



# Our tourism pathways







Image credit:  
West MacDonnell Ranges - Tourism NT/Sean Scott

## Acknowledgement

We respectfully acknowledge and honour the Aboriginal people of the Northern Territory and recognise the continuation of culture, connection to lands, water and country. We pay our respects to Elders past, present and future.

## About this guide

Are you ready to start your Aboriginal cultural tourism journey?

**OR**

Are you an Aboriginal tourism business looking to take the next steps to grow your business further?

This guide will provide the steps you need to take at each stage of the Aboriginal cultural tourism journey, both cultural way and business way.

## More information

For more information and access to other the Aboriginal Cultural Tourism Framework resources visit

[www.tourismnt.com.au/aboriginal-culture-tourism](http://www.tourismnt.com.au/aboriginal-culture-tourism)

or contact Tourism NT's Aboriginal tourism team today.

PH: 08 8999 7420 E: [Aboriginal.TourismNT@nt.gov.au](mailto:Aboriginal.TourismNT@nt.gov.au)

Cover: Aboriginal weaving workshop in East Point Reserve - Tourism NT

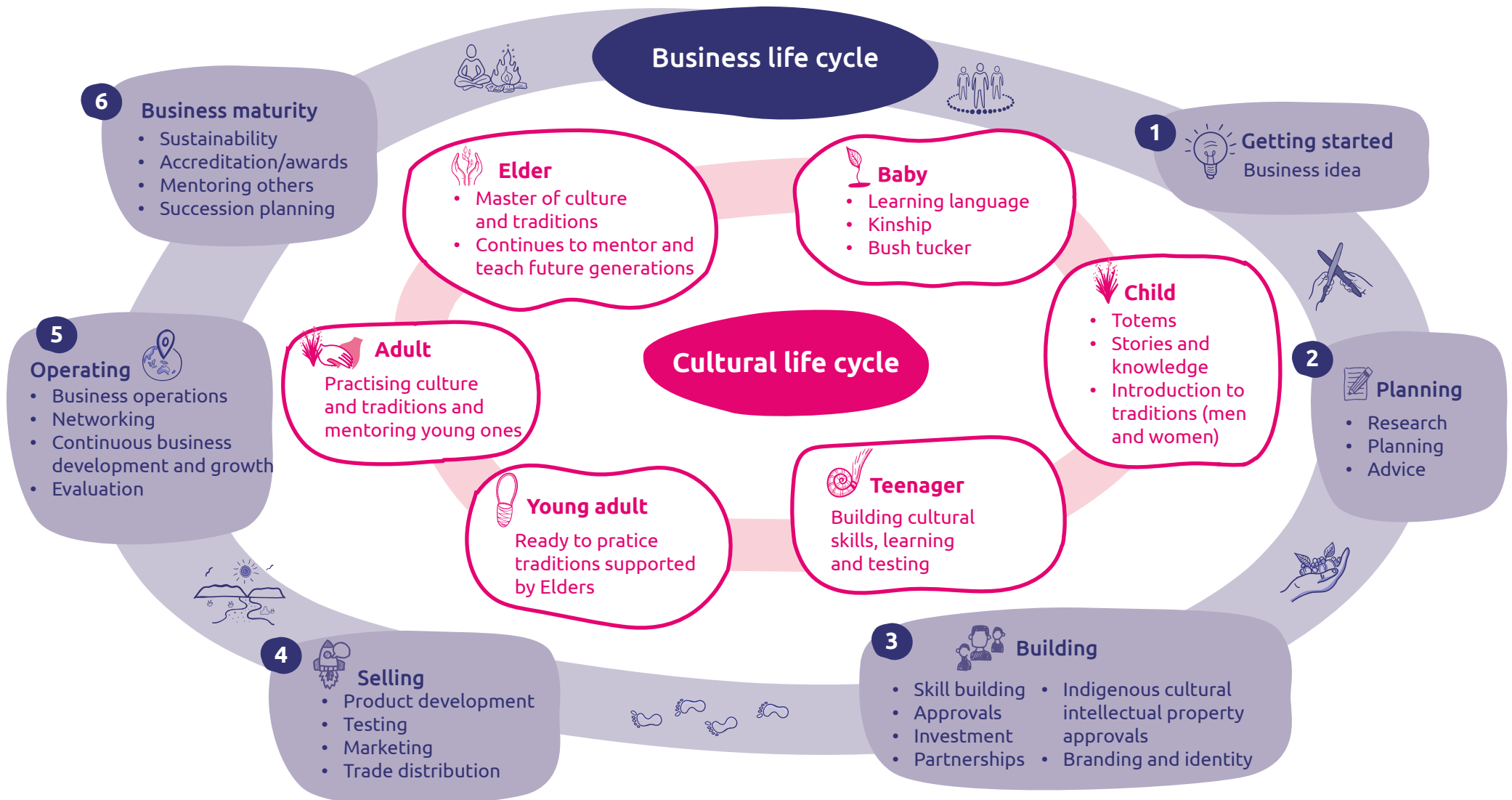
## Tools to help you



# Connecting cultural way with business way

Just like our cultural knowledge grows and matures over time until we become an Elder, businesses do the same. We start with baby steps, learning about our identity and slowly, with more knowledge, we become an expert or an Elder who can mentor others.

