

Key Highlights

- All 26 actions have been completed as outlined under the Aboriginal Tourism Action Plan 2013 - 2016 (Action Plan). These have been delivered in partnership with NSW Aboriginal tourism operators to ensure they were undertaken in a culturally acceptable manner.

Visitor Participation

- In the year ending September 2016, a total of 394,000 domestic and international visitors participated in an Aboriginal experience in New South Wales, an increase of 50 per cent on the previous year (September 2015).
- In the year ending September 2016, visitors to New South Wales who engaged in an Aboriginal experience spent a total of \$1.141 billion during their time in the State.

Sector Development

- In 2013, as part of the Action Plan, Destination NSW implemented a new NSW Aboriginal Tourism Workshop Program which has now become a valuable platform supporting the ongoing development of Aboriginal tourism products and experiences in NSW. Since the Action Plan's release six workshops have been held in metropolitan and regional locations with a total of over 360 participants.
- One of the key outcomes from the Workshop Program has been the development of the New South Wales Aboriginal Tourism Operators Council Working Group who now work closely with Destination NSW to ensure all marketing and development activity is delivered in a culturally acceptable manner.
- There has been an increase in export and market ready Aboriginal experiences being developed across New South Wales. Prior to the Action Plan's release, NSW had five export ready Aboriginal tourism experiences. At the conclusion of the Action Plan there were 18 export ready experiences, an increase of 360 per cent. There are also a further 32 market ready Aboriginal experiences working with Destination NSW on development and marketing activities.

Sector Marketing

- Due to the increase in capacity of Aboriginal experiences, Destination NSW has been able to expand its showcase of Aboriginal tourism across all relevant marketing and development activity, including;

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- Destination NSW continued to invest in and expand the reach of the Aboriginal content on its top-performing domestic websites sydney.com, visitnsw.com and vividsydney.com, with Aboriginal content increasing by over 280 per cent.
- Destination NSW developed the *NSW Aboriginal Tourism Toolkit* as the final action under the Action Plan to build awareness within the tourism industry of authentic NSW Aboriginal cultural products and experiences. The Toolkit is an excellent resource for the tourism industry, Government agencies and key partners to connect visitors with the huge range of vibrant and life-changing Aboriginal tourism experiences on offer across the State.

Vivid Sydney

- As part of the 2016 Vivid Sydney Program, the sails of the Sydney Opera House became a canvas honouring Indigenous art with the following results;
 - More than 2.31 million people attended the world's biggest festival of light, music and ideas and witnessed the projection, titled Songlines.
 - Raising the profile of Aboriginal culture, Vivid Sydney 2016 received over 200 per cent more international media coverage than in 2015, and saw a 20 per cent increase in visiting media with a record-breaking 119 journalists hosted.
 - A 240 per cent increase was reported in visiting media to Vivid Sydney from China alone.

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GOAL 1: INCREASED MARKET AWARENESS OF NSW AS A DESTINATION WHERE ABORIGINAL CULTURE IS STRONG, VIBRANT AND DIVERSE.					
ACTIONS	COORDINATORS	PARTNERS	TIME- FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 1.1 Celebrate the Aboriginal stories of Sydney and Regional NSW.</p>	DNSW	Aboriginal partners	2013 ongoing	Complete and ongoing	<p>Marketing Campaigns</p> <ul style="list-style-type: none"> Aboriginal tourism was showcased throughout the ‘Love Every Second’ campaign platform, the two seasonal-based campaigns promoting Sydney and Regional NSW experiences and events unique to the Summer and Winter periods. Six Sydney based and 18 Regional NSW Aboriginal experiences were showcased throughout the campaign. The Summer 2015/2016 campaign raised consumer awareness of NSW Aboriginal experiences, leading to a greater rate of conversion for Aboriginal operators delivering 5.9 million visits to sydney.com, a 16 per cent increase year on year and 1.8 million leads to the NSW tourism industry, a 40 per cent increase year on year. More than 2.3 million copies of the ‘Summer in Sydney & NSW’ liftout magazine were distributed in newspapers in Australia and New Zealand from Sunday, 18 September 2016, featuring Aboriginal culture sections for both Sydney and Regional NSW experiences. Copies were also delivered to hotels and visitor information centres across Sydney and Regional NSW with feedback from Sydney and Regional NSW Aboriginal operators signifying an increase in bookings. <p>Digital Marketing</p> <ul style="list-style-type: none"> Destination NSW has continued to invest in and expand the reach of the Aboriginal content on its top-performing domestic websites sydney.com, visitnsw.com and vivid Sydney, with Aboriginal content increasing by 287 per cent. New Aboriginal feature pages were added to 15 new international versions of sydney.com as well as a custom designed website and content, hosted in mainland China (sydney.cn) which link direct to the booking platforms of NSW Aboriginal product. New Aboriginal content has also been developed and promoted via Destination NSW’s social media channels including blogs and Facebook celebrating Aboriginal events. A National Aborigines and Islanders Day Observance Committee (NAIDOC) Week feature which saw significant social media activity was also undertaken resulting in

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					<p>over 700 views of the NAIDOC Week in Sydney Blog, 2,427 likes, 175 shares and a reach of 58,000 for related Facebook posts and multiple engagements across Twitter.</p> <p>Sydney Official Guide</p> <ul style="list-style-type: none"> • The Official Sydney Guide is an initiative of the Sydney Tourist Information Program (STIP), a collaborative marketing group that includes Destination NSW, Property NSW and the City of Sydney. • The Indigenous Sydney section was first included in the 2015 Spring/Summer edition and has continued to feature in the 2017 Spring/Summer edition with a 150 per cent increase in Aboriginal content and product showcased across Sydney and surrounds. • The Official Sydney Guide is printed twice a year in English, Chinese, Japanese and Korean with a yearly print run of over one million copies. In 2015/16, 730,000 English, 160,000 Chinese, 60,000 Japanese and 50,000 Korean guides were published. The Guide is available at a variety of locations including Sydney Airport, the Overseas Passenger Terminal, CBD hotels and Visitor Information Centres. • The Official Sydney Guide has provided an excellent platform for Aboriginal experiences to reach visitors directly with featured Aboriginal operators reporting an increase in sales.
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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 1.2 Develop and promote key Aboriginal events which align with the NSW Visitor Economy Industry Action Plan and positions NSW as a place to experience Aboriginal culture, in conjunction with Aboriginal partners and other stakeholders.</p>	DNSW	Aboriginal & other industry partners	2013 ongoing	Complete and ongoing	<p>VIVID Sydney</p> <ul style="list-style-type: none"> As part of the 2016 Vivid Sydney Program, the sails of the Sydney Opera House became a canvas honouring Indigenous art. Songlines, directed by Rhoda Roberts, Head of Indigenous Programming at Sydney Opera House (also a member of the Bundjalung nation of NSW), brought together six Indigenous artists whose work illustrates the connections between Indigenous astronomy and the natural world. More than 2.31 million people attended Vivid Sydney, the world's biggest festival of light, music and ideas, in 2016 and witnessed the Songlines projection. Raising the profile of Aboriginal culture, Vivid Sydney received 203 per cent more international media coverage in 2016 than the previous year and saw a 20 per cent increase in visiting media with a record-breaking 119 journalists hosted. A 242 per cent increase was reported in visiting media to Vivid Sydney 2016 from China alone. The Bangarra Dance Theatre was also incorporated into the 2016 Vivid Sydney Program, with performance pieces projected onto the Southern Pylon of the Sydney Harbour Bridge. <p>National Rugby League Indigenous All Stars</p> <ul style="list-style-type: none"> In August 2016 the NRL Indigenous All Stars and World All Stars National Rugby League matches were secured by the NSW Government. The matches were held in Newcastle on Friday 10 February 2017, with over 20,000 visitors attending. The Men's and Women's All Stars matches were secured exclusively for the Hunter and provided an opportunity to showcase NSW Aboriginal culture in promotional and media events. <p>Yabun Festival</p> <ul style="list-style-type: none"> In 2017, Destination NSW again supported the annual Yabun Festival held at Victoria Park in Sydney. An estimated 35,000 people attended the festival, which featured Indigenous bands, art, dance and other performances.

