

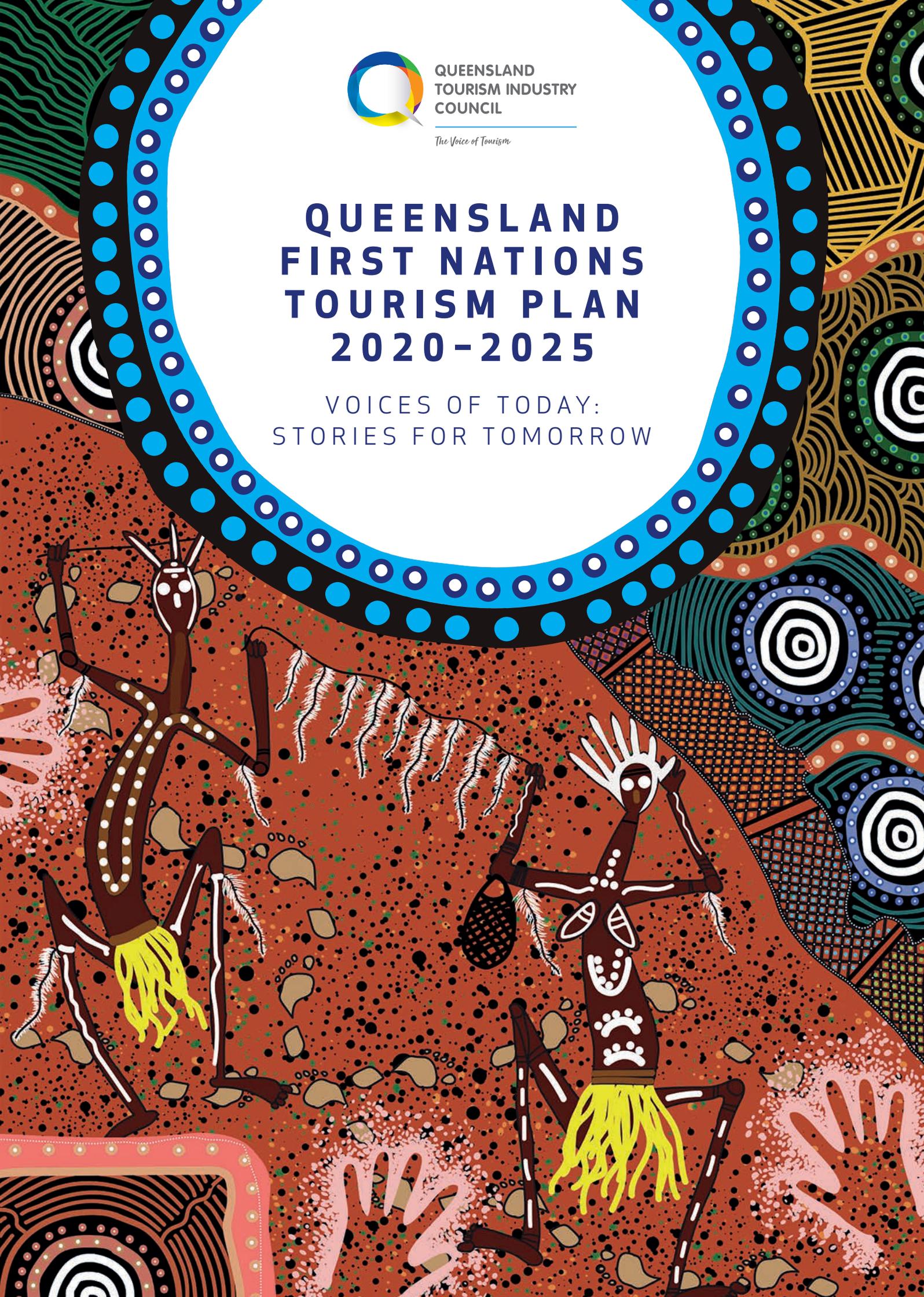


QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

QUEENSLAND FIRST NATIONS TOURISM PLAN 2020-2025

VOICES OF TODAY:
STORIES FOR TOMORROW





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This Plan is developed, driven and managed by Qld's First Nations People.
The Qld Tourism Industry Council has facilitated the development of this Plan.
The Qld Government has provided funding towards the development of this Plan.

