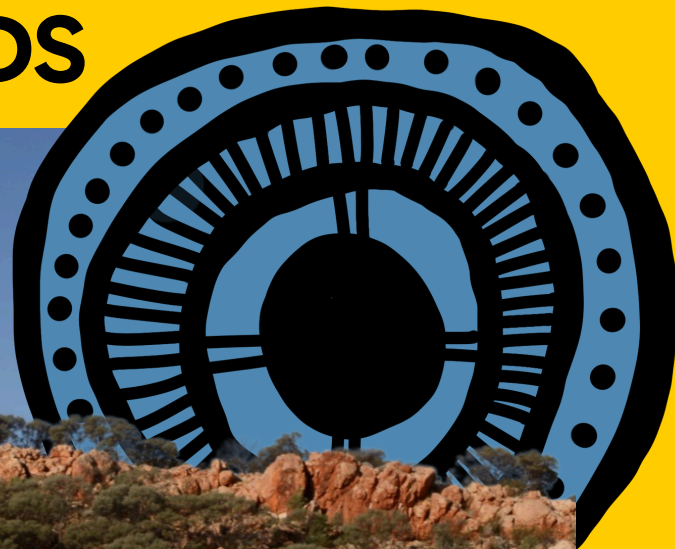


THE VALUE OF CULTURAL TOURISM IN THE GOLDFIELDS

2025



APRIL 2025

**Goldfields Aboriginal
Language Centre
Aboriginal Corporation**

Authored by:

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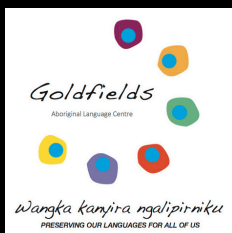


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EXECUTIVE SUMMARY

Indigenous cultural tourism is a large and growing industry with far more tourists globally, but particularly in Western Australia, wanting to engage respectfully and meaningfully with local Indigenous cultures.

Whilst the Goldfields is a region with strong potential for Indigenous Cultural Tourism, there are few experiences or businesses currently operating in this sector. This deficit exists despite the importance of economic diversity in a resource-focused economy such as that of the Goldfields.

According to data from Tourism WA, 87% of tourists to Western Australia were interested in Indigenous experiences during their visit. In 2023 296,480 overnight tourists, both domestic and international, visited the Goldfields. The Tourism WA figures suggest that 257,938 overnight-staying Goldfield's tourists would be interested in Indigenous experiences which indicates a massive, underutilised potential for the regional industry.

By combining this estimated demand for Indigenous cultural tourism with current prices for similar experiences, the potential value of Indigenous cultural tourism in the Goldfields is \$6,366,492 per year. The current value of Indigenous cultural tourism is \$541,500. The conclusion is that there is a massive, unmet demand for Indigenous cultural tourism in the Goldfields with the current industry only meeting 8.5% of its potential value. In addition, meeting this demand would create 75 full-time or 125 part-time jobs; many of which would go to Indigenous employees, creating a large, culturally safe industry.

In the second part of this report, the costs and potential benefits of a Goldfields Aboriginal Language and Cultural Complex (Culture Complex) in Kalgoorlie as proposed by GALCAC, are indicated. Cost estimates for the construction of the Goldfields Language and Culture Complex is \$15 million. Ongoing costs of the Culture Complex are estimated at \$250,000 per year. The revenue to the Culture Complex is estimated to be around \$600,000 per year, indicating the Culture Complex would be clearly self-sustaining.

Additionally, the Culture Complex will provide benefits to the surrounding community and businesses. The fine arts gallery, souvenir/giftshop and café located in the Culture Complex will be run by external operators providing \$500,000 per year in revenue. The Culture Complex will also direct visitors to existing Indigenous cultural experiences in the Goldfields which would provide a benefit of \$28,000 per year. Finally, if we assume that 50% of visitors to the Culture Complex choose to spend an extra day in Kalgoorlie due to a visit to their engagement with the Culture Complex, we can assume an additional benefit of \$2,345,000 per year to the local economy.

87%

Tourist interest in WA
Aboriginal tourism

\$6.3M

Potential value of Aboriginal
tourism in the Goldfields

8.5%

Goldfields industry only
meeting 8.5% of its potential
value



INTRODUCTION TO INDIGENOUS TOURISM

Indigenous cultural tourism has been an expanding global source of income for first-nations people both in Australia and around the world. A recent report released by the World Travel & Tourism Council placed the value of global Indigenous Tourism at \$44.86 billion USD (\$69 billion AUD), with a predicted increase to \$67.05 billion by 2034 (WTTC, 2024).

The benefit of Indigenous cultural tourism extends beyond the financial. Cultural tourism provides

1. An opportunity for the preservation and promotion of Indigenous cultures.
2. A focal meeting space for First Nations peoples.
3. A culturally safe space for events, meetings, conferences.
4. Opportunity for First Nations peoples to portray themselves as they would like to be seen.
5. A source of pride, solidarity, connection, unification.
6. A venue for historical interpretation, truth telling, healing, and reconciliation.
7. A venue and opportunity for non-Indigenous peoples to engage with culture in a respectful, meaningful, and fulfilling way.

49%

Golden Outback had a
boost in International
visitors in 2018

\$69B

Value of global Indigenous
tourism

1.3%

2018 increase to
international visitors in
Perth

Research reports indicate that international visitors to WA prefer to visit the outback rather than stay in the capital city, Perth. Tourism Research Australia's 2018 report indicated that the Golden Outback had a 49% boost in international visitor numbers and a 42% boost to visitor spending. By contrast, Perth's international visitation grew by 1.3% and spending fell by 4%. (Kalgoorlie Miner 30 March 2019)

The WTTC report indicates that Indigenous tourism must be Indigenous lead. This is in accordance with the values of agency, language, data, and cultural sovereignty.

Indigenous lead tourism ensures that cultural tourism both presents an authentic version of Indigenous culture, and provides the maximum benefit to the Indigenous people whose culture is the source of this tourism. This will also reduce the risk of tourism providers reducing Indigenous culture to an inauthentic market commodity. In other words, reduces the chance that culture becomes commodified and recreated as a product for tourism consumption.

INTRODUCTION TO THE GOLDFIELDS

Covering a region of 950,000 square kilometres and home to more than 50,000 people, the Goldfields region is the largest region in Western Australia, by size. The Goldfields region is diverse containing the Great Western Woodlands which is the largest arid woodlands in the world, semi-arid regions, multiple deserts, open plains, and large tracts of salt water lakes.

