

Aboriginal Tourism Action Plan 2017-2020



Destination
NSW

FOREWORD

Destination NSW's initial Aboriginal Tourism Action Plan, released in 2013, has seen Destination NSW develop a close working relationship with NSW Aboriginal cultural tourism operators and key NSW Government stakeholders in a wide range of development and marketing activities.

There are now more than 50 market-ready NSW Aboriginal cultural tourism products across the State which provide enriching experiences for visitors. Seventeen of these experiences are export-ready, (working with international trade partners), an increase from five prior to the release of the 2013 Action Plan.

The excellent growth in the sector during the past three years has been encouraging, with domestic overnight visitor participation in NSW Aboriginal cultural tourism experiences increasing by 15 per cent and international visitor participation increasing by close to 49 per cent.

This success has occurred as a result of consistent engagement and the facilitation of development activities to build capacity and capability. The most successful has been the establishment and ongoing delivery of the NSW Aboriginal Cultural Tourism Workshop Program. This program has enabled Destination NSW and key stakeholders to work closely with recognised NSW Aboriginal businesses, providing peer to peer development support and a platform for partnership development with the broader industry.

One of the key outcomes of the Workshop Program has been the development of the new advisory body, the NSW Aboriginal Tourism Operators Council (NATOC). Destination NSW will work closely with NATOC and the broader Aboriginal community to ensure all marketing and development activity is delivered in a culturally acceptable manner.

The original Action Plan was reviewed and has been updated. This new document was developed in consultation with Aboriginal cultural tourism stakeholders. The Aboriginal Tourism Action Plan 2017 - 2020 (Action Plan 2020) will see Destination NSW further develop the sector in a manner that is endorsed by Aboriginal people, respects their cultural identity, and creates a greater understanding of, and engagement with Aboriginal culture in NSW.

Destination NSW is committed to working in collaboration with partner agencies, industry and Aboriginal cultural tourism operators to increase awareness of Sydney and Regional NSW as destinations where Aboriginal culture is strong, vibrant and diverse.

Sandra Chipchase
Chief Executive Officer
Destination NSW

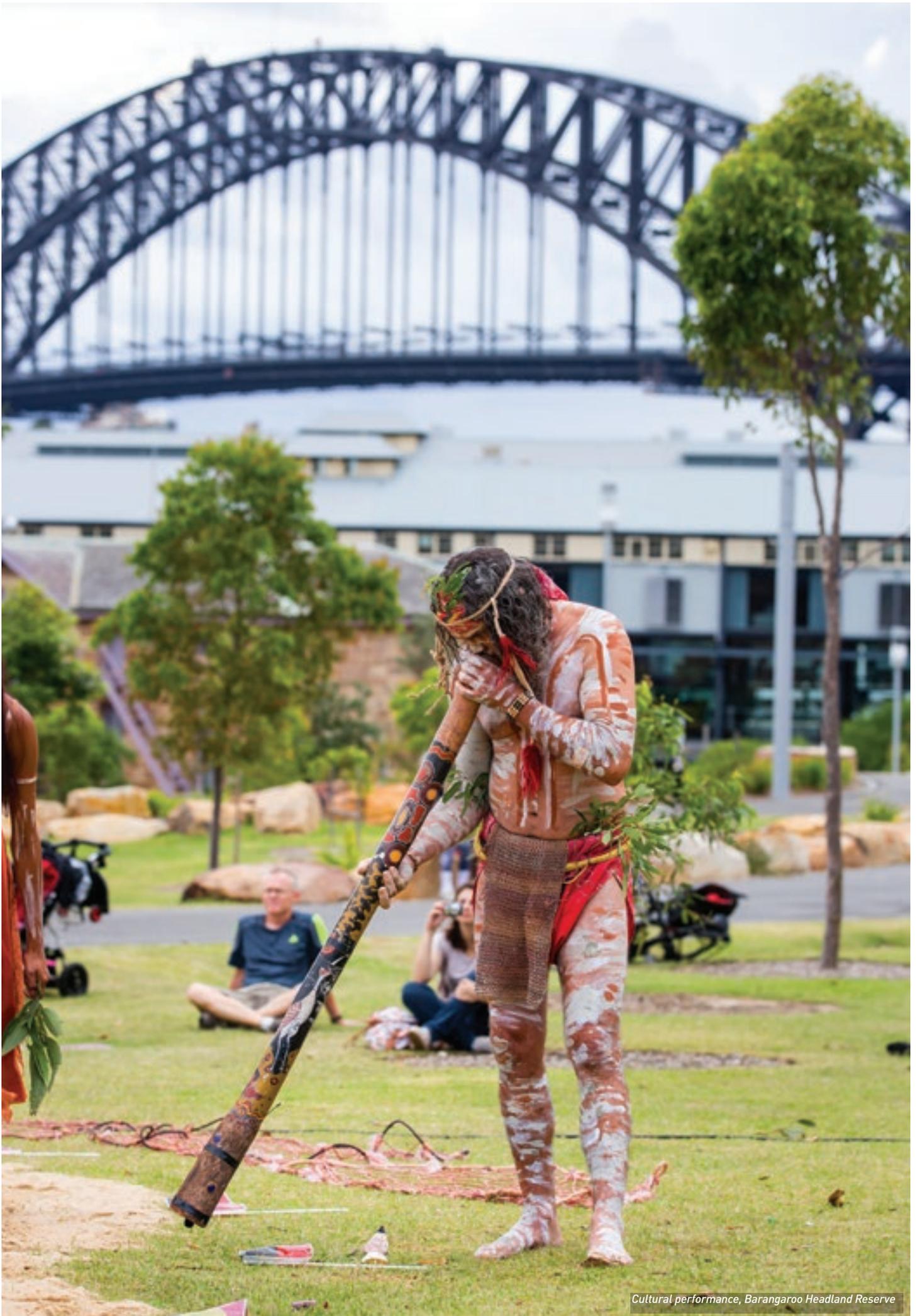


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Cultural performance, Barangaroo Headland Reserve

MINISTER'S MESSAGE

NSW is home to Australia's largest Aboriginal population represented by more than 80 different Tribal Groups each with a unique story to tell. With such cultural diversity on offer, NSW can offer visitors some of the most accessible and authentic experiences in the nation.

