



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

Queensland First Nations Tourism Plan: 2020-2025

Voices of Today: Stories for Tomorrow

This Plan is developed, driven and managed by Queensland's First Nations People.

The Queensland Tourism Industry Council has facilitated the development of this Plan.

The Queensland Government has provided funding towards the development of this Plan.



Queensland First Nations Tourism Plan

- Australia's First Nations peoples are the oldest living cultures on earth, connecting with country for tens of thousands of years.
- Queensland's First Nations Tourism Plan sets the framework to leverage our First Nations cultural heritage and stewardship of country.
- This Plan will inspire the development of a thriving First Nations' tourism sector.



The Tourism Landscape: A Snapshot

- Tourism is a \$2.5 trillion global sector and the business volume of tourism surpasses that of oil exports, food products or automobiles^[1].
- Australia's tourism product attracts around 9.3 million international visitors.
- The tourism industry generates \$43.9 billion for the Australian economy^[3].

2018, Australia attracted 9.3 million international visitors

International and domestic visitors spent \$131.4 billion

There were 113.3 million overnight domestic trips and 200 million domestic day trips.





Tourism in Queensland is a \$27.3 billion industry

First Nations Tourism is a growing sector of Australia's tourism industry

Tourism is Queensland's 3rd largest export sector

Tourism creates more than 236,000 jobs and contributes 7.8% to Queensland's GSP

In 2018, 1.15 million (13.9%) of international visitors to Australia had an Indigenous tourism experience

The UN World Tourism Organisation estimates that 47% of tourists worldwide are motivated by a desire to experience a country's culture and heritage

In Queensland, 12% of international visitors have an Indigenous tourism experience 4% more than the previous year

International visitors from the UK, USA and Europe are most likely to participate in an Indigenous experience

Increasing demand for authentic, cultural and engaging First Nations' experiences

Demand for First Nations tourism experiences in Queensland is at a five-year high

Some 674,000 (2.3%) of domestic visitors had an Indigenous tourism experience in 2018.

The number of domestic tourists participating in Indigenous tourism experiences grew by 41% between 2013 and 2018.

112,000 (0.5%) domestic visitors have an Indigenous tourism experience, which represents a 20% growth in market demand.



Our Story: First Nations Tourism in Queensland.

- First Nations tourism provides a key point of differentiation for Queensland's tourism offering.
- Queensland is the only state in Australia in a position to offer experiences with two First Nations groups: Aboriginal Peoples and Torres Strait Islanders.
- QTIC's *Tourism Indigenous Employment Champions Network* was a catalyst for accelerating interest in, and awareness of, First Nations peoples and to Queensland.
- This Plan will facilitate the future sustainable growth of a thriving, dynamic, diverse and collaborative First Nations tourism sector in Queensland.
- This Plan is underpinned by the 2012 Larrakia Principles



Our Foundations

The Larrakia Declaration Principles



Respect for customary law and lore, land and water, traditional knowledge, traditional cultural expressions, cultural heritage that will underpin all tourism decisions.



Indigenous culture and the land and waters on which it is based, will be protected and promoted through well-managed tourism practices and appropriate interpretation.



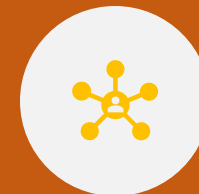
Indigenous peoples will determine the extent and nature and organizational arrangements for their participation in tourism and that governments and multilateral agencies will support the empowerment of Indigenous people.



That governments have a duty to consult and accommodate Indigenous peoples before undertaking decisions on public policy and programs designed to foster the development of Indigenous tourism.



The tourism industry will respect Indigenous intellectual property rights, cultures and traditional practices, the need for sustainable and equitable business partnerships and the proper care of the environment and communities that support them.



That equitable partnerships between the tourism industry and Indigenous people will include the sharing of cultural awareness and skills development which support the well-being of communities and enable enhancement of individual livelihoods.



Our Consultation Process

Our Plan has emerged from a consultative and engaged process with First Nations peoples and tourism industry stakeholders across Queensland and key Queensland Government departments.



Our Consultation Process

Our extensive consultation process identified the following key factors:

There is a growing desire to embrace opportunities for First Nations engagement in the tourism industry.

There is agreement on the need to remove barriers that are inhibiting the sustained growth of First Nations tourism in Queensland.



Our Consultation Process

There is acknowledgement of the range of benefits derived from the production and delivery of First Nations tourism experiences.

