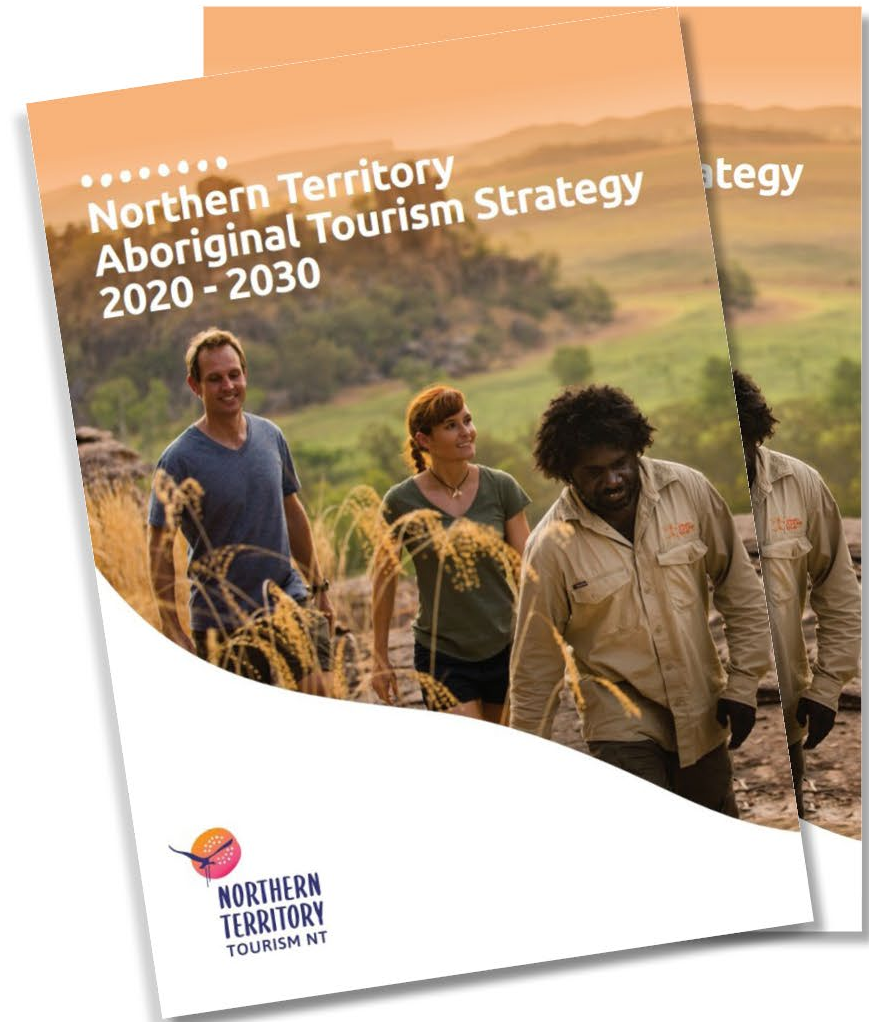




**Vision is to be an
Australian leader
in the Aboriginal
tourism sector**





Our mission

Develop a sustainable Aboriginal tourism sector and share the beauty of the Northern Territory, its stories and its Aboriginal cultures, through the development of our 5 pillars

1



Living Cultures



1.1 Develop Improved Information & Central Online Facility



1.2 Develop Quality Experiences, Products & Services (Tourism Product)

2



Living Communities



2.1 Support Regional Leadership, Governance and Knowledge



2.2 Foster Knowledge and Understanding



2.3 Strengthen Aboriginal Representation and Advocacy

3



Living Lives



3.1 Build Tourism Skills and Job Development



3.2 Business Mentoring Support for Aboriginal Tourism



3.3 Provide Advisory and Services Support

4



Living Landscapes



4.1 Planning of Positive Regional Promotion



4.2 Planning for Suitable Infrastructure and Services



4.3 Develop Government and Investment Partnerships

5



Living Interactions



5.1 Marketing Aboriginal Tourism



5.2 Visitor Experience, Research and Performance



5.3 Industry Awareness and Participation

Destination Management Plans

Identifies key strengths and assets across NT regions and a comprehensive overview of comparative advantages, current product offerings and visitor profiles

- Big Rivers
- Alice Springs
- MacDonnell Ranges
- Barkly
- Lasseter
- East Arnhem Land
- Greater Darwin





/// Aboriginal /// cultural /// tourism

Thank you

