

Northern Territory's Aboriginal Tourism Strategy 2020 – 2030

ANNUAL REPORT CARD

Year Ending June 2023

Overview

This is the third annual report card for the Northern Territory's Aboriginal Tourism Strategy 2020 – 2030, detailing outcomes to the year ending June 2023, towards developing 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



\$1,082,000

in funding provided to NT based majority owned **Aboriginal businesses and organisations 2022-23** through Tourism NT grant programs.¹



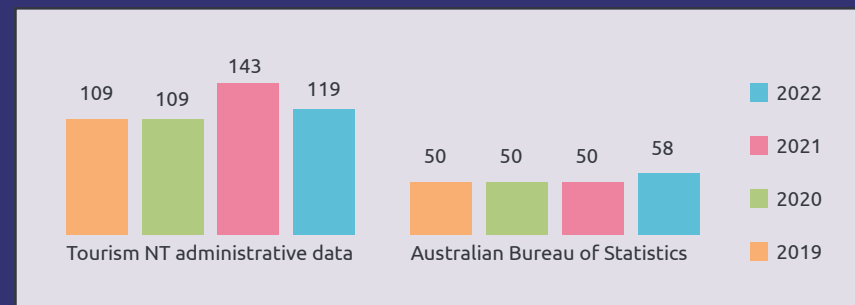
In 2022, the Aboriginal and Torres Strait Islander Tourism Brogga Award Winner was **Standley Chasm, Angkerle Atwatye**, privately owned by the Western Arrernte people, the Traditional Custodians of the area.

Aboriginal experiences

Proportion of NT holiday visitors that participate in an Aboriginal experience	2018-19 (pre-covid)	2021-22	2022-23	Year on Year Change (percentage points)
International	76%	0%	68%	-8%
Domestic	24%	20%	26%	6%
Interstate	33%	30%	37%	7%
Intra-Territory	7.3%	7.4%	9.3%	1.9%

¹ International results compared to 2018-19 due to covid-related border closures in 2021-22

Aboriginal tourism businesses



¹ The ABS administrative results shows an increase in total number of Aboriginal businesses between June 2021 and June 2022, possibly due to improvements by businesses in recording Australian Business Number (ABN) for various stimulus package eligibility as well as administrative improvements in data collection.

Aboriginal Tourism business numbers in Tourism NT administrative data has seen a drop (142 to 119 between June 2021 to June 2022) due to a move from recording place of operation to principal place of residence.

1. Supported through the Aboriginal Tourism Grant Program round 4, Aboriginal Tourism Development Support Grant Program round 1, Roadhouse to

Recovery round 3 or Visitor Experience Enhancement Program round 6.

Achievements under the five pillar initiatives

Living cultures

- Aboriginal Tourism Grant Program round four, provided 12 NT majority owned Aboriginal businesses and organisations \$613,556 in funding support.
- Aboriginal Tourism Development Support Grant Program, provided 10 NT majority owned Aboriginal businesses and organisations with a total of \$243,000 in grant funding.
- Three Aboriginal tourism businesses were supported through the Search Engine Optimisation Strategy Program to increase their consumer profile and digital visibility.

Living communities

- Tourism NT provided secretariat support to the Aboriginal Tourism Committee (ATC).
- Welcomed two new ATC members, Dr Samuel Bush-Blanasi and James Morgan.
- The ATC engaged in eight meetings, consultations and workshops including providing advice on the National First Nations Mentoring Program.
- In November 2022, the inaugural Aboriginal Tourism Forum was delivered in Darwin. The forum attracted 130 participants, with more than 50% of delegates identifying as Aboriginal. Sixty percent of the forum delegates responded to the forum evaluation survey rating the forum as valuable or highly valuable.

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 Express Tour Guide Ready Program supported three Aboriginal tourism businesses with upskilling their tour guides.
- Tourism NT appointed a dedicated Aboriginal Tourism Officer.
- Completed stage 2 upgrades of the Hermannsburg Historic Precinct, with \$4.6 million invested. Stage 3 works are expected to be completed by December 2023.
- Continued to support the development of the National Aboriginal Art Gallery in Alice Springs.

Living interactions

- In March 2023, the ATC led a NT delegation of more than 30 Aboriginal Traditional Owners and businesses to the World Indigenous Tourism Summit held in Perth WA. Tourism NT supported nine Aboriginal tourism businesses to attend and ATC Chair Paul Ah Chee delivered a key note presentation at the event: *At the heart of Australia's Northern Territory - Celebrating the oldest continuous living culture on earth.*
- Five Aboriginal tourism businesses received support to attend the Australian Tourism Exchange held on the Gold Coast, April 2023, providing exposure to more than 30 international holiday source markets.
- Tourism NT launched its first-ever dedicated Aboriginal culture campaign in the Australian market, created in collaboration with the ATC. The campaign successfully exceeded KPIs and was recognised with:
 - o a Mumbrella Award for Collaboration.
 - o being a finalist in the 2023 AMI Marketing Excellence Awards, brand revitalisation.
- Delivered an events campaign promoting headline events such as Parrtjima – A Festival in Light, the Barunga Festival and Darwin Aboriginal Art Fair, showcasing the diversity of Aboriginal cultures in the NT.
- Undertook two Aboriginal cultural tourism film shoots for website, social media and paid advertisement marketing content.
- Aboriginal cultural tourism was featured on Sunrise and Adam and Poh's Great Australian Bites television shows.
- Aboriginal cultural tourism events, experiences or attractions were included in 93% of public relations familiarisations (25/27) and 81% of social media familiarisations (9/11).
- Focused marketing led to an increase in consideration for the NT being a place to connect with Aboriginal cultural experiences, with a score of 8.04 (out of 10) as measured via the Market Tracking Survey.

Living landscapes

- Partnered with the National Indigenous Australians Agency to progress Strategic First Nation Tourism Fund co-investment opportunities.
- Aboriginal tourism opportunities identified and prioritised in all six Destination Management Plans.

Future focus

- Undertake the Aboriginal Tourism Strategy 2020-2030 3-year review.
- Continue to provide secretariat support to the ATC.
- In partnership with National Indigenous Australians Agency progress the Strategic First Nations Tourism Projects co-investment.
- Launch the first Aboriginal Tourism Business Accelerator Program in partnership with Indigenous Business Australia.
- Deliver Aboriginal development grants to establish new and enhance Aboriginal tourism offerings of Aboriginal tourism businesses.
- Deliver the second Aboriginal Tourism Forum in November 2023.
- Develop and implement an Aboriginal Cultural Tourism Framework and an Aboriginal cultural wellness and bushfood tourism opportunities project to support the ongoing development and investment in Aboriginal tourism sector development.
- Deliver practical assistance for Aboriginal tourism operators to increase their consumer profile and maximise their participation in distribution (direct and third party).
- Work with Tourism Australia to strengthen the NT's representation of product in the Discover Aboriginal Experiences program.
- Support Aboriginal tourism businesses to be represented at appropriate national/international forums.
- Continue to showcase Aboriginal culture through marketing activities that position the NT as the premier destination for authentic Aboriginal tourism experiences.
- Continuing to support development of the National Aboriginal Art Gallery in Alice Springs and upgrades at the Hermannsburg Historic Precinct.