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					<p>NAIDOC Week</p> <ul style="list-style-type: none"> • In July 2015 and 2016, Destination NSW celebrated and promoted Aboriginal tourism experiences during the National Aborigines and Islanders Day Observance Committee (NAIDOC) week to build awareness of NSW’s urban Aboriginal experiences via television and print media opportunities and Destination NSW’s social media channels. • Results include media/PR activity across radio, TV, print and online news and lifestyle media with two NSW Indigenous Tourism Champions, Margret Campbell and Clarence Slockee. Interviews were secured with 2GB and 2SM, with print, online and radio promotion reaching a circulation of 549,582 and a PR value of \$227,394. • A NAIDOC Week feature which generated significant social media activity was also undertaken resulting in over 700 views of the NAIDOC Week in Sydney Blog, delivering 2,427 likes, 175 shares and a reach of 58,000 for related Facebook posts and multiple engagements across Twitter. • In April 2013 Destination NSW launched Corroboree Sydney, a three year Indigenous cultural festival based around Sydney Harbour and the city. The festival was successfully held in November 2013 and November 2014. The event owner decided to discontinue the development and staging of the event. • Destination NSW has continued to work with the community to identify further opportunities to profile NSW Indigenous culture through events and festivals. Many of the events that comprised Corroboree Sydney have been continued by the major cultural institutions. The Art Gallery of NSW, Museum of Contemporary Art and the Australian Museum house permanent exhibitions of Indigenous art. Carriageworks presents a strong Indigenous program and hosted an annual Black Arts Market. <p>Regional Flagship Events</p> <ul style="list-style-type: none"> • Through the Regional Flagship Events Program, Destination NSW supported the Saltwater Freshwater Festival, Coffs Harbour in 2015; WUPA@Wanaruah in 2013 and 2014 and 5 Lands Walk from 2011 to 2013. These emerging events received \$10,000 annually for marketing and promotional activities. All three events continue to be successful and are included in Destination NSW development and marketing activity.
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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 1.3 Develop visual material in partnership with Aboriginal tourism partners to assist in telling the Aboriginal stories of Sydney and Regional NSW.</p>	DNSW	Aboriginal partners	2013 ongoing	Complete and ongoing	<p>Aboriginal Imagery</p> <ul style="list-style-type: none"> New Aboriginal imagery was captured at Vivid Sydney 2015 and 2016, Australia Day celebrations across Sydney, the Blak Markets, Waradah Aboriginal Centre, Sand Dune Adventures and Harry Nanya Tours in Mungo National Park. The imagery is made available on the Destination NSW Image Library and features in various marketing activities including the Summer in Sydney and NSW campaign and content on Sydney.com and visitnsw.com.au and the Official Sydney Guide through media and tourism partners. Destination NSW through partnership with NSW National Parks and Wildlife Service (NPWS) has promoted film and images produced by NPWS of NSW Aboriginal tourism experiences delivered on national parks estate. <p>Aboriginal Australia: Our Country</p> <ul style="list-style-type: none"> Destination NSW's Sector Specialist – Aboriginal Tourism, represents Destination NSW on the Indigenous Tourism Group, a national group established as part of the Australian Government's Tourism 2020 strategy. The Indigenous Tourism Group (ITG) undertakes projects to celebrate and acknowledge Indigenous Australian culture including the Tourism Australia film titled Aboriginal Australia: Our Country is waiting for you, to tell the story of Australia's unique Indigenous tourism offerings. The film was officially launched in Sydney on Tuesday 14 July 2015 and featured at Sydney Airport and Sydney hotels into 2016. The film also featured in priority international markets including China, Germany, Indonesia, Malaysia, South Korea, the UK and the USA through various channels reaching and audience of 50 million people.

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<p>Action 1.4 Raise consumer awareness of the Aboriginal stories of NSW</p>	DNSW	Aboriginal partners, VICs, RTOs & industry partners	2013 ongoing	Complete and ongoing	<p>MTV Trippers Campaign</p> <ul style="list-style-type: none"> Destination NSW continued to work on a major partnership with MTV targeting the youth sector. The partnership targeted the priority international markets of UK, Germany, USA, Singapore, Japan and New Zealand as well as activity covering domestic audiences. For the first time, Aboriginal experiences were promoted via an interactive web series 'MTV Trippers'. Going live in October 2015, the web series featured global influencers, selected for their high social media audience and reach. Showcased via Instagram, Facebook and online content channels, their journeys highlighted a range of Aboriginal experiences across Sydney and Regional NSW introducing a new global youth audience to NSW Aboriginal experiences. The award-winning MTV Trippers Campaign provided exceptional results with total engagements (likes, comments and shares) amounting to more than 1.1 million, and a total of nearly 2 million video views on MTV's Channels. Destination NSW's channels achieved a further reach of over 900,000 video views of MTV Trippers and youth related video content. Additionally, the footage was run on the MTV Channel, with a total media value of more nearly \$1.1m. The MTV Trippers campaign also won the 2016 ASTRA Awards 'Most Outstanding Advertising Campaign' category. <p>Sydney Weekender</p> <ul style="list-style-type: none"> In 2016, Aboriginal experiences featured on Sydney Weekender over two consecutive weeks to celebrate NAIDOC Week. Aboriginal experiences in Sydney including the Blak Markets and the Royal Botanic Garden, Aboriginal Heritage Tour saw an increase in participation in the weeks following. <p>Restaurant Australia</p> <ul style="list-style-type: none"> The Restaurant Australia campaign, undertaken in partnership with Tourism Australia, was a highlight, with a wide variety of marketing, communications and industry activity. Destination NSW secured media opportunities for prominent NSW based Indigenous restaurants and chefs to profile the variety of contemporary bush-tucker offerings in NSW and has seen an increase in bookings for Aboriginal catering organisations such as Jaaning Tree, Black Olive, Freds Bush Tucker and Yamma Dhiyaan.

