to comprehend.

Letters, e-mails or flyers, therefore, may not produce a response, even when sent to Council officials, while phone calls, in some cases, may go unanswered. Family issues remain paramount and, as such, cultural responsibilities override any obligations to respond to that which comes from outside that unit regardless of the status of those wishing to make contact. In addition, workloads on indigenous councils and their staff are often so overwhelmed given their multitude of responsibilities, that sometimes, even repeated messages will go unanswered.

Senior traditional elders, given their important status, are generally very mobile people whether travelling to meetings both near and far or heading out 'on country' to fish and hunt. Organizing a time and place for a face to face meeting can be difficult and there is no guarantee that they will actually turn up on the day. Missing a meeting can be as simple as forgetting that it was arranged. Few indigenous people keep a diary.

Given that the time frame for this project consultation was a period of 4 to 5 months and the areas to be visited involved long trips over unsealed roads, the opportunities to consult with the various communities were limited. Sometimes, multiple attempts to arrange a meeting with a particular group were unsuccessful while on other occasions, carefully arranged appointments were not kept with no explanation forthcoming.

On the positive side, the work of facilitators such as Pastor Saimoni Davui, Peter McCulkin and staff at Cape York Sustainable Futures greatly assisted in organizing meetings with

interested traditional owners. Their help and advice was invaluable and resulted in the identification of a number of potential indigenous business operators.

While every effort was made on the part of the principal investigator to comprehensively consult with traditional owners in all CYP communities, in reality such a task proved difficult in the time frame allowed. Nevertheless, in spite of the obvious limitations involved, the investigations have produced a significant number of people and ideas involving almost all of CYP communities, an outcome that is almost certainly commensurate with the input involved. Contact was limited to telephone and e-mail once the wet season threatened as large parts of the area were prone to being rendered inaccessible in a very short period.

A comprehensive listing of the visitation schedule and the indigenous people contacted follows.

PROJECT LOGISTICS AND VISITATIONS

- July 4 to 15 – Prepared and circulated letters of introduction from principal investigator and CYSF on the project accompanied by a list of suggested indigenous business opportunities to all CYP mayors/council CEO's.
- July 4 to 15 – Met with Peter McCulkin (DEEDI), Pastor Saimoni Davui (Napranum community), and Graham Mannix (Mannix & Partners) to discuss project strategy, identify possible indigenous contacts and develop visitation schedule.

- July 4 to 15 – Discussed project strategy with Trish Butler, CEO, and CYSF and organized their cooperation in the indigenous community contact/visitation program.
- July 13/14 – Designed advertisements on the project that were submitted for publication in the *Western Cape Bulletin* and *Torres News*.
- July 15 – Met with EM in company with Peter McCulkin and Saimoni Davui. Also met with Peter Graham from Volunteer Marine Rescue re Coxswains Ticket course for those (including EM) seeking to become charter skippers.
- July 18 – Picked up RJ from Napranum and travelled with him and Saimoni Davui to Heineman's Landing on the Embley River to inspect his proposed camping area site. Later, met with Gary Hutchinson and Emma Lee Bradford at the Western Cape College to review their vocational training program.
- July 20 to 22 – Flew to Cairns for meetings with Trish Butler CYSF, Peter McCulkin, Vanine Gilmour, Paul Fagg and Wayne Butcher at DEEDI, PP and WB (Lockhart River community). Accompanied Peter McCulkin in DEEDI supplied vehicle for the 11 hour drive back to Weipa.
- July 26 – Drove to Aurukun community with Peter McCulkin for meeting with the Mayor and CEO Aurukun Shire Council. Inspected Aurukun community area. Returned late afternoon.
- July 27 – Met with Derek Carter of Community Enterprise Australia at Napranum.
- July 28 – Spoke with SS from Injinoo re their land at Vrilya Point and Cotterell River (via advertisement in *Torres News*)
- July 29 – Attempted to contact GB at Coen/Port Stewart.

- August 1 – Met with RD and took him by boat to inspect his beachfront land south of the Embley River mouth (Bung Point).

- August 2 to 5 – Worked on logistics and making contacts for Thursday Island and Lockhart River visits
- August 4 – Travelled to Mapoon and Camp Chivaree with Peter McCulkin. Met with Leonie Ishmael from CEA then a group of Mapoon Land & Sea Rangers at Camp Chivaree.
- August 5 – Met with CA in Weipa re his future plans for his land north of the Wenlock River.
- August 7 to 12 – Flew via Cairns to Thursday Island. Met with Mark Anderson and Damien Miley from Torres Strait Regional Authority and local tourist operators. Meetings at Thursday Island High School and Thursday Island TAFE were unable to be scheduled. Also met with Trish Butler (CYSF) in Cairns and Richard Eussen in Mareeba.
- August 15 to 18 – Visited Lockhart River community. Meetings with PP and WB. Inspected the area with Paul Piva and Ron Stannard.
- August 19/20 – Met with Saimoni Davui and Peter McCulkin to discuss project progress.

- September 7 – Attended workshop presentation by Vanine Gilmour of DEEDI at Napranum CEA office. EM and RJ were amongst the participants.
- September 12/13 – Worked on logistics for Cooktown and NPA trips. Spoke to CR of Balkanu and updated him on project.
- September 14 – Met with Ilse Kiessling re proposed Marine Park Zones in GOC waters.
- September 15 to 17 – Visited Coen, Musgrave and Cooktown. Meetings at Lotus Bird Lodge, Musgrave, and Cooktown (Coen cancelled at short notice). Talked with a range of people including John McDowall (Musgrave), Gary and Sue Brown (Lotus Bird Lodge), Dr Judy Bennett (Guurrbi Tours), Trish Butler (CYSF), Tony Potter (Regional Director Main Roads North Queensland).
- September 19 to 22 – Worked on logistics and confirming contacts for NPA visit.
- September 24 to 29 – Visited NPA. Various meetings with Joseph Elu (Mayor), Michael Freeman and Arthur Wong (NPARC), local tourism business owners (including Patsy Lennox, John Charlton, Cheryl Sanders, Joanne Adidi), SS and CW (Injino), HE and MM (Seisia).

- October 3 to 7 – Reviewed progress and planned visitations for the remainder of year.
- October 12 - Organized arrangements for next week's visit to Kowanyama and Pormpuraaw with Trish Butler CYSF
- October 13 – Sent information re proposed visits to Kowanyama, Pormpuraaw, Lockhart River, and Aurukun. Tried again to contact GB (Coen-Port Stewart).
- October 14 – Meeting with RY re Love River area Aurukun cancelled at last minute. Flew to Cairns.
- October 17 – Met with TO Wayne Butcher (DEEDI/Lockhart River) and Tony Potter (Regional Director Main Roads) in Cairns.

- October 17 to 21 – Drove to Kowanyama with Trish Butler from CYSF. Met with Viv Sinnamon (Land & Sea Manager) and TO Richard Barkley (Mayor). Tried to travel back to the Peninsula Development Road but were stopped by a deep water crossing due to heavy storms. After being forced to seek an alternative route to avoid flood waters, cancelled Pormpuraaw meeting and drove back (14 hour trip) to Cairns. Flew back to Weipa.

- October 24 – Sent Indigenous Student Survey to Western Cape College. 20 forms returned on October 28.
- October 25/26 – Prepared for Lockhart River trip.
- October 27 to 31 – Revisited Lockhart River as part of CYSF business development workshop. Met with a range of people including TO's LH, PP, CD, WB and Portland Roads business owner Greg Westcott.

- November 1/2 – Reviewed visitation schedule. Planned trip to Cairns and Cooktown after firming up contacts.
- November 4 – Trip to Aurukun to meet with RY again cancelled.
- November 7 to 10 – Flew to Cairns. Drove to Cooktown for meetings with Cook Shire Council tourism officer David Barker, Dr Judy Bennett, and Penny Johnson. Went on a tour with TO Willie Gordon, a successful indigenous tourist operator. Drove back to Cairns, met with Paul Fagg DEEDI, Alan Dale Regional Partnerships Australia.
- November 15 – Visited Mapoon community for an inspection with Trish Butler CYSF. Proposed meeting with council officials including TO's cancelled.
- November 18 – Further visitations inadvisable due to weather. Concentrated on consolidating data and budget, then preparing mid project report.

SCOPING ADJUSTMENT

Investigations found that there were a number of indigenous individuals interested in establishing businesses that catered for recreational fishing and related tourism activities. Their ideas varied from boat and vehicle hire to camping areas and fishing lodges. Some were unsure of how to proceed and needed specialist advice but a few had already begun developing a business plan. Appendix 4 lists a number of indigenous business opportunities.

The range of enterprises mooted required an adjustment to the scope of the project. Given that many of the ideas involved not only catering for recreational fishing but for a wide range of outdoor adventure activities based around culture, nature and history, it became apparent very early in the investigation that a more holistic approach would be far more productive. Most of CYP's established tourism infrastructure already caters for a range of clientele and future indigenous businesses are expected to do likewise.

While the tourism industry based around recreational fishing is one of the most economically important sectors on CYP and has its specific issues, there are also problems applicable to the entire tourism industry and these are best considered on a whole of industry basis. Pursuing this path maximizes the outcomes of this report and provides a more complete assessment of indigenous business prospects.

PEOPLE WITH IDEAS

Note: Initials only were used to identify interviewees for cultural and commercial-in-confidence reasons.

RJ (Wathayn, Napranum)

RJ is an artist whose family has links via the Wathayn clan to much of the area adjacent to Weipa. He has identified a location on the northern side of the Embley River adjacent to the landing on Heineman's Creek as a possible site for a small camping ground/caravan park and kiosk. RJ is interested in establishing a place where he was able to paint and make sales to visitors who were camped in the area.

There is a raised area on the western side of the landing that would make a suitable camping ground site. Water could be accessed from the plentiful supply at nearby Spring Creek. Construction of an outstation adjacent to the landing area is currently being reviewed by the WCCCA and this could act as a base for future caretakers. Boat access could easily be improved by the construction of a boat ramp at the existing landing.

This project would have a number of benefits:

- establish an alternative location for campers to staying in Weipa town;
- provide an alternative camping site when the Weipa Camping Ground is fully booked;
- provide a site close to Weipa (approximately 25km away) for parties interested in fishing the Embley River upstream or enjoying bush camping;
- provide an opportunity for Wathayn elders to interact with tourists and introduce them to their land; and
- provide an opportunity for RJ and other local indigenous artists to display their wares

While the Wathayn clan is fairly progressive in regard to developing enterprises on their land, they need to consider obtaining lease tenure over this project.

EM (Alngith, Weipa)

EM has worked for Rio Tinto Weipa for many years and is also an elder of Malaruch Clan group, the traditional owners of the Weipa area. The Malaruch Corporation already owns a number of properties in the township area and receives significant amounts of royalty payments. As such, they have a firm financial and property base for business development.

EM has expressed a desire to establish and operate a charter business featuring recreational and traditional fishing that would include a strong cultural focus. His relaxed and open demeanor combined with a passion for his traditional land would appear to be a wonderful asset to the Weipa tourism market.

Following our initial meeting, EM has attended the 'Considering a Business' workshop held at Napranum on 7 September 2011 and wants to complete his Coxswains ticket. He has been advised of the special pathway necessary to complete his qualification given that he is illiterate. The fact that EM already has a home in Weipa means that he has a base for his business when established.

RD (Wik Waya, Napranum)

RD has family from Aurukun who are investigating the possibility of establishing a camping ground on Wik Way land approximately 1km south of the Embley River mouth at Weipa. This land lies between Wooldrum (also called Triluck) Creek and the beachfront and consists of relatively flat, sandy soil with stands of Casuarina trees fronting the creek and beach. It can be accessed from either side, subject to favourable tides in Wooldrum Creek, and is approximately a 10 minute boat ride from the Evans Landing boat ramp.

The area appears ideal for the establishment of a small to medium sized camping area with its beachfront location of obvious appeal to both local and visiting groups. The prospect of abundant fresh water seems assured given the proximity of extensive swamplands. A small barge would cater for the transport of campers, supplies and equipment to the camping area.



RD and Saimoni Davui at Bung Point

Bung Point, as it is known, would seem to offer considerable development potential, catering to tourism activities such as recreational fishing, beachcombing, bird watching and relaxing. Although there are several sand mining leases close by, this land is free of such encumbrances. However, a lease over the designated land would be advisable prior to establishment.

CA (Taepathiggi, Mapoon)

CA's clan has land that stretches between the Wenlock and Ducie rivers, west of Mapoon and he is very keen to establish a venture that will cater for both tourists and members of his clan group. He has been developing ideas for some time that include fishing charter, bush camping, cultural tours and indigenous kids camps, as well as working part-time as a ranger on Bertiehaugh Station with Australia Zoo. Discussions regarding possible funding have already been held with WCCCA, Eli Projects and IBA. CA already has a registered business name and ABN. A recent funding submission to WCCCA was unsuccessful.

His land includes the very strategic Wenlock River ford known as Stone Crossing, a location of vital importance in Weipa and Cook Shires efforts to establish an alternative route from Weipa to the Peninsula Development Road. Once this happens, there will be an excellent opportunity for a camping area to be established adjacent to the crossing as this route will attract significant volumes of tourist traffic. CA is now well aware of this likelihood and has since included this venture in his plans. He is currently considering completing his Coxswains ticket and is negotiating with his clan group so an ILUA and appropriate lease can be established.

SS and CW (Ankamuthi, Apudthama Land Trust, Injinoo)

SS and CW are members of the Apudthama Land Trust that has land extending from Crystal Creek and Vrilya Point to the Skardon River, just north of Mapoon. This area includes a number of pristine waterways including the Cotterell, Doughboy, Macdonald and Jackson Rivers. SS reported that the trust had already carried out some improvements to the camping ground adjacent to Vrilya Point and was hoping to obtain more funding in the near future to employ caretakers.

The access road to Vrilya Point turns off the PDR about 60km south of the Jardine River ferry and can be very badly eroded. The journey is made even more interesting by having to cross a very rudimentary log bridge over Crystal Creek, an obstacle that usually discourages all but the really adventurous traveller. Improving this 'track' will obviously mean more visitors.

The establishment of a fishing lodge and turtle conservation facility at the nearby Cotterell River has been suggested. This could be accessed by sea from Seisia, particularly by fishing charter and other boat-based tourists. As this is another area popular with campers, a designated facility would also attract business. Clan resolution of tenure in these two areas is being discussed.

WB (Uutaalnganu, Lockhart River)

WB was instrumental in getting the Fishing Cooperative (PFC) at Lockhart River off the ground. PFC's main focus is catching and selling local seafood products but it also has accommodation and charter fishing capabilities. The cooperative is currently experiencing operational and viability problems that WB and the community council are seeking to address. WB has now returned to the community full-time after being employed by DEEDI in Cairns and hopes to devote more of his time to the facility. The PFC Board is currently reviewing the operation. The appointment of a specialist mentor/manager with the role of assisting the operation to reach a fully operational status over its various aspects has been suggested. It is important that this important initiative is given a chance to reach its potential.

