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Australian Trade and Investment Commission

THRIVE
2030

First Nations Tourism – Australian Government Initiatives and Insights

31 October 2024

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THRIVE 2030 – Australia's National Strategy for the Visitor Economy

THRIVE 2030 Vision & Themes


Vision

Australia's visitor economy provides world leading services and visitor experiences to consumers while delivering significant and sustainable benefits to the Australian community.

By:

 **Collaborating** across all stakeholders to achieve success.

 **Modernising** supply side enablers.

 **Diversifying** markets, experiences and destinations.

THRIVE 2030

The Re-Imagined Visitor Economy

A national strategy for Australia's visitor economy recovery
and return to sustainable growth, 2022 to 2030



THRIVE 2030 Priorities

THRIVE has **seven policy priorities**

- 1 Comprehensive Collaboration
- 2 Improve data and insights
- 3 Grow a secure and resilient workforce
- 4 Embrace leading-edge business practices
- 5 Enhance visitor infrastructure
- 6 Build markets and attract visitors
- 7 Grow unique and high-quality products, including First Nations experiences

Implemented through **action plans for each of the three phases**

Delivered across federal Government, states and territories, and industry.

Aiming to achieve \$230b (up to \$270b) in expenditure in Australia by 2030.

THRIVE 2030: Priority Actions for First Nations

- Co-design a National First Nations Visitor Economy **Partnership**
- Increase **workforce participation and training opportunities** for First Nations peoples
- **Respectfully embed** First Nations cultures
- **Develop new tourism experiences and products** including new and expanded existing First Nations owned and operated tourism enterprises





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National First Nations Visitor Economy Partnership

National First Nations Visitor Economy Partnership

What has been done so far?

Work has progressed throughout 2023 and 2024, including through co-design workshops with state and territory governments and First Nations tourism industry representatives in:

- August 2023 (Mianjin/Brisbane);
- October 2023 (Virtual);
- March 2024 (Warrane/Sydney);
- July 2024 (Virtual)



Third Co-design workshop, Austrade Office, Warrane



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Visitor Engagement with First Nations Tourism Experiences

3 million travellers

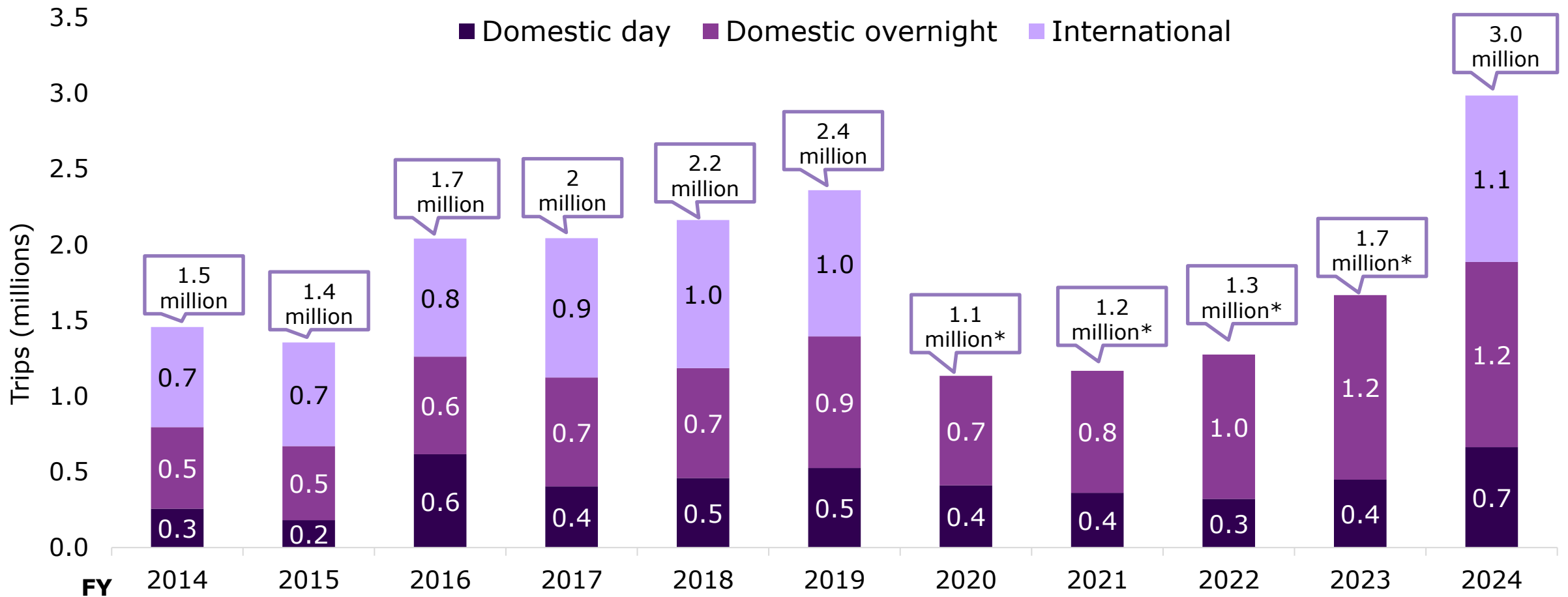
incorporated First Nations
activities in their trip in
Australia in 2023-24
(domestic and international)