The First Nations Cultures of the Goldfields

The Goldfield is home to rich and diverse Indigenous cultures with sixteen different languages being spoken by the more than 7,300 First Nations people living across the region. First Nations people live both in towns such as Kalgoorlie-Boulder as well as in eleven small to medium sized communities scattered throughout the region.

The Goldfields Economy

The economy of the Goldfields is dominated by mining. The most important resources are, as per the region's name, gold but there are also deposits of nickel and lithium. Mining currently accounts for more than two thirds of the economic output in the region as well as 27.8% of the employment in the primary settlement of Kalgoorlie (Jobs and Skills Australia, 2024).

Having an economy primarily based on a single industry, in particular the resources sector, makes the economy susceptible to external factors such as fluctuations in commodity prices. This is recognised by the Government with The Goldfields-Esperance Development Commission identifying Industry Diversification as one of its five initiatives in its GEDC Strategic Plan 2022-24.



7,300

First Nations people
living in the Goldfields
Region



950,000 sqm

Goldfields Region



34,960

international visitors to
the Goldfields region in
2023

Tourism in the Goldfields

Whilst the primary industry in the Goldfields region is mining, there is a significant and growing tourism industry. According to data from Tourism WA in 2023 there were 934,000 overnight visitors to the Goldfields – consisting of 888,000 domestic and 46,000 international visitors (Tourism Western Australia, 2024a).

However, as the Goldfields economy is primarily mining based, many of the overnight visits were for business purposes. Domestic visitors who visited for tourism purposes only, made up 28% of visitors giving an estimate of 261,520 visitors.

In comparison, 76% of international visitors were tourists with an estimate of 34,960 international tourists to the Goldfields region. These figures total 296,480 tourists in 2023. These figures account for overnight staying tourists, but do not include people who stay for only the day, or who pass through for a part of the day, such as the 140-220 visitors on the weekly Indian Pacific train who stay for three hours.

There are several popular tourist attractions in the Goldfields. The first and most prominent are those related to gold mining such as the Super Pit and the Hannans North Tourist mine. There are also attractions related to the area's history such as the Museum of the Goldfields, the Boulder Town Hall and War Museum. The heritage qualities of the town draws many visitors with the desire to view the old buildings and mine workings, and the chance to trace family connections to the Goldfields being amongst the most popular activities.

28%

of Goldfields overnight
visitors in 2024 were for
tourism purposes



140-220

Visitors weekly on Indian
Pacific



Nisga'a delegates visitor trying Honey Ants - Kalgoorlie-Boulder Honey Ant Tour

INTEREST IN FIRST NATIONS CULTURAL TOURISM



The high interest in First Nations cultural tourism in Western Australia, as indicated by the 87% figure provided by Tourism WA, is not being fully met by any region, but should be capitalised by the Goldfields, given its relative proximity and accessibility from the capital city, Perth. Kalgoorlie is an easy 6 and a half hours drive east from Perth, or a one-hour flight, or 6-hour train ride.

Tourism Western Australia's Visitor Experience and Expectations Research (VEER) 2023-24 report contains detailed data on interest in First Nations Cultural Tourism amongst both domestic and international tourists in Western Australia. This report finds that 87% of tourists to Western Australia would be interested in First Nations Cultural Tourism if it was accessible to them and 36% participated during their visit (Tourism Western Australia, 2024b). The report finds that 43% of those surveyed would be interested in going on a tour with a First Nations Guide and 35% of those would be interested in visiting a First Nations gallery, with 24% interested in purchasing First Nations art, craft or souvenirs.

43%

WA tourists interested in First Nations guided tours

56%

Tourists from within WA want to try bush foods

There is a degree of variance in the types of activities interested in between domestic (consisting of both tourists from WA and other states of Australia) and international tourists. Domestic tourists were most interested in experiencing bush food (59% for tourists from WA and 41% for tourists from other states) while the most desired activity for international tourists was going on a tour with an First Nations guide – with 53% of overseas visitors being interested in this (Tourism Western Australia, 2024b).

CURRENT INDIGENOUS TOURISM IN THE GOLDFIELDS

First Nations Tours in the Goldfields

There are two main Indigenous tour providers in the Goldfield Region as of 2025. The first is Kalgoorlie Aboriginal Cultural Experiences. This is a tour operated by local artist and Wangkatja and Ngadju man, Jason Dimer. The tour operates throughout the town of Kalgoorlie for approximately two hours and consists of history, storytelling and artwork.

The second tour provider is Goldfields Honey Ant Tours. The tours venture 50km out of Kalgoorlie where participants gather bush tucker including the namesake honey ants, and First Nations guides teach attendees about foraging, and the culture of the Tjupan people.



First Nations Art in the Goldfields

There is currently no permanent First Nations Art Galleries in Kalgoorlie Boulder open daily to the public.

Indigenous artwork in the Goldfields is mostly organised as a part of the Goldfields Aboriginal Art Trail which consists of eleven Aboriginal art centres stretching from Menzies in the south to Wiluna in the west to near the Northern Territory and South Australian borders at Docker River and Wingellina. These centres are either dedicated gallery and art stores such as at the Laverton Aboriginal Art Gallery, or part of roadhouses such as the Ilkurlka Roadhouse and Gallery.



In addition to these dedicated galleries there are also small amounts of Indigenous art for sale in gift shops in the Goldfields such as at the Kalgoorlie Visitors Centre and at the Museum of the Goldfields. However not all of this art is necessarily produced by local Goldfield's artists. Some gift shops also sell non-Indigenous made artwork marketed as Indigenous art or utilising Indigenous art.

Indigenous art retailers should be members of the Indigenous Arts Code. The Indigenous Arts Code is a voluntary industry code of conduct with which businesses can demonstrate their commitment to follow standards and practices which ensure fair, transparent and ethical trade with Aboriginal and Torres Strait Islander artists and their art.

VALUING INDIGENOUS TOURISM IN THE GOLDFIELDS



In order to estimate the value of the current Indigenous tourism sector in the Kalgoorlie Goldfields region, the current existing Indigenous cultural activities in the Goldfields will be valued based on assumed customers.

First, an estimate of the value of the current cultural tourism businesses in the Goldfields regions, the Kalgoorlie Aboriginal Cultural Experiences and Honey Ant Tours.

Honey Ant tours costs \$150 per person with a maximum number of 20 people per tour. Conservatively assuming 15 people attend per tour and 80 tours are held per year provides a value of \$180,000 per year.

The Kalgoorlie Indigenous Cultural Tours feature a maximum of 10 people and cost \$95 per person. If we assume 8 people per tour and 150 tours per year this indicates a value of \$114,000 per year.