LH (Kuuku Ya'u, Lockhart River)

LH was recently successful in having over 2000 square kilometres of land adjacent to Chilli Beach and Cape Weymouth handed over to the Kuuku Ya'u clan group as aboriginal freehold title. After a campaign spanning many years, she now wants to see the land used for both cultural and tourism based activities. LH is currently working with a couple of agencies to develop a long-term plan for that area that will help deliver a more stable economy to Lockhart River. Unfortunately, there are still significant limitations imposed by aboriginal freehold that must be overcome before any plans become reality. LH is probably going to have to arrange for a lease over suitable land for any tourism developments, what would seem to be a contradictory task after the success of her clan in gaining aboriginal freehold title.

CD (Uutaalnganu, Angkum Aboriginal Corporation, Lockhart River)

CD has been looking at establishing fishing and cultural tours on Angkum traditional lands, south of Lockhart River. The clan is attempting to restrict access to their area and regulate visitor numbers as part of a process that will maintain natural and cultural values. Planning is still in the early stages and is subject to access via bush tracks that can be difficult to travel.

GB (Lama lama, Coen)

GB has worked as a ranger with National Parks in the Coen area and is chairman of the Land Trust that owns land between Port Stewart and Princess Charlotte Bay. The trust has developed a camping ground at Port Stewart that is used by travellers and some tour groups. Unfortunately, GB has been difficult to contact regarding the current status of the facility and any plans for future development.

MB (Thanikwithi, Napranum)

MB's clan has land at Duyfken Point, the north western point of Albatross Bay. Her vision is to establish a fishing or eco-lodge in that area to cater mainly to the tourist trade. Duyfken Point has a number of interesting features including the remains of crashed World War II aircraft, beaches, vine forest and cultural sites, would seem to be ideally located for such a development. The concept is still at a very early stage and has been hampered by MB's ill health.

RB and GJ (Thanikwithi, Napranum)

RB and GJ are traditional owners of the popular Red Beach (Prunung) area on the northern side of Andoom Creek, Weipa and adjacent to the important cultural site known as Bouchat. The recent construction of an outstation (funds via WCCCA) is the first step to further development at this popular location for fishing and picnicking by the Weipa workforce. The establishment of a kiosk, camping area, hire boats and other facilities are currently being considered.

Mapoon Land & Sea Rangers

A meeting with some of the Mapoon rangers indicated that there may be some interest in becoming involved in fishing charters. They are fairly active in cleaning nets from the beaches and protecting the turtle nests. For some, the opportunity to become fishing or hunting guides would seem to be the next step. Unfortunately, the closure of Camp Chivaree has been a setback to any local opportunities in tourism.



**Meeting the Mapoon rangers
at former Camp Chivaree**

RECREATIONAL FISHING

TT – T's Island Adventures, Thursday Island

TT is a Torres Strait Islander and has been operating his charter business from Thursday Island for a number of years. He offers a range of activities including fishing, island visits, cultural and historical tours or just lazing on a deserted beach somewhere. While charters happen fairly regularly in the dry season, he supplements his income via another business when clients are few to maintain a cash flow. TT's reluctance to be formally interviewed for this project stemmed from his frustration with the lack of tangible outcomes from previous tourism initiatives. This unusual attitude corresponded with a marked resistance by staff of both the local and island councils to respond to phone calls and e-mails relating to this project, a most frustrating situation. When compared with its near neighbour, the NPA, Thursday Island seems to lack incentive, motivation and vision as far as tourism development is concerned.

Aurukun Wetland Charters/fishing Charters – Wik Projects, Aurukun

Built at Aurukun in 2006, the houseboat-style MV Pikkuw provides a base for up to 8 passengers at a time to explore the extensive waterways adjacent to the community. Sport fishing parties make up the bulk of the bookings that occur in the regular season from April until November. The vessel is operated by a very experienced non-indigenous contractor who supplies dinghies, guides and a cook as part of the fully accommodate service. Currently, there are no indigenous people working with the fishing tours but local guides are used when wildlife and wetland activities are organized. The contractor was able to confirm that his 2011 season was almost fully booked with 2012 looking similar. This example illustrates the economic value of engaging an industry professional as manager. The next step is obviously finding indigenous fishers who would like to learn the guiding 'trade'.

PFC, Lockhart River – Lockhart River Aboriginal Shire Council

PFC was established in 2007 with the aim of creating local employment in the commercial and charter fishing sectors. A fish processing plant including icemaker and cryovac machine was installed and 3 fibreglass fishing dories purchased. Five dongas including a kitchen unit were sited on land in the township to cater for visiting workers and charter clients. Local fishers concentrated on the harvest of mud crabs, tropical rock lobster and reef fish that were either sold locally or exported to the Cairns market. A small number of fishing and skin-diving charters were also undertaken when boats were available.

Currently, PFC is not operational due to a number of problems and the business is urgently in need of a management review.

CULTURAL TOURS

Willie Gordon – Guurrbi Tours, Hopevale/Cooktown

In the opinion of the PI, Willie Gordon's excursions rate with the best small group tours he's experienced, both in Australia and overseas. Willie launched Guurrbi Tours in 2003 after discussing the concept extensively with tourism major, Dr Judy Bennett PhD, who later became his business partner. The tours run 6 days a week, twice a day on demand, a rigorous schedule that Willie seems to relish.

He delights in engaging his audience, whether young or old, and has a wonderful approach to explaining aboriginal culture in 'white man's' terms. The entire operation from the initial booking to drop off back at your accommodation is handled very professionally and personally. Guurrbi Tours is an indigenous business success story that must serve as a model for those with aspirations to run their own. Willie has expressed a desire to becoming more heavily involved in a mentoring role with indigenous business development in the future, a role for which he would be ideally suited.



Willie Gordon enthralled his audience

GUEST HOUSE/LODGE/SAFARI CAMP

Iron Range Cabins – Lockhart River Aboriginal Council

This modern complex of 10 studio cabins and 3 two bedroom units is situated adjacent to the Lockhart River airport. It is often heavily booked during the tourist season when it is in high demand by tour groups and travellers. Recent improvements to the road into Lockhart River from the PDR will further increase tourist numbers, thereby creating a need for more accommodation of this type.

CAMPING FACILITIES

Cullen Point Camping Ground, Mapoon – Mapoon Aboriginal Shire Council

Cullen Point has been established for many years and has become a firm favourite with Weipa locals and visiting tourists in that time. While the area provides basic facilities only – water, toilets, cold showers and some camp tables - it is heavily used during the season from April until November. The installation of a new boat ramp 2 years ago has made the point even more popular as craft had to be launched off the sand beach previously. The nearby Mapoon store stocks basic foodstuffs, fuel and ice for camping parties.

There is certainly scope for further development of the Cullen Point area including the provision of powered sites and self-contained cabins. A fishing/eco lodge sited here was suggested some year ago and its potential has risen sharply since then.

Pennefather River camping – Napranum Aboriginal Shire Council

Pennefather River is another area popular with locals and visitors for camping. The site offers very limited facilities with rangers responsible for the collection of camping fees. This is another area that has potential for development of both a more modern camping area and possibly cabin accommodation.

Port Stewart Camping – Lama Lama Land Trust

Yintjingga campground is a popular site with recreational fishers, general travellers and some tour groups.

Bush Camping – Pormpuraaw Aboriginal Shire Council

The council allows restricted camping at three sites – Chapman River, Mungkun River and Coleman River. A maximum number of 6 vehicles each is allowed at the Chapman and Mungkun sites while the larger area at the Chapman has 7 campsites with no more than 4 vehicles per camp. Demand for these sites is so high that the areas are often fully booked for the season from 1 February to 7 October within a couple of days of the start.

The Council also operates the Edward River Crocodile Farm and community guest house.

Mitchell River Camping – Kowanyama Aboriginal Land & Natural Resource Management Office (KALNRMO)

KALNRMO regulates a limited number of camping sites in the Mitchell River Delta Area – Topsy Creek, Wonya Creek, Bull Crossing and Shelfo. A maximum of 4 camps at each location is allowed with a limit of 3 vehicles per site. Bookings for the season from 1 June to early October are usually fully filled within a day of opening. There is also a small guesthouse in the town centre. Plans for the construction of a Cultural Research and Education Centre are well underway and this is expected to be open for inspection by visitors.

There are currently no camping facilities for passing travellers. The development of the coastal 'ring' road between Kowanyama and Pormpuraaw will bring increased numbers of tourists. To cater for this increasing demand, a recent TQ report suggested the establishment of a camping area at Paradise Creek, close to the community.

Punsand Bay Camping Resort

Managed by John & Jackie Mulholland (both have Torres Strait Islander heritage), this idyllic beachfront location features a large camping area as well as tent and cabin accommodation. The property is privately owned via a long-standing tourist lease and pays rates to Torres Shire Council. Obtaining management rights involves negotiating a commercial arrangement

with the owner for a designated period. Located only 5 kilometres from Pajinka, Punsand Bay is very popular with self-drive tourists and tour groups.

Jardine River Ferry – NPARC

The Jardine River ferry transports vehicles across the Jardine River in the NPA. The fee charged includes access to camping areas at Somerset and Muttee Heads. The ferry is essential to maintain local and tourist access to the NPA and is owned by NPARC.



Vehicles line up for the Jardine River ferry

COMPLIMENTARY BUSINESSES

Seisia Car Hire –Seisia, NPA

SN started hiring cars locally in the NPA during the mid 90's and today has a fleet of both standard and 4WD vehicles available. Seisia Hire Cars also runs tours to the tip of Cape York and other places of interest as well as a bus service to Cairns on demand. In peak season, the business employs 3 local people to keep up with demand. Fly-in fishing parties who require a car on arrival make up a significant section of SN's market.

Seisia Enterprises – Seisia

Seisia Enterprises operates the community owned supermarket, wholesale/retail butchery, camping ground/lodge/kiosk and service station. These businesses turn over in excess of \$10million per year and in 2010/11 reported a substantial net profit.

Bamaga Enterprises - Bamaga

Bamaga Enterprises operates Resort Bamaga, Bamaga Tavern, Bamaga Bakehaus, and Bamaga Service Station.

Umagico Council – Umagico

Umagico Council operates Alau Beach campgrounds and Budget Lodge accommodation

Bamaga Dreamtime (Bamaga)

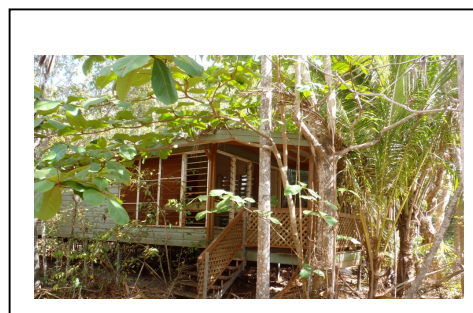
Bamaga Dreamtime shop, operated by local Torres Strait islander lady, is a popular spot with locals and tourists alike.

Hope Vale Aboriginal Shire Council

Apart from the Indigenous Knowledge and Technology Centre that mainly caters for community members, no businesses of interest to tourists are run by Council.

Pajinka Resort

First established in 1985 as the “Top Of Australia Wilderness Lodge” by Sir Sydney Williams of Bush Pilots Airways, this unique freehold property passed through the hands of Australian Airlines (now Qantas) before being acquired by the Injinoo community in 1992. It traded as Pajinka Wilderness Lodge for approximately 9 years before closing its doors and being abandoned.

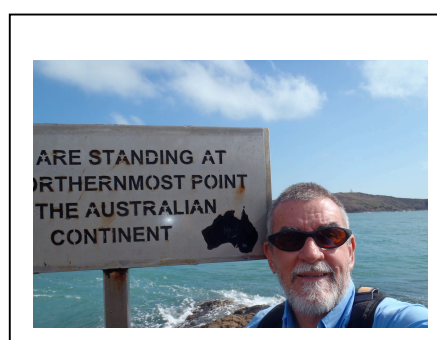


An abandoned accommodation block at former Pajinka Resort

NPARC is seeking to resolve outstanding tenure issues in an effort to assess the feasibility of re-opening the lodge.

The principal investigator spent a number of years operating as a sub-contractor at the lodge when operational and is therefore well aware of its attributes and potential. This property sits adjacent to one of Australia’s most iconic landmarks, the Tip or Cape York (Pajinka is its aboriginal name), and in this respect has enormous marketing prospects. The ‘Cape’ is amongst the Top 5 locations in our country that people want to visit and a pilgrimage to what is reverently called the ‘Tip’ has become a ‘must do’ for most Australians in their lifetime.

While not everybody visiting the most northerly point will want to stay at the Pajinka Lodge site, there is still enormous potential to cater for the range of visitors who would - from fully accommodated guests to tour groups and campers. The incorporation of a café and kiosk in any refurbishment would obviously assist with the demands of the many day visitors.



The PI at the ‘Tip’

Pajinka’s strategic location is not the only drawcard. The area adjacent to the lodge site features pristine dry monsoon rainforest hosting unique flora and fauna including rare bird species, magnificent beaches and many significant cultural and historical sites. A wide range of activities could be made available including rainforest and beach walks, bird watching, cultural and historically focused excursions, boating, fishing, diving and island exploration.

In the opinion of the principal investigator, based on his specialist experience at this site, the reopening of Pajinka Resort should be of the highest priority as it has the potential to provide significant employment, training and other opportunities to indigenous people through a range of regimens including recreational fishing and ecotourism activities. Once established, there may also be avenues for the provision of ancillary services by local business operators.

Camp Chivaree, Janie Creek, Mapoon

Camp Chivaree was established in 2006 at a cost of over \$1million as a facility to complement a turtle conservation project centred around the devastating effects of ghost nets and wild pig predation. Accommodation was provided in comfortable wooden floored tents that could be shifted if adverse tidal conditions occurred, a problem that was readily apparent in the 2008 and 2009 wet seasons. Bookings were high in 2008 and 2009 during the turtle nesting season from July until October mostly from paying clients assisting local indigenous rangers and researchers who were removing nets and other debris from adjacent beaches while, at the same time, monitoring nesting turtles. Several parties of recreational fishers also used the Camp as a base, particularly in the months of April to June when turtle activity was low.

The relevant TO groups were consulted extensively during the Camp establishment and agreed to all aspects of the project. Funding was approved through State Development to cover the legal cost of engaging legal counsel to formalize a legal entity to own the facility but this was not progressed. The arrival back in Mapoon of a TO who had been living out of town and not involved in the consultation process created a major internal disagreement that eventually led to the closure of the Camp in mid 2009. Mapoon Council and government agencies have been unable to resolve the impasse in the interim.



Camp Chivaree 2008

The closure of this unique facility serves to illustrate some of the major hurdles facing indigenous business development on CYP – the inflexibility of current indigenous land tenure arrangements, a designated governance process designed to resolve clan group disputes and an enhanced ability for councils to intervene in contentious matters like the above.

TRENDS AND OPPORTUNITIES

GOVERNMENT SUPPORT FOR CYP TOURISM

There have been several surveys and government reports that have looked at CYP tourism over the past 15 years but few of the recommendations in these documents have been successfully implemented. During a series of workshops run across the area by CYSF in 2010/11, it was noted that the establishment of a CYP tourism body was long overdue, particularly when a similar organization had been operating in the Gulf Savannah region for over a decade.

