



# Northern Territory Aboriginal Tourism Strategy 2020 - 2030 Summary



**NORTHERN  
TERRITORY**  
TOURISM NT



Front Cover:  
Kakadu Cultural Tours  
*Photo by: Tourism Australia*

Back Cover:  
Desert Art at Maruku  
*Photo by: Tourism NT & Felix Baker*

This page:  
Dot Art painting  
*Photo by: Tourism NT & Shaana McNaught*



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Note - Aboriginal people reading this document we advise that the document may contain images of deceased persons.



## Foreword

Aboriginal cultural tourism has been identified by industry as a key priority for the tourism industry, which is reflected in the *Northern Territory's Tourism Industry Strategy 2030*. The vision of the *Northern Territory Aboriginal Tourism Strategy* is for the Northern Territory to be the undeniable leader in the Aboriginal tourism sector.

In ever growing numbers, visitors to the Northern Territory express a desire to learn more about Aboriginal cultures. Likewise, many Aboriginal communities are interested in sharing their vibrant culture with others. Visitors are keen to engage in a range of authentic experiences which provides them with a greater understanding of the unique spiritual connection that Aboriginal people have with their country.

This strategy represents an exciting opportunity to grow the Territory's offering of engaging tourism experiences that showcase the Northern Territory's distinctive and diverse Aboriginal cultures.

Tourism NT and the Northern Territory Aboriginal Tourism Advisory Council (ATAC) have developed the *Northern Territory Aboriginal Tourism Strategy* in consultation with Aboriginal people and organisations, the wider tourism industry and NT Government agencies.

The Northern Territory tourism industry is acutely conscious of the challenges associated with evolving our current Aboriginal cultural offerings in order to meet the significant demand from such a hugely diverse visitor base. Therefore a sustained commitment from all stakeholders is required to develop a diverse Aboriginal tourism sector positioning the Northern Territory as the undeniable leader in Aboriginal tourism. I look forward to working collaboratively with our partners towards achieving this goal.

**Michael Bridge**  
Chair Tourism NT Board

## Minister's Message

Aboriginal Territorians are the custodians of the world's oldest continuous culture; they and their ancestors have lived, raised families, held ceremonies, hunted, created and told their stories on country for over 65,000 years.

People come from across the world to immerse themselves in this rich cultural tradition.

With more than half of the Territory's land mass and 85% of the coastline owned by Aboriginal people, we are uniquely positioned to provide visitors with exceptional cultural tourism experiences.

Partnerships are critical to the success of this strategy.

The Northern Territory Aboriginal Tourism Strategy will provide the platform for Aboriginal people, communities and organisations, all levels of Government, industry and other partners to work together on agreed actions to ensure we lead the way in Aboriginal tourism, with Aboriginal Territorians reaping the benefits in terms of economic development and jobs on their own country.

The strategy will support economic and employment opportunities in regional and remote communities across the Territory, which in turn will deliver significant social and cultural outcomes for Aboriginal people.

Over the next ten years, it will underpin the development of a strong, sustainable Aboriginal tourism industry that makes a significant contribution to growing our overall tourism industry.

I would like to acknowledge everyone involved in developing the strategy, particularly the many Aboriginal tourism operators, individuals and communities who contributed their knowledge, expertise and aspirations.

Congratulations in particular to the Aboriginal Tourism Advisory Council who have been instrumental in providing advice and guidance to Government on strengthening the Aboriginal tourism sector and on developing this strategy since their inception in 2015.

Regards,

**The Hon Lauren Moss MLA**  
Minister for Tourism Sport and Culture

# Northern Territory Aboriginal Tourism Advisory Council's Message

Aboriginal cultures in the Northern Territory are rich and diverse with more than 100 languages spoken. The diversity of languages and the fact that many people speak language today is unique to the Northern Territory. Aboriginal enterprises within the tourism sector have been providing visitors with engaging and memorable experiences, making our Aboriginal cultures synonymous with the Northern Territory as a destination. Through our tourism experiences, we connect with others to share and celebrate our Aboriginal cultures through our stories, arts, crafts, performances, foods, products, tours and talks. In doing this, we build knowledge and understanding of our Aboriginal cultures with our visitors, and we build businesses and skills for the economic and social benefit of our people, both as operators and employees.

The vision of the *Northern Territory Aboriginal Tourism Strategy* is to be the undeniable Australian leader in the Aboriginal tourism sector. The implementation of the strategy will enable us to grow our partnerships with tourism partners and deliver sustainable, seamless experiences for our visitors, together fostering a greater understanding and appreciation of the diversity and richness of Aboriginal cultures.

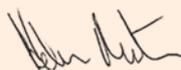
The *Northern Territory Aboriginal Tourism Strategy* is a key deliverable of the Northern Territory Aboriginal Tourism Advisory Council (ATAC) 2018 Business Plan. It has been

developed by ATAC and Department of Tourism, Sport and Culture (DTSC). Its development has involved an extensive consultation process with Aboriginal people, industry, Australian and NT Government departments. Our stakeholders have been instrumental in the development of the strategy, demonstrating the immense support and commitment of our stakeholders to collaborate and set our focus and course to achieve our vision over the next 10 years.

