



Destination
NSW

Aboriginal Tourism Action Plan 2013 - 2016

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FOREWORD

The Aboriginal Tourism Action Plan is designed to provide New South Wales (NSW) Aboriginal tourism operators and the wider tourism industry with a succinct snapshot of Destination NSW's vision to support the development of Aboriginal tourism experiences and businesses in NSW.

Australia's Aboriginal people are custodians of the world's oldest living culture. NSW has the largest Aboriginal population in Australia, and the longest continuous contact between Europeans and Aboriginal people.

NSW has many opportunities for visitors to engage with Aboriginal people and experience their culture. It is the aim of Destination NSW to facilitate the development of Aboriginal experiences and support growth in the State's Aboriginal tourism industry.

Through consultation with Aboriginal tourism stakeholders, the Aboriginal Tourism Action Plan will deliver on the recommendations contained in the Final Report of the Visitor Economy Taskforce and the NSW Government's Visitor Economy Industry Action Plan.

Destination NSW intends to work with industry to increase awareness of NSW as a destination where Aboriginal culture is strong, vibrant and diverse and to develop, in consultation with Aboriginal communities, sustainable Aboriginal tourism products and experiences.

Destination NSW is committed to creating a greater understanding and appreciation of Aboriginal culture in NSW by residents, the tourism industry and visitors.

Sandra Chipchase
Chief Executive Officer
Destination NSW

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Aboriginal Tourism Action Plan 2013 - 2016





NSW GOVERNMENT MESSAGE

Australia's Aboriginal history and culture sets it apart from countries around the world. Aboriginal tour operators in NSW have been providing both local and international visitors with truly memorable experiences, which celebrate and share this unique and dynamic culture. However, more can be done to expand on NSW Aboriginal tourism experiences.

The vision of the Aboriginal Tourism Action Plan is to support the existing and emerging NSW Aboriginal tourism experiences, products and businesses that will lead to economic and social benefits for Aboriginal people, both as operators and employees. The implementation of the Plan will also foster greater understanding and appreciation among non-Aboriginal people of the diversity and richness of Aboriginal culture.

The Aboriginal Tourism Action Plan is a key deliverable identified in the Visitor Economy Industry Taskforce Plan, which is the NSW Government's response to the Final Report of the Visitor Economy Taskforce.

Along with the release of the Aboriginal Tourism Action Plan, another key recommendation from the Visitor Economy Industry Action Plan is to establish a major Indigenous cultural festival in Sydney, to raise the profile of NSW's Aboriginal heritage and contemporary culture.

In 2013, the NSW Government was pleased to announce the inaugural *Corroboree*, the largest, annual national Indigenous arts and cultural festival in Australia, which will be held in Sydney from 2013 to 2015.

The Aboriginal Tourism Action Plan also aligns with the NSW Government Plan for Aboriginal Affairs, *OCHRE* (Opportunity, Choice, Healing, Responsibility, Empowerment), which was launched in 2013 in Parliament House.

Both *OCHRE* and the Aboriginal Tourism Action Plan have goals to support more Aboriginal people in gaining fulfilling and sustainable jobs and focus on opportunities for economic empowerment.

The NSW Government is committed to the principle that the development of Aboriginal tourism occurs in a manner which is endorsed by Aboriginal people and respects their cultural identity.

The goals outlined in the Aboriginal Tourism Action Plan are to be implemented by Destination NSW through a partnership model with Aboriginal businesses and organisations over a three-year timeframe.

Destination NSW will work with Aboriginal stakeholders and industry to drive the implementation of the Aboriginal Tourism Action Plan and work across Government agencies to co-ordinate their involvement.

We encourage you to take advantage of the many opportunities outlined in this Plan, which will contribute to the long term sustainability of Aboriginal tourism in NSW.

George Souris MP
Minister for Tourism and Major Events
Minister for the Arts



Victor Dominello MP
Minister for Aboriginal Affairs
Minister for Citizenship and Communities



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BACKGROUND TO THE ABORIGINAL TOURISM ACTION PLAN

Culture is reflected in the way of life of a place, its people and communities. It gives us a sense of identity and belonging. As travellers, most of us seek to experience a sense of the culture of the place we are visiting.

Aboriginal arts and culture represent a distinctive and unique component of the Australian identity. Aboriginal culture is the world's oldest continuous culture. Alive and dynamic, it still possesses continuous links with the past. Through these links, generations of Aboriginal people have accessed thousands of years of accumulated knowledge, wisdom and law.

Aboriginal Australia is not one nation but many nation states speaking more than 250 languages and many more dialects. NSW has the highest population of Aboriginal people in Australia and offers a diversity in cultural experiences which has considerable potential to excite visitor interest in Aboriginal culture.

Tourism presents an opportunity for Aboriginal people¹ to promote a wider appreciation of their rich culture to others and the potential to derive economic and social benefits.

Pursuing economic gains and employment opportunities also brings challenges. These include finding harmony between tourism, culture and the environment and also achieving the appropriate balance between cultural integrity and responsiveness to a variety of market demands and expectations.

A wider appreciation of Aboriginal culture can be delivered through tourism businesses which are either wholly Aboriginal-owned and-operated, or have substantial Aboriginal control and involvement. In other cases, the product may be drawn from Aboriginal heritage and culture but operates with the knowledge, input and ongoing consent of the appropriate local Aboriginal community. Mainstream tourism businesses employing Aboriginal people also expose visitors to Aboriginal culture.

WHY DEVELOP AN ABORIGINAL TOURISM ACTION PLAN FOR NSW?

