



# THE KARIJINI EXPERIENCE

17 - 22 APRIL 2018

2018 SPONSOR  
OPPORTUNITIES







THE KARIJINI EXPERIENCE  
ACKNOWLEDGES THE  
BANJYIMA PEOPLE AS THE  
TRADITIONAL OWNERS  
AND CUSTODIANS OF THE  
LAND ON WHICH WE ARE  
HOLDING THE EVENT.

WE ARE HONOURED TO  
BE ABLE TO PROMOTE  
THIS LOCATION WITH THE  
APPROVAL OF THEIR ELDERS.

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The Karijini Experience provides a diverse and inclusive program of authentic, high quality arts and cultural experiences designed to connect people to the breath-taking landscape of Karijini National Park.

Reflecting its guiding principles of environment, enrichment, rejuvenation and learning, the program features renowned artists, high quality emerging performers and grass roots experiences with local Traditional Owners.

Although rated as Western Australia's second most iconic destination, Karijini National Park lacks the same level of recognition as the Kimberley, Uluru, the Great Barrier Reef and Blue Mountains. And yet, it is the second largest National Park in WA and offers visitors some of the most spectacular sights and experiences that can be found within the Pilbara and indeed all of Australia. It is considered to be one of Australia's best-kept secrets.

Research suggests that events like The Karijini Experience are "...a great anchor for attracting tourism. While the destination is always available, having a time-limited event encourages visitors to take advantage of this opportunity and visit the place during the event." Avraham, E. and Ketter E. (2011) *The Role of Cultural Events in the Tourism Industry*, Routledge, ISBN-10: 0750684526.

In addition it is underpinned by local need, which is amply demonstrated by the overwhelming support for the event in local attendance and the extraordinary commitment by the volunteers and in-kind contributors from the Inland Pilbara communities.

The significant increase in attendance numbers each year since its inception indicates that the Karijini Experience draws more people to the region which in turn has a positive economic impact on the Inland Pilbara.

We are committed to measuring environmental, cultural, social and economic success that we believe is activated by The Karijini Experience.

## VISION

To be a cultural catalyst for connecting people and raising the profile of Karijini National Park and the surrounding Inland Pilbara.

## PURPOSE

To develop and deliver an uplifting, authentic celebration that offers the opportunity for people to come together and be enriched through connecting to this country and its people.

## GUIDING PRINCIPLES

### Connective

Authentic, intimate, handmade, localised sourcing, innovative programming for immersion in country, culture and the opportunity to "be".

### Creative

Inspiring, rewarding, once-in-a-lifetime experience that makes people want to come again.

### Celebratory

Celebrate the people and the place, create opportunities for people to be included, be enriched, rejuvenate, have fun.

### Collaborative

Open to partnering, inclusive, community.

### Empowering

Educate, build capacity, value arts and culture as a means to wellbeing.

### Respectful

Caring for country, slow down, keep it simple.





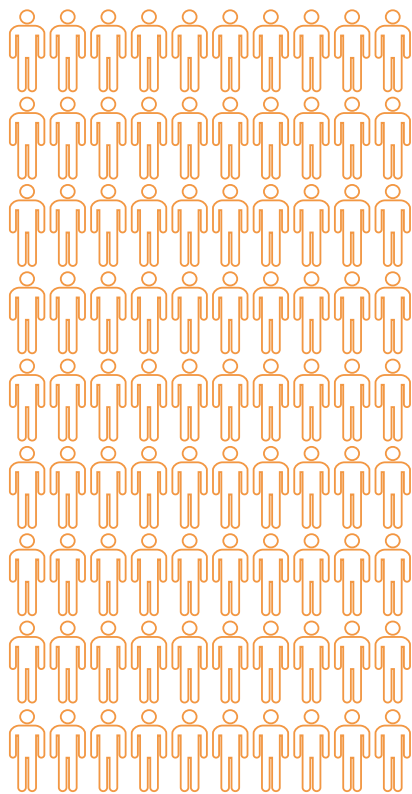
# 11-15 APRIL 2017

5 DAYS | 37 EVENTS | 1235 INDIVIDUAL VISITORS

**4** CAPACITY  
BUILDING  
PARTNERS

# 90

ARTISTS



INDIGENOUS LANGUAGE GROUPS REPRESENTED (INCLUDING NINE PILBARA LANGUAGE GROUPS)

# 13



# 5085

FACEBOOK FOLLOWERS

# 285,146

SOCIAL MEDIA REACH  
FOR 12 MONTH PERIOD

SUPPORTING  
**61**  
SPONSORS

MAJOR  
**13**  
SPONSORS



# 82,600

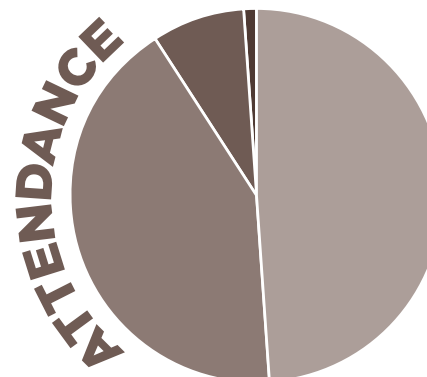
ECONOMIC  
IMPACT  
LOCALLY

# 2929

UNIQUE POINTS OF ENGAGEMENT



2.5 POINTS OF ENGAGEMENT PER VISITOR



49% INTRASTATE

42% LOCAL

8% INTERSTATE

1% INTERNATIONAL



## KEY OBJECTIVES

### Artistic Programming

To deliver an inspiring program that offers authentic local cultural content as well as accomplished artists from around Australia, drawing people of all ages to learn and be enriched from their experience of the Karijini National Park.

