Northern Territory Aboriginal Tourism Strategy 2020 - 2030 Summary
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
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

Northern Territory Aboriginal Tourism Strategy
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\(^1\) 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%\(^2\) 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.

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Living cultures over 65,000 years old

Diverse and unique people, languages, places and storylines

84% Aboriginal coastline ownership\(^2\)

>50% Aboriginal land ownership\(^2\)

More than 100 Aboriginal languages spoken

30% Aboriginal population base
$218 million
Estimated annual contribution to NT economy by domestic Aboriginal-focused visitors

Participation in Aboriginal tourism (as of June 2019)

<table>
<thead>
<tr>
<th>All Purpose Visitors - Northern Territory</th>
<th>All Purpose Visitors - Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic visitors</td>
<td>16%</td>
</tr>
<tr>
<td>67% International visitors</td>
<td>1% Domestic visitors</td>
</tr>
<tr>
<td>11% International visitors</td>
<td>40%</td>
</tr>
</tbody>
</table>

Over 150 Aboriginal tourism experiences/products

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.

Venture North Arnhem Land
Photo by: Tourism NT & James Fisher

Northern Territory Aboriginal Tourism Strategy
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.

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
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.
Strategic Pillars

1. Living Cultures
   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
3.1 Build Tourism Skills and Job Development

3.2 Business Mentoring Support for Aboriginal Tourism

3.3 Provide Advisory and Services Support

4.1 Planning of Positive Regional Promotion

4.2 Planning for Suitable Infrastructure and Services

4.3 Develop Government and Investment Partnerships

5.1 Marketing Aboriginal Tourism

5.2 Visitor Experience, Research and Performance

5.3 Industry Awareness and Participation

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

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify, review and where necessary further develop existing or procure new systems to improve data relating to Aboriginal tourism including distribution channels</td>
<td>• Quality product information and data based on improved systems</td>
</tr>
<tr>
<td>• Ensure access to data for operators and train operators in the importance of good data and how to use it</td>
<td>• Improved visitor awareness and access to visitor booking facilities across the Aboriginal tourism Sector</td>
</tr>
<tr>
<td>• Deploy systems and maintain up to date information</td>
<td>• Improved marketing, promotion and distribution facilities across the sector including links to distribution networks</td>
</tr>
<tr>
<td>• Leverage existing Tourism NT and industry platforms to ensure information is current for Aboriginal tourism products and services</td>
<td>• Accessible business support (financial, marketing, business) information through information technology systems</td>
</tr>
<tr>
<td>• Establish online survey and reporting tools to better understand the Aboriginal tourism sector</td>
<td>• Visitor satisfaction survey for the sector developed</td>
</tr>
<tr>
<td>• Support the development of online booking capacity of Aboriginal tourism operators</td>
<td>• Centralised sector program reporting and administration</td>
</tr>
</tbody>
</table>

#### Short term measures 1-3yrs

- Baseline data relating to sector established
- Annual sector reporting established

#### Medium term measures 4-6 yrs

- Sector visitor satisfaction methodology established and measurement commenced
- Increased uptake of Aboriginal tourism sector in distribution channels

#### Long term measures 7-10yrs

- Sector information readily available to distribution channels
- All sector businesses represented in distribution channels

**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)

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Develop and provide to industry Regional Destination Management Plans (DMPs) incorporating Aboriginal tourism products</td>
<td>• Aligned and coordinated Regional DMPs incorporating Aboriginal tourism sector</td>
</tr>
<tr>
<td>• Review and align Regional DMPs with industry projects</td>
<td>• New sector product development funds and partnerships identified</td>
</tr>
<tr>
<td>• Identify and prioritise new product development for regions aligned with DMPs</td>
<td>• Enhanced/growth in existing businesses within the sector</td>
</tr>
<tr>
<td>• Provide support advice for new tourism product development</td>
<td>• New product/business development in the sector</td>
</tr>
<tr>
<td>• Source new sector product development funding and partnerships</td>
<td>• Gap between supply and demand for Aboriginal tourism product narrowed</td>
</tr>
<tr>
<td>• Monitor and report on new product development and funding outcomes</td>
<td></td>
</tr>
<tr>
<td>• Work towards the employment of Tourism Development Officers to strengthen the development and marketing of the Aboriginal tourism sector</td>
<td></td>
</tr>
</tbody>
</table>

