

Northern Territory's Aboriginal Tourism Strategy 2020 – 2030

ANNUAL REPORT CARD

Ending June 2022

Overview

This is the second annual report card for the Northern Territory's Aboriginal Tourism Strategy 2020 – 2030. It details outcomes supporting the development of a sustainable Aboriginal tourism sector in the Northern Territory (NT).



Vision

Be the undeniable Australian leader in the Aboriginal tourism sector.

Mission

Develop a sustainable Aboriginal tourism sector over the next 10 years and share the beauty of the NT, its stories and its Aboriginal cultures. Through the development of our five key pillars, we will create new opportunities and better promote our offering today and for future generations.



Living cultures

Respectfully sharing our Aboriginal cultures

Living communities

Strengthening knowledge and understanding in Aboriginal people and across networks

Living lives

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

Living landscapes

Providing better access and services to destinations

Living interactions

Improving communication, engagement and monitoring our connections with visitors and the industry



\$331,870.84

in funding provided to **Aboriginal tourism businesses in 2021-22** through Tourism NT grant programs.¹

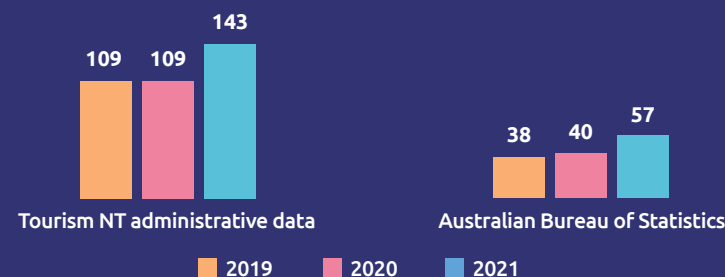


In 2021, the Aboriginal and Torres Strait Islander Tourism Broga Award Winner was **Standley Chasm, Angkerle Atwatye**, privately owned by the Western Arrernte people, the Traditional Custodians of the area.

Aboriginal experiences ²

Participation in Aboriginal cultural activities during trip in the NT	Year ending (YE) June 2019	Year ending (YE) June 2021	Year ending (YE) June 2022	Change on YE June 2019
Interstate holiday visitors	35%	32%	31%	-4.0pp
Intra-Territory holiday visitors	7.4%	10%	8.0%	+0.6pp

Aboriginal tourism businesses ³



COVID-19 impacts

COVID-19 has had a significant impact on the Aboriginal tourism sector, with an estimated 6.4% drop to \$24 million in NT Aboriginal tourism businesses Gross Value Add in 2020-21 compared to 2019-2020. NT Aboriginal tourism businesses and communities were uniquely affected by both movement restrictions and the continued provisional use of biosecurity and exclusion zones. Holiday visitation for both international and interstate arrivals to the NT in 2021-22 continued to be lower than prior to COVID-19, however numbers increased in comparison to 2020-21, rising 17% from 611,000 to 715,000 over the 12 month period. Administrative data shows an increase in total number of Aboriginal businesses between June 2020 and June 2021, possibly due to improvements in recording Australian Business Number (ABN) for various stimulus package eligibility, including JobKeeper as well as administrative improvements in data collection.

1. Supported through the Aboriginal Tourism Grant Program round 3, Book Now For Aboriginal Tourism Businesses, Roadhouse to Recovery round 2 or Visitor Experience Enhancement Program round 5.

