

ABORIGINAL TOURISM

FACT SHEET



TOURISM.SA.GOV.AU

ABORIGINAL TOURISM SECTOR IN SOUTH AUSTRALIA

The South Australian Tourism Commission (SATC) is committed to supporting the Aboriginal tourism sector. The SATC provides tourism operators, including Aboriginal owned and operated businesses, with tourism advice through sharing relevant industry knowledge, providing educational tools and resources, and facilitating partnerships to create desirable and saleable experiences suitable for the state's target markets.

For the purpose of this fact sheet, Aboriginal tourism is the act of participating in a tour, experience or activity that involves interaction with Aboriginal and Torres Strait Islander people, communities, sites or artefact (including retail purchases), in a manner that is appropriate, respectful, and true to the Aboriginal culture, heritage and traditions being presented.

Aboriginal tourism involves a range of experiences including song, music, dance, storytelling, art, accommodation, guided tours, sites, artefacts and culturally enriched hospitality.

The South Australian Tourism Commission Aboriginal Tourism Action Plan 2025, focuses on enhancing engagement with the South Australian Aboriginal tourism industry. This includes having a greater appreciation and understanding of Aboriginal culture. The SATC is committed to providing our Aboriginal tourism operators with business advice and supporting them to create new and enhance existing products and experiences for visitors that are appealing, accessible and available for global distribution.

NOTE: "Aboriginal" refers to both Aboriginal and Torres Strait Islander people.

KEY RECOMMENDATIONS IDENTIFIED IN THE ACTION PLAN



Encourage investment in new, and enhance existing, Aboriginal tourism products, experiences and activation of natural assets



Provide industry capability building opportunities for new and existing Aboriginal tourism operators and ensure quality service, products and experiences are delivered to visitors



Foster strong partnerships and build meaningful relationships between community groups, private investors and local, state and federal governments



Promote and market Aboriginal tourism to South Australia's key domestic and international target markets

SOUTH AUSTRALIAN GOVERNMENT ABORIGINAL AFFAIRS ACTION PLAN



Aboriginal Affairs and Reconciliation, within the Department of the Premier and Cabinet, is the South Australian Government's lead agency on Aboriginal affairs, providing engagement, support and advice for Aboriginal people and government.

The South Australian Government is committed to improving the opportunities and services available to Aboriginal South Australians. To achieve this ambition, the Government has developed the Aboriginal Affairs Action Plan that outlines a series of initiatives and actions.

The key areas outlined are:

- Creating opportunities for Aboriginal jobs and businesses
- Improving the quality and delivery of services to Aboriginal South Australians
- Building strong and capable Aboriginal communities

For more information on the Aboriginal Affairs Action Plan please visit: dpc.sa.gov.au/responsibilities/aboriginal-affairs-and-reconciliation

Cover

Iga Warta Tours,
Flinders Ranges & Outback

Left

Ochre Trails, Adelaide

ABORIGINAL TOURISM RESEARCH IN SOUTH AUSTRALIA

Traditionally, Aboriginal tourism experiences in South Australia have been targeted at international visitors, appealing mostly to Western Hemisphere markets. Given the impact of COVID-19 on global travel, our focus will be on supporting diversification of Aboriginal tourism experiences to ensure their offerings have a domestic focus and appeal.

ABORIGINAL TOURISM ACTIVITY YE SEPTEMBER 2020

\$195M

Total trip spend for visitors to South Australia who undertook an Aboriginal Experience. Expenditure peaked at \$275M pre-COVID.