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GOAL 2: SUSTAINABLE MARKET-READY AND EXPORT-READY ABORIGINAL TOURISM PRODUCTS AND EXPERIENCES					
ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.1 Undertake a regular audit and appraisal of Aboriginal tourism experiences to identify market-ready and export-ready products</p>	DNSW	Aboriginal tourism products, relevant government agencies & other industry partners	2013 ongoing	Complete and ongoing	<p>2016 Export and Market Ready Aboriginal Experiences</p> <ul style="list-style-type: none"> The Destination NSW Zone Management, Trade and Industry Development and Sector Development teams work closely with key regional stakeholders to identify new Aboriginal experiences by facilitating information exchange and providing guidance and advice on Destination NSW's services. An audit of NSW Aboriginal experiences was completed at the conclusion of the Action Plan with 50 NSW Aboriginal tourism experiences and numerous emerging businesses provided targeted development and marketing support including participation in development workshops and inclusion in marketing activities such as promotion on visitnsw.com.au, social media and seasonal campaigns.
<p>Action 2.2 Develop the criteria and means to ensure integrity and authenticity of Aboriginal tourism product on the NSW State Tourism Data Warehouse.</p>	DNSW	ATDW, Tourism Australia, Aboriginal & other industry partners	2013	Complete	<p>ATDW Criteria</p> <ul style="list-style-type: none"> In consultation with NSW Aboriginal Tour Operators, experiences listed on the Australian Tourism Data Warehouse have been audited and appraised under the following criteria: <ul style="list-style-type: none"> Indigenous Tourism Champion Program Participants; Aboriginal-owned and delivered experiences; Aboriginal-delivered experiences; Authentic Aboriginal retail art and artefacts; and Aboriginal culture showcased and interpreted.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.3 Identify Aboriginal tourism experiences which can be “bundled” or linked with mainstream tourism products in Regional NSW.</p>	DNSW	Aboriginal Tourism experiences RTOs & other industry partners	2013 ongoing	Complete and ongoing	<p>NSW Aboriginal Tourism Toolkit</p> <ul style="list-style-type: none"> • Destination NSW released the NSW Aboriginal Tourism Toolkit to assist trade and Government stakeholders to connect with authentic product and cultural services. The Toolkit is to be utilised as a resource: <ul style="list-style-type: none"> ○ to showcase authentic NSW Aboriginal product and cultural services at local and international trade shows such as the Australian Tourism Exchange ○ to support industry to ensure NSW Aboriginal culture is embedded in the ongoing development and delivery of events, marketing and product bundling opportunities. <p>Australian Tourism Exchange</p> <ul style="list-style-type: none"> • NSW Aboriginal tourism participation at the 2016 Australian Tourism Exchange was the highest ever with nine NSW Indigenous Tourism Champions exhibiting experiences to trade partners. This high level of activity was achieved after completing development activities with Destination NSW. • Following on from the 2016 Australian Tourism Exchange, eleven additional mainstream sellers now promote Aboriginal experiences as part of their product offering, as a result of introductions made by Destination NSW. <p>Trade Partnerships</p> <ul style="list-style-type: none"> • Destination NSW worked with a wide range of industry partners to maximise opportunities to grow visitation for Sydney and NSW. These included airline partners, wholesale and retail travel partners, tour operators, hotel groups, online travel agencies and Tourism Australia. • Key focus areas for 2015 and 2016 included developing additional opportunities for incorporating “export ready” Regional NSW experiences into partnership activity. Aboriginal experiences included within this activity were Dreamtime Southern X, Ngaran Ngaran Culture Awareness, Sand Dune Adventures, Harry Nanya Tours and Waradah Aboriginal Centre.