From ancient Songlines and Dreaming stories to native Bush medicines and Bush Tucker, NSW Aboriginal cultural tourism operators offer visitors deep and diverse experiences that are potentially life-changing. With links to generations of Aboriginal people who have access to thousands of years of accumulated knowledge, wisdom and lore, these operators offer visitors unique cultural encounters.

The aim of this next phase of the Action Plan 2020 is to continue to support the NSW Aboriginal cultural tourism sector, leading to economic and social benefits for Aboriginal people, both as operators and employees. Its implementation also has the potential to lead to a greater understanding and appreciation of the diversity and richness of Aboriginal culture among non-Aboriginal people.

The Aboriginal cultural tourism sector has grown significantly during the period from 2013 to 2016, driven by ongoing industry engagement, investment in cultural events, and delivery by Destination NSW of the recommendations in the previous Action Plan.

NSW is now the most popular State in Australia for international travellers to experience Aboriginal cultural tourism, with the sector growing by nearly 60 per cent in visitor participation in the year ended June 2017. These visitors spent an estimated \$1.4 billion during their visit in NSW.

The Aboriginal Tourism Action Plan is a key deliverable identified in the Visitor Economy Industry Action Plan, the NSW Government's Response to the Final Report of the Visitor Economy Taskforce and also aligns with the NSW Government Plan for Aboriginal Affairs, OCHRE, which was launched on 5 April 2013 in Parliament House. Both OCHRE and the Aboriginal Tourism Action Plan have goals to support more Aboriginal people in gaining fulfilling and sustainable jobs and focus on opportunities for economic empowerment.

The goals outlined in the Action Plan 2020 are intended to be implemented by Destination NSW through a partnership model over a three-year timeframe with Aboriginal businesses and organisations being key partners in delivering these goals.

Destination NSW will work with Aboriginal stakeholders and industry to drive the implementation of the Aboriginal Tourism Action Plan 2020 and work across Government agencies to co-ordinate their involvement.

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



The Hon. Adam Marshall, MP
Minister for Tourism and Major Events



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INTRODUCTION

Although Aboriginal people in NSW generally live in a contemporary environment, they hold strong links to the traditions associated with custodianship of their 'Country' or tribal boundaries and a connection to their saltwater (coastal) or freshwater (inland) Dreaming.

The Dreaming (or Dreamtime) incorporates the past, present and future. A vast network of Dreamings or Songlines exist like a giant cobweb across the continent, linking neighbouring groups in sharing aspects of specific stories and totems that are celebrated in large ceremonial gatherings. A totem can be a bird, animal, plant or rock symbolising the group's sacred emblem. These sacred symbols never change and are said to have been chosen by ancestral spirits.

Each Aboriginal person is intricately connected to Country through one or more of these ancestral Dreaming cycles. These incorporate both the law and the person's spirituality. Just as Aboriginal people care for their family, they are obliged to care for their ancestral spirits who are alive in their Country. A key part of Aboriginal life is to learn the Dreaming stories through travel, song, ritual, story and art.

Ceremony is also an integral part of Aboriginal life and can take many different forms such as Corroboree. These can entail dramatic representations of Dreaming stories using song, dance, mime, clapsticks and the didgeridoo.

While many ceremonies and stories are sacred and secret, NSW Aboriginal communities, led by their Elders, are becoming more willing to share some insights into this fascinating culture as a means to ensuring its survival.

There are many opportunities for visitors to be immersed in Aboriginal culture through tours, attractions, performances and events in NSW. In Sydney, this dynamic living culture can be experienced with a performance by Bangarra Dance Theatre at the Sydney Opera House or on a Rocks Dreaming Tour with a walkabout tour that reveals the city's history through Aboriginal eyes. An Aboriginal guide from Kadoo Tours will explain how native plants are used for Bush foods and medicine while the Nura Diya Aboriginal Discovery Tour at Taronga Zoo investigates the strong link between Aboriginal people and Australia's native wildlife.

Authentic cultural experiences can also be found further afield in Regional NSW. The two night Ngaran Ngaran - Gulaga Creation Tour on the South Coast is a fascinating journey into Gulaga Mountain and the Creation Dreaming which has held sacred significance for the local Yuin Aboriginal people for thousands of years. Bundy Cultural Tours and Sand Dune Adventures will unlock Aboriginal cultural heritage amidst the awe-inspiring landscapes of Regional NSW.

From a tourism industry perspective, the best way to deliver an authentic visitor experience is for products to be Aboriginal-owned-and-guided or have substantial Aboriginal control and involvement. Destination NSW has developed the NSW Aboriginal Tourism Toolkit to build awareness within the tourism industry of authentic NSW Aboriginal cultural products and experiences. It is an excellent resource for the travel trade, Government agencies and wider industry to use to connect visitors with the wide range of vibrant and life-changing Aboriginal cultural tourism experiences on offer across the State. For more information go to:

destinationnsw.com.au/aboriginaltourismtoolkit

Aboriginal cultural tourism operators face a unique set of cultural considerations in finding harmony between tourism, culture and the environment, and achieving the appropriate balance between cultural integrity and responsiveness to market demands. Through the Action Plan 2020, the NSW Government outlines how it will continue to support the NSW Aboriginal cultural tourism sector to meet these opportunities and challenges.