Tourism is more than just a business for Aboriginal communities. It is seen as a vehicle to celebrate and share their culture with non-Aboriginal people. Tourism presents the potential to engender a greater understanding and appreciation of the diversity and richness of Aboriginal culture among non-Aboriginal people. It can also create employment opportunities and contribute to economic self-sufficiency for Aboriginal people as well as providing economic and social benefits for the State.

The NSW Government is committed to the principle that the development of Aboriginal tourism occurs in a manner which Aboriginal people endorse and which respects their cultural identity.

The implementation of the Aboriginal Tourism Action Plan (Action Plan) is a key deliverable identified in the Visitor Economy Industry Action Plan, the NSW Government Response to the Final Report of the Visitor Economy Taskforce which was developed in consultation with an Aboriginal Tourism Advisory Group and industry stakeholders. See Appendix 1: Visitor Economy Taskforce Aboriginal Tourism Advisory Group participants.

This Action Plan identifies ways that Destination NSW, partner agencies and the tourism industry can help to support the Aboriginal tourism sector and foster opportunities for Aboriginal people to successfully operate tourism businesses and gain employment in the tourism industry.

¹ In referring to Aboriginal and/or Indigenous people, this Action Plan refers inclusively to all Aboriginal Australians and Torres Strait Islander people.



The Vision: to support the development of NSW Aboriginal tourism experiences, products and businesses leading to: A greater understanding of the richness of Aboriginal culture; and Economic and social benefits for Aboriginal people, both as operators and employees.

WHAT CONSULTATION HAS BEEN UNDERTAKEN?

In order to identify new ideas to support Aboriginal tourism businesses and tourism activities and to achieve ownership and commitment by stakeholders, Destination NSW undertook targeted consultation during the development of the Action Plan.

The culture of Aboriginal decision-making tends to involve many people and, therefore, sufficient time has to be allowed for consultation. An honest approach to any consultation is vital to ensure a high level of trust develops between all parties.

The Action Plan is the product of a consultation process undertaken with a wide range of stakeholders including:

- Aboriginal tourism businesses and Aboriginal organisations;
- the tourism industry; and
- all levels of Government.

Consultation focussed on existing Aboriginal tourism operators, who are best positioned to identify the challenges they face and therefore to inform the Action Plan's initiatives, particularly as they relate to building business capacity.

A survey was distributed to more than 40 Aboriginal businesses, mostly in Regional NSW, with a 40 per cent response rate. In addition, a number of Aboriginal tourism products were visited. See Appendix 2: Action Plan Consultation Participants

It is important to note that Aboriginal partners will be integral to the successful implementation of the Action Plan. A partnership model is being adopted in respect of the actions; progress will be reported annually over the three-year duration of the Action Plan.

STAKEHOLDER FEEDBACK

The feedback from Aboriginal tourism operators was that visitors do not readily associate NSW with Aboriginal tourism experiences. However, there was widespread acknowledgement that there is the potential to develop and support an Aboriginal tourism product offering and market positioning based upon contemporary Aboriginal culture.

Aboriginal events and festivals were seen as key mechanisms to raise awareness of the contemporary Aboriginal cultures of NSW, particularly among the domestic market as well as longer term in international markets.

The importance of expanding the marketing of Aboriginal tourism product, through mechanisms such as government web sites, was a common theme of the feedback, as was the need for ongoing training and mentoring support for Aboriginal businesses.



KEY THEMES OF THE CONSULTATION PROCESS

Market research: There is a lack of understanding of the potential market appeal (domestic and international) of an Aboriginal tourism experience and the form this might take. Matching products to market needs is essential to ensure long term viability. Gaps in research need to be addressed.

Aboriginal participation: Aboriginal culture belongs to Aboriginal people who are best positioned to determine the content and interpretation of the product. A need was identified to encourage and support wholly Aboriginal-owned and -operated businesses and/or businesses with substantial Aboriginal control and operational involvement.

Partnering between Aboriginal and non-Aboriginal businesses can potentially address business development challenges, but trust and mutual understanding need to underpin these relationships. Participation of Aboriginal people in mainstream tourism ventures is yet another opportunity area identified during the consultation process.

Mentoring and training: The provision of mentoring and training services to Aboriginal businesses is required on an ongoing rather than a one-off basis. These services could cover a range of areas including product development, planning and marketing.

Marketing and awareness: NSW has the largest number of Aboriginal people in Australia and, as such, has many stories to tell. Consultation highlighted that there is a need to make it easier for people to learn about Aboriginal culture through the vehicle of Aboriginal tourism.



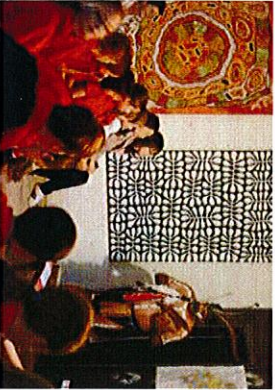
Cultural Centres: Some stakeholders raised the issue of an Aboriginal cultural centre in Sydney. Over a long period of time there has been discussion about such a facility. Actions 26A/B of the Visitor Economy Industry Action Plan supports the work of the Australian Indigenous community and the Barangaroo Delivery Authority to establish a National Indigenous Cultural Centre at Barangaroo to act as a gateway to the Australian Indigenous experience. The NSW Government, through the Barangaroo Delivery Authority, may seek to partner with the Commonwealth Government on funding to establish the centre.

While this is beyond the scope of this Action Plan, Destination NSW acknowledges both the importance of, and benefit from, the representation and showcasing of the diverse Aboriginal cultures in this State. Destination NSW has a role in continuing to contribute insights to this ongoing discussion.