\$541,500*

Conservative figure Indigenous art and tour sales by physical visitors to the region

**This estimate does not take into account the value of the Spinifex Arts Studio, nor the commissioned and patroned artworks, arts prizes, and royalties, which are valued in the millions of dollars per year.*

The second and more difficult to estimate component is the value of Indigenous art as arts and crafts can vary widely in value. The figures for each art centre are not available, therefore conservative estimates have been made in order to arrive at an annual income.

Given that each of the 11 Indigenous arts centres in the Goldfields region sell an average of 90 pieces of art, craft or creative item per year with an average value of \$250, this provides a value of \$22,500 per studio. Combining these provides a very conservative value of \$541,500 for Indigenous art sales in the Goldfields region. This estimate does not take into account the value of the Spinifex Arts Studio, nor the commissioned and patroned artworks, arts prizes, and royalties, which are valued in the millions of dollars per year.

Tours	Cost Per Tour	People Per Tour	Tours Per Year	Value
Honey Ant Tours	\$150	15	80	\$180,00
Experiences	\$95	8	150	\$114,000
Artworks/Crafts	Artwork Cost	Sold Per Year		Value
Warakurna Artists Yurliya Gallery	\$250	90		\$22,500
Minyma Kutjara Arts Project	\$250	90		\$22,500
Menzies Aboriginal Corporation	\$250	90		\$22,500
Papulankutja Artists	\$250	90		\$22,500
Tjarlirli Art - Tjukurla	\$250	90		\$22,500
Tjukayirla Roadhouse	\$250	90		\$22,500
Tjukurba Art Gallery & Birriliburu Artists	\$250	90		\$22,500
Laverton Aboriginal Art Gallery	\$250	90		\$22,500
Wilurarra Creative	\$250	90		\$22,500
Ilkurlka Roadhouse and Gallery	\$250	90		\$22,500
Warta Shop and Tjulyuru Gallery	\$250	90		\$22,500
			Value	\$541,500

POTENTIAL EXPANSION OF INDIGENOUS TOURISM

Given the large interest in, but small presence of, Indigenous tourism providers in the Goldfields, there is massive potential for the creation of new Indigenous-focused tourism businesses in the region. The Tourism WA report provides a guide to the types of Indigenous experiences tourists are most interested in which can be used to conceptualise new tourism ventures.

* INDIGENOUS TOURS

According to research from Tourism WA, 43% of people did not, but would be interested in, going on a tour with an indigenous guide. Using Goldfields tourism numbers, that gives a figure of 24,000 people who visit the region and have an interest in tours. Drawing on the existing tours available in the Goldfields these tours could be anything from simple walking tours around Kalgoorlie or longer journeys into the bush.

* ART AND SOUVENIRS

Using the same method as before we estimate that just over 13,000 tourists per year would be interested in purchasing Aboriginal arts, crafts or souvenirs.

* BUSH TUCKER

The third potential opportunity is the almost untapped demand for bush food experiences amongst tourists. Over 25,000 tourists are interested in bush food experiences. Notably it is the top listed experience that domestic tourists in Western Australia are interested in.

Currently these experiences are offered only by the Honey Ant Tours – who as their name suggests, offers bush food such as honey ants, damper and kangaroo stew as a part of their tours. In past years, a bush tucker degustation luncheon was run annually by GALCAC. Aside from these two experiences, there are few other ways for tourists to experience bush food.

* BUSH TUCKER cont

Occasional events and experiences are offered through other programs but no other regular event is available. The need for regular, reliable events is critical to tourists and visitors who need to know months in advance about such events in order to plan their itinerary.

There are two main kinds of bush food experiences which could be offered. The first are curated bush food experiences similar to those currently offered by Honey Ant Tours but also offered in places such as Uluru. These involve a member of the local Indigenous group explaining the significance of bush food usually followed by a tasting session of the bush food. The featuring of local bush foods is attractive to tourists.

The provision of local bush foods for tasting experiences indicates the space for a secondary industry for the provision of items such as dried salt bush, karlkurla (silky pear), quandongs, honey ants, and wattle seed.

The second types of experiences are bush food restaurants. Examples of these can range from casual cafes such as the Bush Café run by the Gunaikurnai Land and Waters Aboriginal Corporation in Victoria (GLWAC, 2025) to the boutique such as the Wildflower degustation experience offered in Perth (State Buildings, 2025). While lacking some of the cultural context of curated bush food experiences, these businesses can provide the bush food experience to a far larger audience.

VALUING THE POTENTIAL OF INDIGENOUS TOURISM

\$6,366,492

Potential economic benefit, compared to \$541,500 spent in 2024

* POTENTIAL REVENUE OF INDIGENOUS TOURISM BUSINESSES

Modelling the potential value of Indigenous tourism in the Goldfields through measuring the number of tourists, assuming current numbers hold, then calculating the ratio of who would likely be interested in each of the Indigenous Cultural Tourism activities, and then calculating the total economic benefit if the same ratio of all tourists participated in Indigenous cultural tourism based on estimated revenue for each type of Indigenous Cultural activity, provides some forward estimates.

The model uses the previously calculated numbers of tourists interested in Indigenous cultural experiences along with an assumed value of each of the types of activities identified.

To value Indigenous cultural tours, an assumed value of \$120 is nominated, averaging out the cost of the two current Indigenous cultural tour providers in the Goldfields.

Valuing artwork is more difficult considering the wide variance in types and prices of artwork. For this we assume a value of \$100 purchased by a tourist. This is less than the assumed value we used for Indigenous art centre as we consider that this demand for artwork will not just be met by art centres but also by souvenir shops. To value food we split the demand 50/50 between restaurant and experiences. We value the restaurant at \$50 per person and value the experiences at \$120, the same as our tours. The overriding assumption we make is that these experiences are not mutually exclusive and that meeting the demand for one type of experience will not decrease demand for others.

Activity	Total Tourists	% Interested	Est ppl Interested	\$ Value
Tours	55920	43%	24046	\$2,885,472
Artwork	55920	24%	13421	\$1,342,080
Bush Food Experiences Bush Food Restaurants	55920	45%	25164	\$1,509,840 \$629,100
			Total	\$6,366,492

POTENTIAL EMPLOYMENT FROM INDIGENOUS BUSINESSES

Activation of more First Nation Tourism opportunity would create

75 NEW JOBS

An increase in Indigenous Cultural Tourism would result in increased employment opportunities for people with an Indigenous heritage. The sector has the potential to create many culturally-safe jobs in an industry that values the employee, their cultural connection, language, and knowledge.