5%

Average annual growth rate over five years to December 2019 (pre-COVID)

\$146M

Total trip spend for international visitors to South Australia who undertook an Aboriginal Experience

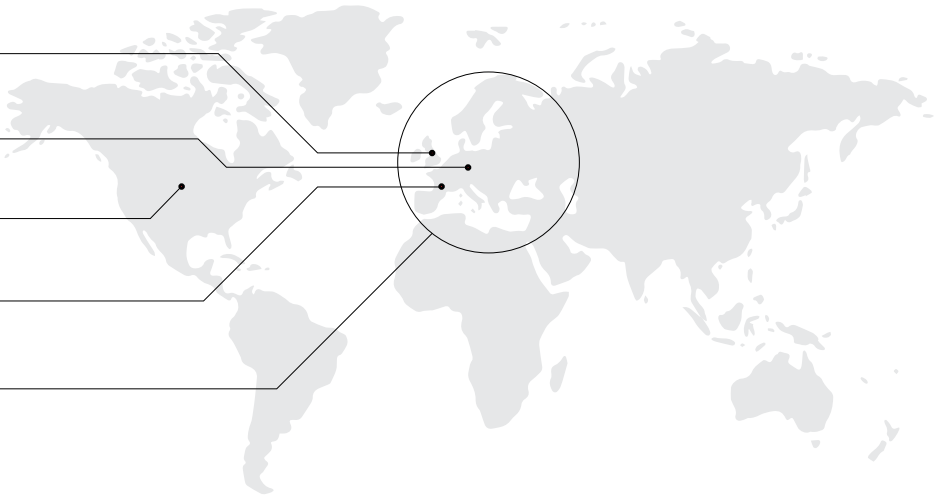
29%

International overnight visitors to SA undertook an experience that involved Aboriginal culture

* SOURCE: INTERNATIONAL VISITOR SURVEY & NATIONAL VISITOR SURVEY

THE TOP FIVE MARKETS TO SOUTH AUSTRALIA WITH AN INTEREST IN ABORIGINAL TOURISM EXPERIENCES:

1. UNITED KINGDOM
2. GERMANY
3. UNITED STATES
4. FRANCE
5. OTHER EUROPE



DOMESTIC OVERNIGHT TRIPS THAT INCLUDED AN ABORIGINAL TOURISM EXPERIENCE
2015 - 2019 TOTAL (000)



INCIDENCE OF TYPE OF ABORIGINAL EXPERIENCES ENGAGED WITH IN SOUTH AUSTRALIA			
	INTERNATIONAL	INTERSTATE	INTRASTATE
EXPERIENCE ABORIGINAL ART/CRAFT & CULTURAL DISPLAYS	80%	70%	64%
VISIT AN ABORIGINAL SITE/COMMUNITY	51%	65%	43%
ATTEND ABORIGINAL PERFORMANCE	18%	N/A	N/A

ALL PURPOSE TRIPS IN SOUTH AUSTRALIA, IVS AND NVS, 3-YEARS TO SEPTEMBER 2020

ABORIGINAL TOURISM OPERATORS IN SOUTH AUSTRALIA

There is a wide variety of Aboriginal tourism products and experiences across South Australia, including, but not limited to:

- Ngaut Ngaut Conservation Park on the Murray River
- Wilpena Pound in the Ikara-Flinders Ranges National Park
- The Ceduna Arts and Cultural Centre
- The Head of Bight Whale Watching experience on the Far West Coast
- Dhilba Guuranda-Innes National Park on the Yorke Peninsula.

There is also an array of artworks, exhibitions and artefacts on display at Tandanya National Aboriginal Cultural Institute and the South Australian Museum has the largest collection of Australian Aboriginal cultural material in the world.

