Sustainable Ecotourism Experiences in Queensland

QTIC Indigenous Employment Forum
14 November 2018

Darren Scott
Projects Executive Director
Special Projects Unit

Department of Innovation, Tourism Industry Development and the Commonwealth Games
Adventure and Nature Based Tourism

- In Australia, domestic travellers participating in bush walking has increased 14% to 12.4 million (as at June 2018). Source: Tourism Research Australia National Visitor Survey

- Domestic travellers visiting national or state parks has increased to 11.8 million, up 12% in the year ending June 2018. Source: Tourism Research Australia National Visitor Survey

- Walking as an activity is increasing across Australia at an average annual grown an 14.7% per annum. Source: EarthCheck

- Australia capture less than 1% of the global trade in extended multiday walking tracks. Source: EarthCheck
Queensland Ecotourism Plan 2016-2020

Vision

Queensland is an internationally celebrated ecotourism destination, delivering world-class interpretation and experiences that support the conservation of special natural places and unique Indigenous and culture heritage.

Strategic Areas

- Driving innovation in ecotourism experiences;
- Showcasing the world-renowned Great Barrier Reef;
- Stimulating investment in new and refurbished ecotourism opportunities;
- Expanding authentic Indigenous ecotourism experiences; and
- Promoting Queensland’s world-class ecotourism experiences
"The Convention on Biological Diversity (CBD) in 2012 concluded that the tourism sector is the largest, global, market-based contributor to financing protected area systems in many countries, through entrance and other user fees, partnerships and concessions. However, many Parties to the CBD underutilise tourism as a means to contribute towards the financial sustainability of protected areas."

Guidelines for tourism partnerships and concessions for protected areas
June 2017
Benefits of the Queensland Ecotourism Trails

- Opportunity to create iconic ecotourism experiences to showcase our landscapes and our unique Aboriginal and Torres Strait Islander cultures
- Increased tourist visitation and expenditure
- Increased private sector investment
- Increased employment and business opportunity for Indigenous People
- More diversified tourist product
Queensland Government’s Eco Trail Model

Government builds
- track, accommodation pads and public facilities

Private Sector builds
- accommodation and operates the walk
Ground-Truthing for Wangetti Trail
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Translating into benefits for Traditional Owners
Early Traditional Owner Engagement

- Semi-government or private (e.g.) Indigenous Business Australia
- Government (DATSIP / DET / DITID)
- Business Funding
  - Contractual engagement
- Business Development
  - In-principle Funding
- Initial Business Planning
- Resource Audit
- Commercial Positioning
- Identification of Opportunities

Time

Business Readiness
Commercial Structure includes Traditional Owners

- State
- Operator
- Traditional Owners

Operating lease
Contract for services
Benefits for Traditional Owners

- Create lasting relationships and sustainable commercial operations for local Traditional Owners
- Ensure trail proponents develop strategies with a meaningful, sustainable role for Traditional Owners
- Increased involvement of Traditional Owners in sustainable tourism products
- Collaborate with Traditional Owners on Aboriginal and Torres Strait Islander elements of trail design
- Involvement in ongoing management of the national park
Challenges

- Perceived costs of the model
- New approach for operators
- Clarification of roles required upfront
- Multiple agencies required to align for success

Source: Tourism and Events Queensland
QldEcotourismTrails

QldEcoTrails

www.ditid.qld.gov.au