

Aboriginal Tourism Development Plan for Tasmania

May 2007





ABORIGINAL TOURISM DEVELOPMENT PLAN FOR TASMANIA

ISBN: 978 0 7246 5565 4

Aboriginal Tourism Development Plan for Tasmania

Office of Aboriginal Affairs

May 2007

© Copyright - Department of Premier & Cabinet, Tasmania 2007

This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced without prior written permission.

Authored and published by the Office of Aboriginal Affairs.

Copies of the plan are available from the Office of Aboriginal Affairs, or from the website **www.dpac.tas.gov.au**

Front cover photograph courtesy of Dennis Harding.

Front cover artwork of Tasmania courtesy of Julie Hawkins.

CONTENTS

1.	Project Context	4	3
1.1	BACKGROUND		3
1.2	PROJECT OBJECTIVES		3
1.3	PROJECT INPUTS		4
1.4	DEFINITION OF ABORIGINAL TOURISM		4
1.5	THE APPROACH		5
1.6	PRINCIPLES		5
2.	Tasmanian Aboriginal Cultural Heritage		6
2.1	A UNIQUE STORY		6
2.2	REVIVAL OF LANGUAGE, CULTURE AND DANCE		6
2.3	ABORIGINAL LAND		7
2.4	ABORIGINAL and TORRES STRAIT ISLANDER COMMISSION (ATSIC) TASMANIAN REGIONAL ABORIGINAL REGIONAL PLAN 2001-2004		8
3.	Current Situation		9
3.1	ABORIGINAL TOURISM TRENDS IN AUSTRALIA		9
3.1.1	Growth in visitor interest		9
3.1.2	National Product Segmentation Study		9
3.1.3	Integration of Aboriginal tourism		11
3.2	TASMANIAN TOURISM INDUSTRY DEVELOPMENT		11
3.3	ABORIGINAL TOURISM IN TASMANIA		12
	3.3.1 Supply: current Aboriginal tourism product		12
	3.3.2 Demand: the market perspective		13
3.4	STAKEHOLDER PERSPECTIVES		14
3.5	SWOT ANALYSIS		15
	3.5.1 Strengths		15
	3.5.2 Weaknesses		15
	3.5.3 Opportunities		16
	3.5.4 Threats		16

4.	Critical Issues for Developing Aboriginal Tourism	17
4.1	AUTHENTICITY	17
4.2	CAPACITY BUILDING	18
4.3	UNDERSTANDING ABORIGINAL PERSPECTIVES	19
	4.3.1 Protocol Requirements	19
	4.3.2 Cultural Awareness	20
4.4	APPROPRIATE REPRESENTATION THROUGH INTERPRETATION	21
4.5	NEED FOR MARKET KNOWLEDGE	22
4.6	TRAINING AND EMPLOYMENT	22
5.	Laying the Foundation	24
5.1	BARRIERS IDENTIFIED BY THE ABORIGINAL COMMUNITY	24
5.2	TOURISM DEVELOPMENT OPTIONS	25
6.	The Way Forward	26
6.1	DEVELOP AND PROMOTE ABORIGINAL TOURISM PROTOCOLS	26
6.2.	ESTABLISH A FRAMEWORK FOR DEVELOPMENT OF TASMANIAN ABORIGINAL TOURISM	26
6.3	DEVELOP AND PROMOTE AN ACCREDITATION SYSTEM FOR TASMANIAN ABORIGINAL TOURISM PRODUCTS	27
6.4	INCREASE THE PARTICIPATION LEVELS OF TASMANIAN ABORIGINES IN TOURISM	28
	ATTACHMENT A	29
	ACTION PLAN	29

1. Project Context

1.1. BACKGROUND

Aboriginal organisations and individuals, as well as Tasmanian Government agencies, acknowledged the potential for Aboriginal tourism in the State at a series of meetings conducted from 1999-2001 to consider cultural interpretation, Aboriginal heritage, natural and cultural resource management.

At the same time, it was recognised that Tasmania had little Aboriginal tourism product that was market-ready.

The Tasmania *Together* report, released in 2000, set goals to:

- acknowledge and respect the contribution that the Aboriginal community and its culture have made and continue to make to Tasmania and its identity
- recognise, promote, share and celebrate Aboriginal culture and heritage, encouraging mutual respect between Aboriginal and non-Aboriginal people.

In November 2001, a report titled *Indigenous Themes* was completed by Ms Darlene Mansell for the Tasmanian Parks and Wildlife Service. The report was an initiative of the Great Western Tiers/Kooparooona Niara Regional Forest Agreement (RFA) Interpretation Project for the Meander Valley.

As part of consultations for the report, a three-day Tasmanian conference of the Moonbird People (the custodians of the Mutton Bird culture) was attended by 40 delegates. The conference's leading recommendation was that:

The Tasmanian State Government, in consultation with the Aboriginal community, proceed to create an Aboriginal Tourism Development Plan.

A steering committee was formed in late 2003 to advance the recommendation, with the Tasmanian Government's Office of Aboriginal Affairs, part of the Department of Premier and Cabinet, as the lead agency, in conjunction with Tourism Tasmania, within the Department of Tourism, Arts and the Environment (formerly Tourism, Parks, Heritage and Arts). The steering committee was chaired by the Manager of the Office of Aboriginal Affairs and included representatives from the Aboriginal community, Tourism Tasmania, the Tasmanian Parks and Wildlife Service and the Aboriginal and Torres Strait Islander Commission (now the Office of Indigenous Policy Coordination).

The steering committee was supported by a working group.

1.2. PROJECT OBJECTIVES

The project scope covers all regional areas of Tasmania, including the Bass Strait islands, and all Tasmanian tourism industry sectors.

Project objectives are:

- to develop a plan that will assist in the implementation of a range of Aboriginal tourism initiatives to deliver a range of visitor experiences that provide some insight into and an appreciation of the Tasmanian Aboriginal story
- to examine and identify immediate and tangible steps to increase employment opportunities for Tasmanian Aborigines within the tourism industry.

1.3. PROJECT INPUTS

A range of inputs were taken into account for the Aboriginal Tourism Development Plan. They were:

- Economic Development Study (1998 KPMG/ATSIC)*
- Tasmanian Experience Strategy (2002 Tourism Tasmania)*
- Tourism Development Framework (2000 Tourism Tasmania)*
- Indigenous Themes: Kooparooona Niara /Great Western Tiers RFA Tourist Interpretation Project (2001, Darlene Mansell)*
- Aboriginal Tourism in Tasmania: a Tourism Tasmania perspective (2000, D.Harrison, Tourism Tasmania)*
- National Aboriginal and Torres Strait Islander Tourism Industry Strategy*
- Nature-based Tourism Project*
- Parks Partnership Program*
- Tasmanian Regional Aboriginal Council (TRAC) Regional Plan 2001-2004*
- Going Places: Developing Natural and Cultural Heritage Tourism in Australia – Issues and Key Opportunities Paper*
- Federal Department of Industry, Tourism and Resources: 10-year Plan for Tourism*
- National Indigenous Tourism Forum Proceedings Report*
- Australian Indigenous Tourism Research Strategy Scoping Study*
- Tasmania Together*

1.4. DEFINITION OF ABORIGINAL TOURISM

For the purposes of this project, Aboriginal tourism is defined as:

- Aboriginal tourism experiences that are Aboriginal-owned
- Aboriginal tourism businesses where Aboriginal people and/or community benefit by gaining employment and income
- Aboriginal tourism experiences that provide consenting contact with Aboriginal people, cultural heritage or land.