Of those trips that included
First Nation activities:

- 1.2 million were domestic overnight travellers: about **1 in every 100 domestic overnight travellers**
- 1.1 million were international travellers: about **1 in every 7 international travellers**
- The remaining 663,600 were day trip travellers

In FY 2023-24, there were 3 million trips that involved a First Nations experience, the highest on record

All traveller types show an increase in participation compared to pre-Covid

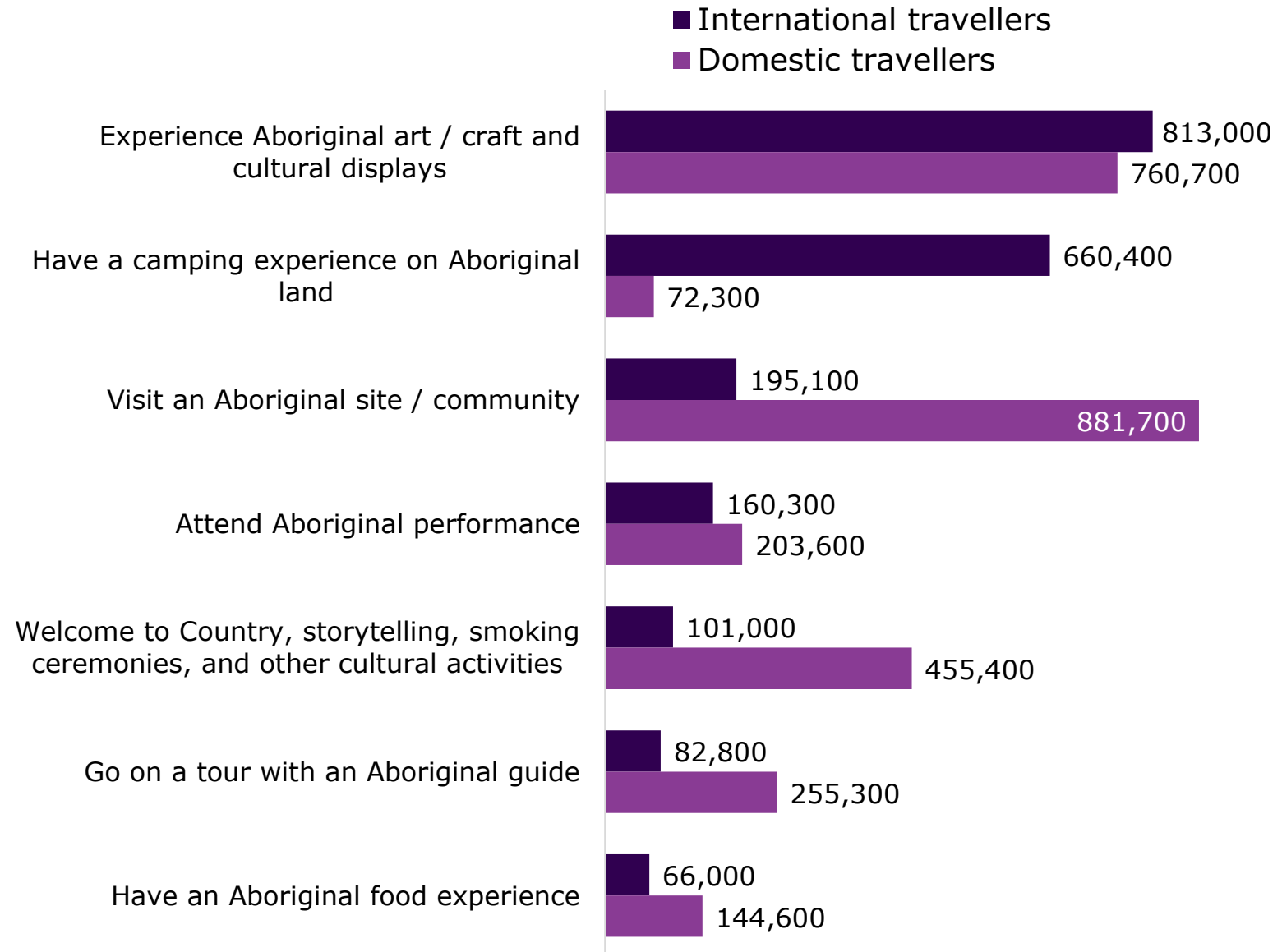


