



**Sharing our
tourism stories**
^v^v^v^v



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

There are over 100 Aboriginal cultural tourism businesses located throughout the Northern Territory. Each business and its product is unique - different cultures, different Country, different experiences and different stories. This guide provides examples of some of the different types of Aboriginal cultural tourism businesses available across the Northern Territory. We hope these stories will help inspire you on your own tourism journey.

More stories and case studies about Aboriginal cultural tourism in the Northern Territory can be found on www.northernterritory.com.

[Tourism Australia's Discover Aboriginal Experiences](#) also showcases different Aboriginal cultural tourism product from around Australia.

More information

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

Image credits

Cover: Finke River Cultural Tour - Tourism NT/Charlie Bliss

Tools to help you



Sharing culture through tourism

There are many different ways Aboriginal people are sharing culture with visitors:

Storytelling



Community and lifestyle

Creative



Spiritual experiences

Bush tucker



Attractions

Categories of cultural tourism have been adapted from the United Nations World Tourism Organisation

Our stories

Nitmiluk Tours



Where: Nitmiluk National Park, Katherine

Business type: 100% Aboriginal owned Jawoyn Association

What: Guided tours, cultural cruises, ferry and shuttle bus services, dining, campground, luxury accommodation, helicopter scenic flights, canoeing.

www.nitmiluktours.com.au

Bawaka Experience



Where: Bawaka Homeland, 55km south of Nhulunbuy

Business type: Bawaka Aboriginal Corporation

What: From one day to multi day experiences, Bawaka specialise in providing cultural awareness activities and connections for groups and corporate clients and partnerships with tour operators.

www.bawakaexperience.com.au

Pudakul Aboriginal Cultural Tours



Where: Adelaide River Floodplain

Business type: Family partnership, 100% Aboriginal owned and operated

What: Art workshops, two hour Aboriginal Ecological Experience bush tucker and guided wetland walk, Kakadu Rock Art day tour, merchandise sales, cabin accommodation.

www.pudakul.com.au

Kakadu Billabong Safari Camp



Where: Kakadu National Park

Business type: 100% Aboriginal owned private company

What: Guided walking tours, cultural community workshops and overnight safari camping experience.

www.kakadubillabongsafaricamp.com.au

Aboriginal Cultural Events



The NT offers many Aboriginal cultural tourism events across the year. These include Barunga, Garma, Darwin Aboriginal Art, Garrmalang, KarrimanjbeKKan An-me Kakadu: Taste of Kakadu, Parrtjima and Desert Song to name a few. For a full list visit:

www.northernterritory.com/things-to-do/festivals-and-events

Djilpin Arts



Where: Beswick Community, 112km from Katherine

Business type: Djilpin Arts Aboriginal Corporation

What: Art gallery and cultural centre, women's weaving workshops, guided on Country tours and accommodation.

www.djilpinarts.org.au





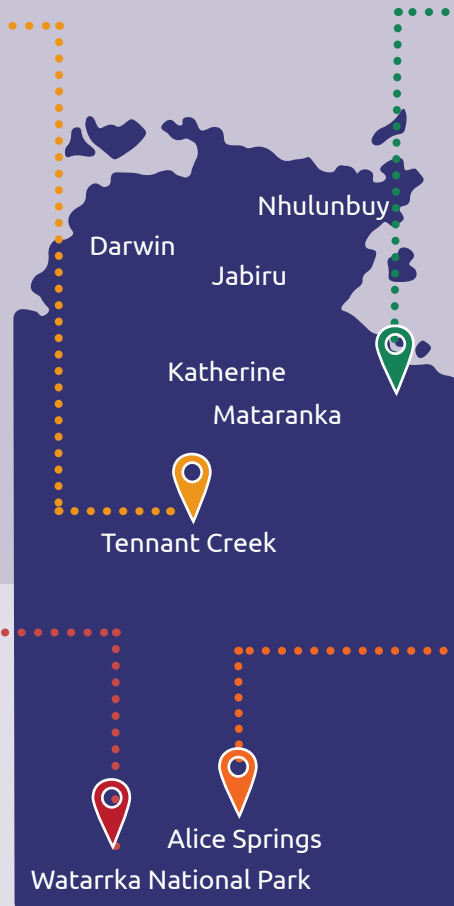
Nyinkka Nyunyu Cultural Centre

Where: Tennant Creek on the sacred site of Nyinkka (Spiky-tailed Goanna)

Business type: Julalikari Aboriginal Corporation, 100% Aboriginal owned and operated

What: Art gallery museum on Warumungu culture, guided tours, bush tucker and bush medicine garden, audio tour, Jajikari Café, retail, event venue.

www.nyinkkanyunyu.org.au



Seven Emu Station

Where: 85km south-east of Borroloola

Business type: Sole Trader, 100% Aboriginal owned and operated

What: Camping, fishing, cultural heritage/bush tucker tour, bush teas and medicines.