As early as 1992, the Cape York Peninsula Land Use Strategy (CYPLUS) was established as a joint initiative of the Queensland and Australian governments to begin an intensive, two-stage process aimed at sustainable regional development on CYP.

As reported in *'The Cape York Peninsula & Torres Strait Tourism Development Action Plan 2008-2011'* Stage 2 of CYPLUS resulted in the development of an overall vision for Cape York and included five specific economic strategies to guide economic development on the Cape.

CYPLUS Strategy 2 lists the Tourism Strategy for Cape York that proposed the following objectives:

- A well-coordinated, non-intrusive, low impact and culturally appropriate industry which provides employment for Cape York Peninsula residents
- Accurate portrayal of the resources and values of the area and promotion of the understanding and appreciation of and respect for the land and its people
- Understanding of the effects of recreational fishing on fish stocks and ecology
- More flexible tenure arrangements which permit and encourage tourism development
- Diversification including a possible cruise ship industry
- Improved involvement in and influence over the tourism industry by Indigenous people
- Integration with other industries such as grazing and mining

As the 2008 CYP and Torres Strait Tourism Development Action Plan notes:

'...the CYPLUS TourismStrategy's Objectives and Outcomes remain just as valid today as they did over a decade ago.'

The above comments reveal a lack of motivation by the state and federal governments to translate their highly funded and well-researched investigations into practical and workable on-ground projects. The 2008 Action Plan was supposed to change that trend but, at the end of 2011, when many of the strategies were meant to be in place, few have even been implemented.

A further report by Tourism Queensland in 2010 entitled *'Cape York Camping and National Park Tourism Framework'* lists amongst its key issues and challenges:

'A lack of coordination across government agencies, land trusts and the commercial tourism sector in the planning and development of tourism opportunities has led to an ad-hoc approach to appropriate infrastructure development.'

Given the protracted time frame involved, this is something that those agencies have had plenty of time to fix.

Again this document contains comprehensive recommendations for the tourism future of CYP but the title page disclaimer notes *'This document does not represent government policy.'* This lack of responsibility would seem to be an attempt to release government from any duty to actually put its words into practice, an endemic problem that CYP communities and tourism operators have experienced for far too long.

In spite of the recognition of the serious impediment to CYP tourism regarding land tenure by CYPLUS (point 4 in Strategy 11 above), nearly 2 decades later the problem has not been addressed. In fact, the ramifications of the Wild River declarations and the mooted World Heritage nomination will only serve to make efforts to simplify land tenure even more complex.

This neglect of a long recognized major dilemma to future CYP tourism epitomizes the lack of government will to cooperate with communities in solving the very problems it has identified. The new Queensland government needs to look very closely at the situation and come up with practical solutions as a matter of urgency.

COMMUNITY ATTITUDES TO TOURISM

Up until fairly recently, many indigenous communities sought to severely restrict the number of tourists entering their communities and country. Visitors were unwanted unless they had good reason to be there. Government contributions via welfare and CDEP meant that the economic benefits of hosting tourism visitors was not considered as a possible significant source of income. This attitude has changed albeit very slowly in some cases. Most communities are still trying to comprehend the ramifications of catering to the tourism market.

The majority of CYP indigenous settlements are situated in locations that have great appeal to tourists, offering opportunities to experience near pristine natural environment, cultural and historical sites as well as great fishing. The realization by both councils and individuals that there are growing opportunities to be involved in tourism has prompted varied levels of effort to investigate the possibilities. It is interesting to note that those groups with sound leadership have been the ones to take most advantage of tourism growth.

In CYP, two councils have made a concerted effort to develop a plan for tourism development but the philosophy underlying their approaches is at either end of the scale. Kowanyama Aboriginal Shire Council, through its land management arm KALNRMO, and NPARC have well developed strategies in regards to local tourism that will be considered in detail.



Inspecting the Lockhart River area

Those communities that are close to major centres, such as Napranum and Mapoon (Weipa) and Hope Vale (Cooktown), seem to be restricted in outlook by the close proximity of a business hub. Lockhart River and Aurukun are both poised on the edge of a vibrant tourism industry but lack the capability to make it happen. Pormpuraaw has the drawback of being situated a long way from the PDR and appears to be looking to the situation prevailing in Kowanyama for future direction.

In the case of Thursday Island and Torres Strait, the problems are more complex.

On paper, the region would appear to have enormous potential but seems to be hamstrung by a number of contributing factors. This becomes readily evident when trying to make contact with government employees, councils and community officials. All too often, e-mails, phone calls and messages go unanswered, even when sent repeatedly.

Government employees seem reluctant to discuss local matters openly when you actually manage to engage them. Established tour operators largely rely on their own marketing to generate business. Some openly complain about the lack of council involvement in promoting the region.

For example, in the 15 years since the PI resided in the NPA, the attractiveness of Thursday Island itself seems to have waned markedly, in spite of the establishment of the Gab Tutui cultural centre and improved accommodation facilities.

When the success of its nearest neighbour, the NPA, and the corresponding increase in tourist numbers is considered, it is difficult to rationalize why Thursday Island has not been able to capitalize on these trends. Perhaps the fact that TI has become the base of ever expanding numbers of government workers holds a clue. With accommodation houses constantly filled with visiting officials, any marketing directed towards tourism would seem superfluous. Thursday Island certainly conveys a sense of being a closed community to those from outside.

THE KOWANYAMA EXAMPLE

To quote a passage from their Village Voice Newsletter, “*Kowanyama community recognized many years ago the need for the unique culture of their country and community to be preserved for today and in the future. ...A healthy, thriving community is made up of many things. A powerful sense of place and belonging is probably amongst the most important ingredients.*”

In the KALNRMO supporter’s document, *Managing Aboriginal Lands and Culture*, the fact that *Kowanyama pioneered the concept of aboriginal controlled land management agencies in Australia and is regarded as a leader in aboriginal land management* is prominently mentioned. Further on, in the section highlighting *Future Directions*, the central part played by the Lands Office is highlighted, *The Traditional Owners and community through the Lands Office will continue the stewardship of Kowanyama to build ‘sustainability and intergenerational equity’.*

This philosophy has translated into the community adopting a cautious approach to tourism development. Their policy of restricting the numbers of campers/fishers visiting their four designated camping areas was seen as a move to test the fishing tourism market and its impact on community lands and life. The exclusivity created by limiting permits, combined with the minimal environmental impact imposed on the fishery by the small numbers, resulted in their niche market becoming enormously popular, to the extent that bookings are usually filled on opening day. The community, through KALNRMO, is now considering further tourism initiatives, but these will always be subject to the prior consideration of their potential impact on community integrity.



Getting stranded by unseasonal flooding with CYSF’s Trish Butler on the road out of Kowanyama wasn’t part of the plan!

A new cultural research and education centre is expected to become a significant tourist drawcard but this activity is seen as purely secondary to its primary focus. With the current 8

room guest house catering primarily to visiting workers and government personnel, accommodation for tourist visitors is very limited. There is obviously potential for the development of further accommodation, vehicle hire and fishing/eco/hunting guides but such initiatives will obviously be subject to careful consideration by the community before being progressed.

Improvements to the road between Kowanyama and Pormpuraaw are also set to impact on both of these communities. What has become known as the Mitchell River loop road has already started to become more popular with tourist traffic reinforcing the need for a designated camping area to be sited along the route. In the paper '*Cape York Camping and National Park Tourism*', the suggestion was made that a camping site be established at Paradise Creek due to its close proximity to the township and its facilities.

With no other overnight camping areas being available within 3 to 4 hours travel, such a venture would appear to be urgently needed, if only to avoid degradation of Kowanyama lands through illegal camping.

Kowanyama's community-focused perspective certainly provides one of the models for other indigenous groups to consider with regards to future tourism development. The concepts most significant drawback is its heavy reliance on funding to achieve its outcomes. It also restricts openings for individuals or small groups within the community to pursue potential business opportunities in the tourism sector.

NORTHERN PENINSULA AREA REGIONAL COUNCIL (NPARC)

The vibrant tourism economy currently established in the NPA is largely due to the vision of Mayor Joseph Elu from the Seisia community. As the chairman of the Seisia community for many years, Mr. Elu started working towards making his community self-sufficient during the early 1990's. To achieve this, he decided to encourage small businesses to become established in Seisia and the Council subsequently set aside land from their DOGIT for industrial and residential occupation.

Although there was no mechanism for the Council to legally lease or freehold that land, they offered prospective business owners a written agreement as to the terms of the arrangements. Within a short time, a mechanical workshop, engineering works and a number of fishing charter businesses had established in the community.

The popular camping ground, including kiosk and accommodation, was initially leased on a short-term basis but has since come under the control of Seisia Enterprises. That community owned business also operates the Service Station, Supermarket and Abattoir/Butchery that have since become established in the settlement.



**Welcome to Seisia
campground**

When the 5 councils in the immediate area amalgamated in March 2007, Mr. Elu became the first Mayor of the NPA and since then has worked hard to apply his vision to the entire region. NPARC is now in the process of working through the tenure issues associated with

established businesses and plans to have secure arrangements finalized in the foreseeable future.

Two decades on, the legacy of Seisia's economic strategy is readily apparent. Ever increasing tourist numbers combined with the range of accommodation and services offered has provided a substantial economic boost to the region including council revenue. All this translates into greater employment opportunities for local indigenous people, whether in private enterprise or an NPARC employee.

While there are currently few community members running their own businesses, the opportunities are starting to appear as the economy continues to flourish. This area, in the opinion of the PI, features the most important development site in the entire CYP, the former Pajinka Lodge. NPARC is currently trying to clarify tenure issues associated with the area in the hope that it may become a major council asset.

FUTURE COMMUNITY AND INDIVIDUAL BUSINESS DEVELOPMENT BARRIERS AND SOLUTIONS

CULTURAL CONSIDERATIONS

This project has identified a substantial number of indigenous individuals and clan groups who have aspirations of starting their own business. Such interest clearly demonstrates the desire by enterprising individuals to move away from welfare dependence to a position of being self-supporting, and by this, working towards becoming a productive member of mainstream society.

As Saimoni Davui points out, once indigenous people are presented with an idea, they immediately imagine it as completed. There is little comprehension or even acceptance of the many steps that are required to bring the idea to fruition. Pastor Davui is well acquainted with this interesting cultural perspective, as indigenous Fijians exhibit a very similar concept.

Once this cultural anomaly had been explained, the PI attempted to offset that notion by clearly pointing out to those interviewed the process involved in achieving the ideas presented. What was interesting to note was the apparent inability of some of the parties to comprehend such process even when it was pointed out a number of times.

Another factor that further confused the consultation process pertained to the indigenous view that access to government funding was 'guaranteed'. Again, the understanding seemed to be that if you had an idea then funding would be immediately available to complete any works needed. The credibility of discussions could become tenuous if that assurance was not able to be given.

Cultural problems relating to established businesses were also reported. In one instance, indigenous people from a CYP community were given a grant to establish a retail shop that was duly stocked and opened for trading. When customers questioned why the stock had been allowed to drop to a very low level after a couple of months, the proprietors were completely unaware that they had to replace items that had been sold. This misunderstanding is also a result of a differing cultural perspective.

These observations demonstrate the need to understand the cultural differences between mainstream and indigenous society and to develop strategies to compensate for the different viewpoints. Current government facilitated indigenous business development initiatives generally approach the subject from a contemporary perspective so there is an urgent need to refine that process to make it more 'indigenous friendly'. A more balanced approach may assist in helping prospective business operators to be better equipped to pursue their goals.

CLAN GROUP GOVERNANCE PROCESS

Councils and clan groups, particularly in remote communities constantly struggle to comply with white societies need to reach consensus on subjects that cover a wide range of issues. Decisions may take long periods to reach, and then may be overturned in the process of reaching consensus.

In the section, *Governance obsession*, Gary Johns in his book, *Aboriginal Self-determination, The White Mans Dream*, points out that '*Traditional governance... is confined to very small family and clan groups*' then records McKnight's observations of the Mornington Islanders:

'Making decisions can cause controversy and fragment the group; consequently people prefer to talk about matters without coming to an irrevocable decision'

It is vitally important that this be addressed.

There are also problems related to conflicts within the clan or family as to who qualifies as a member. These disputes often assume a much greater degree of importance than the issues being discussed and can stymie attempts to reach agreement for years, even decades. Some are so severe that protagonists have been effectively banned from certain parts of their country.

Community members with business aspirations must be supported by a process that allows TO's and councils to be able to reach decisions in a reasonable time frame. These decisions must then be binding so that suitable tenure can be sought. There may be instances where the negotiation of an ILUA is necessary to secure such an agreement.

To quote Gary Johns again:

'new forms of governance, if devised, presumably must comply with democratic principles, which also undermine traditional authority. This problem is unsolvable until the community has resolved the power struggle within.'

In the case of Camp Chivaree at Mapoon, a functioning tourist facility was forced to close due to the inability of the council and the areas TO's to resolve a dispute instigated by a community member who was absent during the comprehensive consultation process. The shortcomings that allowed this landmark opportunity, not to mention the substantial public investment involved, to be squandered need urgent investigation and resolution, if future ventures are to succeed.

The problems for councils and clan groups are not insurmountable, they simply need direction and motivation. NPARC is again leading the way in the 'modernization' of clan

group consultation forming a community board consisting of key TO's to oversee development in the area. Perhaps this initiative can provide a template for other communities to follow.

LAND TENURE ISSUES

During a series of tourism workshops in 2010, CYSF identified 'land tenure' as one of the major issues impacting on tourism development on CYP. The already convoluted tenure layers surrounding DOGIT and Aboriginal Freehold were identified as being subjected to further complexity due to those conditions imposed (or proposed) by Wild Rivers Legislation and World Heritage nomination.

It was agreed that resolving the legal complexities with regard to tourism development on both DOGIT and Aboriginal Freehold title land was a major hurdle to be overcome before indigenous enterprise development could be considered.

Whether individuals, a clan group or council wished to progress their ideas either as a self-operated or joint venture entity, obtaining a deed of secure tenure was paramount to obtaining the capital necessary for establishment of the proposal.

A review of some of the many government reports dating to the days of CYPLUS found that tenure problems had been identified as far back as the early 1990's. The fact that since that time report after report continued to revisit the issue but failed to suggest any practical ways to deal with the problems demonstrates a fundamental breakdown in government service delivery.

Even DERM, the department responsible for land title, has commissioned reports that identify the land tenure problems but has never attempted to identify clear pathways for their resolution or to simplify the processes involved. That department now has the task of interpreting and applying the controversial and patently complex Wild Rivers Legislation.

Given that almost every government economic policy prominently features initiatives designed to foster greater indigenous involvement in tourism on CYP, the failure of government agencies to pursue practical solutions to a major impediment in that process seems totally disingenuous. The very communities that they are pledging to support lack a basic requirement needed to effectively use that support. This message is currently being relayed loud and clearly by both the indigenous and non-indigenous sector.

On three separate occasions during consultation for this report, CYP business people made the comment that '*...the Government was setting up indigenous businesses to fail*'. In the light of the duplicitous situation above, that would appear to be fair comment. Any process involving indigenous businesses needs to be clearly defined and simply achieved.