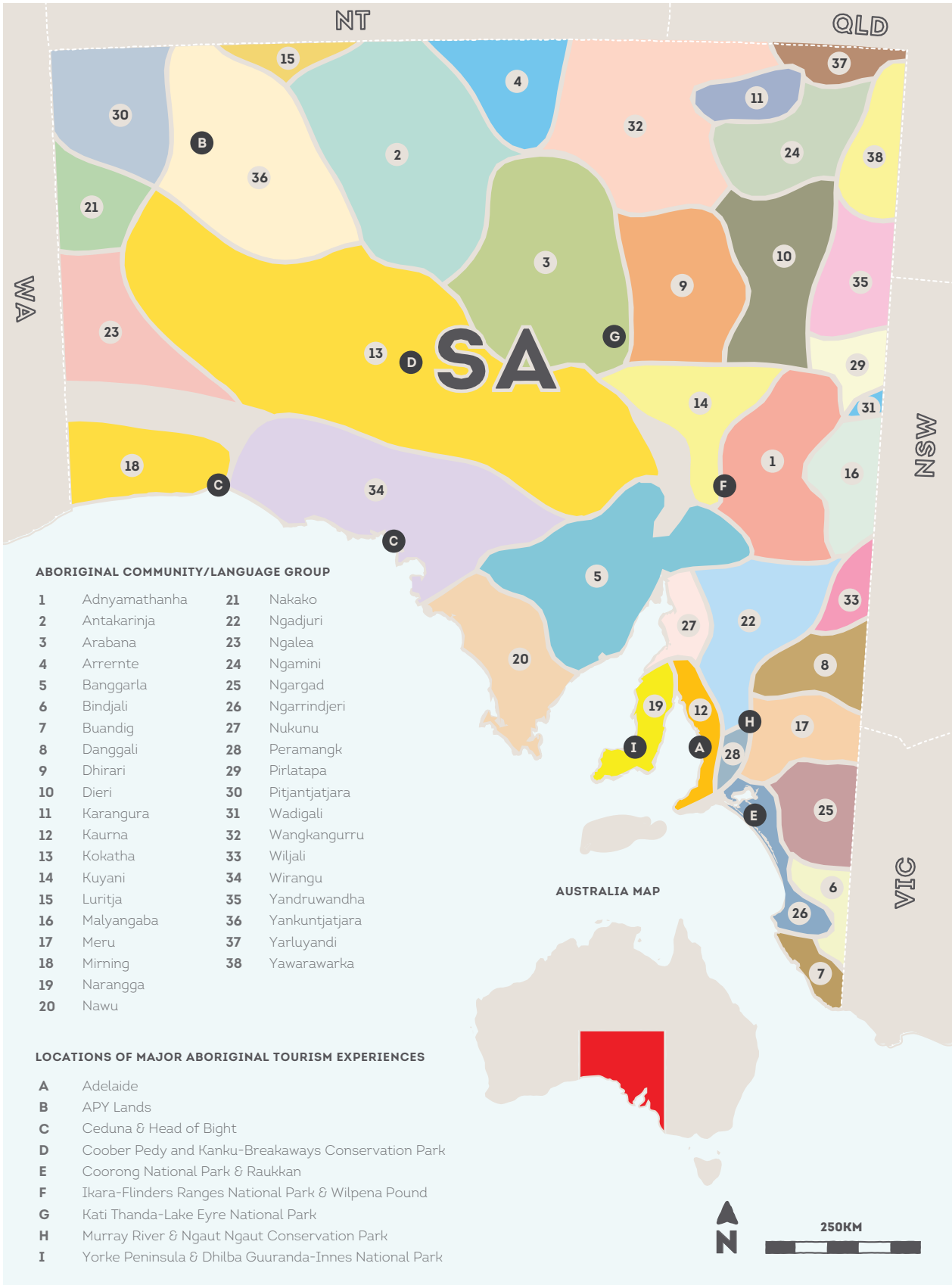
Discover more of South Australia's Aboriginal tourism products and experiences [here](#).

Below

Josephine's Gallery, Flinders Ranges & Outback



ABORIGINAL TOURISM OPERATORS IN SOUTH AUSTRALIA



ACKNOWLEDGMENT: Names and regions as used in The Encyclopaedia of Aboriginal Australia (D Horton).

DISCLAIMER: This map indicates only the general location of large groupings of people which may include smaller groups such as clans, dialects or individual languages in a group. Boundaries may not be exact.

