



This Country

Ngatha Ginyang Gumuy Walubara Yidinji Barray gaba

My Country

Warringal Barray gaba Worimi Barray gaba

Prof. Deen Sanders OAM
NITAG Chair

National Indigenous Tourism Advisory Group

Direct assistance for Indigenous tourism businesses

Tourism Grants for Indigenous Business Program

The Tourism Grants for Indigenous Business Program help individual Indigenous-owned businesses and community organisations invest in developing new products, equipment, business planning and marketing in the tourism sector.

Grants \$50,000 for a private business and \$100,000 for community organisations.

Open now – closes 12 July



Tourism Grants for Indigenous Business is Now Open

5 May 2022

Round two of the Tourism Grants for Indigenous Business is now open!



Round two of the Tourism Grants for Indigenous Business program is now open. Eligible businesses can apply for up to \$50,000 and community organisations up to \$100,000 to develop exclusive and authentic Aboriginal and Torres Strait Islander visitor experiences.

www.indigenous.gov.au

Helen Martin – NT

Andrew Smith – NSW

Robert Taylor – WA

Tony Coppins – SA

Rhonda Appo – QLD

Jirra Harvey - VIC

**All Tourism in
Australia is
Indigenous
Tourism**

Tourism industry impact



\$32.4bn

In 2020-21, tourism directly contributed 1.6% of Australia's GDP



1 in 26 jobs

Directly employed 507,000 people



\$31.2bn

Accounted for 6.6% of Australia's total exports (Pre-pandemic)



1 in 7 businesses

In June 2021, there were 334,500 tourism related businesses

The size of Tourism in Australia

The size of Tourism in Western Australia

Western Australia summary



Gross State Product (GSP)

\$7.2 billion

Down 33% compared with 2019-20

Down 41% compared with 2018-19



Gross Value Added (GVA)

\$6.3 billion

Down 34% compared with 2019-20

Down 42% compared with 2018-19



Employment

78,400 persons

Down 17% compared with 2019-20

Down 21% compared with 2018-19

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All Tourism in Western Australia

Economic Impact



Aboriginal Tourism businesses in WA:

contribute **\$43.8 million** to the Gross State Product¹ and

contribute **\$29.7 million** to State incomes¹.



Aboriginal Tourism businesses in WA:

account for **339 full time employee jobs**¹.

Indigenous Tourism in Western Australia

0.6% (not 6%) – not even 1%

For every 1 Indigenous experience that implies there are 164 non-Indigenous experiences in WA



Australian Government

Australian Trade and Investment Commission
Tourism Research Australia

All Tourism in Australia is Indigenous Tourism



Tourism is more than an economy.

It is a process of re-creation, a process of spending time building or re-building relationships with ourselves, our family and friends and the loved ones we travel with.

But we know - it's really a process of relationship building with the places we visit – the landscapes we move through.

Social Impact



Employment

Aboriginal tourism businesses bring employment opportunities to the community. Of particular importance are the increased opportunities for youth employment.



Strengthens Pride

Aboriginal tourism businesses bring pride to the community by empowering people to work and to share their knowledge and culture.



Brings Cultures Together

Aboriginal tourism businesses bring different cultures together. This provides an opportunity to educate non-Aboriginal people about Aboriginal culture, by sharing cultural pride and stories.

Aboriginal tourism businesses in Western Australia are providing a range of social benefits to individuals and community by way of:

- Giving Aboriginal people the opportunity to pass down culture to future generations;
- Increasing the level of respect for Aboriginal people, culture and knowledge;
- Having a positive impact on the way Aboriginal people consider their future opportunities;
- Delivering authentic cultural experiences;
- Inspiring young Aboriginal people to view tourism as a career path; and
- Giving Aboriginal people the option to live within their chosen community².

Tourism is our love language.

Every beach, desert or forest vista, the very biodiversity, and ecological wonders that we appreciate and share as a tourism experience, is the direct product of Aboriginal and Torres Strait Islander management.

As the world's oldest continuous culture, our people have nurtured the land, carved story in it, sung and danced and cared for every inch of its vast landscape over the life of our 100,000 year culture.

**Tourism as a model of self determination
(much more than a ticket to economic participation)**

**Tourism as a way of keeping knowledge and story
and dance**

**Tourism as a way of living out our cultural
obligation – in plain sight**

Tourism as a vehicle for national healing, national transformation

“We are really sorry for you people.We have a gift we want to give you. We keep getting blocked from giving you that gift. We get blocked by politics and politicians. We get blocked by media, by process of law. All we want to do is come out from under all of this and give you this gift. And it’s the gift of pattern thinking. It’s the culture which is the blood of this country, of Aboriginal groups, of the ecology, of the land itself.”

David Mowaljarlai (Ngarinyin) - Yorro Yorro – Everything standing up alive - 1993