This section explores the potential Indigenous job creation which would coincide with increased levels of Indigenous Cultural Tourism.

* INDIGENOUS TOURS

In the previous section a calculation of just over 24,000 people were interested in tours. Assuming 15 people per tour and 80 tours a year this indicates the potential for 20 tour guides to be hired on full-time hours with many more if tour guides were engaged in part-time or casual work.

* BUSH TUCKER

Assessing the potential employment in the bush tucker industry would depend on which of these two experiences are preferred by tourists. Bush food experiences would be similar to Indigenous cultural tours so it would simply cause an increased demand for such tours with the caveat that not all cultural tours are food experiences, and not all food experiences are cultural tours. If half of the tourists prefer a bush food experience to a restaurant and that said experiences would run at the same frequency be the same size as our cultural tours, we predict that this would create an additional 10 jobs. Assuming that the other 50% of the people would prefer a restaurant experience, it can be predicted that based on 100 customers per day, an average 10 employees per restaurant would create 25 new jobs. In total it is estimated that bush food experiences could create 35 new jobs in the Goldfield region.

* ARTWORK AND SOUVENIRS

Using the same method as previously, an indicative figure of just over 13,000 tourists would be interested in purchasing Aboriginal arts, crafts or souvenirs. It is more difficult to estimate the employment which could be created as there are diverse kinds of Aboriginal art which people might be interested in, for example performance, bands, and exhibitions. More importantly, in comparison to other forms of cultural tourism, Indigenous artwork is less likely to provide a liveable income and instead often provides a supplementary form of income. For example, according to the Productivity Commission the average income of Indigenous artists ranged from \$3,200 amongst those in art centres to \$6,000 for independent artists (Productivity Commission, 2022) both of which are far below the minimum wage in Australia.

However, there is still potential to measure the creation of jobs surrounding Indigenous art such as gallery operators and curators as well as artists in residence. We assume that arts and craft galleries sell two artworks or souvenirs per day and that each gallery employs one curator, one artist in residence and two other staff. Assuming that each gallery is open 350 days per year that gives us an estimated employment of 19 people to meet the demand for Indigenous artwork.

Activity	Total Tourists	% Interested	Est ppl Interested	Est ppl Employment
Tours	55920	43%	24046	20.038
Artwork	55920	24%	13421	19.173
Bush Food Experiences Bush Food Restaurants	55920	45%	25164	25.164 10.485
			Total	74.86



THE SOCIAL IMPACT OF INDIGENOUS CULTURAL TOURISM BUSINESS

\$28,076,053

Potential social value which
Goldfields Indigenous
cultural tourism would
create, each year

Supply Nation's report, 'State of Indigenous Business: driving growth across the Indigenous sector' indicates that, 'Indigenous businesses have grown over four times faster than the overall economy.' This indicates that it is more than a socially rational strategy to support businesses in the Indigenous sector, but a fiscally rational one as well.

Supply Nations reports that for every dollar spent with an Indigenous business, \$4.41 of economic and social value is created. (The Sleeping Giant: A social return on investment report on Supply Nation Certified Suppliers, 2020). The \$4.41 economic and social value represents a 441% return on every dollar of revenue created through Indigenous cultural tourism in the Goldfields region.

Given the figure of \$6,366,492 of potential revenue from Indigenous cultural tourism, multiplied by the \$4.41 social value from the Supply Nation report, this equates to \$28,076,053 worth of social value which Goldfields Indigenous cultural tourism would create, each year.

\$6,366,492 (potential revenue) x \$4.41 (Supply Nation social value) = \$28,076,053 pa

The impact of a new \$28 million social and economic project in the Goldfields would be a landmark social achievement for the Indigenous population. The potential exists for this outcome to be achieved, with a small investment in Indigenous tourism infrastructure. For example, the Goldfields Aboriginal Language and Culture Complex is valued at \$15 million and the cost of this would be recovered in one year in social and economic value, using the Supply Nation figures. That is a 100% social return on infrastructure investment in a single year.



CONCLUSION: VALUE OF GOLDFIELDS INDIGENOUS CULTURAL TOURISM



The current landscape of Indigenous Cultural Tourism in the Goldfields region is small but with a massive, under met potential and demand.

Comparing the calculated current value of Indigenous cultural tourism of \$541,500 to the estimated value of \$6,366,492 it is evident the Goldfields is currently meeting only 8.5% of the potential value. These figures indicates that \$5,824,992 is entering the town and leaving again, unspent.

In addition to the underspent dollar value there is also the potential for large increases in Indigenous employment with an estimated 75 full-time or 150 part time jobs which would be created through management of the Indigenous cultural experience industry.

The social value of the Goldfields Indigenous tourism industry is calculated at \$28 million per annum.

Finally, increasing employment in cultural tourism diversifies Kalgoorlie's economy which will make it more resilient to global economic or commodity shocks. This is in line with one of the five goals of the GEDC Strategic Plan.

Developing the Indigenous cultural tourism industry will result in many new jobs and businesses for local Aboriginal people fulfilling a second initiative in the GEDC strategic plan of Aboriginal Economic Development.

Supporting the development of the Goldfields Indigenous cultural tourism sector is a socially and fiscally solid investment.