1.5. THE APPROACH

The project has been undertaken in five phases. They are:

1. Start-up: establish steering committee; schedule meetings; finalise project plan; develop stakeholder list and communication plan.
2. Research: desktop research, including a review of key reports in relation to Aboriginal tourism and interstate case studies; prepare product audit of all existing Aboriginal tourism businesses in Tasmania. This phase included a focus group workshop in October 2003 to formulate an options paper.
3. Consultation: Consultant Darlene Mansell was engaged as facilitator for Aboriginal community and industry/agency consultations, with assistance from Aboriginal community representative Rocky Sainty. Working group members provided assistance for community consultations and in conducting industry/agency interviews. Consultation included regional workshops in the South, North, North West and Furneaux Islands, as well as face-to-face, phone and email consultations.
4. Documentation: Recording of outcomes of consultations and preparation of a draft Aboriginal Tourism Development Plan.
5. Delivery

1.6. PRINCIPLES

The following principles underpin the Aboriginal Tourism Development Plan:

- Aboriginal involvement in tourism is not restricted to cultural tourism.
- For Aboriginal tourism to be effective and meaningful, it must involve and benefit the Aboriginal community.
- To ensure successful outcomes, Aboriginal tourism enterprises will be based on sound business planning and identified customer needs.
- Aboriginal tourism operations are part of the mainstream tourism industry network.

2. Tasmanian Aboriginal Cultural Heritage

2.1. A UNIQUE STORY

Tasmanian Aboriginal cultural heritage reflects a unique Tasmanian story: one that is substantially different to interstate Aboriginal culture and history.

In this context, it is characterised by survival in distinct seasonal patterns and in a temperate wilderness; cultural traditions that developed in isolation from mainland Australia and are affected by island influences; the removal of Aborigines from mainland Tasmania to Flinders Island; and the misrepresentation of history – “the strongly-held myth that there are no Aboriginal people in Tasmania”.¹

The culture of Tasmanian Aborigines is dynamic. It has adapted and survived over 35,000 years. Events such as the flooding of the Bastian plain (land bridge) at the end of the last Ice Age isolated Tasmania for 12,000 years. The affect of this major climatic event was not only geographic; it resulted in social and cultural isolation. Thus emerged a people with unique social and cultural practices, traditions and beliefs. Generations of families developed a special balance in living with the land, as creative and explorative as any other people in developing tools and crafts for daily use.²

Cultural traditions that have survived include shell necklace making from the delicate *Maireener* shells gathered by Aboriginal women from beaches in the Furneaux Islands; basket weaving; the making of spears and waddies from native hardwoods by Tasmanian Aboriginal men; making of traditional clapsticks and colouring them with ochre, by men and women; use of Tasmanian ochre, which ranges from white to yellow and red, for ceremonial body marking, colouring wood craft products, tie-dyeing and use in crafts and arts.

The Tasmanian Aboriginal community has also maintained strong traditions related to food gathering, fishing and hunting, in particular mutton birding on the Bass Strait islands.

Cultural knowledge also includes Aboriginal Special Places, a term used by Tasmanian Aboriginal Heritage Officers and Aboriginal community members for significant physical cultural heritage.

The Tasmanian Aboriginal community has a spiritual connection to Special Places in the Aboriginal landscape, some of which are known only to Aboriginal community members. These Special Places are traditional places; they belong as a heritage to the Tasmanian Aboriginal people.³

2.2. REVIVAL OF LANGUAGE, CULTURE AND DANCE

The revival of language, culture and dance is a feature of Tasmania's contemporary Aboriginal community.

There are procedures that should be followed before using Tasmanian Aboriginal language in interpretation material, including any interpretation of Tasmanian Aboriginal history. It is important that consultation with relevant Aboriginal community organisations occurs before such projects or activities begin and that the Aboriginal community is involved with the research and final product.

A resurgence of interest in Aboriginal dance began in the early 1980s, when a group of young Tasmanian Aboriginal women established the Weilangta Dancers to reaffirm Tasmanian Aboriginal dance as a living culture. Dance is traditionally used in Tasmanian Aboriginal society for storytelling and ceremonial purposes.

¹ noted in Aboriginal community consultations

² *Respecting Cultures: Working with the Tasmanian Aboriginal Community and Aboriginal Artists*, p.8

³ *ibid*, p.17.

The various styles of dancing express specific narratives in very different landscapes and constitute a rich source of inspiration and meaning.⁴

In addition, the annual event, putalina, or Oyster Cove Festival, celebrates the Tasmanian Aboriginal community's reoccupation and reclamation of the site in 1984. The festival is attended by hundreds of people, both Aboriginal and non-Aboriginal, and has a focus on the artistic talents of the Tasmanian Aboriginal community, with some interstate Aboriginal artists in the line-up of performers.

2.3. ABORIGINAL LAND

In December 1995, the Tasmanian Government handed back 12 areas of land to the Tasmanian Aboriginal community. They are, in the North West, Preminghana (Mt Cameron West) and Steep Island; in the Furneaux group of islands, Mt Chappell Island, Badger Island, Wombat Point (Cape Barren Island), Great Dog Island and Babel Island; in the South West, Kutikina Cave, Ballawinne Cave and Wargata Mina Cave; and in the South, Risdon Cove and Oyster Cove.

In 1999, title to Wybalenna on Flinders Island was also returned to the community.

On 10 May 2005, Premier Paul Lennon handed title to Cape Barren and lungtalanana (Clarke) Islands to the Tasmanian Aboriginal community.

In addition, a number of other areas of land including 'Murrayfield' on Bruny Island, Thule Farm on Flinders Island, Trefoil Island, Saltwater River and Fanny Cochrane's Church at Nichols Rivulet have been purchased through funding provided by the Indigenous Land Corporation or the Aboriginal and Torres Strait Islander Commission.

These areas of land will give the Tasmanian Aboriginal community increased opportunities to develop ecotourism projects. Such opportunities will allow an increase in employment and development of work skills for local Aborigines.

Aboriginal organisations involved in land management include the Tasmanian Aboriginal Centre, the Aboriginal Land Council of Tasmania, the Tasmanian Aboriginal Land and Sea Council, the Flinders Island Aboriginal Association and the Cape Barren Island Aboriginal Association.

Some organisations, such as the South East Tasmanian Aboriginal Corporation, also have land management responsibilities for particular areas of Crown land.

Those seeking access to Aboriginal land must seek permission from the relevant Aboriginal land managers.

The Aboriginal Heritage Section of the Department of Tourism, Arts and the Environment provides advice in relation to Aboriginal heritage and addresses issues arising from Tasmanian Aboriginal heritage legislation.

The *Aboriginal Relics Act 1975* provides blanket protection for all Aboriginal relics, as defined in the legislation, and includes artefacts, paintings, carvings, middens and "any object, site or place that bears signs of the activities of any such original inhabitants or their descendants".