*Data for international travellers is not available between FY 2019/20 and FY 2022/23 due to the suspension of the IVS during the COVID pandemic. Labels show total trips for 12 months to June. Source: Tourism Research Australia National Visitor Survey and International Visitor Survey

Top experience for international travellers was experiencing Aboriginal art/ craft and cultural displays

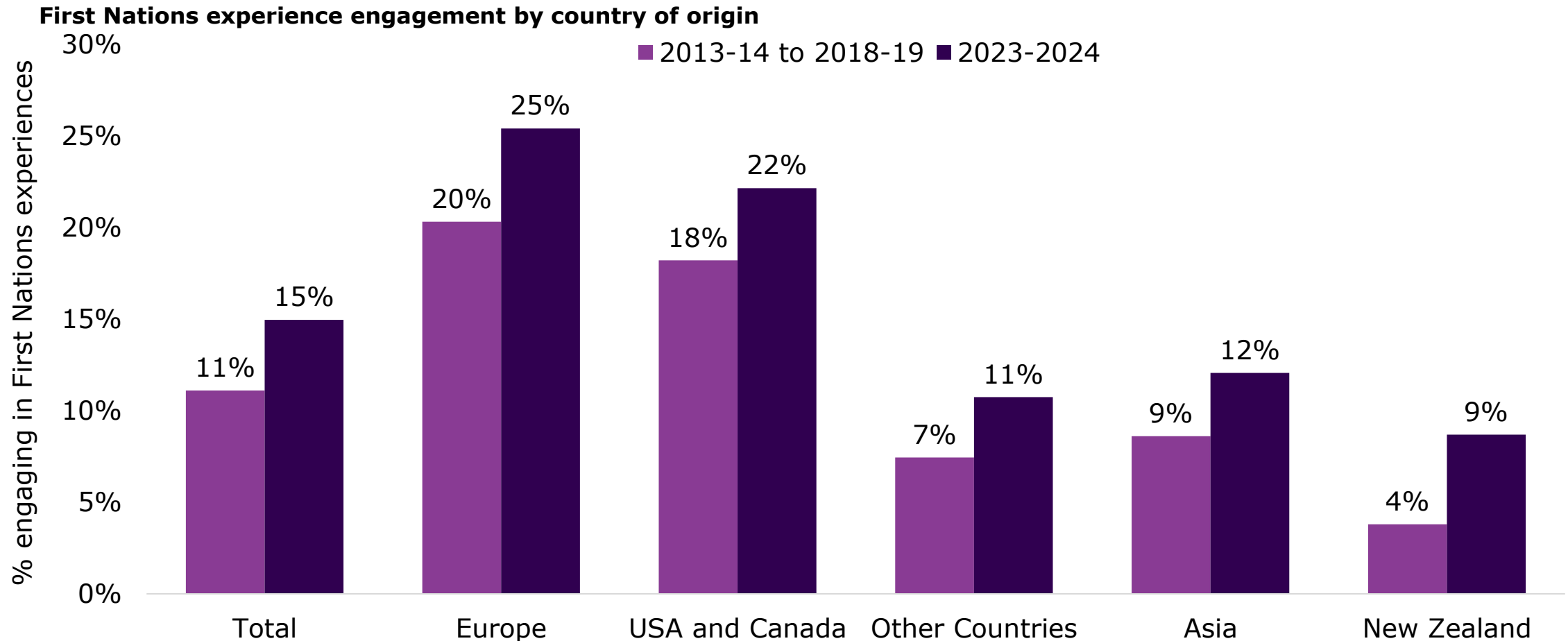
The top experience for domestic travellers was visiting an Aboriginal site/ community