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					<ul style="list-style-type: none"> • NSW Aboriginal experiences have featured in Destination NSW international and domestic partnership campaigns including Qantas and Scoot Airlines. <p>World Youth Student Educational Exchange, Australia</p> <ul style="list-style-type: none"> • In April 2016, Destination NSW hosted the inaugural World Youth Student Educational (WYSE) Exchange, Australia. The WYSE Travel Confederation is the world’s largest network of youth, student and educational travel operators worldwide. • Destination NSW worked with key stakeholders and industry partners to maximise the promotion of Sydney and NSW for this event, hosting 31 buyers from 11 international markets. These buyers were introduced to NSW Aboriginal experiences specialising in youth products in NSW and Australia. Results from the WYSE Exchange have already seen new and expanded touring programmes including NSW Aboriginal experiences being developed by the buyers hosted. <p>STA Travel</p> <ul style="list-style-type: none"> • As part of a two year MOU with STA Travel, promotion of Sydney and Regional NSW to youth and student travellers across the UK, US, Germany, Japan, Singapore and New Zealand continued through to November 2016. • Recent activity which included Aboriginal experiences included a campaign comprising a competition in the UK and German markets to win a 60 day adventure in NSW. Each winner travelled extensively around Sydney and Regional NSW uploading content, including key Aboriginal experiences, which will continue to be featured on STA channels globally. • In addition, in June 2016, 17 UK based STA employees from the UK, Europe and South Africa were hosted on a familiarisation trip taking in key Aboriginal activities in Sydney and Regional NSW.
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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.4 Collaborate with the Metropolitan Local Aboriginal Land Council and the City of Sydney on Aboriginal tourism projects such as the Eora Journey.</p>	Metropolitan Local Aboriginal	Aboriginal partners & DNSW	2014 ongoing	Complete and ongoing	<p>Aboriginal Tourism Projects in Sydney</p> <ul style="list-style-type: none"> • Destination NSW has worked closely with Aboriginal partners and key government agencies in Sydney on the development of Aboriginal events and experiences such as: <ul style="list-style-type: none"> ○ Vivid Sydney ○ Sydney Festival ○ Dreamtime Southern X – Rocks Dreaming Tour ○ Redfern Then & Now Walking Tour ○ Kadoo Tours ○ Tribal Warrior Association ○ The City of Sydney, Eora Journey Project ○ Barangaroo Headland Park – Aboriginal Cultural Tours ○ Royal Botanic Gardens – Aboriginal Heritage Tour ○ Taronga Zoo – Nura Diya Tour ○ Australian Museum – Indigenous Tour Packages ○ First Hand Solutions – Blak Markets ○ NSW National Parks and Wildlife • Destination NSW is also a member of The Sydney Tourist Information Program (STIP), a collaborative marketing group that includes Property NSW and the City of Sydney and seeks to actively involve Aboriginal experiences and interpretation within its activities such as the Official Sydney Guide.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.5 Develop a strategic research agenda to inform the development of Aboriginal tourism. In particular, identify domestic and international visitor perceptions and demand for Aboriginal tourism experiences.</p>	DNSW	Research partners such as Tourism Research Australia	2013 ongoing	Complete and ongoing	<p>Aboriginal Tourism Research & Insights</p> <ul style="list-style-type: none"> • Destination NSW worked closely with key partners such as the Australian Standing Committee on Tourism (ASCOT), Tourism 2020 Working Group – Indigenous Tourism Group, Tourism Australia and NSW National Parks and Wildlife Service to source and present key research and insights to the Aboriginal tourism sector at the NSW Aboriginal Tourism Workshop Program. • Destination NSW released its inaugural Aboriginal Tourism in NSW factsheet* in November 2013 followed by an Aboriginal tourism Snapshot in 2014, 2015 and 2016. These resources provide information on international and domestic participation in Aboriginal tourism in NSW, including who is participating, where they are from and which Aboriginal tourism activities attract high levels of participation. <p>*www.destinationnsw.com.au/tourism/facts-and-figures/market-segments</p>
<p>Action 2.6 Develop protocols for the proactive identification and referral of Aboriginal tourism clients between Destination NSW (DNSW), Tourism Australia (TA), Indigenous Business Australia (IBA), Department of Prime Minister and Cabinet – Indigenous Affairs Group (Formerly Department of Education Employment</p>	DNSW, TA, IBA, DPMC & NSWNPWS		2013	Complete and ongoing	<p>Product Development</p> <ul style="list-style-type: none"> • At the conclusion of the Action Plan a total of 50 NSW Aboriginal tourism experiences were working closely with Destination NSW on international marketing and/or development activities. • The Destination NSW Aboriginal Tourism Sector Specialist, engaged to focus on this important sector and facilitate assistance for the development of Aboriginal tourism experiences, has assisted these 50 businesses and numerous emerging Aboriginal tourism products to build skills and develop their businesses through: <ul style="list-style-type: none"> ○ Destination NSW facilitated bi-annual NSW Aboriginal Tourism Workshops which provide a valuable platform to support the ongoing development of Aboriginal tourism products. ○ Participation of Aboriginal experiences in the Destination NSW run NSW First Workshop Program and export ready workshops. ○ Co-ordinated support from other key Government agencies such as NSW

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and Workplace Relations) and NSW National Parks and Wildlife Service (NPWS) for one-on-one support.					Department of Industry, Indigenous Business Australia and NSW National Parks and Wildlife Service.
<p>Action 2.7 Establish a Sydney Aboriginal Tourism Cluster incorporating Aboriginal businesses, NPWS, TAFE NSW, key land management agencies, cultural institutions in the Sydney Harbour basin, to pilot collaboration opportunities.</p>	DNSW, NPWS and TAFE NSW	Aboriginal businesses, SHFA, Botanic Gardens Trust, Sydney Opera House, Taronga Zoo & other Sydney cultural institutions	2013 ongoing	Complete and ongoing	<p>Collaboration in Sydney</p> <ul style="list-style-type: none"> • Destination NSW continues to work closely with NSW Aboriginal Tour Operators, key industry partners and stakeholders including TAFE NSW and NPWS to further identify and develop opportunities to expand opportunities for Aboriginal Tour Guides. • Destination NSW facilitates the development of Aboriginal tour guides via peer to peer professional development activities undertaken at the NSW Aboriginal Tourism Workshops. • Further implementation of an Aboriginal Tour Guide Program will be developed in partnership with NSW Aboriginal Tour Operators to ensure it is delivered in a culturally acceptable manner.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.8 Support Aboriginal tourism businesses through the provision of specialised workshops and training courses on an identified needs basis, for example, export-ready workshops. Partner with TAFE NSW, NPWS and tourism industry bodies such as Australian Tourism Export Council (ATEC) and Tourism Industry Council (TIC-NSW).</p>	DNSW	TAFE NSW, NPWS, Tourism industry associations, government agencies & Aboriginal businesses	2013 ongoing	Complete and ongoing	<p>NSW Aboriginal Tourism Workshop Program</p> <ul style="list-style-type: none"> The NSW Aboriginal Tourism Workshop Program has now become a valuable platform which supports the ongoing development of Aboriginal tourism products and experiences in NSW. Since the Plan's release six workshops have been held in metropolitan and regional locations with a total of over 360 participants. The sixth NSW Aboriginal Tourism Workshop held in Sydney on 14 – 15 November 2016 saw more than 100 participants including Aboriginal tourism businesses, travel operators, hotels, regional tourism bodies and government organisations come together. The Destination NSW-led workshop was developed with the NSW Aboriginal Tourism Operators Working Group to build networks, share ideas and promote awareness of the State's Aboriginal cultural tourism offerings. Day one of the workshop provided an opportunity for Aboriginal tourism businesses to present their products to attendees in a trade-show style environment to help develop their presentation skills, before presenting to a broader industry audience on day two. Workshop highlights included an Aboriginal cultural dinner and performance at Auntie Beryl Van Oploo's bush tucker café, Gardeners Lodge in Victoria Park and the pop-up Blak Markets which showcased Aboriginal arts, crafts and culture. This followed on from the highly successful Destination NSW Aboriginal Tourism Workshop held in Coffs Harbour in November 2015, at which there were approximately 80 participants from across the State. One of the key activities developed through the Workshop Program has been Destination NSW's ongoing support for the development of the NSW Aboriginal Tourism Operators Council's Working Group (NATOC). Once established, NSW South Wales Aboriginal Tour Operators envisage NATOC becoming a strong industry-led voice for Aboriginal Tourism in NSW. NATOC's objective is to encourage co-operative marketing between NSW Aboriginal tourism experiences and to support the development of operators to ensure that further sustainable, vibrant and authentic experiences are developed in NSW. Quarterly workshops were held in 2016 with the NSW Aboriginal Tourism Operators