CONSULTATION AND IMPLEMENTATION

Aboriginal leadership and ownership is critical to the implementation of the Action Plan, which was developed in consultation with peak organisations and Aboriginal businesses.

The goals outlined in this Action Plan are intended to be implemented through a partnership model over a three-year timeframe. Aboriginal businesses and Aboriginal organisations are key partners in delivering the goals of the Action Plan. Ongoing consultation is integral to successful implementation at a State and local level. Achievements will be monitored, reviewed and shared with stakeholders over the course of the Action Plan.



WHAT IS THE CURRENT ROLE OF DESTINATION NSW IN ABORIGINAL TOURISM?

Destination NSW collaborates with a portfolio of Aboriginal tourism clients. It assists in the development of tourism businesses from concept to market-ready, for the international market place.

Destination NSW also works with key agencies to develop programs to support Aboriginal tourism which includes:

- Tourism Australia's Indigenous Tourism Champions Program; and
- NSW National Parks and Wildlife Services (in partnership with TAFE NSW) Aboriginal Cultural Tourism Training program.

The Indigenous Tourism Champions Program is a national initiative which provides access to business development specialists, targeted funding and international and trade marketing. It aligns Indigenous Business Australia investment in business development and mentoring with Tourism Australia's tourism marketing initiatives, for selected quality Indigenous tourism experiences.

The State-wide Aboriginal Cultural Tourism Training Program, facilitated by NSW National Parks and Wildlife Service and TAFE NSW, was a highly successful award-winning training program that resulted in many Aboriginal people completing tourism certificate level TAFE courses in NSW. Destination NSW continues to support the graduates of the program with a series of professional development activities to assist in creating tourism employment opportunities and increased Aboriginal tourism experiences in NSW.

Destination NSW undertakes marketing and communication campaigns promoting NSW destinations and experiences to increase awareness and motivate consumers to visit NSW. A key focus is to drive leads to tourism operators via the consumer websites, visitsw.com and sydney.com

In addition, Destination NSW provides leadership and advice to industry, Government agencies and other stakeholders on tourism and the development of sustainable destinations.



WHICH VISITORS TO NSW ENGAGE IN ABORIGINAL TOURISM EXPERIENCES?

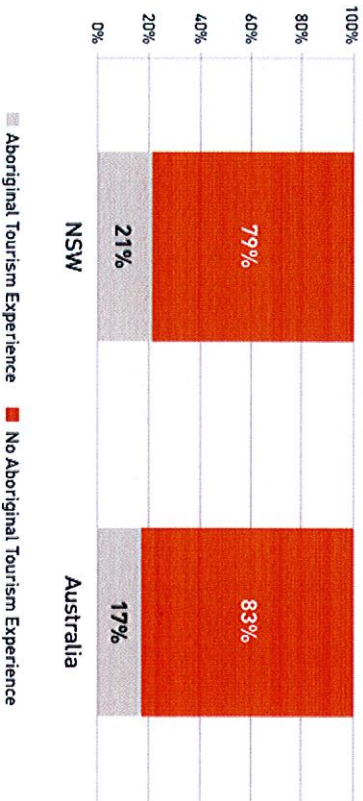
The international market accounts for the majority of participants in Aboriginal tourism activities. Western markets have demonstrated a particularly strong interest in engaging with Australia's Aboriginal culture. This does not mean that the domestic market is not of importance to Aboriginal tourism operators as many domestic overnight visitors participate in an Aboriginal experience in NSW each year.

DOMESTIC VISITORS

Each year, more than sixty thousand domestic overnight visitors to NSW experience Aboriginal art or craft and cultural displays; and/or visits an Aboriginal site or community while in the State (National Visitor Survey, four year average, YE Dec 2009-12).

Tourism Australia's domestic research, *Indigenous Australia Domestic Experiences Framework* (November 2009), concluded that while domestic demand is currently low, demand and appeal could potentially be generated via exposure to marketing concepts based on Indigenous experiences. Concepts tested with focus groups included: staying with an Indigenous community; luxury accommodation; cultural centres; see and learn to create arts and crafts; purchase arts and craft; watch a performance; short urban tours; adventure tours; remote tours; hot springs and massages; restaurants and volunteer services.

International visitors who undertook an Aboriginal tourism experience
State visited - YE December 2012



The 2010 Australia Council for the Arts, *More than Burns on seats: Australian Participation in the Arts Research Report*, found that 89 per cent of Australians surveyed believe that Indigenous arts are an important part of Australia's culture and 47 per cent stated that their interest in Indigenous arts was growing. Visual arts and crafts were the most popular Indigenous art form, followed by dance, live music and theatre. These findings indicate there is a demand among Australians for Indigenous art experiences and present a tourism opportunity to be explored.

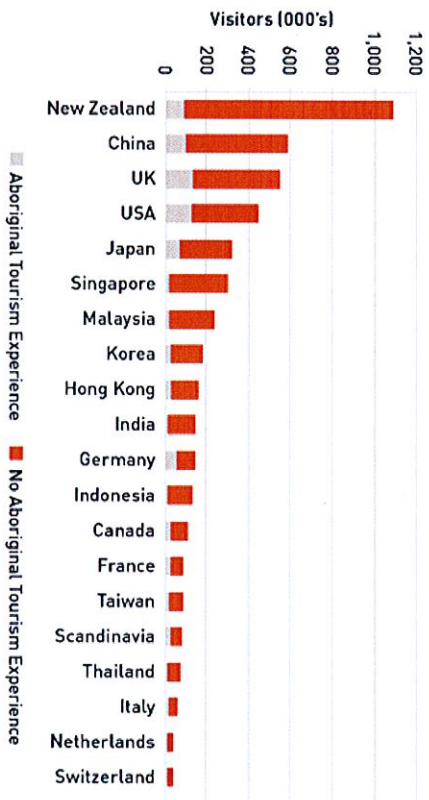
INTERNATIONAL VISITORS

In 2012, there were over six hundred thousand international visitors to NSW who participated in an Aboriginal experience while in Australia. This is equal to 21 per cent of the total international visitors to NSW (International Visitor Survey - Aboriginal Supplementary, YE Dec 2012).