In an attempt to address their involvement in sustainable economic development on CYP, particularly in indigenous communities, CYSF in late 2011 commissioned a report by EcoSustainAbility Pty Ltd designed to clarify current land tenure process. The study, *Land Tenure on Cape York for Economic Development*, involves a comprehensive review of all land holding types in the area then seeks to clarify the various steps involved in negotiating from one title to another. Both state and commonwealth jurisdictions are considered.

The main tenure options investigated were pastoral lease, aboriginal DOGIT land, Aboriginal Freehold land and designated National Park. The revelation that only 0.7% of CYP land is held in freehold title, as against 52.9% lands lease and 23.3% aboriginal shire lease, would seem indicative of a major shortcoming currently constraining economic development.

The processes in negotiating a leasehold arrangement for a land parcel from aboriginal council 'owned' DOGIT land require a complex, lengthy interaction that may involve the negotiation of an Indigenous Land Use Agreement (ILUA) with clan group traditional owners. ILUA's come under federal government control and are defined as '*A voluntary agreement about the use and management of an area of land or waters made between one or more native title parties, and others such as the State, a developer or a mining company. Once it has been registered by the Native Title Tribunal, an ILUA is legally binding on the parties to the agreement, and all native title holders (and their successors) for that area*'.

Estimated time frames for the development of an ILUA are a minimum of 12 months but there are cases where the process has been much more protracted. Much depends on the enthusiasm of the parties involved in completing the arrangement.

The excision of smaller leasehold land parcels from DOGIT or Aboriginal Land Trust Land (Aboriginal Freehold) once that land has been identified requires the inclusion of an Integrated Development Assessment System (IDAS) application if any development on the site is planned. Compliance with IDAS would obviously be applicable to tourist facilities, even of a low-key nature. This process involves a number of steps and should be expected to take considerable time with a minimum of 2 years being suggested.

Approvals under such legislation as Vegetation Management, Coastal Management and Wild Rivers may also be required and will invariably add to the length of time involved in procuring a lease. Other steps may be involved when longer lease terms are required, and as most financial institutions would require a minimum term of 30 years to secure any loans, these would seem to be applicable.

What this means for prospective indigenous business proprietors wishing to establish infrastructure either as an individual, part of a small group or in a joint venture arrangement, is that their aspirations will likely require them to undertake a complex process that would incur significant government and legal costs over a protracted period that may stretch for some years. For somebody seeking to establish a business for the first time, this would certainly be a daunting task!

It is imperative that the current land tenure situation is simplified and streamlined, particularly in respect of DOGIT and aboriginal freehold lands. Both the federal and state governments need to urgently liaise and cooperate on this vitally important issue so that meaningful progress can be made. The appointment of dedicated government advisors whose task would be to guide those interested through the process would be a necessary component of a comprehensive approach.

COMMUNITY 'OWNERSHIP' OF RIVERS

Northern Territory has a process that allows them to grant exclusive rights to selected commercial fishing tour operators in some remote locations in return for payment. Agreements are currently in place with TO's on Melville Island, Cape Don/Coburg Peninsula,

Maningrida and Arnhem Bay. These arrangements were made possible by the July 2008 Blue Mud Bay High Court decision that gave Aboriginal landowners control over the intertidal zones of waters adjoining their lands and has since generated significant income for some coast-based communities. Fishing tour operators have embraced the concept as it guarantees the exclusivity of their access, a very important marketing attraction for new and returning clients. The fact that the waters being visited are only accessible to a set number of fishers each week appeals to those wanting to experience lightly fished areas.

Currently, there is no legal equivalent to 'Blue Mud Bay' in Queensland waters. Councils like Kowanyama can restrict the numbers of fishers who drive-in and camp on their rivers but do not have the capability to pursue a joint partnership arrangement with a fishing tour operator working from a safari camp or lodge based on their country that would grant that business exclusive commercial tour fishing rights to certain waterways. This may be a revenue stream worth investigating as part of an integrated plan.

THE FIJIAN EXAMPLE

The principal investigator recently travelled to Fiji as part of a feasibility study into the establishment of a tourism venture(s) by traditional landholders living on Vatulele Island. This was his first visit to the Fijian Islands and the experience provided an excellent opportunity to compare indigenous involvement in tourism between the two countries.

New arrivals in Fiji become aware very quickly of the warmth and friendliness of the native Fijian people. They are tourism 'naturals', whether they are working in the industry or just at home in their village. At the 5 star Vatulele Island Resort, the entire workforce, numbering close to 50, from manager down were Fijian nationals and they ran the place extremely well. Even in the remote villages, where housing and amenities were of a standard much lower than those of CYP indigenous communities, the people were affable, inquisitive and very accommodating.



**Guests being greeted by staff
Vatulele Island Fiji**

While the government of Fiji does offer limited assistance to its more remote villages, there are no regular welfare payments. Families exist by farming, fishing, craft making and finding work, mostly either directly or indirectly related to tourism. Quite a few run their own businesses from taxis to small accommodation houses.

When the great affinity Fijians have towards tourists is recognized, it soon becomes apparent why the small Pacific Island nation hosts such a huge accommodation industry. Most of the resorts, hotels and lodges are foreign owned with some estimated to cost over \$FJ100 million to construct. In many recent cases, indigenous landowners have been able to negotiate the sale or lease of land involved, thereby benefitting financially.

The 4 communities on Vatulele Island all benefit from the presence of the existing resort through staff wages, supply of produce and the sale of locally made artefacts including the

world-renowned tapa cloth paintings. They also receive an allocation of funds towards employing teachers for the village schools.

According to Saimoni Davui, a Fijian pastor living in Napranum, Fijian indigenous people have a basic cultural philosophy that mirrors their Australian counterparts. This would suggest that a closer examination of the history of tourism development in Fiji may be able to provide important lessons to those seeking to improve participation in Australia.

POOR GOVERNMENT POLICY/VISION AND A LACK OF PUBLIC SERVICE COORDINATION

Through its broad policy of indigenous self-determination, government, both state and federal, has tended to treat indigenous business in isolation. While prospective operators in remote communities, in particular, will require special attention, the one fundamental that must be understood is that ultimately, any business must be able to compete on the open market if it is to have long-term viability. Unless future policy and support services are designed along these lines, indigenous businesses will continue to fail.

Clearly, current government advisory services are inadequate, mainly because they are approaching subjects like business establishment from a mainstream perspective.

This statement may seem at odds with the comments on the 'fundamental' above but it relates to the need to accommodate the vastly different view of indigenous culture in regards to business establishment into the support network.



Indigenous business workshop in progress.

The lack of coordination between state and federal agencies, and between departments having shared interests, regularly inhibits the ability of interested indigenous respondents and communities to move forward with initiatives. There seem to be too many public servants with specific responsibilities but no real perception of their role in the process as a whole. Sometimes, the same agencies are duplicated both state and federally, and this often creates an environment of competition rather than cooperation.

To alleviate this bureaucratic bottleneck, there have been suggestions that establishment of semi government bodies responsible for coordination of all services to areas like CYP would provide a much more economical and efficient pathway for delivery of services. Such an organization must involve key stakeholders and, of necessity, have some degree of autonomy if it is to work efficiently.

To measure the performance of government in the eyes of local residents, CYSF commissioned a survey in late 2011 by the company Dynamic Exchange to review environmental management on CYP. The survey found that the CYP community registered *'an exceedingly high level of entropy concentrated around systems, processes, efficiencies and regulations and indicated a need for an immediate change in (government) policy'*.

CYSF in their *Position Statement for Environmental Management on Cape York Peninsula*

(March 2012) that followed the release of the survey found that *'Current experiences across all sectors included bureaucracy, confusion, misrepresentation, lack of cooperation, uncertainty, manipulation, control and a short term focus. All groups identified accountability, community ownership, community involvement, environmental awareness, long term perspective, community engagement, future generations, sustainability and collaboration as their values for future direction.'*

The report concluded that *'It is the view of CYSF that the results of this survey indicate a high level of dissatisfaction and dysfunction in the current approach of environment management in Cape York'*.

These findings indicate that there is a high level of disillusionment with government on CYP and that some fundamental changes are needed to address this inadequate level of service delivery.

LACK OF PUBLIC/PRIVATE SECTOR COOPERATION

While there has been some private sector involvement in CYP indigenous community projects, few have ultimately been successful. It is important for such future involvement that investment is seen to have a viable business outcome rather than being a humanitarian gesture. Such an attitude will engender a much more lively investment climate and will rely on the premise above of such businesses being 'open market' acceptable.

In spite of several departmental reports suggesting the need for public sector involvement in National Parks, the departments responsible (formerly DERM) have not acted on these recommendations (refer pages 25 and 26). This should be a major area of review for the newly elected LNP government in Queensland.

Such arrangements are already working well in other states (NT for instance) and have the advantage of creating a revenue stream for government without environmental compromise.

Cooperative arrangements such as these also create opportunities for indigenous participation both as workers and sub-contractors and could include charter and safari guides.

Combined with this, integration and cooperation between the public and private sector on CYP seems largely non-existent and the situation needs to be urgently reviewed. This lack of vision is costing both indigenous and non-indigenous tourism dearly and is one of the major impediments to future development. Moves by CYSF to resolve these issues are ongoing.

INDIGENOUS STUDENT SURVEY

In an effort to determine the attitudes of indigenous high school students towards the possibility of working in the marine sector or tourism, a simple survey was developed for distribution to Years 11 and 12 at Western Cape College (Weipa) and Thursday Island High School. Only the Western Cape College responded.

A typical completed survey form can be found in Appendix 6

Results from the WCC survey follow:

There were a total of 19 respondents aged 15 to 17 who came from Napranum (6), Weipa (3), Aurukun (3), Torres Strait (2), not identified (5).

13 students (68.4%) were females and 6 (31.6%) were males.

The questions and responses of those forms completed are

1. From a cultural perspective, do you consider your attachment to the sea to be:

Strong attachment	33.3%
Some attachment	55.5%
No attachment	11.1%

2. Have you ever considered working in the marine sector when you leave school?

Strongly considered	5.5%
Considered	33.3%
Not considered	61.1%

3. Do you enjoy going fishing?

Regularly	44.4%
Sometimes	50%
Never	5.5%

4. Do you enjoy sharing your culture with non-indigenous people?

Strongly enjoy	16.7%
Enjoy	77.8%
Don't enjoy	5.5%

5. Where would you prefer your future job to be based?

Community based	36.1%
Outside based	47.2%
Don't care	11.1%

6. Are you undertaking marine studies?

Yes 35.3%	No 64.7%
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If so, do you find them

Very interesting	10%
Interesting	50%
Not interesting	40%

7. What do you think of tourists coming to visit your community?

Like	55.5%
Don't like	16.7%
Don't care	27.7%

In terms of future indigenous involvement in tourism and the charter fishing industry in particular, the results above provide an interesting snapshot of the potential interest that could be directed towards a career in these fields.

The connection that CYP indigenous people have to the sea is obviously of great importance with 33.3% indicating a strong attachment and nearly 90% having at least some attachment. This is reinforced by the fact that nearly 40% have considered trying to find work in the marine sector.

Fishing is also a popular cultural activity with only one person indicating that they did not go fishing at all. 44.4% fished on a regular basis, and that is a much higher figure than non-indigenous youth. There is obviously a sizable resource of keen indigenous fishers who could be encouraged to pursue a career as a charter fishing guide.

While approximately half of those surveyed expressed a wish to move out of the local community to find work, 36% wanted to continue to live locally. After employment in the mining industry, the next most likely job or business opportunities in the Weipa area can be found in tourism. Again, the level of interest of students supports the development of initiatives designed to make the most of these prospects.

Working in tourism and hospitality requires a positive attitude towards your clientele and questions 4 and 7 were designed to identify any resistance to this concept. An overwhelming 94.5% of the students enjoyed sharing their culture with non-indigenous people, a very encouraging response for those who would like to see more indigenous school leavers in the business of promoting their lifestyle.

However, there was some resistance to the question regarding tourists visiting their communities. 16.7% indicated that they didn't like this happening, showing that there is still some animosity in the younger generation existing towards the presence of outsiders, but 55.5% were happy with visitors.

Overall, the survey results are indicative of a need to capitalize on the apparent interests of indigenous students in tourism related work activities. More detailed studies may be able to identify and develop more specialized training pathways targeting areas such as would be required by students pursuing a career in charter fishing.

Most secondary schools have limited options for future course development so any initiatives would appear to have to be come from a general review of current indigenous training regimes. The use of mentors and a comprehensive work experience program in conjunction with local businesses should be part of the process. A strategy that identifies potential candidates for such training needs to be instigated during the final years of primary school as part of the mentoring procedure. In the case of indigenous youngsters who are keen fishers, this should include instruction and practical experience with the latest fishing tackle and techniques. It is important that potential guides have the ability to offer the best advice and service to future clientele.

ADVICE, MENTORING AND FUNDING

As discussed in the section on the Fijian example, government generated advice is often inadequate due to the fact that it:

1. Is based on policies concerning indigenous governance that do not support free market business principles;
2. Does not adequately address indigenous concepts of business ownership; and
3. The training of 'business ready' individuals is often very limited.

The practice of appointing 'mentors' and 'champions' to CYP indigenous communities, particularly involving significant business ventures, is certainly a necessary process but has had limited success to date. The use of appropriate mentors will be vital to further business development in this area as a means of acquainting proponents with the responsibilities involved with their particular venture.

Such a mentoring initiative needs to be both intensive and long term using successful CYP business operators in cooperation with specialist government personnel as much as possible.

A joint partnership arrangement with a non-indigenous businessperson may optimize such a relationship as it would be in the interest of both parties to create a viable enterprise.

There has been much criticism of the lack of accountability concerning indigenous funding over recent years, particularly with regard to remote communities. Tens of millions of dollars have seemingly 'disappeared' into indigenous projects for little tangible outcomes. Therefore, it is vital to the credibility of future indigenous business ventures that any funds used are seen to be productive, rather than a contribution.

TRAINING STATUS AND IMPROVEMENT

LACK OF LONG-TERM EDUCATION AND TRAINING POLICY

Indigenous communities face enormous challenges with regard to living in the modern world. Governments need to look at long-term programs, over a 20 to 30 year cycle, aimed at equipping indigenous people with the ability to start and operate their own business if they

so decide. Much attention needs to be given to cultural priorities and how best to integrate these with non-indigenous expectations. Further investigation of current training regimes and future extension of programs should be undertaken.

INDIGENOUS EDUCATION AND TRAINING OPPORTUNITIES

Much attention has been directed at the issue of the low standard of education attained by indigenous students, particularly in the more remote communities. A number of programs have been developed over the years to try and improve student performance, the latest in some CYP communities modeled on a scheme by Noel Pearson's Cape York Institute. There have been conflicting reports as to its effectiveness and this is not being helped by the lack of general community support.

It has been suggested that these education problems may contribute the lack of social cohesion endemic in most CYP communities and are expected to persist while current political attitudes prevail. The low self-esteem of indigenous people needs a fundamental shift in government thinking. Self-determination has not improved the lot of the people, in fact, it would appear to have made them increasingly dysfunctional.

