



**THE
KARIJINI
EXPERIENCE**

6-10 APRIL 2021
SPONSOR OPPORTUNITIES

THE KARIJINI EXPERIENCE
ACKNOWLEDGES THE BANJIMA 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 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 community 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.





**FOCUSING ON LOCAL AND
WEST AUSTRALIAN TALENT AND
SAFETY DURING COVID19**

The event managers of The Karijini Experience were saddened to cancel the 2020 event as an immense amount of hard work and dedication from The Nintirri Centre staff goes into the success of the event each year.

The decision was made early and without hesitation before COVID 19 bans were put in place, due to the risk placed on the Traditional Owners of the land in which the event is held and the surrounding region. We are committed to the ongoing safety of our community and will continue to ensure safety measures are in place for the 2021 Karijini Experience.

The 2021 Karijini Experience will shift its focus slightly to shine the spotlight on West Australian talent, for a West Australian audience. In previous years we strived to bring more visitors from interstate and overseas, however due to the uncertainty and fast changing climate of tourism and travel, it has put us in a position to celebrate the epic Pilbara and shine the light on the region to our own state.



KEY OBJECTIVES

Artistic Programming

To deliver an inspiring program that offers authentic local cultural content as well as accomplished artists, 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 the 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 Aboriginal culture.

In 2019, it attracted 2045 visitors, featured 98 artists, held 57 individual events, representing 16 Aboriginal language groups and was supported by 32 partners and sponsors.


In 2016 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 50 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 Aboriginal cultural content. The fact that it has increased from 75 to 2045 visitors since 2013 is as remarkable as the strength and commitment of its volunteer base.

SIX DAYS 

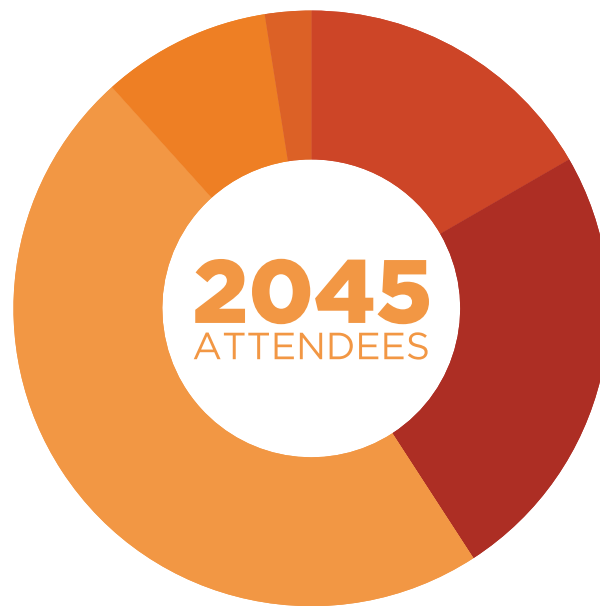
 57 EVENTS

 40% OF EVENTS
DESIGNED, PRESENTED OR
INCLUDED ABORIGINAL
CONTENT PROVIDERS

 5430
UNIQUE POINTS
OF ENGAGEMENT
(2.6 PER VISITOR)

 \$1,203,167
ADDED TO THE LOCAL ECONOMY

20% ABORIGINAL
29% LOCAL
57% INTRASTATE
11% INTERSTATE
3% INTERNATIONAL



32 SPONSORS
& SUPPORTING
PARTNERS

 7111 FACEBOOK
FOLLOWERS

355,309

 12 MONTH SOCIAL MEDIA REACH

 10,087,500

POTENTIAL MEDIA REACH WORLDWIDE

98 ARTISTS



 57 VOLUNTEERS | 16 ABORIGINAL
LAUNGAGE
GROUPS
REPRESENTED

 22 CAPACITY
BUILDING PARTNERSHIPS



MARKETING AND COMMUNICATION

The Karijini Experience has experienced rapid growth and as it continues to build its reputation it is attracting more media attention.

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. (See page 25 for media examples) and has recently been awarded National Tourism Accreditation which will open more marketing opportunities including event information on the official Tourism Australia website.

This has been achieved with the appointment of public relations company Newton Ganska Communications who were able to generate increased coverage this year with at least 86 pieces that have dramatically increased our reach of 10,087,500 in 2019 across Australia and internationally.

This was achieved by:

- A visit to Karijini by television crew Destination WA sponsored by the Shire of Ashburton provided good exposure across the Nine Network;
- Excellent support from regional media with the Pilbara News, Ngaarda Media, ABC Radio and Spirit Radio running multiple interviews and articles;
- Increased number of journalists at the 2019 event with Vicki Laurie and Colin Murty from the Australian who attended with Minister Paul Papalia, giving us excellent national coverage in The Australian and access to an audience of around 2.5 million;
- Fleur Bainger sponsored by Australia's North West for The Australian Traveller Magazine and UK Telegraph;

- US journalist Daniel Scheffler sponsored by Tourism Australia, providing stories in Bon Appetit, Smithsonian Magazine, The New York Times and Wanderlust;
- Nationally renowned performer Dan Sultan helped to generate coverage including a four page feature story and cover in the West Weekend magazine, across Pilbara media on RTR radio and in the National Indigenous Times;
- WAtoday coverage with a potential audience of 541,000 and it's national links - Nine's online sites, Sydney Morning Telegraph, The Melbourne Age, Brisbane Times and Canberra Times gave us access to an audience of nearly 10 million;
- Daily Mail Australia coverage, with a monthly audience of 6.3 million;
- Stories across a range of Perth media including Have A Go News, Weekend Notes, The West Seven Days Magazine, Scoop, Chinese language publication Perth Cool, The RAC's Horizons magazine provided good metropolitan awareness.

Our 2020 media coverage prior to cancellation was gaining significant traction, with many more items in the pipeline that were subsequently cancelled:

- The Sunday Times STM magazine cover and four page spread featuring our headline act Thelma Plum, plus a news story in The Sunday Times pointing to the Magazine story;
- Spirit Radio (Triple M) competition campaign where those who registered had to answer the phone saying "thunharru" (hello in Banjima language) was successful;
- Pilbara News: Thelma Plum Story, Dan Riches from the Struggling Kings Story and Bush Lolly Café and Bush Tucker High Tea Story with several more planning interviews that were cancelled;
- The Kalgoorlie Miner also ran a substantial piece on Thelma Plum and the Yurlu Lounge;

- A comprehensive feature in Farm Weekly gave great reach to the rural sector and a piece on getting to the Karijini Experience in Have a Go News targeted mature West Australians;
- Indigenous publications ran two stories, a call for expression of interest in the National Indigenous Times and a story announcing talent in the First Nations Telegraph;
- Weekend Notes had made a good start in highlighting individual events as part of the Karijini Experience, with separate stories published on Bush Tucker High Teas, Yurlu Lounge, Fervor Degustation's and the Narli Ensemble, with several more stories in progress.

An investment in a strong relationship with Tourism WA and Australia's North West which will see:

- Karijini Experience marketing collateral placed in the WA Visitors Centre in Perth;
- Inclusion in the North West Holiday Planner;
- Inclusion of event information on their tourism websites;
- 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 Facebook page has over 8000 followers and their Instagram account has over 2000 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:

- A3 event posters which are distributed throughout WA visitors' centres, surrounding towns and other locations;
- A1 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);
- Tasteful merchandise available for purchase at the event.

Editorial coverage through the:

- Distribution of press releases, which highlight the depth of programming;
- Media partnership with Newton Ganska Communications 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;
- Member of the Pilbara Tourism Alliance to support tourism to the Pilbara and assist in promoting and selling the region with the surrounding shires (Shire of Ashburton, City of Karratha, Shire of East Pilbara);
- Accessibility of media passes and interviews of performers.



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.