The NSW Government is committed to the principle that the development of Aboriginal cultural tourism occurs in a manner which Aboriginal people endorse and which respects their cultural identity. Consultation and engagement will continue to successfully deliver the goals outlined in this next phase of the Action Plan to 2020.

VISION

To continue to support the development and promotion of NSW Aboriginal cultural tourism experiences, products and businesses leading to:

- > A greater understanding of the richness of Aboriginal culture; and
- > Economic and social benefits for Aboriginal people, both as operators and employees.



ROLE OF DESTINATION NSW IN THE ABORIGINAL CULTURAL TOURISM INDUSTRY

Destination NSW collaborates with a portfolio of Aboriginal cultural tourism stakeholders to continue to grow the valuable Aboriginal cultural tourism sector.

Aboriginal cultural tourism businesses in Sydney and Regional NSW are showcased in marketing programs, public relations activity, plus travel trade and media visits to promote the depth and diversity of the many experiences the State offers.

In partnership with industry stakeholders, Destination NSW supports the development of Aboriginal cultural tourism by:

- > Offering capacity and capability building initiatives to support the development and growth of the Aboriginal cultural tourism industry
- > Featuring market and export-ready* Aboriginal cultural tourism businesses in marketing and promotional campaigns to drive visitation
- > Facilitating media and travel buyer visits to Aboriginal cultural tourism businesses
- > Investing in events that incorporate Aboriginal culture to attract visitors to generate tourism benefit and media coverage for the State
- > Advising businesses that wish to diversify into or work solely within the Aboriginal cultural tourism sector
- > Providing support and leadership to the six new Destination Networks (see page 9) with the aim of improving industry engagement and the development of Aboriginal cultural tourism experiences
- > Contributing to policy discussions on items impacting Aboriginal cultural tourism development.

A key action from the 2012 Visitor Economy Industry Action Plan was to develop a NSW Aboriginal Tourism Action Plan to raise the profile of NSW's Aboriginal heritage and contemporary culture and capitalise on the opportunities presented by our unique Aboriginal culture.

Destination NSW also works with key agencies to support Aboriginal cultural tourism, including those offered by the NSW National Parks and Wildlife Service and the NSW Department of Industry's Aboriginal Economic Development Officer Network.

*Please Note: Throughout this document the term "Market-Ready" refers to businesses that have commenced promoting and selling products directly to domestic visitors only. "Export-Ready" refers to businesses that have established promotion and sales activities via international trade channels.



ROLE OF DESTINATION NETWORKS

Six new Destination Networks have been established by the NSW Government to drive the growth of the visitor economy in Regional NSW:

- > Destination Riverina Murray NSW
- > Destination Southern NSW
- > Destination North Coast NSW
- > Destination Country and Outback NSW
- > Destination Sydney Surrounds North NSW
- > Destination Sydney Surrounds South NSW.

Destination Networks work with Destination NSW and a range of stakeholders to facilitate visitor economy growth at the local level by representing and co-ordinating the region's tourism industry. Destination Networks are destination managers with the following core responsibilities:

- > Destination management and business planning
- > Preliminary review of local Regional Tourism Fund applications
- > Training and education to build skills and improve market competitiveness
- > Collaboration with Destination NSW on industry and marketing activities
- > Industry engagement and industry development and;
- > Product development.

To contact the Destination Network for your region, go to:

DESTINATION RIVERINA MURRAY

Richie Robinson
General Manager
E: richie.robinson@destinationrm.com.au
P: +61 418 439 202

DESTINATION SOUTHERN NSW

Shane O'Leary
General Manager
E: shane.oleary@dsnsw.com.au
P: +61 419 031 834

DESTINATION NORTH COAST NSW

Phil Harman
General Manager
E: gm@dncnsw.com
P: +61 409 982 913

DESTINATION COUNTRY AND OUTBACK NSW

Stephen Bartlett
Chair
E: Stephen.bartlett@
destinationcountryandoutbacknsw.com
P: +61 467 616 066

DESTINATION SYDNEY SURROUNDS NORTH

Glenn Caldwell
General Manager
E: gm@dssn.com.au
P: +61 408 567 088

DESTINATION SYDNEY SURROUNDS SOUTH

Greg Binskin
General Manager
E: greg.binskin@dnsss.com.au
P: +61 412 280 154

REGIONAL TOURISM DEVELOPMENT MANAGERS

Destination NSW has six Regional Tourism Development Managers who work with the Destination Networks, Local Tourism Organisations, local councils, associations and industry to drive visitation across the State and contribute to the goal of doubling overnight visitor expenditure by 2020.

The Regional Tourism Development team provides a vital link between Destination NSW and its key stakeholders by facilitating information exchange and providing guidance and advice on Destination NSW's services. To contact the Regional Tourism Development Manager for your region, email: zone.info@dnsnsw.com.au



KEY ACHIEVEMENTS OF THE ACTION PLAN 2013 – 2016

All 26 actions of the NSW Aboriginal Tourism Action Plan 2013 - 2016 were completed in partnership with NSW Aboriginal cultural tourism operators. Key achievements include:

1. SECTOR DEVELOPMENT

- > Development of the *NSW Aboriginal Tourism Toolkit* to build awareness and increase the inclusion of authentic NSW Aboriginal cultural products and experiences in travel trade programs.
- > Delivery of Aboriginal cultural awareness training for Destination NSW staff to assist in delivering all communication, marketing and development activities in a culturally acceptable manner.
- > Development of a NSW Aboriginal cultural tourism Workshop Program which has become a valuable platform supporting the ongoing development of Aboriginal cultural tourism products and experiences in NSW. More than 360 participants attended six workshops in metropolitan and regional locations.
- > Establishment of the New South Wales Aboriginal Tourism Operators Council which works closely with Destination NSW to ensure all activity is delivered in a culturally acceptable manner.

