

# Turning Wilpena into a Strong Tourism Business

G'Day Group and ATLA RNTBC - 29th April 2023





# Details for the next meeting



**29th April 2023**



**We will be in Hawker and Port Augusta at the same time**

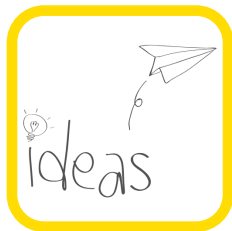
For more information or to receive a link to watch the meeting on the internet, please send an email to [ikara@gdaygroup.com.au](mailto:ikara@gdaygroup.com.au) (reserved for community members)

*The meeting will be live streamed between Hawker and Port Augusta*

**Hawker**  
Community Hall, Elder Terrace  
(next to the Hawker Post Office on the corner of Willpena Road)

**Port Augusta\***  
Port Augusta Scout Hall  
2 Trent Road  
*\*note change in venue*

**Saturday  
29th April 2023  
10am**



We want to share our ideas for Ikara-Wilpena Pound with you

We want your support for our ideas about Ikara-Wilpena Pound



<b>Get in Touch</b>	<p>Email</p> 	<p>Phone</p> 
<a href="mailto:ikara@gdaygroup.com.au">ikara@gdaygroup.com.au</a>		08 8219 3560

# We last met with you in February



We were on Country in early February

We listened to what you had to say

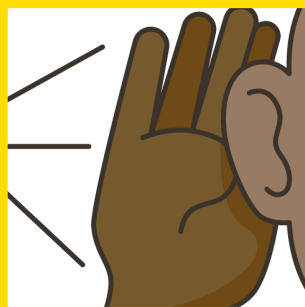
We now want to discuss some more



How can the Adnyamathanha community and G'day Group build Ikara-Wilpena Pound into a world-class tourism resort, one which makes us all proud and from which we all benefit



Let's have another yarn about the future of Ikara-Wilpena Pound



We heard you when you talked about Ikara-Wilpena Pound

We want to work with Adnyamathanha to make it better



*In 2023 there will be one more meeting with Adnyamathanha community and G'Day Group to talk more about Ikara-Wilpena Pound's future.*

This paper gives you the background information you need for those meetings



# Let us tell you who G'day is



## How we started



Grant Wilckens - CEO

G'Day Group was started by Grant Wilckens in South Australia in 2004



This picture shows Grant's first caravan park in Western Australia



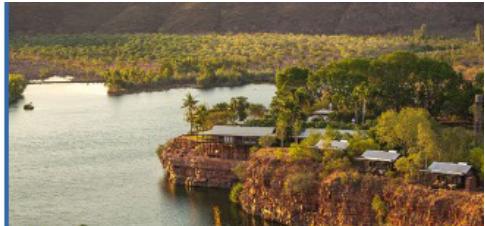
Today, G'Day Group is the biggest owner of parks and resorts in Australia – more than 300!

## We know Remote Tourism

G'Day Group really knows how to run tourism businesses in regional and remote Australia.

El Questro in the Kimberley (WA)

Glen Helen Resort (Central Australia - NT)



The Kimberley – El Questro

We run

Lake Argyle Resort in the Kimberley (WA)



Central Australia - Kings Canyon

Kings Canyon Resort (Central Australia - NT)

Port Augusta (South Australia)

Our tourism businesses are well run and make money



# What we heard from you in February



*Greater benefits to the Community*



*We need to think of our kids*



*This isn't working*



*We want change*



# A true partnership with G'day Group



Recognising Adnyamathanha as Traditional Owners

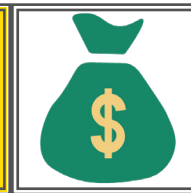


Formal land tenure  
Connection to Country

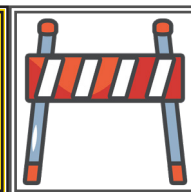


A culturally safe place to work

Guaranteed annual financial benefits



Protecting and managing cultural heritage



Structured training and career development



Secure and rewarding jobs for future generations

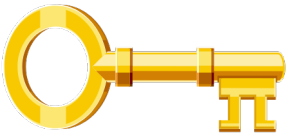
New business opportunities



Major resort upgrades - a world class tourism offering



Profit share (\$)



## Key elements of a Partnership Agreement



ATLA holds the head lease over Ikara-Wilpena Pound (subject to SA Government support).

G'day Group pays the head lease fees to the State on behalf of ATLA.

G'day Group provide guaranteed annual payments to ATLA (from day 1).

Profit share once we get Ikara-Wilpena Pound operating well.

Major investment in the resort by G'day Group (e.g. infrastructure, guest and staff accommodation).

Growth in Aboriginal employment (and address short-term jobs).

Annual traineeships/ apprenticeships.

Cultural Awareness and Sensitivity Training for all employees.

Developing Aboriginal employees through the successful Discovery Way program.

Signs in Adnyamathanha language.

Tour business seed funding.

Agreed cultural heritage management protocols.

Partnership Committee – to keep us all on track!



**G'DAYGROUP**