### Marketing/Audience Development

To increase the numbers of visitors to the event and the Inland Pilbara and grow the reputation of the Karijini National Park.

### Operational/Technical

To have a lean, but strong, and sustainable operational team that delivers the event in a professional manner.

### Financial

To ensure the financial and organisational independence and sustainability of the Karijini Experience.

### Governance

To guide the event to increasing self-reliance and sustainability.

### Engagement

To engage, collaborate and co-create program content with local Traditional Owners.





## BACKGROUND

The Karijini Experience began in 2013 with the inaugural Karijini Dinner Experience created by a small team that wanted to activate the Karijini National Park.

In subsequent years it has grown from a culinary event under the stars attended by 75 people to a thriving annual multi-arts event with a focus on celebrating local Indigenous culture.

In 2017, it attracted 1,235 visitors, featured 90 artists, headlined 37 individual events, representing 13 Indigenous language groups and was supported by 74 partners and sponsors.

In 2015 The Nintirri Centre Inc assumed overall event management responsibility. The aim was to ensure the long-term sustainability of what is fast becoming a major regional event. The Nintirri Centre Inc is a locally based not-for-profit employing 40 staff across six key service areas, all working towards its vision of enriched lives, thriving communities.

What sets the Karijini Experience apart from other regional events and festivals is its unique setting and strong sense of place, combined with a growing recognition for the authenticity of its Indigenous cultural content. The fact that it has increased from 75 to 1235 visitors since 2013 is as remarkable as the strength and commitment of its volunteer base.





## TARGET MARKET

Tourism Research Australia has found that Australians are more likely to travel to events within their own state and that, on average, those who made overnight trips to do so stay an average of just over five nights away from home and three nights in the region where the event was held.

Most travelled to these events using their own transport (76%). Tourism Research Australia (2014), Events: Drivers of Regional Tourism (Summary), Australian Government: Austrade.

Tourism WA and Australia's North West Tourism currently divide the domestic market into four segments – Aspirational Achievers, Dedicated Discoverers, Grey Explorers and Family Connectors. The first two segments are most desirable as they provide the greatest economic returns (per person) into a region.

The Karijini Experience targets Dedicated Discoverers (including those with children). This segment has the following characteristics:

- High income earners, socially active and looking for something new and different.
- Travel to learn, do new things and better themselves.
- Enjoy being the first in their peer group to travel somewhere.
- Typically, working 35-65 year olds, with a household income of \$100,000+.
- Want to relax and rejuvenate, experience, be excited, adventurous, educated, immersed, awed and feel privileged.

One important aspect of the main target market for the Karijini Experience (Dedicated Discoverers) is its capacity to be self sufficient in their accommodation and travel – that is they either have their own 4WD, camper trailer or caravan or are happy to hire one.

Other markets include accidental visitors persuaded to stay because of the Karijini Experience (who may or may not be Dedicated Discoverers), local audience and members of the various local Indigenous communities.



MARKETS	WHAT THEY WANT	WHAT THE KARIJINI EXPERIENCE OFFERS
<b>Dedicated Discoverers</b>	Something new and something different	Distinctive, diverse artistic program in a unique setting
	Learn and better themselves	a) Access to Traditional Owners who are sharing their culture through various activities b) Department of Parks and Wildlife Ranger walks/talks
	Relax, rejuvenate, experience, be excited, adventurous, immersed, awed	Curated opportunities to slow down, explore and immerse themselves in awe-inspiring landscape ( <i>e.g. a day-long Healing Walk through country, led by Traditional Owners that includes information about bush medicine</i> )
<b>Local Audience</b> (surrounding Pilbara towns)	Cultural opportunities close to home	Good quality cultural program that provides opportunity to engage with Park and friends
	Can be done with children in tow	Family friendly program
	Something different to what is offered in town	Arts and cultural enjoyment not enjoyed since leaving the city
	Slowing down	An opportunity to camp with friends close to home
<b>Accidental Visitors</b>	To travel through Karijini and experience natural splendour	An unexpected positive addition to their travel plans
	An above average experience	An inspiring 'once-in-a-lifetime' event in a unique setting
	Relive their experience with friends via social media and in real time	An opportunity to act as an event ambassador, having experienced things above and beyond expectation ( <i>Word of Mouth</i> )
<b>Audience from Indigenous communities</b>	Opportunity to share knowledge	Opportunity to engage with and learn from visiting Traditional Owners
	Opportunity to showcase culture	Opportunity to be inspired by/learn from visiting Traditional Owners
	Economic impact	Builds capacity through professional development and opportunities for social enterprise, performance etc.
	Chance to connect	A culturally safe environment in which to meet family and friends
<b>Sponsors</b>	Meeting their Corporate Social Responsibility objectives	Opportunity to achieve Corporate Social Responsibility outcomes without having to actively resource them
	Engaging with Traditional Owners	Opportunity to connect with Traditional Owners
	Engaging with community	Capacity building opportunities for employees/members
	Partnering with local organisations	Networking opportunities
	Aligning brand with similar values	An event that expresses shared values



Since the event's inception, there has been a reliance on the local audience (Tom Price and surrounds), however, as its reputation and stature has grown, there has been an increase in the numbers of intrastate and interstate visitors.