2. MARKET AND EXPORT-READY EXPERIENCES

- > Increasing NSW export-ready Aboriginal cultural tourism experiences from five in 2013 to 17 in 2017, an increase of over 300 per cent. In addition, there are also more than 30 market-ready Aboriginal cultural tourism operators working with Destination NSW on development and marketing activities.
- > Aboriginal cultural tourism operators were provided opportunities and support to attend and promote their experiences at international travel trade events organised by Destination NSW.

3. MARKETING

- > Due to the increase in Aboriginal cultural tourism experiences, Destination NSW has been able to expand the promotion of Aboriginal cultural tourism. This includes:
 - Increased content by 280 per cent on sydney.com, visitnsw.com and vididsydney.com
 - Showcasing Aboriginal cultural tourism in the 'Love Every Second' campaigns promoting Sydney and Regional NSW experiences and seasonal events
 - During Vivid Sydney 2016, Sydney Opera House became a canvas honouring Aboriginal art, titled *Songlines*, which was seen by more than 2.3 million visitors to the event as well world-wide via significant media coverage.

4. VISITOR PARTICIPATION

- > Since the release of the initial Action Plan in 2013, participation in Aboriginal cultural tourism experiences by domestic visitors has increased by 13 per cent and by nearly 40 per cent for international visitors.
- > The most recent figures from Tourism Research Australia show that there were 476,600 international and domestic overnight visitors, year ending June 2017, who participated in an Aboriginal cultural tourism experience in NSW up more than 30% on year ending June 2016. These visitors stayed 12.2 million nights, up nearly 50% on June 2016, and contributed \$1.5 billion in visitor expenditure to the State, an increase of 45% on June 2016.
- > In addition, the research also shows that NSW is now the most popular state in Australia for international travellers to experience Indigenous tourism, having overtaken Queensland. The sector saw a 20 per cent increase in international visitor participation across Australia in the year ending June 2017.



CONSULTATION UNDERTAKEN IN DEVELOPING THE ACTION PLAN 2017 - 2020

In addition to the extensive industry consultation undertaken in the development of the Visitor Economy Industry Action Plan and the Aboriginal Tourism Action Plan 2013 – 2016, Destination NSW has carried out targeted consultation with key Aboriginal cultural tourism stakeholders, including the NSW Aboriginal Tourism Operators Council, to seek feedback on the next phase of the Action Plan.

The key goals and actions in this Action Plan were presented to the NSW Aboriginal cultural tourism sector as well as a range of key stakeholders and industry leaders at the NSW Aboriginal Tourism Workshop in Wagga Wagga in June 2017.

The goals outlined in the Action Plan will be implemented through a partnership model over three years.

Ongoing consultation at a State and local level is imperative to its successful implementation. Achievements will be monitored, reviewed and shared with stakeholders on an annual basis.

A full list of organisations which participated during the consultation stage of the revised Aboriginal Tourism Action Plan 2017 – 2020 is on the Destination NSW website. [destinationnsw.com.au/about-us/strategies-and-plans/aboriginal-tourism-action-plan](https://www.destinationnsw.com.au/about-us/strategies-and-plans/aboriginal-tourism-action-plan)

The Aboriginal Tourism Action Plan is a key deliverable identified in the Visitor Economy Industry Action Plan (VEIAP), which is the NSW Government's response to the Final Report of the Visitor Economy Taskforce. More information on the VEIAP is on the NSW Government Department of Industry website. [industry.nsw.gov.au/invest-in-nsw/industry-opportunities/tourism/industry-action-plan-tourism](https://www.industry.nsw.gov.au/invest-in-nsw/industry-opportunities/tourism/industry-action-plan-tourism)



Cultural performance, Barangaroo Headland Reserve

CULTURAL CONSIDERATIONS IN ABORIGINAL TOURISM

Specific matters relating to authenticity and consultation need to be considered when doing business with Aboriginal cultural tourism operators. For example:

- > As decision-making tends to involve more than one person, sufficient time should be allowed for consultation. For example, a specific itinerary or alterations to an itinerary may require permission from the traditional owners of the land to ensure access to historic and cultural sites
- > Respect for the laws and customs of the area is essential. For example, some cultural sites may be traditionally women's-only or men's-only areas
- > Only local or endorsed Indigenous people can act as guides for their own cultural experiences
- > At certain times of the year, specific ceremonies and religious practices should be respected and observed. For example, a period of 'sorry business' takes place after someone has passed away and involves a period of mourning in the local community
- > The right of Aboriginal people to keep their cultural knowledge secret and sacred should be respected. Stories should not be retold, published or paraphrased by people who are not the owners of the story without permission from the traditional owners
- > It is now common at the beginning of a tour program, event or conference for proceedings to begin with a 'Welcome to Country' which is performed by an Aboriginal Elder from a local group. An official 'Welcome to Country' is a traditional ceremony offering safe passage to visitors and offers insight into the local Aboriginal communities' connection to the local environment or 'Country'. Aboriginal cultural tourism products showcased in the *NSW Aboriginal Tourism Toolkit* can assist in connecting with the appropriate Elders to present an official 'Welcome to Country'.

AUTHENTICITY OF SOUVENIRS AND ARTEFACTS

Authentic Australian Aboriginal paintings, musical instruments and other artefacts are not just souvenirs. An Aboriginal-crafted didgeridoo for playing or a boomerang for throwing is different to the souvenir versions which are purely decorative and not functional. Genuine Aboriginal artefacts should only be bought from a registered and recognised gallery or co-operative and be signed and authenticated as such. In the case of paintings they will be signed by the artist. It is important to find out where to buy authentic Aboriginal art at public and commercial art galleries in Sydney and around NSW. The choice is endless — from traditional paintings to contemporary art and sculptures made from hand dyed and desert grasses reflecting the lives and attitudes of Aboriginal people today. Authentic arts and crafts can be sourced from the businesses featured in the Galleries and Exhibitions fact sheets within the *NSW Aboriginal Tourism Toolkit*.