⁴ *Respecting Cultures: Working with the Tasmanian Aboriginal Community and Aboriginal Artists*, p.13.

An Indigenous Land Management Facilitator is employed by the Australian Government Department of Environment and Water Resources to assist Aboriginal land managers source funding for land management projects and promote Aboriginal values and aspirations relating to land to mainstream organisations that deal with land management.

2.4. ABORIGINAL and TORRES STRAIT ISLANDER COMMISSION (ATSIC) TASMANIAN REGIONAL ABORIGINAL COUNCIL REGIONAL PLAN 2001-2004

The ATSIC *Tasmanian Regional Aboriginal Council Regional Plan 2001-2004* reported that recognition and support of Aboriginal cultural heritage and values in Tasmania was essential to the wellbeing of the Tasmanian Aboriginal community.

Among a range of recommendations, it urged the maintenance and support of traditional and contemporary Aboriginal arts and crafts, the encouragement of enterprise activities and the protection of Aboriginal cultural heritage values, including the landscape and biodiversity, combined with the sustainable use of the environment within the Aboriginal context.

The regional plan also recommended that Aboriginal economic development be pursued by making information, support services and finance readily available from as wide a range of sources as possible.

3. Current Situation

3.1. ABORIGINAL TOURISM TRENDS IN AUSTRALIA

3.1.1 Growth in visitor interest

At a national level, the potential for Aboriginal tourism has been recognised for some time and in recent years there has been a definite growth in interest from international tourists particularly, but also domestic tourists, in Aboriginal tourism experiences.

In 2001, the Australian Heritage Commission and the Australian Government Department of Industry, Tourism and Resources released the second edition of its publication, *Successful Tourism at Heritage Places*. It said:

It is becoming clear through experience and research that tourists are after varied Indigenous products and experiences. Some emphasise seeing performances or opportunities to buy art or other items. Some want a strong personal experience and interaction with Indigenous people. Others really just want to 'look' or visit sites in a self-guided fashion in a national park. International and domestic travellers have distinctly different requirements.

International respondents in the *1999 National Survey of Indigenous Tourism* indicated that experiences they would have liked in Australia included:

- learning about how Aboriginal people are living today
- learning about how Aboriginal people are living in country areas
- the chance to meet and talk with Aboriginal people and to visit an Aboriginal community
- seeing cave paintings and rock art sites
- going to a dance/cultural performance.

Recent Tourism Queensland research on Indigenous tourism identified that domestic travellers have little interest in Indigenous tourism experiences because they have a perception that it will be "staged or non-authentic" and they have a "limited interest in *real* Indigenous experience".

It found, conversely, that international travellers do want an Indigenous tourism experience but as part of a holiday with a broader focus. The Queensland research also indicated that Cape York tourists – domestic Free Independent Travellers – have an interest in engaging with Indigenous communities but as part of the broader nature-based/ adventure tourism experience.

3.1.2 National Product Segmentation Study

As a result of the need to develop greater understanding of the market nationally, the Department of Industry, Tourism and Resources commissioned a product segmentation study in early 2004 to provide data on consumer product and tourism experience demand for nature-based and Indigenous tourism.

The study, completed at the end of 2004, set out to identify products that could be developed to attract the domestic tourism market to both nature-based and Indigenous tourism.

It is important to note that this study was different from other consumer preference studies because it sought to elicit responses from consumers on products that possibly do not exist or not in the form that is desired. This is because we want to know where the gap is between products that are available and feelings, ideas and experiences that people want to have but presently can't find or access.⁵

Objectives for the study were to:

- establish if there were nature-based and Indigenous tourism experiences that consumers wanted but were not provided by existing products
- identify what, if any, were the constraints and barriers for consumers participating in nature-based and Indigenous tourism products
- establish if there were experiences or products that would entice more consumers to participate in and increase expenditure on nature-based and Indigenous tourism
- identify in detail what and where these demands were (numbers, locations, prices).

For the purposes of the study, Indigenous tourism was defined as: "tourism services or products owned and operated by Indigenous Australians".

Tourism Tasmania was one of 10 organisations nationally to contribute financially to the study. Organisations included other state/territory tourism agencies, parks services, Indigenous research networks and a private company.

As part of the project, the consultancy firm Colmar Brunton Social Research conducted 100 interviews in each state/territory – 50 for each of the two areas of the study.

At a national level, the project identified five preferred Indigenous products⁶, as described by survey participants. They are:

1. Indigenous Teachers: a 4-5 star resort providing experiences of traditional Indigenous culture. "You could take guided walks in the natural environment during the day and experience traditional Indigenous dances and music at night. Both traditional Indigenous and everyday foods would be available and the experience would be suitable for both adults and children."
2. Indigenous Cultural Park: "A variety of hands-on activities would be available such as learning how to play a didgeridoo or track an animal, and you could also see Indigenous art or dancing. Facilities such as toilet blocks, shops and cafés would be available."
3. Outback Learning: "A place where you can learn about authentic traditional Indigenous culture, Indigenous people would teach you about relationships within traditional Indigenous communities, and about myths and storytelling. You could also learn about the local environment and animals."
4. Cultural Semi-immersion: "A place where you stay overnight with and learn from Indigenous people about their traditional culture and about their life in modern Australian society. Activities like sharing stories around a campfire and taking walks would be available. Traditional Indigenous and everyday foods would be available."

⁵ *Terms of Reference, Nature-based and Indigenous Tourism Product Segmentation Study*

⁶ Department of Industry, Tourism and Resources, *What Are Tourists Looking for in Indigenous Tourism?*

5. Cultural Full-immersion: "A place where you can get to know Indigenous people by participating with them in their daily activities. You could spend time with the Indigenous people and get to know about them and their culture. The experience would take place in a remote area on Indigenous land, and you would eat bush tucker and sleep in the open in the traditional way."

Findings of the study will need to be assessed in a Tasmanian context, taking into account Tasmanian Aboriginal cultural traditions, the State's tourism market segments and the early developmental stage of Tasmanian Aboriginal tourism.

3.1.3. Integration of Aboriginal tourism

Experience nationally has shown that for Aboriginal tourism to be effective, it must operate within the mainstream tourism industry. Marginalisation of the Aboriginal tourism sector can result in tokenism.

3.2. TASMANIAN TOURISM INDUSTRY DEVELOPMENT

The central strategic development plan for Tasmanian tourism is *Tourism 21: A New Ten-year Vision 2004-2014*. It is a joint Tasmanian Government and Tasmanian tourism industry strategic plan, with the latest version released in June 2004.

One of the new directions to emerge in the strategic focus is a greater emphasis on Tasmanian communities as critical partners in creating authentic Tasmanian visitor experiences.

Strategic priorities that are directly relevant to Tasmanian Aboriginal tourism development include:

Strategy Two – The Experiences⁷

- Adopt an experience focus, where engagement with people, place and activity is fundamental to the Tasmanian holiday.

Strategy Five – Linking the Community⁸

- Engage the community on tourism development and growth issues.

Action priorities for this strategy include raising awareness of tourism as both a career choice and a contributor to local economies; and development of role models for communities through featuring 'tourism in action' case studies.