#### Short term measures 1-3yrs

- Aboriginal tourism product represented in Regional DMPs
- Establish baseline visitor numbers undertaking cultural experiences in the NT

#### Medium term measures 4-6 yrs

- Support sector development funding partnerships
- Increase in capacity to meet growing demand for sector products
- Develop increase in number of Aboriginal tourism businesses in the Northern Territory

#### Long term measures 7-10yrs

- Continual increase in sector visitor experiences

**Responsibilities**

*Lead:* DTSC, ATO  
*Partners:* RTO, IBA, DCM, DTBI  

Refer to acronyms listed on page 20
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.

### 2.1 Support Regional Leadership, Governance and Knowledge

#### Key activities
- Consult with and support Traditional Owners and Land Councils to improve access to Aboriginal land for appropriate tourism activities
- Nurture leadership and governance in Aboriginal tourism by supporting the provision of training, advice and mentoring
- Develop tourism business planning guidelines and toolkits
- Increase awareness with stakeholders with the required approval processes to undertake tourism on Aboriginal land

#### Outcomes
- Improved governance in Aboriginal tourism across the regions
- Improved outcomes for tourism related land tenure and permits
- Guides, tools and templates to support: tourism business planning, land tenure / permit applications and decision making
- Enhanced leadership capacity in the Aboriginal tourism sector

#### Short term measures 1-3yrs
- Developed and formalised working relationship with Land Councils
- Forums for leadership training in sector identified and promoted

#### Medium term measures 4-6 yrs
- Improved access to governance training for sector businesses
- Increase in uptake of training by sector businesses

#### Long term measures 7-10yrs
- Tourism planning guides and toolkits in place for sector
- Improved long term sustainability of the sector

### 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

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| • Establish guidelines and toolkits to assist tourism businesses, in decision making and funding opportunities  
• Improve NT Government departments knowledge of the Aboriginal tourism sector  
• Support implementation of sector workshops  
• Support planning and delivery of business, community and cultural showcase opportunities (performances, events, awards, etc.)  
• Develop case studies to showcase excellent product | • Informative guidelines and tools for tourism businesses completed incorporating decision making, approvals, permits and funding  
• Documented Aboriginal tourism case studies celebrating sustainable operators  
• Business, community and cultural showcases (including performances, events, awards, etc.) undertaken annually in the NT  
• Enhanced knowledge about the Aboriginal tourism sector |

#### 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

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| • 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  
• Leverage existing networks and governance in regions in partnership with DCM and DTBI  
• Support initiatives to create a National Aboriginal Tourism representative body  
• Improve partnerships and alignment with regional industry campaigns and promotions  
• Support funding proposals leading to quality Aboriginal tourism products aligned with regional Destination Management Plans | • Aboriginal Tourism Committee reporting to Tourism NT Board established  
• Dedicated Aboriginal tourism development officer positions appointed  
• Increased number of Aboriginal tourism projects funded in alignment with the Destination Management Plans  
• Aboriginal tourism products included in regional campaigns  
• Efficient regional services and improved visitor experiences in regions through industry partnership  
• Efficient regional services and improved visitor experiences implemented in regions through industry partnerships |

#### 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
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.

3.1 Build Tourism Skills and Job Development

**Key activities**
- Develop cultural tour operator skills criteria and industrial relations templates
- Partner and develop education/vocational/industry program
- Develop industry placement support program for Aboriginal tourism
- Program implementation, monitoring and reporting
- Develop options for Aboriginal tourism training centre/s
- Establish fee for service projects for Aboriginal tourism operators

**Outcomes**
- Established sector skills criteria and templates for Aboriginal tourism
- Regional cultural programs in schools and communities
- Annual regional industry and cultural showcases (industry/ schools and communities)
- Clear career pathways and jobs development within the sector
- Preferred option/s for Aboriginal tourism training identified
- Fee for service programs established in sector