For the first time in 2017 the number of non-local intrastate visitors, outweighed the visitors from the local area which is an impressive measure of the growing awareness of The Karijini Experience.

The following table highlights the historic (2013-2017) and projected (2018-2019) audience split. The event is working towards a 30/70 ratio of local and other audience by 2019.

FORECAST VISITOR NUMBERS							
YEAR	2013	2014	2015	2016	2017	2018	2019
Number of unique points of engagement (attendance at individual events or workshops)	75	522	936	2,604	2,929	5,400	7,200
Estimate of actual total visitors	75	150	300	744	1,235	1,623	2,057
Local audience (Tom Price, Paraburdoo, Newman)	75	104	184	425	530	600	617
OTHER AUDIENCE:							
Intrastate (WA)	0	45	78	245	601	803	1,152
Interstate	0	1	33	67	94	162	247
International	0	0	5	7	10	23	41

NB: 2013-2017 are actuals. The above projections are based on an estimated average of 3.5 points of engagement per visitor. Attendances per point of engagement and overall visitors have doubled in the first four years. From 2017 onwards the visitor growth rate is conservatively projected to continue at an overall average 50% growth based on the shorter duration of the festival (from an 8 to a 5-day event) and the capped overall capacity for accommodation in the Park (restricted by Department of Parks & Wildlife). Even with all potential extra overflow areas being deployed in 2018-2019, the total visitor numbers would still be limited to an estimated 2,000. By promoting events in surrounding towns under the umbrella of the KE, growth beyond the limits of the Park's accommodation can be stimulated, thus extending the reach/impact of the event and helping to grow the reputation of the Park.



## TIMING

The Karijini Experience is tasked with attracting people to the region earlier in the tourist season and as such occurs each year in April.

The climate in April is perfect for enjoying the Inland Pilbara, with a mean maximum temperature of 33.1 and minimum of 21.2 degrees Celsius. This means it is still warm enough to enjoy swimming in the gorges by day, but cools down to a pleasant temperature in the evening without the cold conditions that occur in the National Park during winter.

Having the Karijini Experience in April also provides opportunity for travellers to continue onto other established events on the North West Tourism calendar (for example the Ord Valley Muster in May).

In 2018 the program has been spread across six days from the 17-22 April, which falls in the first week of the school holidays. Dates have also been set for April 2019, 16-21.





## MARKETING AND COMMUNICATION

Despite a very modest marketing budget, the Karijini Experience has experienced rapid growth. It is delivering on its aims of promoting the region's outstanding cultural and environmental assets and building the capacity that will allow it to capitalise on its tourism potential.

This has been achieved with;

### **The support of Australia's NorthWest Tourism, who as marketing partner have:**

- Provided a half page advertisement in the Australia's NorthWest (ANW) Holiday Planner. 60,000 copies of which are distributed nationally, and internationally through trade and consumer events, as well as Tourism WA's channels. Also produced in digital format, the Holiday Planner is distributed to a wide audience via email communication and is accessible for download from the ANW website.
- Inclusion in media famils that travel through the Pilbara.
- Supported the attendance of national level media at the event; and
- Promotion through Australia's NorthWest Tourism digital media channels including email distribution list, Facebook, Instagram and online event calendar listing on the ANW website.

### **An investment in a strong relationship with Tourism WA which will see:**

- Karijini Experience marketing collateral placed in the WA Visitors Centre in Perth.
- Listed in Tourism WA's e-newsletter 'This is WA (Travel and Lifestyle news from WA)'.
- Listed in the Tourism WA 'What's On' section printed in the West Australian.

### **Well-developed online tools including:**

- A dedicated website, Facebook page and Instagram account that are used to disseminate information and promote the event and region (The Karijini Experience Facebook page has over 5000 followers).
- A professional ticketing system that integrates seamlessly with the Karijini Experience website.
- Listing in the Australian Tourism Data Warehouse (ATDW) as an accredited tourism business, which is a central storage and distribution facility for tourism industry product and destination information from all Australian States and Territories. This content is compiled in a nationally agreed format and electronically accessible by tourism business owners (operators), wholesalers, retailers and distributors for use in their websites and booking systems.

### **Professionally developed marketing collateral including:**

- Save the date postcards (which are distributed to visitors centres including Newman, Port Hedland, Exmouth, Karratha, Tom Price, Karijini as well as other visitors centres along the traditional coastal self-drive route to capture travellers heading north in the lead up to the event).
- A3 Event Posters which are distributed throughout WA visitors centres, surrounding towns and other locations).

- A-frame Posters and event schedules which are used throughout the National Park during the event.
- Full detailed programs (which are utilised as part of the digital marketing strategy and available on the ground during the event).
- Event schedule and map (which are utilised within the digital marketing strategy, and on the ground during the event to attract visitors to program items that have remaining capacity).