Having said that the number of interstate visitors to Western Australia increased (+) 17.8% to 1.6 million visitors in year ending December 2018. Positively, WA received 63,000 more interstate holiday visitors compared to the previous year (an increase of +18.2 (Tourism WA), showing us that both interstate and intrastate markets are viable.

Tourism WA and Australia's North West Tourism currently divide the domestic market into six segments, three of which are seen to be the most desirable are Escape and Connect, Bright Lights and Off The Beaten Track, and the other three are Family Fun, Relax and Rewind, and Culture Vultures.

For a local and intrastate market, KE's offerings align with all six segments however for the lucrative interstate market KE has prioritised the below segments based on the following criteria; openness to visiting WA, frequency of travel, average trip expenditure and alignment with WA and KE offering.



ESCAPE & CONNECT

Demographic

Escape & Connect travellers cover a spread of ages, with a 50/50 split over and under the age of 50 and have a high socio-economic status.

Holiday needs and behaviour that align with KE

- Escape & Connect travellers are looking to disconnect and have a complete break from all their responsibilities and worries when travelling;
- Enjoy a pristine natural setting;
- They enjoy food and wine experiences, sightseeing, and experiences that allow them to completely relax and unwind;
- The absolute price is less of a concern for this segment when travelling – they are willing to pay more for a quality experience;
- Compared to other travellers, they are more likely to choose higher end accommodation (4 or 5 star hotels) and have a higher average spend per trip;
- Escape & Connect travel more often than the other travellers do, both overseas and within Australia, and enjoy travelling to new places;
- Raising knowledge of WA experiences that meet their travel needs and desires is critical for Interstate travel;
- To encourage intrastate visitation, destinations and experiences that foster the opportunity to escape the hustle and bustle.

“I am looking to disconnect, to reconnect”

OFF THE BEATEN TRACK

Demographic

Off the Beaten Track skew towards an older demographic and are most likely to be empty nesters or have grown-up children (16 years or older) at home and have a mid to high socio-economic status.

Holiday needs and behaviour that align with KE

- Travel for this segment is about avoiding crowds and ‘touristy’ destinations and discovering what’s off the beaten track.
- Holidays are all about nature and wildlife experiences, particularly those that are unique, and balancing active, outdoor adventures with peace and relaxation.
- They have a preference for regional destinations and ‘undiscovered’ experiences.
- They are most likely to stay in standard hotel, or in caravanning and camping accommodation.
- Relative to other travellers, Off the Beaten Track travellers have greater knowledge of WA holiday experiences.

“I enjoy the simple pleasures in life, getting away from crowds and back to nature”

CULTURE VULTURES

Demographic

Culture Vultures skew towards an older demographic (60% aged 50+) and have a high socio-economic status.

Holiday needs and behaviour that align with KE

- Travel is a big part of Culture Vulture’s lives;
- Holidays for this segment are all about discovery and learning – seeing and doing new things;
- They are fascinated and feel enriched by experiencing other cultures;
- When travelling, this segment enjoys sightseeing, learning about a destination’s history and heritage, visiting cultural attractions or attending cultural events, and experiencing local food and wine;
- Price is less of a concern for this segment and they typically spend more than most other travellers when holidaying.

“I am loving having a bit more time back in my life, time to explore, time to learn again!”

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

Since 2017 the number of non-local intrastate visitors, outweighed the visitors from the local area which indicates that this is now a regional event that attracts an audience from outside of the Pilbara.

The following table highlights the historic (2013-2019) and projected 2020 audience split for our cancelled event. Our 2021 predictions have taken COVID19 into consideration, we are being conservative in assuming there will be no interstate or international visitors and that our intrastate will stay the same when the likelihood is that we could potentially have a larger intrastate audience who are not themselves travelling interstate or internationally.

FORECAST VISITOR NUMBERS

YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021
Number of unique points of engagement (attendance at individual events or workshops)	75	522	936	2,604	2,929	4,202	5,430	5,582	4,845
Estimate of actual total visitors	75	150	300	744	1,235	1,640	2,045	2,147	1,938
Local audience (Tom Price, Paraburdoo, Newman)	75	104	184	425	530	677	629	648	676

OTHER AUDIENCE

Intrastate (WA)	0	45	78	245	601	472	1,152	1,209	1,262
Interstate	0	1	33	67	94	123	247	259	0
International	0	0	5	7	10	49	41	43	0

NB: 2013-2019 are actuals. Attendances in the first four years had a 3.5 per point of engagement and overall visitors doubled each year. From 2016 - 2019 the visitor growth rate was conservatively projected to continue at an overall average of 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) with an average of 2.6 per point of engagement. We will see a reduced growth rate of 5% due to the overall capacity in the Park being reduced by 500 people due to the introduction of an online booking system for camp grounds and the removal of several overflow areas, a shorter duration of the event, now 5 days and an expected 2.6 per point of engagement will continue. 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. 2020 predictions remain so due to COVID 19 cancellation and 2021 predictions are based on the current travel restrictions.

TIMING

The Karijini Experience is tasked with attracting people to the region earlier in the season and as such coincides with the first week of the Western Australian school holidays in April.

The climate in April is perfect for enjoying the Inland Pilbara, with a mean maximum temperature of 33.5 and minimum of 19.6 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 tourism destinations in the Pilbara (for example the neighbouring Millstream (Shire of Ashburton) and Murujuga (City of Karratha) National Parks, the Mackerel Islands in Onslow, the historic ghost town of Cossack and the biggest inland town of the Pilbara, Newman (Shire of East Pilbara) which is located in the Ophthalmia Ranges). The Australia's North West Tourism "Epic Pilbara" and Pilbara Regional Council's "Destination Pilbara" campaigns also highlight what else is on offer in the Pilbara for the tourists.

In 2021 the program will run across 5 days from the **6 – 10 April.**



EVENT BUDGET

The team at the Nintirri Centre deliver a successful Karijini Experience within a modest event budget particularly compared to events of similar scale and quality.

Our small team works exceptionally hard within a not-for-profit governance structure and relies on strong local relationships and significant in-kind contribution from local businesses and dedicated volunteers.

In 2019 we had 57 volunteers and an incredible \$250,000 of in-kind support from local businesses and organisations. This result is a testament to the management team's strong local relationships and stakeholder support for the event. We recognise the value provided by our in-kind supporters through sponsorship agreements, however, relying on such significant in-kind support does suggest an unsustainable future for this iconic event – one of the most significant celebrations of Aboriginal culture in Western Australia.

Below is an outline of the actual cost of running the Karijini Experience (exclusive of volunteer hours and sponsorship drive), which includes the value of the \$250,000 of in-kind support.

Having 34.8% of our entire event budget donated means that growing our sponsorship funding and our budget will be imperative to the event's future.

BUDGET	\$
Advertising/PR	53,997.73
Event Logistics	132,099.71
Event Equipment	148,649.90
Content Provision	247,115.52
Artistic Direction	29,367.90
Event Management	27,486.00
Administrative costs	71,708.75
Merchandise	6,164.20
TOTAL	\$716,589.71



RESOURCE COMPANY FUNDING

Since the inception of the Karijini Experience in 2013, the original Pilbara Inland Chamber of Commerce and Industry committee had the vision to create a sustainable event in the National Park, to bring economic diversification to the region and build capacity for the businesses locally.

The Nintirri Centre has respected the original values of the event founders, however, due to the unsustainable nature of our events funding, will be undertaking stakeholder engagement in the near future to better understand the needs and values of our key stakeholders to ultimately maintain or change our stance on receiving funds from the mining and resource sector.

“When I first moved to the Pilbara it was in the peak of a boom cycle, any accommodation options were full with workers (even at times the Karijini Eco-retreat!). There was huge potential for tourism but little space for it to grow and develop.

Then the boom started to cool and suddenly it was having serious impacts on small and medium sized businesses. The Karijini Experience started as a conversation with stakeholders about how we could raise the profile of tourism as an important opportunity for economic diversification and greater stability in the business community.