Direction for the creation of authentic Tasmanian tourism experiences is provided in *The Tasmanian Experience* strategy, which was released at the end of 2002 and establishes a commitment to world-class interpretation of the Tasmanian experience.

The Tasmanian Experience strategy recognises that exceptional holiday experiences consist of four layers: place, infrastructure, service and interpretation.

Research underpinning the strategy has shown that while the Tasmanian industry gives most attention to infrastructure, transport, accommodation and services, customers and potential customers are most highly motivated to choose Tasmania – and stay longer while on holiday in the State – because of attractions, tours and products that provide personal engagement and interpretation.

⁷ *Tourism 21: 2004-2007 Strategic Business Plan 2004*, p.8

⁸ *ibid*, p.18

In addition, the Tourism Development Framework has mapped existing patterns of visitor movement around the State and identified areas that currently attract a high degree of visitor interest or have strong potential to do so.

The framework is based on tourism clusters connected by 11 touring routes. The existing and potential clusters are⁹:

- Stanley and North West
- Launceston and Tamar Valley
- St Helens and North East
- Cradle Mountain
- Strahan and West Coast
- Hobart and the South (including the city and surrounds, Tasman Peninsula and Huon and Channel areas)
- Freycinet and East Coast
- Lake St Clair and Central Highlands.

In conjunction with the development framework, Tourism Tasmania has identified holiday visitor market segments, development opportunities and the key types of attributes that appeal to visitors (unspoiled nature, cultural heritage and fine wine and food) to assist the industry in assessing potential tourism business proposals.

3.3. ABORIGINAL TOURISM IN TASMANIA

3.3.1 Supply: current Aboriginal tourism product

While an audit of current Aboriginal tourism offerings in Tasmania showed that at least 17 businesses or organisations offered an Aboriginal component, ranging from interpretation to cultural experiences and Aboriginal art, issues such as authenticity have been raised by the Aboriginal community in relation to the products.

Many of these are non-commercial activities, such as Rocky Cape National Park, where the Aboriginal community has been involved in planning interpretation that is delivered through static signs and the Tasmanian Parks and Wildlife Service discovery ranger program.

While the Aboriginal community is becoming more actively involved in planning interpretation, it is important that the community's involvement is from the beginning of the project, and protocols are followed in order that the information is correct.

Of the commercial activities identified, only a very small number are businesses that are owned or have been predominantly developed by members of the Aboriginal community.

The majority of non-Aboriginal businesses or organisations identified as part of the audit indicated that they had consulted with the Aboriginal community in developing their Aboriginal tourism product. The level of consultation ranged from information checks to encouraging full Aboriginal participation in project development, such as the *Strings Across Time* Tasmanian Aboriginal shell necklace exhibition at the Queen Victoria Museum and Art Gallery's Inveresk gallery.

⁹ *Tourism Development Kit*, Tourism Tasmania, 2004, p.3.

Of those activities that included a Tasmanian Aboriginal component, the majority were either guided or self-guided walks aimed at providing insights into the Aboriginal relationship to the land in pre-European times.

The audit indicates that, on the whole, current Aboriginal tourism products focus on Aboriginal heritage. Only one, Jahadi Indigenous Experiences, has a goal of providing a range of cultural experiences. These include dance, music, stories, art and food.

Anecdotal evidence suggests that, outside those listed in the product audit, a wide range of non-Aboriginal tourism products include some reference to Aboriginal heritage in their activities. A number of these operators and organisations reported that they sought to consult with the Aboriginal community on information provided to visitors but that there were difficulties in identifying which Aboriginal groups/individuals to consult with and the most appropriate process for consultation.

As part of the meeting of the Moonbird People held near Deloraine in 2001, the Aboriginal community undertook a product development exercise, identifying two sample tours for the international market, based on a maximum group size of 20.¹⁰ The workshop meeting was facilitated by Les Ahoy, Product Development Officer with the Australian Tourist Commission, and Paul AhChee, board member of the Aboriginal Tourism Association and Manager of the Aboriginal Cultural Centre in Alice Springs, Northern Territory.

It was acknowledged that the two proposed products, three-day and four-day Island Dreaming products, were “simply sample tours and further product development will be required”.

3.3.2 Demand: the market perspective

Little market research has been done to quantify demand for Tasmanian Aboriginal tourism products or develop a picture of the kinds of products and experiences that Tasmania's market segments seek.

A Tourism Tasmania report¹¹ in May 2000 said that:

In the Tasmanian context, indicators suggest a significant level of interest in Aboriginal culture from both international and interstate visitors to Tasmania. This is supported by results from the Survey of Indigenous Tourism, Tasmanian Parks and Wildlife Service data collected from five major natural sites in the past 12 months to date, and consistent comments from visitors to the Lake St Clair visitor centre.

The report emphasised that the importance of achieving a critical mass of product should not be underestimated. “Fewer sites with a greater depth of product will probably be more successful in attracting visitation than an increased number of sites with a diluted density of product”.

In a broad sense, consumer benefits may include Aboriginal stories and knowledge and insight into traditional culture, food, natural areas and features, though there may be other benefits that could be identified from the 2004 national research project.

¹⁰ Mansell, Darlene. *Indigenous Themes: Kooparoona Niara/Great Western Tiers RFA Tourist Interpretation Project*, November 2001, p.29-31.

¹¹ Harrison, Diana. *Aboriginal Tourism in Tasmania – a Tourism Tasmania Perspective: an Examination of Recent Trends and the 1999 National Survey of Indigenous Tourism*, p.13.

3.4. STAKEHOLDER PERSPECTIVES

Aboriginal community consultations were held at Burnie, Launceston, Risdon Cove, Cygnet, Devonport, Cape Barren Island and Flinders Island. The outcomes of these community meetings are explored in greater depth in Section 5 of this plan.

Consultations also included:

- Flinders Council
- St Helens History Room
- Forestry Tasmania
- Department of Economic Development
- TAFE Tasmania
- Tasmanian Museum and Art Gallery
- Queen Victoria Museum and Art Gallery
- Tasmanian Parks and Wildlife Service
- Aboriginal Heritage Section of the Department of Tourism, Arts and the Environment
- tourism operators.

Matters raised in the consultations fall into the following broad categories:

- accreditation, principles and protocols
- training
- business development and support
- infrastructure and tourism development support
- credibility/authenticity issues
- development opportunities
- cultural focus/centre
- interpretation and community ownership of intellectual property
- land access, permissions and management
- local employment generation
- cultural awareness
- diversity within Aboriginal community
- networking.

3.5. STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) ANALYSIS

The following SWOT analysis for Aboriginal tourism in Tasmania is based on an Aboriginal tourism focus group workshop in late 2003 and consultation with Aboriginal and non-Aboriginal organisations and tourism operators undertaken from February-June 2004.

3.5.1. Strengths

Strengths were identified as:

- Tasmanian Aboriginal cultural and social base that can be nourished and developed
- differentiation between mainland Aboriginal traditions/culture and the Tasmanian 'story' – the potential to be different
- growing visitor interest in past and contemporary Tasmanian Aboriginal cultural heritage and history.

