



# Australian Indigenous Tourism conference 2022

Cairns/Gimuy  
June 2022

*Building partnerships with Indigenous communities to develop tourism experiences*

Mossman Gorge,  
Queensland

# Key Considerations

- **Get to know the local community:** sitting down and listening, learning to build a relationship, understand the history and what impact that has had on the community.
- **Engage with all the community:** continually engage with all relevant Traditional Owners and Knowledge Holders, what are their needs, what are their aspirations, how do they wish to share culture? Your business may need to connect with a diversity of cultures, country, as well as views and lived experiences.
- **Building trust:** it's not a standard transactional relationship. Consider the historical context.
- **Business needs/Indigenous culture:** they may not always naturally align.
- **Defining success:** cultural, community and financial.



# Key Considerations

- **Who has ownership?:** who can tell or share the story, how much knowledge should be shared and by whom?
- **Continually consider protocols:** men's and women's business, 'sorry business'.
- **Developing talent:** skills and qualifications for local Indigenous people.
- **Who's your audience:** what markets are the experiences being developed for?
- **Succession planning:** can community owned be a long-term vision or opportunity? Self determination, sharing of power.
- **Accessing support:** funding opportunities via NIAA, Austrade or State Tourism Offices.

