



Nitmiluk and Cicada Lodge

Sharing our Country

Australian Indigenous Tourism Conference– Cairns

8 June 2022

Sveva Falletto (on behalf of the Jawoyn people)



Nitmiluk

Katherine

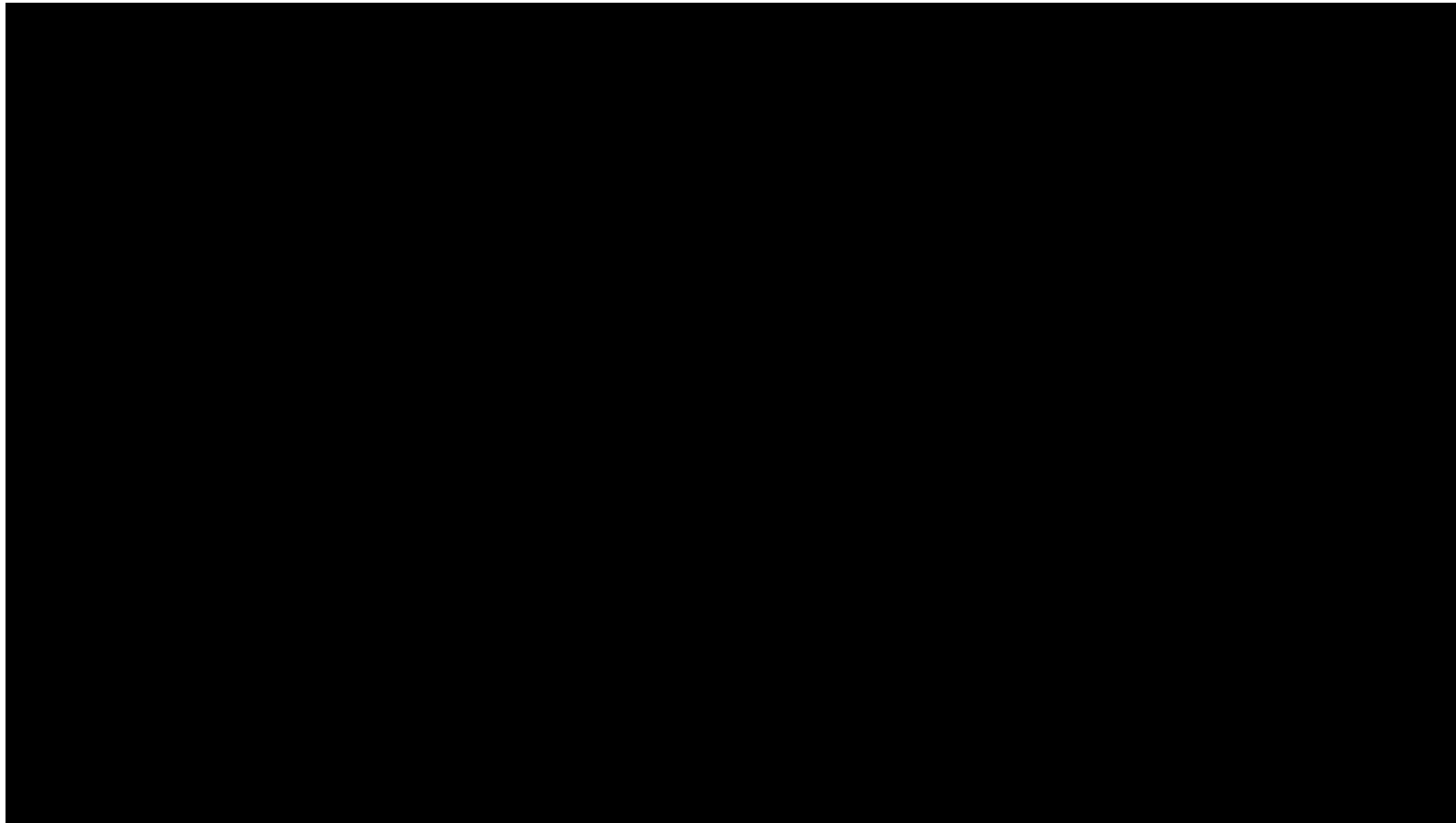


**JAWOYN
ASSOCIATION**
SHARING OUR
COUNTRY

I am here today on behalf of the Jawoyn people of Katherine,
Northern Territory.