3.5.2. Weaknesses

Impediments to developing Aboriginal tourism were identified as:

- small base of existing Aboriginal tourism products
- no overall vision or shared view by the Aboriginal community on Aboriginal tourism and desired priorities/level of involvement
- lack of principles, protocols and accreditation to safeguard Tasmanian Aboriginal cultural heritage and the authenticity of tourism experiences
- lack of business training, business planning and support
- the need for developing capacity (confidence, entrepreneurial understanding and skills, understanding of the tourism industry and how it works etc)
- constraints on access to culturally important land
- lack of structural support to drive development and direction for Aboriginal tourism
- little market knowledge e.g. type of products that would meet the needs of market segments, desired visitor experiences, price points etc
- lack of resources/coordination
- infrastructure issues
- capacity to be able to provide accurate information for interpretation
- limited opportunities for Aboriginal people to access training (location and prerequisite issues).

3.5.3. Opportunities

Opportunities were seen to be:

- growing demand for Aboriginal products, particularly from international visitors
- an existing demand for Aboriginal tour guides trained for employment in the mainstream tourism industry
- possible links to complementary businesses in hubs and clusters
- development of small, high-yield 'privilege' experiences
- potential educational market
- potential for accreditation/training support through the national Respecting Our Culture program
- continuing development of Aboriginal art networking and initiatives
- new Aboriginal heritage legislation expected to be introduced
- networking and mentoring systems
- specific Aboriginal events and festivals/Aboriginal participation in existing major events
- Aboriginal guided tours to Aboriginal sites.

3.5.4. Threats

Threats to development of Aboriginal tourism include:

- misappropriation/misrepresentation of Tasmanian Aboriginal cultural heritage and knowledge
- lack of cultural awareness by State and local government, non-Aboriginal members of the tourism industry, and general public
- lack of recognition of Tasmanian Aboriginal culture and heritage
- time required and level of resources available to support the growth of tourism skills and understanding within the Aboriginal community, leading to business viability and/or an increase in participation
- no scoping to date of the extent to which the Aboriginal community seeks participation in tourism.

4. Critical Issues for Developing Aboriginal Tourism

Aboriginal tourism in Tasmania is at the early stage of its development – "...tourism discussions and products/ experiences are at a very early, even embryonic, stage ..."12 – with a low base in terms of the number and range of products, particularly commercial products, and a low level of Aboriginal participation in tourism generally.

The critical issues for developing Aboriginal tourism in Tasmania are outlined in greater detail as follows:

4.1. AUTHENTICITY

While Tasmania's Aboriginal community is diverse, it has expectations of the right for its culture to be respected, of the right to manage it and to benefit from it, at individual and community levels.

An understanding of the value systems and cultural beliefs of Tasmanian Aborigines is essential for developing Aboriginal tourism. Endorsement of products by the Aboriginal community will ensure that this authenticity is protected.

The national accreditation program, Respecting Our Culture (ROC), has been developed by Aboriginal Tourism Australia to address cultural protocols, environmental and business management for the Indigenous tourism sector.

In December 2004, Aboriginal Tourism Australia conducted a forum in Hobart to introduce the ROC Program. The program is available to Aboriginal and non-Aboriginal tourism operators. At the forum it was recognised that consultative links with the Tasmanian Aboriginal community need to be established to enable the development of an effective Tasmanian partnership and appropriate accreditation outcomes for the State.

Authenticity is also crucial for sustainability of the Aboriginal tourism sector. The 1999 *National Study of Indigenous Tourism* showed that authenticity and explanation were important elements of the Aboriginal tourism experience for study respondents.

The 1998 AC Nielsen report¹³ showed the images that international visitors associated with Aboriginal people tended to be stereotypical and that once visitors had moved beyond that perception, they responded positively to the uniqueness of Aboriginal cultural heritage and world views.

Research suggests that one of the reasons for low interest in Aboriginal tourism by domestic visitors is the concern that experiences are non-authentic.

From both the market supply and demand perspectives, authenticity is a priority.

Allied to this, it is important to avoid stereotyping through the provision of accurate, sensitive images and messages that facilitate insight into the diversity and depth of Tasmanian Aboriginal cultural heritage.

An accreditation process would assist in preserving authenticity and intellectual property rights. It would also provide a screening process for entries on Tourism Tasmania's Tiger Tour database as Aboriginal products.

¹² Mansell, Darlene. Indigenous Themes: *Kooparooka Niara/Great Western Tiers RFA Tourist Interpretation Project*, November 2001., p.9

¹³ A C Nielsen Pty Ltd, *Aboriginal tourism: Expectations and Experiences, A Qualitative Research Report*, 1998, North Sydney, p.6-8.

4.2. CAPACITY BUILDING

The Australian Government released a tourism white paper in early 2004 reporting that on a national level, the tourism industry has not been able to develop sufficient Indigenous tourism product to meet visitor demand. It found that a key constraint to supply was that Indigenous tourism ventures were not business-ready.

The chairwoman of Aboriginal Tourism Australia, Lois Peeler, said at the time that Aboriginal communities were seeking to engage in tourism. "What we need are the tools to improve business sustainability," Ms Peeler said.¹⁴

The Australian Government tourism white paper resulted in the launch of a four-year Indigenous Tourism Business Ready Program, which includes a mentoring program that started on 1 July 2004.

The national situation is reflected at a Tasmanian level, with the Aboriginal community identifying a similar need for capacity building at a skill development level – "we need to see it as a business"¹⁵. It has also identified the need to develop confidence and to find ways to bridge the authentic Tasmanian Aboriginal cultural heritage, and its way of doing things, with a tourism culture and ethos.

Aboriginal community consultations specifically identified the following needs in relation to capacity building to foster business start-up and sustainability:

- training, business planning and mentoring programs
- an enterprise centre to serve as a focus for skill development
- harnessing the skill base through establishing an enterprise and/or workshop centre
- creating a position for a statewide Aboriginal tourism development officer
- establishing an Aboriginal tourism body as a point of reference for, and to support, the development of Aboriginal tourism
- funding and business support.

There is also potential for Tasmania to tap into national Aboriginal tourism initiatives, such as the national Respecting Our Culture tourism development program activities, including mentoring support and development forums such as:

- *Stepping Stones for Tourism*: an information and training program delivered through locally-based workshops that covers the "practicalities of tourism for those exploring options for the future of their land"
- *Start-up Workshop*: a follow on from the Stepping Stones workshops, it covers understanding the tourism industry, day-to-day business management, financial monitoring and access to information and assistance
- *Connecting with Customers– Business Development Symposium*: for existing businesses: a Certificate in Tourism (Indigenous Culture).

¹⁴ *The Weekend Australian*, 20-21 March 2004, p.7

¹⁵ noted in Aboriginal community consultations

4.3. UNDERSTANDING ABORIGINAL PERSPECTIVES

4.3.1. Protocol Requirements

Protocols encourage ethical conduct and promote interaction based on mutual respect and should be in keeping with value systems and cultural principles developed over time within communities (for examples see Indigenous Protocol Guides at www.ozco.gov.au).