For more information go to:

destinationnsw.com.au/aboriginaltourismtoolkit



NEW INSIGHTS INTO VISITORS TO NSW WHO ENGAGE IN ABORIGINAL CULTURAL TOURISM EXPERIENCES

ABORIGINAL CULTURAL TOURISM IN NSW

Aboriginal cultural tourism* is playing an increasingly significant role in motivating visitors to travel to destinations across NSW. It is vital that Destination NSW continues to develop and promote NSW Aboriginal cultural tourism experiences to support the growth of the visitor economy, engaging visitors with ancient and contemporary Aboriginal culture.

NSW has the competitive advantage of attracting the most domestic and international visitors to Australia. Sydney, recognised as a vibrant and exciting global city, is a catalyst for attracting international visitors to the State and is a key destination in its own right.

NSW #1 Ranked State

NSW is the number one State in Australia in terms of domestic and international overnight visitors, visitor nights and visitor expenditure. In the year ending June 2017, NSW received 34.1 million overnight visitors, who stayed 189.4 million nights and spent an estimated \$27.3 billion in the State.

The makeup of the Australian and NSW tourism markets is changing over time. International visitors from Western Markets are often considered the core of the Aboriginal cultural tourism market. However, ongoing shifts in visitor demographics and cultural attitudes have resulted in some change. Participation in Aboriginal cultural tourism experiences by visitors from Eastern Markets** has grown, as has domestic interest. The result is a diverse industry sector that is growing strongly and offers considerable opportunities for future expansion. In the year ending June 2017, international and domestic (overnight) visitor participation in Aboriginal tourism experiences in NSW increased 31% over the previous year.

With ongoing shifts in visitor demographics and cultural attitudes, it is important to ensure the Aboriginal cultural tourism sector has up to date information to make informed business decisions. The latest figures in the Action Plan 2020 reveal strong growth from new and diverse markets including eastern (international) and domestic tourism markets. This presents opportunities and challenges for operators as each market segment necessitates special requirements.

Please Note: *Participation in an Aboriginal tourism activity is defined as experiencing one or all of the following whilst staying overnight in NSW: attending an Aboriginal art/craft or cultural display, visiting an Aboriginal site / community, going on a tour with an Aboriginal guide, staying in Aboriginal accommodation, visiting an Aboriginal cultural centre, visiting an Aboriginal gallery, attending an Aboriginal festival, attending an Aboriginal dance or theatre performance, purchasing Aboriginal art / craft or souvenirs and/or experiencing some other interaction with Aboriginal people.

**Eastern Markets are defined as China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, Other Asia, and Middle East.



Domestic Visitors

In NSW, the outlook for domestic visitor interest in Aboriginal tourism is promising. In the year ending June 2017, almost 127,000 domestic overnight visitors participated in an Aboriginal tourism activity in NSW.

NSW is performing strongly when compared to other states. Overall, NSW now ranks second of all states and territories, with nearly 20 per cent of domestic overnight Aboriginal tourism participants undertaking their Aboriginal tourism experience in NSW.

While older domestic travellers have typically dominated this segment (50 - 59 year olds are the most likely to participate), recent evidence suggests growing interest from the youth market, a segment currently accounting for 20 per cent of domestic participants. *Domesticate 2016*, a study of domestic consumer travel behaviour in Australia, indicates that the youth market, in particular, is taking a greater interest in Indigenous culture. 'Local culture' is cited as an increasingly important component in travel planning behaviour for the domestic youth market, with 'Indigenous experiences' identified as a strong motivator.

Regional NSW – Domestic Participation in Aboriginal cultural tourism

Regional NSW is currently the largest beneficiary of the Aboriginal tourism sector, with 77 per cent of the State's Aboriginal experiences undertaken by

the domestic market taking place outside of Sydney. NSW has the largest domestic visitor market in Australia which provides enormous opportunities to increase participation even further. Visitor statistics show that domestic participants in Aboriginal tourism in NSW are more than threefold likely to also engage in bushwalking, visiting a national park and/or visiting a museum/gallery on their trip compared to the average domestic visitor. Product bundling and the incorporation of Aboriginal themes into these existing offerings could assist operators in Regional NSW to reach visitors with a predisposition to participate in Aboriginal tourism experiences.

A primary challenge for many NSW destinations is accessibility; Aboriginal tourism product can help attract visitors to regions where the journey is part of the experience. New Destination Networks provide an excellent opportunity for greater engagement at a regional level with NSW Aboriginal tourism businesses.

Opportunities are not limited to Regional NSW. Although Sydney attracts 23 per cent of domestic Aboriginal tourism participants, it forms an integral part of the spread of Aboriginal tourism products across the State. Interstate travellers, who account for 40 per cent of domestic Aboriginal tourism participants in NSW, are far more likely to participate in their Aboriginal experience around the State, same as their counterparts from NSW.



International Visitors

Nearly one in four (or 28 per cent) international visitors to Australia who take part in an Aboriginal experience will do so in NSW. In the year ending June 2017, this equated to more than 350,000 and makes NSW the most popular location in Australia for international visitors to participate in an Aboriginal tourism experience. These visitors spent an estimated \$1.4 billion during their visit in NSW.

North America and Europe have traditionally been the most interested in Aboriginal tourism experiences; in the year ending June 2017 they still accounted for almost half of international Aboriginal tourism participants in NSW. Visitors from USA, Canada, France, the UK and Scandinavian countries are among the most interested in engaging in these experiences during their trip to Australia.

The eastern market's participation in Aboriginal experiences in NSW increased by 78% over the past year to the year ending June 2017; it now accounts for a 39% share of the international market, up from 35% from the previous year.