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					<p>Working Group to establish culturally appropriate development and marketing activities.</p> <ul style="list-style-type: none"> • The National Indigenous Tourism Champions Program has undergone significant change with Commonwealth funding for the business development component of the Program concluding at the end of the 2015/16 financial year. Tourism Australia and the State Tourism Organisations will continue with Indigenous Tourism Champions international marketing initiatives into the 2016/17 financial year as the Program is now well recognised with the travel trade. • In 2016, Destination NSW continued the NSW First Workshop program for NSW tourism businesses, with a schedule of 30 workshops in 21 locations around NSW and online, including new Digital Webinars. The 2016 program ran from 24 February 2016 to November 2016 and was divided into market-ready and export-ready stream content. Workshops were delivered to NSW tourism business operators and destination marketers by Destination NSW staff, with the content for each workshop tailored to the needs and interests of the tourism industry in each location. Over ten Aboriginal experiences were invited to participate and provide case studies as part of the Workshop Program.
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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.9 Assist Aboriginal tourism operators, in partnership with the ATEC Indigenous Tourism Taskforce, to become export ready, link to distribution channels and opportunities to partner with mainstream tourism businesses.</p>	ATEC	DNSW & Aboriginal businesses	2013 ongoing	Complete and ongoing	<p>Export Ready Workshops and Product Showcases</p> <ul style="list-style-type: none"> • Destination NSW held a full-day New Product Workshop enabling three new export ready NSW Aboriginal tourism businesses to meet with 40 Inbound Tour Operators (ITOs) and inbound industry representatives in Sydney in April 2016. The workshop format included trade-show style appointments to introduce the businesses to the inbound market. The workshop appointments were followed by an ITO site visit of the Primus Hotel Sydney and a networking lunch. The tourism businesses then attended a series of presentations from industry speakers, including an inbound tour operator, an online travel agent and a case study from an export ready NSW product. • Destination NSW continued to deliver Product Showcases for industry in 2015 and 2016. Product Showcases are events which offer NSW tourism businesses the opportunity to present their product to Destination NSW staff in a trade-show style environment. The showcase gives new businesses a chance to improve their presentation skills and learn about the wide range of opportunities available with different teams across Destination NSW that may be of benefit to their business. More than 12 Aboriginal experiences took part in 2016. • In March and April 2016, Destination NSW held three half-day Presentation Skills Training sessions in Sydney for tourism businesses registered to attend upcoming trade events. The targeted group sessions were designed to ensure that each tourism business understood how to prepare for a trade event, maximise the results from their appointment times and manage follow-up effectively. A session for Destination NSW New Product Workshop registrants was held on 8 March 2016 with three Aboriginal operators in attendance. Two sessions for ATE 2016 registrants were held on 31 March and 5 April 2016, with three Aboriginal operators in attendance across the two events.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.10 Identify Aboriginal tourism businesses to facilitate their business development needs through capacity-building tools and programs.</p>	DNSW	Tourism Australia, IBA, DPMC & Aboriginal businesses	2014 ongoing	Complete and ongoing	<p>Industry Development</p> <ul style="list-style-type: none"> • Destination NSW staff assisted 50 Aboriginal tourism businesses (17 Sydney businesses and 33 regional businesses). Assistance ranged from providing general business and product development advice, to the provision of resources such as the Tourism Business Toolkit and business fact sheets, introductions to key Destination NSW programs and opportunities and the NSW First Workshop Program. • Destination NSW employs a full time Sector Specialist – Aboriginal Tourism to offer one-on-one support to Aboriginal clients and develop a network of support across other relevant government agencies. • NSW Aboriginal Tour Operators have been identified for specific Destination NSW trade and industry programs including international trade missions, familiarisation visits and industry development workshops. Examples of Aboriginal businesses involved in Destination NSW Programs include: Sand Dune Adventures, Rocks Dreaming Tour and Waradah Aboriginal Centre.
<p>Action 2.11 Identify appropriate business and conference events to refer to Aboriginal tourism operators to participate and incorporate Aboriginal cultural and product components into the program and in bid documents.</p>	DNSW & Business Events Sydney	Aboriginal businesses	2014 ongoing	Complete and ongoing	<p>Tourism and Business Events</p> <ul style="list-style-type: none"> • Destination NSW sponsored the Australia Cruise Association (ACA) 20th Anniversary Conference in Sydney in September 2016, bringing together around 150 delegates. • The ACA is made up of 81 members and represents regional ports, national and state tourism agencies, shipping agents and inbound tour operators. • As part of the sponsorship, Destination NSW and the Port Authority of NSW delivered the Welcome Function for delegates and ensured Aboriginal culture was showcased at the event and was also a key component of the familiarisation program. • In April 2016, Destination NSW hosted the inaugural World Youth Student Educational (WYSE) Exchange, Australia. The WYSE Travel Confederation is the world's largest network of youth, student and educational travel operators. Destination NSW worked with key Aboriginal stakeholders and industry partners to provide Aboriginal cultural

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					<p>and entertainment services at key events throughout the trade show.</p> <ul style="list-style-type: none"> • Destination NSW supports Aboriginal tourism operators by including them in major Sydney events such as Vivid Sydney, Sydney Festival and Australia Day celebrations. • Aboriginal Performance groups, Aboriginal caterers, and wholesalers of Aboriginal goods have also been included in tourism trade events.
<p>Action 2.12 Maintain a full-time position within Destination NSW as a resource dedicated to support Aboriginal tourism businesses.</p>	DNSW		2014 ongoing	Complete and ongoing	<p>Sector Specialist – Aboriginal Tourism</p> <ul style="list-style-type: none"> • The Destination NSW Sector Specialist, Aboriginal Tourism is specifically engaged to focus on this important sector and facilitate assistance for the development of Aboriginal tourism experiences. • Destination NSW employed an Aboriginal Trainee in 2014 - 2015 as part of a 12 month pilot Aboriginal Trainee Program and continues to explore avenues to support the development of Aboriginal trainees within the organisation.
<p>Action 2.13 Identify and communicate tourism opportunities to Aboriginal businesses and Aboriginal people.</p>	DNSW	Tourism industry associations; Aboriginal & mainstream tourism businesses	2014 ongoing	Complete and ongoing	<p>Communication</p> <ul style="list-style-type: none"> • NSW Aboriginal tourism operators are informed of tourism industry opportunities via the NSW Aboriginal Tourism Workshop Program. • NSW Aboriginal tourism operators are also encouraged to register to receive Insights, the weekly Destination NSW newsletter, which provides businesses with an update on tourism opportunities. • NSW Aboriginal tourism operators have been identified for specific Destination NSW trade and industry programs, including international trade missions, familiarisation visits and industry development workshops.