CURRENT STATUS OF GOVERNMENT SUPPORT OF TOURISM, WITH PARTICULAR REFERENCE TO RECREATIONAL FISHING

CYSF TOURISM WORKSHOPS

Following the publication of numerous reports featuring CYP tourism by a range of government agencies over more than 15 years, there seems to be no coordinated plan to apply the many recommendations. Much of the consultation that generated these reports has been repetitive, discussing the same issues over and over again. CYP tourist operators have been surveyed so much that some have refused to participate in recent events.

CYSF conducted a series of tourism workshops during 2009/10 throughout CYP that were very well attended by a cross section of the community including existing tourist operators and potential indigenous business owners.

The CYSF Tourism Futures Series Report noted:

“Attendees commented that after (mining and) government employment, tourism is the largest employer and a creator of wealth in the region (and) that many studies have been undertaken over the years and the impediments are well known and documented – now it is time to break through those impediments.”

Given the lack of action of government agencies in dealing with the impediments

“Attendees also noted that it now needs people whose livelihoods depend on tourism to take the lead and make the marketing decisions.”

Five key priorities were identified as follows:

1. *The need to create a tourism and business organization to represent Cape York Peninsula interests in order to create a unity of purpose; for all tourism and business*

interests to 'speak with one voice' to represent the region. Attendees suggested a December 2011 time frame for establishment of the body.

- 2. The need to create a distinctive "Cape York and Torres Strait" brand and to unify support for an easily recognizable image.*
- 3. Take actions to expand marketing efforts and increase information and promotion to the travelling public – open Visitor Information Centres and share information across the region.*
- 4. Strategically plan for infrastructure improvements:*
 - a. encourage investment in accommodation to meet demand; and*
 - b. progressively improve roads, particularly the Peninsula Development Road.*
- 5. Resolution of land tenure issues both by the State Government and local Councils, and in the case of Weipa by Rio Tinto; attendees noted that lack of capacity to use DOGIT land is hindering expansion and development.*

Given that the people who attended these forums formed the backbone of the CYP tourism industry, the following statement relayed a definite message as to future direction:

"All forums supported CYSF as a key agency to take the resolutions and recommendations forward. Cooktown (the final forum) passed a resolution "That CYSF progress the outcomes of the Cooktown Tourism Forum and investigate avenues for the creation of a limited company to represent tourism interests in Cape York."

These recommendations were forwarded to the relevant government department and were initially well received. The appointment of the suggested tourism body with a full-time coordinator seemed assured before departmental direction suddenly changed. Negotiations are still continuing but it would seem that, once again, government has failed to action clear directions for CYP's tourism industry.

As indigenous communities and individuals were well represented during the forums, the failure by government to act on the above recommendations is to their detriment. Prospective CYP indigenous business persons will require support from mentors who know the local industry and a tourism body who can offer them personal attention and representation.

CURRENT FISHERIES MANAGEMENT REGIMES AND THEIR SUPPORT OF RECREATIONAL FISHING TOURISM

The report '*A strategic plan for recreational sportfishing tourism development in the Weipa/western cape area*' (Western Cape Chamber of Commerce, March 2011), questions GOC fisheries management and its lack of support for recreational fishing tourism. Revenue figures for this sector demonstrated its economic value to the three communities located on the western GOC coastline:

'Recreational sport fishing was estimated to be worth at least \$8 million per year to Weipa/Western Cape and over \$25 million in Cape York Peninsula (including Karumba). In comparison, the Gulf of Carpentaria Commercial Fin Fish Fishery produced revenue of \$12million per year.'

Evidence that a fisheries department focused on commercial production had neglected the economic and social importance of recreational fishing tourism for many years is reflected in the recommendation that *'there is an urgent need for government to take a more holistic approach to fisheries and tourism management in the Cape York Peninsula/Gulf of Carpentaria region.'*

Some disturbing trends in the GOC fishery were identified that have the potential to affect current tourism revenue and impact on future indigenous business operators.

The report found that:

Both estuarine and adjacent Gulf of Carpentaria waters in the Weipa area exhibited a marked decline in their fisheries during the past decade –commercial fishing tour operators recording a 76% fall in barramundi catches and more than 80% for queenfish and trevally from 2004-2009.

The authors concluded that a reduction in Weipa's charter fishing fleet was:

'Confirmation that the marked fishery decline had already reduced repeat business and this indicated a potential to threaten the viability of the local tourism industry as well as impacting on the establishment of future indigenous sport fishing ventures.'

Attempts by the Weipa community since 1998 to have commercial netting removed from adjacent Albatross Bay are well documented in the report and clearly show the reticence of fisheries management towards an issue of widespread importance to the townspeople and many of its tourists.

The (now) Western Cape Chamber of Commerce is still pursuing the closure, the latest attempt via the sportfishing strategic plan.

Indigenous fishers working for Puchiwi Fishing at Lockhart River also complained about fisheries management issues. They claimed that commercial live coral trout operators using their method of systematically fishing large expanses of reef had denuded much of their traditional fishing grounds with the result that coral trout numbers had plummeted in the area. Both their commercial and charter fishing enterprises had been affected by the influx of visiting boats and such effort, if it persisted, would almost certainly have a detrimental effect on future economic viability of Puchiwi.

Obviously, the 'holistic' approach recommended by the WCCC strategy is sorely needed if recreational fishing based enterprises are to continue to expand and prosper on CYP. As



Numbers of the highly prized queenfish have plummeted in the past 5 years through questionable fisheries management

recommended, this needs to involve both fisheries and tourism departments to achieve a balanced outcome.

THE NORTHERN TERRITORY EXAMPLE

The example set by our near neighbour, the Northern Territory, could serve as a template for an improved collaborative approach by the Queensland government to fisheries/tourism. Following a comprehensive review of the NT's fishing enhancement plan, that resulted in a reduction in commercial barramundi netting endorsements from more than 100 in the 1990's to less than 15 in 2010 (currently 87 on the Queensland GOC coast alone) and a tourism industry that has subsequently seen a massive increase in charter guide numbers and overall recreational fishing tourism revenue, the strategy concluded that

'NT's attempt to provide a balanced approach to its barramundi resource has resulted in an economic bonanza that has minimal environmental impact. Its fishing tourism industry has gained a reputation world-wide and is still growing. There is already indigenous ownership of a number of tourist sites including Cape Don Lodge, Coinda Lodge and the Gagadju Hotel at Kakadu.'

The PI has personal experience of the Cape Don Lodge (CDL) purchase, having been appointed start-up manager by the new owner, Aboriginal Investment Group, a duty that required regular interaction with the sites TO's, some of whom were employed as staff. The NT's progressive approach to recreational fishery enhancement was a major marketing drawcard for prospective clients to the lodge. CDL continues to operate successfully today.

It is vitally important that CYP's major tourism activity, recreational fishing, is actively supported by the state government through both its fisheries and tourism arms. This sector holds the greatest potential for indigenous involvement, both as business operators and employees.

BUSINESS DEVELOPMENT OPTIONS

BUSINESS STRUCTURE

Cultural perceptions also influence the decisions of those considering business establishment with regard to the structuring of an enterprise. Most of those interviewed expressed the wish to run the business themselves, yet were often unaware of even the basic principles. When discussion turned to the possible need for staff or mentors, some respondents were of the opinion that they could operate some businesses, for instance a small camping ground, unaided.

Finance and/or funding are available from a variety of sources including the WCCCA trust, Alcan Eli Trust, Indigenous Business Australia, federal and state government programs and commercial financial outlets. The current state of tenure in the majority of both DOGIT and Aboriginal freehold lands does not allow even small areas to be used as security by the commercial sector so obtaining loans from regular banking institutions may not be feasible in many cases. This anomaly is therefore very restrictive in terms of identifying a funding entity.

Therefore the basic requirement for the majority of indigenous business development on CYP would be the formalization of tenure on the land parcel proposed for the venture. Leasing would appear to be the most applicable arrangement on DOGIT lands and for security reasons should entail a minimum 30 years term.

Depending on individual circumstances, an ILUA may also have to be negotiated in tandem with the lease application.

The other consideration for prospective indigenous business operators is their actual degree of involvement with their project. The opportunity to run it themselves may be a major motivation but many of those interested have not really considered the amount of work involved or the degree of expertise needed. There appears to be a reluctance to look at the alternative to self-management - that of using the services of skilled people as managers or mentors. This shortcoming has already contributed to the failure of some CYP indigenous businesses.

For larger ventures, the prospect of engaging a partner in a joint venture arrangement deserves to be seriously considered. Such a venture would be open to negotiation but could be established with the partner responsible for finance, development and operation in return for a regular contribution to clan groups/TO's. A commitment to the training and mentoring of indigenous employees as well as local opportunities for sub-contracting of applicable services should be necessary inclusions.

The various staffing and business structure options are represented in Figure 1. This information will be an important consideration for prospective indigenous business operators.

Figure 1: Business Structure Options

Business Type	Tenure,	Workforce No.	Ownership
Fishing charter (1 boat)	Not required	1 to 2 persons	Self operated
Boat hire (1 to 5 boats)	Leasehold	1 to 2 persons	Self operated
Camp ground (10 to 20 sites)	Leasehold	2 to 5 persons	Self, experienced manager, joint partnership
Lodge (3 to 8 rooms)	Leasehold	4 to 15 persons	Manager or joint partnership
Cultural tours (1 tour bus)	Not required	1 to 2 persons	Self operated

POTENTIAL SITES

Consultation with community councils, clan groups and individuals has identified a number of potential enterprises and sites for indigenous business development. Figure 2 shows the extent of these findings:

Figure 2: Sites and Tenures

ENTERPRISE	LOCATION	COUNCIL/CLAN	TENURE
Lodge/Safari camp	Kowanyama/Mitchell Delta	Kowanyama	DOGIT
Camping area	Paradise Creek	Kowanyama	DOGIT
Lodge/Safari camp	Chilli Beach, Lockhart River	Kuuku Ya'u	Aboriginal Freehold
Fishing/cultural tours	Lockhart River south	Uutaalnganu	DOGIT
Safari Camp	Love River, Aurukun	Wik Waya	DOGIT
Lodge/guesthouse	Aurukun township	Aurukun	DOGIT
Boat and car hire	Aurukun	Wik Mungkan	DOGIT
Camping area	Bung Point, Weipa	Wik Waya	DOGIT
Charter vessel	Weipa	Alngith	N/A
Camping area	Evans Landing, Weipa	Malarush	Freehold
Camping area	Heineman's Landing	Wathayn	DOGIT
Lodge/Safari camp	Duyfken Point	Thanikwithi	DOGIT
Camping area	Pennefather River	Napranum	DOGIT
Safari camp, campground	Billy's Lagoon	Napranum	DOGIT

Campground/kiosk	Red Beach	Thanikwithi	DOGIT
Safari camp	Janie Creek	Mapoon	DOGIT
Camp ground	Cullen Point	Mapoon	DOGIT
Lodge/guest house	Mapoon township	Mapoon	DOGIT
Safari camp/Campground	Stone Crossing	Taepathiggi	DOGIT
Campground	Cockatoo Creek	Ankamuthi	DOGIT
Campground	Vrilya Point	Ankamuthi	DOGIT
Safari Lodge	Cotterell River	Ankamuthi	DOGIT
Lodge	Pajinka	NPARC	Tourist lease
Campground/lodge	Muttee Head	NPARC	DOGIT
Campground	Somerset	NPARC	DOGIT

PROJECTS OFFERING DIVERSIFIED MARKETING OPPORTUNITIES

It is important that new enterprises developed with private or public funds do not adversely affect existing business operations and offer unique marketing attributes. In many cases, the location alone is a distinctive asset and any development should attempt to enhance its natural qualities. This report will suggest a possible range of tourist facilities but it is important that these and any other ideas be part of a coordinated development strategy that will be designed as part of a comprehensive marketing plan.

The majority of visitors to CYP arrive by road from May until October each year but around 80% of these arrive in the peak period from late June until early October. At the height of the season, during the school holidays in July, the camp grounds in Weipa, Seisia and Punsand Bay can be at full capacity, creating problems for travellers. Finding a room in one of the accommodation places -hotels, motels, cabins - along the road or in the communities can also be very difficult at this time.

Therefore, even at the current level of visitation, CYP needs more tourism infrastructure to cope with peak demand. It must also be noted that current tourist numbers are generated

from marketing that is largely ad hoc and any promotion is business specific rather than part of a coordinated plan.

The CYSF tourism strategy calls for a representative body that will include a marketing arm. If the example of the Gulf Savannah organization is considered, a coordinated approach will almost certainly produce a significant rise in tourist numbers. If the ongoing improvements to the PDR and access to the major communities are factored into the equation then future demand will predictably be much in excess of current infrastructure capacity in the near future.

The availability of a range of accommodation types and activities will also create more market interest. CYP is so vast that there are opportunities for numbers of new ventures to be established but it is very important that these be part of a carefully planned strategy. There is currently no established market for facilities that offer indigenous experiences but that sector has considerable potential. A long-term promotional plan must carefully assess the features of each enterprise and what these offer in terms of market diversification.

Figure 3 lists the business ideas identified in this project, listing them in sequence of business similarities then highlighting their particular attributes.

