



Press release

Eco Beach Wilderness Retreat hosted the launch of the Tourism WA Broome Taste of Industry program in June.

The 15-day pre-employment program, which aims to assist aboriginal people to obtain careers in the tourism and hospitality industry, began with a day-long training session at Eco Beach.

The Tourism WA Aboriginal Employment initiative is designed to provide participants with a broad overview into the hospitality and tourism industry.

The program was launched with a day of team building exercises at Eco Beach and an inspirational address from Larwarrdu Tours' Ayeesha Cox.

Ayeesha has a full-time guiding role with Larwarrdu Tours which is run under the leadership of her father and traditional land owner Neil McKenzie.

Ayeesha told the Taste of Industry participants, many of them her friends, how much enjoyment she gained from showing visitors to the Eco Beach Wilderness Retreat the Yawuru people's traditional ways of fishing, hunting and bush tracking.

Ayeesha said tour guiding enabled her to earn a living doing something she loved while also giving tourists a positive insight into her cultural heritage.

Program co-ordinator Jo Camilleri of Broome based Uptuyu business consultancy, said the newly opened Eco Beach Wilderness Retreat was an exciting place to launch the program.

The Taste of Industry program would see participants exposed to a range of hospitality and tourism roles at resorts and restaurants around Broome.

"The program aims to show the students how they can shape a lifestyle from working in the hospitality and tourism industries," Jo said.

"The aim is to give them a taste of many different roles, such as office work and restaurant work, and to find traineeships for them at the end of it."

Eco Beach owner Karl Plunkett said his goal was to increasingly provide more employment opportunities for aboriginal people.

Karl said he believed Australia's future as a tourist destination lay in promoting the unique character of its indigenous people.

“I’ve had some fantastic experiences working with aboriginal people since I arrived in Broome 22 years ago,” Karl said.

“Our guests at Eco Beach say that some of their most memorable travel experiences have been spent with our indigenous tour guides.

“This is something that we really need to start promoting to the rest of Australia and the world.”

The Eco Beach Wilderness retreat offers guests breathtaking views, stunning villas, an infinity pool, fine dining and rejuvenating health facilities.

Accommodation consists of a combination of 25 cyclone-proof luxurious self sustaining Eco Villas and 30 demountable safari style Eco Tents.

Media contacts: Eco Beach Wilderness Retreat managing director Karl Plunkett or sales and marketing manager Giles Tipping on 9193 8015 or media consultant Evelyn Duffy on 94476532 or 0439981505.