First Nations activity participation in 2023-24



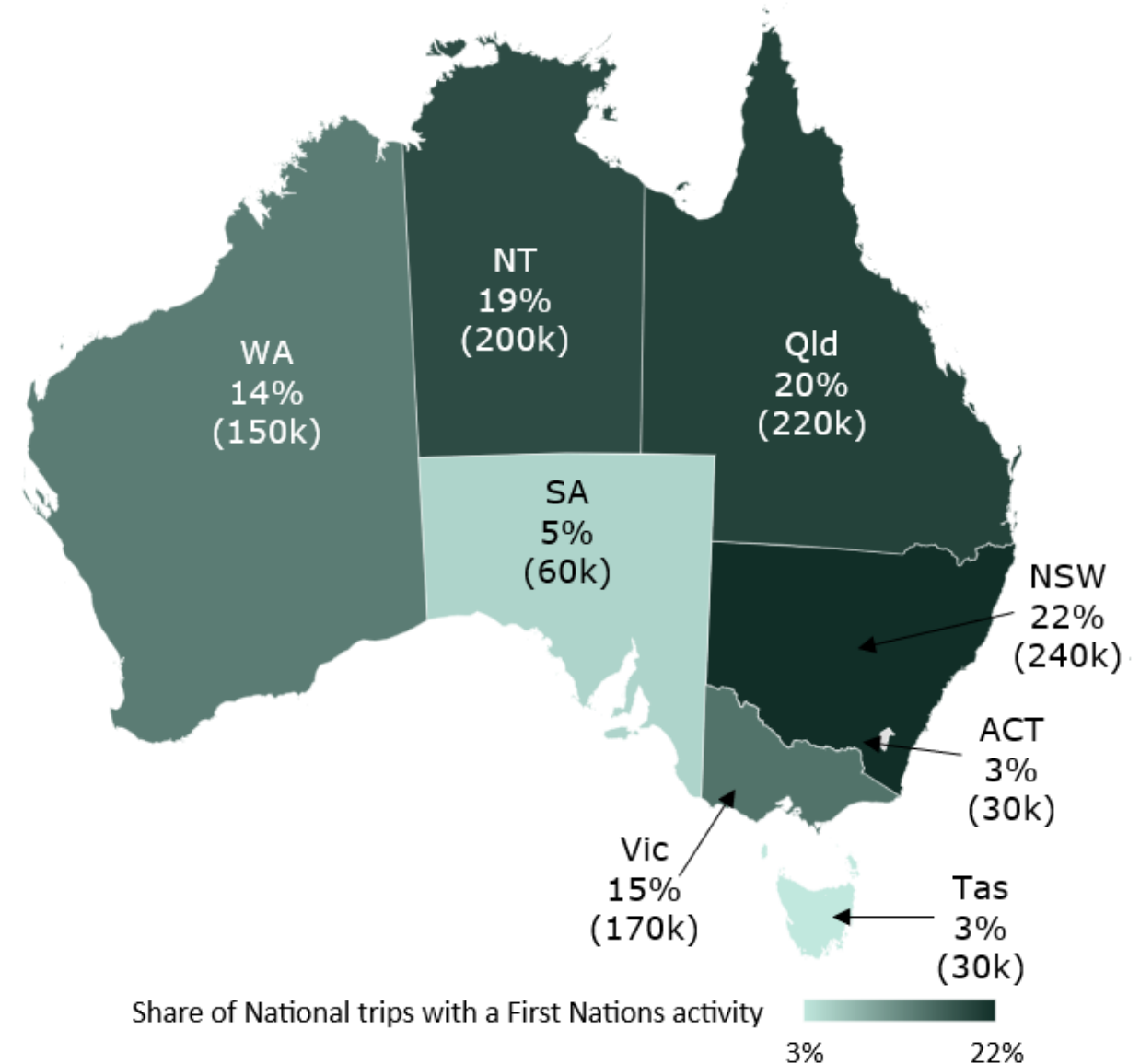
First Nations experience engagement has increased since pre-COVID among international visitors