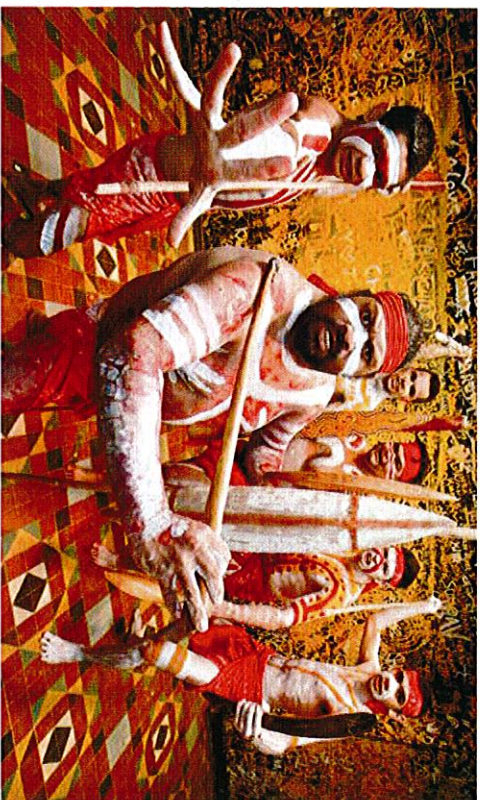
With the right product offering and marketing, there is the potential for this to grow. Of those visitors to NSW who did not participate in Aboriginal activities, 42 per cent (of those who were asked) indicated that they would have liked the opportunity to have experienced Aboriginal experiences while they were in Australia (International Visitor Survey - Aboriginal Supplementary, YE Dec 2012).

A significant proportion of backpackers (more than 36 per cent) participate in Aboriginal tourism experiences in Australia. This market, which traditionally likes to immerse itself in cultural experiences, presents an opportunity for growth.

Aboriginal experience participation by source markets YE December 2012



Visitors from Germany, the Netherlands, Italy and Switzerland are more likely than other international visitors to engage in Aboriginal experiences while in Australia. However, overall, due to their size, the UK and USA markets make up the greatest number of international visitors who participate in Aboriginal tourism activities.

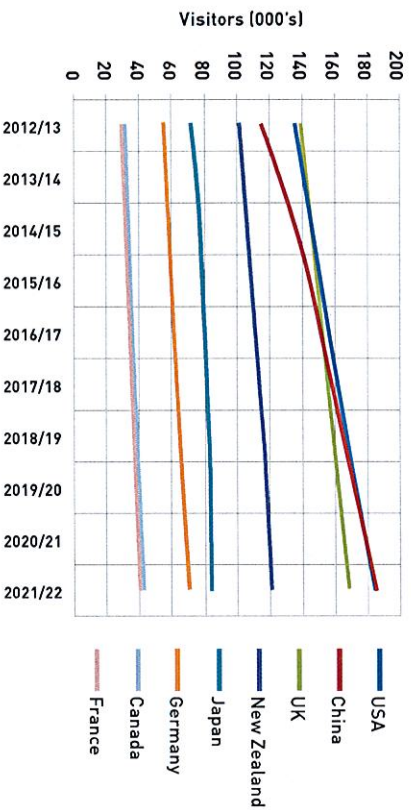


Based on forecast growth rates from the Tourism Forecasting Committee (TFC), Issue 1, 2013 (as provided in the following chart), the key source markets to target over the next 10 years

are USA, China and the UK, assuming that their propensity to participate in Aboriginal tourism activities is maintained at the current level.

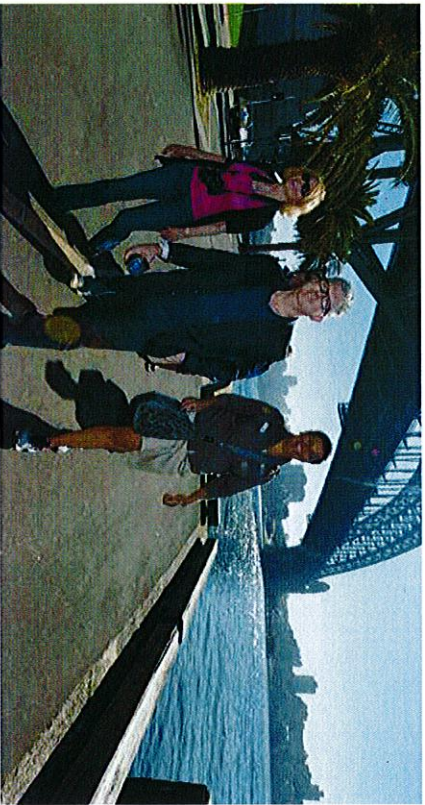
Forecast: International visitors who participate in Aboriginal activities in Australia

*Based on TFC forecast and % share (YE Dec 2012) remaining constant.



As a guide to Aboriginal tourism product development, an earlier *Indigenous Cultural Tourism Management Report*, prepared for Destination NSW by Red Earth Research, found international visitors were interested in:

- Learning and interacting with Aboriginal people as well as being entertained;
- Authenticity; and
- Contemporary Aboriginal culture, lifestyle and current issues being faced.