We acknowledge the Traditional Owners of the country on
which we meet today and we pay our respects to their Elders
past, present and emerging.

What are Nitmiluk and Cicada Lodge?



What is Nitmiluk?

- Nitmiluk, pronounced Nit-me-look, charity owned by the Jawoyn people of Katherine
- Internationally recognised and multi-awarded attraction rich in Jawoyn culture in Nitmiluk National Park
- An area of 2,900 km² rich in ancient rock art, waterfalls, crystal clear swimming holes, tropical savannah and a majestic 13 gorge system.
- Gorge cruises, helicopter tours, self-guided canoe adventures, cultural safari, caves
- Numerous Hiking Trails and the Jatbula Trail
- Dining at two cafes and dinner cruise, a 5-star restaurant
- Camp, cabins, luxury accommodation Cicada Lodge, glamping and mountain bike trails in 2020
- Around 275,000 visitors annually

Australian Tourism Awards

- We attended the QANTAS Australian Tourism Awards in Canberra on 6th March, 2020.
- Cicada Lodge won Gold in two categories: Luxury Accommodation and Restaurant and Catering Services.
- Nitmiluk won Gold in the Aboriginal and Torres Strait Islander categories
- Nitmiluk National Park won Bronze

Nitmiluk - Sharing our Country

WINNER



**Australian
Tourism Awards
2019 Gold**

Luxury Accommodation

WINNER



**Australian
Tourism Awards
2019 Gold**

QANTAS Award for Aboriginal
& Torres Strait Island Tourism

WINNER



**Australian
Tourism Awards
2019 Gold**

Tourism Restaurants &
Catering Services





Party time?

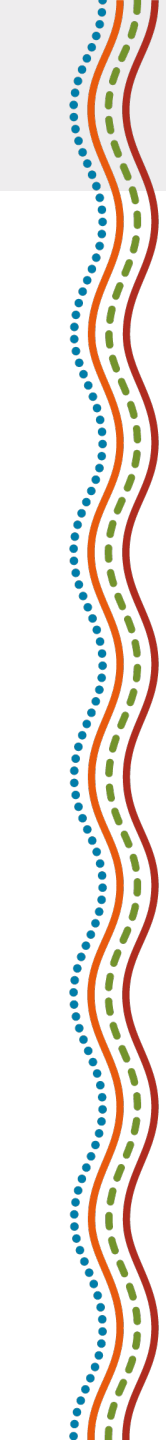
- Not really...
- On 26th March 2022 we closed down the whole business at Cicada Lodge – we only reopened Cicada “properly” this year

What are the
benefits of the
awards?



Benefits of winning the awards

- It was not the first year we won gold, so in spite of covid we are in a position to discuss the benefits
- Increased visibility – tourist numbers and capacity building.
- Our organization was established to provide financial support to the Jawoyn Association Aboriginal Corporation to help alleviate poverty and associated financial stresses to the Jawoyn people and related indigenous individuals. **One of the main reasons of our existence is capacity building.**
- The Jawoyn Elders' goal was to share Country with the world. The interest showed by tourists demonstrates, to the younger generations, that the Aboriginal culture is interesting and it is a pride to be Aboriginal and Jawoyn.
- Winning the awards allowed us to increase the interest of the younger Jawoyn generation towards working at the Gorge and in the tourism and hospitality areas
- The more Jawoyn team members, the higher the interest from tourists. The busier we get. Higher revenue, higher indigenous participation. Major knock-on effect.



Why is Nitmiluk a sustainable and successful Tourism and Hospitality organization, recognized by the National Tourism Awards?