### **Editorial coverage through the:**

- Distribution of press releases, which highlight the depth of programing.
- Media partnership with a professional Media Company to build our reach to target audiences.
- Community engagement / capacity building elements of the event.
- Beautiful imagery captured with the National Park as its backdrop.
- Invitation of a well published travel photographer/ writer yearly to increase the quality of images available for distribution, as well as open the channels to publication with whom they have relationships.
- Accessibility of media passes and interviews of performers.
- An influential Australian travel Instagrammer to provide event coverage.
- Numerous articles appear in the Pilbara News.
- Recorded advertisements and ticket giveaways by Spirit Radio in the lead up and during the event.

# SPONSORSHIP OPPORTUNITIES

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Sponsorship of the 2018 Karijini Experience is a unique opportunity to support economic diversification and tourism in the Inland Pilbara while associating your brand with an unforgettable event.

There are five tiers of Sponsorship available:

**PLATINUM SPONSOR**

**GOLD SPONSOR**

**SILVER SPONSOR**

**BRONZE SPONSOR**

**SUPPORTING PARTNERS**

To find out more about immersing your brand in the spectacle of Karijini National Park in the years to come contact; **James Jarvis:** [ceo@nintirri.org.au](mailto:ceo@nintirri.org.au)





## PLATINUM SPONSOR

For an investment of **\$50,000** your organisation will receive the following:

- **Named as the Platinum Sponsor of the 2018 Karijini Experience.** This will include verbal acknowledgement at each of the five hallmark events (Opening Ceremony, Culinary Experience, Gorge Event, Concert Event and Cultural Centrepiece Event).
- **Four people from your organisation will be taken on an exclusive VIP experience** from the 17th – 22nd of April. This experience includes four tickets to each of the hallmark events listed above and accommodation in the VIP Camp, The Red Room.
- **An opportunity to purchase additional tickets** pre-release.
- **Primary logo positioning on all marketing and promotional material** (this includes the Karijini Experience website and on marketing collateral as produced).
- **Primary placement of café barriers displaying your logo at the Experience** (your logo will be printed onto a café barrier and as platinum sponsor will be placed in the most prominent locations).
- **Social media profile** exclusive to Platinum Sponsors, reaching an average of 20,000 individuals.
- **Extensive media coverage** (Across both digital and print media).
- **Opportunity for a representative from your organisation to give a brief address** at the Opening Ceremony, Culinary Experience or Concert Event. (This will follow Welcome to Country at each event and provides opportunity to promote your organisation in front of an audience of your choice).
- **Inclusion of information on your organisation within VIP bags** which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event.
- **Opportunity to discuss with Karijini Experience other options** that will maximise the benefit that your organisation receives from its support of this event for inclusion within your sponsorship agreement.
- **An opportunity to purchase additional tickets** pre-release.
- **An invitation to sponsor** the event in 2019.





## GOLD SPONSOR

For an investment of **\$30,000** your organisation will receive the following:

- **Named as a Gold Sponsor of the 2018 Karijini Experience.** This will include verbal acknowledgement at each of the five hallmark events (Opening Ceremony, Culinary Experience, Gorge Event, Concert Event and Cultural Centrepiece Event).
- **Two people from your organisation will be taken on an exclusive VIP experience** from the 17th – 22nd of April. This experience includes two tickets to each of the hallmark events listed above and accommodation in the VIP Camp, The Red Room.
- **An opportunity to purchase additional tickets** pre release.
- **Secondary logo positioning on all marketing and promotional material** (this includes the Karijini Experience website and on marketing collateral as produced).
- **Secondary placement of café barriers displaying logo at the Experience** (your logo will be printed onto a café barrier and as gold sponsor will be placed in prominent locations).
- **Extensive media coverage** (Across both digital and print media).
- **Opportunity for a representative from your organisation to give a brief address** at the Opening Ceremony or Concert Event (this will follow Welcome to Country and provides opportunity to promote your organisation in front sponsors and other VIPs).
- **Inclusion of information on your organisation within VIP bags** which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event.
- **Opportunity to discuss with Karijini Experience other options** that will maximise the benefit that your organisation receives from its support of this event for inclusion within your sponsorship agreement.
- **An invitation to sponsor** the event in 2019.





## SILVER SPONSOR

For an investment of **\$15,000** your organisation will receive the following:

- **Named as a Silver Sponsor** of the 2018 Karijini Experience.
- **Two complimentary tickets** to the Opening Ceremony, Culinary Experience, Concert Event and Cultural Centrepiece Event.
- **An opportunity to purchase additional tickets** pre release.
- **Tertiary logo positioning** on all marketing and promotional material.
- **Tertiary placement of café barriers displaying logo at the Experience** (your logo will be printed onto a café barrier and as silver sponsor will be placed in prominent locations).
- **Extensive media coverage.**
- **Opportunity to discuss with Karijini Experience other options** that will maximise the benefit that your organisation receives from its support of this event for inclusion within your sponsorship agreement.
- **Inclusion of information on your organisation within VIP bags** which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event.
- **An invitation to sponsor** the event in 2019.

