

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY**WRITTEN QUESTION**

Ms J Carney

to Minister for Tourism

Indigenous Tourism Potential

1. What potential indigenous tourism opportunities have been identified to date through the Indigenous Tourism Development Strategy?
2. How will you assess the potential of each proposal?
3. What backup support will the NTTC provide in nurturing this developing industry?

ANSWER

The NT Tourist Commission's Indigenous Tourism Development Unit has identified/ assessed over 40 indigenous tourism opportunities throughout the Northern Territory in the last six months.

Many of these are in the concept stage. Approximately ten are in the development phase and several are now operational.

Due to 'commercial in confidence considerations' the Indigenous Tourism Development Unit cannot release the names of the developing businesses. However, it can advise that the products range from small scale walking tours to joint venture resort development opportunities, across the Northern Territory.

The Indigenous Tourism Unit receives approximately two enquiries from Traditional Land Owners or possible joint venture partners each week inquiring about tourism and the opportunities available.

In assessing potential enterprises, the Indigenous Tourism Development Unit uses a number of different methods to determine the feasibility of the project. The path taken is usually determined by the knowledge level of the proponent and the scale of the proposed business.

The Indigenous Unit has presented to a number of community councils on tourism, conducted a number of 'on country' participatory planning workshops for groups looking at tourism opportunities and worked one on one with proponents to develop products. In larger projects the Indigenous Unit has brought in external expertise to work with the proponents.

The Commission's Indigenous Tourism Development Unit is resourced by four development staff and a manager. This is the largest commitment the NT Tourist Commission has ever had in developing indigenous tourism in the Northern Territory. The Unit will continue to work through all phases of development, from the concept stage, through development to the operational business, to ensure Indigenous Territorians are a large part of our tourism industry.

The Unit is also working on a number of other projects that support the indigenous tourism industry. These include support for the development and delivery of the 'Welcome to Country' signage program across the Northern Territory, delivery of workshops on linking the arts with tourism and a program to have more Indigenous Territorians working in the mainstream tourism industry.

The NT Tourist Commission's Marketing team has also altered the way the Northern Territory is promoted world wide, now overlaying the wonderful natural environment with a strong cultural message.

The integration of the NT Tourist Commission with the Department of Business, Economic and Regional Development has identified opportunities for a closer working relationship which can offer benefits to the tourism industry and the wider economy as a whole.

Joint approaches have already commenced in the following areas:

1. Indigenous Economic Development - meeting with the Indigenous Land Corporation to explore how they can support new tourism ventures in the Northern Territory, building on the model already established by the Northern Territory Government with pastoral enterprise development.
2. Regional Development - linking tourism investment opportunities directly into regional development plans and economic development.
3. Investment attraction - linking tourism investors with case managers in DBERD to accelerate facilitation activities.
4. Economic and strategic analysis - enhanced research skills and resources to develop and analyse opportunities that have significant flow on effects to regional and remote communities. The economic analysis by DBERD economists will be able to provide a strong strategic capability to tourism.
5. Aviation Development - integrated approach to air route development to support tourism, freight and the development of remote and regional centres.
6. Business development - improved access to a wide range of business skill and growth programs suitable for tourism enterprises.