Both ATAC and DTSC wish to thank everyone involved and we look forward to working together to strengthen our position, and in time reach beyond our envisioned future for the sector.

Importantly, ATAC and the NT Government are committed to the principles of the Larrakia Declaration 2012. To all our stakeholders, we now encourage you to take advantage of the many opportunities outlined in this strategy, and actively contribute to the long term sustainability of Aboriginal tourism in the Northern Territory.

With our sincere regards,



Helen Martin  
ATAC Chair



## ATAC Members



Paul  
Ah Chee 'Ngala'



Graham  
Kenyon



Jane  
Runyu-Fordimail



Victor  
Cooper



Dorethea  
Randall



Maree  
Meredith



Peter  
Renehan  
(until April 2019)



# Aboriginal Tourism in the Northern Territory

Aboriginal people in the Northern Territory have diverse stories and knowledge to share as custodians of the oldest living culture in the world. Aboriginal culture is a significant drawcard for a large proportion of international and domestic visitors to the Northern Territory. Visitors to Australia seek authentic experiences with Aboriginal people to make spiritual connections on country and through cultural activities.

Research<sup>1</sup> indicates that the Northern Territory is considered the preferred destination for Aboriginal cultural tourism experiences in Australia. The Northern Territory has a rich diversity of experiences to be found in different foods, artefacts, art, crafts, dance, music and storylines. These are set in diverse, seasonal and natural settings across a mix of coastal, monsoonal wetlands, river lands, tablelands and arid desert lands.

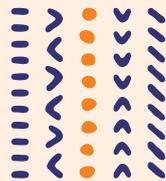
With greater than 50% of land and 84%<sup>2</sup> of the coastline in the Northern Territory being Aboriginal owned, **the Northern Territory is well placed to achieve its vision of being the undeniable Australian leader in the Aboriginal tourism sector.**

## What is Aboriginal tourism?

For the purposes of the strategy an Aboriginal tourism experience or product is defined as:

All tourism businesses and their partners who incorporate an Aboriginal cultural experience in a manner that is authentic, credited, respectful, and true to the Aboriginal culture being presented. These tourism businesses may be owned and/or operated by Aboriginal people. They may include non-Aboriginal tourism businesses, who provide legitimate Aboriginal cultural experiences or support the provision of these experiences.

Living cultures over  
**65,000**  
years old



Diverse and unique  
people, languages,  
places and storylines



More than  
**100**  
Aboriginal  
languages  
spoken



**84%**  
Aboriginal coastline  
ownership<sup>2</sup>



**>50%**  
Aboriginal land  
ownership<sup>2</sup>



**30%**  
Aboriginal  
population  
base

# \$218

million

Estimated annual contribution to NT economy by domestic Aboriginal-focused visitors<sup>3</sup>

## Participation in Aboriginal tourism (as of June 2019)

All Purpose Visitors - Northern Territory<sup>4</sup>



All Purpose Visitors - Australia<sup>4</sup>



# 100

NT Aboriginal Tourism owned Businesses<sup>5</sup>

Over

# 150

Aboriginal tourism experiences/products<sup>6</sup>

# 80%

of visitors to the Northern Territory would like an Aboriginal tourism experience

# 40%

of visitors to the Northern Territory have an Aboriginal tourism experience

### Challenges

Overall, the supply of Aboriginal tourism products and experiences cannot meet the demand. It is reported this is due to:

- Availability of experiences and people to provide the experiences;
- Capacity constraints to provide support services to enable experiences;
- Access to find and / or reach experiences;
- Cost, time and distances involved for consumers to participate in experiences; and
- Other activities are more accessible and available.

The opportunities and challenges for the sector are amplified in remote regional areas and success requires a strategic destination management approach.

<sup>5</sup> An Aboriginal tourism business has >50% Aboriginal ownership and includes accommodation, tours and experiences, events, retail, food and beverage, cultural and art centres.

<sup>6</sup> Includes Aboriginal and non Aboriginal owned and operated businesses providing Aboriginal tourism experiences or products.



## This ten year Northern Territory Aboriginal Tourism Strategy aims to:

- Enhance knowledge throughout the sector by providing improved information systems, data collection and research outcomes.
- Better leverage the Territory's market position and monitor the sustainability of the sector.
- Lead the development of the sector in partnership with Aboriginal people and operators to deliver cultural and economic benefits for Aboriginal people.
- Develop the skills and knowledge of Aboriginal people and tourism businesses in the sector.
- Work with partners to develop appropriate infrastructure for visitors to regions.
- Better plan, market and showcase the sector to drive future sustainable Aboriginal tourism growth.