Participation rates by the eastern market remain considerably lower than those of western markets while the ways in which both markets want to consume Aboriginal experiences are the same. Experiences favoured by eastern markets are typically more accessible in style and place and often less time consuming; dance or theatre performances

tops the list. Western markets are more likely to engage in multiple activities and are more likely to attend an Aboriginal art, craft or cultural display or visit an Aboriginal gallery.

The strong potential to grow Aboriginal tourism amongst international visitors is highlighted in research undertaken by Tourism Australia's 2016 Consumer Demand Project which surveyed consumers in fifteen of Australia's key source markets. When asked about important factors in choosing a destination, 'rich history and heritage' rated sixth out of twenty-two options with 'native or cultural heritage activities' ranked thirteenth. While these categories are not specific to Aboriginal tourism, they do show the importance that culture plays in choosing an international destination.

Sydney and NSW receive the largest share of international visitors to Australia. At present, only 9% of international visitors to NSW engage in Aboriginal activities within the State. Data collected in 2012 - 13 indicates that of those who did not undertake such an experience, two in three indicated an interest in Aboriginal tourism but did not participate due to 'time constraints'. Sydney is already the main location for international visitors participating in such activities in NSW, likely due to its status as Australia's dominant international hub. The development of more Sydney-based product may be a way to better reach and connect with time-poor visitors.

As with the domestic market, international Aboriginal tourism participants in NSW have a higher inclination towards nature-based and cultural activities. They are far more likely than the average international visitor to visit national parks, botanical gardens, museums, heritage sites, wildlife parks/zoos/aquariums, do bushwalking and attend theatre, concerts, festivals and/or cultural events on their trip. They are also more likely to be first-time visitors to Australia (59%). Offering a positive and enriching Aboriginal experience could be a way to build interest that may result in increased participation on any future trips or increased word-of-mouth recommendations to friends and family.

NOTE: All information provided has been sourced from the National Visitor Survey and International Visitor Survey unless otherwise stated. Where possible, the figures provided are for the year ending June 2017. In cases where the data was insufficient to provide a statistically reliable result, the figures provided are a four-year annual average up to the year ending June 2017.



Blak Markets, Bare Island, Kamay Botany Bay National Park



Nura Diya Aboriginal Discovery Tour, Taronga Zoo

Yaama Boys, Bare Island, Kamay Botany Bay National Park



GOALS OF THE ACTION PLAN 2017 - 2020

The next phase of the Action Plan 2020 will capitalise on the opportunities presented by the growing interest and demand for Aboriginal experiences among an increasingly diverse range of traveller and consumer interests.

The successful implementation of these goals will require commitment and involvement at a State, regional and local level from both Government and industry, with Destination NSW providing the strategic leadership.

KEY GOALS ARE:

GOAL 1: Continue to build consumer awareness of Sydney and Regional NSW as destinations where Aboriginal culture is strong, vibrant and diverse.

GOAL 2: Increase the inclusion of export-ready experiences in travel trade distribution networks and marketing programs.

GOAL 3: Develop new sustainable market-ready and export-ready Aboriginal cultural tourism products and events.

GOAL 4: Build on the success of cross-cultural exchange between NSW Aboriginal cultural tourism, Government and the Destination Networks.

GOAL 1: CONTINUE TO RAISE CONSUMER AWARENESS OF SYDNEY AND NSW AS DESTINATIONS WHERE ABORIGINAL CULTURE IS STRONG, VIBRANT AND DIVERSE.

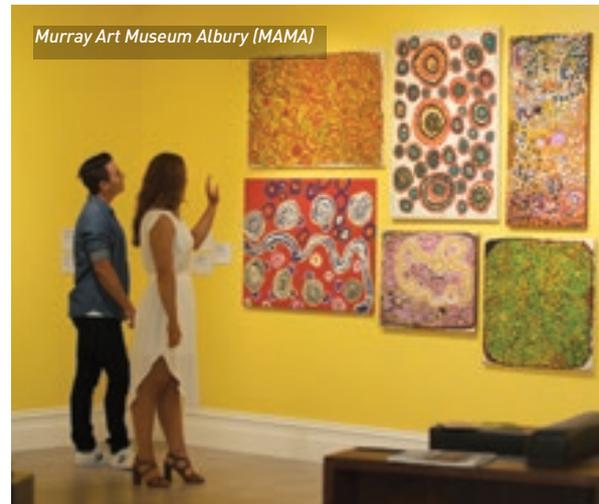
CONTEXT

There are now more than 50 Aboriginal cultural tourism experiences available in Sydney and Regional NSW and new products in development, offering an increased opportunity for visitors to be immersed in Aboriginal culture.

Through a series of initiatives in collaboration with the Aboriginal cultural tourism sector, this Action Plan will continue to raise consumer awareness of Sydney and NSW as destinations where Aboriginal culture is strong, vibrant and diverse.

A key focus will be the development of compelling visual material in partnership with Aboriginal cultural tourism partners to assist in telling the Aboriginal stories of Sydney and Regional NSW across Destination NSW supported partner marketing activities.

Another key focus will be to promote Aboriginal culture throughout the established and emerging Sydney and Regional NSW events programs by assisting event owners to connect with Aboriginal cultural tourism businesses.