\$6.3M
Cultural Tourism
potential



Estimated
75 Full-time job
opportunities
150 Part-time job
opportunities

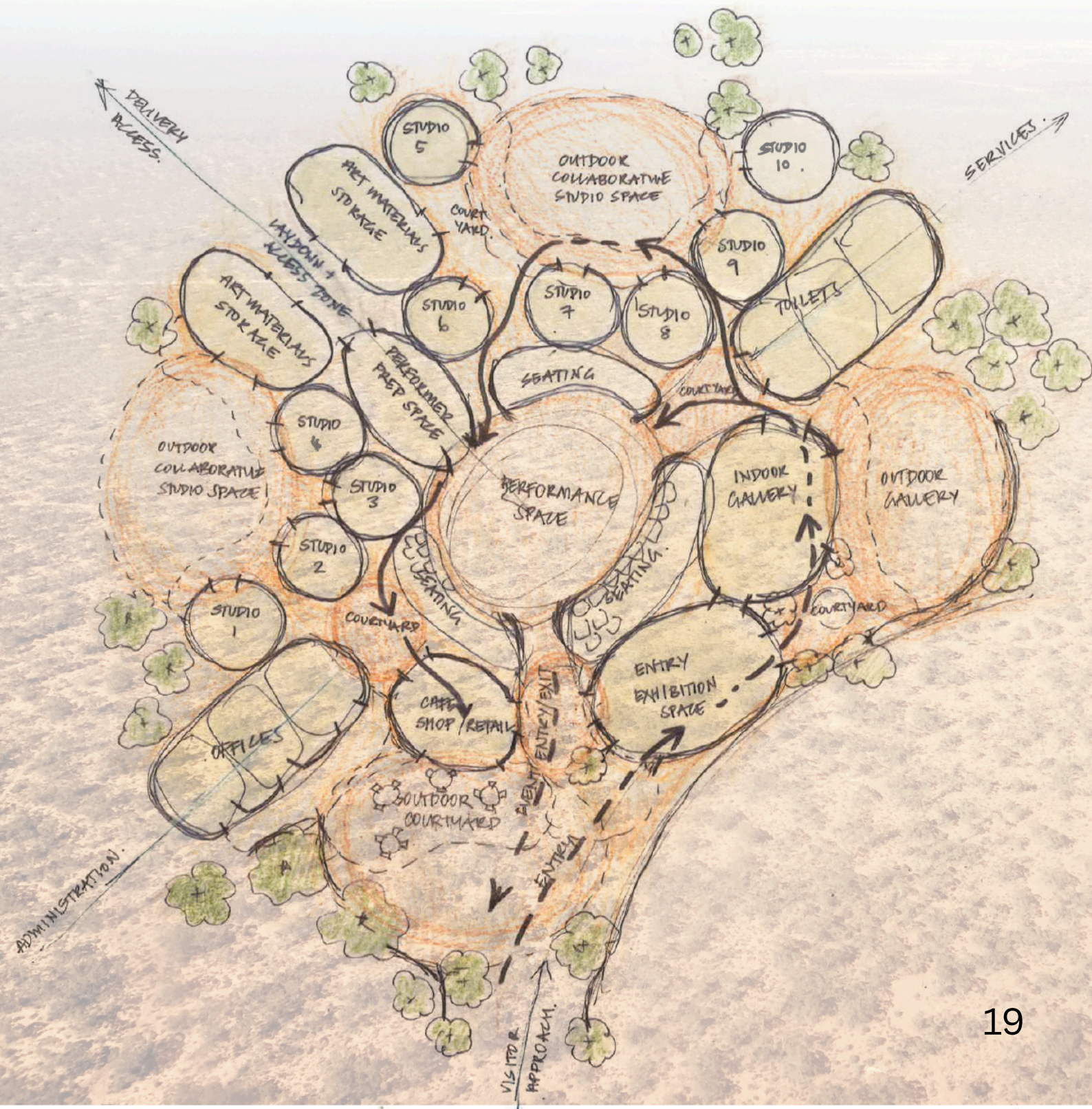


\$28M
social value of the
Goldfields Indigenous
tourism industry
opportunity



REPORT PART 2

COSTS AND BENEFITS OF A GOLDFIELDS ABORIGINAL LANGUAGE AND CULTURAL COMPLEX IN KALGOORLIE



INTRODUCTION TO GALCAC

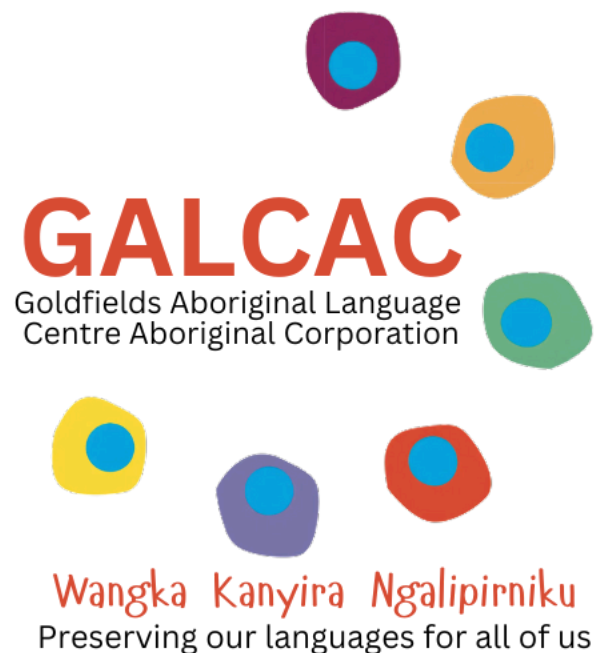
The Goldfields Aboriginal Language Centre Aboriginal Corporation (GALCAC) is an Aboriginal linguistic research centre based in Kalgoorlie. GALCAC supports Indigenous speech communities across the Goldfields region as well as undertaking advocacy for Indigenous languages at the State and Federal level. Established in 2011 with the goal of preserving and resourcing the 12 unique Indigenous languages of the Goldfields region, GALCAC has grown in capability and capacity to run a diversity of language and culture projects.

GALCAC currently undertakes a number of programs supporting the use, preservation and intergenerational language transfer of the region's Indigenous languages. First Nations language teams utilise GALCAC's linguists and resources in order to record speakers, write dictionaries, grammars, and create language use and enjoyment resources. Secondly the centre promotes Indigenous language revitalisation through the creation of teaching materials on Goldfield's languages such as posters, YouTube videos and children's books, through to short courses on cultural competency and language literacy. Finally, the centre also runs an interpreting service through the Goldfields Aboriginal Translating and Interpreting Service.

The Centre undertakes advocacy for Indigenous languages with the most recent effort being a campaign for legislative recognition of Indigenous languages by the Western Australian Government.

GALCAC has been working towards the construction of a purpose-built, tourist destination cultural venue, the Goldfields Aboriginal Language and Culture Complex. The Culture Complex will include a museum/interpretive space, a fine arts gallery, a souvenir/gift shop, an outdoor performance space, several artist studios, and a café.

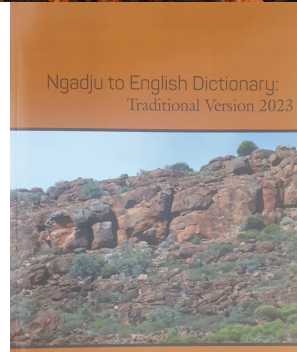
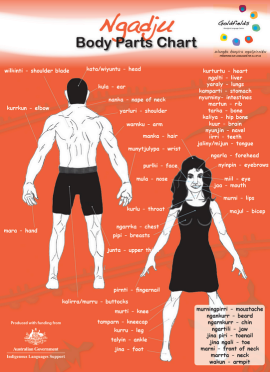
The second half of this report will involve an analysis of the costs and benefits of a Goldfields Aboriginal Language and Culture Complex operated by GALCAC.