Photos above, left to right:  
 Karlu Karlu/Devils Marbles Conservation Reserve  
*Photo by: Tourism NT & Jason Van Miert*  
 Gurrumul Mural - Darwin Street Art Festival  
*Painted by: Andrew Bourke and Jesse Bell*  
 Banubanu Bush Retreat, East Arnhem Land  
*Photo by: Tourism NT & Mark Fitzpatrick*  
 National Indigenous Music Awards  
*Photo by: East Journey Music*

## Footprints of Success – Guiding Principles

The implementation of the strategy will be guided by the following principles:

- Aboriginal Territorians connection to and knowledge of the land and waters of the Northern Territory, and the importance of language to their culture are assets to the tourism industry.
- Recognition and respect for Aboriginal Territorians traditional ownership and connection to land and sea will underpin all tourism development in the Northern Territory.
- The involvement of Aboriginal Territorians in the tourism industry adds value to the tourism industry as a whole and is not limited to cultural tourism.
- The tourism industry respects the intellectual property rights, cultures and practises of Aboriginal Territorians and the need for sustainable and equitable partnerships.
- Aboriginal Territorians have the right to determine the extent, nature and organisational arrangements and partnerships for their participation in tourism.
- Where Aboriginal culture is the product, as the owners of their cultural knowledge, Aboriginal Territorians must determine its content and interpretation in accordance with the principles of the *Larrakia Declaration on the Development of Indigenous Tourism*.

## Vision

# Be the undeniable Australian leader in the Aboriginal tourism sector

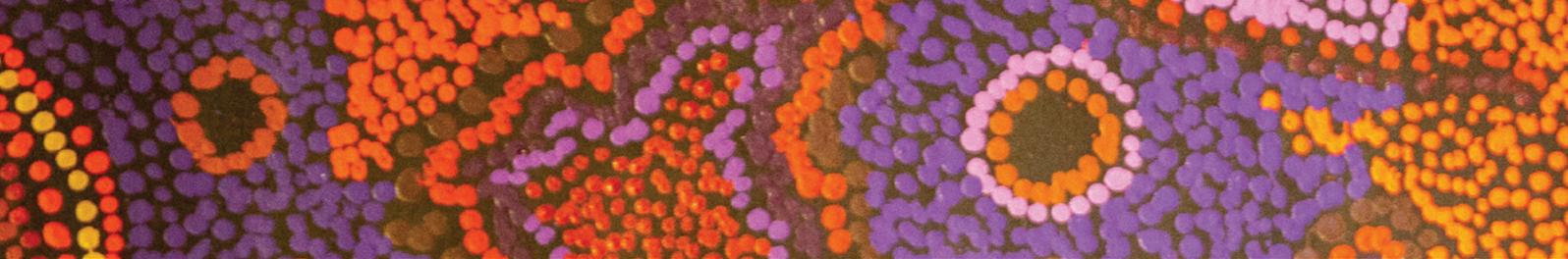
## Mission

We will develop a sustainable Aboriginal tourism sector over the next 10 years to add value to the NT and share its beauty, its stories and its Aboriginal cultures. We will do this to be undeniably recognised as the Australian leader in the sector.

Through the development of our five key pillars we will create new opportunities and better promote our offering today and for future generations.



Tiwi Island Football  
Grand Final and Art Sale  
Photo by: Tourism  
NT & Shaana McNaught



●●●●●●●●

# Strategic Pillars

1



## Living Cultures

### Pillar Initiatives



1.1 Develop Improved Information & Central Online Facility



1.2 Develop Quality Experiences, Products & Services (Tourism Product)

2



## Living Communities



2.1 Support Regional Leadership, Governance and Knowledge



2.2 Foster Knowledge and Understanding



2.3 Strengthen Aboriginal Representation and Advocacy

3



## Living Lives



**3.1 Build Tourism Skills and Job Development**



**3.2 Business Mentoring Support for Aboriginal Tourism**



**3.3 Provide Advisory and Services Support**

4



## Living Landscapes



**4.1 Planning of Positive Regional Promotion**



**4.2 Planning for Suitable Infrastructure and Services**



**4.3 Develop Government and Investment Partnerships**

5



## Living Interactions



**5.1 Marketing Aboriginal Tourism**



**5.2 Visitor Experience, Research and Performance**



**5.3 Industry Awareness and Participation**



1



## Living Cultures

Respectfully sharing our Aboriginal cultures with others will foster improved understanding and promote our cultures for future generations.

Our cultures are diverse comprising unique experiences, artistry, stories, environments and language across the Territory.



## 1.1 Develop Improved Information & Central Online Facility

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Identify, review and where necessary further develop existing or procure new systems to improve data relating to Aboriginal tourism including distribution channels</li> <li>Ensure access to data for operators and train operators in the importance of good data and how to use it</li> <li>Deploy systems and maintain up to date information</li> <li>Leverage existing Tourism NT and industry platforms to ensure information is current for Aboriginal tourism products and services</li> <li>Establish online survey and reporting tools to better understand the Aboriginal tourism sector</li> <li>Support the development of online booking capacity of Aboriginal tourism operators</li> </ul>	<ul style="list-style-type: none"> <li>Quality product information and data based on improved systems</li> <li>Improved visitor awareness and access to visitor booking facilities across the Aboriginal tourism Sector</li> <li>Improved marketing, promotion and distribution facilities across the sector including links to distribution networks</li> <li>Accessible business support (financial, marketing, business) information through information technology systems</li> <li>Visitor satisfaction survey for the sector developed</li> <li>Centralised sector program reporting and administration</li> </ul>