At a statewide meeting of the Moonbird People near Deloraine, as part of the 2001 Kooparooona Niara/Great Western Tiers Regional Forest Agreement Tourist Interpretation Project, a key outcome was:

That there is an urgent need to develop Aboriginal Tourism Principles, Policies and Guidelines for government agencies, the tourism industry and the Aboriginal community itself.

An Arts Tasmania project, *Respecting Cultures*, provides a model for developing an Aboriginal tourism protocol guide for working with the Tasmanian Aboriginal community. *Respecting Cultures* is an initiative of Arts Tasmania's Aboriginal Advisory Committee and is designed to protect Tasmanian Aborigines and their cultural expression across all art forms as well as to assist people who support and practise integrity in arts and culture, including heritage and history.

It can be used to foster relationships in sharing Tasmanian Aboriginal cultural expressions within a set of expectations and/or obligations, and to enhance these relationships within the arts industry.¹⁶

The arts protocol guide covers:

- communication, consultation and consent
- interpretation, integrity and authenticity
- secrecy and confidentiality
- attribution
- recognition and protection
- proper returns for use of material
- seeking of Aboriginal perspectives to safeguard sensitive issues.

The Tasmanian guide complements a series of five Indigenous Protocol guides produced by the Australia Council for the Arts.

Within tourism, Drysdale Institute of TAFE has developed a set of guidelines and protocols for non-Aboriginal tour guides which is incorporated into tourism training.

The guidelines, prepared in conjunction with the Tasmanian Aboriginal Land and Sea Council and local Aboriginal community members and drawing on published protocols, outline the responsibility of non-Aboriginal guides to:

- acknowledge and respect Aboriginal people, the land and their heritage
- provide key messages that are accurate, respectful and sensitive to the Aboriginal community
- help protect and preserve cultural sites and artefacts

¹⁶ *Respecting Cultures: working with the Tasmanian Aboriginal Community and Aboriginal Artists.*

- help ensure that visitors who want to know more about Tasmanian Aboriginal people and their culture are referred to reputable sources.

In addition, the guidelines provide protocols for research and planning, contact with Aboriginal land owners or organisations, prepare proposals for the Aboriginal community to consider and seek agreements with Tasmanian Aborigines and demonstrating that content and activity will not result in damage to Aboriginal cultural integrity.

The guidelines and protocols state:

Aboriginal people firmly believe that their cultural heritage, including cultural expression, is the intellectual property of Aborigines and that Aborigines have a right to protect and manage the use of their cultural heritage and expression. Therefore, the interpretation of Aboriginal cultural sites, artefacts and beliefs should be conducted, wherever possible, by Aboriginal guides.¹⁷

The development of a Tasmanian Aboriginal tourism protocol guide would also need to reflect an appropriate level of consultation on use of Tasmanian Aboriginal language in interpretation material.

4.3.2. Cultural Awareness

As part of the consultation process for this Aboriginal Tourism Development Plan, both Aboriginal and non-Aboriginal participants identified a need for greater cultural awareness within the Tasmanian tourism industry and beyond.

TAFE Tasmania runs Aboriginal Cultural Heritage courses conducted by Aboriginal community members at a number of locations statewide. These are aimed at guides and operators in the tourism industry. However, there is no cross-cultural awareness provided at a broader Tasmanian tourism industry level.

Heritage awareness workshops are jointly conducted for mainstream land management organisations by an Indigenous Land Management Facilitator employed by the Australian Government Department of Environment and Water Resources and the Tasmanian Aboriginal Land and Sea Council. These workshops cover the importance of Aboriginal sites to the community, artefact identification, Aboriginal history and protocols and legislation relating to protection of Aboriginal heritage.

While a protocol guide, as outlined in 4.3.1, would provide detailed processes and protocols for consultation and working with the Aboriginal community where significant Aboriginal content is likely to occur, a cultural awareness communication tool could assist in raising the awareness of non-Aboriginal tourism operators and employees regarding consistency of key messages and respect for the Aboriginal cultural landscape.

This could take the form of a simple kit or series of fact sheets that aim to:

- outline the responsibilities of tourism businesses, organisations and employees in regard to Aboriginal cultural heritage, cultural sites and artefacts
- provide broad messages to equip non-Aboriginal tourism employees in responding to visitor interest in Tasmanian Aboriginal cultural heritage
- make reference to processes and protocols.

¹⁷ Everett, Jim. *Basic Protocols – Aboriginal Heritage in Tourism*, 2003

There is potential for a cultural communications tool to be actively promoted by Tourism Tasmania; the industry's peak body, the Tourism Industry Council of Tasmania; and the three regional tourism authorities (Cradle Coast Authority, Northern Tasmania Development, and Totally South Tourism).

4.4. APPROPRIATE REPRESENTATION THROUGH INTERPRETATION

Appropriate and accurate representation of Tasmanian Aboriginal cultural heritage is crucial to the ongoing development of Aboriginal tourism in Tasmania, both in terms of the requirements of the Aboriginal community and the market demand for authenticity.

Aboriginal interpretation currently occurs at a number of levels in Tasmania, ranging from Aboriginal and non-Aboriginal tourism product with specific Aboriginal content to broader Tasmanian tourism experiences that incorporate some focus on Tasmanian Aboriginal cultural heritage.

A product audit and the outcomes of consultations for this Aboriginal Tourism Development Plan showed that non-Aboriginal tourism products incorporated varying degrees of Aboriginal interpretation. Although a number of operators had undertaken some form of consultation, in many cases this had occurred without due regard for consultation processes that are acceptable to the Aboriginal community or without seeking advice from the Office of Aboriginal Affairs on the appropriate process.

A number of representatives of organisations, as well as non-Aboriginal tourism operators who were interviewed, expressed a desire for access to guidelines and details of recommended contacts to facilitate consultation with the Aboriginal community.

A 1995 document provides an example of an interpretation framework. It was released to guide Aboriginal interpretation of the Tasmanian Wilderness World Heritage Area.¹⁸ The strategy, prepared for the Interpretation Section of the then Department of Environment and Land Management by the Tasmanian Aboriginal Land and Sea Council, aimed to "identify appropriate mechanisms to empower the Aboriginal community to protect and derive long-term benefits through the sustainable, culturally appropriate development and interpretation of a range of Aboriginal resources". It includes a set of principles to guide development of interpretation.

Some organisations have attempted to address interpretation issues through the involvement of Aboriginal representatives in training and development of interpretive materials. For example, the Tasmanian Parks and Wildlife Service discovery ranger program provides a small level of Aboriginal interpretation and ranger training incorporates presentations and talks by members of the Aboriginal community.

At a State level, however, there is no structure, process or framework that provides direction for Tasmanian Aboriginal interpretation. Until such a structure or set of protocols has been developed, tourism operators and employees are encouraged to continue the current practice of contacting the Office of Aboriginal Affairs for advice.

Nationally, the Interpretation Australia Association has developed guidelines that establish best practice for interpreting Aboriginal cultural heritage and country. The guidelines were developed by a working group following a resolution passed in September 2002 – when the Adnyamathanha community at Iga Warta in the northern Flinders Ranges hosted a National Interpretation Workshop and the Annual General Meeting of the association – that:

Aboriginal Australians should control the representation and interpretation of their culture and country.

