

2025 Karijini Experience

11 - 14 April 2025

On Banjima Country
Karijini National Park
karijinixperience.com

The Karijini Experience acknowledges the Banjima People as the traditional owners and custodians of the land on which the event is held.

We are honoured to be able to promote this location with the approval of their Elders.

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

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

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. 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 provide a great anchor for attracting tourists to the state.

While the destination is always available, having a time limited event encourages visitors to take advantage of this opportunity and visit during the event.

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**.



HISTORY

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 and cultural event with a focus on celebrating local Aboriginal culture.

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.

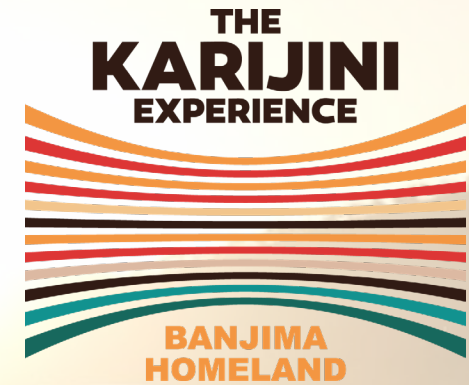
In 2024, it attracted 3,142 visitors, featured 20 artists, held over 60 individual events, representing Pilbara Aboriginal language groups and was supported by 27 partners and sponsors.

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 3,142 visitors since 2013 is as remarkable as the strength and commitment of its volunteer base.

From 2022, the event was passed over to the Banjima Native Title Aboriginal Corporation (BNTAC) as the representatives of the traditional owners of the land. Nintirri stepped back after the 2021 event with the subsequent appointment of a professional event management company, CMS Events.

The change provides new impetus for the event and greater recognition of the Banjima People.



BANJIMA COUNTRY AND COMMUNITY

Banjima Country is located in the central Pilbara region of Western Australia and covers more than 1 million hectares of land. The Banjima People continue to have a strong bond to this ancient landscape and the unique places within it - including the Fortescue Marsh and Karijini National Park.

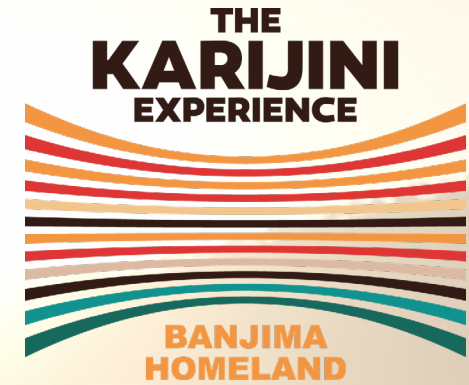
The majority of the Banjima community now live across Western Australia, from Perth to the Pilbara's regional centres of Karratha, Roebourne, Onslow, and Port Hedland, and in a number of remote Pilbara communities such as Youngaleena, Wakathuni, and Wirrilimarra.

After 15 years of struggle and a long legal battle with the WA government, the Banjima People were granted determination of Native Title on 11 March 2014.

To Banjima People, all Banjima Country and its elements are important: the animals and plants; the landscape; the water; and the connection to culture. All these have great cultural and spiritual importance, and Banjima people have stories about many of these that help their conservation and understanding.

The Pilbara biogeographic region has a wealth of biodiversity and other environmental values, evidenced by its diverse range of terrestrial, aquatic and marine landscapes, numerous flora and fauna species and communities, nationally listed wetlands, and ecological features endemic to the region.

In addition to being one of 15 biodiversity hotspots in Australia, the region is also one of Australia's development hotspots and is of substantial economic importance to Western Australia and Australia.



BANJIMA COUNTRY & REGIONAL COMMUNITIES



VISION

To be a cultural catalyst for connecting community and raising the profile of the Banjima People and 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.

GUILDING 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.



OBJECTIVES

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

- Manage a successful transition to the new management and structure.
- Create inclusive processes to ensure the program encourages cultural input.
- Invite key regional stakeholders to support either through in kind or paid support for the event.
- Grow the visitor market through a refined focus on marketing.
- Work on developing more potential accommodation options and capacity.
- Engage with the community to provide a diverse and balanced itinerary.
- Record travel through major WA hubs to the Pilbara.
- Increase exposure through traditional and social media.
- Provide economic impact for the region and Western Australia.
- Build the event reputation and an authentic aboriginal experience.



EVENT CONTENT

The event components are a mix of managed, collaborative and hosted events offering a diversity for visitors.