Short term measures 1-3yrs >	Medium term measures 4-6 yrs >	Long term measures 7-10yrs >
<ul style="list-style-type: none"> <li>Baseline data relating to sector established</li> <li>Annual sector reporting established</li> </ul>	<ul style="list-style-type: none"> <li>Sector visitor satisfaction methodology established and measurement commenced</li> <li>Increased uptake of Aboriginal tourism sector in distribution channels</li> </ul>	<ul style="list-style-type: none"> <li>Sector information readily available to distribution channels</li> <li>All sector businesses represented in distribution channels</li> </ul>

### Responsibilities

**Lead:** DTSC, DTBI, IBA

**Partners:** ATAC, DCM, ATO, RTO, TA

*Refer to acronyms listed on page 20*



## 1.2 Develop Quality Experiences, Products & Services (Tourism Product)

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Develop and provide to industry Regional Destination Management Plans (DMPs) incorporating Aboriginal tourism products</li> <li>Review and align Regional DMPs with industry projects</li> <li>Identify and prioritise new product development for regions aligned with DMPs</li> <li>Provide support advice for new tourism product development</li> <li>Source new sector product development funding and partnerships</li> <li>Monitor and report on new product development and funding outcomes</li> <li>Work towards the employment of Tourism Development Officers to strengthen the development and marketing of the Aboriginal tourism sector</li> </ul>	<ul style="list-style-type: none"> <li>Aligned and coordinated Regional DMPs incorporating Aboriginal tourism sector</li> <li>New sector product development funds and partnerships identified</li> <li>Enhanced/growth in existing businesses within the sector</li> <li>New product/business development in the sector</li> <li>Gap between supply and demand for Aboriginal tourism product narrowed</li> </ul>

Short term measures 1-3yrs >	Medium term measures 4-6 yrs >	Long term measures 7-10yrs >
<ul style="list-style-type: none"> <li>Aboriginal tourism product represented in Regional DMPs</li> <li>Establish baseline visitor numbers undertaking cultural experiences in the NT</li> </ul>	<ul style="list-style-type: none"> <li>Support sector development funding partnerships</li> <li>Increase in capacity to meet growing demand for sector products</li> <li>Develop increase in number of Aboriginal tourism businesses in the Northern Territory</li> </ul>	<ul style="list-style-type: none"> <li>Continual increase in sector visitor experiences</li> </ul>

### Responsibilities

**Lead:** DTSC, ATO

**Partners:** RTO, IBA, DCM, DTBI

*Refer to acronyms listed on page 20*

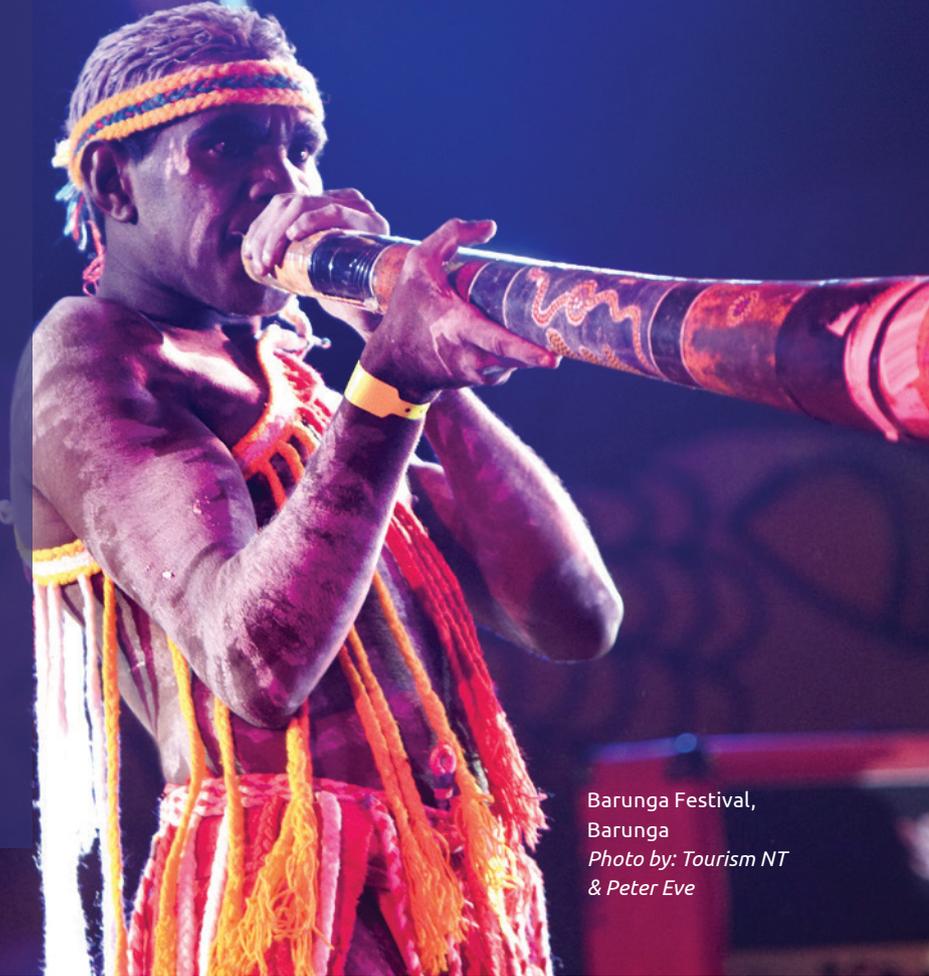
# 2



## Living Communities

Strengthening knowledge and understanding in Aboriginal people and across networks.