¹⁸ Lehman, G. *Aboriginal Interpretation of the Tasmanian Wilderness World Heritage Area: a Strategy for Interpreting Palawa Culture and Heritage*. 1995.

The guidelines (see www.interpretationaustralia.asn.au), developed in the form of a working document, provide a charter of good practice for Aboriginal and Torres Strait Islander interpretation, based on the ideas and opinions expressed at the national workshop. Guidelines have been developed for all agencies involved in natural and cultural heritage interpretation and those who seek to work with Aboriginal and Torres Strait Islander communities.

4.5. NEED FOR MARKET KNOWLEDGE

Tasmania has little current market research data relevant to Aboriginal tourism therefore it is not possible at this stage to assess the extent of demand for Aboriginal tourism, which visitor segments are most interested, or the type of products that visitors might seek.

The 1999 *National Survey of Indigenous Tourism* showed that international visitor interest in Indigenous tourism is high: 73% of survey respondents had either participated in Aboriginal tourism experiences or were interested in participating.

A Tourism Tasmania discussion paper prepared in 2000 in response to the national survey *Aboriginal Tourism in Tasmania – a Tourism Tasmania Perspective* outlined data collected by Tasmania's Parks and Wildlife Service.

According to the data, a desire to learn about Aboriginal heritage scored highly across five survey sites: Mt Field National Park, Cradle Mountain, Lake St Clair, Freycinet National Park, Marakoopa Cave and the Arthur Pieman protected area.

A preference for learning about Aboriginal culture was ranked number one by respondents who had visited Cradle Mountain, Lake St Clair and Marakoopa Cave and was ranked a very close second at Freycinet and Mt Field National Parks.¹⁹

4.6. TRAINING AND EMPLOYMENT

There is insufficient data available to assess the level of Aboriginal employment in the Tasmanian tourism industry, although it is widely acknowledged that Aboriginal employment numbers are minimal.

A statewide meeting of the Moonbird People as part of the 2001 *Kooparooka Niara/Great Western Tiers RFA Tourist Interpretation* project made a recommendation that it was necessary to:

Target employment and training opportunities for Aboriginal and Islander Peoples in the tourism industry, with a focus on nature-based, cultural heritage interpretation and guiding. It is recommended that Aboriginal designed accreditation modules be further developed to enhance the genuine opportunity for Aboriginal and Islander Peoples to directly deliver 'experience-based' products to the market-place.

Drysdale Institute of TAFE, the major Tasmanian training provider for tourism guiding, has anecdotal evidence of strong demand for trained Aboriginal people as tourism guides in Tasmania and an increasing desire on the part of non-Aboriginal tourism businesses to employ Aboriginal guides, in response to visitor demand. However, few Tasmanian Aboriginal people undertake guide training – a major factor being incompatible access issues (course requirements/location).

¹⁹ Tourism Tasmania, *Aboriginal Tourism in Tasmania: a Tourism Tasmania Perspective*, 2000, p.6

There is recognition of a need for an alternative training approach that is regionally based and meets the learning needs of Aboriginal students, in a local rather than classroom-based situation. However, an alternative approach, involving small groups in regional areas, would require greater resources than are currently available.

A range of Aboriginal-specific training and employment programs support access to training opportunities through entities such as the Aboriginal Employment Development Network.

The Australian Government Department of Employment and Workplace Relations (DEWR), as part of its Indigenous Employment Policy, operates the Indigenous Employment Program that includes support for structured trainings such as apprenticeships and traineeships, primarily through the Structured Training and Employment Projects Programme (STEP).

In the private sector, the Australian Government provides support for Aboriginal recruitment and training programs such as Accor Indigenous Employment Program developed in conjunction with DEWR.

DEWR's suite of programmes also includes the Indigenous Small Business Fund, which assists organisations develop small businesses and associated skills.

In July 2005, a report titled *Indigenous Employment Strategy* was completed by Tourism Industry Council of Tasmania for DEWR. In determining the need for this report, DEWR recognised that no definite work had been undertaken by the agency to examine training and employment outcomes for Aboriginal people in the hospitality and tourism industry in Tasmania. The conclusions of this report complement four particular areas identified in this Plan: Sections 5.1- Barriers Identified by the Aboriginal Community; 5.2 – Tourism Development Options; 6.2 – Establish a Framework for the Development of Tasmanian Aboriginal Tourism; and 6.4.1 – Increase the participation levels of Tasmanian Aborigines in Tourism.

5. Laying the Foundation

With the release of the *Tasmanian Experience Strategy* and its implementation program, Tasmania has begun moving beyond developing tourism activities and infrastructure towards creating tourism experiences.

Central to this is the development of powerful and engaging visitor experiences that facilitate connections to sense of place and people and reveal the local 'story'.

In this context, the potential exists for the Tasmanian Aboriginal community to benefit from involvement in the tourism industry, not only through economic outcomes but also the opportunity to increase awareness and understanding of the richness of Tasmanian Aboriginal cultural heritage.

The Tasmanian Aboriginal community affirms its right to protect and manage the use of its cultural heritage and expression, which it considers to be the intellectual property of Tasmanian Aborigines. There is scope, therefore, for the Tasmanian Aboriginal community to tell its own stories in its own way, to the extent that it chooses to share its heritage and its present cultural practices.

This is consistent with the market demand for authentic Aboriginal cultural heritage experiences.

5.1 BARRIERS IDENTIFIED BY THE ABORIGINAL COMMUNITY

As part of the community consultation process, a range of barriers to Tasmanian Aboriginal participation in tourism were identified. They include:

- lack of a cultural focus e.g. a centre that provides a relevant focus for and presentation of Tasmanian Aboriginal cultural heritage and/or a major Tasmanian event similar to the Garma Festival in Arnhem Land
- misrepresentation of Tasmanian Aboriginal cultural heritage
- absence of an accreditation system providing product endorsement by the Tasmanian Aboriginal community
- training not targeted to Aboriginal needs e.g. content, delivery and location relevant to Tasmanian Aboriginal cultural 'ways'
- lack of business skills and a need for assistance/mentoring with business planning and development
- need for a structure to foster and develop Aboriginal tourism and to support the Aboriginal community in determining where/how Aboriginal tourism occurs within the broader tourism framework
- availability of enterprise facilities e.g. workshop space and dedicated retail outlet(s) for Aboriginal art, office/workshop/centre to support Aboriginal tourism-related businesses
- infrastructure issues e.g. limited accommodation on Cape Barren Island
- access to business start-up loans
- risk of losing cultural knowledge and skills e.g. there are only a small number of shell necklace makers

- lack of understanding on the part of Tasmanians generally that this is “a living culture” – the damage of the myth that Tasmanian Aboriginal people no longer exist
- Aboriginal community processes are needed, in some areas/instances, to determine whether there is agreement on tourism involvement and if so, to what extent
- no tourism protocols available.