Figure 3: Marketing Comparisons

Note:

E = existing facility, needs further development

EC = existing facility closed, tenure problems, may need refurbishing

EN = former camping area, to be reopened

ENTERPRISE	LOCATION	MARKETING ATTRIBUTES
Boat and car hire	Aurukun	Regular visitors – public servants, tourists
Fishing charter	Weipa	Recreational fishers – river and inshore fishing Cultural tours – water and beach based Water taxi service – to Bung Point Camping
Fishing charter/cultural tours	Lockhart River south	Very remote beachside location Recreational fishing – beach and reef Eco based activities – east coast coastal habitats. Cultural activities – unique to area
Fishing charter/commercial fishing/cabins	Lockhart River	Remote location, regular air service Recreational fishing – river and reef

ENTERPRISE	LOCATION	MARKETING ATTRIBUTES
E		Commercial fishing – reef fish, crayfish Cabin accommodation
Campground/kiosk	Red Beach	Heavily visited area by Weipa residents and tourists – 20 mins from town Recreational fishing – creek Cultural activities – several attractions
Camping area	Paradise Creek	Overnight camping for tourists travelling Kowanyama to Pormpuraaw ring road
Camping area EN	Evans Landing, Weipa	Overnight camping for Weipa visitors – riverside location, close to town Recreational fishing – good river fishing, close to boat ramp
Camping area	Bung Point, Weipa	Beachside location only a short boat trip from Weipa Recreational fishers – beach, river and boat fishing Eco activities – varied west coast habitats
Camping area	Heineman's Landing	River side location Close to Weipa – approximately 15 minutes from town Recreational fishing – bank or boat based Cultural activities – art/artefacts
Camping area E	Pennefather River	Recreational fishing – established popular site, beach, river and boat fishing Eco activities – varied habitats, celebrated historical site Cultural activities – local sites
Camping area	Cullen Point	Popular area with Weipa and visiting

ENTERPRISE	LOCATION	MARKETING ATTRIBUTES
E		recreational fishers Excellent location adjacent to river and beach, 15 minutes to Mapoon
Camping area	Cockatoo Creek	Site located on popular Old Telegraph Line route Close to Eliot and other falls
Camping area E	Vrilya Point	Unique beachside location – beach and river access Recreational fishing – good beach and river fishing Eco activities – varied habitats
Camping area/lodge E	Muttee Head	Close to beach and Jardine River mouth Cultural activities – major historical site Eco activities – varied habitats World War 2 history – major site Recreational fishing – great beach, rock and river fishing
Camping area E	Somerset	Close to beach and headlands. Albany Island adjacent. History – major site, Jardine family Recreational fishing – beach, rock and boat fishing Eco activities – varied habitats Cultural activities – local sites
Safari Camp	Love River, Aurukun	Very remote west coast beachside location Recreational fishing – superb barramundi and mixed species location Eco activities – turtle conservation, varied habitats Cultural activities – local sites

ENTERPRISE	LOCATION	MARKETING ATTRIBUTES
Safari camp EC	Janie Creek	<p>Unique location – between beach and creeks</p> <p>Eco activities – turtle conservation, varied environments</p> <p>Recreational fishing – excellent river and offshore fishing</p>
Lodge/safari camp	Cotterell River	<p>Remote river side location, close to beach, safe anchorage</p> <p>Recreational fishing – great river, beach and boat fishing</p> <p>Eco activities – turtle conservation, varied habitats</p> <p>Cultural activities – many local sites</p>
Safari camp, camping area	Billy's Lagoon	<p>Site for travelling tourists between Weipa and Moreton</p> <p>Recreational fishing – river and lagoon</p> <p>Eco activities – varied habitats</p> <p>Cultural activities – local sites</p>
Safari camp, camping area	Stone Crossing	<p>Central location on Weipa to Moreton ring road – near river</p> <p>Recreational fishing – good river fishing</p> <p>Eco activities – varied habitats, birdwatching</p> <p>Cultural Activities – many local sites</p>
Lodge/safari camp	Chilli Beach, Lockhart River	<p>Eco based activities – varied habitats, beachside location close to rainforest, birdwatching.</p> <p>World War 2 history – major site</p> <p>Recreational fishing – beach and GBR fishing</p> <p>Cultural activities – many local sites</p>

ENTERPRISE	LOCATION	MARKETING ATTRIBUTES
Lodge/safari camp	Duyfken Point	<p>Remote shore based location</p> <p>Recreational fishing – excellent shore and boat fishing</p> <p>Eco activities – varied habitats, lighthouse</p> <p>Cultural activities – local sites</p> <p>World War 2 history – crashed aircraft remains</p>
Lodge/Safari camp	Kowanyama/Mitchell Delta	<p>Recreational fishing – high barramundi numbers</p> <p>Eco based activities – varied habitats south western Gulf lowlands/wetlands, birdwatching</p> <p>Cultural activities – cultural centre</p>
Lodge EC	Pajinka	<p>Iconic site for Australians. Adjacent to most northerly point, beach, headland, creek.</p> <p>Major tourist destination – fly-in and drive-in markets.</p> <p>Eco activities – Varied habitats, Lockerbie rainforest adjacent, birdwatching</p> <p>Historical activities – several sites</p> <p>Recreational fishing – beach, rock, creek and boat fishing</p> <p>Cultural activities – important sites</p> <p>Tours – Thursday Island, Horn Island, World War 2 sites</p>
Lodge/guesthouse	Aurukun township	<p>Regular visitors – public servants, contractors, tourists</p> <p>Cultural centre – to be built</p>
Lodge/guest house	Mapoon township	<p>Regular visitors – public servants, contractors, tourists.</p> <p>Recreational fishers – guide clientele and visitors</p>

MAJOR POINTS

- Some facilities already exist but will need upgrading – in fact, a number are already inadequate or in urgent need of improved facilities (Pennefather River, Cullen Point, Muttee Heads, Somerset, Vrilya Point).
- Severe crowding of the current camping area in Weipa in peak season demonstrates the need for increasing the number of locations in that immediate area. The Evans Landing area (Malaruch) was the site of a former camping ground and would seem to offer the shortest time-frame in terms of (re)establishment.
- The projected camping areas at Heineman’s Landing and Bung Point may need to have suitable land tenure security established before they go ahead but will feature two very different landscapes, one beachside and the other a bush outlook.
- Cullen Point and Pennefather River have both been popular remote camping spots for many years so are already well established in terms of popularity.
- There is already a need for Paradise Creek, Stone Crossing, Billy’s Lagoon and Cockatoo Creek camping areas in terms of current visitor numbers but, once the ring roads from Kowanyama to Pormpuraaw and Weipa to Bramwell Junction are established and promoted, traffic is expected to increase many fold.
- A market for those interested in direct interaction with turtle conservation has already been established but, unfortunately has been lost for the moment (Camp Chivaree). A unique opportunity exists to establish a world-class conservation based chain of properties (Cotterell River, Janie Creek, Love River) that would focus on turtle conservation activities including net collection, nest protection, feral pig hunting and research assistance. This market has a high level of year round potential.
- Modern guest houses sited in all major CYP communities are long overdue with the few facilities already in existence often fully booked. Lockhart River and the NPA are reasonably well subscribed but in places such as Mapoon and Aurukun, modern overnight motel type accommodation is sorely needed and long overdue.
- Recent sealing of much of the road into Lockhart River has already created major problems in terms of limited camping and accommodation for the number of visitors to the area. With tourist numbers expected to continue to swell, Lockhart River is facing a crisis in terms of its available facilities. There is the potential for a number of indigenous enterprises in the area as well as the proposed development near Chilli Beach.
- The reopening of Pajinka Lodge would represent the ‘jewel in the crown’ for a coordinated CYP marketing strategy. It is vitally important that moves by NPARC to make this happen be fast tracked.

BUSINESS DEVELOPMENT AGENCIES

The following agencies were identified as possible sources of funding or loans for indigenous business development:

- WACCCA trust – the Western Cape Communities Co-existence Agreement is an ILUA over the Rio Tinto Alcan mining lease area 7024 that was established in 2001. The agreement is between 11 traditional owner groups, 4 shire councils, RTA, the Queensland government and Cape York Land Council. The trust receives monies from RTA and the Queensland Government as part of the ILUA, 60% of which is invested and 35% distributed to sub-regional trust groups. The sub-regional groups then determine if funding applications are to be supported.
- Alcan – although Alcan is now part of RTA, there are still funds available through trusts created before the merger. The former Alcan South Pacific Ely Trust can be accessed by TO's who have links to the land between Weipa and the Jardine River.
- IBA – Indigenous Business Australia is a specialist indigenous funding agency that declares its purpose as:

'Our vision is for a nation in which the First Australians are economically independent and an integral part of the economy. Our programs provide the means for Indigenous Australians to create wealth and accumulate assets, take up mainstream investment opportunities, create business enterprises that provide additional employment opportunities, and purchase homes.

It is usually the first choice of prospective business operators.'

- Private philanthropic or funding agencies – indigenous focused employment initiatives such as Generation One can be useful in developing ideas.

MARKETING – INDIGENOUS TOURISM PLAN

It is important that indigenous tourism enterprises be included as a significant sector of any future tourism development plan. Such a plan needs to be formulated as part of a collaborative effort by tourist operators, TO's, National Parks and other relevant government agencies (TQ). The associated issues regarding tenure resolution, TO governance, short and long-term training and mentoring, developmental funding and coordinated marketing need to be factored into such a plan. Unlike such previous plans, this one must have the necessary policy and financial support to see its outcomes comprehensively established.

As listed in Figure 3 above, major initiatives may include properties themed on

- Recreational fishing – river, boat, charter
- Turtle conservation – ghost net removal, nest protection, research assistance
- Eco activities – east and west coast habitats, rainforest, wetlands, beaches
- History – aboriginal and Torres Strait Islander, early European, World War 2
- Cultural activities – hunting, customs, special sites
- Hunting – feral pigs
- Alternative routes – ring roads, alternative routes, OTL

FERAL PIG HUNTING

Several organized pig eradication exercises have been carried out along the coastal strip adjacent to the beaches from Cullen Point south to Pennefather River with the aim of significantly reducing feral pig predation on turtle nests in that area. In 2007, over 10,000 pigs were killed between Aurukun and Mapoon by helicopter-based shooters under a government-funded initiative. Regular culls still happen and are currently being supported by baiting programs.

Mapoon indigenous rangers are continually being trained to assist with turtle research and conservation efforts. Activities including ghost net removal, nest monitoring, feral pig surveys and community education create significant employment opportunities for the community. If Camp Chivaree was to reopen, as well as tour and fishing guiding opportunities, there would seem to be another avenue open for employment possibilities, that is, as hunting guides.

Feral pig culls currently cost taxpayers a large amount of money. If pig eradication could be made into a money generating exercise as well as creating local employment and producing accommodation revenue as a sideline, there would be winners all round. This is a potential business that Mapoon and other CYP councils should be taking a long hard look at. The shooting fraternity throughout Australia is a significant market with a large travelling segment that is constantly looking for new hunting opportunities.

COMMUNITY SPECIFIC PROJECTS

An examination of the enterprises listed in Table 3 from a community perspective provides a better idea as to how the various ventures are located throughout CYP. Some have a more urgent agenda than others in an indigenous tourism plan, so an assessment of their relative priorities is offered in Figure 4 as a guide to future development.

Figure 4: Community Projects Relative Priority

Community	Project	Status	Priority
Kowanyama	Camping - Paradise Creek	Proposed by TQ	High
	Lodge	Suggested by PI	Medium
Coen	Lodge Munghan Kaanju NP	Suggested	Low
Lockhart River	Lodge, Chilli Beach	Proposed by TO's	High
	Camping	Suggested by TO's	Very High

Community	Project	Status	Priority
	Fishing/tours – Lockhart south	Proposed by TO's	Medium
	Puchiwu Fishing	Existing – needs specialist management	Very high
Aurukun	Lodge Love River	Suggested by TO's	High
	Guest house	Suggested by council	High
	Car/boat hire	Suggested by TO	Medium
Weipa	Camping – Evans Landing	Proposed by TO's	High
	Charter fishing	Proposed by TO	High
Napranum	Camping – Heineman's Landing	Proposed by TO	Medium
	Camping area – Bung Point	Proposed by TO	Medium
	Camping/kiosk – Red Beach	Proposed by TO	High
	Lodge – Duyfken Point	Proposed by TO	Medium
	Billy's Lagoon	Proposed by council	Medium
	Camping - Pennefather River	Existing – needs upgrade	Medium
Mapoon	Camp Chivaree	Closed	Very high
	Camping – Stone Crossing	Proposed by TO	High

Community	Project	Status	Priority
	Guest house	Proposed by PI	High
	Camping – Cullen Point	Existing – needs upgrade	High
NPA	Camping – Cockatoo Creek	Proposed by TQ	High
	Lodge – Cotterell River	Proposed by TO	Medium
	Camping - Vrilya Point	Existing - needs upgrade	High
	Camping/lodge - Mutee Heads	Existing camping – needs upgrade New lodge	Medium High
	Camping - Somerset	Existing – needs upgrade	High
	Lodge - Pajinka	Proposed by council	Very high

NATIONAL PARK INFRASTRUCTURE

A major review by DERM and Tourism Queensland entitled *Cape York Camping and National Park Tourism Framework* (2009) detailed an Action Plan that included:

‘3.1 Whole of Cape York Recommended Actions

The following overarching actions have been identified to address key issues currently impacting on visitors accessing Cape York.

Strategy 1: Facilitate a coordinated approach to the joint planning of camping and tourism infrastructure in National Parks on Cape York

Strategy 2: Facilitate a coordinated approach to the planning and implementation of rubbish and waste disposal facilities across Cape York.

Strategy 3: Provide a secure and sustainable business environment for commercial tourism operators on Cape York.

Strategy 4: To coordinate a holistic approach to Indigenous tourism operations with Traditional Owners ensuring relevant input from agencies with tourism, business and planning expertise.

Strategy 5: Establish a campsite management program to assist in maintenance of key camp sites.

Strategy 6: Provision of innovative interpretation of cultural, historical and natural features of Cape York.

Strategy 7: Increased market awareness and understanding of Cape York Challenges and Impediments to growth.'

Actions relating to indigenous tourism participation featured prominently in the recommendations as well. They included:

'1.4 National Park tourism planning to occur in partnership with the Traditional Owners and the tourism industry.

3.1 Formal, holistic investigation of security of tenure at identified commercial tourism operator sites be undertaken and actioned through appropriate processes.

4.1 Develop guidelines for government agency involvement in and support of Indigenous tourism ventures on Traditional Owner land.

4.2 Formalize relationships between relevant tourism authorities, government and agencies representing Traditional Owners.

4.3 Implementation of tourism training, business capacity building and mentoring programs with links to the Cape York tourism industry for relevant Traditional Owners.

5.2 Investigate potential for an Indigenous campsite management program (possibly be linked to Land & Sea Rangers and Wild River Rangers programs). The program would train participants to manage and maintain non-commercial campgrounds. Investigate commercial tourism operator mentoring program to assist in transferring skills to the commercial sector.'

The examination of existing and future tourism infrastructure was comprehensive and provided definitive guidelines to achieving the vision of a 'holistic' industry on CYP. A number of sites for future development within the National Parks framework were identified and feature in Figure 5. These sites augment many of the indigenous business projects already identified by the PI and, if combined with them, would certainly contribute to a network of complimentary CYP tourist attractions.

Given National Parks and Tourism Queensland's expressed desire to work with TO's and tourism industry investors, Figure 5 looks at some of the locations and possible business arrangements that would achieve short to medium term development.