As we were pushing an agenda of economic diversification, we decided to not accept money directly from resource companies in the development and growth of the Karijini Experience. How can an economy be diversified if it is entirely under-pinned by one industry – resource extraction?

Not accepting funding directly from resource companies also brought additional benefits, it meant the event and its influence could be an independent voice for the Pilbara in nurturing, promoting and protecting the regions incredible social and environmental values.”

Sarah Kemp *Event Founder*



SPONSORSHIP OPPORTUNITIES

Sponsorship of the 2021 Karijini Experience is a unique opportunity to enrich the communities of our traditional owners, support economic diversification and tourism in the Inland Pilbara while associating your brand with an unforgettable event.

There are seven tiers of Sponsorship available:

PRINCIPAL SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

SUPPORTING PARTNERS

FRIENDS OF KARIJINI EXPERIENCE

To find out more about immersing your brand in the spectacle of Karijini National Park in the years to come contact; **Sylvia Winkler**: ceo@nintirri.org.au



PRINCIPAL SPONSOR

For an investment of **\$80,000** your organisation will receive the following:

- Named as the Principal Sponsor of the 2021 Karijini Experience. This will include verbal acknowledgement at each of the five hallmark events (Welcome to Country, Experience Film, Bush Tucker High Tea, Gorge Event, The Yurlu Lounge);
- Inclusion of your organisation's name in the title of one hallmark event as listed above, this will be displayed on our website, social media and A5 printed programs;
- A full A5 page displaying your logo and organisational message in our printed event programs that are free at the event and surrounding visitors' centres;
- Representatives from your organisation will be taken on an exclusive VIP experience from the 6-10 April. This experience includes four tickets to an exclusive VIP Degustation dinner, general admission entry to each of the hallmark events listed above and accommodation in the VIP camp, The Red Room for 4 people. (Tickets and accommodation must be confirmed prior to March 31st or they will be re-allocated);
- Opportunity for a representative from your organisation to give a 2 minute address at a nominated hallmark event and provides an opportunity to promote your organisation in front of sponsors and other VIPs;
- Appropriate logo positioning on the official event poster and website;
- Appropriate logo placement on prominent signage at the 2021 event;
- Social media profile exclusive to Principal Sponsors, reaching a potential of 20,000 individuals, upon sponsorship confirmation;
- Extensive media coverage (across both digital and print media) by PR company, Newton Ganska Communications;
- An opportunity to purchase additional tickets pre-release;
- Opportunity to contribute an environmentally friendly item to our VIP Karijini care package which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event (item to be approved and received by March 31st);
- 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 2022





PLATINUM SPONSOR

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

- Named as the Platinum Sponsor of the 2021 Karijini Experience. This will include verbal acknowledgement at each of the five hallmark events (Welcome to Country, Experience Film, Bush Tucker High Tea, Gorge Event, The Yurlu Lounge);
- An A5 two-thirds page displaying your logo and organisational message in our printed event programs that are free at the event and surrounding visitors centres;
- Representatives from your organisation will be taken on an exclusive VIP experience from the 6-10 April. This experience includes four tickets to an exclusive VIP Degustation dinner, general admission entry to each of the hallmark events listed above and accommodation in the VIP camp, The Red Room for 4 people. (Tickets and accommodation must be confirmed prior to March 31st or they will be re-allocated);
- Opportunity for a representative from your organisation to give a 2 minute address at a nominated hallmark event and provides an opportunity to promote your organisation in front of sponsors and other VIPs.
- Appropriate logo positioning on the official event poster and website;
- Appropriate logo placement on prominent signage at the 2021 event;
- Social media profile exclusive to Platinum Sponsors, reaching a potential of 20,000 individuals, upon sponsorship confirmation;
- Extensive media coverage (across both digital and print media) by PR company, Newton Ganska Communications;
- An opportunity to purchase additional tickets pre-release;
- Opportunity to contribute an environmentally friendly item to our VIP Karijini care package which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event (item to be approved and received by March 31st);
- 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 2022. .





GOLD SPONSOR

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

- Named as Gold Sponsor of the 2021 Karijini Experience. This will include verbal acknowledgement at each of the five hallmark events (Welcome to Country, Experience Film, Bush Tucker High Tea, Gorge Event, The Yurlu Lounge);
- An A5 half page displaying your logo and organisational message in our printed event programs that are free at the event and surrounding visitors centres;
- Representatives from your organisation will be taken on an exclusive VIP experience from the 6-10 April. This experience includes two tickets to an exclusive VIP Degustation dinner, general admission entry to each of the hallmark events listed above and accommodation in the VIP camp, The Red Room for 2 people. (Tickets and accommodation must be confirmed prior to March 31st or they will be re-allocated);
- Opportunity for a representative from your organisation to give a 2 minute address at a nominated hallmark event and provides an opportunity to promote your organisation in front of sponsors and other VIPs;
- Appropriate logo positioning on the official event poster and website;
- Appropriate logo placement on prominent signage at the 2021 event;
- A thank you Facebook post to our 8000+ followers upon sponsorship confirmation;
- An opportunity to purchase additional tickets pre-release;
- Opportunity to contribute an environmentally friendly item to our VIP Karijini care package which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event (item to be approved and received by March 31st);
- 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 2022.

SILVER SPONSOR

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

- Named as Silver Sponsor of the 2021 Karijini Experience;
- An A5 one-third page displaying your logo and organisational message in our printed event programs that are free at the event and surrounding visitors' centres;
- Two complimentary general admission tickets to the Welcome to Country, Experience Film, Bush Tucker High Tea and The Yurlu Lounge. (Tickets must be confirmed prior to March 31st or they will be re-allocated);
- Appropriate logo positioning on the official event poster and website;
- Appropriate logo placement on prominent signage at the 2021 event;
- A thank you Facebook post to our 8000+ followers upon sponsorship confirmation;
- An opportunity to purchase additional tickets pre-release;
- Opportunity to contribute an environmentally friendly item to our VIP Karijini care package which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event (item to be approved and received by March 31st);
- 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 2022.

BRONZE SPONSOR

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

- Named as Bronze Sponsor of the 2021 Karijini Experience;
- An A5 quarter page displaying your logo and organisational message in our printed event programs that are free at the event and surrounding visitors centres;
- Two complimentary tickets to the Welcome to Country VIP and The Yurlu Lounge general admission (Tickets must be confirmed prior to March 31st or they will be re-allocated);
- Appropriate logo positioning on the official event poster and website;
- Appropriate logo placement at the 2021 event;
- A thank you Facebook post to our 8000+ followers upon sponsorship confirmation;
- An opportunity to purchase additional tickets pre-release;
- Opportunity to contribute an environmentally friendly item to our VIP Karijini care package which will be given to all sponsors, media, politicians and other stakeholders in attendance at the event (item to be approved and received by March 31st);
- 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 2022.



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 Partner of the 2021 Karijini Experience;
- An A5 one-sixth page displaying your logo and organisational message in our printed event programs that are free at the event and surrounding visitors centres;
- Two complimentary general admission tickets to The Yurlu Lounge. (Tickets must be confirmed prior to March 31st or it will be re-allocated);
- Appropriate logo positioning on the official event poster, program and website;
- Appropriate logo placement at the 2021 event;
- A thank you Facebook post to our 8000+ followers upon sponsorship confirmation;
- An opportunity to purchase additional tickets pre-release;
- 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 2022.

FRIENDS OF KARIJINI EXPERIENCE

Organisations providing in-kind or other support up to the value of **\$1,000** will be recognised as friends of Karijini Experience and will receive the following:

- Named as Friend of the 2021 Karijini Experience;
- Appropriate logo positioning on the official event poster, program and website;
- Opportunity to purchase additional tickets pre-release;
- A thank you Facebook post to our 8000+ followers upon sponsorship confirmation;
- 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 2022.





