

KAREN FITZGERALD
GENERAL MANAGER EXPERIENCES



PENNY RAFFERTY
HEAD OF SUSTAINABILITY



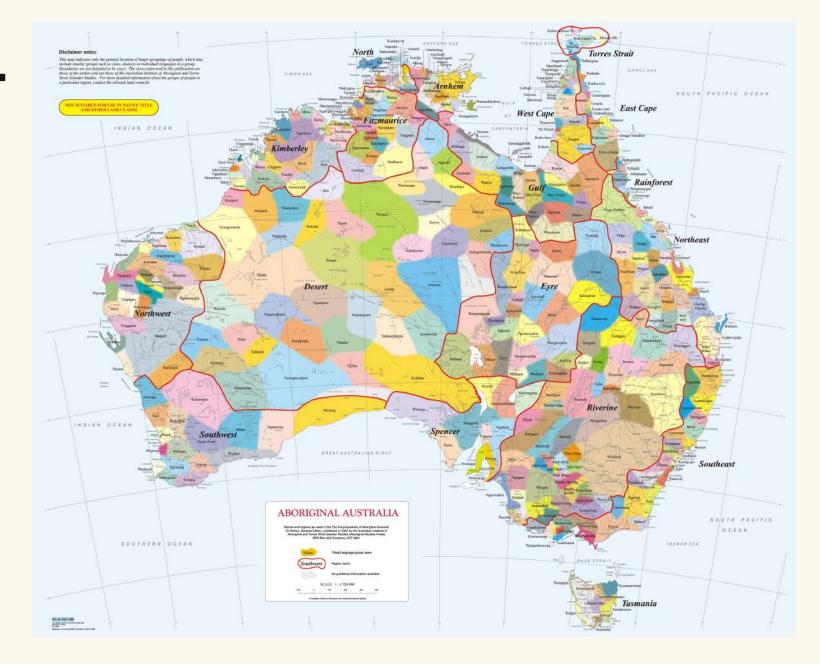
## ACKNOWLEDGEMENT OF COUNTRY

Map represents all the language, tribal or nation groups of the Indigenous people of Australia.

There is great diversity of cultures, languages, kingship structures and ways of life.

At least 250 recorded Aboriginal language groups with an estimated 700 native dialects (recorded late 18<sup>th</sup> century).

Estimated 120 language groups exist today.





### **OUR PURPOSE**

#### In doing so we are:

- Respecting intellectual rights, cultures and traditional practices.
- Developing and shaping what our consumers want in this space.
- Driving conversion with trade partners.
- Helping the broader industry to partner with Aboriginal and Torres Strait Islander peoples.





# WE HAVE AN ESTABLISHED COLLECTIVE AS THE CORNERSTONE OF OUR APPROACH

We will continue to drive awareness externally through Discover Aboriginal Experiences, and internally through cultural awareness training.









#### Cobourg Peninsula. ↑ DARWIN • (3) (4) •East Arnhem Land Katherine 9 12 Cooktown 19 23 24 Mossman. Cape Levegue Kuhunurra Port Douglas 18 • CAIRNS + 15 16 17 20 21 Cygnet Bay ★ BROOME • (1) NORTHERN 32 •Karratha HAMILTON ISLAND ☆ TERRITORY ALICE SPRINGS . EXMOUTH ★ 1 1 1 AYERS ROCK (ULURU) + QUEENSLAND WESTERN Shark AUSTRALIA Beenleigh • 220 • GOLD COAST ↑ SOUTH AUSTRALIA 45 Coffs Harbour NEW SOUTH ·lkara - Flinders Ranges WALES 26 (27) ● PERTH ☆ Newcastle Yallingup: **★ SYDNEY • (39) (41) (44)** ● ADELAIDE ☆ Wagga Wagga 40 ★ CANBERRA Denmark VICTORIA 34 35 MELBOURNE Warrnambool. DISCOVER LAUNCESTON ★● (3)

#### **DISCOVER ABORIGINAL EXPERIENCES**

#### NORTHERN TERRITORY

- Bremer Island Banubanu Beach Retreat
- Davidson's Arnhemland Safaris
- Kakadu Cultural Tours
- Kakadu Tourism
- 6 Karrke Aboriginal Cultural Experience and Tours
- 6 Lirrwi Tourism
- 1 Lord's Kakadu & Arnhemland Safaris
- Maruku Arts
- Nitmiluk Tours
- SeaLink NT Tiwi Islands
- SEIT Outback Australia
- 12 Top Didj Cultural Experience & Art Gallery
- (3) Venture North Safaris
- W Voyages Indigenous Tourism Australia - Avers Rock Resort

#### QUEENSLAND

- Adventure North
- (13) Culture Connect Australia
- 1 Dreamtime Dive & Snorkel
- 1 Flames of the Forest
- (B) Janbal Gallery
- 20 Jarramali Rock Art Tours
- @ Pamagirri Aboriginal Experience at Rainforestation Nature Park
- 22 Spirits of the Red Sand
- Woyages Indigenous Tourism Australia -Mossman Gorge Centre
- Walkabout Cultural Adventures

#### **WESTERN AUSTRALIA**

- Borrgoron Coast to Creek Tours
- Dale Tilbrook Experiences
- 2 Go Cultural Aboriginal Tours and Experiences
- Kingfisher Tours
- Kooljaman at Cape Levegue
- 100 Koomal Dreaming
- 3 Narlijia Experiences Broome
- 1 Ngurrangga Tours
- 33 Wula Gura Nyinda Eco Cultural Adventures

#### VICTORIA

- 3 Koorie Heritage Trust
- 3 Royal Botanic Gardens Victoria, Melbourne Gardens
- 65 Worn Gundidj @ Tower Hill

#### TASMANIA

@ wukalina Walk

#### **SOUTH AUSTRALIA**

38 Wilpena Pound Resort

#### **NEW SOUTH WALES**

- 3 Australian Museum
- 10 Bundyi Cultural Tours
- O Dreamtime Southern X
- 42 Ngaran Ngaran Culture Awareness
- 3 Sand Dune Adventures
- 49 The Royal Botanic Garden Sydney
- 49 Wajaana Yaam Gumbaynggirr Adventure Tours

































## HOW TO INCLUDE THE EXPERIENCES?

#### **FLAVOURING ITINERARIES**

Aboriginal experiences offer the kind of life changing, immersive experiences... which make a great itinerary awesome and most of all memorable.



## NICOLE MITCHELL EXECUTIVE OFFICER