**Short term measures 1-3yrs**
- Review of skills and training support
- Aboriginal tourism job availability/placement database established
- Established Whole-of-Government skills development forums

**Medium term measures 4-6 yrs**
- Mentoring and industry placement programs established

**Long term measures 7-10yrs**
- Preferred model/s for Aboriginal tourism skills training implemented

**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

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| • Develop mentoring program, framework and support tools for Aboriginal tourism  
• Recruit and train Aboriginal mentors  
• Communicate mentoring program to sector  
• Develop sector recognition program  
• Monitor and report on mentoring program | • Existing tourism business enterprise programs and new programs utilised to support mentoring for Aboriginal tourism  
• A mentoring program established and serviced by DTSC and ATAC  
• Improved business capability within the sector  
• Active sector business engagement, improvement and sustainability |

**Short term measures 1-3yrs**                                                                                                                                                                                                                                           **Medium – Long term measures 4-10yrs**                                                                                                                                                                                                 |
| • 5 mentee placements per annum from 2020  
• 70% Aboriginal tourism operators have business plans and connected to ATDW  
• Sector recognition function established | • Mentor program fully established  
• 100% of sector businesses have business plan in place and are connected to Australian Tourism Data Warehouse (ATDW) |

**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

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| • Establish baseline requirements for sector advisory services  
• Ensure Whole-of-Government (Federal and Territory) advisory and support services meet the requirements of the sector  
• Monitor, analyse and report on services support for the sector  
• Support referrals for Aboriginal employment opportunities | • Identified gaps in the provision of support and advisory services  
• Coordinated, targeted and functional support services available to the sector  
• Improved on-line systems implemented (refer to initiative 1.1) |

**Short term measures 1-3yrs**                                                                                                                                                                                                                                           **Medium term measures 4-6 yrs**                                                                                                                                                                                                 |
| • Co-ordinated sector advisory and support services are established and promoted | • Reporting framework for support services established |

**Long term measures 7-10yrs**                                                                                                                                                                                                                                           **Responsibilities**  
**Lead:** DTSC, DTBI, ATAC  
**Partners:** ATO, LC, RTO  

Refer to acronyms listed on page 20
Cultural Experience at Bawaka, NT

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.

4.1 Planning of Positive Regional Promotion

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Baseline Aboriginal tourism product in regional promotions</td>
<td>• Improved regional presentation, signage, visitor information and amenities</td>
</tr>
<tr>
<td>• Prioritise Aboriginal tourism opportunities in regional DMP development</td>
<td>• Increased promotion and representation of Aboriginal tourism in regions</td>
</tr>
<tr>
<td>• Establish product / promotion standards</td>
<td>• Improved visitor product awareness and uptake</td>
</tr>
<tr>
<td>• Review and refresh visitor information and plan for better visitor amenities in regions</td>
<td>• Positive visitation feedback</td>
</tr>
<tr>
<td>• Communicate and work with local councils and Aboriginal people to implement improvement projects</td>
<td></td>
</tr>
<tr>
<td>• Plan destination presentation, signage and wayfinding projects with partners for partner implementation</td>
<td></td>
</tr>
</tbody>
</table>

**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, LC, LC

Refer to acronyms listed on page 20
### 4.2 Planning for Suitable Infrastructure and Services

