



Sharing Culture

Aboriginal Cultural Tourism Industry



Support Guide
Western NSW

For new and existing operators to support your
cultural tourism business journey

We pay respect to the Traditional Custodians and First Peoples of NSW, and acknowledge their continued connection to their Country and Culture.



This artwork has been designed by Mumbulla Creative for Regional NSW's Regional Aboriginal Partnerships Program (RAPP).

This artwork explores the significance of connections: connections with each other, connections with communities and connection to Country.

Eight interconnected ochre circles represent the eight regional partnerships. Pathways of white lines and ochre shapes between the circles symbolise deep reciprocal relationships. Cross-hatching appears on the ochre shapes, similar to the markings found on shields throughout South-eastern Australia. A large circle at the centre of the artwork represents the shared purpose of the Regional Aboriginal Partnerships Program, which is to support and empower Aboriginal communities. A rich background of lines and shapes represents Country.

Gradient panels of red, orange and pink represent vibrant sunsets, while blues symbolise waterways. Ochre hills, plains, campsites, and gatherings, remind us of Country and the cultural significance of the places where the regional partnerships work. Black lines with white markings are evocative of the trade routes traversed by our ancestors. In following their footsteps, the RAPP managers continue to empower and support communities through their work.

The artwork is a testament to the profound impact that strong, respectful connections have in providing better outcomes for Aboriginal communities.

Are you **thinking about** starting up an Aboriginal cultural tourism business in Western NSW?

Are you **already in** business and looking for help or advice?

What stage of the journey do you need support with?



Who can help me?

A range of Government and non-Government partners are working together to offer support for whatever stage your tourism business journey is at.

Regional NSW

- ▶ Advice - Regional Aboriginal Partnerships Managers to support your business journey
- ▶ Connect to grant and business support
- ▶ Advocacy and promotions (regional familiarisation tours)
- ▶ Business, economic and product development support from Economic Development Manager

 www.nsw.gov.au/regional-nsw



Department of
Regional NSW

Destination NSW

- ▶ Lead NSW government agency for tourism and events
- ▶ *NSW First Program*: Experience development support, resources and workshops
- ▶ Destination marketing and PR
- ▶ Business-to-business sales opportunities
- ▶ Visitor research and insights
- ▶ Visit nsw.com consumer website

 www.destinationnsw.com.au



Destination
NSW

Destination Networks Central West, Country and Outback

- ▶ Industry and capability development
- ▶ Capacity building
- ▶ Networking
- ▶ Product and experience development
- ▶ Grant support – strategic alignment

 www.dncw.com.au

 www.dnconsw.com.au



Destination
Central West NSW



Destination
Country and Outback NSW

Local Councils

Contact or visit the local Tourism Information Centre and speak with the Tourism Manager.

They can support with:

- ▶ Networking and stakeholder engagement
- ▶ Marketing and promotion
- ▶ Event collaboration
- ▶ Business workshops
- ▶ Tourism and economic development
- ▶ Support with required licences and approvals
- ▶ General advocacy and ongoing support

NSW Aboriginal Tourism Operators Council


- ▶ Mentoring and advice
- ▶ Networking and advocacy
- ▶ Business planning support

 www.natoc.org.au



Aboriginal Business Advisory Initiative (ABAI)

- ▶ Free one on one business coaching and advice
- ▶ Access to NSW Government grants and programs
- ▶ Guidance on government licensing and regulations
- ▶ Support for start-ups, established and recovering businesses

 www.service.nsw.gov.au/business/aboriginal-business-advisory-initiative



Department of Primary Industries

- ▶ Business planning - preliminary assessment through to business plan development
- ▶ Training (marine, tour guiding)
- ▶ Capital funding (Aboriginal Fishing Trust Fund)

 www.dpi.nsw.gov.au



**Department of
Primary Industries**
Department of Regional NSW

Arts & Culture Organisations

- ▶ Business support and skills development for artists and creative industries
- ▶ Advice and mentoring
- ▶ Events and festivals
- ▶ Marketing and promotion of cultural tourism, arts and cultural activities

 www.artsoutwest.org.au

 www.westdarlingarts.com.au

 www.southwestarts.com.au

 www.oranaarts.com

 www.outbackarts.com.au

Culture maps can be found here:

 www.centralnsw.com

 www.creativecountrysnsw.com



Supply Nation

- ▶ National database for Aboriginal businesses
- ▶ Supply director for Aboriginal business
- ▶ Business advice and support
- ▶ Marketing and procurement

 www.supplynation.org.au



NSW National Parks and Wildlife Service

- ▶ Approvals - *Eco Pass program*
- ▶ Events on park
- ▶ Partnerships - future co-management of all NSW National Parks
- ▶ Product development of cultural tourism on national parks
- ▶ Networking - educating tour operators and visitors about appropriate access, use, cultural protocols and stories
- ▶ Marketing and promotion - via national parks website and promotional operator videos

▶ www.nationalparks.nsw.gov.au



Yarpa - NSW Indigenous Business and Employment Hub

- ▶ Business workshops and informational sessions
- ▶ Business support
- ▶ Business planning and marketing
- ▶ Grant writing
- ▶ Procurement

▶ www.yarpa.com.au



Indigenous Business Australia

- ▶ Help to start or grow a business
- ▶ Business support and advice
- ▶ Business finance
- ▶ Business skills
- ▶ Business workshops
- ▶ Marketing and procurement

▶ www.iba.gov.au



Aboriginal Affairs

- ▶ Cultural advocacy
- ▶ Grant funding - Aboriginal businesses and community organisations
- ▶ Policy and program

▶ www.aboriginalaffairs.nsw.gov.au



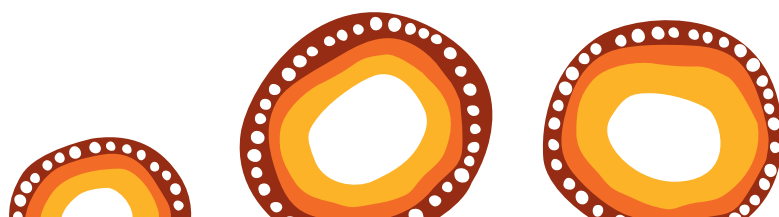
Aboriginal Affairs

National Indigenous Australian Agency (NIAA)

- ▶ Grant funding
- ▶ Aboriginal business support
- ▶ Cultural tourism mentoring
- ▶ First Nations tourism mentoring

▶ www.fntmp.com.au

▶ www.niaa.gov.au



Still not sure? Contact us for a yarn!

If you're still unsure about which agencies can help you or what funding or support is available, please contact us. We can help point you in the right direction.

**Contact your
local Aboriginal
Partnership
Manager**



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Local Government Areas covered:

Oberon, Bathurst, Lithgow, Mid-Western, Cowra, Weddin



Lindsay Hall

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Local Government Areas covered:

Orange, Cabonne, Forbes, Parkes, Lachlan, Blayney



Daine Cox

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Local Government Areas covered:

Dubbo (shared), Narromine, Warren, Bogan, Brewarrina, Cobar, Wentworth, Balranald, Wellington (shared)



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Local Government Areas covered:

Dubbo (shared), Warrumbungle, Gilgandra, Walgett, Coonamble, Bourke, Central Darling, Broken Hill/Unincorporated, Wellington (shared)

