



# EXPRESSIONS of INTEREST

## Cultural Activities at Karijini Eco Retreat (KER)

### **About GEPL**

Gumala Enterprises Proprietary Limited (GEPL) is a diversified organisation with 100% Aboriginal ownership and a portfolio of successful businesses in the contracting services and tourism & hospitality sectors.

### **About Karijini Eco Retreat (KER)**

The Karijini Eco Retreat (KER), situated on traditional Banyjima country, is an award-winning, eco-friendly tourist retreat with its campgrounds set against the natural environment of Karijini National Park in the north-west of Western Australia. KER is proudly owned by GEPL.

### **Vision for KER**

GEPL's vision is to make KER a premier tourism destination by providing an authentic, unique Aboriginal cultural experience and a range of eco-friendly accommodation options to domestic and international tourists and visitors.

### **Expressions of Interest**

GEPL wishes to develop an immersive Aboriginal cultural experience to offer KER guests and visitors to the park, and we are seeking **Expressions of Interest from Gumala Traditional Owners and Gumala Member businesses to provide cultural activities on site at Karijini Eco Retreat**. It is envisaged that several different types of activities will be offered.

Applicants who contact GEPL to express their interest in delivering the cultural activities will be sent a detailed application form to complete. The application form will include certain selection criteria. A strong submission/proposal will address all criteria, which will include:

- Previous experience delivering cultural activities, ideally within a tourism environment
- Business details, if any, and previous commercial experience
- The cultural activities that will be offered on site at KER
- A detailed calendar of events including the activities, how they will be managed and resourced, and when they will be delivered.

Applications will be assessed on a competitive, commercial basis by GEPL and ranked against the selection criteria for transparency and fairness to all applicants. Please ensure you address all criteria to give your application the best chance of progressing. Only selected applicants will be contacted to advance to the next stage of the process.

### **The Role**

Applicants should have previous experience delivering cultural activities on a commercial basis, ideally in the tourism industry.

Applicants will be expected to address how they will provide engaging activities with a high standard of customer service.





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A strong submission will demonstrate how the activities will be managed, resourced and delivered over a set timeframe. A project schedule or an activity plan detailing this must be included.

GEPL's ideal applicant will:

- Be a successful Gumala Traditional Owner business;
- Have experience providing cultural activities, ideally within the Western Australian tourism sector.

*These criteria are preferred but not essential as all applications will be considered.*

### **How to Apply**

If you think you or your business has what it takes, then please contact GEPL to register your interest and we will send you an application form to complete.

**Email:** [admin@gepl.com.au](mailto:admin@gepl.com.au)

**Call:** 08 6243 2600

**Website:** [www.gepl.com.au](http://www.gepl.com.au)

The closing date for receipt of application forms is Friday, 19 May, 2017.