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GOAL 2: SUSTAINABLE MARKET-READY AND EXPORT-READY ABORIGINAL TOURISM PRODUCTS AND EXPERIENCES					
ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.14 Identify product development opportunities which utilise the skills of NSW National Parks and Wildlife Services (NPWS) and/or TAFE NSW-trained Aboriginal tour guides under the Cultural Tourism Training Program.</p>	DNSW, NPWS & TAFE NSW	Aboriginal people	2013 ongoing	Complete and ongoing	<p>NSW National Parks and Wildlife Services and TAFE NSW</p> <ul style="list-style-type: none"> • Destination NSW continues to meet regularly with NSW National Parks and Wildlife Services, TAFE NSW and NSW Aboriginal tourism operators to ensure a strategic approach is delivered for product development opportunities. • NPWS has provided funding for emerging Aboriginal experiences to attend the NSW Aboriginal Tourism Workshop Program and TAFE NSW are invited to attend and deliver presentations. • NPWS delivers a series of development activities for Aboriginal tourism businesses that operate in national parks including mentoring and workshop programs.
<p>Action 2.15 Broker opportunities between the Aboriginal creative industries and tourism.</p>	DNSW	Aboriginal creative businesses	2014 ongoing	Complete and ongoing	<p>Creative Industries</p> <ul style="list-style-type: none"> • Destination NSW supports Aboriginal creative industries in tourism and events by procuring the services of Aboriginal caterers, retailers and wholesalers of Aboriginal goods and services for events including: <ul style="list-style-type: none"> ○ The Australian Tourism Exchange ○ Major art and cultural festivals such as Sydney Festival, Vivid Sydney and the Yabun Festival ○ Aboriginal Performance groups, exhibitions and community events such as the Blak Markets at La Perouse.

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GOAL 2: SUSTAINABLE MARKET-READY AND EXPORT-READY ABORIGINAL TOURISM PRODUCTS AND EXPERIENCES					
ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 2.16 Encourage mainstream operators and conference organisers to incorporate a "Welcome to and/or Acknowledgement of Country" into their current product offering.</p>	DNSW	Local Aboriginal Land Councils; RTOs, Business Events Sydney & City of Sydney	2014 ongoing	Complete and ongoing	<p>Welcome to Country</p> <ul style="list-style-type: none"> • Destination NSW continues to support "Welcome to and/or Acknowledgement of Country" as standard business and facilitated the ceremony at events such as; <ul style="list-style-type: none"> ○ Australian Cruise Association 20th Anniversary Cruise Conference (September 2016) ○ American College Football (August 2016) ○ World Youth Student and Education Exchange (April 2016) • Destination NSW, Business Events Sydney and the City of Sydney connects opportunities with "Welcome to Country" as appropriate with industry events and operators. "Welcome to Country" is a standard business requirement for Government events. • The Indigenous Tourism Group (ITG) undertakes projects to celebrate and acknowledge Indigenous Australian culture including Tourism Australia's film Aboriginal Australia: Our Country is waiting for you, to tell the story of Australia's unique Indigenous tourism offerings. • The film was officially launched in Sydney on 14 July 2015 and featured at Sydney Airport and Sydney hotels through 2015 and 2016 and was also featured at the Sydney Film Festival in 2015.

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GOAL 3: INCREASED AWARENESS, UNDERSTANDING AND APPRECIATION OF ABORIGINAL CULTURE IN NSW BY GOVERNMENT, THE TOURISM INDUSTRY AND VISITORS.					
ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 3.1 Work with Aboriginal organisations, government and the tourism industry to develop product and marketing content aimed at mainstream tourism operators and consumers that will tell the Aboriginal stories, raise awareness and promote appreciation of NSW Aboriginal culture in NSW.</p>	DNSW	RTOs, Local Government & Aboriginal businesses	2014 ongoing	Complete and ongoing	<p>Industry Awareness</p> <ul style="list-style-type: none"> As part of the 2016 Vivid Sydney Program, the sails of the Sydney Opera House became a canvas honouring Indigenous art. Songlines, directed by Rhoda Roberts, Head of Indigenous Programming at Sydney Opera House (also a member of the Bundjalung nation of NSW), brought together six Indigenous artists whose work illustrates the connections between Indigenous astronomy and the natural world. Over 2.31 million people attended Vivid Sydney, the world’s biggest festival of light, music and ideas, in 2016 and witnessed the Songlines projection. The Bangarra Dance Theatre was also incorporated into the 2016 Vivid Sydney Program, with performance pieces projected onto the Southern Pylon of the Sydney Harbour Bridge. Capturing the growing interest for Aboriginal culture and experiences within the youth sector, NSW Aboriginal tourism was promoted at the World Youth Student and Educational Travel Exchange Australia trade event, held in Sydney from 6 - 8 April 2016. The World Youth Student and Educational Travel Exchange Australia is the premier international youth and backpacker travel trade event, bringing international buyers to Sydney to meet and trade with Australian operators involved in the inbound youth and backpacker travel market. Destination NSW facilitates relationships with NSW Aboriginal organisations, relevant government agencies and the tourism industry via the Aboriginal Tourism Workshop Program. One of the key activities developed through the Workshop Program includes Destination NSW’s support for the development of the NSW Aboriginal Tour Operators Council’s (NATOC) three-year Business Plan. NATOC’s aim is to encourage co-operative marketing between NSW Aboriginal tourism experiences and to support the development of operators to ensure that sustainable, vibrant and authentic experiences are developed in NSW.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 3.2 Ensure that Destination NSW staff are provided with a diverse program of Aboriginal cultural awareness training.</p>	DNSW		2016	Complete and ongoing	<p>Cultural Awareness</p> <ul style="list-style-type: none"> • Destination NSW staff participated in cultural awareness training in September and December 2016 delivered by South Coast NSW provider, Ngaran Ngaran Culture Awareness. • The main focus of the training was understanding the protocol and procedures required for the marketing of NSW Aboriginal culture and tourism products. • The Program also assisted Destination NSW staff to: <ul style="list-style-type: none"> ○ Improve service delivery for Aboriginal clients and communities ○ Engage with Aboriginal communities ○ Effectively communicate with Aboriginal clients ○ Look at the comparative history of Australia and how it affects current work practices and Aboriginal people in today's society. • Destination NSW staff have also attended the NSW Aboriginal Tourism Workshops and participated in 'On Country' experiences in Sydney and Regional NSW which has given them a greater understanding of contemporary and traditional Aboriginal culture in NSW and ensured Aboriginal experiences are represented in a culturally acceptable manner in marketing campaigns. • The NSW Aboriginal Tourism Toolkit is now available to staff to assist in connecting with appropriate cultural providers and cultural awareness program will be ongoing to ensure staff continue to gain a greater understanding of Aboriginal culture and community.