PRESS COVERAGE

The 2020 press coverage included multiple publication types and in-depth articles promoting the event and its positive influence on the region.

Following is a sample of the 2020 press coverage.



Perth IS OK!

Get the full Karijini Experience

Perth Tonight
Grumpy 21 02 2020

Tonight our Travel Bug is taking us for the full Karijini Experience with Karijini Experience's manager, Denis Thross!

Ngaarda Media - Perth
NITV NEWS: KARIJINI EXPERIENCE
10:08 on 15/02/2020

Ngaarda Media - Perth
NITV NEWS: KARIJINI EXPERIENCE
10:08 on 15/02/2020

The Best Events in the North West in 2020

Missing a holiday or getting a taste of the Karijini National Park experience? Here are the best events in the North West in 2020.

The Karijini Experience

Head away this school holiday - this five day event in Karijini National Park celebrates culture, music, food and art. There are a number of free and ticketed events which in the past have included guided walks, art classes and workshops, yoga in the gorge, returns and photography classes. Ticketed events already released for this year's Karijini Experience include concerts in the gorge, bush Tucker High Tea, a long table barbecue, degustation and will be officially opened on April 16th with a Welcome to Country and custodians followed by local musicians from our region! The full program, featuring live activities and workshops, will be revealed soon.

16-18 April 2020



let's go travelling travel options for the mature west australians
A handy blue to guide to the Karijini Experience in the Pilbara



Left to right: The stunning gorges at Karijini. © Dan Aris - Getting ready for a dinner © Ely Lukals - Performance in the gorge © Ely Lukals

by Allen Newton

WANT to see the high- acclaimed Karijini Experience in Western Australia even when you

make it to the national park, it's not as though you can just book away in the bush. But for those who aren't set on the time to get in or don't have the time to see the Park or take their friend, there's still an opportunity to enjoy the spectacular scenery.

It's a lovely drive, leaving the capital Perth to Karijini National Park in Western Australia's Pilbara is one of the most beautiful and scenic drives in the world.

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It's a lovely drive, leaving the capital Perth to Karijini National Park in Western Australia's Pilbara is one of the most beautiful and scenic drives in the world.

Be immersed by Karijini Experience

1 week (Karramoon)
16 Mar 2013, 3 pm



It's a lovely drive, leaving the capital Perth to Karijini National Park in Western Australia's Pilbara is one of the most beautiful and scenic drives in the world.

IT is regarded as one of Australia's most well-kept secrets.

Despite its spectacular beauty, with cavernous gorges and stunning waterfalls, the Karijini National Park in the Pilbara doesn't have the same high tourist profile as other destinations such as the Great Barrier Reef off the Queensland coast.



But there's no better way to get a taste of just what WA's second-biggest national park has to offer than this April, when the annual Karijini Experience will be held.

It will be the eighth such event, having begun back in 2005 in

range 80 kilometres north-east of

Tim Price, the traditional home of the Bajjima, Eastern Gnamana and Yilvaayangka Aboriginal people, and occupies more than 600,000 hectares.

The Karijini Experience from April 14-18 has been timed to coincide with school holidays, as well as during the best weather for the tropical semi-desert climate of the region, when the days are sunny and nights are cool.



Karijini Experience on the hunt for new performers

by Sarah Ross



The Karijini Experience is a unique opportunity for new performers to showcase their talent on a world-class stage.

It's a chance to shine in front of a diverse audience and gain valuable experience in the industry.

For more information, visit the Karijini Experience website.

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The Karijini Experience is a unique opportunity for new performers to showcase their talent on a world-class stage.

It's a chance to shine in front of a diverse audience and gain valuable experience in the industry.

"Our aim has always been to provide a stage for our up and coming Aboriginal artists. We bring in the big names so that they can show generations coming through."

The Karijini Experience is a unique opportunity for new performers to showcase their talent on a world-class stage.

It's a chance to shine in front of a diverse audience and gain valuable experience in the industry.

For more information, visit the Karijini Experience website.

The Karijini Experience is a unique opportunity for new performers to showcase their talent on a world-class stage.

By Sarah Ross

Weekend NOTES

Bush Tucker High Tea

Event Date: 10/10/2024 | Event Location: The Old Market, Brisbane



Event Time: 10:00 AM - 12:00 PM
 Event Location: The Old Market, Brisbane

Organized by: Bush Tucker High Tea



A group of people sitting at a table during a high tea event.

This afternoon tea event is a celebration of the rich and diverse flavors of the bush. It's a chance to enjoy a variety of traditional and modern Australian dishes, paired with a selection of teas. The event is a wonderful opportunity to connect with friends and family over a delicious meal.

The event is a wonderful opportunity to connect with friends and family over a delicious meal. The event is a wonderful opportunity to connect with friends and family over a delicious meal.



A stack of cakes on a wooden tray, decorated with fresh flowers and greenery.

Try this at home!

Discover the art of bush tucker with our expert chefs. They'll show you how to prepare a variety of traditional and modern dishes, using local ingredients. It's a chance to learn from the best and bring the flavors of the bush into your own kitchen.

Many of the ingredients used in the dishes are sourced from local growers. It's a chance to support the local economy and enjoy the freshest ingredients. The event is a wonderful opportunity to connect with friends and family over a delicious meal.



A close-up of a chocolate cake decorated with fresh flowers.

Turly Lounge, Karjini Experience 2020

Event Date: 10/10/2024 | Event Location: The Old Market, Brisbane



Event Time: 10:00 AM - 12:00 PM
 Event Location: The Old Market, Brisbane

Organized by: Turly Lounge



A woman sitting at a table in a lounge setting, looking towards the camera.

The event is a wonderful opportunity to connect with friends and family over a delicious meal. The event is a wonderful opportunity to connect with friends and family over a delicious meal.

The event is a wonderful opportunity to connect with friends and family over a delicious meal. The event is a wonderful opportunity to connect with friends and family over a delicious meal.



A group of people sitting at a table in a lounge setting, looking towards the camera.

Ferrier Degustation - Karjini Experience

Event Date: 10/10/2024 | Event Location: The Old Market, Brisbane



Event Time: 10:00 AM - 12:00 PM
 Event Location: The Old Market, Brisbane

Organized by: Ferrier Degustation



A group of people sitting at a table in a lounge setting, looking towards the camera.

The event is a wonderful opportunity to connect with friends and family over a delicious meal. The event is a wonderful opportunity to connect with friends and family over a delicious meal.

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A group of people sitting at a table in a lounge setting, looking towards the camera.

The event is a wonderful opportunity to connect with friends and family over a delicious meal. The event is a wonderful opportunity to connect with friends and family over a delicious meal.

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A woman sitting at a table in a lounge setting, looking towards the camera.

The Marki Ensemble in the Gorge - Karjini Experience

Event Date: 10/10/2024 | Event Location: The Old Market, Brisbane



Event Time: 10:00 AM - 12:00 PM
 Event Location: The Old Market, Brisbane

Organized by: The Marki Ensemble



A group of people sitting at a table in a lounge setting, looking towards the camera.

The event is a wonderful opportunity to connect with friends and family over a delicious meal. The event is a wonderful opportunity to connect with friends and family over a delicious meal.

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A group of people sitting at a table in a lounge setting, looking towards the camera.

SCOOP



Yurlu Lounge, Karijini Experience 2020 (CANCELLED)



Enjoy a night of music from some of Australia's most talented indigenous musicians, all under the beautiful Karijini Sky.