Cover image: David Hudson, *QTIC Dreaming*

FOREWORDS

MR CAMERON COSTELLO CEO
QUANDAMOOKA YOOLOOBURRABEE
ABORIGINAL CORPORATION (QYAC)

The wonderful sunshine state of Qld is home to some of the world's most beautiful beaches, ancient, dense rainforests and red desert plains. Not only that, but it is also the only place in the world where you can connect and immerse yourself into the traditions of two of the world's oldest living cultures; Aboriginal and Torres Strait Islander cultures.

Indigenous peoples around the world have adopted the global term, First Nations so they can clearly demonstrate they are the first inhabitants of their respective lands. Aboriginal and Torres Strait Islanders are the first inhabitants and traditional owners of the land in Australia and are increasingly providing visitors to country a range of First Nations experiences on country that they have had stewardship of for tens of thousands of years.

Qld has hundreds of clan groups and each have their own unique culture, values and lore, as far north as the Torres Strait Islands and down to the South East corner, there is something new for all visitors to discover.

Interest in engaging in First Nations tourism experiences is rapidly growing in the domestic and international visitor markets. A total of 713,810 visitors attended a festival or cultural event in Qld during 2018. This was a 22% increase between the 2016–2018 period. Why are more visitors taking part in cultural experiences? Well, the answer is easy...

RHONDA APPO
INDIGENOUS PROGRAM MANAGER
QLD TOURISM INDUSTRY COUNCIL

What to expect in 2020

There has never been a better time than now, to unite the voices of the First Nations tourism sector in Qld to create, with the Qld Tourism Industry Council (QTIC), the inaugural First Nations Tourism Plan to guide the development and growth of First Nations tourism in Qld.

This Plan presents our First Nations vision and aspirations for tourism development in Qld and will drive the growth of authentic, sustainable First Nations visitor experiences that will produce benefits for both First Nations peoples and also for the broader tourism industry including the development of infrastructure, job opportunities and mentoring and training for businesses to ensure they are market-ready.

During 2020, we will create the framework for the direction of First Nations tourism in Qld and we as a state, will work together to strengthen the relationship between First Nations peoples, to empower our cultures, values and lore.

THE HONOURABLE KATE JONES
MINISTER FOR INNOVATION AND TOURISM
INDUSTRY DEVELOPMENT AND MINISTER
FOR CROSS RIVER RAIL

Qld is uniquely placed to create distinctive Indigenous tourism experiences. Because our Aboriginal and Torres Strait Islander peoples can showcase their position as the world's oldest civilisation—with archaeological evidence showing more than 60,000 years of history—alongside pristine natural assets in our beaches, rain forests and wide-open spaces. It's a recognition that we have exceptional natural assets to showcase to the world because our Aboriginal and Torres Strait Islander peoples devoted thousands of years stewardship to our country.

The Qld Government is proud to support the development of the Queensland First Nations Tourism Plan 2020–2025. This Government is committed to supporting initiatives that will continue to position Qld as Australia's leading destination for Indigenous Tourism. This includes the Queensland First Nations Tourism Plan as well as driving initiatives that support the development of cultural tourism experiences.

The Qld Government Reconciliation Action Plan commits government to developing Indigenous tourism and this plan helps to progress this goal.

DANIEL GSCHWIND CHIEF EXECUTIVE,
QLD TOURISM INDUSTRY COUNCIL

Qld has some strong tourism advantages and opportunities that place us in a position to generate social, environmental and economic benefits to our state. Somewhat surprisingly, one of our greatest competitive advantages in the global tourism market remains largely untapped. Our First Nations culture, heritage and people feature in many images used to promote Qld and Australia but the delivery of visitor experiences and the engagement with First Nations people in tourism can go much further than it has to date.

Over the last ten years, the Qld Tourism Industry Council (QTIC) has worked to build a groundswell of momentum in this area. Building a network of tourism operators, First Nations leaders, young professionals and other partners who identify the opportunity and value in enhancing this sector of the tourism industry. Now is the time to further build on this growth, uniting with a common aspiration and sense of purpose to build inclusive and sustainable futures for community advancement, environmental stewardship and economic propensity.

This Queensland First Nations Tourism Plan has been developed by First Nations People with the support of QTIC. Broad consultations have helped build the necessary trust between all involved, and we will continue on this journey in good faith. It is an important step in articulating First Nations tourism aspirations and embedding them as part of Qld's successful tourism future. QTIC is committed to continue working with all our partners in industry and government, to make the most of what we love and share about our state, including our First Nations culture, its history and its future.

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. The Queensland First Nations Tourism Plan sets the framework to leverage our First Nations cultural heritage and stewardship of country, together with Qld's distinctive mix of tourism product offerings, to inspire the development of a thriving First Nations' tourism sector that offers diverse, authentic and engaging, sustainable tourism experiences and promotes greater engagement of First Nations peoples in tourism.

