



# Opening doors

Inclusion of Indigenous Culture  
into Visitor Experiences

Presenters

Damein Bell

Rachel Donovan

Image: South West TAFE, Warrnambool

# Today's presentation

1. Aboriginal tourism experiences in Victoria - what's here?
2. Who are the markets for Aboriginal tourism?
3. Approaches to delivering Aboriginal tourism experiences
4. Working with Aboriginal businesses and communities
5. Case study: Aboriginal tourism on the Budj Bim National Heritage Landscape

# Aboriginal tourism

## DEFINITIONS

### Aboriginal tourism visitors (Tourism Research Australia)

- Visitors who experience Aboriginal art, craft or cultural displays, or visit an Aboriginal site or community on their trip
- Definition for *international* Aboriginal tourism visitors also includes attending an Aboriginal performance.
  - ⇒ Provides insights about cultural knowledge, lifestyle, traditions and / or history – urban or outback / rural environments

# Aboriginal tourism

## DEFINITIONS

Aboriginal vs Indigenous tourism

Aboriginal tourism vs Employment of Aboriginal people in tourism



# Aboriginal tourism experiences in Victoria – what's here?



Tours  
Cultural centres  
Museums  
Galleries  
Keeping place  
Heritage sites

in Melbourne  
Great Ocean  
Road  
The Grampians  
East Gippsland  
The Murray



# Melbourne

Dean Stewart  
Aboriginal Tours



First People's  
Exhibition at  
Melbourne Museum  
(Bunjilaka)

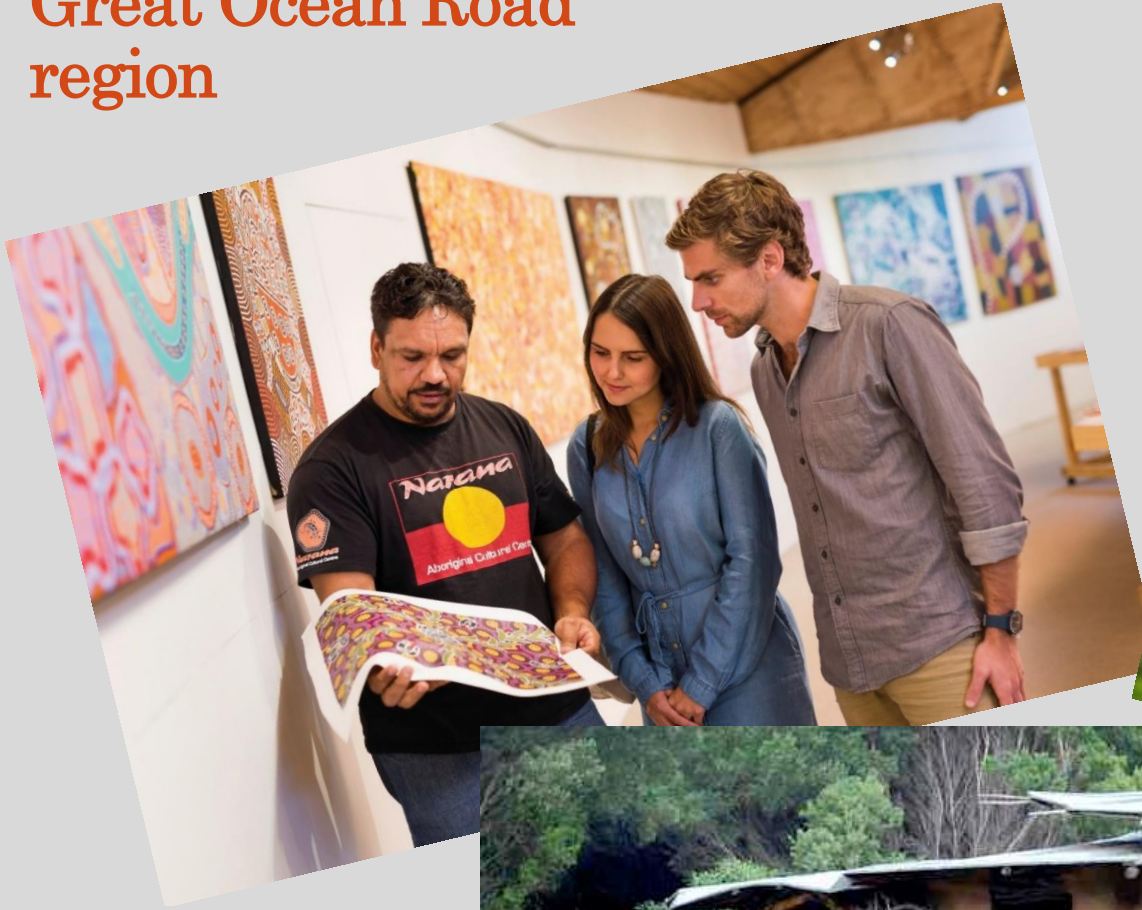


Charcoal Lane –  
native Australian  
cuisine





# Great Ocean Road region



Narana  
Creations  
Grovedale



Worn Gunditj  
at Tower Hill



Cape Otway Lightstation



# The Grampians



Brambuk: the  
National Park  
& Cultural  
Centre

Brambuk  
Backpackers





# Aboriginal tourism experiences in Victoria – what's here?



## Events

### Festivals

Performances, eg. music,  
dance, opera, theatre

Exhibitions – art, heritage

## Free public experiences

Self-drive tours

Public artworks

Interpretive signage

Yirramboi - First Nations Arts Festival, Melbourne

## Distinctive offerings

What is different about Victoria's Aboriginal tourism experiences compared to other States?