Dates: Apr 14-18

Time(s): 6pm

Venue: Karji Aramp

Details

Value Address: Karji Aramp, Karji National Park, Noolbilla Drive, Karji, Western Australia

Ticket Price FROM: Free (Children Under 14)

Ticket price TO: \$130

Venue: Karji Aramp

Phone:

Email:

Description

The West Australian

Karijini Experience cancelled

Alexander Sims | 10:55am AEST
Tue, 17 March 2020 10:55am



Image: Instagram

- 1 The iconic Karijini Experience has been cancelled for 2020 amid the coronavirus pandemic.
 - 2 A statement released by organisers last night said the risk of coronavirus meant they must make the safety and well-being of their traditional owners, and guests their top priority.
 - 3 The Karijini Experience was to be held in April 14-18 and headlined by Thelma Plum who scored positive for coronavirus yesterday.
- "We take seriously the advice of the Australian Health Protection Principal Committee which says that while the risk to the general Australian population from COVID-19 is low, it is vital to abide with the recommendation of the virus, low essential gatherings or events of more than 500 people should not proceed," the statement said.

"The impact of this decision will affect many, from our artists and suppliers to our volunteers and visitors, many of whom have been planning their trip for months."

On the coronavirus response and of visitors, including booking fees, cannot be refunded.

First Nations Telegraph



Image: Instagram

Thelma Plum who became the highest ever ranking Indigenous artist in the recently announced Hottest 100, will headline The Karijini Experience's final night Yurlu Lounge performance on April 18.

The Yurlu Lounge performance, which features a prestigious line-up of Australian musicians including The Mark Atkins Band, the 2019 WMA Awards best Indigenous act, The Struggling Kings, Seth 'Squid' Lewis, and The Nari Ensemble.

The concert will bring to a close the 2020 Karijini Experience which runs from April 14 to 18 with a host of free and ticketed events held in the heart of the remote Pilbara national park.

Plum, whose debut in *Slak* came in at number nine in the 2019 Hottest 100 is a Gamilaray woman who grew up in Brisbane.

Her debut album *Sister in Slak* is a story about culture, heritage, love and pain and captures the spirit of what it's like to be a young Aboriginal woman in Australia.

The Nari Ensemble feature Stephen Fyfe on guitar and vocals, Mark Atkins on didgeridoo and vocals, violinist Erik Vetter, guitarist Stephen Magnusson, Jellal Trezler Parr, percussionist Joe Tala and fiddler Tom Mahoney Ture.

As well as the Yurlu Lounge concert other performers will include The Yaku Band and the Bradley Hill Band who will be performing at the Karijini Experience as part of the *Welcome to Country* on April 14.

The Nari Ensemble will also be performing their cross-cultural celebration *Kimberley Echoes* in a concert in Kalbarina Gorge on April 16.

The Karijini Experience will feature the work of immersive artists Goldberg & Aveline, a



STEVE COLLINS TRAVEL CORRESPONDENT



The Kariji Experience is held on the traditional lands of the Binjara people. This exclusive event celebrates the connection, culture, and the stunning natural landscape on which the festival is being held. It also allows people to experience Kariji National Park in ways they do not expect. Take part in this event to immerse yourself in music, food, art and culture on the country! The experience will be held at Kariji National Park in Kariji, Western Australia.

Price Info

\$1-\$225

Contact Info

The Kariji Experience
08 9186 0500
jocia.powell@everi.org.au

Event Date

Date and Time

April 14, 2020
Tuesday - 6:00 PM, UTC+08

April 15, 2020
Saturday - 10:00 AM, UTC+08



The Kariji Experience is an annual cultural event that is held in Kariji, Western Australia, each April.

In the heart of the Yilgarn, around 100km from Perth and 80km north-east of York (WA), the Kariji Experience gives visitors an opportunity to stay and camp in the park or to camp it up at the Kariji Roadhouse to experience both the unspoiled nature of the region and to share in a series of unique events.

As well as many free, family-friendly activities and workshops focused on art, culture and enrichment, there are plenty of opportunities to indulge in culture, music, food and art as well as becoming immersed in the stunning Kariji landscape.

There'll be yoga, weaving and nature walks and plenty more. All part of the Kariji Experience 2020.

Thomas Purni, who became the highest ever ranking Indigenous artist in the recently announced Hotlist 100, will headline The Kariji Experience's final night Yuku Lounge performance on April 15.

The Yuku Lounge performance, which features a prestigious line-up of Australian musicians including The Marx Atkins Band, the 2019 WAM Awards best Indigenous act, The Struggling Kings, Seth "Squid" Lovell, and The Nani Ensemble.

The concert will bring to a close the 2020 Kariji Experience which runs from April 14 to 18 with a host of free and ticketed events held in the heart of the remote Pilbara national park.

As well as the Yuku Lounge concert other performers will include The Yuku Band and the Bradley Hill Band who will be performing at the Kariji Experience as part of the free Welcome to Country on April 14.

The Nani Ensemble will also be performing their cross-cultural collaboration Kimberley Echoes in a concert in Kalbarra Gorge on April 15.

The Kariji Experience will feature the work of immersive artists Goldberg & Aveline, a collaborative art piece with Naama Foley, traditional healing workshops (Sisters Dreaming, Yoga in the Gorge by Susanna Tice), an evening of films by-up and coming Australian filmmakers Experience Film hosted by Tyson Mowbray, and a host of cultural activities performed by local Binjara people and other surrounding language groups.



Australia's best Indigenous festivals



It's not just the... Western Australia
Let's travel to Western Australia

Our country is home to the world's oldest living civilisation, one that is rich in traditions and beliefs. These remarkable events aim to share and preserve Aboriginal culture, giving visitors the chance to not only learn more about it but fully immerse themselves in it.

Here are the best Indigenous festivals and events to attend in 2020. As dates change from time to time we have listed the typical time of year the event is held.

Western Australia

KARJINI EXPERIENCE
Karjini National Park, April

What was the Karjini Experience event about in its essence is the remote and simple bushwalking Karjini National Park. The four-day program is spread across 400km with a mix of nature and yoga on the way. The rugged landscape, guided cultural walks, like swimming under the stars, bush tucker, high tea and more.



The Karjini Experience

8 Apr 2021 to 11 Apr 2021 Annual Event

The Karjini Experience is a 4-day bushwalking and cultural program in the heart of the Pilbara in the north-west of Western Australia. The program is a mix of nature and yoga on the way. The rugged landscape, guided cultural walks, like swimming under the stars, bush tucker, high tea and more.



Connect



Western Australia: The Karjini Experience

Karjini National Park is a true Western Australia gem. Karjini is an ancient landscape of rugged mountains, lush rainforests and a variety of wildlife. It's a unique and unforgettable experience.



An ancient landscape such as a glimpse of central Karjini National Park

The Karjini Experience is a 4-day bushwalking and cultural program in the heart of the Pilbara in the north-west of Western Australia. The program is a mix of nature and yoga on the way. The rugged landscape, guided cultural walks, like swimming under the stars, bush tucker, high tea and more.

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Apr 18 | **KLANCE LESCH FIRE KARRATHA EXPERIENCE**
 12:00 AM - 11:59 PM
 Email
 Website

Event Cancelled
 This event has been cancelled for reasons provided by the organisers of the event.

Location
 - Bayside Drive, Karrath, WA 6751

Event
 The Karrath Experience is a celebration of culture and connection in the magnificent Karriji National Park. The Karriji National Park provides the setting for a unique celebration of art and culture. The innovative 5-day program offers a selection of intimate, authentic, eco-in-sustainable experience presented by a mix of Traditional Owners, nationally renowned artists and talented locals. There is an array of free and family-friendly events spread across the program in combination with high quality ticketed events such as a culinary experience under the night sky and Opera in the Gorge. The Karriji Experience program focuses on the fusion of art, music, food and culture. Timed to coincide with the April school holidays and the perfect Pilbara weather, the Karriji Experience has lots of opportunity for the whole family to get involved. Respecting the capacity of the National Park to handle additional visitors means that tickets to the Karriji Experience are strictly limited. This is an exclusive event that allows people to experience this magnificent location in

News | 25 OCT 20
Autumn date with Karriji

The majestic Karriji National Park will celebrate culture and connection in a free-day event timed to coincide with perfect Pilbara weather and the April school holidays.