The ingredient's of Nitmiluk's success

Ownership of the land

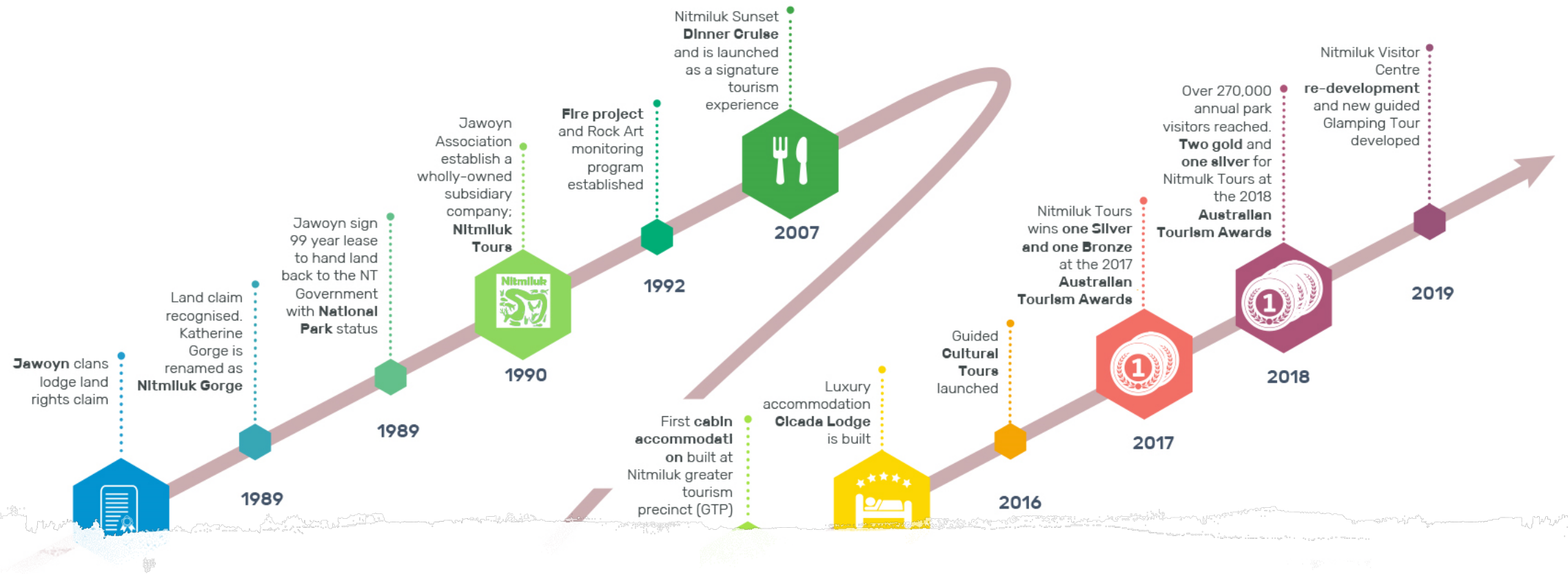
The vision of the Jawoyn Elders

The partnership with the Northern Territory
Government (Parks and Wildlife Commission)

The strong people that make Nitmiluk happen



“Without our Elders giving us direction, we would not be where we are now”
current Jawoyn leaders' quote



The important partnership with the Parks and Wildlife Commission NT

- All commercial tours and accommodation is operated by a single operator: 100% Jawoyn Association's owned Nitmiluk Tours.
- The wider national park itself is jointly managed by the Jawoyn Association in partnership with NT government's Parks, Wildlife and Heritage Division (PWHD).
- PWHD employs a team of 13 FTE rangers who work alongside the Jawoyn-owned commercial operation to ensure Nitmiluk's natural heritage is preserved and shared.

A synergistic approach to sustainable tourism management



Like a marriage, in some ways

The shared vision, mission and values of Nitmiluk National Park (NNP) managers was developed in collaboration with 15 key stakeholders including the Nitmiluk National Park Board of Management, PWHD, the Jawoyn Association and Nitmiluk Tours Board of Management. This is part of the National Parks Strategic Plan, which identifies 4 core values



Respect,
Professionalism,
Collaboration and
Integrity.



The last ingredient: the strong people behind Nitmiluk

We have Country; we have the vision of the Jawoyn Elders providing guidance; we have the partnership with NT Government.

The last ingredient: professional and passionate individuals working together to ensure that Nitmiluk stays strong and keeps growing.

This is Nitmiluk and Cicada Lodge

The Jawoyn people gain strength from the interest in Jawoyn Country and Culture, both local and international.

This give them inspiration, energy and opportunity, to the old and younger generations.

People are really interested in Jawoyn traditional lifestyle. Sharing what they can and answering questions is rewarding and empowering, particularly for the young people. It makes them proud.

We are excited that there is a growing interest and market for authentic experiences and we hope to see our model adopted in other parts of natural and cultural significance.

Winning the awards has validated the vision of the Elders and the hard work of many individuals during the years.

It is a catalyst which helps us to achieve our bigger picture goals.

There has been challenges and there always will be.

Please feel free to talk to us, we will be happy to share our story in further detail.

Thank you