## BRONZE SPONSOR

For an investment of **\$7,500** your organisation will receive the following:

- **Named as a Bronze Sponsor** of the 2018 Karijini Experience.
- **Two complimentary tickets** to the Opening Ceremony and Concert Event.
- **An opportunity to purchase additional tickets** pre-release.
- **Quaternary logo positioning** on marketing and promotional material.
- **Quaternary placement of café barriers displaying logo at the Experience.** (Your logo will be printed onto a café barrier and as silver sponsor will be placed in prominent locations).
- **Opportunity to discuss with Karijini Experience other options** that will maximise the benefit that your organisation receives from its support of this event for inclusion within your sponsorship agreement.
- **Inclusion of information on your organisation within VIP bags** which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event.
- **An invitation to sponsor** the event in 2019.

## SUPPORTING PARTNERS

Organisations providing in-kind or other support up to the value of \$5,000 will be recognised as supporting partners and will receive the following:

- **Named as Supporting Partners** of the 2018 Karijini Experience.
- **Two complimentary tickets** to the Concert Event.
- **An opportunity to purchase additional tickets** pre-release.
- **Appropriate positioning of logo** on marketing and promotional material.
- **Inclusion of information on your organisation within VIP bags** which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event.
- **An invitation to support** the event in 2019.

# PRESS COVERAGE

The 2017 Press Coverage included multiple publication types and in-depth articles promoting the event and it's positive influence on the region.

Following is a sample of the 2017 press coverage.

**Inside Ashburton** shire of Ashburton

May 2017

**In This Issue**

- The Ashburton Community Hub: 2
- Communities gather to remember our ANZACs: 3
- Introducing Dale Stewart: 4
- Tom Price road safety: 5
- Giving it a Go: 6
- Children celebrate with a splash: 7
- New Strategic Community Plan: 8
- School Holidays: 9
- Explore our own backyard: 11

**Another amazing Karijini Experience**

Over three thousand enthusiastic attendees immersed themselves in culture, food, music and art as part of this year's Karijini Experience. Locals and tourists from WA, interstate and overseas, enjoyed the diverse five day program all set among the stunning Pilbara backdrop.

This year's Karijini Experience was officially opened with Wiluna Rising, where guests were Welcomed to Country and enjoyed an evening celebrating culture while listening to the music of Joale Alec and other talented Pilbara artists.

The event program provided plenty of opportunity to indulge in one or more of the unique experiences, including Down by the at Indiginea Wiluna Ensemble who performed with a WARRI String Quartet on a spectacular natural stage within Kalbarri Gorge. Those lucky enough to secure tickets had their taste buds tantalised beneath the stars with some of the most divine outback culinary experiences that Australia has to offer, with the taste of the region showcased by Fenix.

Children and adults enjoyed the chance to interact with the Traditional Owners while they taught singing, dance and food and weapon making, as well as cooking local bush tucker on the camp fire. Those keen to explore further afield where invited to bush walks with Park Rangers to learn about the native flora and fauna, or trek with the geologists in residence to learn more about the ancient rock formations within the National Park.

There were plenty of free, family friendly activities and shows that aimed to inspire and enrich, including music and art workshops, traditional art pieces and yoga for kids.

A group of lucky participants noted the rare opportunity to learn traditional basket weaving techniques in an intimate workshop with the Marturlu artists, and proudly took home their own woven creations. And photographers exercised their skills and received tuition from renowned international photography journalist Dan Aulis, all within the stunning gorges and scenery that Karijini offers.

As is tradition, the Moonrise Lounge closed the 2017 Karijini Experience

Inside Ashburton | May 2017 | 10

## Another amazing Karijini Experience (continued)

with an exciting line-up of nationally and internationally renowned Australian musicians, against the backdrop of the full moon in the star studded Pilbara sky. Visitors to the Moonrise Lounge also enjoyed the opportunity to purchase artisan products from the Makers Market, while also having a rare insight into the spiritual dance ceremony of Traditional Owners.

Planning for next year's event has begun, with another program of exciting experiences that makes this sonic event so unique. Mark the 17-21 April 2018 in your diaries and plan to be here, as this event truly is what memories are made of.



## Gorge on a cultural experience

Tim Lennett  
12 Months | 3 April 2017 12:00PM



Indigenous musician Frank Yamma performing at the 2017 Karijini Experience in Karijini National Park.

Karijini National Park's stunning Kalbarri Gorge will provide the backdrop to a new experience for the West Australian Symphony Orchestra this season.

Karijini National Park's stunning Kalbarri Gorge will provide the backdrop to a new experience for the West Australian Symphony Orchestra this season.

WASO is making a series of appearances to play alongside the all Indigenous Wiluna Ensemble in the famous National Park's natural amphitheatre.

WASO's artistic co-director Fiona Taylor said performing in a gorge would be a first for the WASO as the West Australian.

"As soon as our CEO Craig Whitbread saw the location he said yes, we are going to make this happen," she said.

"The natural acoustics will be incredible, plus we are working with a very experienced production team."

"We've got three and the moonrise next playing it will be as special for them as it is for the audience."



Service food and culture at the Karijini Experience. Picture: Supajay

Nature's Centre chief executive James Jarvis said having WASO and the Wiluna Ensemble together in a gorge was about as unique an experience as anyone could get.

"I think there's a certain level of acceptance from a local Pilbara audience but interestingly we are seeing people from outside of the Pilbara too this is an event to travel to," he said.