Visitors from Europe, USA & Canada are most likely to participate in First Nations experiences



State/Territory share of domestic overnight trips incorporating First Nations activities.

NSW had the largest share of domestic overnight visits involving a First Nations activity, followed by QLD, then the NT





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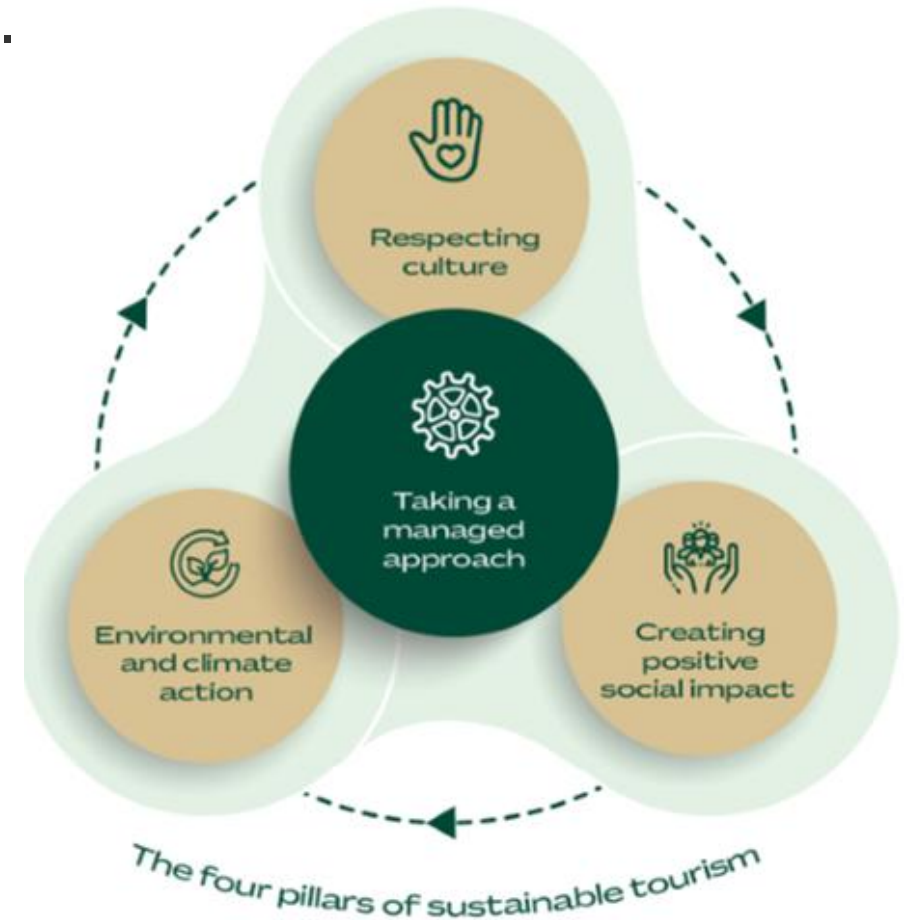
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Sustainable Tourism

What is Sustainable Tourism?

