



Department of Innovation and Tourism Industry Development

# Growing Indigenous Tourism in Queensland

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**6 November 2019**



# Highlights

- Indigenous tourism: it's already important to Queensland
- Opportunity to take it to next level, for Queensland and TOs
- Supporting through partnerships
- Opportunities for People and Place
- How a business can start, grow and employ local people
- Example businesses
- Questions



# Indigenous tourism is important to Queensland

**Indigenous tourism creates jobs and cultural awareness**

**443,000 domestic and international visitors to Queensland participated in an Indigenous experience**

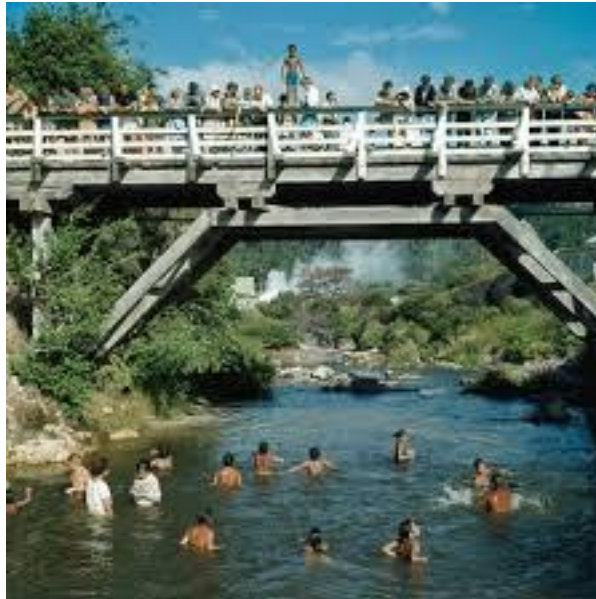
**Popular activities:**

Aboriginal arts and crafts (6.7%)  
Aboriginal dance or theatre performances (6%)

**Inbound international visitors who participate in an Indigenous experience**

**43% New Zealand  
21% USA  
20% Canada  
14% Australia**

# My first indigenous tourism experience c.1977



# Tourism funding investment in culture 2018



# Taking it to the next level in Queensland

- Greatest assets in tourism – places and people
- Only we have two living cultures – distinct advantage
- Getting back on Country – economic and social development benefits





# Supporting Indigenous tourism through partnerships

- Supporting the growth of Indigenous business and partnerships is a priority for us
- Indigenous Tourism Working Group
- Government programs



# Opportunities for People and Place



- Secure land tenure and business confidence
- Involvement in national parks
- From souvenirs to exports
- New relationships



# Getting started in business

## Traditional Owners can:

- Create their own tourism business, or partner with another tourism business
- Work for and/or collaborate with existing operators – a great place to start and learn
- Get started with events



## A few examples



- Creating a sense of place and pride
- Supporting cultural awareness and reconciliation
- Starting with events.

# A few examples

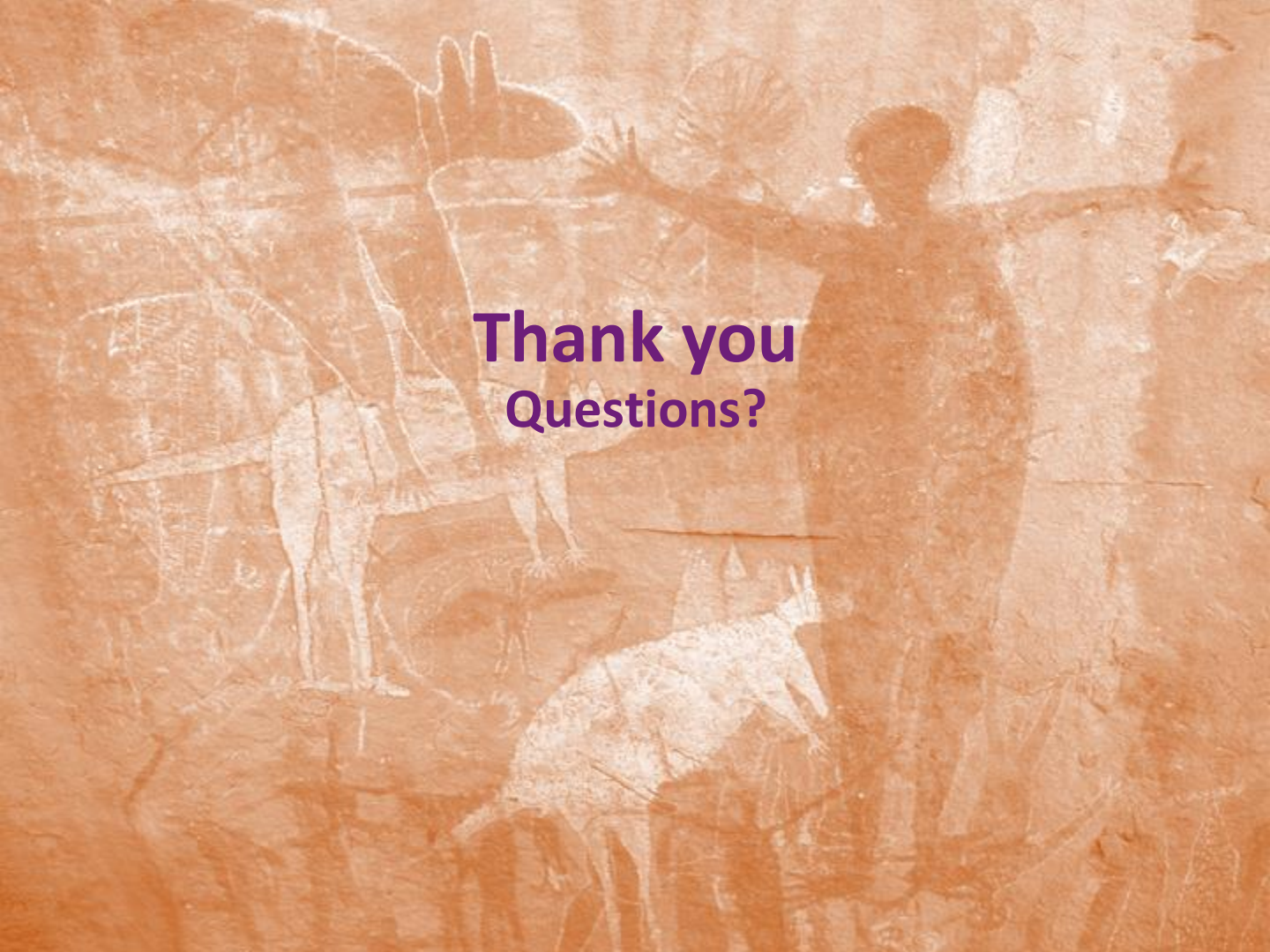


**Major new operations –  
collaborative models**



**Tourism spurring trade**





**Thank you**  
**Questions?**