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GOAL 3: INCREASED AWARENESS, UNDERSTANDING AND APPRECIATION OF ABORIGINAL CULTURE IN NSW BY GOVERNMENT, THE TOURISM INDUSTRY AND VISITORS.					
ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 3.3 Facilitate Aboriginal cultural awareness training among mainstream tourism operators, in partnership with industry associations, beginning with the identification of industry participants via a pilot program, such as NSW National Parks and Wildlife Service licensed commercial tour operators.</p>	DNSW	NPWS, Local Aboriginal Land Councils, Aboriginal cultural awareness trainers, RTOs & industry associations	2016	Complete and Ongoing	<p>Industry Awareness</p> <ul style="list-style-type: none"> • A successful pilot program was developed for the NSW First Workshop Program in which local tourism operators and industry were introduced to local Aboriginal community members to gain a greater understanding of local Aboriginal culture and discuss opportunities to incorporate cultural services into tourism product offerings. • Mainstream tourism operators, industry associations and Government agencies have also attended the NSW Aboriginal Tourism Workshops and participated in 'On Country' experiences in Sydney and Regional NSW which has provided industry with a greater understanding of contemporary and traditional Aboriginal culture in NSW and provided opportunities to form new partnerships. • Destination NSW launched the NSW Aboriginal Tourism Trade Toolkit as a resource for industry to connect with NSW Aboriginal businesses that can provide local cultural information and community connections. • In 2016, NSW National Parks and Wildlife Services also conducted a pilot program in partnership with Aboriginal business, Ngaran Ngaran Culture Awareness to deliver cultural awareness training to national parks licensed tour operators.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 3.4 Update and distribute the Destination NSW <i>Principles for Developing Aboriginal Tourism</i>, a guide to working with Aboriginal businesses, to Government and industry partners in order to support the development of Aboriginal tourism within the State.</p>	DNSW	Tourism industry & Aboriginal organisations	2016	Complete and ongoing	<p>NSW Aboriginal Tourism Toolkit</p> <ul style="list-style-type: none"> • The NSW Aboriginal Tourism Trade Toolkit has been developed in consultation with NSW Aboriginal tourism operators to ensure that it is developed in a culturally acceptable manner. • The Toolkit features over 50 Aboriginal experiences including: <ul style="list-style-type: none"> ○ Export ready tour products ○ Festivals and events ○ Sydney galleries and exhibitions ○ Regional NSW galleries and exhibitions ○ Performance groups ○ Bush tucker and corporate gift suppliers • The Toolkit is designed to assist trade and Government stakeholders to connect with authentic product and cultural services. • The Toolkit is utilised as a resource: <ul style="list-style-type: none"> ○ at domestic and international trade shows ○ to support Destination NSW staff to ensure NSW Aboriginal culture is embedded in delivering event, marketing and development activities ○ to be used by key NSW Government and industry partners. • The Toolkit is available online at destinationnsw.com.au.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 3.5 Through the Indigenous Tourism Group (ITG) support the national approach to best practice signage, to celebrate and acknowledge Indigenous Australian culture at major inbound visitor arrival points such as international airports. Also encourage signage at NSW regional airports and major transport hubs.</p>	ITG & DNSW	Tourism industry & Aboriginal organisations	2014 ongoing	Complete and ongoing	<p>Indigenous Tourism Group</p> <ul style="list-style-type: none"> • Destination NSW is a member of and attended quarterly Indigenous Tourism Group (ITG) forums. The ITG is the Australian Standing Committee on Tourism (ASCOT), Tourism 2020 Working Group on Indigenous Tourism and focuses on ways to increase the quality and quantity of Australia's Indigenous tourism product offering, and the participation of Indigenous Australians in the tourism industry. • The Indigenous Tourism Group worked closely with Tourism Australia on the Indigenous tourism film, Aboriginal Australia: Our Country is waiting for you, to tell the story of Australia's unique Indigenous tourism offerings. The film was officially launched in Sydney and featured at Sydney International Airport and Sydney hotels. Furthermore, the film featured at the Sydney Film Festival. <p>Sydney CBD Wayfinding Coordination Group</p> <ul style="list-style-type: none"> • Destination NSW is an active member of the Sydney CBD Wayfinding Coordination Group. This multi-agency group aims to provide a coordinated approach to wayfinding in the Sydney CBD. Agencies represented include City of Sydney, Transport for NSW, Property NSW, Barangaroo Delivery Authority, Roads and Maritime Services, Royal Botanic Garden and the Sydney Opera House. The group actively seeks to include Aboriginal interpretation in all programs such as dual naming on signage.

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ACTIONS	COORDINATORS	PARTNERS	TIME-FRAME	STATUS	ACTIVITY UNDERTAKEN
<p>Action 3.6 Work with the Tourism Attractions Signposting Assessment Committee (TASAC) to incorporate local Aboriginal culture and heritage as an integral part of roadside interpretive signage, for example, along the Legendary Pacific Coast and other touring routes.</p>	TASAC	Aboriginal people & Aboriginal Land Councils	2013 ongoing	Complete and ongoing	<p>Aboriginal Tourism Signposting</p> <ul style="list-style-type: none"> • The NSW Tourist Signposting Manual has provision for Indigenous tourist attractions to be signposted from the state road network under a specific category (Aboriginal Sites and Cultural Centres). • An Aboriginal hand print logo has also been developed for use on road signs to assist with recognition and connection with Indigenous attractions. • Destination NSW provides assistance to NSW Aboriginal experiences with enquires in regard to applying for signage via the Sector Specialist – Aboriginal Tourism and the Regional Co-ordinator, Visitor Services. • Destination NSW provided assistance to the Roads and Maritime Service with the development of Aboriginal interpretive signage at designated rest areas along the Legendary Pacific Coast Touring Route.

