

**Submission
No 21**

SUPPORT FOR START-UPS IN REGIONAL NEW SOUTH WALES

Name: Mr Vince Ross

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AN IDEA THAT CAN BE DONE NEXT IN NSW, AND THEN REPLICATED NATIONWIDE.

My name is Vince Ross an Aboriginal Elder of the Madi-Madi and the Wemba-Wemba clan groups. I write from an Indigenous perspective in regards to building a strong tourism product throughout the Rural areas and in our cities as well.

I've worked for the past 26 years identifying Aboriginal Tourism potential and opportunities across Victoria. During that time I spent some years in the Victorian Government's Ministry of Tourism, and was the CEO responsible for establishing "Narana", a successful Cultural Education, and a Visitor's and wider community's welcoming Centre, on the Surf Coast Highway in Geelong.

Narana has provided the 1st success model of its type, ideal for replicating in other appropriate rural locations, another near Sydney, and then further replicated Statewide through all of NSW and then Nationwide. It provides a positive pathway for those working in this area. .

It has been a privilege to work with people who have a strong capacity to be change agents in developing a Tourism enterprise that can take this Nation of ours to be leaders in Rural Tourism" and beyond.

I want to encourage our Governments to recognise those within our country who have the score on the board and that ability to transform from the minor to the major and beyond. We need to move from the shallow edges out into the full flowing opportunities that are right in front of us.

My hope for this nation is that we don't loose this amazing opportunity to become leaders in Rural Tourism. For your Committees best considerations we offer "Narana", as a model that would be "good startup idea" for rural NSW.

Yours in strong development,
Vince Ross
Former CEO/ Director, NARANA Cultural Centre, Geelong

For further detailed explanatory attachments. See www.narana.com.au

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