WHAT TYPE OF ABORIGINAL CULTURAL TOURISM EXPERIENCE CAN NSW OFFER?

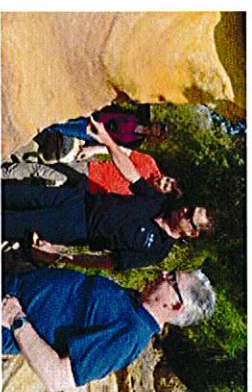
NSW has the largest Aboriginal population in Australia, and the longest continuous contact between Europeans and Aboriginal people. While NSW is not strongly associated with Aboriginal cultural experiences, there is a real opportunity to showcase the diversity of contemporary Aboriginal culture across the State.

Sydney, as the international gateway to Australia, has the opportunity to reflect the diversity of NSW Aboriginal cultures and also provide a national perspective on the practices of the oldest living culture in the world.

A key issue is to raise visitor awareness of contemporary Aboriginal life, and of the diversity and sacredness of aspects of Aboriginal culture. Preconceptions among market segments about what denotes an 'Aboriginal experience' need to be addressed.

Aboriginal arts and cultural expression are a vital part of Aboriginal society and important elements of the social fabric of Aboriginal communities throughout Australia. There is a growing appreciation of Aboriginal art and culture in Australia. This presents an opportunity for Aboriginal artists and cultural organisations to highlight the contemporary Aboriginal arts and cultural sector in NSW.²

The Aboriginal tourism experience in NSW needs to reflect a living, dynamic culture with a diversity of contemporary artistic expression and culture.



The consultation process used in developing this Action Plan has identified the need to build recognition of NSW as the premier State to tell the stories of contemporary Aboriginal arts and culture. Consultation has also highlighted the need to raise awareness of the diversity of Aboriginal culture with its regional identities, communities, languages, local stories and customs.

During the consultation process, on the development of *NSW Aboriginal Arts and Cultural Strategy 2010* by Arts NSW, concern was expressed that often school children learn only about the traditional and stereotypical art and culture, such as dot paintings and Dreamtime stories. In the tourism context, these insights reinforce the need to ensure Aboriginal culture is not perceived by visitors as one homogeneous culture. The importance of telling the contemporary Aboriginal stories of NSW, including regional diversity, is critical.

Aboriginal involvement in tourism is holistic and not limited to cultural heritage. It also encompasses various aspects of mainstream tourism from coffee shops to caravan parks, whale watching cruises to quad biking. When planning for tourism business success, it is essential to provide experiences that meet market demand. A different dimension can be provided to a mainstream activity by including the Aboriginal perspective.

² *NSW Aboriginal Arts and Cultural Strategy, 2010*, Arts NSW, Communities NSW.

Goals of the Action Plan

The initial consultation process sought to identify new ideas to support Aboriginal tourism businesses and Aboriginal tourism activities.

The following key goals, informed by stakeholder input, have been identified:

Goal 1: Increased market awareness of NSW as a destination where Aboriginal culture is strong, vibrant and diverse.

Goal 2: Sustainable market-ready and export-ready Aboriginal tourism products and experiences.

Goal 3: Increased awareness, understanding and appreciation of Aboriginal culture in NSW by Government, the tourism industry and visitors.

GOAL 1: INCREASED MARKET AWARENESS OF NSW AS A DESTINATION WHERE ABORIGINAL CULTURE IS STRONG, VIBRANT AND DIVERSE.

CONTEXT

Historically, the demand for Aboriginal tourism experiences has come from the international market, although not as a primary motivator for travel.

Research indicates the domestic demand for Aboriginal tourism activities is currently low², but a significant proportion of domestic travellers are open to participation in an Aboriginal tourism experience.

This Action Plan presents a series of initiatives which are designed to help change the market perception that NSW is not currently perceived as a destination strongly associated with Aboriginal cultural experiences.

GOAL 2: SUSTAINABLE MARKET-READY AND EXPORT-READY ABORIGINAL TOURISM PRODUCTS AND EXPERIENCES.

CONTEXT

Destination NSW is committed to assisting Aboriginal tourism products to develop and sustain their business and has employed a full-time Sector Specialist for Aboriginal tourism.

The Sector Specialist will co-ordinate support in the following areas:

- ▶ Provide assistance to new Aboriginal tourism product and guidance on resources to aid development;
 - ▶ Attend site inspections and joint familiarisations to assist with product improvement;
 - ▶ Co-ordinate support from key Government agencies such as Department of Education, Employment and Workplace Relations, Indigenous Business Australia, NSW Trade & Investment and NSW National Parks and Wildlife Service.
-
- ▶ Assist mentors and consultants assigned by Government agencies to develop Aboriginal tourism business;
 - ▶ Integrate Aboriginal products and experiences into key Destination NSW development and marketing opportunities;
 - ▶ Facilitate industry workshops and education programs.
- There are a number of mainstream tourism attractions such as museums and galleries that offer Aboriginal cultural experiences. Links to the tourism sector through "value-add" Aboriginal cultural interpretation can be a means of enhancing the visitor experience and providing job opportunities for Aboriginal people. Aboriginal employment in the wider tourism and hospitality sectors is a potential outcome of the implementation of this Action Plan, if Aboriginal people choose this path to work in the industry.

² Indigenous Australia Domestic Experiences Framework, November 2009, Tourism Australia.