The infographic is titled "First Nations Linguistic Sovereignty Strategy" and is divided into five sections, each representing a priority. The background features a blurred image of a group of people in traditional Indigenous regalia. The priorities are as follows:

- Priority 1: First Nations Linguistic Sovereignty**
First Nations speech communities maintain linguistic sovereignty over all aspects of their language.
GALCAC is committed through a number of actions to ensure Goldfields First Nations linguistic sovereignty.
- Priority 2: First Nations Data Sovereignty**
Goldfields First Nations speech communities maintain data sovereignty over all aspects of their language.
This includes linguistic data ownership, the Traditional Knowledge First (TK), collected stored and unshared data access to linguistic data, rights and obligations according to First Nations law.
- Priority 3: First Nations Agency**
GALCAC walks alongside First Nations speech communities in maintaining agency in linguistic and data sovereignty by ensuring speech communities the Copyright Act, First Nations Cultural and Intellectual Property in the Arts protocols, and the Indigenous Art Code in all projects and activities.
- Priority 4: Linguistic Resilience**
GALCAC undertakes programs which instill linguistic resilience in Goldfields First Nations speech communities. This includes resourcing speech communities, the creation of family language kits, linguistic resources, public use activities and events, conferences, and advice for State languages legislation.
- Priority 5: Organisation Resilience**
GALCAC develops organisation resilience by investing in its people, through highly proficient governance, diversified income, and wide connections to other organisations.

<div> <div>Priority 6</div> <div>ORGANISATION CAPABILITIES</div> </div>	<div> <div>Priority 7</div> <div>GALCAG FOUNDATION</div> </div>
<p>GALCAG strategically brings together people, resources and knowledge to navigate the changing language and policy environments, in order to deliver the best outcomes for Goldfields First Nations speech communities. This is achieved through organisational capability utilizing evidenced argument, adaptability, innovation, collaboration, agility and engagement.</p>	<p>GALCAG will establish a foundation aimed at stabilising the income stream for the language workshops for First Nations peoples to undertake linguistic studies, provide funds for intergenerational family-based language learning, and develop economic opportunities around language to ensure their continuation into the long-term future.</p>



**Ngadju
yayi**

Parts of the body

CASE STUDY: GWOONWARDU MIA CULTURE CENTRE

The closest existing equivalent to GALCAC's plans for an Indigenous Goldfields Aboriginal Language and Culture Complex in Kalgoorlie would be the Gascoyne Aboriginal Heritage Centre, also known as Gwoonwardu Mia in Carnarvon, Western Australia. First opened in 2005 the complex features an interpretive centre with permanent exhibits, a botanical garden with local plants used in Indigenous medicine and an art gallery featuring local artists. It is currently managed by the WA State Government through the Western Australian Museum.

It also contains a training café which helps to train locals in hospitality and tourism skills, with a focus on hiring and training Aboriginal individuals.

It also has indoor and outdoor event spaces which can be rented out – providing an additional source of revenue for the centre.



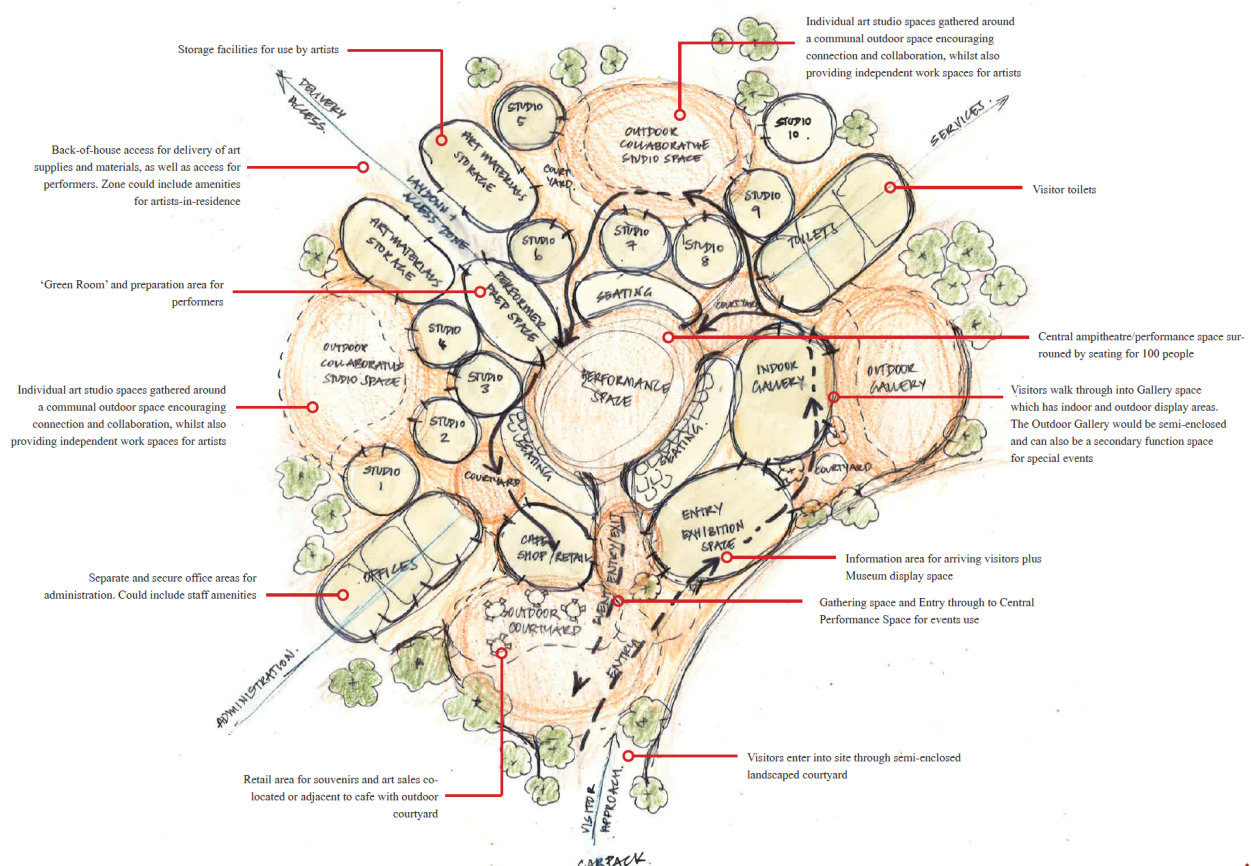
PLANS FOR THE GOLDFIELDS CULTURE COMPLEX

The design of the Goldfields Aboriginal Language and Culture Complex was created and costed by H+H Architects in 2020. This design is not final and will be subject to revisions however this provides an overall scope of the project.