OTHER KEY STAKEHOLDERS & THEIR ROLES

Department of Prime Minister and Cabinet (PMC)

The Department of the Prime Minister and Cabinet (PMC) is an Australian Government public service central department of state with broad ranging responsibilities, primary of which is for intergovernmental and whole of government policy coordination and assisting the Prime Minister of Australia in managing the Cabinet of Australia. The PMC provides funding to the National Indigenous Australians Agency (NIAA) to implement a range of initiatives to improve the lives of indigenous Australians. pmc.gov.au

The National Indigenous Australians Agency (NIAA)

The NIAA is committed to improving the lives of all Aboriginal and Torres Strait Islander peoples by working to influence policy across the entire Australian Government. The NIAA liaise closely with state and territory governments, indigenous peak bodies, stakeholders and service providers to ensure that Indigenous programs and services are delivering for Aboriginal and Torres Strait Islander peoples as intended.

The NIAA provides funding to projects aimed at helping Indigenous Australians. A \$40m Indigenous Tourism Fund was recently launched by the NIAA to deliver a package of support over the next four years for Indigenous owned tourism businesses.

02 6271 5111

niaa.gov.au

Indigenous Business Australia (IBA)

Indigenous Business Australia (IBA) is one of the key Government agencies that provide business support and access to capital for indigenous businesses. IBA's Business Solutions Program provides finance products and business support with a focus on early stage entrepreneurs and businesses unable to access commercial finance. IBA's Investment and Asset Management Program supports the creation of sustainable ventures that provide meaningful opportunities for Indigenous Australians to accumulate wealth, develop their capacity to participate in Australia's economy, create jobs, increase training and skills development, and supply goods and services.

1800 107 107

iba.gov.au

Indigenous Land & Sea Corporation (ILSC)

The Indigenous Land and Sea Corporation (ILSC) is a corporate Commonwealth entity. The ILSC assists Aboriginal and Torres Strait Islander people to realise economic, social, cultural and environmental benefits that the ownership and management of land, water and water related rights can bring.

The ILSC provides this assistance through the acquisition and management of rights and interests in land, salt water and fresh water country.

08 8100 7102

centraloffice@ilsc.gov.au

Tourism Australia (TA)

Tourism Australia (TA) is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key global markets and has traditionally applied expertise and knowledge in promoting Australia to international markets. In light of the COVID-19 pandemic and international borders closing, TA pivoted its strategies and campaigns to launch new inward marketing and messaging supporting domestic travel within Australia. Once international travel restrictions start easing, TA will again ramp up its attention on our key global markets when the time is right.

For resources, statistics and more information on working with Tourism Australia please visit tourism.australia.com

Discover Aboriginal Experiences (DAE)

In 2018, Tourism Australia launched a new Signature Experiences Collective, Discover Aboriginal Experiences (DAE). DAE is a collective of quality, authentic Aboriginal guided tourism experiences that have met guidelines to ensure they are able to meet the needs and expectations of trade and the international market.

Members are required to be endorsed by their respective State/Territory Tourism Organisations; consistently meet the membership criteria; and wish to partner with Tourism Australia in a collaborative manner. There are currently 45 members involved in the collective. South Australian operator Wilpena Pound Resort is a member.

nmitchell@tourism.australia.com

tourism.australia.com/aboriginal

OTHER KEY GOVERNMENT STAKEHOLDERS & THEIR ROLES

Department of the Premier and Cabinet (DPC)

Department of Treasury and Finance (DTF)

Department for Environment and Water (DEW)

Regional Development Australia (RDA)

Department of the Premier and Cabinet (DPC)

The Department of the Premier and Cabinet (DPC) is the South Australian Government's lead agency on Aboriginal affairs, providing engagement, support and advice for Aboriginal people and government.