GOAL 3: INCREASED AWARENESS, UNDERSTANDING AND APPRECIATION OF ABORIGINAL CULTURE IN NSW BY GOVERNMENT, THE TOURISM INDUSTRY AND VISITORS.

CONTEXT

Cultural awareness training is a significant foundation on which to develop understanding and respect, leading to the development of trust, without which successful relationships will not flourish.

The principle of mutual understanding and respect between Aboriginal and non-Aboriginal people underpins this Action Plan.

Government and industry operators need to consider the following cultural awareness and consultation principles* to guide the development of Aboriginal tourism experiences:

- ▶ Aboriginal culture is not homogeneous and is constantly evolving. Contemporary as well as traditional values need to be acknowledged;
- ▶ Aboriginal people value their culture and great harm can be caused by misrepresentation. The development of Aboriginal tourism needs to occur in a manner which is acceptable to Aboriginal people;
- ▶ Meaningful consultation and partnership with relevant Aboriginal communities and organisations is essential. Where Aboriginal heritage sites are involved, permission for operators and visitors to view the sites must always be obtained from those who have cultural authority for the area;



- ▶ Non-Aboriginal partners need to be sensitive to the fundamental differences between the two peoples;

- ▶ Aboriginal and non-Aboriginal timeframes may not be the same and sufficient time needs to be allowed for consultation. Trust and honesty are vital;

- ▶ Tourism operators should employ local Aboriginal people to act as guides to Aboriginal cultural experiences; and

- ▶ Where Aboriginal culture is the product, Aboriginal people must determine its content and interpretation. As owners of their culture, and through their participation, the integrity and authenticity of the product and its regional context can be maintained.

The announcement by the NSW Government in April 2013 that it would provide funding for three years for an annual National Indigenous Festival, *Corroboree*, is a productive, practical step to raise awareness and educate locals and visitors alike about the diversity of Australia's Indigenous Cultures.

ACTIONS

GOAL 1: INCREASED MARKET AWARENESS OF NSW AS A DESTINATION WHERE ABORIGINAL CULTURE IS STRONG, VIBRANT AND DIVERSE.

ACTION	PARTNERS	TIME FRAME		
		2013	2014	2015-16
1.1 Celebrate the Aboriginal stories of Sydney and Regional NSW by: <ul style="list-style-type: none"> ▶ Including the Aboriginal tourism experiences in Destination NSW (DNSW) brand and marketing activities; ▶ Ensuring Aboriginal tourism experiences are well represented on visitsw.com and sydney.com; ▶ Integrating NSW Aboriginal stories and tourism experiences across Destination NSW digital channels including social media, smart phone applications etc.; and ▶ Including imagery which represents the diversity of the culture of the NSW Aboriginal people. 	Coordinator: DNSW Partners: Aboriginal partners	●		▶
1.2 Develop and promote key Aboriginal events which align with the NSW Visitor Economy Industry Action Plan and positions NSW as a place to experience Aboriginal culture, in conjunction with Aboriginal partners and other stakeholders.	Coordinator: DNSW Partners: Aboriginal and other industry partners	●		▶
1.3 Develop visual material in partnership with Aboriginal tourism partners to assist in telling the Aboriginal stories of Sydney and Regional NSW.	Coordinator: DNSW Partners: Aboriginal partners and Screen NSW		●	▶
1.4 Raise consumer awareness of the Aboriginal stories of NSW by: <ul style="list-style-type: none"> ▶ Encouraging promotion by other tourism partners such as Regional Tourism Organisations (RTOs), and Visitor Information Centres (VICs); ▶ Developing editorial pages on visitsw.com and sydney.com featuring NSW Aboriginal experiences; ▶ Including Aboriginal tourism experiences in Destination NSW PR and media activities. 	Coordinator: DNSW Partners: Aboriginal partners, VICs, RTOs and industry partners		●	▶

GOAL 2: SUSTAINABLE MARKET-READY AND EXPORT-READY ABORIGINAL TOURISM PRODUCTS AND EXPERIENCES.

ACTION: IDENTIFY EXPERIENCES	PARTNERS	TIMEFRAME		
		2013	2014	2015-16
2.1 Undertake a regular audit and appraisal of Aboriginal tourism experiences to identify market-ready and export-ready products.	Coordinator: DNSW Partners: Aboriginal tourism products, relevant Government Agencies and other industry partners	●		▶
2.2 Develop the criteria and means to ensure integrity and authenticity of Aboriginal tourism product on the NSW State Tourism Data Warehouse, by working with stakeholders to highlight: Indigenous Tourism Champion Program Participants: Aboriginal-owned and -delivered experiences: Aboriginal-delivered experiences; Authentic Aboriginal retail art and artefacts;* and Aboriginal culture showcased and interpreted. * A criteria will be created in consultation with Aboriginal art networks to ensure that retailers/galleries promoted sell authentic and original Aboriginal products.	Coordinator: DNSW Partners: Australian Tourism Data Warehouse, Tourism Australia, Aboriginal and other industry partners	●		
2.3 Identify Aboriginal tourism experiences which can be "bundled" or linked with mainstream tourism products in Regional NSW.	Coordinator: DNSW Partners: Aboriginal Tourism experiences, RTOs and other industry partners	●		▶
2.4 Collaborate with the Metropolitan Local Aboriginal Land Council and the City of Sydney on Aboriginal tourism projects such as the Eora Journey.	Coordinators: Metropolitan Local Aboriginal Land Council and City of Sydney Partners: Aboriginal partners and DNSW	●		▶
2.5 Develop a strategic research agenda to inform the development of Aboriginal tourism. In particular, identify domestic and international visitor perceptions and demand for Aboriginal tourism experiences.	Coordinator: DNSW Partners: Research partners such as Tourism Research Australia	●		▶

