



Australian Government

Australian Trade and Investment Commission

THRIVE  
2030

# AUSTRALIA'S INDIGENOUS TOURISM: *WHERE TO FROM HERE?*

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Austrade

*Australian Indigenous Tourism Conference*  
16 – 18 June 2022



AUSTRALIA

# Acknowledgement of Country

**Professor Deen Sanders OAM**, Worimi man,  
Chair, National Indigenous Tourism Advisory Group

“Our culture is still alive, this land is still alive, and it is still loved as unceded Aboriginal and Torres Strait Islander land – and we want to share it with you.

A future strategy must centre Indigenous landscape, Indigenous voice and Indigenous leadership. Not because it will close a gap but because it is the best way to build a relationship to the landscape and generate a successful, authentically Australian, tourism economy.”



# The Australian Trade and Investment Commission (Austrade)

- Promotes **Australian trade, investment, and education** to the world.
- Leads the work to support the sustainable **growth and prosperity of Australia's visitor economy.**
  - National policy lead
  - Tourism Research Australia
- Supports Indigenous businesses to **seek global export opportunities.**
  - EMDG
  - Supply Nation MOU
  - Network of overseas offices



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# WHERE HAVE WE BEEN?

# 2019:

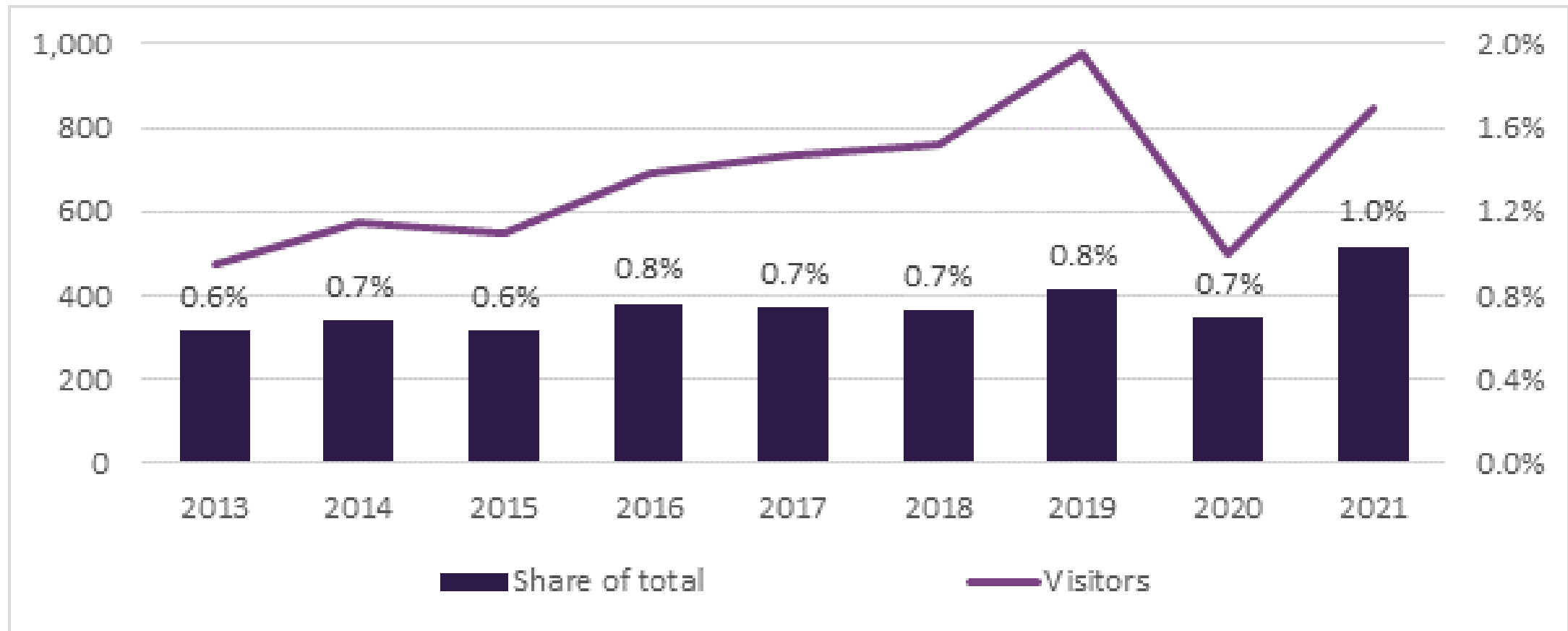
- **1.4m international visitors** took part in Indigenous tourism experiences.  
*Increase of 6% p.a. since 2010.*
- **1m domestic visitors** took part in Indigenous tourism experiences.  
*Up 13% p.a. since 2013*
- Expenditure by tourists who visit an Indigenous experience up 8% per year since 2013.