This painting reflects many aspects of what Qld and QTIC represent. The colours are reflective of influences throughout.

The underlying map of Qld is broken into 10 sections for the 10th anniversary of QTIC formation.

Goorialla—the Snake Creator hugs the Qld Coast to the top of Australia incorporating the Torres Strait Islands. The colours of QTIC are represented within Goorialla. This symbolises the "Voice of Tourism".

Brown—the land that we leave our footprints on—in all directions East, West, North and South.

Yellow—representing the sandy shores and our great sunny state of Qld.

Green and blue—Islands from the south to the north, waters, reefs and oceans of Qld and to the west of the gulf—green rainforest. Blue, green white and black, the Torres Strait Islands.

Grey—represents our wildlife for Qld—Koala and Brolga.

Circles of connection throughout—connecting many people and businesses—the many meeting places—dots representing people.

Dancing figures—culture—men and women—holding a feathered ceremonial belt to connect them to the land and to the importance of respect to culture, history and lore and to continue to move our cultural footprint (footprints) forward. This also represents our partnerships and friendships. Feathers represent a symbol of respect and peace.

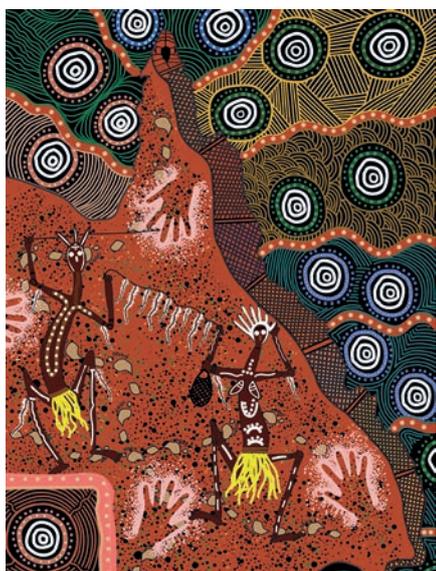
Handprints—to protect us all as we journey forward—helping hands.

Ceremonial belt—feathers—emu and cockatoo.

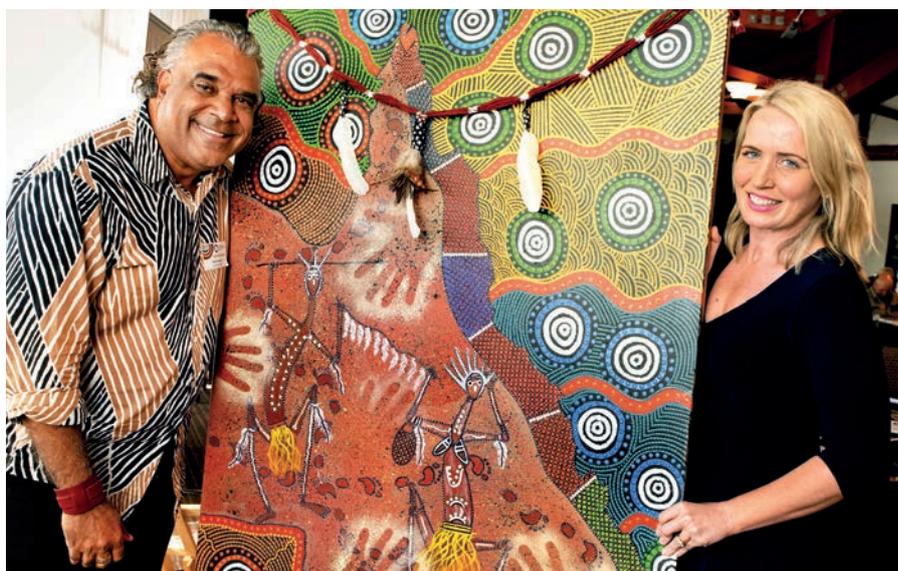
Cockatoo—someone is coming—messenger bird.

Emu—an animal that can't walk backwards—as with the emu, QTIC's journey is to go forward.

Yundu Mai—Jinna La Galing—Happy trails and a safe journey for all.



David Hudson, *QTIC Dreaming*



David Hudson with the Honourable Kate Jones

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 automobiles¹. 'As one of the most thriving economic activities, tourism is well placed to contribute to Indigenous people in improving their livelihoods. If managed responsibly and sustainably, Indigenous tourism can spur cultural interaction and revival, bolster employment, alleviate poverty, curb rural flight migration, empower women and youth, encourage product diversification, and nurture a sense of pride among Indigenous people².

