

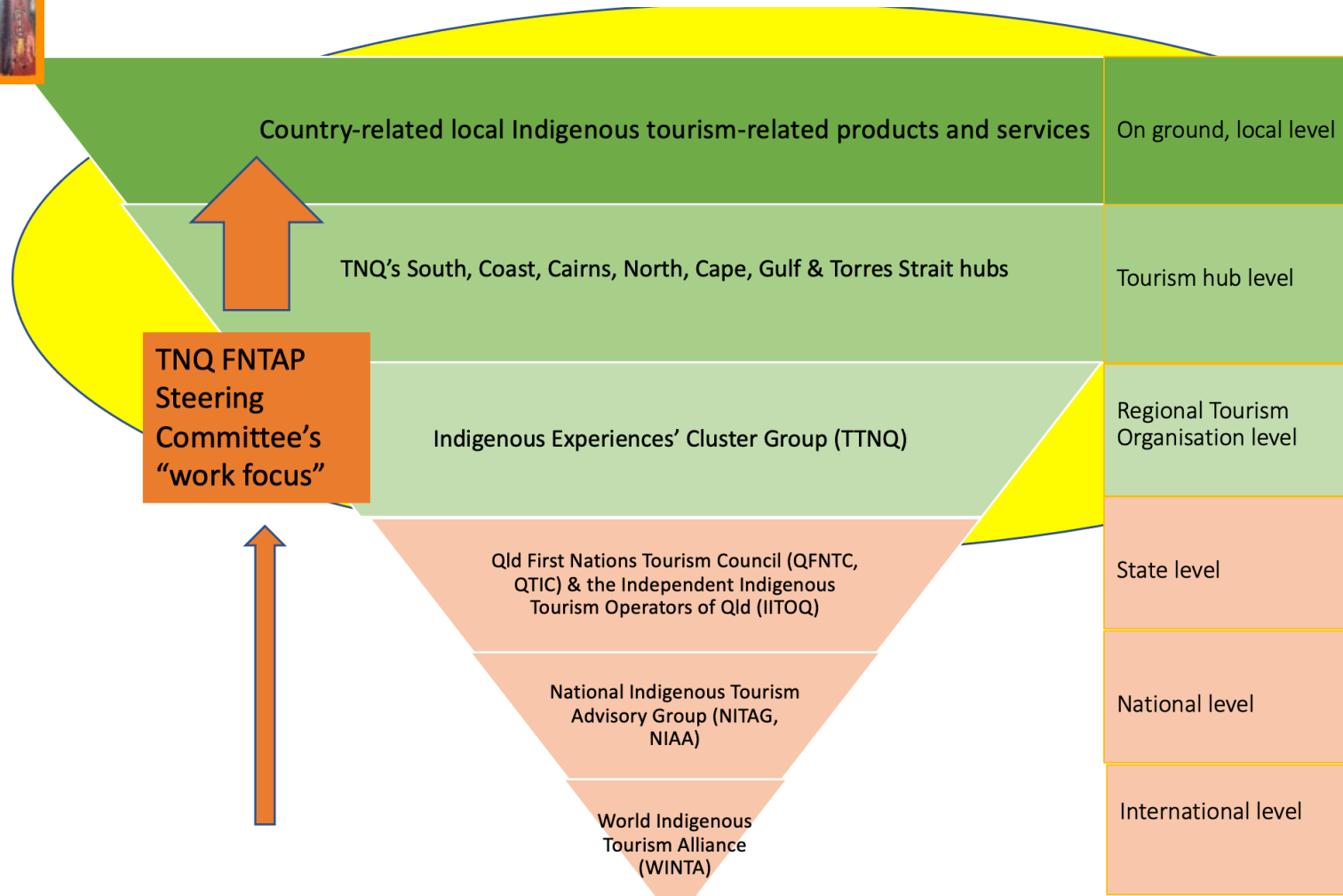


# FIRST NATIONS' TOURISM ACTION PLAN FOR TROPICAL NORTH QUEENSLAND

1. The industry + government, and Indigenous State/regional **background** (Dale)
2. **Northern Australia TNQ** our iconic geographies and myriad stories contexts (Joann)
3. Key messages about the intended outcome and impacts, and **the local/regional/state and national partnerships needed** (our steering group)