2019 TRA National and International Visitor Survey

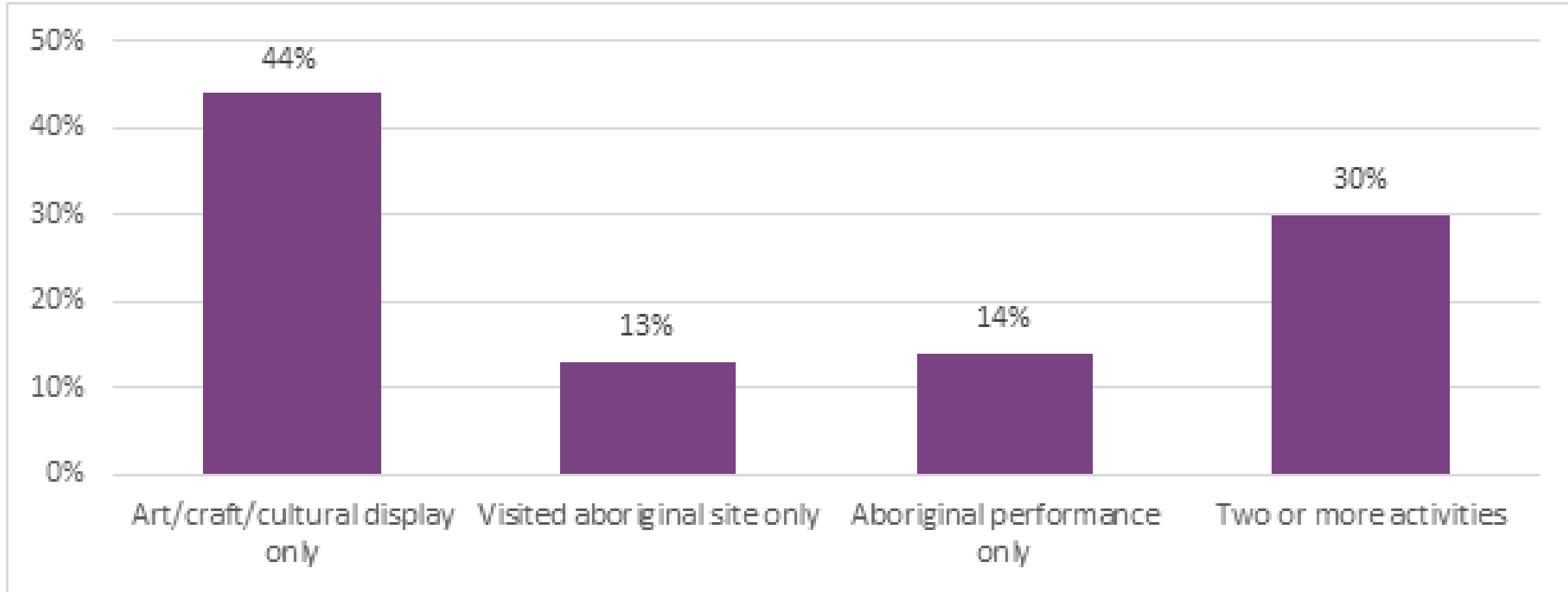


Photo courtesy of Tourism Australia

# Total number of domestic overnight visitors undertaking Indigenous activities 2013-2021



# Types of indigenous tourism activities experienced by international visitors in 2019



# International visitors and Indigenous tourism

International visitors who undertake Indigenous activities are **more likely to have:**

- Visited regional Australia (22%)
- Come from Europe (24%), UK (18%), US (16%)
- Travelled for a holiday (14%)
- Been aged 15-29 (13%) or 60 years and over (13%).

**68% NT visitors undertook Indigenous activities**

**European and UK visitors more likely to visit NT**

Business (5%) and VFR (8%) visitors and those from NZ (4%) and Asia (excluding China and Japan) (7%) or aged 30-59 years (9%) were **least likely** to have undertaken Indigenous activities in 2019.







## WHERE ARE WE NOW?

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- **Continued recovery from COVID-19** pandemic and reliance on international tourism.
- **Growing interest in genuine Indigenous culture** and knowledge of land, nature, culture and cuisine.
- Increasing focus on **sustainable tourism** and unique opportunity to showcase the oldest living culture on earth.