www.sevenemustation.com.au



Karrke Aboriginal Cultural Tour

Location: Near Watarrka National Park

Business type: Private company, 100% Aboriginal owned and operated

What: One hour cultural experience - language and culture, bush tucker and medicine, the making of spears, boomerangs, music sticks and seed jewellery.

www.karrke.com.au

Angkerle Atwatye (Standley Chasm)

Location: West MacDonnell Ranges, Central Australia

Business type: Angkerle Aboriginal Corporation/private flora and fauna reserve owned by the Iwupataka Land Trust

What: Angkerle Atwatye/Standley Chasm natural attraction with significant cultural values. Guided walking tours, cultural awareness, bush tucker tours, art workshops, café, retail, campsite.

www.standleychasm.com.au



To learn more about Aboriginal businesses in the Northern Territory visit www.northernterritory.com

What is your tourism story?

1 How will you share your culture through tourism (p.3)?

2 Where will your tour product or experience be based?

3 Are there other Aboriginal people in your region offering tourism products and experiences? If so, what are they offering?
(more information on different tours offered in your region can be found at www.northernterritory.com)

4 How will your product or experience be different or work together with existing businesses in your region?

5 If there are no current tourism products or experiences in your region, why not?

Are there challenges to consider like access, sensitivities or facilities/attractions?

6 What type of business would you like to set up? Sole trader (independent), family, partnership, corporation?

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

Learn more about the different types of business structures and the steps to build your business in our next booklet 'Our tourism pathways.'

www.tourismnt.com.au/aboriginal-culture-tourism

References

Photo credits

Front cover - Many Hands Artist Painting at Simpsons Gap - Tourism NT/Shana McNaught

Page 3 - Top left - Seven Emu Station - Tourism NT/Shana McNaught

Page 3 - Top left - Karrke Aboriginal Cultural Experience - Tourism NT/Archie Sartracom

Page 3 - Top left - Tiwi Islands Cultural Tour - Tourism NT/Helen Orr

Page 3 - Top right - Cultural experiences at Bawaka - Tourism NT/Shana McNaught

Page 3 - Top right - Discover the Tiwis on a day tour - Tourism NT/Shana McNaught

Page 3 - Top right - Kakadu Billabong Safari Camp - Tourism NT/Helen Orr

Page 3 - Middle left - Aboriginal weaving workshop - Tourism NT/Tourism Australia

Page 3 - Middle left - Barunga Festival - Tourism NT/Alana Holmberg

Page 3 - Middle left - Artist painting a Didgeridoo at Djilpin Arts - Tourism NT/Elise Derwin

Page 3 - Middle right - Standley Chasm - Tourism NT/Christopher Tangey

Page 3 - Middle right - Barunga Festival - Tourism NT/Peter Eve

Page 3 - Middle right - Pudukul Aboriginal Cultural Tours - Tourism NT/Helen Orr

Page 3 - Bottom left - Karrke Aboriginal Cultural Experience - Tourism NT/
Archie Sartracom

Page 3 - Bottom left - Bush Medicine Workshop at Bush Balm - Tourism NT/
Charlie Bliss

Page 3 - Bottom left - Bush tucker in Kakadu - Tourism NT/Helen Orr

Page 3 - Bottom right - Yibekka Kakadu Tours - Tourism NT/Helen Orr

Page 3 - Bottom right - People hiking along the Larapinta Trail at Euro Ridge -
Tourism NT/Shana McNaught

Page 3 - Bottom right - Woman on a cruise in Katherine Gorge - Tourism NT/Katie Goldie

Page 4 - Top left - Take a cruise at Nitmiluk - Tourism NT/James Fisher

Page 4 - Top right - Cultural experience at Bawaka - Tourism NT/Shana McNaught

Page 4 - Middle left - Pudukul Aboriginal Cultural Tours - Tourism NT/Helen Orr

Page 4 - Middle right - Kakadu Billabong Safari Camp - Tourism NT/Helen Orr

Page 4 - Bottom left - Market at Barunga Festival - Tourism NT/Alana Holmberg

Page 4 - Bottom right - Djilpin Arts - Tourism NT/Helen Orr

Page 5 - Top left - Artwork at the Nyinkka Nyunyu Cultural Centre - Tourism NT/
Elise Derwin

Page 5 - Top right - Seven Emu Station - Tourism NT/Shana McNaught

Page 5 - Bottom left - Karrke Aboriginal Cultural Experience - Tourism NT/
Archie Sartracom

Page 5 - Bottom right - Standley Chasm - Tourism NT/Helen Orr

Back cover - Wintjiri Wiru - Tourism NT/Ray Reyes



“ Feel a powerful connection to Country as you listen to traditional inma and narration in the local Pitjantjatjara language, while you immerse yourself in a living story from the world’s oldest continuous living culture. ”

Wintjiri Wiru

Voyages Indigenous Tourism Australia, Ayers Rock Resort