"The Karijini Experience is about bringing about culture, connecting to reconciliation, slowing down and listening to the stories and years told by Aboriginal people."

"The rangers had to deal with fire out at the park recently and I think that provides another unique way for visitors to the park that it is not just about the scenery it is about nature."

Mr Jarvis said Parks and Wildlife, Omnia Aboriginal Corporation, BSI and the Shire of Ashburton had provided a lot of support to the festival. The festival offers a range of free and ticketed events from April 11 to 15.

Tickets for the Karijini Experience are available at [karijinixperience.com.au](http://karijinixperience.com.au).



Bob McGinn (piano), Ella Lawrence (violin), Zak Moonrise (violin), Ben Caddy (violin). Picture: Luke Anderson

Mr Taylor said the performance would be a step into the unknown, but the musicians were excited about the opportunity.

The quartet will be performing twice in Kalbarri Gorge with the Wiluna Ensemble, as well as making an appearance with Indigenous veterans, Mark Akins at the Culture Experience and playing at the Karijini Theatre and children's events during the Karijini Experience.

Making the trip will be violinists Zak Moonrise and Ella Lawrence, violin Ben Caddy and cellist Bob McGinn, who contributed to the score for the original Star Wars movie.



Alan, Taylor, Wayne Stevens and Mattland Parker sing together at the moonrise in Karijini National Park. Picture: Peter Jones

Nature's Centre chief executive James Jarvis said having WASO and the Wiluna Ensemble together in a gorge was about as unique an experience as anyone could get.

**QANTAS** Spirit of Australia

Monthly friendly fill  
The islands that give kids a  
blast and parents a break

A Christmas fantasy  
See the Northern Lights  
and meet the real Santa

Travelling with pets?  
Australian holiday dogs  
that'll take Fido, too

**Best Kept Secrets**  
The hidden treasures of Australia  
as voted by you

travelled.qantas.com.au © December 2016

**THE MOST ROMANTIC PLACE**

KARIJINI NATIONAL PARK,  
WESTERN AUSTRALIA

Ordinary life seems like something you might have imagined when you're floating in a natural pool walked by soaring ancient rock. Just north of the Tropic of Capricorn in Karijini, covering 627,023 hectares, it's WA's second-largest national park. Within the sprawl of mountains, escarpments and 2.5-million-year-old rock, there's one romantic baby-pole after another: the circular cherry-and-blue Spa Pool or the meeting of three breathtaking gorges at Junction Pool. This landscape can be wild – seven dangerous (people have fallen; there have been floods and fires) – but the night sky is so pure over Karijini, conservationists are calling for its preservation as the state's first Dark Sky Park.

NOMINATED BY ANGELA LEE, WA

Alan, Taylor, Wayne Stevens and Mattland Parker sing together at the moonrise in Karijini National Park. Picture: Peter Jones



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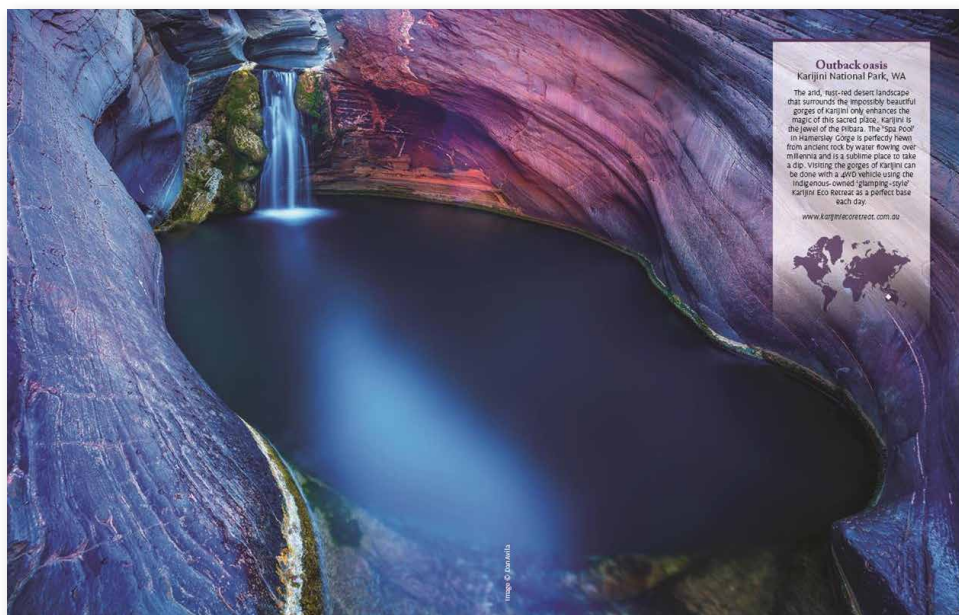
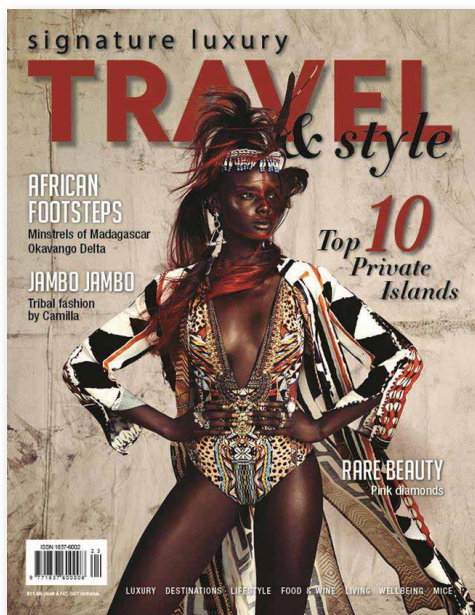
As if on cue, a mass of branches above the pe-











# MARKETING COLLATERAL

The 2017 Marketing Collateral reached International as well as Domestic audiences in our bid to promote both the region and our event.