2016 Export and Market Ready Aboriginal Experiences

	Business Name	Description	Area	Status
1.	Barangaroo Cultural Tours	Two Hour walking tour of Barangaroo Headland focusing on Aboriginal history and the changing landscape.	Sydney	Export
2.	Dreamtime Southern X - The Rocks Dreaming	One and a half hour walking tour that uncovers the history of Aboriginal Sydney.	Sydney	Export
3.	Splendour Tours – Aboriginal Experience	Via private charter, immersion in living Aboriginal cultural journey visiting sacred Dreamtime sites of significance throughout the inner city.	Sydney	Export
4.	Royal Botanic Gardens Aboriginal Heritage Tour	Two hour bush tucker and Aboriginal history tour through the Royal Botanic Gardens.	Sydney	Export
5.	Taronga Zoo Nura Diya	Two hour Aboriginal experience focusing on Australian fauna and flora.	Sydney	Export
6.	Australian Museum Indigenous tour packages	One hour Aboriginal guided tour of Aboriginal exhibitions, music and dance performance.	Sydney	Export
7.	Eco Treasures	Two hour Sydney Harbour foreshore walk with Aboriginal guides.	Sydney	Export
8.	Bundji Cultural Tours – Tastes of Wiradjuri Tour	Full day cultural immersion bus tours in the Wagga Region including a visit to Junee Licorice & Chocolate Factory and Coolamon Cheese Factory.	Wagga Wagga	Export
9.	Bundji Cultural Tours – Special Places Tour	Full day cultural immersion bus tours in the Wagga Region including bush tucker morning tea and lunch.	Wagga Wagga	Export
10.	Tri State Safaris Mutawintji Eco Tours	Full day immersion at Mutawintji National Park including interpretation at restricted rock art sites	Broken Hill	Export

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11.	Waradah Aboriginal Centre	Contemporary Aboriginal cultural centre at Echo Point providing dance performances and retail.	Blue Mountains	Export
12.	South Coast Seaplanes – Cultural Experience	Three hour sea plane tour with local Aboriginal guide focusing on dreamtime stories of the Yuin People.	Eurobodalla	Export
13.	My Detour - NGURRUMPAA' DETOUR	Full day tour of the Australian bush at Yengo National Park and experience a traditional Aboriginal welcome.	Central Coast	Export
14.	Ngaran Ngaran Culture Awareness – Gulaga Creation Tour	Multi day tour including full day walking, focusing on traditional cultural practices and significant sites. Conducted on Gulaga National Park, Central Tilba.	Bega Valley	Export
15.	Ngaran Ngaran Culture Awareness – Djirriganj Dreaming	Multi day bus tour focusing on traditional cultural practices and significant sites of the Yuin Nation in and around Narooma.	Bega Valley	Export
16.	Harry Nanya Tours	Full day cultural immersion tour of Mungo National Park including interpretation on restricted Walls of China.	Wentworth	Export
17.	Aboriginal Blue Mountains Walkabout	Full day cultural immersion walking tour in the Blue Mountains focusing on the Dreamtime.	Blue Mountains	Export
18.	Sand Dune Adventures	Two hour cultural quad biking tours on Stockton Beach focusing on heritage sites and bush tucker.	Port Stephens	Export
19.	Mount Tomah - Botanic Garden Tour	Two hour bush tucker and Aboriginal history tour through Mount Tomah Botanic Garden.	Blue Mountains	Market
20.	Tribal Warrior Association	Three hour Aboriginal cultural heritage cruise on Sydney Harbour.	Sydney	Market
21.	Nyanga Walang	Full day tours focusing on traditional cultural practices and significant sites. Conducted on Central Coast.	Central Coast	Market
22.	Blak Markets Aboriginal Markets and Workshops	Aboriginal art and craft markets and workshops held at Bare Island, La Perouse and special events.	Randwick	Market
23.	Unky Cultural Tours	Two hour cultural tour of Scotts Head including interpretation of Australian fauna and flora and local Dreamtime.	Nambucca	Market

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24.	Jaali Tours	Two day camp with daily walks overlooking Wollumbin and Night Cap Mountains, hearing dreamtime stories directly from Indigenous Elders.	Byron Bay	Market
25.	Bourke Indigenous Tours	Full day bus tour of national parks and sacred sites with local Aboriginal guides.	Bourke	Market
26.	Birpai Tours	Two hour walking tour based at the Sea Acres Rainforest.	Taree	Market
27.	First Lesson Cultural Tours	Multi day camping tours around the Dubbo region visiting sites of significance.	Dubbo	Market
28.	Freds Bush Tucker	Tours in the Wollongong region surrounding bush tucker or pop up BBQ at special events.	Wollongong	Market
29.	Dingo Travel	Small group day tours to the Blue Mountains with an Aboriginal discovery guide.	Blue Mountains	Market
30.	Stand Up Cultural Tours	Aboriginal guided stand up paddle boarding experiences in Coffs Harbour.	Coffs Harbour	Market
31.	Redfern Then & Now	Historical walking tour taking in sights of significance in Redfern.	Sydney	Market
32.	Guringai Tours	Two hour walking tours of Ku Ring Gai National Park.	Sydney	Market
33.	Kadoo Tours	Two hour walking tours of Kamay National Park La Perouse.	Sydney	Market
34.	Alpine River Adventures	Multi day kayaking and hiking tours of the Snowy River.	Cooma	Market
35.	Dreamtime Tuka	Indigenous biscuit producer from Wellington and Dubbo with soon to be introduced tour program.	Wellington	Market
36.	Farm Club and Platypus Dreaming	Walking tours and traditional craft workshops based at Farm Club in Southern Highlands with Aboriginal guide.	Southern Highlands	Market
37.	Yabun Festival	Indigenous arts and culture festival held annually.	Sydney	Market
38.	NRL All Stars	Rugby League Festival celebrating Indigenous culture.	Newcastle	Market
39.	Boomerang Festival	Indigenous arts and music festival run in conjunction with the Byron Bay Bluesfest.	Byron Bay	Market
40.	Bangarra Dance Theatre	Indigenous Theatre Company which premieres at the Sydney Opera House annually in June.	Sydney	Market

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41.	NAIDOC Week	Week-long festival in July which celebrates Indigenous culture.	Statewide	Market
42.	WUPA@Wanaruah	Annual spring art trail across the Hunter region.	Hunter Valley	Market
43.	National Maritime Museum	Eora First People exhibition.	Sydney	Market
44.	Yiribana Art Gallery	Indigenous exhibition at the Art Gallery of NSW.	Sydney	Market
45.	Museum of Sydney	Gadigal exhibition and Edge of Trees sculpture.	Sydney	Market
46.	Muru Mittigar	Cultural Centre offering education experiences at Penrith Lakes.	Penrith	Market
47.	Indigiearth	Bush-tucker and skincare products.	Mudgee	Market
48.	Jaaning Tree	Indigenous catering with Clayton Donovan.	Nambucca	Market
49.	Gardeners Lodge	Indigenous café run by Aunty Beryl Van Oploo.	Sydney	Market
50.	Black Olive	Indigenous catering with Mark Olive.	Wollongong	Market