ACTION: BUILD BUSINESS CAPACITY	PARTNERS	TIMEFRAME		
		2013	2014	2015-16
2.6 Develop protocols for the proactive identification and referral of Aboriginal tourism clients between Destination NSW (DNSW), Tourism Australia (TA), Indigenous Business Australia (IBA), Department of Education Employment and Workplace Relations (DEEWR) and NSW National Parks and Wildlife Service (NPWS) for one-on-one support to ensure: ▶ All Aboriginal tourism clients receive business guidance; ▶ Where appropriate, business development clients are also referred for tourism advice; ▶ Business development programs are actively promoted to Aboriginal clients; and ▶ Ongoing support for familiarisations and attendance of Aboriginal products at trade events such as ATE.	Coordinators: DNSW, TA, IBA, DEEWR and NPWS	●		
2.7 Establish a Sydney Aboriginal Tourism Cluster incorporating Aboriginal businesses, NPWS, TAFE NSW, key land management agencies, cultural institutions in the Sydney Harbour basin, to pilot collaboration opportunities, in particular to: ▶ Train Aboriginal guides and share guiding resources amongst the government and private sectors; ▶ Develop partnerships with complementary Sydney-based Aboriginal products to ensure a consistent visitor experience; ▶ Engage with the Indigenous Tourism Business Leader, recently appointed by the Federal Government, to facilitate employment of Indigenous people in tourism; ▶ Jointly market Aboriginal-guided experiences in and around Sydney Harbour; and ▶ Support tourism employment opportunities for Aboriginal people.	Coordinators: DNSW, NPWS and TAFE NSW Partners: Aboriginal tourism businesses, Sydney Harbour Foreshore Authority, Botanic Gardens Trust, Sydney Opera House, Taronga Zoo and other Sydney cultural institutions.	●		▶

ACTION: BUILD BUSINESS CAPACITY	PARTNERS	TIMEFRAME		
		2013	2014	2015-16
2.8 Support Aboriginal tourism businesses through the provision of specialised workshops and training courses on an identified needs basis, for example, export-ready workshops. Partner with TAFE NSW, NSW National Parks & Wildlife Services (NPWS) and tourism industry bodies such as Australian Tourism Export Council (ATEC) and Tourism Industry Council (TIC-NSW).	Coordinator: DNSW Partners: TAFE NSW, NPWS, tourism industry associations, government agencies and Aboriginal businesses	●		▲
2.9 Assist Aboriginal tourism operators, in partnership with the ATEC Indigenous Tourism Taskforce, to: ▶ Become export ready; ▶ Link to mainstream distribution channels; and ▶ Identify opportunities to partner with mainstream tourism businesses.	Coordinator: ATEC Partners: DNSW and Aboriginal businesses	●		▲
2.10 Identify Aboriginal tourism businesses to facilitate their business development needs through capacity-building tools and mechanisms such as: ▶ The Tourism Business Tool Kit; ▶ The Indigenous Tourism Champions Program; and ▶ Programs available through Commonwealth agencies such as Indigenous Business Australia (IBA) and the Department of Education, Employment and Workplace Relations (DEEWR)	Coordinator: DNSW Partners: Tourism Australia, IBA, DEEWR, and Aboriginal businesses	●		▲
2.11 Identify appropriate business and conference events to: ▶ Refer to Aboriginal tourism business operators for their participation; and ▶ Incorporate Aboriginal cultural and product components into the program and include in bid documents.	Coordinators: DNSW Partners: Aboriginal businesses, relevant Government Agencies and other industry partners	●		▲
2.12 Maintain a full-time position within Destination NSW as a resource dedicated to support Aboriginal tourism businesses.	Coordinator: DNSW	●		▲

ACTION: IDENTIFY MAINSTREAM TOURISM PARTNERSHIP OPPORTUNITIES	PARTNERS	TIMEFRAME		
		2013	2014	2015-16
2.13 Identify and communicate tourism opportunities to Aboriginal businesses and Aboriginal people in order to: ▶ Provide Aboriginal interpretation in tourism businesses; and ▶ Gain employment in the wider tourism and hospitality industry.	Coordinator: DNSW Partners: Tourism industry associations and Aboriginal and mainstream tourism businesses	●		▲
2.14 Identify product development opportunities which utilise the skills of NSW National Parks and Wildlife Services (NPWS) and/or TAFE NSW-trained Aboriginal tour guides under the Cultural Tourism Training Program.	Coordinators: DNSW, NPWS and TAFE NSW Partners: Aboriginal people	●		▲
2.15 Broker opportunities between the Aboriginal creative industries and tourism.	Coordinators: DNSW Partners: Aboriginal creative businesses		●	
2.16 Encourage mainstream operators and conference organisers to incorporate a "Welcome to and/or Acknowledgement of Country" into their current product offering.	Coordinator: DNSW Partners: Local Aboriginal Land Councils, RTOs, relevant Government Agencies and other industry partners		●	



VISITOR ECONOMY TASKFORCE ABORIGINAL TOURISM ADVISORY GROUP PARTICIPANTS*

Chair: John Morse AM

Margret Campbell, The Rocks Dreaming
Pam Touma, TAFE NSW (Northern Sydney Institute)
Christine Callen, Australian Museum
Gary O'Riordan, Australian Tourism Export Council (ATEC)
Krystal Perkins, All The Perks
Ann Hoban, City of Sydney
Josephine Ridge, Sydney Festival
Hetti Perkins, Bangarra Dance Theatre
Catherine Baldwin, Bangarra Dance Theatre
Lynn Vandernagelen, TAFE NSW (Northern Sydney Institute)
John Key, Muru Mittigar
Carl Solomon, National Parks and Wildlife Service
Martin Darcy, Parks Australia
Tony Ryan, Ryan Lawyers
David Brudenell, Indigenous Business Australia
Steven Satoru, All The Perks
Rob Roberts, Tribal Warrior
Shane Dredge, Destination NSW
John Bates, NSW Trade & Investment (Tourism Strategy)
Jacques DuLaurent, NSW Trade & Investment (Industry Policy & Stakeholder Engagement)