# WHERE DO WE WANT TO BE?

# THRIVE 2030

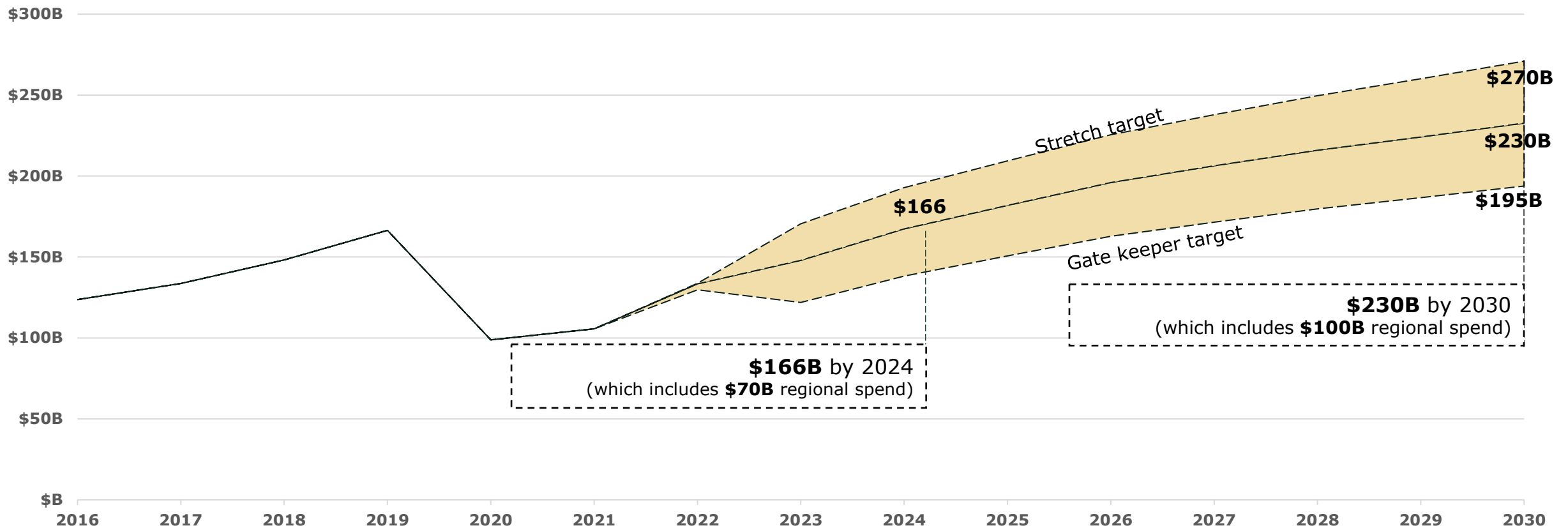
(The Re-Imagined Visitor Economy)

1. Changing traveller behaviour so Australians spend money domestically
2. Championing Aboriginal and Torres Strait Islander culture – uniquely Australian
3. Prioritising Visitor Economy Workforce development (via Workforce and Skills Technical Working Group)
4. Develop new and expand existing Aboriginal and Torres Strait Islander owned and operated tourism enterprises.



# Strategy targets


- The Strategy sets ambitious yet achievable targets
- **\$166 billion in visitor expenditure by 2024**, growing to **\$230 billion by 2030**
- It is expected that approximately 40% of that target spend will be regional



# HOW WILL WE GET THERE?

# THRIVE 2030



1. Deliver success through comprehensive collaboration	COLLABORATE 
2. Improve data and insights	
3. Grow a secure and resilient workforce	MODERNISE 
4. Embrace leading-edge business practices	
5. Enhance visitor infrastructure	
6. Build markets and attract visitors	DIVERSIFY 
7. Grow unique and high-quality products, including Aboriginal and Torres Strait Islander experiences	

# Changing traveler behavior so Australians spend money domestically as they do overseas

- Trigger the same 'tourism mindset' as international travel to stimulate the same spend
- Make Australians aware of the unique experiences they can have 'at home'
- Changing these domestic tourism perceptions may lead to changing traveller spending behaviours



# Championing Aboriginal and Torres Strait Islander culture – uniquely Australian

- **Develop new and expand existing Aboriginal and Torres Strait Islander owned and operated tourism enterprises**
- **Respectfully embed Aboriginal and Torres Strait Islander cultures** into Australia's brand positioning and support prioritised product development





# Prioritising Visitor Economy Workforce development

Establishment of **THRIVE Workforce and Skills Working Group** to identify new approaches to help Australia's tourism industry build a highly skilled workforce.

- Increase Indigenous workforce participation.
- Aboriginal and Torres Strait Islander training programs.

## **New Government Commitments:**

- Fee Free TAFE to help rebuild industries hit hardest by the pandemic, like hospitality and tourism.
- \$10m to expand "The Hub" portal which offers bespoke training and upskilling to support new/existing hospitality workers.



# Sustainable tourism

- International trend toward **sustainable travel**
- Sustainable tourism industry can achieve **economic competitiveness and growth** while **preserving cultural practice**, particularly for our First Nations peoples, **empowering local communities**, and **conserving the environment**.
- Range of **new government commitments** to support industry transition to be more sustainable.



# Demand for nature-based activities is growing strongly

Growth in demand for activities, 2014-2019



Source - National Visitor Survey overnight

# HOW WILL WE WORK WITH YOU TO GET THERE?

**Strengthen relationships** - between Austrade and Indigenous tourism businesses

**Better collaboration** – Indigenous businesses, leaders and communities

**Meaningful engagement** – more appropriate and accessible engagement across Australia's Indigenous communities; promoting importance of Indigenous interpretation, experiences and engagement to industry



# QUESTIONS?

Your feedback on our THRIVE 2030 direction?

How can we support better collaboration between your businesses and mainstream Visitor Economy businesses?

How can Austrade and NIAA better support your business or the Indigenous tourism sector?



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Contact the **Austrade team**  
[VisitorEconomy@austrade.gov.au](mailto:VisitorEconomy@austrade.gov.au)

**Thank you**



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