- THRIVE 2030 is a **strategy for sustainable growth**.
- Growing sustainably means **balancing economic, social and environmental factors** in pursuing industry growth.
- The Global Sustainable Tourism Council (GSTC) has established four pillars of sustainable tourism, which are **interconnected**.



Why is Sustainable Tourism Important?

- Protecting Australia's natural and cultural assets is critical to our **ongoing competitiveness**.
- Visitors are increasingly demanding more sustainable options.
 - According to Booking.com, 74 per cent of travellers say they want **travel companies to offer more sustainable travel choices**.
- As a long-haul destination, it is critical we offer a sustainable experience in-destination.
- Sustainability has moved from a 'nice to have' to a **need to have**.



National Sustainability Framework & Sustainable Tourism Toolkit

- **Purpose:** to demonstrate Australia's **commitment** and **vision** for a competitive tourism sector that embrace sustainability at the core of its activities and experiences.
- **The Framework:**
 - Sets goals and priorities.
 - Provides an 'umbrella' definition of sustainability to unite activity across government and industry.
- **The Toolkit:**
 - A free practical resource for tourism SMEs to support improving their sustainability.



THRIVE 2030 Pillar 3: Respecting Culture



- Goal: Visitor economy businesses protect and share Australia's unique cultural heritage, traditions and sites through respectful partnerships with First Nations people, and celebrate the diversity of our multicultural communities.
- There are five priorities under this pillar:
 - **Protecting and Preserving Cultural Assets;**
 - **Engaging respectfully with and learning from First Nations peoples;**
 - **Respecting First Nations' people enduring traditional knowledge;**
 - **Embedding sustainable building design practices; and**
 - **Celebrating Australia's diversity and multicultural communities**





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Enhancing Tourism Through Diverse and Inclusive Employment

Building tourism workforces

Workforce and skills shortages continue to be a challenge for the visitor economy.

The *Tourism Workforce Report* (December 2023) found:

- **workforce shortages were widespread** in tourism in 2022;
- **skills shortages remain elevated** relative to the pre-pandemic period; and
- tourism-related job vacancies peaked at **26,274** in August 2022.



Diverse teams makes good business sense

- Diverse workforces make high performing businesses
- Mature age workers bring a wealth of experience
- Younger Australians are enthusiastic, tech-savvy and keen to learn
- People with disability can make unique and valuable contributions to businesses:
 - passionate contributors
 - excellent attendance records.



Working with underrepresented cohorts to grow tourism workforce

Benefits of employing people with disability

Benefits include the ability to:

- widen your talent pool, 1 in 5 Australians lives with disability
- expand your consumer base
- retain workers.

Myths... busted!

- Most people with disability (9 in 10) **do not need more supports** to work
- Most people with disability (8 in 10) **do not need time off** because of their disability.

Job Access Employer toolkit

The **Job Access Employer Toolkit** has resources with practical advice on disability and employment.

Disability Employment Services are available to help you with a job placement. They also help train people with disability to be job fit for a specific job and can provide:

- On the job training
- Ongoing support in the job
- Modifying the workplace.



[JobAccess.gov.au/employers](https://www.jobaccess.gov.au/employers)

Free help and resources

The Employment Assistance Fund provides workplace assistance and support services for people with a disability. EAF gives financial help to:

- buy work related modifications or equipment;
- make modifications to work vehicles;
- undertake free workplace assessments;
- provide Auslan interpreting services; and
- disability awareness training for your team.



Free help and resources

Workforce Australia provides information and support services to assist businesses to hire staff.

Supports include:

- Employment Facilitators
- Local Jobs and Skills Taskforces
- Local Jobs Plan
- People on an Age Pension can work more without losing income support payments
- Transition to Work program.



dewr.gov.au/transition-work





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