*The Aboriginal Tourism Advisory Group was established to inform the Visitor Economy Taskforce approach in this important area of the visitor economy. The industry-led Visitor Economy Taskforce was established by the NSW Government in September 2011 to develop a tourism and events strategy to double tourism expenditure in NSW by 2020. The Visitor Economy Industry Action Plan, the NSW Government response to the Final Report of the Visitor Economy Taskforce, was released on 20 December 2012.

To download a copy of the Visitor Economy Industry Action Plan go to:
<http://www.business.nsw.gov.au/doing-business-in-nsw/industry-action-plans/visitor-economy>

GOAL 3: INCREASED AWARENESS, UNDERSTANDING AND APPRECIATION OF ABORIGINAL CULTURE IN NSW BY GOVERNMENT, THE TOURISM INDUSTRY AND VISITORS.

ACTION	PARTNERS	TIMEFRAHE		
		2013	2014	2015-16
3.1 Work with Aboriginal organisations, government and the tourism industry to develop product and marketing content aimed at mainstream tourism operators and consumers that will: <ul style="list-style-type: none"> ▶ Tell the Aboriginal stories of Sydney and Regional NSW; ▶ Raise awareness and promote the appreciation of NSW Aboriginal culture and its diversity; ▶ Enhance visitor information relating to NSW Aboriginal culture in Government-produced material; and ▶ Help convert consumer awareness to booking an Aboriginal experience. 	Coordinator: DNSW Partners: RTOs, Local Government and Aboriginal organisations.		●	▶
3.2 Ensure that Destination NSW staff are provided with a diverse program of Aboriginal cultural awareness training.	Coordinator: DNSW	●		▶
3.3 Facilitate Aboriginal cultural awareness training among mainstream tourism operators, in partnership with industry associations, beginning with the identification of industry participants via a pilot program, such as NSW National Parks and Wildlife Service licensed commercial tour operators.	Coordinator: DNSW Partners: NPWS, Local Aboriginal Land Councils, Aboriginal cultural awareness trainers, RTOs and industry associations		●	▶
3.4 Update and distribute the Destination NSW <i>Principles for Developing Aboriginal Tourism</i> , a guide to working with Aboriginal businesses, to Government and industry partners in order to support the development of Aboriginal tourism within the State.	Coordinator: DNSW			●
3.5 Through the Indigenous Tourism Group (ITG) support the national approach to best practice signage, to celebrate and acknowledge Indigenous Australian culture at major inbound visitor arrival points such as international regional airports and major transport hubs.	Coordinator: ITG and DNSW Partners: Tourism Industry and Aboriginal organisations		●	▶
3.6 Work with the Tourism Attractions Signposting Assessment Committee (TASAC) to incorporate local Aboriginal culture and heritage as an integral part of roadside interpretive signage, for example, along the Legendary Pacific Coast and other touring routes.	Coordinator: TASAC Partners: Aboriginal people and Aboriginal Land Councils		●	▶

The proposed actions and timeframes will be developed in on-going partnership with NSW Aboriginal tour operators to ensure actions are delivered in a culturally acceptable manner.

DESTINATION NSW ABORIGINAL ACTION PLAN CONSULTATION PARTICIPANTS

GOVERNMENT AGENCIES

Aboriginal Affairs NSW	Land and Property Management Authority
Aboriginal Heritage Office	Museums and Galleries NSW
Art Gallery of NSW	Museum of Sydney
Arts NSW	National Parks and Wildlife Service (NPWS)
Australian Museum	Powerhouse Museum
Botanic Gardens Trust	Reefern Waterloo Heritage Taskforce
City of Sydney	Screen NSW
Department of Premier and Cabinet	State Library of NSW
Department of Resources, Energy and Tourism	Sydney Harbour Foreshore Authority
Department of Trade and Investment, Regional Infrastructure and Services	Sydney Opera House
Federal Department of Education Employment and Workplace Relations	TAFE NSW
Historic Houses Trust	Taronga Conservation Society Australia
Indigenous Business Australia	Tourism Australia

INDUSTRY ASSOCIATIONS

Australian Tourism Export Council	NSW Tourism Industry Council
Ecotourism Australia	Tourism and Transport Forum

ABORIGINAL BUSINESSES AND ORGANISATIONS

Aboriginal Blue Mountains Walkabout	Koori Communications
Aboriginal Heritage Tour	Muru Mitigar
Armidale Regional Aboriginal Cultural Centre	NSW Aboriginal Land Council
Big River Café/G country/Gurewtha Ceramics	Purple Goanna
Brnz Design	Sand Dune Adventures (Worimi Local Aboriginal Land Council)
Dnaag Kempsey	Saltwater Freshwater Festival
Descendance	The Jaaning Tree
Dhinawan Dreaming	Tobwaha Art (Coaster Local Aboriginal Land Council)
Harry Nanya Tours	Tribal Warrior Association

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Note: Destination NSW will be moving to new premises at 88 Cumberland Street, The Rocks in September 2013. Please see our website for new contact details post September 2013.



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