Australia's tourism product strengths of aquatic and coastal, food and wine and nature, wildlife and culture attracts some 9.3 million international visitors, creating a lucrative tourism industry generating \$43.9 billion for the Australian economy³.

Tourism in Qld is a \$27.3 billion industry. The state is home to some of Australia's most popular attractions with a unique product mix of reef, rainforest, urban, coastal and outback destinations. Tourism is Qld's 3rd largest export sector attracting more than 26 million domestic and international overnight visitors each year, creating more than 236,000 jobs and contributing 7.8% to Qld's GSP.

First Nations Tourism is a growing sector of Australia's tourism industry as it presents entrepreneurial opportunities and economic empowerment for Aboriginal and Torres Strait Islander peoples. One in six employed Aboriginal and Torres Strait Islanders work in the tourism industry⁴.

In particular, Qld's tourism industry is expanding with the market exhibiting increasing demand for authentic, cultural and engaging First Nations' experiences which include cultural centres, tours, galleries, dance performances, festivals and events. The state also has a range of interpretive and immersive visitor experiences that provide unique opportunities for First Nation Peoples to continue on going stewardship of country.

Demand for these tourism experiences in Qld is at a five-year high with growth in both domestic and international visitors participating in cultural experiences as part of their holiday.

Our Plan recognises the opportunity to leverage the competitive advantage provided by our unique cultural heritage and develop a thriving, distinctive and sustainable First Nations tourism sector across Qld.

- In 2018, Australia attracted 9.3 million international visitors.
- China, New Zealand, United States and the United Kingdom are the major source markets for visitors to Australia with growth in all markets.
- International and domestic visitors spent \$131.4 billion.
- There were 113.3 million overnight domestic trips and 200 million domestic day trips.

- In 2018, 1.15 million (13.9%) of international visitors to Australia had an Indigenous tourism experience.
- In Qld, 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.
- The UN World Tourism Organisation estimates that 47% of tourists worldwide are motivated by a desire to experience a country's culture and heritage.

- 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 QLD

First Nations tourism provides a key point of differentiation for Qld's tourism offering. Visitor interest in participating in an Indigenous experience creates opportunities for existing and new First Nations businesses and communities. Qld is the only state in Australia in a position to offer experiences with two First Nations groups: Aboriginal Peoples and Torres Strait Islanders.

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Over the past 10 years, there has been significant work undertaken by First Nations tourism champions, business operators and Traditional Owners, together with Qld Tourism Industry Council (QTIC), Tourism and Events Qld (TEQ), key Government departments and other organisation to build a strong First Nations tourism sector in Qld.

Recognising opportunities to grow the value of Indigenous tourism in Qld, the QTIC's Tourism Indigenous Employment Champions Network was established in 2008 to develop strategies focusing on:

- increasing the participation of First Nations peoples in the tourism industry
- recruitment and retention of First Nations staff.

The Tourism Indigenous Employment Champions Network was a catalyst for accelerating interest in, and awareness of, the vast range of benefits and opportunities Indigenous tourism experiences bring to First Nations peoples and to Qld.

To continue to harness opportunities, increase the visibility and showcase Qld First Nations tourism experiences, our Plan will facilitate the future sustainable growth of a thriving, dynamic, diverse and collaborative First Nations tourism sector in Qld. And, our Plan advocates for the development of equitable and mutually beneficial public/private partnerships between the tourism industry and First Nations Peoples which not only creates sustainable opportunities for workforce development and job creation but also reflects the aspirations of First Nations Peoples.

These aspirations include the establishment of a strategic, coordinated entity which will support and give voice to First Nations tourism businesses and communities across Qld that reflect the values of mutual respect for cultures, knowledges, traditional practices and intellectual property rights of First Nations Peoples while acknowledging the ownership of, and caring for country. These aspirations reflect the 2012 Larrakia Principles which underpin our Plan.

DOMESTIC

In 2019, there were 965,00 (0.83%) overnight domestic trips within Australia, included an Indigenous tourism experience.

A total of 55,000 day-trips were taken to Indigenous experiences across Qld, 55,000 were taken.

The number of domestic tourists participating in Indigenous tourism experiences grew by 67.29% between 2014 and 2019.

INTERNATIONAL

In 2019, 1.33 million (0.57%) International visitors participated in an Indigenous experience during their stay in Australia.

In Qld, over 722,000 visitors participated in Indigenous experiences representing a +0.2% increase on YE September 2018.