ACTION	PARTNERS	TIME FRAME		
		2017	2018	2019-20
1.1 Capitalise on the growing global interest in cultural tourism by continuing to integrate NSW Aboriginal cultural tourism as a key pillar in domestic and international marketing programs.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, Industry, NPWS, Tourism Australia, Government agencies			
1.2 Continue to build Aboriginal cultural tourism content that can be promoted on Destination NSW online marketing and communication channels including, sydney.com, visitnsw.com, social media as well as the Official Sydney Guide.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Industry, Destination Networks, NPWS, Government agencies, Tourism Australia			
1.3 Maintain a database of NSW Aboriginal cultural tourism products and events and provide product updates to travel trade and media.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, NPWS, Government agencies, Cultural Institutions, Industry			
1.4 Promote Aboriginal culture at appropriate significant events in Sydney to ensure NSW is known as a State in which Aboriginal cultural tourism experiences enhance the overall visitor experience.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Local Tourism Organisations, Industry, Destination Networks, Event Owners, City of Sydney			
1.5 Leverage opportunities for new and existing Regional NSW events to showcase Aboriginal culture, and provide assistance to connect event owners with Aboriginal cultural tourism businesses.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Event Owners, Destination Networks, Local Government, NPWS, Government Agencies, Industry, Tourism Australia			
1.6 Feature market-ready NSW Aboriginal cultural tourism experiences in Visiting Media Programs run by Destination NSW and Tourism Australia to increase media coverage of NSW Aboriginal cultural tourism.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Tourism Australia, NPWS, Destination Networks			

GOAL 2: INCREASE THE INCLUSION OF EXPORT-READY EXPERIENCES IN TRAVEL TRADE DISTRIBUTION NETWORKS AND MARKETING PROGRAMS

CONTEXT

Destination NSW will continue to work with the Aboriginal cultural tourism sector to identify further opportunities to increase the inclusion of NSW Aboriginal experiences in travel trade programs.

The NSW Aboriginal Tourism Toolkit will continue to be updated to provide the travel trade with information on existing and new products which can be featured in itineraries and packages.

Tourism Australia continues to promote and support the marketing of Indigenous tourism experiences globally; new initiatives and activities are coming online in 2017 and beyond. Recognising the importance and value of Indigenous tourism, Tourism Australia has significantly increased its trade and consumer activity and supports the ongoing sustainability of quality tourism products.



Ngaran Ngaran Culture Awareness



Aboriginal bush food at Royal Botanic Garden, Sydney



Dreamtime Southern X

ACTION	PARTNERS	TIME FRAME		
		2017	2018	2019-20
2.1 Continue to develop and promote the <i>NSW Aboriginal Tourism Toolkit</i> showcasing export-ready Aboriginal products to trade and industry partners and increase the inclusion of Aboriginal cultural tourism experiences in itineraries and packages promoted to consumers.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, NPWS, Destination Networks, Government agencies, Industry			
2.2 Increase the inclusion of Aboriginal cultural tourism experiences in partnership marketing programs with travel trade partners in key markets.	Lead: DNSW Partners: Destination Networks, Aboriginal Cultural Tourism Operators, Industry			
2.3 Work with event owners to promote key Aboriginal events to trade partners ensuring NSW is known as a State in which urban and regional Aboriginal events and festivals can be packaged or added to itineraries.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Event Owners, Local Tourism Organisations, Industry, Tourism Australia, Destination Networks			
2.4 Ensure Aboriginal operators develop partnerships with the travel trade by participating in domestic and international industry events and trade shows including the Australian Tourism Exchange, Destination NSW New Product Workshops, ATEC Meeting Place, international trade missions and World Youth Student Education Exchange.	Lead: DNSW Partners: ATEC, Tourism Australia, Destination Networks, NSW Aboriginal Cultural Tourism Operators			
2.5 Include Aboriginal cultural tourism experiences in Destination NSW's travel trade familiarisation visits to provide education and first-hand experiences with the aim to increase trade distribution partners.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, Tourism Australia, ATEC			
2.6 Communicate opportunities with NSW operators to take advantage of Tourism Australia's Aussie Specialist Program including regular e-newsletters, information sessions, training events and familiarisation visits co-ordinated by Destination NSW.	Lead: DNSW Partners: Tourism Australia, ATEC, Destination Networks, NSW Aboriginal Cultural Tourism Operators			
2.7 Assist export-ready Aboriginal cultural tourism experiences to be included in Tourism Australia's Discover Aboriginal Experiences international trade marketing opportunities.	Lead: DNSW Partners: Tourism Australia			

GOAL 3: CONTINUE TO DEVELOP SUSTAINABLE MARKET-READY AND EXPORT-READY ABORIGINAL CULTURAL TOURISM PRODUCTS AND EVENTS.

CONTEXT

Destination NSW will continue to work closely with the NSW Aboriginal Tourism Operators Council, Government agencies and industry stakeholders to source the most appropriate support to ensure the sustainability of the Aboriginal cultural tourism sector across NSW.

Destination NSW has a dedicated Sector Specialist, Aboriginal Cultural Tourism and an Industry Development team to assist new and established tourism operators develop and grow their business. A calendar of development activities for Aboriginal cultural tourism businesses will be established, delivering new, targeted advice and tips to assist businesses to develop, promote and sell their product. A series of workshops and online webcasts will provide the opportunity for businesses offering accommodation, attractions, tours and activities to get involved.

The continued delivery of the NSW Cultural Aboriginal Tourism Workshop Program, in collaboration with key partners such as the NSW National Parks and Wildlife Service, will further support development through peer-to-peer mentoring, product familiarisation and networking activities. It is envisaged that the Workshop Program will continue as multi-day conferences held bi-annually in metropolitan and regional locations to which new and existing Aboriginal cultural tourism businesses are invited. Key topics include working with international markets, developing pricing and commissions, digital technology and media and public relations.