Aboriginal Affairs and Reconciliation

Aboriginal Affairs and Reconciliation works with Aboriginal people, communities and organisations with a focus on:

- empowering Aboriginal people to have a stronger voice in government decision-making
- supporting the state's three Aboriginal landholding authorities: the Aboriginal Lands Trust (ALT), Anangu Pitjantjatjara Yankunytjatjara (APY) and Maralinga Tjarutja (MT)
- encouraging engagement with Aboriginal stakeholders by the government, business and community sectors
- recognising and celebrating the contributions of Aboriginal culture and peoples to South Australian society
- partnering with Aboriginal people to protect and preserve Aboriginal heritage
- working with Aboriginal South Australians to ensure that the needs of Aboriginal people and communities are met, including in areas of identified disadvantage, as well as those of strength.

dpc.sa.gov.au/responsibilities/aboriginal-affairs-and-reconciliation

Lot Fourteen

DPC is responsible for leading the redevelopment of Lot Fourteen, the former Royal Adelaide Hospital site, into a world-class innovation neighbourhood for work, study and exploration.

lotfourteen.com.au/

Aboriginal Art and Cultures Centre (AACC)

The new Aboriginal Art and Cultures Centre will be located at Lot Fourteen on North Terrace in Adelaide. The AACC will provide an extraordinary, immersive experience combining traditional storytelling with modern technology. The new centre will showcase the South Australian

Museums collection of more than 30,000 items from around Australia, making it the most comprehensive collection of Australian Aboriginal cultural artefacts in the world. The AACC is due to open in early 2025.

The Circle, First Nations Entrepreneurs Hub

An initiative of the Adelaide City Deal and located at Lot Fourteen, connects eligible South Australian based Aboriginal businesses to culturally respectful, professional and opportunity driven services. The Hub fosters the innovation and growth of a sustainable and thriving Aboriginal business sector, including priority growth sectors such as Tourism, Creative Industries, Food, Wine and Agribusiness. Industry partners, service providers and government representatives will connect to Aboriginal business members via workshops, presentations, networking events, service provision and mentoring opportunities.

Arts SA

The Department of the Premier and Cabinet (DPC) leads initiatives and programs that showcase and cherish the state's treasures, culture and artistic talents.

The role of Arts SA is to ensure that the state recognises and capitalises on economic opportunities arising from the diverse arts and cultural organisations, practitioners, events and physical assets in the state by developing programs that build on cultural heritage and creativity and providing financial support to the creative industries.

In 2019, the Arts and Culture Plan South Australia 2019-2024 launched with the intent to guide the growth of investment in the state's leadership in the arts and cultural sector.

dpc.sa.gov.au/responsibilities/arts-and-culture

Department of Treasury and Finance (DTF) -
The Office of Industry Advocate

The South Australian Government is committed to increasing procurement opportunities and building the capacity and capability of Aboriginal businesses to ensure all South Australians have access to the benefits of economic participation.

In 2015, the South Australian Division of Aboriginal Affairs and Reconciliation led the development of a new strategy to support improved Aboriginal economic participation outcomes. In 2016, the Office of the Industry Advocate took carriage of the Aboriginal Economic Participation through Procurement Strategy (the Strategy) and in 2017 the Aboriginal Economic Participation Policy was embedded in the South Australian Industry Participation Policy.
industryadvocate.sa.gov.au/support-for-aboriginalbusinesses

Department for Environment and Water (DEW)

The Department for Environment and Water (DEW) supports First People's connection to Country, including through co-management opportunities.

Co-management opportunities in South Australia is a partnership between the State Government and Aboriginal groups to help manage our national parks, combining traditional knowledge with contemporary park management. Co-management also gives Aboriginal people a voice, a framework to contribute to a range of State priorities, such as nature-based tourism initiatives and promoting community health and wellbeing.

There are now 12 co-management agreements in place over 35 of South Australia's parks and reserves (or 64% of the reserve system), which equates to 13% of South Australia's land area.

environment.sa.gov.au

Regional Development Australia (RDA)

Regional Development Australia (RDA) is a national network of committees made up of local leaders who work with all levels of government, business and community groups to support and broker economic development opportunities for their regions.

rda.gov.au

CONTACT US

DESTINATION DEVELOPMENT

destinationdevelopment@sa.gov.au

WEBSITES

southaustralia.com

tourism.sa.gov.au