Culture – the bond that links us together; our ways, stories, arts, crafts, performances, places, values and beliefs, making us unique and giving us meaning.



Barunga Festival, Barunga  
Photo by: Tourism NT & Peter Eve



### 2.1 Support Regional Leadership, Governance and Knowledge

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Consult with and support Traditional Owners and Land Councils to improve access to Aboriginal land for appropriate tourism activities</li> <li>Nurture leadership and governance in Aboriginal tourism by supporting the provision of training, advice and mentoring</li> <li>Develop tourism business planning guidelines and toolkits</li> <li>Increase awareness with stakeholders with the required approval processes to undertake tourism on Aboriginal land</li> </ul>	<ul style="list-style-type: none"> <li>Improved governance in Aboriginal tourism across the regions</li> <li>Improved outcomes for tourism related land tenure and permits</li> <li>Guides, tools and templates to support: tourism business planning, land tenure / permit applications and decision making</li> <li>Enhanced leadership capacity in the Aboriginal tourism sector</li> </ul>

Short term measures 1-3yrs >	Medium term measures 4-6 yrs >	Long term measures 7-10yrs >
<ul style="list-style-type: none"> <li>Developed and formalised working relationship with Land Councils</li> <li>Forums for leadership training in sector identified and promoted</li> </ul>	<ul style="list-style-type: none"> <li>Improved access to governance training for sector businesses</li> <li>Increase in uptake of training by sector businesses</li> </ul>	<ul style="list-style-type: none"> <li>Tourism planning guides and toolkits in place for sector</li> <li>Improved long term sustainability of the sector</li> </ul>

#### Responsibilities

**Lead:** DTSC, ATAC, LC, DTBI, IBA, DCM

**Partners:** NIAA, PA, ATO

Refer to acronyms listed on page 20



## 2.2 Foster Knowledge and Understanding

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Establish guidelines and toolkits to assist tourism businesses, in decision making and funding opportunities</li> <li>Improve NT Government departments knowledge of the Aboriginal tourism sector</li> <li>Support implementation of sector workshops</li> <li>Support planning and delivery of business, community and cultural showcase opportunities (performances, events, awards, etc.)</li> <li>Develop case studies to showcase excellent product</li> </ul>	<ul style="list-style-type: none"> <li>Informative guidelines and tools for tourism businesses completed incorporating decision making, approvals, permits and funding</li> <li>Documented Aboriginal tourism case studies celebrating sustainable operators</li> <li>Business, community and cultural showcases (including performances, events, awards, etc.) undertaken annually in the NT</li> <li>Enhanced knowledge about the Aboriginal tourism sector</li> </ul>

### Short term measures 1-3 yrs >

- Forums established to promote Aboriginal tourism sector within Government
- Cultural showcase established for Northern Territory Aboriginal tourism
- Minimum two business case studies completed per annum

### Medium – Long term measures 4-10yrs >

- Dedicated annual forums established in the Northern Territory to support cultural awareness activities

#### Responsibilities

**Lead:** DTSC, ATAC, DTBI

**Partners:** IBA, ATO, RTO, EO

*Refer to acronyms listed on page 20*



## 2.3 Strengthen Aboriginal Representation and Advocacy

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Develop an Aboriginal Tourism Committee (ATC) structure to replace ATAC, reporting to the Tourism NT Board with functionality transferring to an Aboriginal Tourism Association (ATA) to be established within the life of the plan</li> <li>Leverage existing networks and governance in regions in partnership with DCM and DTBI</li> <li>Support initiatives to create a National Aboriginal Tourism representative body</li> <li>Improve partnerships and alignment with regional industry campaigns and promotions</li> <li>Support funding proposals leading to quality Aboriginal tourism products aligned with regional Destination Management Plans</li> </ul>	<ul style="list-style-type: none"> <li>Aboriginal Tourism Committee reporting to Tourism NT Board established</li> <li>Dedicated Aboriginal tourism development officer positions appointed</li> <li>Increased number of Aboriginal tourism projects funded in alignment with the Destination Management Plans</li> <li>Aboriginal tourism products included in regional campaigns</li> <li>Efficient regional services and improved visitor experiences in regions through industry partnership</li> <li>Efficient regional services and improved visitor experiences implemented in regions through industry partnerships</li> </ul>

### Short term measures 1-3 yrs >

- Established representative structure for Aboriginal Tourism
- Established Regional Destination Management Plans (DMPs) including the Aboriginal tourism sector
- Regional performance reporting commencing 2023 on DMP delivery

### Medium – Long term measures 4-10yrs >

- Aboriginal Tourism Association firmly established and funded by 2030

#### Responsibilities

**Lead:** DTSC, DTBI

**Partners:** DCM, NIAA, ATO, LC

*Refer to acronyms listed on page 20*

# 3

## Living Lives

Nurturing skills and developing support tools to create better business, job and industry success.

Flexible long term development pathways, mentoring and industry partnership will strengthen delivery capability.