The Karriji Experience program focuses on the fusion of art, music, food and culture. The program offers a selection of authentic experiences presented by a mix of Traditional Owners, nationally renowned artists and talented locals. It will include an array of free and family-friendly activities as well as high-quality ticketed events such as a culinary experience under the night sky and Opera in the Gorge.



Representative of the Karriji National Park program experience.

This event (18-19 April) enables people to experience the magnificent location in unexpected ways, embracing themselves in the landscape and Aboriginal culture.

Respecting the capacity of the National Park to handle additional visitors means that tickets to the Karriji Experience are strictly limited.

For more information:

<https://www.wa.gov.au/government/department-of-mitigation-and-environment>

This story is available on the Smart Park app for your next visit to Karriji National Park.

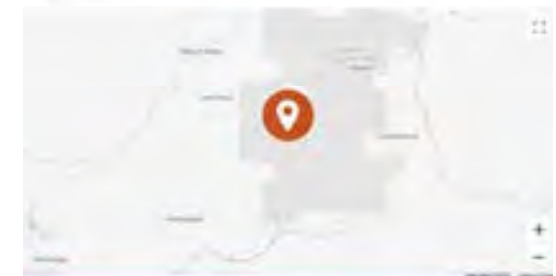


THE KARRATHA EXPERIENCE

The Karrath Experience offers a great platform for all people to come together in a celebration of Aboriginal wilderness. When Aboriginal people and language groups are represented from diverse backgrounds then all voices of heritage and we believe it will play a significant role in bringing a celebration of multiculturalism to a new level of unity and connection to the beauty of our culture and history.

The Karrath Experience was established in 2012 with the inaugural Karrath Experience event at the Pilbara Local Chamber of Commerce (PLCC) in the following three years it grew from a monthly event under the stars attended by 70 people to a bi-monthly event attracting people who attend with a focus on celebrating local Indigenous culture.

The Karrath Experience provides a diverse and inclusive program of authentic high quality arts, culture, music and food experiences designed to connect people to the breathtaking landscape. With an array of free family-friendly events and evening ticketed events, we are now open to connect to Karriji National Park.



EVENT DETAILS



STM

Pilbara NEWS

PLUM BACK IN BLAK

PROPERTY INSIDE



Karijini bound

Page 3

Thelma Plum will be taking centrestage at this year's Karijini Experience as she performs her debut album *Better in Blak* at the Pilbara national park.

Plum act for five-day Karijini cultural festival

19 Feb 2020



Thelma Plum.

The dramatic red ranges and deep gorges of Karijini National Park will provide a stunning backdrop when indigenous singer Thelma Plum performs in mid-April.



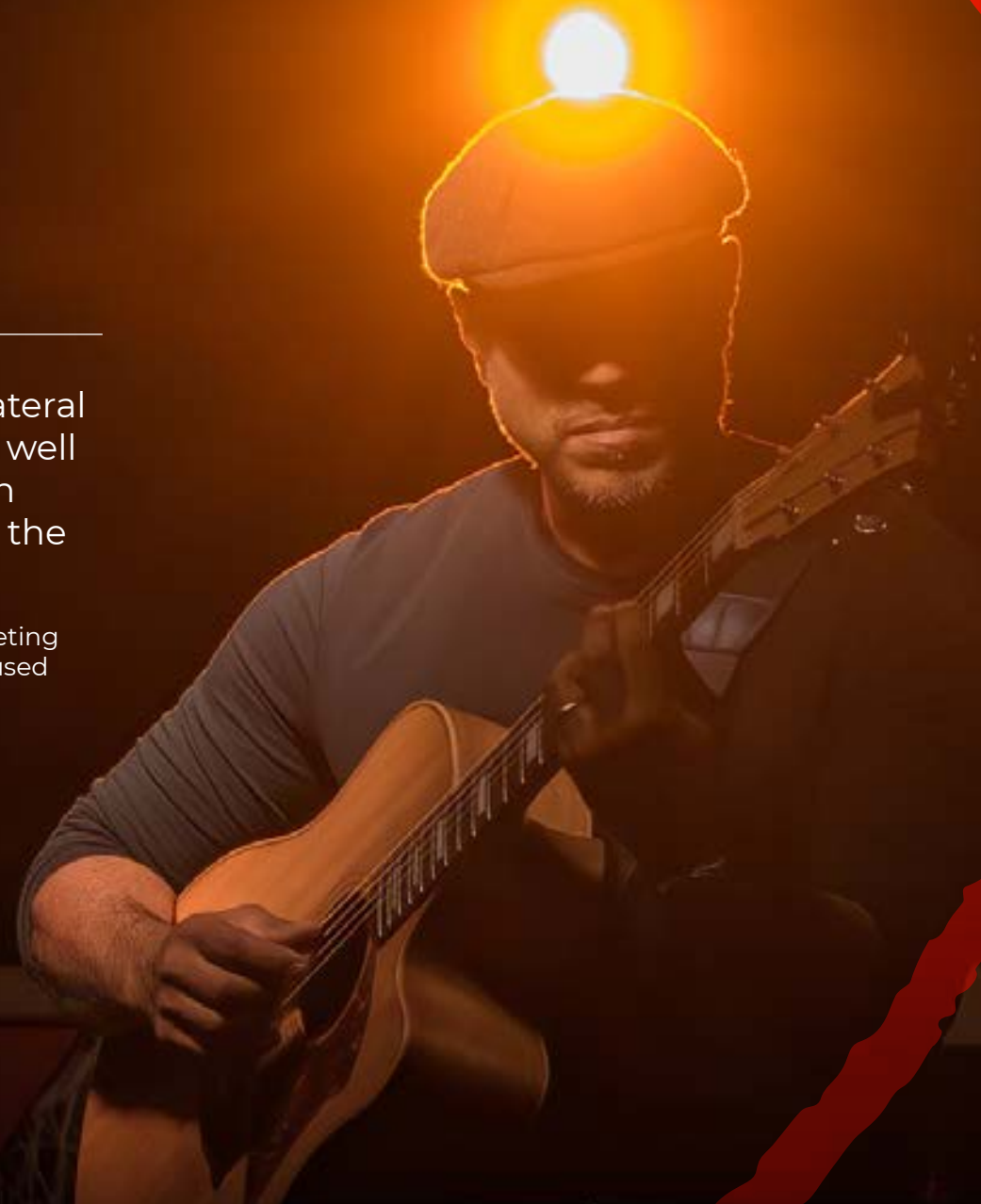
Coronavirus claims Plum tour as victim



MARKETING COLLATERAL

The 2019 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 2019 event.



CARE FOR COUNTRY AND IT WILL CARE FOR YOU

THE KARIJINI EXPERIENCE

16-21 APRIL 2019

DAN SULTAN | FERVOR
GINA WILLIAMS, GUY GHOUSE & RUSSEL HOLMES
WELCOME TO COUNTRY
DEBORAH CHEETHAM | OPERA IN THE GORGE
SONGS IN THE GORGE | WASO
CULINARY EXPERIENCE | MARK ATKINS | MARK OLIVE
YURLU LOUNGE | FREE AND FAMILY FRIENDLY ACTIVITIES

TICKETS AVAILABLE AT
KARIJINIEXPERIENCE.COM



PRINCIPAL SPONSOR **PLATFORM SPONSORS** **GOLD SPONSORS** **SILVER SPONSORS** **BRONZE SPONSORS** **SUPPORTING PARTNERS** **FRIENDS OF EXPERIENCE**

THE KARIJINI EXPERIENCE

PROGRAM OF EVENTS

Tickets can be purchased through our website karjinixperience.com

All events are FREE and at the Karjini, except where noted.