Following is a sample of the marketing collateral and promotional items used for the 2017 event.







**ACQUATIC JAM SESSION** 0  
8am - 10am at the Airstrip  
Bring your instruments and join local and visiting National Musicians for a Jam Session around a camp fire in the heart of the Karijini Park.

**FERVOR DELEGATION** 0  
10am - 12pm at the Airstrip  
Join us for a long table to discuss delegation presented to the Park. Delegates will be invited to present their proposals and discuss the future of the Park. Delegates will be invited to present their proposals and discuss the future of the Park.

**WEDNESDAY 12 APRIL**

**DRAW WALK IN THE PARK** 0  
10am - 12pm at the Airstrip  
Join a Karijini National Park Ranger as they share their knowledge of the park and its flora and fauna. Meet at the Fortescue Park carpark for a morning start to your morning.

**KIDS YOGA** 0  
10am - 12pm at the Airstrip  
Start the day with an inspiring yoga session for the whole family.

**COLLABORATIVE ART & KARIJINI KIDS ZONE** 0  
10am - 12pm at the Airstrip  
Join a Karijini National Park Ranger as they share their knowledge of the park and its flora and fauna. Meet at the Fortescue Park carpark for a morning start to your morning.

**CULTURAL AWARENESS** 0  
10am - 12pm at the Airstrip  
A rare opportunity to learn cultural stories, knowledge and song from Traditional Owners from the Pilbara region.

**WASO KIDS CONCERT** 0  
10am - 12pm at the Airstrip  
Join Musicians from a WASO String Quartet for an interactive half concert that is sure to inspire.

**BUSH TUCKER COOKING WITH THE ELDER** 0  
12:30pm - 2:30pm at the Airstrip  
Learn about the traditional food sources of the region and experience the wisdom of the Traditional Owners.

**TOOL & WEAPON MAKING** 0  
10am - 12pm at the Airstrip  
Spend time with Traditional Owners and learn about the importance of tool and weapon making to their culture.

**OPERA IN THE GORGE** 0  
10am - 12pm at the Airstrip  
Featuring the outstanding Karjini Opera Ensemble, an exciting group of all Aboriginal artists, performing with a WASO String Quartet. The artists will be singing the natural sounds of Karijini Gorge to life.

**DAN AVILA PHOTOGRAPHY SUNSET WORKSHOP** 0  
10am - 12pm at the Airstrip  
International travel writer and photographer Dan Avila will be capturing the beauty of the Karijini region and offering to mentor you to be inspired. He is available with getting the best shot. Join Dan in one of the Karijini locations to photograph and get as excited as he does about the Karijini region.

**A NIGHT AT THE KARIJINI THEATRE** 0  
8pm - 10pm at the Airstrip  
Relax under the magnificent night sky at the Karjini open air theatre.

**FRIDAY 14 APRIL**

**DAN AVILA PHOTOGRAPHY WORKSHOP** 0  
10am - 12pm at the Airstrip  
International travel writer and photographer Dan Avila will be capturing the beauty of the Karijini region and offering to mentor you to be inspired. He is available with getting the best shot. Join Dan in one of the Karijini locations to photograph and get as excited as he does about the Karijini region.

**KIDS YOGA** 0  
10am - 12pm at the Airstrip  
Start the day with an inspiring yoga session for the whole family.

**COLLABORATIVE ART & KARIJINI KIDS ZONE** 0  
10am - 12pm at the Airstrip  
Join a Karijini National Park Ranger as they share their knowledge of the park and its flora and fauna. Meet at the Fortescue Park carpark for a morning start to your morning.

**MUSIC AND ART WORKSHOP** 0  
10am - 12pm at the Airstrip  
Join International Musicians and Western Australian Indigenous players Karjini Parks for an art and music workshop for the family that includes painting and body percussion.

**ANCIENT ROCK WALK** 0  
10am - 12pm at the Airstrip  
Enjoy a starting walk through time with a local Karjini guide who will share the history and stories of the Karijini region.

**BOOK READING** 0  
10am - 12pm at the Airstrip  
Listen to stories that were written and published by the Karjini Traditional Owners.

**MARK OLIVE COOKING DEMONSTRATION** 0  
10am - 12pm at the Airstrip  
Meet Country Chef Mark Olive while he cooks using Karjini bush tucker and learn the secrets of his food.

**RED SHIRT FAMILY DANCE** 0  
10am - 12pm at the Airstrip  
The high-energy experience invites parents and children to dance to the beat of the drum. Find your dance and get down and disco in the air.

**OPERA IN THE GORGE** 0  
10am - 12pm at the Airstrip  
Featuring the outstanding Karjini Opera Ensemble, an exciting group of all Aboriginal artists, performing with a WASO String Quartet. The artists will be singing the natural sounds of Karijini Gorge to life.

