



## **George Souris MP**

Minister for Tourism, Major Events,  
Hospitality and Racing  
Minister for the Arts

## **Victor Dominello MP**

Minister for Citizenship and  
Communities  
Minister for Aboriginal Affairs

---

# **MEDIA RELEASE**

---

Monday 12 August, 2013

## **NSW Aboriginal Tourism Action Plan Launched**

Minister for Tourism and Major Events, George Souris and Minister for Aboriginal Affairs, Victor Dominello, today released a new plan to grow the Aboriginal tourism industry for NSW through the development and promotion of Aboriginal tourism experiences.

The Aboriginal Tourism Action Plan initiatives, which were developed by Destination NSW in consultation with Aboriginal tourism stakeholders, will be rolled out over the next three years in partnership with Aboriginal businesses and tour operators.

One of the first programs from the Plan to be introduced is NSW's first *Aboriginal Tour Operators Workshop* being held in September to provide operators with information about developing tourism products and to learn from the experiences of other Aboriginal tourism operators.

"NSW Aboriginal Tour Operators and tourism products will also be showcased in new Aboriginal content featured on the [sydney.com](http://sydney.com) and [visitnsw.com](http://visitnsw.com) websites aimed at raising the awareness of the unique Indigenous experiences already available in NSW. Both websites are frequently in the top ten travel websites visited in Australia," Mr Souris said.

"Supporting and growing Aboriginal tourism will not only provide economic and social benefits for Aboriginal people, but will also lead to a greater understanding and appreciation of the diversity and richness of Aboriginal culture among non-Aboriginal people.

Mr Dominello said: "As the State with Australia's largest Aboriginal population, NSW's unique Aboriginal tourism experiences are something that international visitors will want to be part of, and can be a way to celebrate and share Aboriginal culture, as well as recognise the contemporary Aboriginal cultures of NSW.

"This November we will also see Australia's largest national annual Indigenous festival, *Corroboree* which will demonstrate and celebrate Indigenous arts and culture. This festival will remain in Sydney for the next three years".

The Aboriginal Tourism Action Plan will deliver on the recommendations contained in the Visitor Economy Taskforce Report and the subsequent NSW Government's Visitor Economy Action Plan, released in December 2012.

“The focus that Aboriginal culture will receive as a result of the NSW Government’s partnership approach to implementing the Aboriginal Tourism Action Plan will undoubtedly deliver more jobs and have broader social benefits for Aboriginal communities throughout the State,” Mr Dominello said..

Destination NSW CEO, Sandra Chipchase said, “Destination NSW is working in partnership with Aboriginal Tour Operators to increase the awareness of NSW as a destination where Aboriginal culture is strong, vibrant and diverse. Our focus will be on existing and emerging experiences that are sustainable and on growing the appreciation and knowledge of traditional and contemporary Aboriginal culture in NSW.”

In April, Destination NSW hosted 20 emerging NSW Aboriginal Tour Operators to Australian Tourism Exchange (ATE), Australia's premier tourism trade event and the largest international travel trade show of its kind in the southern hemisphere, providing professional development and the opportunity to meet other Indigenous tour operators from around Australia. After ATE, travel buyers from international markets experienced NSW Aboriginal tourism experiences to encourage these companies to package, promote and increase sales for NSW Aboriginal tourism operators.

NSW has also doubled the number of participants in the 2013 Indigenous Tourism Champions Program, a collaborative national program that looks to build a reputation of reliability and consistent quality in Indigenous Tourism across Australia.

A copy of the report can be found at [www.destinationnsw.com.au/aboriginaltourism](http://www.destinationnsw.com.au/aboriginaltourism)

*Note: In referring to Aboriginal and / or Indigenous people, this is in reference to all Aboriginal Australians and Torres Strait Islander people.*