The Complex's design includes an interpretive/exhibition space, a fine art gallery, a souvenir and gift shop, and a café. GALCAC will maintain management of the Complex but only be responsible for running the interpretive/exhibition space with the gallery, shop and café commercially leased and run by other businesses, with an emphasis on leasing to Indigenous businesses.

In addition to these facilities there will also be toilets, storage facilities, staff amenities and offices, and storage spaces. The fine arts gallery will include a 2-bedroom residence on the Complex's property. GALCAC will maintain a one-bedroom caretaker's apartment.

Outside the building there would be both internal and external courtyards and a large performance space (400 square metres). A notable outdoor feature will be 8 single artist studios dotted across the venue's landscape, which would allow for artists from around the Goldfields to occupy and work on their artwork which could then be displayed and sold in the corresponding gallery. The Complex will also include a large carpark to ensure tour groups can visit via bus, and tourists with caravans have a space to park, and a picnic area.



COSTS AND BENEFITS OF THE GOLDFIELDS CULTURAL COMPLEX

Costs

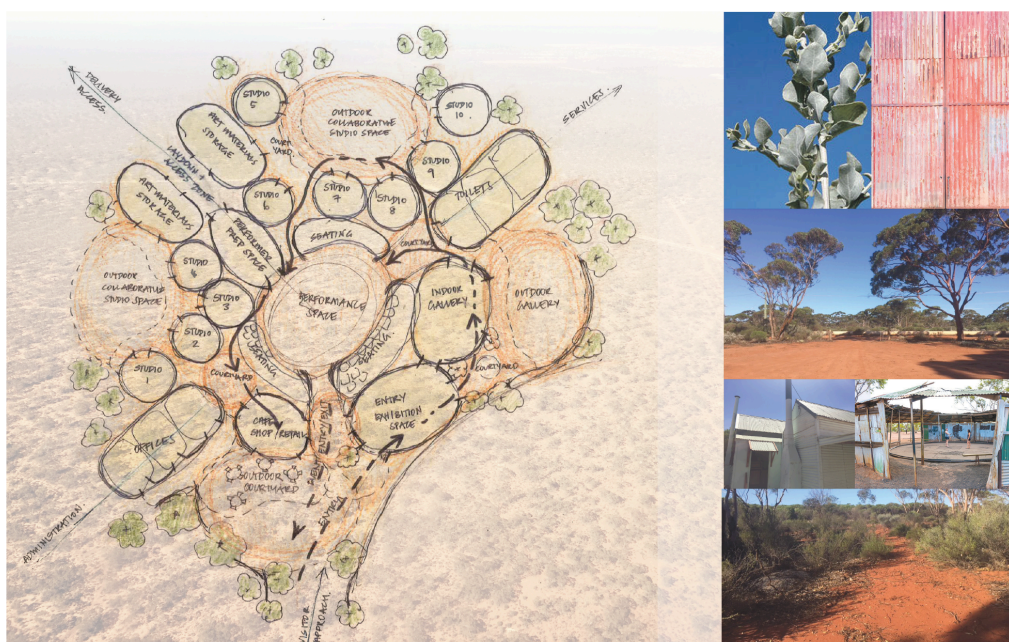
The construction of the building was last costed by H+H Architects in 2018. This design is not final and will be subject to revisions however it provides an overall cost of the project. The internal spaces are budgeted at \$4,405,500 inclusive of GST. The external spaces are budgeted at \$2,145,000 inclusive of GST. Other internal costings budgeting \$250,000 for fittings and artwork. The carpark was budgeted at either \$400,000 for a bitumen finish or \$200,000 for a gravel carpark. Adjusting these figures for inflation as of 2025 gives a total cost of just under \$11.5 million AUD.

Given the recent exponential rise in building costs in WA and in Kalgoorlie, a figure of \$15 million will now be the amount needed to build the Culture Complex.

Ongoing costs associated with the running of the Complex includes employees. There are several roles required which include: Complex manager, bookkeeper, tour guides and curators as well as maintenance jobs such as cleaners and IT personnel. Given that the gallery, store and café will be leased to external operators, costs associated with these businesses will not be included in the analysis.

There will also be ongoing operational fees associated with running the Culture Complex. These would include utilities such as electricity, insurances, water, internet and gas. These will be calculated for the entire facility, and they will be incorporated into the leasing costs for the gallery, gift shop and café.

Adequate provisions will be made for building and plant maintenance, upgrade and replacement.



Costs

Setup Costs	Cost
Internal Space	\$5,224.92
External Spaces	\$2,543,970
Fixtures / Fittings	\$296,500
Carpark	\$272,780
Location Allowance	\$2,084,543
Professional Fees	\$1,000,581
Total	\$11,423,297

Operating Costs	Year 1	Year 2	Year 3	Year 4
Utilities				
Electricity	\$12,000	\$13,200	\$14,520	\$15,972
Water	\$7,000	\$7,700	\$8,470	\$9,317
Gas	\$5,000	\$5,500	\$6,050	\$6,655
Cleaning	\$15,000	\$16,500	\$18,150	\$19,965
Gardening	\$15,000	\$16,500	\$18,150	\$19,965
Maintainance	\$25,000	\$27,500	\$30,250	\$33,275
Insurance	\$15,000	\$16,500	\$18,150	\$19,965
Employees				
Manager	\$77,155	\$77,155	\$77,155	\$77,155
Curator	\$59,350	\$59,350	\$59,350	\$59,350
Tour Guide				
Cleaning				
IT Support				
Board Fees				
Prof. Development				
Annual Cost	\$230,505	\$239,905	\$250,245	\$261,619

Complex's Benefits

In terms of benefits there are a number of different avenues by which the Culture Complex can create income streams. The first is through admissions. Assuming a \$10 admission fee, which is similar to other centres such as Gwoonwardu Mia, with 100 visitors a day, 350 days a year. This amounts to annual ticket sales of \$350,000.

The second income stream would be through commercial lease of the fine arts gallery space, souvenir-bookshop space and the café space. Additional rental income will come from GALCAC and GATIS (Goldfields Aboriginal Translation and Interpreting Services who operate as part of GALCAC).

The artist studio spaces will charge a small fee to the artists who use them. Calculations are made at \$700 per week in rent, increasing by 5% per year for the gallery, café and gift shop. For the office space, calculations are made at a slightly higher \$800 per week once again increasing by 5% per year. Finally for the art studios a charge of \$20 per day for each of the 8 small studios is made.