Figure 5: National Parks Infrastructure

Enterprise	Location	Attractions	Business Type
Safari Lodge	Jardine River NP, falls area	Eliot, Fruit Bat, Savo falls	Subcontractor*
Safari Lodge	Shelburne Bay	Parabolic dune systems, perched lakes	Subcontractor*
Camping area E	Captain Billy's Landing	Beach, rainforest	NP rangers, TO's or subcontractor
Camping area	Ussher Point	Beach, river	NP rangers, TO's or Subcontractor*
Safari Lodge	Mungkan Kaanju	River, rainforest	Subcontractor*
Safari Lodge	Lakefield NP, one or more of Kalpowar Crossing, Marina Plains, Bathurst Heads	Lakefield habitat, recreational fishing	Subcontractor*
PDR rest stop	Captain Billy's turn-off	Need for toilet facilities	NP rangers
PDR rest stop	Eliot Falls turn-off	Need for toilet facilities	NP rangers

*May be a joint partnership between National Parks, TO's and investor

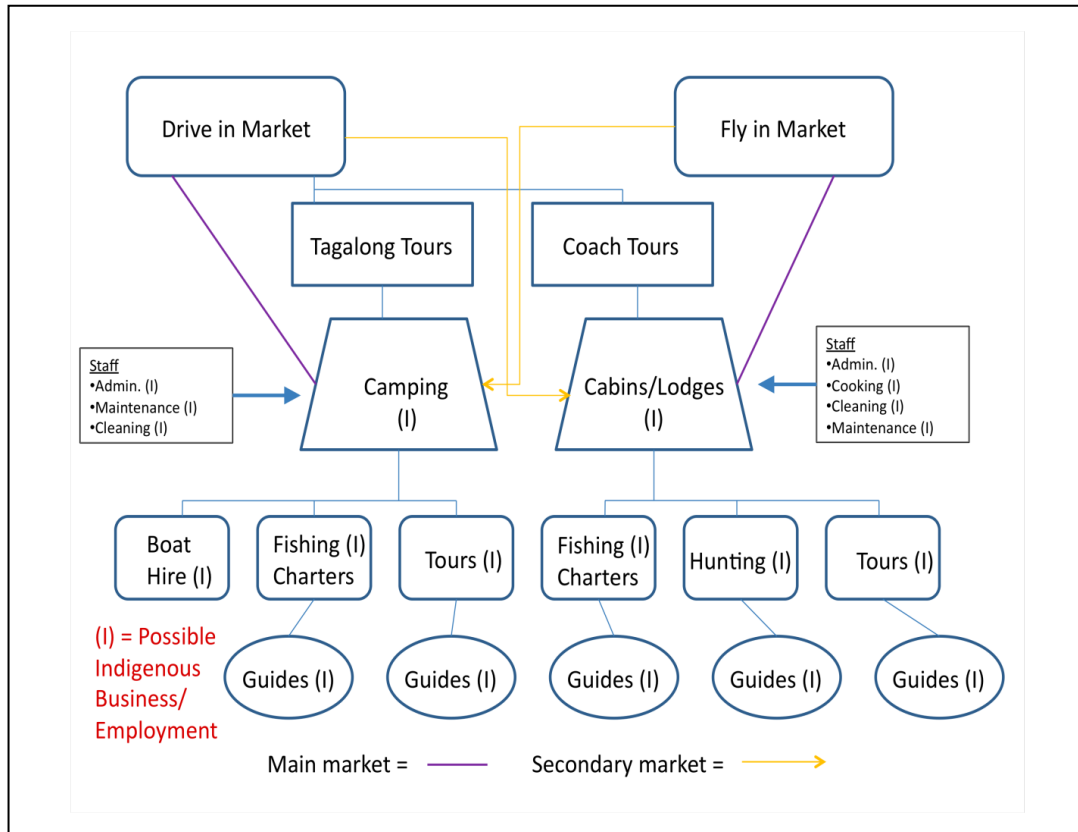
Such arrangements would provide opportunities for indigenous involvement either through direct employment as rangers or lodge staff, or as a business sub-contractor or partner.

A COMPREHENSIVE COORDINATED PLAN

CYP needs tourism development that coordinates all current and future enterprises by all stakeholders be they indigenous owned, non-indigenous owned or under the control of National Parks. Businesses need to be based on local attractions or activities and not just duplicate existing viable ventures. It is important that a specialist CYP agency has a high level of autonomy in overseeing this plan and that there be a significant level of indigenous participation in this process.

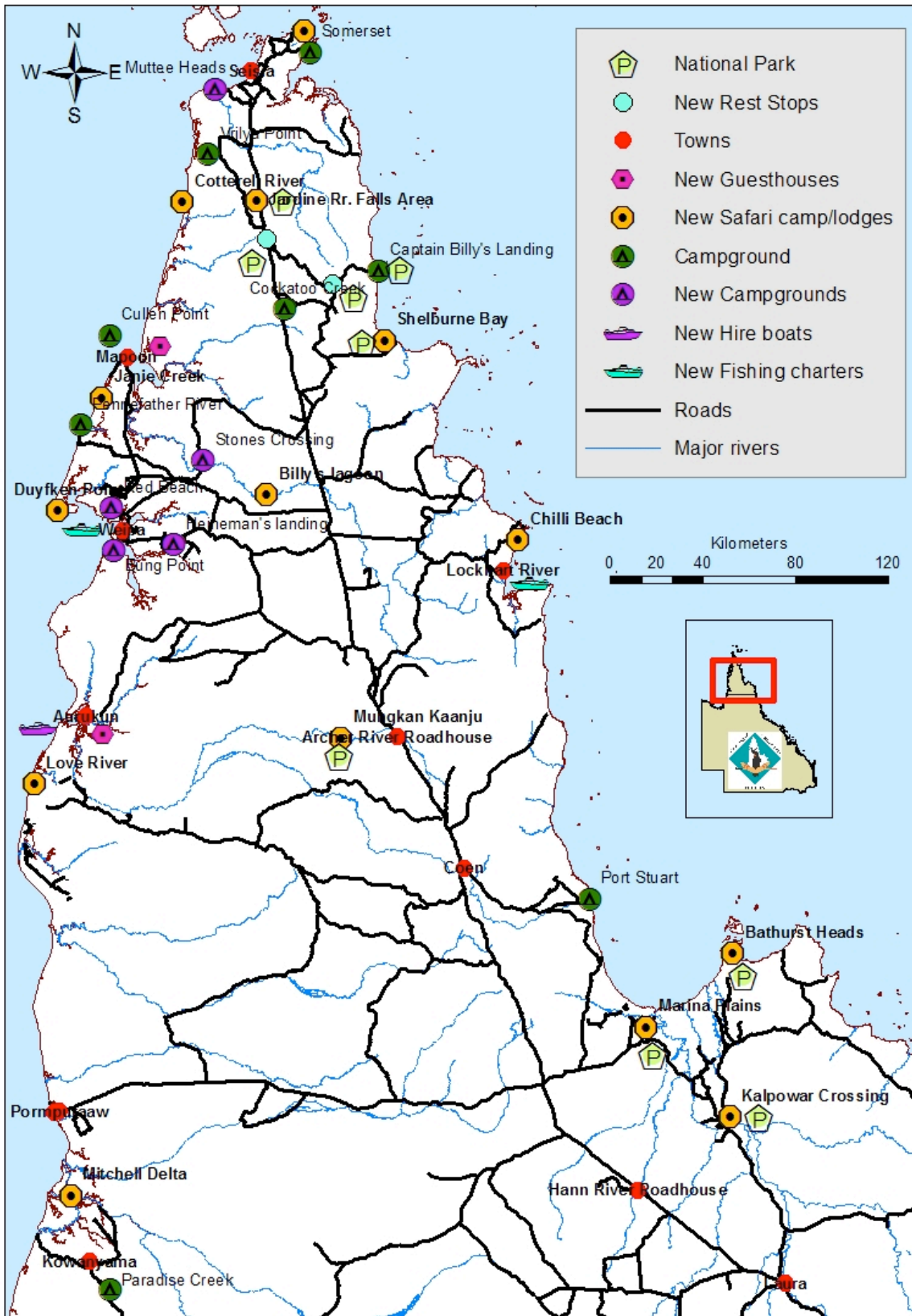
The CYP Tourism Flow Chart (Figure 6) highlights the structure of the tourism industry and the many opportunities that there are within that framework for indigenous business and employment. It is important to consider all sections of the market when evaluating how a facility is to be developed.

Figure 6: CYP Tourism Flow Chart



The map in Figure 7 following provides an insight into the types and locations of assets featured in this report and how these might eventually constitute a 'holistic' tourism network for CYP.

Figure 7: Map of current and possible future CYP tourism assets



BENEFITS AND ADOPTION

In establishing a comprehensive record of the current status of indigenous involvement in tourism on CYP, the benefits of this report are considerable to a wide range of individuals and agencies.

Those who have the most to gain in the short and medium term are the people identified, but it is hoped that their children and their children's children may profit in the longer term.

- Short term benefits – to the prospective indigenous business operators identified and the communities they live in
- Medium term benefits – that resolution of land tenure and better governance will enable indigenous business to operate viably within the tourism market
- Long term benefits – better trained indigenous youth will have the potential to become involved as workers or business operators

The benefits of this report will also flow on to the following target audiences, some of whom were not identified in the original funding application:

- CYP indigenous communities including clan groups and councils – the data and strategies outlined in the report seek to enable those who may have further ideas to be aware of the challenges and how to deal with them.
- Relevant CYP oriented government agencies – a comprehensive appraisal of the inadequacies of current government policy concerning indigenous communities is presented for consideration. The dysfunctional state of the delivery of government services is also highlighted in the hope that its inadequacies be urgently addressed. All CYP people, both black and white, want to be in control of their own country and desperately need better policy and consultation by government so this can be achieved.
- Relevant CYP oriented non-government agencies – humanitarian and other community help agencies - will be able to use the data in this report to deliver services and support for indigenous communities in a more efficient manner.
- There are also avenues suggested for better coordination in wildlife conservation issues.
- Indigenous employment development agencies – report data may influence the direction in which future 'on the job' training may develop and open new employment possibilities and opportunities
- Indigenous business development agencies – investigation has shown that the current approach by some of these agencies lacks finesse in regard to the cultural preconceptions of interested indigenous persons. Information contained in this report should assist in the design of more appropriate instruction and advice.
- Indigenous business funding agencies – a need for indigenous businesses to operate in the mainstream has been recommended in this report. Funding and loan agencies will need to support this ideal if businesses are to be successful.
- Marine, ecotourism and hospitality specific training agencies (Western Cape College, Thursday Island TAFE, Cairns International Maritime College) –

- This report has identified the need for better qualified business owners and employees and offers an insight into future training requirements
- Queensland Tourism and CYP tourism bodies – in taking a holistic view of CYP tourism, rather than concentrating solely on the recreational fishing sector, this report seeks action on a coordinated approach to tourism rather than adding to the hundreds of thousands of words contained in the many reports that have gone before. Twenty-three years of experience at the coal face of CYP tourism qualifies the PI to present such an action plan.
- CYP Chambers of Commerce – both the Western Cape and Cooktown bodies will peruse this report thoroughly. In the case of the Weipa based body, indigenous business development in tourism is already one of the recommendations of its Strategic Plan.
- Western Cape Communities Trust – the data and recommendations in this report should greatly assist in directing future funding to worthwhile indigenous projects including business development.
- CYSF – this representative body has been directly involved with all aspects of this report since its inception including facilitating meetings, information collection, assisting with project travel and costs, acting as a sounding board for frequent consultation and advice, helping with technical and clerical problems.

CYSF has proposed the establishment of a specialist CYP staffed and based tourism body and once this comes to fruition (which is expected shortly), the information contained in this report will be vital to the future direction of initiatives and planning, particularly involving CYP indigenous clan groups and communities.

FURTHER DEVELOPMENT

Several enterprises that have been identified by this project have been monitored closely during its duration. Further consultation including practical advice and progressing ideas have been ongoing in a couple of instances. They are as follows:

- SS and CW, Vrilya Point and Cotterell River – advice has been offered on improvements to the Vrilya Point camping area including upgrading the creek crossing (log bridge to culvert) and clarifying which members of the clan wish to become directly involved. The importance of clarifying and establishing land tenure at both sites has been emphasized and is currently being considered by the clan group. The Cotterell River site has the potential to be the northern safari camp in the Turtle Conservation trio (see below).
- CA – several positive discussions with CA have led to changes in his original idea of a charter business and indigenous youth training facility. The fact that his land is adjacent to a major feature on the proposed Weipa to Bertiehaugh ring road (Stone Crossing) and his charter business would need a base from which to operate has prompted CA to consider upgrading his ideas to include a camping area close to the Wenlock River. He was unsuccessful in one funding application (to WCCCA trust) but has applied to another prospective source. He has been advised to complete a Coxswains course and is currently trying to find a suitable opportunity. A meeting with other clan group members is planned to discuss the need for an ILUA and a lease on the land required for his venture. Discussion on the possible business arrangement will follow clarification of the tenure arrangements.
- Puchiwu Fishing – several discussions have been held with WB and PP of Lockhart River regarding the current situation with this enterprise and a possible solution suggested. This included a proposal for an experienced manager to be appointed to guide the business towards a viable outcome. The business badly needs direction and a more professional approach to its multifaceted products. A future meeting of Puchiwu directors is expected to decide how the venture will proceed. Finding further funding may be difficult until the new state government is fully operational.
- Pajinka Lodge – moves by NPARC to re-establish Pajinka Lodge have become stalled within the past month (March 2012) due to the discovery that Torres Shire is the trustee of the land and not the new NPA council as expected. This revelation has introduced an unexpected tenure based issue into an already longstanding affair and may require an extended period of consultation between the respective councils to resolve the problem. Given the urgent need for this vitally important tourism asset to be once again operational, this is extremely disappointing. The situation will need close monitoring.
- LH – CYSF is assisting LH with her wish to establish a tourism facility on the land that was recently converted to aboriginal freehold. Their business adviser is currently investigating possible funding pathways so that planning can proceed.

Turtle Conservation Lodges

The plight of turtles on the western GOC coast and the example of the (now closed) Camp Chivaree at Janie Creek, Mapoon, offers a unique opportunity for tourism and conservation to work together in a major campaign. Currently, the Olive Ridley turtle population is listed as critically endangered and could face extinction within 20 years. Flatback turtles also nest on these beaches and are considered endangered.

There is an opportunity to establish a network of safari lodges along the west GOC coast that would cater to a range of activities focusing on saving its turtle population including :

- Assisting in the removal of trapped turtles from the ghost nets that wash up during the monsoon season;
- Assisting in the removal of the accumulated ghost nets from the beach environment;
- Assisting in the protection of turtle nests and working with researchers during the turtle laying season; and
- Hunting the wild pigs that are the major predators of the turtle nests.

Because the best recreational fishing times fall between the monsoon season and the commencement of turtle laying and at the end of the laying season, there would also be an opportunity to involve this activity as well.

Such an initiative would appeal to both fly-in and drive-in tour groups and provides a novel way of maximizing the use of government conservation funding while offering economic and employment opportunities to indigenous communities. The lodges could include research centres and ranger facilities as part of their infrastructure.

Suggested sites for the initial 3 lodges are Cotterell River (south of Vrilya Point), Janie Creek (Mapoon) and Love River (Aurukun). This suggestion is based on Camp Chivaree being re-opened.

Such an initiative would be a major showcase for CYP and, if coordinated with the current turtle conservation project, would have the potential to gain world-wide acclaim. The concept is expected to appeal to a large-scale investor in a joint partnership role.

The PI considers this development initiative to be of the highest priority.



Acclaimed turtle researcher, Col Limpus and ranger Geraldine Mammoose with a satellite tagged Olive Ridley turtle.

Preserving these critically endangered turtles as part of a coordinated plan needs to be top priority.

PLANNED OUTCOMES

This project addresses the challenge of creating opportunities for business development and employment for members of indigenous communities living on Cape York Peninsula. In doing so it has achieved the following outcomes:

It has

- identified, contacted and informed individuals within those communities who have the potential to become involved in recreational charter fishing and ecotourism based businesses;
- comprehensively identified interested indigenous communities and their assets throughout Cape York Peninsula, in terms of existing infrastructure and environment suitable for recreational fishing and ecology based tourism development;
- suggested a plan for a coordinated approach to future development of tourism infrastructure on CYP and how indigenous based businesses can be part of this plan;
- established an information base that will provide the necessary data for government and private enterprise agencies seeking to facilitate the development of indigenous businesses on CYP based on recreational fishing and ecotourism; and
- identified barriers to the establishment and long term viability of indigenous businesses and suggested pathways for their resolution.