Aboriginal cultural tourism is about successfully understanding and connecting both of these life cycles, so we are honouring and respecting our cultural way as we grow our business. Culture is central and at the heart of everything that we do.





# Business models

## Business structure

You might choose to be a small business run by one person, a family business or a large company with many employees.

Your Aboriginal corporation or association may decide to offer tourism product and services or you might find a good existing tour business to partner with.



## Operation

Your business may only operate seasonally with small groups of visitors and fit in with family, personal and cultural obligations.

Or your business could be open everyday, 365 days a year welcoming many visitors from all over the world.

To find the right business and operations structure for you, it's best to seek professional and legal advice. For more details on the different types of business and operational structures and the steps towards building these visit [Business structures | business.gov.au](https://business.gov.au)





Image credit: Banubanu Beach Retreat  
Tourism NT/Tourism Australia/ Shaana McNaught



# Market, trade and export ready

Whether you want to be a small visitor ready business or an export ready business sold around the world, it is up to you to choose the right fit. To learn more about the essentials for your business visit the [Tourism Business Support Guide](#).

## Market (visitor) Ready

**You want to start welcoming visitors. Before you can get started there are some business essentials you need to complete.**

**This includes:**



Legal requirements and approvals (cultural way and business way)



Product to sell



Money and operational management



Ways for people to find and buy your product (marketing, website, social media).

## Trade ready

**Once you are visitor ready and welcoming visitors you may choose to grow your business.**

**This requires:**



Business and product to have regular availability



Good systems, policies and procedures in place to ensure high quality



Easy to book (website, email, phone)



Working with the tourism industry to market your product around Australia.

## Export ready

**Export ready means that your tourism business is ready to welcome visitors from all over the world.**

**To do this you need to:**



Be consistently available, 365 days per year



Provide high quality experiences



Have a strong and sustainable business with the ability to grow



Work with both Australian and international trade partners so your products are easy to find and can be booked anywhere around the world



Have a succession plan so your business can continue long into the future.

# Using the right tools

Making a tool our cultural way is just like building a business. We need the right tools along the way like a business plan, a marketing plan, product development – at each stage we get the right tool for the job we need to do.





# What tourism tools are available?

The NT Tourism Business Development Program has developed a Seven-Pillar Framework to help you get the right tools and support you need on your cultural tourism journey. The [Seven Pillar Framework](#) provides links to templates, support services and advice every step of your business lifecycle – whether you want to be a small business or a global one.



Summary of the NT Tourism Business Development Program Seven Pillars

For any questions on the Tourism Business Support Program and Guide, contact Tourism NT at [tourism.development@nt.gov.au](mailto:tourism.development@nt.gov.au)

# Your tourism pathway - questions to consider

1 What stage of the business life cycle is your business at (p.3)?

2 What business type will work best for you now and into the future (p.4)? You can learn more about business types and structures here: [business.gov.au](https://business.gov.au)

3 How would you like your business to operate? Seasonally, slowly to begin with, small groups or lots of visitors from around the world and open 365 days per year (p.5)?

4 What tools does your business need (p. 6/7)? Visit the Tourism Business Support Guide | Tourism Northern Territory ([tourismnt.com.au](https://tourismnt.com.au)) for more detail on the right tools for your business.

To discuss your tourism product or experience idea further, get in touch with Tourism NT's Aboriginal tourism team:  
Ph: 08 8999 7420 or Email: [Aboriginal.TourismNT@nt.gov.au](mailto:Aboriginal.TourismNT@nt.gov.au)

Learn about how you can keep culture strong and safe and work together with other businesses, organisations and the tourism industry in our next booklet 'Walking together/working together protocols'

[www.tourismnt.com.au/aboriginal-culture-tourism](https://www.tourismnt.com.au/aboriginal-culture-tourism)





Image credit:  
Seven Emu Station, Robinson River - Tourism NT/Shanaa McNaught





“It’s all around Aboriginal employment and Aboriginal tourism and keeping us sustainable for the long term. That’s our main goal.”

**Nova Pomare**

General Manager Angkerle Atwatye Standley Chasm

Image credit: Standley Chasm - Tourism NT/Christopher Tangey