ACTION	PARTNERS	TIME FRAME		
		2017	2018	2019-20
3.1 Continue to provide a dedicated resource at Destination NSW to identify, facilitate and communicate development opportunities to the NSW Aboriginal cultural tourism sector.	Lead: DNSW			
3.2 Identify new and existing Aboriginal cultural tourism businesses and facilitate business development needs through DNSW's capacity-building tools and specialist training programs. (i.e. export-ready training, product showcases, inbound tour operator workshops, social and digital media webinars).	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, Government Agencies, NSW Aboriginal Land Council, Local Tourism Organisations, Local Government, Industry			
3.3 Provide ongoing support to Aboriginal cultural tourism businesses through cross referral to partner industry support programs and mechanisms i.e. Indigenous Business Australia, NPWS' Aboriginal Cultural Tourism Development Program and the Aboriginal Enterprise Development Officer (AEDO) Program.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, NPWS, Government Agencies, NSW Aboriginal Land Council, Tourism Australia, Local Government			
3.4 Deliver an enhanced program of development and networking workshops in metropolitan and regional NSW locations to continue to assist the development and enhancement of Aboriginal experiences.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, NPWS, NSW Aboriginal Land Council, Local Government, Industry			
3.5 Identify new trends in Aboriginal cultural tourism by reviewing and auditing existing Aboriginal cultural tourism research and statistics available at national, state and regional levels to assist operators with product development.	Lead: DNSW Partners: Destination Networks, Tourism Australia, Tourism Research Australia, Australian Bureau of Statistics, NPWS, Government Agencies, NSW Aboriginal Cultural Tourism Operators			
3.6 Develop a suite of case studies profiling successful Aboriginal cultural Tourism Operators to support and inform the ongoing growth of emerging and established businesses and experiences within the sector.	Lead: DNSW Partners: NSW Aboriginal Cultural Tourism Operators, Tourism Australia, Destination Networks, NPWS, Government Agencies			

GOAL 4: BUILD ON THE SUCCESS OF CROSS-CULTURAL EXCHANGE BETWEEN NSW ABORIGINAL CULTURAL TOURISM, GOVERNMENT AND THE DESTINATION NETWORKS.

CONTEXT

Destination NSW will continue to take a leadership role in encouraging and educating the broader tourism industry to further understand and integrate Aboriginal cultural tourism into the visitor economy and to develop stronger partnerships with Aboriginal cultural tourism experiences in NSW.

Destination Networks and key Government agencies such as the NSW National Parks and Wildlife Service and NSW Department of Industry will be consulted regularly to ensure a broad base of industry and Government participate in the NSW Aboriginal Cultural Tourism Workshop Program. This will increase the number and range of successful peer to peer mentoring activities undertaken, communication of NSW Government programs and cross-cultural exchange.

To ensure the successful delivery of the Action Plan 2020, Destination NSW will deliver a regular cultural awareness program to ensure its staff continues to develop a deeper understanding of Aboriginal culture and community. Cultural awareness training opportunities will also be presented to Destination Networks and their stakeholders to ensure all tourism development and marketing activities are delivered in a culturally sensitive manner.



ACTION	PARTNERS	TIME FRAME		
		2017	2018	2019-20
4.1 Improve industry engagement through communication and distribution of the <i>NSW Aboriginal Tourism Toolkit</i> to Government and industry stakeholders, providing opportunities for stronger collaboration with Aboriginal cultural tourism businesses.	<p>Lead: NSW Aboriginal Cultural Tourism Operators</p> <p>Partners: DNSW, Destination Networks, NPWS, Tourism industry partners, Government Agencies</p>			
4.2 Ensure a broad base of industry and Government participation in the NSW Aboriginal Cultural Tourism Workshop Program, increasing successful peer to peer mentoring activities and cross cultural exchange.	<p>Lead: DNSW</p> <p>Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, Tourism Australia, Government Agencies, Key stakeholders</p>			
4.3 Work with the NSW Aboriginal Tourism Operators Council and Destination Networks to deliver tourism leadership at the local level, incorporating Aboriginal cultural tourism into relevant Destination Management Plans, encouraging regular communication with local operators, and providing business development support and guidance to existing and potential local Aboriginal experiences.	<p>Lead: DNSW / Destination Networks</p> <p>Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, Government Agencies, Industry</p>			
4.4 Engage with Sydney and Regional NSW conferencing stakeholders to encourage business events to feature NSW Aboriginal cultural tourism experiences and cultural ceremonies to showcase authentic cultural experiences for international and national delegates.	<p>Lead: DNSW</p> <p>Partners: NSW Aboriginal Cultural Tourism Operators, International Convention Centre Sydney, Tourism Australia, Business Events Sydney, Destination Networks, Event Owners, Conference and Events Industry</p>			
4.5 Continue to provide a regular and diverse program of Aboriginal cultural awareness training for all Destination NSW staff, and Destination Networks and their stakeholders to assist in marketing and development activities being delivered in a culturally acceptable manner.	<p>Lead: DNSW / Destination Networks</p> <p>Partners: NSW Aboriginal Cultural Tourism Operators, Destination Networks, Government Agencies, NPWS, Industry</p>			

CONTACT DETAILS AND LINKS

NEW SOUTH WALES ABORIGINAL TOURISM TOOLKIT

destinationnsw.com.au/aboriginaltourismtoolkit

ABORIGINAL SYDNEY

sydney.com/things-to-do/aboriginal-culture

ABORIGINAL NEW SOUTH WALES

visitnsw.com/things-to-do/aboriginal-culture

ABORIGINAL TOURISM ACTION PLAN

destinationnsw.com.au/about-us/strategies-and-plans/aboriginal-tourism-action-plan

DESTINATION NSW CONTACT

Sector Specialist - Aboriginal Tourism

Destination NSW

E: info@dnsww.com.au

D: 02 9931 1111

sydney.com

visitnsw.com

PHOTO CREDITS

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Destination NSW

Postal address:
GPO Box 7050,
Sydney NSW 2001

Street address:
Level 2, 88 Cumberland Street,
Sydney NSW 2000

T +61 (0) 2 9931 1111

F +61 (0) 2 9931 1490

W destinationnsw.com.au



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