# The background context, why this action plan? Dale

2020  
YEAR OF  
INDIGENOUS  
TOURISM





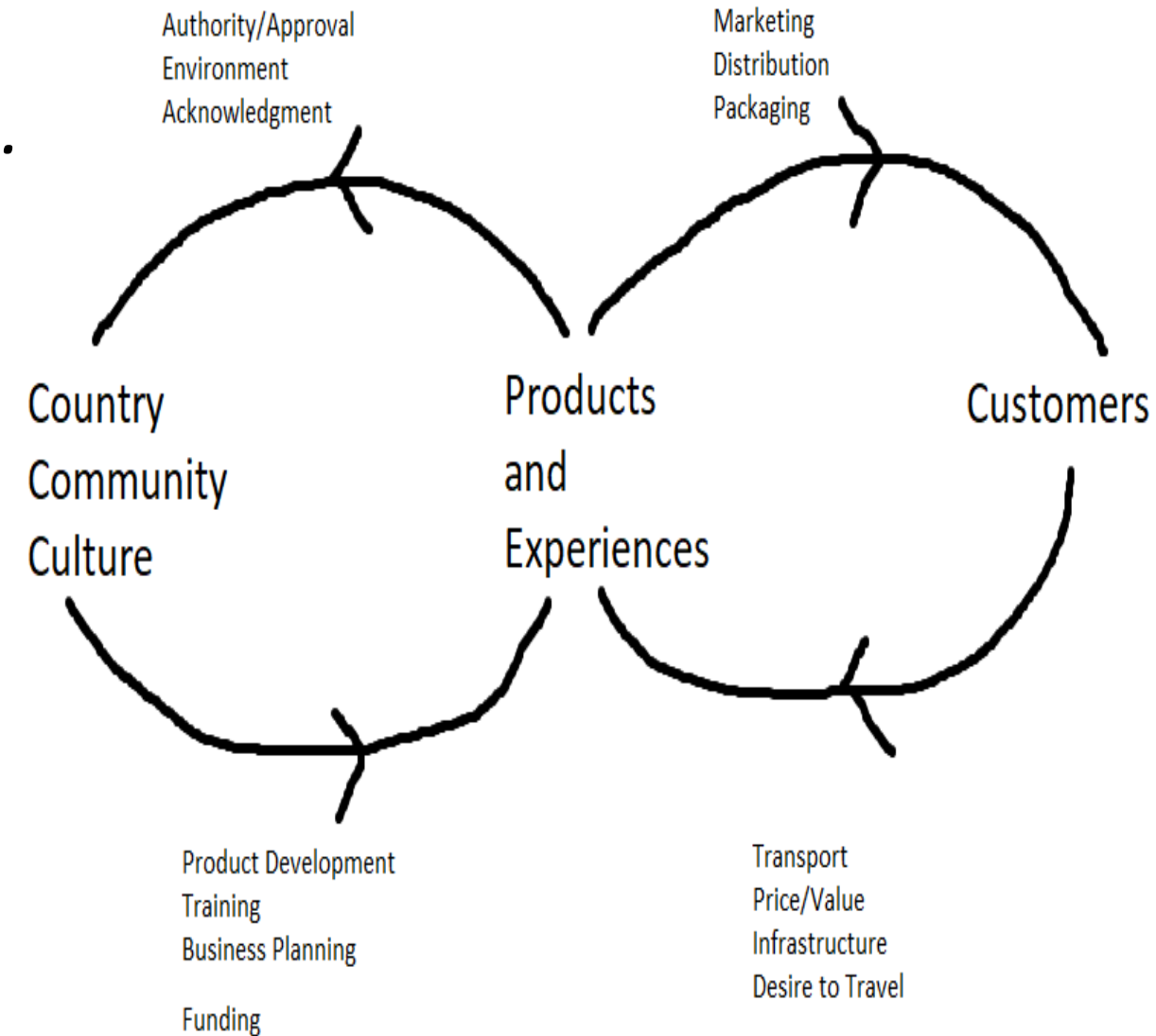




Cairns, Mossman, Cooktown, Laura, Coen, Weipa, Bamaga, Thursday Island,  
Innisfail, Atherton, Normanton, Lockhart River, Yarrabah

## ***We asked five questions, > thirteen times over .***

- > What do we need to ***know about your region?***  
(what is special, what plans do you already have for this area and what is on offer now)
- > What are the ***barriers and opportunities right now*** to starting what you want to start?
- > ***Who is going to drive this*** in your region?
- > If you could ***just do three things***, what would you do?
- > ***What else*** do you want us to hear?