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Establish a database which identifies key infrastructure requirements</td>
<td>• Appropriate sector services and amenities in region</td>
</tr>
<tr>
<td>• Prioritise key infrastructure projects for funding and delivery in</td>
<td>• Established partnership arrangements (Federal /Territory Government, Industry and Regions)</td>
</tr>
<tr>
<td>accordance with the Destination Management Plans</td>
<td>• Increased industry investment in facilities and services for visitors</td>
</tr>
<tr>
<td>• Undertake feasibility studies as appropriate for priority projects</td>
<td></td>
</tr>
<tr>
<td>• Establish Whole-of-Government joint planning/review forums</td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Develop Investment Partnership Framework</td>
<td>• Framework, memorandum of understanding, guides, tools and templates are implemented</td>
</tr>
<tr>
<td>• Establish linkages across Government including agreements relating to</td>
<td>• Partnerships are developed and established with Government and industry</td>
</tr>
<tr>
<td>investment in the sector</td>
<td>• Investment efficiency and stakeholder buy-in is improved in regions</td>
</tr>
<tr>
<td>• Align Whole-of-Government policy</td>
<td>• Existing Government asset utilisation is improved and shared to enable enhanced Aboriginal</td>
</tr>
<tr>
<td>• Establish Whole-of-Government joint planning and review forums</td>
<td>tourism products</td>
</tr>
<tr>
<td>• Implement Industry Partnership Program, monitoring and reporting</td>
<td></td>
</tr>
</tbody>
</table>

**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, NTTO  

Refer to acronyms listed on page 20
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.

5.1 Marketing Aboriginal Tourism

Key activities

- Investigate and develop sector marketing collateral
- Ensure appropriate national and international campaigns include an Aboriginal tourism focus
- Support Aboriginal tour operators to showcase their product at trade shows and missions
- Monitor and report on sector marketing

Outcomes

- Aboriginal tourism marketing collateral produced
- Increased focus on marketing of Aboriginal tourism product
- Collateral available for improved marketing of sector
- Aboriginal tourism sector showcased at appropriate industry forums
- Return on investment on marketing efforts in sector evident

Short term measures 1-3yrs

- Increased marketing focus on Aboriginal tourism sector
- Northern Territory Aboriginal tour operators represented at appropriate national/international forums

Medium – Long term measures 4-10yrs

- Increased visitation to Aboriginal tourism sector from 2025 onwards

Responsibilities

Lead: DTSC, ATAC, RTO, ATO
Partners: IBA, TA, PA

Refer to acronyms listed on page 20
### 5.2 Visitor Experience, Research and Performance

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Establish reporting framework for <em>Northern Territory Aboriginal Tourism Strategy</em> and resource appropriately</td>
<td>• Reporting framework for <em>Northern Territory Aboriginal Tourism Strategy</em> established and implemented</td>
</tr>
<tr>
<td>• Ensure that Aboriginal tourism sector is included in IVS/NVS surveys supplementary program</td>
<td>• Improved data through research activities undertaken with the Aboriginal tourism sector</td>
</tr>
<tr>
<td>• Undertake reporting as identified in the reporting framework</td>
<td>• Priority focus areas for research identified and prioritised</td>
</tr>
<tr>
<td>• Identify priority research areas for the sector</td>
<td></td>
</tr>
</tbody>
</table>

**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

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### 5.3 Industry Awareness and Participation

<table>
<thead>
<tr>
<th>Key activities</th>
<th>Outcomes</th>
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</table>
| • Develop industry induction programs and implement in region                 | • Enhanced industry engagement and awareness of Aboriginal tourism  
| • Develop sector career information opportunities including vocational education programs | • Increased industry partnership and efficient / reliable service delivery  
| • Develop industry partnerships (co-operative program, agreements, guides, training and campaigns) for both Aboriginal and non-Aboriginal tourism operators | • Sustainable sector development achieved in regions  
| • Provide and host bi-annual industry forums (visitor segmentation, experience offerings, service standards and performance, mentoring / advice) | • Established industry joint promotion, marketing and sales  
| • Monitor and report on industry development                                   |                                                                                            |

**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.

Annual report card
Reporting to occur annually against implementation of strategy actions and outcomes achieved.

Three yearly review
Every three years, the strategy should be reviewed to examine external factors which might require some reassessment of the actions, priorities and short and long term outcomes.

Strategy remains relevant
Progress is monitored and publicly reported

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
1 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
2 Page 4 The Aboriginal Land Rights (Northern Territory) Act 1976
3 Page 5 Derived from Tourism Research Australia (TRA) Tourism Consumption Data (2016/17)
4 Page 5 Tourism Research Australia (TRA) 2019, International and Domestic Visitor Survey (IVS/NVS) Supplementary Questions
5 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
6 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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