Maruku Arts, NT  
Photo by: Tourism Australia



### 3.1 Build Tourism Skills and Job Development

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Develop cultural tour operator skills criteria and industrial relations templates</li> <li>Partner and develop education/vocational/industry program</li> <li>Develop industry placement support program for Aboriginal tourism</li> <li>Program implementation, monitoring and reporting</li> <li>Develop options for Aboriginal tourism training centre/s</li> <li>Establish fee for service projects for Aboriginal tourism operators</li> </ul>	<ul style="list-style-type: none"> <li>Established sector skills criteria and templates for Aboriginal tourism</li> <li>Regional cultural programs in schools and communities</li> <li>Annual regional industry and cultural showcases (industry/ schools and communities)</li> <li>Clear career pathways and jobs development within the sector</li> <li>Preferred option/s for Aboriginal tourism training identified</li> <li>Fee for service programs established in sector</li> </ul>

Short term measures 1-3yrs ➤	Medium term measures 4-6 yrs ➤	Long term measures 7-10yrs ➤
<ul style="list-style-type: none"> <li>Review of skills and training support</li> <li>Aboriginal tourism job availability/placement database established</li> <li>Established Whole-of-Government skills development forums</li> </ul>	<ul style="list-style-type: none"> <li>Mentoring and industry placement programs established</li> </ul>	<ul style="list-style-type: none"> <li>Preferred model/s for Aboriginal tourism skills training implemented</li> </ul>

#### Responsibilities

**Lead:** DTSC, NIAA, DoE, IA, DTBI

**Partners:** EI, EO, IBA, LG, CDP

Refer to acronyms listed on page 20



## 3.2 Business Mentoring Support for Aboriginal Tourism

Key activities	Outcomes
<ul style="list-style-type: none"> <li>• Develop mentoring program, framework and support tools for Aboriginal tourism</li> <li>• Recruit and train Aboriginal mentors</li> <li>• Communicate mentoring program to sector</li> <li>• Develop sector recognition program</li> <li>• Monitor and report on mentoring program</li> </ul>	<ul style="list-style-type: none"> <li>• Existing tourism business enterprise programs and new programs utilised to support mentoring for Aboriginal tourism</li> <li>• A mentoring program established and serviced by DTSC and ATAC</li> <li>• Improved business capability within the sector</li> <li>• Active sector business engagement, improvement and sustainability</li> </ul>

Short term measures 1-3yrs >	Medium – Long term measures 4-10yrs >
<ul style="list-style-type: none"> <li>• 5 mentee placements per annum from 2020</li> <li>• 70% Aboriginal tourism operators have business plans and connected to ATDW</li> <li>• Sector recognition function established</li> </ul>	<ul style="list-style-type: none"> <li>• Mentor program fully established</li> <li>• 100% of sector businesses have business plan in place and are connected to Australian Tourism Data Warehouse (ATDW)</li> </ul>

### Responsibilities

**Lead:** DTSC, RTO, DTBI, DCM

**Partners:** IA, ATO, IBA, LC, LG

*Refer to acronyms listed on page 20*



## 3.3 Provide Advisory and Services Support

Key activities	Outcomes
<ul style="list-style-type: none"> <li>• Establish baseline requirements for sector advisory services</li> <li>• Ensure Whole-of-Government (Federal and Territory) advisory and support services meet the requirements of the sector</li> <li>• Monitor, analyse and report on services support for the sector</li> <li>• Support referrals for Aboriginal employment opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Identified gaps in the provision of support and advisory services</li> <li>• Coordinated, targeted and functional support services available to the sector</li> <li>• Improved on-line systems implemented (refer to initiative 1.1)</li> </ul>

Short term measures 1-3yrs >	Medium term measures 4-6 yrs >	Long term measures 7-10yrs >
<ul style="list-style-type: none"> <li>• Co-ordinated sector advisory and support services are established and promoted</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting framework for support services established</li> </ul>	<ul style="list-style-type: none"> <li>• Sector requirements for support services met and reviewed</li> </ul>

### Responsibilities

**Lead:** DTSC, DTBI, ATAC

**Partners:** ATO, LC, RTO

*Refer to acronyms listed on page 20*

# 4

## Living Landscapes

Providing better access and services to destinations by developing improved infrastructure with our partners.

Enabling better access and having quality visitor services and infrastructure will improve our profile to attract new visitors to the sector.

Cultural Experience at Bawaka, NT  
Photo by: Tourism NT & Shaana McNaught



### 4.1 Planning of Positive Regional Promotion

#### Key activities

- Baseline Aboriginal tourism product in regional promotions
- Prioritise Aboriginal tourism opportunities in regional DMP development
- Establish product / promotion standards
- Review and refresh visitor information and plan for better visitor amenities in regions
- Communicate and work with local councils and Aboriginal people to implement improvement projects
- Plan destination presentation, signage and wayfinding projects with partners for partner implementation

#### Outcomes

- Improved regional presentation, signage, visitor information and amenities
- Increased promotion and representation of Aboriginal tourism in regions
- Improved visitor product awareness and uptake
- Positive visitation feedback

#### Short term measures 1-3yrs >

- Aboriginal tourism opportunities identified in Destination Management Plans
- Database for regional promotion performance established