There is a desire to increase the quantity and quality of First Nations market-ready tourism products in Queensland.

The story that emerged from the voices of First Nations peoples across Queensland, was a story of excitement, dreams and aspirations for building a robust, First Nations tourism sector that positions Queensland as the number one tourism destination for First Nations tourism experiences in Australia.



VISION

Queensland will be Australia's number 1 global destination of choice for First Nations tourism experiences in 2030.

MISSION

Queensland will offer visitors vibrant, authentic, engaging and sustainable First Nations tourism experiences that share and celebrate our rich and unique culture, traditions and heritage of First Nations peoples against the backdrop of Queensland's distinctive mix of tourism product offerings.



GOALS

- 1. Recognition and Respect:** Promote recognition and respect for First Nations cultures, stories, connections to and ownership of country while embracing and reflecting the diversity, aspirations and desires of First Nations peoples and communities.
- 2. Engagement and Partnerships:** Encourage the creation of mutually beneficial and strategic partnerships to grow the First Nations tourism sector.
- 3. Strategic Coordination and Structure:** Create an entity that gives voice to the First Nations tourism sector and provides advocacy and support.

GOALS

4. **Training, Skill Development and Jobs:** Develop business capability and capacity development for First Nations tourism businesses to ensure the First Nations tourism sector is driven by a skilled workforce and engaged in quality employment that generates sustainable socio-economic outcomes for First Nations individuals and communities.
5. **Authentic Product Development:** Develop and deliver authentic, quality First Nations products which are export-ready and meet market demand.
6. **Marketing and Awareness:** Position and promote unique, viable, world-class First Nations experiences as a must-do experience while visiting Queensland.

Recommendations:



Recognition and Respect:

Promote recognition and respect for First Nations culture, stories and connection to country

The tourism industry recognises Traditional Owners and respects their connection to and ownership of country, cultural protocols, traditional knowledge and intellectual property

Traditional Owners are supported to develop tourism products and experiences as a vehicle to practice and revitalise cultural traditions and languages and derive economic benefits from their traditional lands.

The opportunity for tourism to support Reconciliation is acknowledged and encouraged, particularly for those tourism operators working on country.





Engagement and Partnerships:

Encourage the creation of mutually beneficial and strategic partnerships to grow the First Nations tourism sector

First Nations tourism operators are supported to engage in strategic partnerships and joint ventures to facilitate the development of competitive and sustainable tourism enterprises.

Government agencies provide sustainable support and reduce barriers to investment for First Nation business development.

The tourism industry, particularly regional and local tourism associations, engage and support First Nations tourism operators and start-ups.





Strategic Coordination and Structure:

Create an entity that gives voice to the First Nations tourism sector and provides advocacy and support

Recognising international best practice, a First Nations tourism body is established to drive the vision of First Nations tourism in Queensland, providing a coordinated voice for advocacy, leadership and representation.

First Nations tourism businesses collaborate on destination, business and product development with other First Nations tourism businesses and the broader tourism industry.





Training, Skills Development and Jobs:

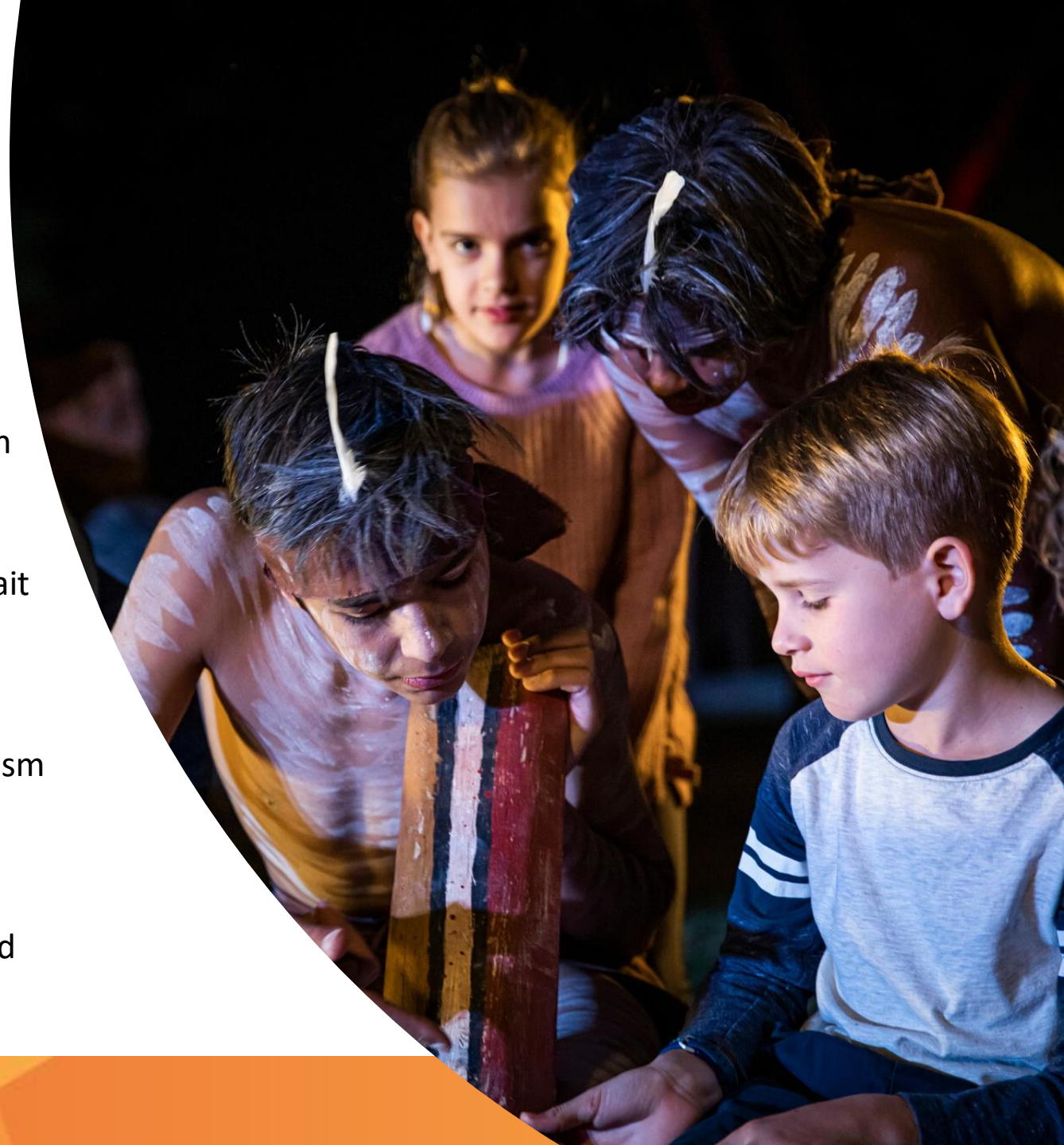
Ensure the First Nations sector is driven by a skilled workforce engaged in quality employment

First Nations tourism businesses are supported to invest in education, training and skill development for their employees.

Continue to grow the number of Aboriginal and Torres Strait Islanders employed in the sector, particularly in quality employment that can lead to successful careers in the tourism sector.

Entrepreneurship and innovation within First Nations tourism businesses is supported and encouraged.

First Nations businesses are supported through business development and mentoring, with access to current research, best practice and market trends to support sound business decisions.





Marketing and Awareness:

Position and promote First Nations experiences as a must-do experience while visiting Queensland

Increase levels of positive awareness of, and respect for, First Nations cultures and languages, to facilitate increased awareness within the domestic market.

First Nations tourism adopts a more prominent position within the destination marketing narrative to increase top-of-mind awareness for international and domestic visitors.

Support tourism marketing agencies in the marketing and positioning of First Nations tourism experiences and the development of target priority markets.





Authentic Product Development:

Develop and deliver authentic, quality First Nations products which are export-ready and meet market demand

Develop quality, export-ready products that are authentic, unique and engaging experiences for visitors that are guided by and involve First Nations people in the development and delivery of the experience.

Understand consumer demand trends and develop innovative and differentiated products that address gaps in the broader tourism supply chain.

The tourism industry understands and practices cultural protocols and supports First Nations suppliers in delivering authentic products to the market.



The Next Chapter

- To realise our vision of Queensland becoming Australia's number 1 global destination of choice for First Nations tourism experiences in 2030, the next steps include:
- In early 2020, consultation to inform the development of an action plan to guide the implementation and operationalisation of the vision and objectives.
- Throughout 2020, establish a First Nations tourism voice in the State to implement the action plan in conjunction with First Nations peoples, tourism industry stakeholders and key Queensland Government departments.