The third revenue stream will be through venue hire. The centre would hire out its spaces for events. If we assume 75 events per year at \$600 per event which provides an annual income of \$45,000 from events.

Comparing the annual costs of this Complex compared to the annual benefits we predict that the Complex will be sustainable into the future.

By the second year of running the complex will be self-sustaining with a profit of

\$363,200

being invested into regional initiatives and projects annually

Benefit	Year 1	Year 2	Year 3	Year 4
Direct				
Entrance Fees	\$350,000	\$350,000	\$350,000	\$350,000
Gallery Lease	\$36,400	\$38,220	\$40,131	\$42,138
Gift Shop Lease	\$36,400	\$38,220	\$40,131	\$42,138
Café Lease	\$36,400	\$38,220	\$40,131	\$42,138
GALCAC/GATIS Lease	\$41,600	\$43,680	\$45,864	\$48,157
Art Studios Lease	\$48,000	\$48,000	\$48,000	\$48,000
Event Fees	\$45,000	\$45,000	\$45,000	\$45,000
Total	\$593,800	\$601,340	\$609,257	\$617,570

Community Benefits

Aside from the direct financial benefit to the Culture Complex, the benefits of the Complex's activities to the local Indigenous communities need to be considered. The Complex will focus on hiring staff with Indigenous heritage which will create a number of jobs. While the art gallery, gift shop and café will not directly be operated by GALAC, the focus will be on hiring Indigenous employees and therefore will also create benefit to the community.

These businesses will also contribute to the Indigenous community by providing income to the artists whose arts and crafts will be sold as in addition to the suppliers of bush tucker ingredients used in the café. If we assume that 5% of the visitors to the centre buy a piece of Indigenous artwork, assuming a value of \$100 per piece of artwork that would produce \$175,000 in sales per year. We use a similar technique to calculate the value of sales at the Café and Souvenir Shop with these yielding sales \$210,000 and \$105,000.

Estimated Community Benefit

 **\$175,000**
Art sales

 **\$210,000**
Cafe sales

 **\$105,000**
Souvenir sales

	Year 0	Year 1	Year 2	Year 3	Year 4
Value Added Gallery	-	\$175,000	\$175,000	\$175,000	\$175,000
Value Added Café	-	\$210,000	\$210,000	\$210,000	\$210,000
Value Added Souvenir	-	\$105,000	\$105,000	\$105,000	\$105,000
Annual Tourists	35000				
% that buys art	5%				
% that goes to Café	20%				
% buying souvenirs	15%				
Cost Per Artwork	\$100.00				
Cost Per Café Visit	\$30.00				
Cost Per Souvenir	\$20.00				

In addition, the centre will also direct tourists to other local Indigenous experiences in the local area which will provide further benefit to the community.

Another benefit to consider is the effect of the Culture Complex on Goldfield's tourism. If we assume that 10% of the 350,000 estimated annual visitors go on an Indigenous experience, that would result in 2,333 tours per year. This would create 29 new jobs for tour guides or those running Indigenous experiences assuming each of them runs 80 event per year. Assuming \$120 per tour this would contribute \$279,960 to the local economy. Using the Supply Nation's figure of \$4.41 of social value for every dollar spent, the social value of the tour experiences creates \$1,234, 623 worth of social capital

	Year 0	Year 1	Year 2	Year 3	Year 4
Value Added	-	\$280,000	\$280,000	\$280,000	\$280,000
Jobs Created	3				
Annual Tourists	35000				
Percent Interested	10%				
People Per Tour	15				
Cost Per Tour	\$120				

Given the strong demand for Indigenous cultural experiences, the construction of the Goldfields Culture Complex will increase tourism to the Goldfields as well as increasing the duration of the tourism experience. This increase will benefit a number of businesses in the region. The aim of the Culture Complex is to act as a destination for tourists interested in Indigenous cultural tourism experiences, that is, people will visit Kalgoorlie specifically to visit the Culture Complex. The design and operation of the Culture Complex will be tailored to achieve this with a range of daily exhibitions, events, activities and programs on offer. The length of a visitor's stay in the Culture Complex will range from one hour through to a full day.

In order to measure the potential value of this increase in tourism we will model the economic benefits of an additional day spent by a tourist in the Goldfields. According to Tourism WA the average daily spend in the Goldfields Esperance region is \$134 dollars (Tourism Western Australia, 2024a). This consists of costs such as accommodation and food. If we assume that 50% of people who comes to the Culture Complex choose to spend one extra day in the Goldfields, assuming 100 visitors a day and 350 days a year this would add an additional \$2,345,000 to the Goldfields economy per year.

	Year 0	Year 1	Year 2	Year 3	Year 4
Benefits	-	\$2,345,000			
New Vistors	17500				
Benefit of 1 Additional Day	\$134				

Adding these three sources of community benefit provides the total estimated wider-community benefit of \$2,863,000 per year from the building and operation of the Culture Complex.

	Year 0	Year 1	Year 2	Year 3	Year 4
Benefits					
Benefits of Shops in Centre	-	\$490,000	\$490,000	\$490,000	\$490,000
Directing to Local Experiences	-	\$28,000	\$28,000	\$28,000	\$28,000
Visitors who spend 1 Extra Day	-	\$2,345,000	\$2,345,000	\$2,345,000	\$2,345,000
Total		\$2,863,000	\$2,863,000	\$2,863,000	\$2,863,000

Quick facts - Estimated increase to benefits



\$2.3M

Regionally economic benefit per annum



2,333

First Nation tours increase



\$518,000

Other regional benefits per annum



29

new jobs



\$279,960

tour profits per annum



\$1.2M

Social capital per annum from First Nation tour experiences

CONCLUSION

GOLDFIELDS ABORIGINAL LANGUAGE AND CULTURE COMPLEX SUMMARY

The Goldfields Aboriginal Language and Culture Complex will incur an initial build cost of \$15 million. Running costs of \$250,000 per year will be offset by revenues of \$500,000 per year.

Additionally, the Culture Complex will yield benefits to the local community of \$2,863,000 per year. The Culture Complex would recoup initial outlay through community benefits alone, in only 5.5 years.

Taking into consideration the Supply Nation figure of \$4.41 of social value created for each dollar spent in an Indigenous business, the initial outlay of \$15 million for the Culture Complex will be recovered in less than a single year of operation as the social value of Goldfields cultural tourism amounts to \$28,076,053 annually.

The Culture Complex will provide the venue and operational headquarters for the enhancement and provision of Indigenous cultural experience in the Goldfields region. A place which both Indigenous peoples and the wider Goldfields population will feel proud of, and which fills a social and economic void.



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