#### Medium term measures 4-6 yrs >

- Priorities for product development identified and funding sought

#### Long term measures 7-10yrs >

- Stronger connection and prioritisation of Aboriginal tourism products in Destination Management Plans
- Greater product diversity within sector

#### Responsibilities

**Lead:** DTSC, DCM, DTBI

**Partners:** NIAA, DIPL, ATAC, RTO, ATO, LG, LC

Refer to acronyms listed on page 20



## 4.2 Planning for Suitable Infrastructure and Services

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Establish a database which identifies key infrastructure requirements</li> <li>Prioritise key infrastructure projects for funding and delivery in accordance with the Destination Management Plans</li> <li>Undertake feasibility studies as appropriate for priority projects</li> <li>Establish Whole-of-Government joint planning/review forums</li> </ul>	<ul style="list-style-type: none"> <li>Appropriate sector services and amenities in region</li> <li>Established partnership arrangements (Federal /Territory Government, Industry and Regions)</li> <li>Increased industry investment in facilities and services for visitors</li> </ul>

### Short term measures 1-3yrs >

- Database for sector product development across the NT established and in alignment with Destination Management Plans
- Infrastructure partnership framework developed

### Medium – Long term measures 4-10yrs >

- Continual increase in proportion of interstate and international visitors experiencing Northern Territory Aboriginal cultural product

### Responsibilities

**Lead:** DTSC, DCM, DTBI

**Partners:** ATAC, NIAA, RYO, ATO, DIPL, LG, LC

*Refer to acronyms listed on page 20*



## 4.3 Develop Government and Investment Partnerships

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Develop Investment Partnership Framework</li> <li>Establish linkages across Government including agreements relating to investment in the sector</li> <li>Align Whole-of-Government policy</li> <li>Establish Whole-of-Government joint planning and review forums</li> <li>Implement Industry Partnership Program, monitoring and reporting</li> </ul>	<ul style="list-style-type: none"> <li>Framework, memorandum of understanding, guides, tools and templates are implemented</li> <li>Partnerships are developed and established with Government and industry</li> <li>Investment efficiency and stakeholder buy-in is improved in regions</li> <li>Existing Government asset utilisation is improved and shared to enable enhanced Aboriginal tourism products</li> </ul>

### Short term measures 1-3yrs >

- Register of sector investment partnership opportunities developed
- Base data established regarding existing investment in sector

### Medium term measures 4-6 yrs >

- Implement industry partnerships program

### Long term measures 7-10yrs >

- Increased ongoing investment in Aboriginal tourism sector

### Responsibilities

**Lead:** DTSC, DCM, NIAA, DTBI

**Partners:** ATAC, ATO, IBA, ABA, NTTTO

*Refer to acronyms listed on page 20*

# 5

## Living Interactions

Providing better communication, engagement and monitoring our connections with visitors and industry will strengthen the sector. Accurate information as well as promotion of the sector and its diversity will increase awareness, participation and visitor connection.



Uluru-Kata Tjuṯa National Park, NT  
Photo by: Tourism Australia/SEIT  
Outback Australia NT/  
Archie Sartracom



### 5.1 Marketing Aboriginal Tourism

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Investigate and develop sector marketing collateral</li> <li>Ensure appropriate national and international campaigns include an Aboriginal tourism focus</li> <li>Support Aboriginal tour operators to showcase their product at trade shows and missions</li> <li>Monitor and report on sector marketing</li> </ul>	<ul style="list-style-type: none"> <li>Aboriginal tourism marketing collateral produced</li> <li>Increased focus on marketing of Aboriginal tourism product</li> <li>Collateral available for improved marketing of sector</li> <li>Aboriginal tourism sector showcased at appropriate industry forums</li> <li>Return on investment on marketing efforts in sector evident</li> </ul>

Short term measures 1-3yrs ➤	Medium – Long term measures 4-10yrs ➤
<ul style="list-style-type: none"> <li>Increased marketing focus on Aboriginal tourism sector</li> <li>Northern Territory Aboriginal tour operators represented at appropriate national/international forums</li> </ul>	<ul style="list-style-type: none"> <li>Increased visitation to Aboriginal tourism sector from 2025 onwards</li> </ul>

#### Responsibilities

**Lead:** DTSC, ATAC, RTO, ATO

**Partners:** IBA, TA, PA

Refer to acronyms listed on page 20



## 5.2 Visitor Experience, Research and Performance

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Establish reporting framework for <i>Northern Territory Aboriginal Tourism Strategy</i> and resource appropriately</li> <li>Ensure that Aboriginal tourism sector is included in IVS/NVS surveys supplementary program</li> <li>Undertake reporting as identified in the reporting framework</li> <li>Identify priority research areas for the sector</li> </ul>	<ul style="list-style-type: none"> <li>Reporting framework for <i>Northern Territory Aboriginal Tourism Strategy</i> established and implemented</li> <li>Improved data through research activities undertaken with the Aboriginal tourism sector</li> <li>Priority focus areas for research identified and prioritised</li> </ul>

### Short term measures 1-3yrs >

- Aboriginal tourism continues to be included IVS/NVS supplementary survey reporting
- Sector reporting framework established
- Future research areas for sector identified

### Medium – Long term measures 4-10yrs >

- Results of reporting on sector annually with industry
- Deliver primary research to guide future sector investment and initiative decision making