TUESDAY 16 APRIL

WELCOME TO COUNTRY
 6pm - 8pm Gates open at 5.30pm
 Privately brought to you by the Barjima Native Title Aboriginal Corporation
 An Introduction to Country by the Traditional Custodians of the Barjima Country of the 2019 Barjima Experience, a special night of food and the Barjima culture. Featuring an Introduction to Country and a Welcome to Country by an amazing music line-up of local musicians.

WEDNESDAY 17 APRIL

MEDITATION AND SLOW FLOW CLASS
 6pm - 7.30pm
 Start your day right by connecting with the beautiful energy of Barjini. This half hour guided meditation and slow flow yoga class, starting by connecting with the energy of Barjini and the land, will be followed by a beautiful meditative flow class. This is a slower style of yoga with poses held for longer to give meditation time and movement from within the pose. This class is designed to help you connect with your breath and the power of your breath to move you through your meditation.

WEST OZ ACTIVE FULL DAY CANYONING TOUR
 7.30am - 6pm
 This is a very special and unique experience. You will be guided through the canyon, learning and discovering the rich history of Barjini. You will also get to see the canyon walls and the beautiful views of the canyon. This is a unique experience that you will not want to miss.

KARJINI'S LESTOK TOURS FULL DAY GORGE TOUR
 7.30am - 6pm
 Our Star Spangled Lestok Tour is an all-in-one tour that includes the natural wonder of the gorge, the history of the gorge, the culture of the gorge, and the beauty of the gorge. This is a unique experience that you will not want to miss.

ACRO YOGA
 9am - 10am
 Come to try acro and integrating yoga for the whole family.

CULTURAL AWARENESS
 9am - 10am
 A rare opportunity to learn from the Barjima Traditional Owners from different regions to learn about their history and why they keep their culture alive in the modern day.

SISTERS DREAMING WORKSHOP
 10am - 12pm
 Sisters Dreaming Workshop is a unique opportunity for women to come together and share their stories, experiences, and dreams. This is a safe space for women to express themselves and support each other.

PLAY SPACE
 10am - 12pm
 Join Karjini Fibre to enjoy a play space view on natural health and wellbeing through a variety of play-based activities including sensory, gross and fine motor play. Play is known to be healthy and enhancing healthy development and increasing resilience through play. This is a unique opportunity for children to play and learn in a safe and fun environment.

ABORIGINAL SASHIKO WORKSHOP
 12pm - 4pm
 This is a unique opportunity to learn from the Traditional Owners of the Barjima Country about their traditional weaving techniques. This is a unique experience that you will not want to miss.

VOCAL TONING WORKSHOP
 3.30pm - 4.30pm
 During this fun and explorative workshop you will learn simple vocal toning techniques to help you connect with your body and the energy of the land. This is a unique experience that you will not want to miss.

SONGS IN THE GORGE WITH A WASO STRING QUARTET
 5pm - 6pm
 The string quartet will perform a variety of traditional Aboriginal songs from the Barjima Country, including songs from the Barjima Country, the Barjima Country, and the Barjima Country. This is a unique experience that you will not want to miss.

BUSH CULTURE WALK
 4.30pm - 6.30pm
 Take a walk in bush with Barjima Traditional Owners and learn about the cultural history and significance of the bush. This is a unique experience that you will not want to miss.

FERVOR DEGESTATION
 6pm - 7.30pm
 Meet at the Barjini at 5.45pm to be taken to a secret location.

LIVE MUSIC
 6pm - 8pm
 Relax your dinner and drinks while listening to some live local talent.

LIGHT INSTALLATION TOUR
 7pm - 7.45pm
 This is a unique opportunity to see the light installation that has been created for the Barjima Country. This is a unique experience that you will not want to miss.

THURSDAY 18 APRIL

BREATHWORK, MEDITATION AND VINYASA FLOW
 6am - 7.30am
 This unique guided meditation and yoga session will set your intentions for an amazing day at the National Park. Learn to control your inner world. Meditate to protect the natural world and improve your health. This session will also set a series of guided meditations to help you connect with the land and the energy of the land.

WEST OZ ACTIVE FULL DAY CANYONING TOUR
 7.30am - 6pm
 See description Wednesday.

LESTOK TOURS FULL DAY GORGE TOUR
 7.30am - 6pm
 See description Wednesday.

ANCIENT ROCK WALK
 8am - 10am
 Meet at Corral Creek
 This is a guided tour into the ancient past to discover the origins of the Barjini. You will learn about the history of the Barjini and the significance of the land. This is a unique experience that you will not want to miss.

CHORAL WORKSHOP
 8am - 10am
 Meet at the Barjini
 This is a unique opportunity to learn from the Traditional Owners of the Barjima Country about their traditional singing techniques. This is a unique experience that you will not want to miss.

FAMILY YOGA
 8am - 9am
 Start your day with an inspiring Yoga session for the whole family.

WASO KIDS WORKSHOP
 8am - 10am
 Meet at the Barjini
 This is a unique opportunity for children to learn about the traditional weaving techniques of the Barjima Country. This is a unique experience that you will not want to miss.

BOOK READING BY BANJIMA TRADITIONAL OWNERS
 8.30am - 10.30am
 Meet at the Barjini
 This is a unique opportunity to hear from the Traditional Owners of the Barjima Country about their traditional weaving techniques. This is a unique experience that you will not want to miss.

YARNING WITH THE ELDERS
 10.30am - 12pm
 Enjoy the opportunity of an intimate evening session with the Traditional Owners of the Barjima Country. Learn about their history and why they keep their culture alive in the modern day.

BUSH TUCKER COOK UP
 10am - 12pm
 Discover local food sources of the region while making some incredible bush tucker. This is a unique experience that you will not want to miss.

EXPERIENCE FILM - STORIES OF COUNTRY
 10.30pm - 12.30pm
 Meet at the Barjini
 This is a unique opportunity to see the film 'Stories of Country' which tells the story of the Barjima Country. This is a unique experience that you will not want to miss.

FRIDAY 19 APRIL

YOGA IN THE GORGE
 6.30am - 7.30am
 Start your day with an amazing yoga session at the magnificent setting of Corral Creek.
 Please be at the Barjini Experience meeting point at the Furtwuehr Falls carpark at 6.30am to ensure you have adequate water, fuel, sunscreen and comfortable walking shoes.

WEST OZ ACTIVE FULL DAY CANYONING TOUR
 7.30am - 6pm
 See description Wednesday.

LESTOK TOURS FULL DAY GORGE TOUR
 7.30am - 6pm
 See description Wednesday.

BANJIMA TOOL AND WEAPON MAKING
 8am - 10am
 Spend time with Traditional Owners and learn about the cultural importance of tool and weapon making.

BIRDS OF PREY
 8.30am - 10.30am
 A wonderful opportunity to learn about birds of prey and see them in flight. An exciting and informative tour for all ages and abilities with nature walk included.

TEXTILE WORKSHOP
 10.30am - 12pm
 Meet at the Barjini
 This is a unique opportunity to learn from the Traditional Owners of the Barjima Country about their traditional weaving techniques. This is a unique experience that you will not want to miss.

OPERA IN THE GORGE
 6pm - 8pm
 Experience the magic of opera in the heart of the Barjima Country. This is a unique experience that you will not want to miss.