# The intended outcome & impacts

Dale

## What we initially thought (sought?)

- A. Recognition that **all tourism operates on Country**
- B. There are values **to share** inside the **soooo many stories to tell**
- C. A **northern Australia approach**

## What our co-chairs see

- i. Clear direction for all (so many) primary stakeholders esp **FN community and individuals on how** to start their own independent tourism operations
- ii. The FNTAP **enables the plentiful, unique, genuine storytellings** to be actioned
- iii. **Directions to industry and governments** to big-way grow Indigenous tourism in this region

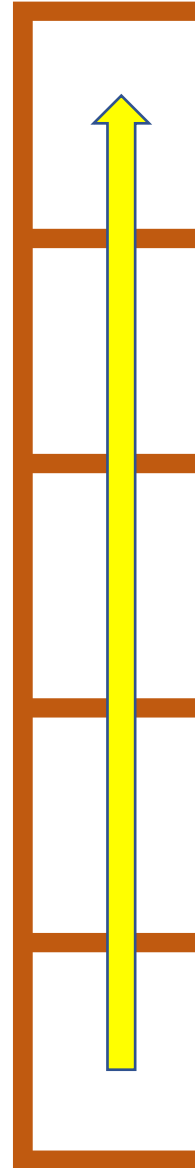
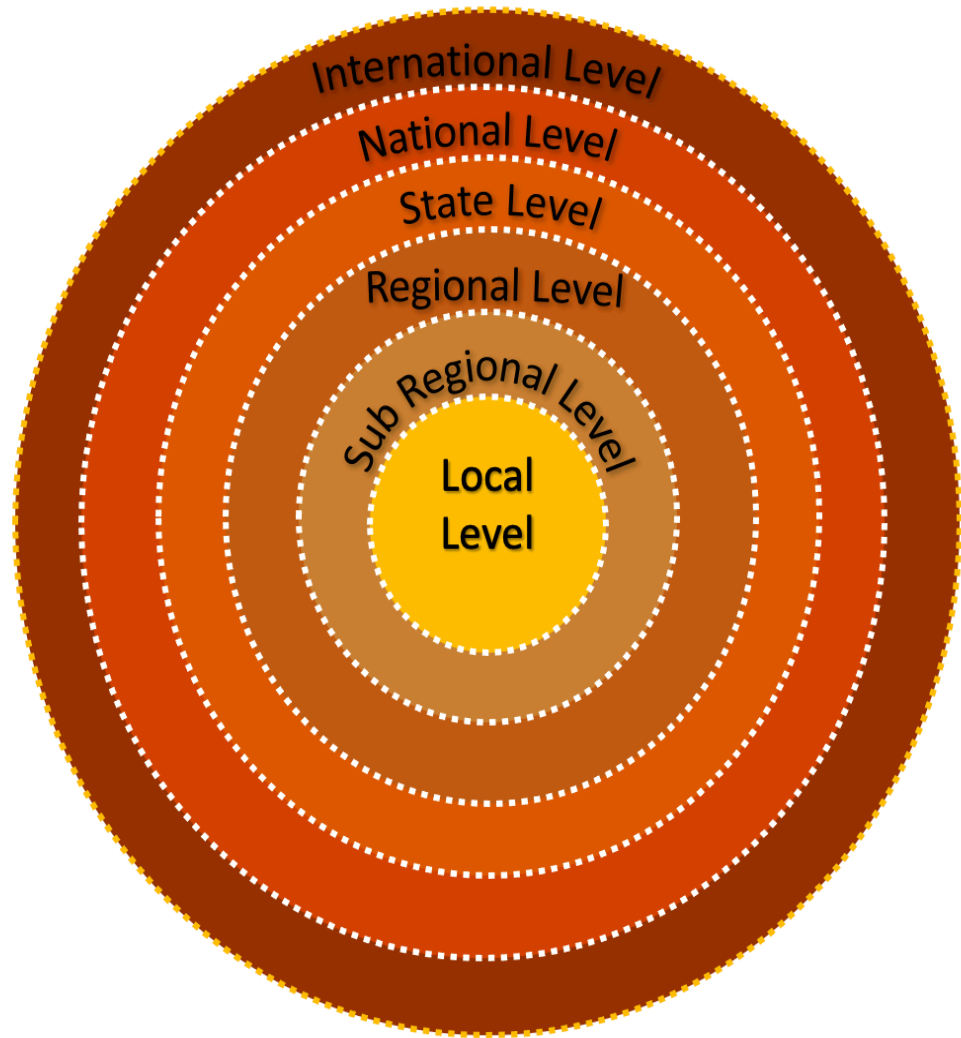
## From on-ground ..... (from many coming in)