**CULINARY EXPERIENCE** 0  
10am - 12pm at the Airstrip  
Featuring the outstanding Karjini Opera Ensemble, an exciting group of all Aboriginal artists, performing with a WASO String Quartet. The artists will be singing the natural sounds of Karijini Gorge to life.

**SATURDAY 15 APRIL**

**BUSH CULTURE WALK** 0  
10am - 12pm at the Airstrip  
Take a walk with Traditional Owners and learn about the natural history of the region.

**HARTMILL BASKET WEAVING** 0  
10am - 12pm at the Airstrip  
Join a Karijini National Park Ranger as they share their knowledge of the park and its flora and fauna. Meet at the Fortescue Park carpark for a morning start to your morning.

**ARTISTS IN RESIDENCE** 0  
10am - 12pm at the Airstrip  
Enjoy the opportunity to watch and engage with local and Indigenous artists from across the Pilbara.

**ANCIENT ROCK WALK** 0  
10am - 12pm at the Airstrip  
Enjoy a starting walk through time with a local Karjini guide who will share the history and stories of the Karijini region.

**PREPARATION FOR SONG AND DANCE** 0  
10am - 12pm at the Airstrip  
Join a Karijini National Park Ranger as they share their knowledge of the park and its flora and fauna. Meet at the Fortescue Park carpark for a morning start to your morning.

**TOOL & WEAPON MAKING** 0  
10am - 12pm at the Airstrip  
Spend time with Traditional Owners and learn about the importance of tool and weapon making to their culture.

**DIDGERIDOO WORKSHOP FOR ADULTS** 0  
10am - 12pm at the Airstrip  
Join International Musicians and Western Australian Indigenous players Karjini Parks for an art and music workshop for the family that includes painting and body percussion.

**HARKERS MARKETS** 0  
10am - 12pm at the Airstrip  
The Harkers Markets are a vibrant and lively market place for local and regional produce, handmade goods, and more.

**MOONRISE LOUNGE** 0  
10pm - 12am at the Airstrip  
Join a Karijini National Park Ranger as they share their knowledge of the park and its flora and fauna. Meet at the Fortescue Park carpark for a morning start to your morning.

**OTHER ACTIVITIES OFFERED AT KARIJINI NATIONAL PARK**

**BERTHEE ASTRONOMY**  
7:30pm - 9:30pm \$10  
Head out at 7:30pm to the Tour Operators Loop at the Dales Gorge and enjoy the view of the stars and the secrets of the cosmos of the beautiful Pilbara skies.

**WELL OF ACTIVE TOURS**  
The well of active tours is a series of guided tours that are designed to help you learn more about the Karijini region and its natural history.

**KARIJINI ECO RETREAT**  
The Eco Retreat offers a unique and unforgettable experience for guests and their families. For more information visit [www.karijiniecotreat.com.au](http://www.karijiniecotreat.com.au)



**THE KARIJINI EXPERIENCE** EVENT SCHEDULE | APRIL 2017

	TUESDAY 11	WEDNESDAY 12	THURSDAY 13	FRIDAY 14	SATURDAY 15
8:00am		DRAW Walk in the Park ☉			
8:30am		Kids Yoga ☉	Kids Yoga ☉	Kids Yoga ☉	Bush Culture Walk ☉
9:00am				Dan Avila Photography Workshop ☉	
9:30am		Cultural Awareness ☉	Music & Art Workshop ☉	Music & Art Workshop ☉	
10:00am			Ancient Rock Walk ☉		
10:30am		Collaborative Art & Karijini Kid Zone ☉	Collaborative Art & Karijini Kid Zone ☉	Collaborative Art & Karijini Kid Zone ☉	Martumili Basket Weaving ☉
11:00am	WASO Kids Concert ☉		Rock Reading ☉	Preparation for Song and Dance ☉	Ancient Rock Walk ☉
11:30am					Artists in Residence ☉
12:00pm		Bush Tucker Cooking with the Elders ☉	Cooking Demonstration with Mark Olive ☉	Tool and Weapon Making ☉	
12:30pm					
1:00pm					
1:30pm					
2:00pm					
2:30pm					
3:00pm		Tool and Weapon Making ☉	Red Dirt Family Disco ☉	Dudgeridoo Workshop for adults ☉	
3:30pm		Opera in the Gorge performing with a WASO String Quartet ☉		Opera in the Gorge performing with a WASO String Quartet ☉	
4:00pm					
4:30pm				Dan Avila Photography Workshop ☉	
5:00pm					
5:30pm					
6:00pm	Winters Rising ☉	Acoustic Jam Session ☉			
6:30pm		Ferret Degustation ☉			
7:00pm					
7:30pm					
8:00pm			A Night at the Karijini Theatre ☉	Culinary Experience ☉	Moore's Lounge ☉
8:30pm					
9:00pm					
9:30pm					
10:00pm					

**VENUE KEY** ● AIRSTRIP ● HAMERSLEY GORGE ● FORTESCUE FALLS ● KARIJINI VISITORS CENTRE ● KALAMINA GORGE | ☉ TICKETED EVENT ● FAMILY FRIENDLY