### Responsibilities

**Lead:** DTSC, ATO, DTBI

**Partners:** TRA, TA, DCM

*Refer to acronyms listed on page 20*



## 5.3 Industry Awareness and Participation

Key activities	Outcomes
<ul style="list-style-type: none"> <li>Develop industry induction programs and implement in region</li> <li>Develop sector career information opportunities including vocational education programs</li> <li>Develop industry partnerships (co-operative program, agreements, guides, training and campaigns) for both Aboriginal and non-Aboriginal tourism operators</li> <li>Provide and host bi-annual industry forums (visitor segmentation, experience offerings, service standards and performance, mentoring / advice)</li> <li>Monitor and report on industry development</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced industry engagement and awareness of Aboriginal tourism</li> <li>Increased industry partnership and efficient / reliable service delivery</li> <li>Sustainable sector development achieved in regions</li> <li>Established industry joint promotion, marketing and sales</li> </ul>

### Short term measures 1-3yrs >

- Industry participation in inductions and DMPs development
- Industry involved in joint Aboriginal tourism promotions, marketing and sales

### Medium – Long term measures 4-10yrs >

- Established industry partnership network for the sector

### Responsibilities

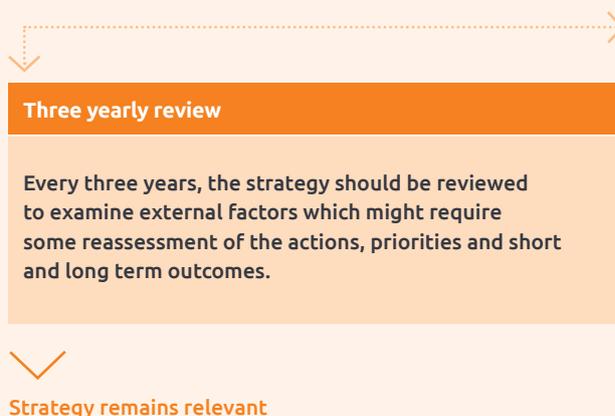
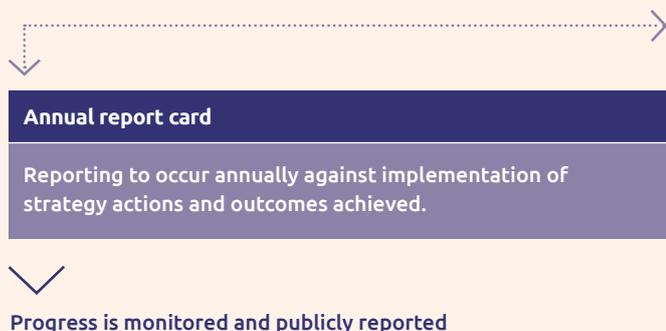
**Lead:** DTSC, ATO, RTO

**Partners:** NTTO, DTBI

*Refer to acronyms listed on page 20*

## Ongoing reporting and reviews

The Department of Tourism, Sport and Culture will maintain responsibility for reporting and review mechanisms.



### Acronyms

ABA	Aboriginal Benefits Account
ATA	Aboriginal Tourism Association
ATAC	Aboriginal Tourism Advisory Council
ATO	Aboriginal Tourism Operators
CDP	Community Development Program
DCM	Department of the Chief Minister
DIPL	Department of Infrastructure, Planning and Logistics
DMP	Destination Management Plans
DoE	Department of Education
DTBI	Department of Trade Business and Innovation
DTSC	Department of Tourism, Sport and Culture
EI	Education Industry
EO	Event Organisers
IA	Industry Associations
IBA	Indigenous Business Australia
IVS/NVS	International Visitor Survey / National Visitor Survey
LC	Land Councils
LG	Local Government
NIAA	National Indigenous Australians Agency
NTTO	NT Tourism Operators
PA	Parks Australia
RTO	Regional Tourism Organisations
TA	Tourism Australia
TRA	Tourism Research Australia

### References

- <sup>1</sup> **Page 4** Cultural Tourism and an in depth investigation into demand for Aboriginal Cultural tourism, Instinct and Reason on behalf of the NT Government, 2017
- <sup>2</sup> **Page 4** The Aboriginal Land Rights (Northern Territory) Act 1976
- <sup>3</sup> **Page 5** Derived from Tourism Research Australia (TRA) Tourism Consumption Data (2016/17)
- <sup>4</sup> **Page 5** Tourism Research Australia (TRA) 2019, International and Domestic Visitor Survey (IVS/NVS) Supplementary Questions
- <sup>5</sup> **Page 5** An Aboriginal tourism business has >50% Aboriginal ownership and includes accommodation, tours and experiences, events, retail, food and beverage, cultural and art centres. MI Associates audit, Aboriginal Tourism Strategy, 2019
- <sup>6</sup> **Page 5** Includes Aboriginal and non Aboriginal owned and operated businesses providing Aboriginal tourism experiences or products. MI Associates audit, Aboriginal Tourism Strategy, 2019

### Further information

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Karrke Aboriginal Cultural Experiences and  
Tours, Watarrka National Park (Kings Canyon)  
Photo by: Tourism Australia



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