Banjima Cultural Events:

- Welcome to Country & Barlgabi
- Banjima Toured Walks
- Learning with Elders
- Story Telling
- Language Workshops
- Bush Tucker
- Artefacts
- Bush Medicine
- Body Painting & Art

Collaborative Events:

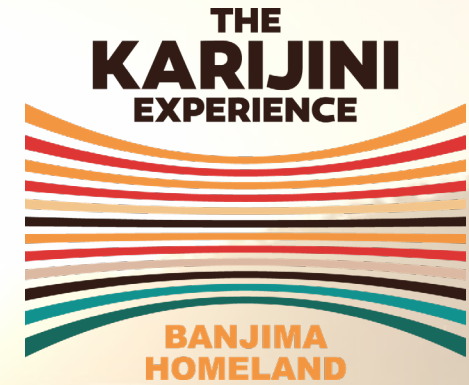
- Damper & Tea
- Kids Bush Craft Workshops
- Dreaming the Night Skies
- Painting Workshop
- Culture Weave
- Sewing

Managed Events:

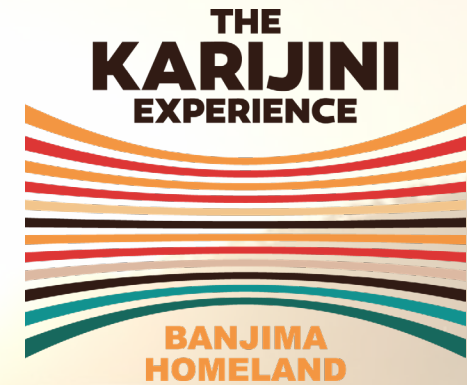
- Market Stalls
- Music & Movie Nights
- Yurlu Lounge
- Dining Experience at Dales Gorge
- Cooking Demonstrations

Other Events & Activations

- Activations at Eco Retreat
- Yoga sessions
- Football workshops
- Food trucks & catering
- Helicopter Tours
- Drone Show (funding reliant)



DRAFT PROGRAM



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MARKETING PROFILE

A total of 3,000 visitors are expected in 2025.

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

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

Off The Beaten Track

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 socioeconomic status.

Culture Vultures

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

The other three ...

Family Fun, Relax and Rewind and Bright Lights

A separate focus will also look at media targeting millennials wanting to discover new experiences.



Title		Target
Media Communications & PR		110 articles 195 state, 15 national / international
Journalist / Influencer Program		3 influencer Visiting the region
Website		40,000 pageviews 30,000 users
Social Media		250,000 Impressions 500,000 reach
Online		4 media platforms 5,000 clicks / engagements

MARKETING MEDIA



Broad Media	Radio, press, magazines 94,5fm, Ngaarda Media, The West Australian, key tourism magazines	
Online	Event website, EDM's, key media, influencers Urban List, Perth Now, Perth is OK, So Perth	
Social	Facebook, Instagram	
Production	Signage, posters, flyers, official program	
Events	Lead up events and launches targeting demographic and media	
Support	Key media releases Through The Perth Collective & BNTAC	
Travel Media	Promotion of retail travel packages targeting event specific attendance. Using Visitor Centre marketing	
Website	https://www.karijiniexperience.com/	
Facebook	https://www.facebook.com/KarijiniExperience	10,400 followers
Instagram	https://www.instagram.com/karijiniexperience/	3,925 followers



OPPORTUNITIES

Marketing and exposure for The Karijini Experience will extend well past the borders of the Pilbara and Western Australia with a true taste of aboriginal culture through a range of media both on site and externally.

On site promotions will include demonstrations, talks, tours, workshops, performing arts along authentic aboriginal experiences.

Participation with the 2025 Karijini Experience is a unique opportunity to enrich the communities of our traditional owners, support economic diversification and tourism in the Inland Pilbara with a truly unforgettable event.

Opportunities to be part of the event are manyfold and we are happy to discuss how you can be involved.

We welcome you getting in touch!



BANJIMA NATIVE TITLE ABORIGINAL CORPORATION

The Karijini Experience is owned by the Banjima Native Title Aboriginal Corporation.

Banjima Native Title Aboriginal Corporation RNTBC (BNTAC) was incorporated in 2013 and is the Registered Native Title Body Corporate for the Banjima People.

Their Work is to ensure traditional decision-making and Banjima Lore and Culture are always at the core of our organisation, BNTAC and our Banjima Board of Directors regularly engage with the Banjima Community, its councils and committees, and the Banjima Elders Council.

Address Level 1, 165 Adelaide Terrace, East Perth
Postal PO Box 6278, EAST PERTH WA 6892
Phone 08 9216 9852
Website www.bntac.org.au

BANJIMA
native title
ABORIGINAL CO RNTBC
ICN 7971

CMS EVENTS

CMS Events manage The Karijini Experience under contract to BNTAC.

CMS Events has professional industry experience built over 30 years. With a sound background of operating events. They have used the broad knowledge of marketing, sales, operations and financial control to apply their skills across a range of industries and styles of events.

Currently their management includes food and wine, trade and consumer exhibitions, seminars, functions, tourism and community events and more.

CMS offer a strategic approach to development, management and marketing for events of any size offering the experience of over 200 exhibitions and projects.

Address Unit 4, 172 Scarborough Beach Road, Mount Hawthorn
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Website www.cmsevents.com.au

CMS
EVENTS