1. Identifying current resources, **strengths, prospects and gaps** within current structures
2. Building on **product development opportunities**
3. Creating stronger foundations within communities; mentorship and training **enabling community capacities** in running businesses at a grassroots level
4. Scaling back the red tape that comes with funding, insurance and permitting systems to **make this more viable and accessible to communities**
5. Working collaboratively across communities, creating our own partnerships in marketing and promoting each other's products; **creating FN alliances and networks**

**the local/ regional/ state/ national partnerships needed <<<**

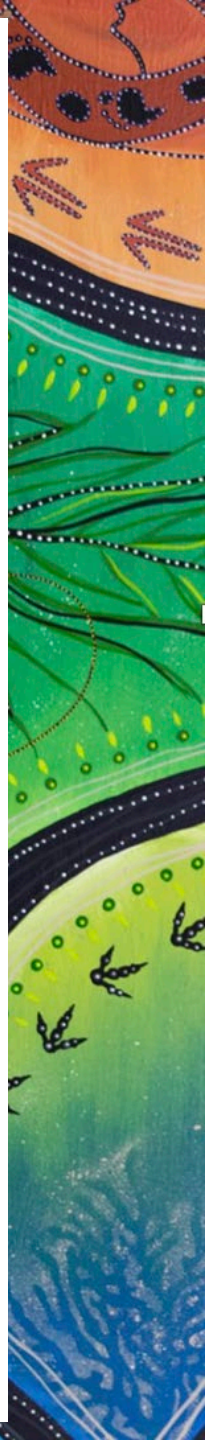
# Centering respect in Australia's tourism industry for Country, across Tropical North Queensland takes transformative partnerships

Schmider, Walker and FNTAP Steering Committee, 2022



<p><b>ON COUNTRY LOCAL LEVEL</b></p> <ul style="list-style-type: none"> <li>• Traditional Custodians and their representative bodies</li> <li>• Other local Indigenous individuals, groups, communities and networks</li> <li>• Tourism products and experiences, and support services</li> </ul>
<p><b>SUB-REGIONAL LEVEL</b></p> <ul style="list-style-type: none"> <li>• Biocultural regional groups e.g. Rainforest Aboriginal peoples; Great Barrier Reef Traditional Custodians</li> <li>• TNQ's South, Coast, Cairns, North, Cape, Gulf &amp; Torres Strait hubs; and Local Tourism Organisations</li> <li>• Local Government Authorities, sub-regional industry and development networks</li> </ul>
<p><b>REGIONAL TOURISM ORGANISATION LEVEL</b></p> <ul style="list-style-type: none"> <li>• Native Title Representative Bodies, i.e. the land councils</li> <li>• Indigenous-owned and operated tourism bodies e.g. xxx</li> <li>• Indigenous Experiences' Cluster Group (IECG), TTNQ</li> <li>• Cultural and natural resources, and regional development networks</li> </ul>
<p><b>STATE LEVEL</b></p> <ul style="list-style-type: none"> <li>• Tourism industry bodies e.g. First Nations Tourism Council (FNTAC) &amp; Independent Indigenous Tourism Operators of Queensland (IITOO)</li> <li>• Queensland Tourism Industry Council (QTIC), and relevant industry development bodies</li> <li>• Queensland Government bodies e.g. Tourism and Events Queensland (TEQ); and related policies and programs e.g. the new Economic Development Strategy</li> </ul>
<p><b>NATIONAL LEVEL</b></p> <ul style="list-style-type: none"> <li>• Tourism industry bodies, eg. Australian Regional Tourism Network (ARTN), and relevant industry development bodies</li> <li>• National Indigenous Tourism Advisory Group (NITAG), other Australian Government bodies, eg. National Indigenous Affairs Agency (NIAA); and related policies and programs</li> </ul>
<p><b>INTERNATIONAL LEVEL</b></p> <ul style="list-style-type: none"> <li>• UN Permanent Forum on Indigenous Issues, et al</li> <li>• World Indigenous Tourism Alliance (WINTA)</li> </ul>

*Country is indeed a powerful thing (Rigney, 2021). Country which continues to nurture us all ..... Country, which stands up alive (Mowaliarlai, 2001)*  
*Acting lawfully as Country and speaking as Country is even more so powerful. (Rigney, 2021)*







# Join the TNQ Indigenous Experiences Cluster Group

- No costs involved, email [indigenous.experiences@ttnq.org.au](mailto:indigenous.experiences@ttnq.org.au)
- Receive regular updates on the Plan, invites to meetings and opportunities to be involved in other operator-led initiatives in the region.
- The Cluster will lead the implementation of the final Plan.