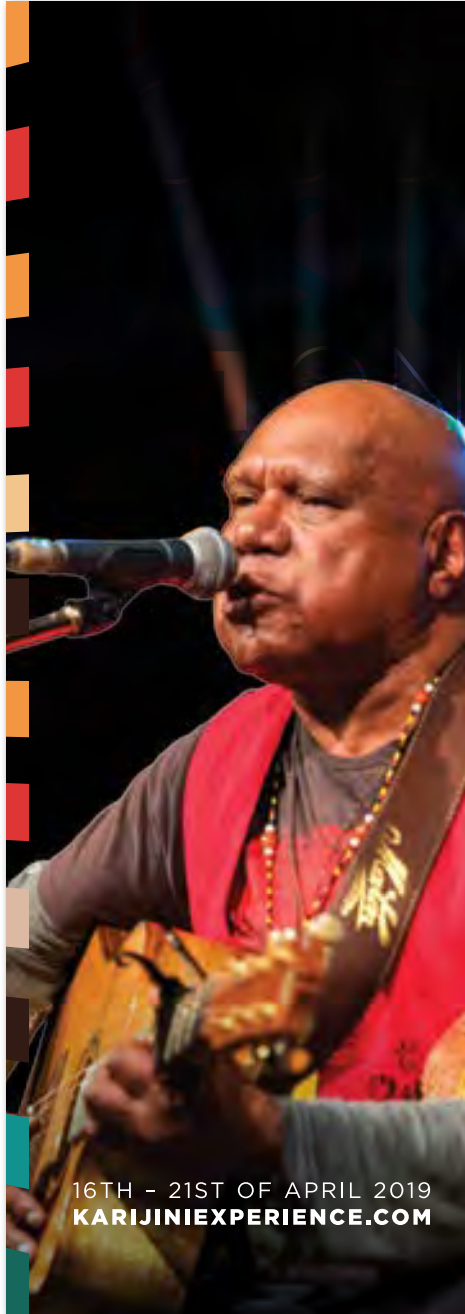
THE CULINARY EXPERIENCE FULL MOON
 6pm - 10pm
 Don't miss the evening of fine dining and entertainment, open to all adults. This is a unique opportunity to enjoy a special evening of fine dining and entertainment. This is a unique experience that you will not want to miss.

LIVE MUSIC
 6pm - 8pm
 Relax your dinner and drinks while listening to some live local talent.

YURLU LOUNGE
 6pm - 10pm
 Discover the best live music, art and entertainment from regional and remote Western Australia. The Yurlu Lounge is a unique opportunity to enjoy a special evening of live music and entertainment. This is a unique experience that you will not want to miss.

THE CULINARY EXPERIENCE
 6pm - 10pm
 Don't miss the evening of fine dining and entertainment, open to all adults. This is a unique opportunity to enjoy a special evening of fine dining and entertainment. This is a unique experience that you will not want to miss.





THE KARIJINI EXPERIENCE

is now welcoming expressions of interest

PERFORMERS

Calling all artists, musicians, performers, makers and teachers to express their interest in being a part of the 2019 Karijini Experience, let us know what you have to offer our growing and inclusive Experience.



*Favourite destination and why?
Karijini Experience in The Pilbara, WA.
It's an annual event in April celebrating culture and connection. - Archie Roach*

Applications must be made before **30th September 2018**

Apply today:

Please contact **0499 559 494** or email Sonia.powell@nintirri.org.au

16TH - 21ST OF APRIL 2019
KARIJINIEXPERIENCE.COM



THE KARIJINI EXPERIENCE

is now welcoming expressions of interest

TEAM MEMBERS

Become a committee members or a volunteer and be a part of this incredible, connective Experience.



Volunteering at the 2018 Karijini Experience was a life changing experience for me and I have already booked my holidays to do it again in 2019 - Camille

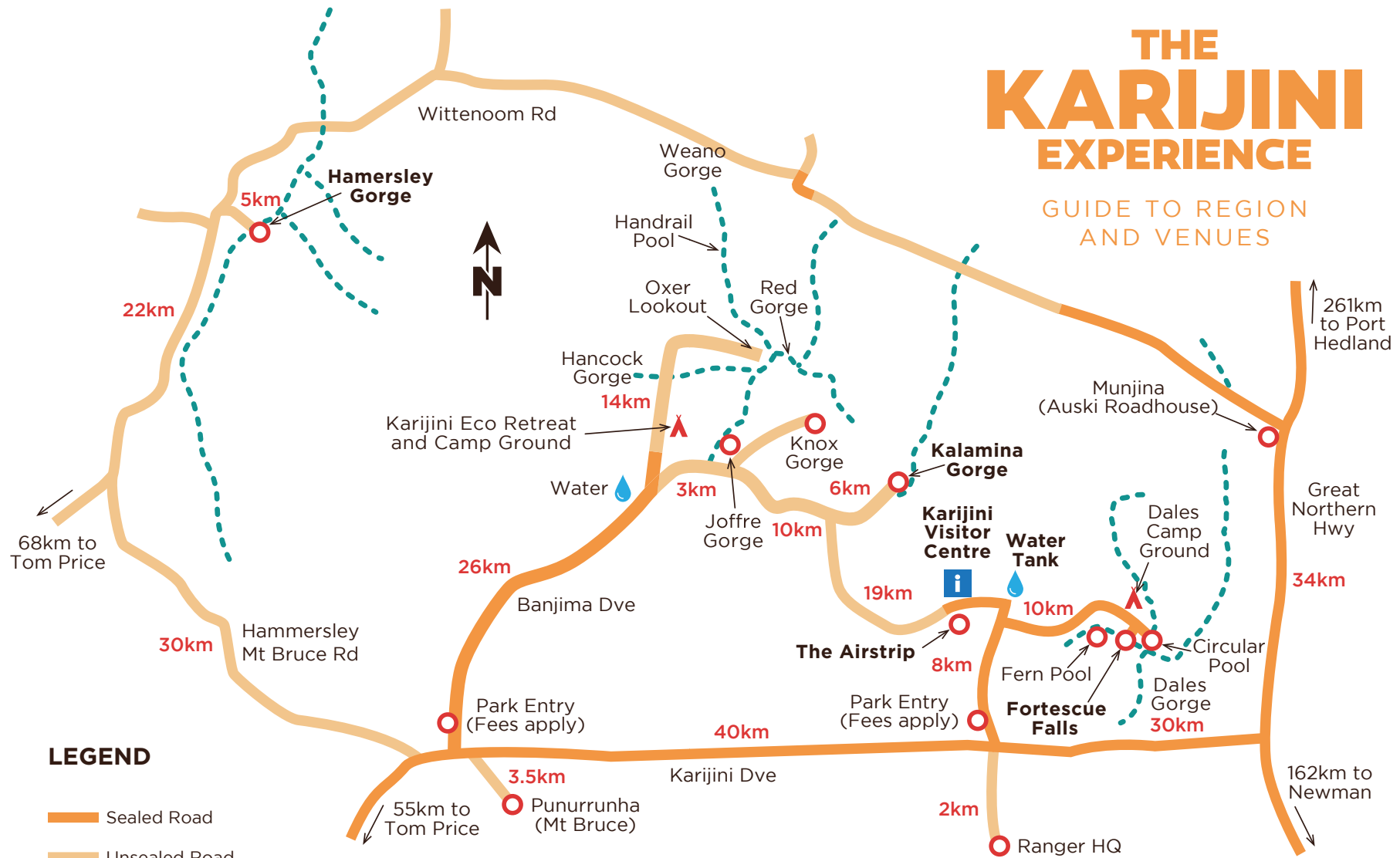
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THE KARIJINI EXPERIENCE

GUIDE TO REGION AND VENUES



LEGEND

- Sealed Road
- Unsealed Road
- Gorge
- Water
- Information
- Camp Ground

Karijini Experience
0499 559 494 (enquiries)
karijinixperience.com

Karijini Eco Retreat
08 9425 5591 (bookings)
08 9189 8013 (reception)
karijiniecoretreat.com.au

Karijini Visitor Centre
08 9189 8121
parks.dpaw.wa.gov.au

Ranger HQ
(Emergency only)
08 9189 8147



THE KARIJINI EXPERIENCE



CARE FOR COUNTRY AND IT WILL CARE FOR YOU

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