5.2 TOURISM DEVELOPMENT OPTIONS

The Aboriginal community identified the following options to support greater participation in tourism and the development of viable Aboriginal tourism products:

- establishing an Aboriginal tourism body funded by the State Government with Aboriginal community representation, to provide leadership for development of Aboriginal tourism
- appointing an Aboriginal tourism development officer to further understanding of tourism opportunities and requirements and promote tourism participation
- preparation of a profile of the Aboriginal community's priorities and interest in tourism, possibly through a community survey
- identification of training, business development support programs, funding sources etc and dissemination of information to the Aboriginal community
- assistance for developing business/strategic plans for business start-up and development
- assistance for developing business cases to attract funds for infrastructure needs associated with tourism activities
- development of a statewide Aboriginal tourism trail incorporating Flinders and Cape Barren Islands
- development of partnerships with tourism industry stakeholders, including local government e.g. arts projects.

6. The Way Forward

Indications are that Aboriginal tourism in Tasmania has significant potential for the State. It represents a possible source of employment and cultural pride for the Tasmanian Aboriginal community. At the same time, developing Aboriginal tourism would enable Tasmania to meet the growing interest of interstate and overseas visitors in Aboriginal cultural heritage, as well as contributing to the growth of Tasmania's tourism industry by broadening the range of authentic tourism products.

Developing authentic, sustainable Aboriginal tourism in Tasmania will only be possible with the support and direct involvement of the Tasmanian Aboriginal community, the establishment of appropriate structures and processes to guide future development and the building of partnerships.

For this to occur, a number of crucial foundation stones must be put in place.

The following four key recommendations aim to establish a strong base for developing Aboriginal tourism.

6.1 DEVELOP AND PROMOTE ABORIGINAL TOURISM PROTOCOLS

- 6.1.1 Develop and promote an Aboriginal tourism protocol guide, in conjunction with the Tasmanian Aboriginal community, to provide guidelines to cover processes and policies for tourism activities – including Aboriginal interpretation and use of language – to ensure that proper respect is accorded to Tasmanian Aboriginal people, land and cultural heritage.
- 6.1.2 Develop interpretation material and broad, key themes/messages subsequent to the protocol guide for use by Aboriginal and non-Aboriginal tourism participants in the Tasmanian tourism industry, as well as government agencies, tourism marketers and education providers. The material and messages will focus on those aspects of Tasmanian Aboriginal cultural heritage that the Aboriginal community considers it appropriate to share with visitors.

6.2 ESTABLISH A FRAMEWORK FOR DEVELOPMENT OF TASMANIAN ABORIGINAL TOURISM

- 6.2.1 Prepare a three-year development strategy for Aboriginal tourism that aims to build awareness of Tasmanian Aboriginal tourism; and develop a base for branding Aboriginal tourism by fostering an increase in product offerings. The strategy will:
- develop a profile of the Aboriginal community's priorities and interest in tourism and its vision for Aboriginal tourism in Tasmania
 - match priorities identified by the Tasmanian Aboriginal community with market demand for Aboriginal tourism experiences, particularly in regional Tasmania
 - align with Tasmania's statewide tourism development framework
 - define and promote the distinctive aspects of Tasmanian Aboriginal cultural heritage
 - nourish the Aboriginal cultural heritage base through an Aboriginal community-led program, in partnership with the State Government, to support retention of the wellspring of knowledge, skills

and experience that underpins Tasmanian Aboriginal cultural heritage

- identify product development opportunities by increasing the understanding of market needs and the authentic Aboriginal tourism products that the market seeks, including combination products such as Aboriginal/nature experiences
- assist in developing enterprise and business skills for the Tasmanian Aboriginal community by promoting joint ventures between Aboriginal and non-Aboriginal tourism operators
- assist in creating a positive climate for developing Aboriginal tourism by enhancing the understanding of Tasmanian Aboriginal cultural heritage values within the tourism industry and the broader Tasmanian community and through the development and promotion of cultural training and community education to increase awareness of and respect for Tasmanian Aboriginal cultural values;
- establish an appropriate advisory/consultative mechanism to ensure Aboriginal community input regarding the development and ongoing promotion of Aboriginal tourism.

6.2.2 Source funding and establish a position for an Aboriginal Tourism Officer to implement priorities within the Aboriginal Tourism Development Plan.

6.3 DEVELOP AND PROMOTE AN ACCREDITATION SYSTEM FOR TASMANIAN ABORIGINAL TOURISM PRODUCTS

6.3.1 Develop an accreditation system that meets accreditation needs for Tasmanian Aboriginal tourism products, working with the national Respecting Our Cultures accreditation program to ensure it has Tasmanian input to enable it to meet these local needs

6.3.2 Promote accreditation of Aboriginal tourism products to ensure that they meet Tasmanian Aboriginal community requirements for authenticity and protect Tasmanian Aboriginal cultural values

6.3.3 Develop a policy to ensure that accreditation is the criteria for identifying Aboriginal tourism products, such as those on the Tourism Tasmania Tiger Tour database.

6.4 INCREASE THE PARTICIPATION LEVELS OF TASMANIAN ABORIGINES IN TOURISM

6.4.1 Foster tourism skill development for Tasmanian Aborigines by:

- working with training providers to identify training matched to both employment opportunities (e.g. tourism guiding) and to the access needs of members of the Tasmanian Aboriginal community
- identifying and disseminating to the Tasmanian Aboriginal community, on an ongoing basis, information on skill development and funding assistance for business start-up, planning and development
- assessing specific Tasmanian Aboriginal requirements for business networking, mentoring and coaching and working with existing providers to ensure those needs are met.

6.4.2 Increase the number of Tasmanian Aborigines employed in the tourism sector by:

- developing partnerships within the tourism industry and training sector to support Aboriginal recruitment and/or training
- raising awareness within the Tasmanian Aboriginal community of the benefits of participation in tourism.

ATTACHMENT A

ACTION PLAN

Aboriginal Tourism Development Plan for Tasmania – Action Plan

The actions outlined below will require a variety of resources to implement, both financially and physically, and progress will be dependent on this factor.

Strategy	Action	In consultation with
6.1.1	Develop Protocols Guide	Tasmanian Aboriginal community Relevant Government agencies Tourism industry
6.1.2	Develop interpretation material and key messages	As above
6.2.1	Prepare a three year development strategy for Aboriginal tourism	As above
6.2.2	Establish position for an Aboriginal Tourism Officer	Office of Aboriginal Affairs
6.3.1	Develop an accreditation system	Tasmanian Aboriginal community Aboriginal Tourism Australia Training providers Relevant Government agencies Tourism industry
6.3.2	Promote accreditation of Aboriginal tourism products	As above
6.3.3	Develop a policy to ensure accreditation is the criteria for identification of Aboriginal tourism products	As above
6.4.1	Foster tourism skill development for Tasmanian Aborigines	As above
6.4.2	Increase number of Tasmanian Aborigines employed in the tourism sector	As above



Tasmania
Explore the possibilities

CONTACT DETAILS:
Office of Aboriginal Affairs
Community Development Division
Department of Premier and Cabinet
Level 6
144 Macquarie Street
Hobart TAS 7000
GPO Box 1156
Hobart TAS 7001

Phone: (03) 6233 3671
Email: aaa@dpac.tas.gov.au
Freecall: 1300 135 513
Fax: (03) 6233 4506
Website: www.dpac.tas.gov.au
Published in May 2007
Copyright State of Tasmania, 2007.