There has been a 34.97% increase in participation of international visitor in Indigenous experiences between 2014 and 2019.



OUR FOUNDATIONS

Our First Nations Tourism Plan recognises these Six Larrakia Declaration Principles and focuses on leveraging a flourishing First Nations tourism economy by sharing authentic, memorable and culturally enriching experiences.

Our First Nations Tourism Plan presents a clear direction for the future, sustainable growth of First Nations tourism in Qld.

Our First Nations Tourism Plan is developed, directed and driven by First Nations peoples, who are the stewards of First Nations culture and country.

2012 SIX LARRAKIA DECLARATION PRINCIPLES

1. Respect for customary law and lore, land and water, traditional knowledge, traditional cultural expressions, cultural heritage that will underpin all tourism decisions.
2. 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.
3. Indigenous peoples will determine the extent and nature and organisational arrangements for their participation in tourism and that governments and multilateral agencies will support the empowerment of Indigenous people.
4. 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.
5. 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.
6. 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 Qld and key Qld Government departments.

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 Qld.
- 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 Qld.

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

BENEFITS OF FIRST NATIONS TOURISM

- Revitalise and sustain tangible and intangible cultural heritage, language and traditions to build a sense of pride and belonging for First Nations people.
- Vehicle for creating business opportunities and sustainable economic activities.
- Reconciliation through tourism.
- Self-determination and capacity building.
- Sustainability and care for country.
- Source of diverse employment generation.
- Enable visitors to develop an understanding of the unique relationship First Nations people have with our natural environment.
- Development of sustainable communities.

CHALLENGES FOR FIRST NATIONS TOURISM

- Strengthen profile and awareness of First Nations tourism experiences.
- Increase coordination and collaboration across the sector.
- Develop knowledge of, and experience with, the tourism industry.
- Upskill the workforce.
- Ensure quality and consistency in tourism product offerings.
- Simplify government red-tape, access to business capital and sustainable support.
- Increase compliance with cultural license and intellectual property.
- Grow diversity and number of market-ready product offerings.
- Increase overall understanding of Native Title and associated leveraging opportunities.



OPPORTUNITIES FOR FIRST NATIONS TOURISM

- Leverage Qld's market share of international and domestic tourism to grow awareness of, and demand for, First Nations tourism in Qld.
- Utilise Qld's natural assets and resources, together with our First Nations cultural heritage, to strengthen Qld unique point of differentiation in the marketplace.
- Build on existing strong foundations to support new and established market-ready First Nations tourism experiences in Qld.
- Secure long-term and sustainable funding support from government and through mutually beneficial partnerships.
- Expand First Nations tourism networks and develop mutually beneficial private/public partnerships with the broader tourism sector and supply chain.
- Build on the momentum generated by the Gold Coast 2018 Commonwealth Games and be well positioned to leverage future events in the State.
- Exploit the increasing interest in First Nations tourism experiences in Qld by travel trade and tour operators to lift the sector's profile in the market place.
- Foster and support strong industry leaders to champion the sector.
- Develop tourism business opportunities by leveraging Native Title.
- Leverage, as a unique selling point, that Qld is the only State that is home to both Aboriginal and Torres Strait Islander cultures.
- Promote Indigenous culture through the growing demand for Indigenous Art, products and merchandise.

Our Plan focuses on growing our innovative and sustainable First Nations tourism sector in Qld by drawing on our stewardship of culture and country and building capacity to foster the development of authentic, engaging and sustainable tourism experiences that respect First Nations cultures, knowledges and connections to country.

VISION

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

MISSION

Qld 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 Qld'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.
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 Qld.

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 Qld, 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 QLD

- 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 Qld becoming Australia's number 1 global destination of choice for First Nations tourism experiences in 2035, 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 Qld Government departments.

We gratefully acknowledge the financial support of the Queensland Government for the development and consultation of this Plan.

Special recognition goes to The Star Entertainment Group for the outstanding support over the last five years for the QTIC Indigenous Champions Network and Indigenous tourism in Queensland.



THANKS TO OUR BUNJI'S

The development of our Plan would not have been possible without the input of First Nations Peoples, community members and tourism operators from across the state. We would like to acknowledge and thank all that contributed.

In addition, we would like to thank our corporate Bunji's for the support provided in the development and delivery of the Plan. They include:



Australian Adventure Tourism Group
ONWARD+UPWARD



EARTHCHECK



UQ BUSINESS SCHOOL

NORTON ROSE FULBRIGHT



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