The beneficiaries of these outcomes will include a wide range of individuals:

- The people themselves - indigenous people/communities interested in considering or establishing a tourist business.
- The business operators themselves – a much more robust environment in which to operate their business.
- Funding agencies seeking to identify potential business operators – better prospects for loan payments to be met.
- Those training providers seeking potential students or looking to develop new specialist courses (e.g. small boat handling for fishing guides).
- Local schools/colleges seeking to develop industry specific training courses and identify interested individuals.
- Government departments and agencies trying to optimize pathways to better deliver their services to CYP indigenous communities and the tourist industry.
- Philanthropic organizations with an indigenous focus seeking to get better social and economic results from their contributions.
- A CYP tourism secretariat – a suggested future strategy for a holistic, integrated

approach to CYP economic and social development focusing on indigenous involvement.

- Tourist promotion and development agencies looking for unique experiences to market.

The outcomes achieved comprehensively fulfill those that were anticipated in the application. In fact, the ramifications of the project were somewhat larger than contemplated, producing additional data and a more comprehensive approach.

Senior CYSF staff have been regularly updated on the project progress and, on a number of occasions, have collaborated in regards to mutually beneficial visits and material collection. In this regard, some of the data and outcomes are already being progressed.

The election of a new Queensland State government would seem to be an opportune time for the outcomes described in this report to be carefully considered. This document will be distributed to all relevant ministers and local state and federal members for comment when released.

CONCLUSION

While the stated task of this project was 'Identifying indigenous business opportunities in the recreational fishing tourism industry on Cape York Peninsula', in reality, it was difficult to separate this activity and its associated infrastructure needs from tourism as a whole. A charter operator needs somewhere to house their clientele. A drive-in tourist and his family need a place to camp while they use their hire boat. Visiting fishers are now seeking a wider appreciation of the environment and indigenous culture as part of their experience.

In terms of a destination that offers tourists a wealth of natural attractions and experiences, CYP has enormous potential. This is demonstrated by the variety of ideas and opportunities identified in this report. Indigenous people want to be involved in developing and operating businesses that will highlight this potential and need to be given the tools to do so.

'Identifying indigenous business opportunities', one of the project objectives, must of necessity also focus on how those opportunities may be progressed. This is the crucial part in the process of business development and, in this respect, the climate for indigenous involvement is not encouraging. Government policy dictates that indigenous communities operate under a different set of rules to their 'whitefella' counterparts and this is hindering, rather than helping, those people who want to move outside of the current welfare based system.

A significant part of the empowerment of indigenous communities must involve a more efficient process for clan group and councils to negotiate issues that will allow better economic outcomes. This has to be achieved without any disrespect for cultural priorities. It will not be an easy process but needs to be urgently pursued if viable economic enterprises within traditional lands are to become a reality.

The impost placed on indigenous communities by restrictive land tenure, while initially based on good intentions, has now proven to be a major stumbling block for more progressive individuals. This impediment is finally being recognized by the people with the result that there is general disagreement with the Wild Rivers legislation and the recent push to impose World Heritage on CYP. If the indigenous sector of CYP tourism is to grow then a clearly defined path regarding secure land tenure for potential enterprises is at the heart of any negotiations.

If tourism visitation based around recreational fishing, cultural and ecotourism on CYP is to prosper then the mixed messages coming from government must be rectified and a positive atmosphere created. Too many business opportunities are being inhibited by duplicitous agendas and policies that exist only on paper. There need to be fewer reports, less chiefs sitting in offices far away and more resources getting to the people on the ground. The message is loud and clear, no matter where you travel on the Cape!

Successful indigenous business people are already out there! The trip with Willie Gordon was particularly noteworthy and rated right up there with the best in terms of his professionalism. A system that takes advantage of Willie's and other successes to promote a positive outlook for those with entrepreneurial aspirations within the younger generation would seem to be a path worth pursuing.

It has been indeed a privilege to travel throughout CYP talking to indigenous people and experiencing the attributes of their 'country'. There are some amazing places to be 'discovered' but any development must, of necessity, be prudent and well planned. This will be much easier to achieve if monitoring and mentoring is placed in the hands of those who know the Cape.

Sharing a fishing experience is a great leveler, a chance for the participants, no matter what their background, to share knowledge and experience nature in all its guises. What better way to get to know more about our indigenous people – and for indigenous people to share their stories with us.

The opportunities are there! We all need to work a little harder to make them reality.

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APPENDICES

APPENDIX 1: INTELLECTUAL PROPERTY

There is no intellectual property created as a result of this project.

APPENDIX 2: STAFF

Principal investigator

David Donald

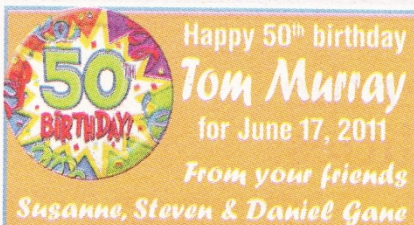
Barradave Sportfishing Services

Advertisement in Western Cape Bulletin, July 13, 2011, page 20.

Classifieds

PHONE: 1300 4874 00
FAX: 1300 7872 48
EMAIL: office@westerncapebulletin.com.au

HAPPY BIRTHDAY



Happy 50th birthday
Tom Murray
for June 17, 2011
From your friends
Susanne, Steven & Daniel Gane

21ST DAY!

KA "Skinny" 1990

Happy 21st birthday
Daniel Gane...

Lots of love from your Godmother, Zoe, Daniel and Connor ~ have a great day mate

Love from your little mate, Womby


Love from your big sister Jeneece, Ashley, Mitchell and Caitlin

Love from your girl, Kate

From your big bro Kurt, Jaime, Emmy and Mia

Love from Auntie Mera Uncle Victor

PUBLIC NOTICES



To the Property Owner/Occupier in the following area/s

Ergon Energy has contracted Utility Asset Management to carry out inspections of powerlines located in these area/s, and in some cases on your property in the near future. Your feeder is identified on your Ergon Energy bill.

Feeder Code	Area	Start Date	End Date
COEN	Coen Combined	1/7/11	31/7/11
2K01	Kowanyama Combined	1/7/11	31/7/11

If you have any special needs, access preferences, any special farming activities or are not always present on your property, please phone our office on 07 4755 0311.

Attention Indigenous Land Trusts, Councils and interested individuals

The Fisheries Research & Development Corporation is seeking to identify indigenous business opportunities in the recreational fishing tourism industry on Cape York Peninsula

Potential opportunities include:

- > Camping areas
- > Boat hire
- > Vehicle Hire
- > Accommodation
- > Remote Camps
- > Fishing Charters, river & wetland tours
- > Bird watching and ecotourism tours
- > Cultural activity events and tours

If you would like more information or to participate in this project, please contact Dave Donald on 0427 699 064 or e-mail dave@barradave.com.

"Identifying Indigenous business opportunities in the recreational fishing tourism industry on Cape York Peninsula"

A Project Supported by the Fisheries Research & Development Corporation

WANTED

WANTED TO BUY

NEWS

Indigenous opportunities in recreational fishing tourism

LOCAL charter operator and resident of the Cape for over 20 years, Dave Donald, has obtained funding from the Commonwealth Fisheries Research & Development Corporation (FRDC) to identify indigenous business opportunities in Cape York's burgeoning recreational fishing tourism industry.

In getting this project off the ground, Dave has been widely supported by organisations such as the Western Cape Chamber of Commerce, Cape York Sustainable Futures, DEEDI and local politicians.

"When visiting Cape communities as a member of the steering committee that led to the formation of the Cape York Natural Resource Management Board, I was approached on a number of occasions for information about running a fishing charter business, once people found out who I was", Dave advised.

After spending considerable time during the ensuing 18 months, at his own expense, talking to all manner of government, philanthropic and



Dave Donald is looking to identify parties interesting in establishing indigenous recreational tourism ventures.

community organisations in Brisbane, Cairns and locally, an application to the FRDC resulted in an investigation being approved.

One of the key elements of the project will be to identify interested indigenous councils, land trusts and individuals interested in establishing tourist ventures.

These could be as simple as a couple of hire boats or a small camping ground, to major developments like fishing lodges and mother ships.

Following his many years in the industry, Dave is happy to

offer specialist advice to those with aspirations.

"The tourism market is crying out for greater indigenous participation and activities. This fact was mentioned during the recent tourism summit held in Weipa by Cape York Sustainable Futures," Dave said.

"However, we need to be careful that any new tourist businesses complement each other rather than directly compete with those already existing.

"As long as the Cape's tourism sector continues to grow, there is ample opportunity and

need for indigenous participation", he noted.

Dave will be visiting all Cape communities, from Koyanyama to Thursday Island, during the coming months to talk with interested people and to identify each area's recreational fishing 'assets'. Talks with training providers, an in-depth look at current tenure issues and future Cape York tourism marketing coordination will also be part of his project.

If you would like to speak to Dave, he can be contacted on 0427 699 064 or at dave@barradave.com.

Influenza cases increase in Cape York

APPENDIX 4: TYPICAL CONTACT LETTER SENT TO CYP INDIGENOUS COUNCIL MAYORS,
CEO'S AND INTERESTED INDIVIDUALS

Recreational Fishing on Cape York



Mr. Joseph Elu (Mayor)

NPA Regional Council

11 July 2011

Hello!

My name is David Donald. I've been a tour operator on Cape York Peninsula since 1990 specializing in fishing charters. For years, clients of mine have expressed interest in fishing experiences that include indigenous people. I have been given assistance by the Fisheries Research & Development Corporation to make this happen.

Let me ask you and your community members these questions:

- Have you ever considered becoming involved in recreational fishing and nature based tourism?
- Are you aware that there are many different ways you can get involved in recreational fishing activities, from establishing a simple camping area right up to building a specialist fishing lodge?
- Do you have community members who would like to work in the tourist industry, either now or in the future?

- Do you have people who have expressed an interest in trying to establish a fishing charter or nature based business?

I would like to meet with any interested community members to talk about their future in Cape York's rapidly growing tourist industry. As part of my initial visit, I would like to have a look at any tourism projects your community has run or are currently operating, try and identify possible places that may be suitable for future development and discuss how best any business ideas may progress.

I plan to visit all Cape York Peninsula communities during July and August 2011 to gain this information.

Therefore, I would appreciate hearing from you as soon as possible to arrange for a meeting. I would expect to spend at least 3 days in each place to obtain the necessary information, after which return visits will be scheduled as needed.

The table below lists some of the opportunities available in the recreational fishing and adventure tour markets.

Thanking you,

David (Dave) Donald

Barradave Sportfishing Services

PO Box 17, WEIPA Q 4874

Phone: 0427699064

Email: dave@barradave.com

“Identifying Indigenous business opportunities in the recreational fishing tourism industry on Cape York Peninsula”

A Project Supported by the Fisheries Research & Development Corporation

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INDIGENOUS BUSINESS OPPORTUNITIES – Some examples

Business Opportunities in Recreational Fishing & Adventure Tourism

- Camping areas – offering no facilities to full facilities
- Boat and fishing tackle hire
- Vehicle hire
- Camping gear and camper trailer hire
- Cabins/Dongas – self contained to fully serviced
- Backpacker (dormitory accommodation)
- Guesthouses – catered accommodation
- Remote camps – tented or cabins, catered
- Motels/lodges – fully catered
- Mother ship based tours

Theme Based Holidays

- Sport fishing
- Ecotourism focussed – different habitats
- Cultural tours
- Bird watching
- Beach walking
- River Tours
- World War II – Iron Range, Horn Island, Bamaga
- National Park visits
- Wildlife rescue/environmental clean up

Markets Within Recreational Fishing

- Drive in, camp – own vehicle/boat
- Drive in, camp – own car/hire boat
- Drive in, basic self contained accommodation – own vehicle/boat
- Drive in, basic self contained accommodation – own vehicle, hire boat

- Drive in, self contained accommodation – charter fishing
- Fly in, self contained accommodation – hire vehicle/boat
- Fly in self contained accommodation – charter fishing
- Fly in, motel accommodation, fully catered – charter fishing
- Fly in, bush camp or lodge, fully catered – charter fishing
- Fly in, mother ship, fully catered – charter fishing

Employment Opportunities

- Small business proprietors
- Fishing guide/skippers
- Chef/cooks
- Hospitality workers
- Cleaners/housemaids
- Mechanics/service personnel
- Retail workers
- Drivers
- Nature & cultural activity guides



CAPE YORK SUSTAINABLE FUTURES

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30th June 2011

To Whom it May Concern

Ref: 2010/230 "Tactical Research Fund: identifying indigenous business opportunities in the recreational fishing tourism industry on Cape York Peninsula is supported by funding from the FRDC on behalf of the Australian Government."

Cape York Sustainable Futures Inc. has pleasure in introducing Dave Donald, from Barradave Sportfishing Services to Cape York Peninsula communities.

Surveys have shown that the majority of tourists visiting Cape York Peninsula each year go recreational fishing. This means that, in terms of revenue, this important sector of the tourism market offers the best potential for indigenous community development. When the fact that other important nature based tourism activities, including camping, bushwalking and birdwatching, generally need the same facilities, the economic importance is further enhanced.

Equally important is the fact that the tourism market, in general, wants much greater interaction with indigenous people, either per their involvement as fishing and nature guides or in specific cultural events. Community economic development along these lines would seem to offer an ideal opportunity for interested members to ease into tourism employment or small business operation.

Cape York Sustainable Futures has conducted a series of tourism workshops during the past year that have recommended the establishment of a Cape York based tourism secretariat by late 2011. Establishment of such a body provides an ideal opportunity to develop, promote and coordinate indigenous tourism development in our region. Now is the time for your community to seriously consider how you can become better involved in tourism, particularly in the recreational fishing and adventure markets.

I would like to introduce you to David (Dave) Donald, a name synonymous with Cape York Peninsula tourism for over 20 years, particularly in the recreational fishing sector. With support from the Fisheries Research & Development Corporation, Dave intends visiting all CYP communities over the next 3 months to discuss tourism development options with councils and interested individuals. Further follow-up visits are anticipated as projects are identified.

I urge all communities to take advantage of this unique opportunity for community tourism development. The following letter will explain the project in more detail. Should you have any queries, feel free to contact me.

Yours sincerely

Trish Butler
Chief Executive Officer

CYSF - Working in partnership with



APPENDIX 6: EXAMPLE OF A COMPLETED WESTERN CAPE COLLEGE STUDENT SURVEY FORM

First name:		Age:	16
Clan group/community:		Sex:	M

Hello. Your participation in the following survey would be appreciated.

1. From a cultural perspective, do you consider your attachment to the sea to be
 - Strong attachment
 - Some attachment
 - No attachment

2. Have you ever considered working in the marine sector when you leave school?
 - Strongly considered
 - Considered
 - Not considered

3. Do you enjoy going fishing?
 - Regularly
 - Sometimes
 - Never

4. Do you enjoy sharing your culture with non indigenous people?
 - Strongly enjoy
 - Enjoy
 - Don't enjoy

5. Where would you prefer your future job to be based
 - Community based
 - Outside based
 - Don't care

6. Are you undertaking marine studies? Yes No

If so, do you find them

 - Very interesting
 - Interesting
 - Not interesting

7. What do you think of tourists coming to visit your community?
 - Like
 - Don't like
 - Don't care