2. Tourism Research Australia, National Visitor Survey (year ending June 2022)

3. Aboriginal Tourism Businesses in the NT Fact Sheet June 2021 (published June 2022)

Achievements under the five pillar initiatives



Living cultures



- Aboriginal Tourism Grant Program round three supported 12 Aboriginal tourism businesses totalling \$201,265
- Book Now for Aboriginal Tourism Businesses Grant Program supported new online booking systems for seven Aboriginal tourism businesses totalling \$22,215
- Eleven Aboriginal tourism businesses supported to increase their consumer profile and maximise their participation in distribution
- East Arnhem Land and Greater Darwin Destination Management Plans (DMPs) released. Aboriginal tourism represented in all six DMPs
- Aboriginal tourism businesses count methodology established in partnership with the Australian Bureau of Statistics
- Aboriginal tourism businesses in the NT fact sheet released June 2022
- Championed data collection through the International Visitor Survey and National Visitor Survey to broaden Aboriginal visitor experiences, captured from three experience types to seven, from March 2022

Living communities



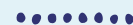
- Tourism NT provided secretariat support to the Aboriginal Tourism Committee (ATC)
- Welcomed new ATC Chair Mr Paul Ah Chee, and four Committee members
- The ATC
 - engaged in six meetings, consultations and workshops
 - provided advice on the City of Darwin's tourism vision 'Discover Darwin' and the NT Parks Masterplan
 - presented on the Aboriginal Tourism Strategy 2020-2030 at the Australian Indigenous Tourism Conference in 2022
- Land Council representatives invited on all DMP Project Implementation Teams
- Aboriginal Tourism Forum in development and planned to be delivered 17 November 2022

Living lives



- Small Business Champions and Workforce Development Officers based in Darwin and the NT's regional towns continued to provide workforce development, start-up business information and access to support programs to Aboriginal businesses and Territorians
- The Tourism Business Enterprise Program provided individual practical support to 22 Aboriginal tourism businesses
- Tourism NT appointed a Director Aboriginal Tourism
- Hermannsburg Historic Precinct stage one works completed and Australian Government funding secured for stage two works
- Continued to support development of the National Aboriginal Art Gallery in Alice Springs

Living interactions



- Marketing campaigns promoted Aboriginal cultural experiences to a national audience via television, cinema, out of home, digital channels, print and social media
- Events campaigns showcased Aboriginal culture including; Alice Springs Desert Festival, Desert Mob, Desert Song Festival, Parrtjima, and the first official Indigenous round in the Repco Supercars Championship
- Aboriginal tourism featured as part of a \$1 million marketing campaign to promote the Red Centre, including a media focus on road trip itineraries and events
- Public relations and cooperative marketing activities promoted Aboriginal cultural tourism generating preference for the NT as the leading destination to connect with Aboriginal cultural experiences
- Focused marketing led to an increase in consideration for the NT being a place to connect with Aboriginal cultural experiences, with a score of 8.03 (out of 10) as measured via the Market Tracking Survey

Future focus

- Undertake the Aboriginal Tourism Strategy 2020-2030 three year review
- Continue to provide secretariat support to the ATC
- Deliver the Aboriginal Tourism Grant Program round four
- Deliver the first Aboriginal Tourism Forum in November 2022
- Deliver a dedicated domestic Aboriginal culture campaign
- Deliver how to travel responsibly on Country video in collaboration with the ATC
- Produce two Aboriginal tourism business case studies to encourage Aboriginal Territorians to consider tourism opportunities
- Develop an Aboriginal Cultural Tourism Framework
- In partnership with NIAA
 - progress identified Strategic Indigenous Tourism Fund co-investment opportunities
 - support the development and delivery of a National Indigenous Tourism Mentoring Program
- Develop an Aboriginal cultural knowledge awareness toolkit for the tourism industry
- With the ATC, lead a NT delegation to the 2023 World Indigenous Tourism Summit and deliver a NT focused presentation
- Strengthen the NT's representation in Tourism Australia's Discover Aboriginal Experiences program
- Work with stakeholders to finalise delivery of stage two works funded by the Australian Government at the Hermannsburg Historic Precinct

Living landscapes



- Supported the delivery of the Kakadu National Park Tourism masterplan and the cultural centre and visitor sites within Uluru-Kata Tjuta National Park
- Partnered with the National Indigenous Australians Agency (NIAA) to progress Strategic Indigenous Tourism Fund co-investment opportunities
- Aboriginal tourism opportunities identified and prioritised in all six DMPs