Distinctive cultural landscapes in unique natural environments, eg.

- Volcanic plains of the Great Ocean Road region,
- The Grampians

Distinctive cultures – including artistic styles, languages, cultural practices



Budj Bim Tours image credit Ben Church



Ian Potter Centre (NGV)



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-  2. **Who are the markets for Aboriginal tourism?**
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# Who are the Markets for Aboriginal tourism?

## International visitors to Victoria

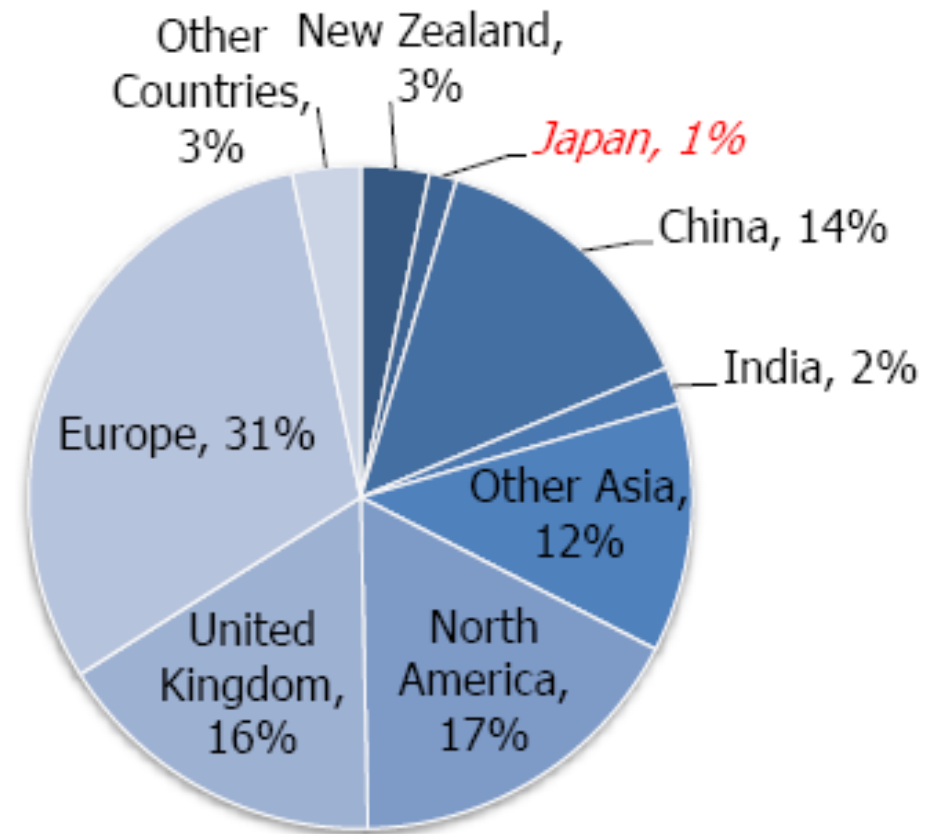
North America, UK, China, Germans, Singaporeans, Scandinavian countries



Australian Aboriginal Culture is No. 10 in

Top 10 Attractions for Chinese and German visitors to Australia

*Consumer Demand Project, Tourism Australia (2017)*



Tourism Research Australia, International Visitor Survey, y/e June 2014 (Visit Victoria)



## Trends in International Markets

		Indigenous Tourism Visitors	Total Visitors
To Australia	2016	910,104	8.3 million
	2013-2016	10%  per year	9%  per year
To Victoria	2013-2016	17%  per year	11%  per year

Source: Tourism Research Australia, International Visitor Survey, y/e Dec 2013-2016

## Trends in Domestic Markets – overnight visitors

		Aboriginal Tourism Visitors (estimates)	Total Visitors
To Victoria	2017 (y/e March)	92,500	22.5 million
	2014-2017	10%  per year	5%  per year

Source: Tourism Research Australia, Domestic Visitor Survey, y/e June 2014 – y/e March 2017

- Older Australians (with children no longer living at home)
- Families with older children (more interested in learning)

Source: Australian Government, Selling Indigenous Tourism Experiences to the Domestic Market, 2010



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# Opportunities

## Common Approaches to Delivering Aboriginal Experiences

- Stand-alone Aboriginal tourism business providing an experience or service
- Collaboration of different businesses to create a streamlined experience, eg. a tour
- Aboriginal experience within a mainstream business
- Aboriginal business promoted and booked through a mainstream provider
- Public art / onsite interpretation – always available, free



# Partnerships between Indigenous & Non-Indigenous tourism businesses



## Riverlife Mirrabooka

- Riverlife on the Brisbane River – Outdoor adventure company, functions, etc. Owner: John Sharpe.
- Working with Nunukul Yuggera Aboriginal Dancers for 12 years – community dance troupe. Leader – Eddie Ruska.
- John looking for new product, increased turnover, social responsibility.
- Eddie looking for new markets and a presence in Brisbane city.







## The Bama Way with Adventure North

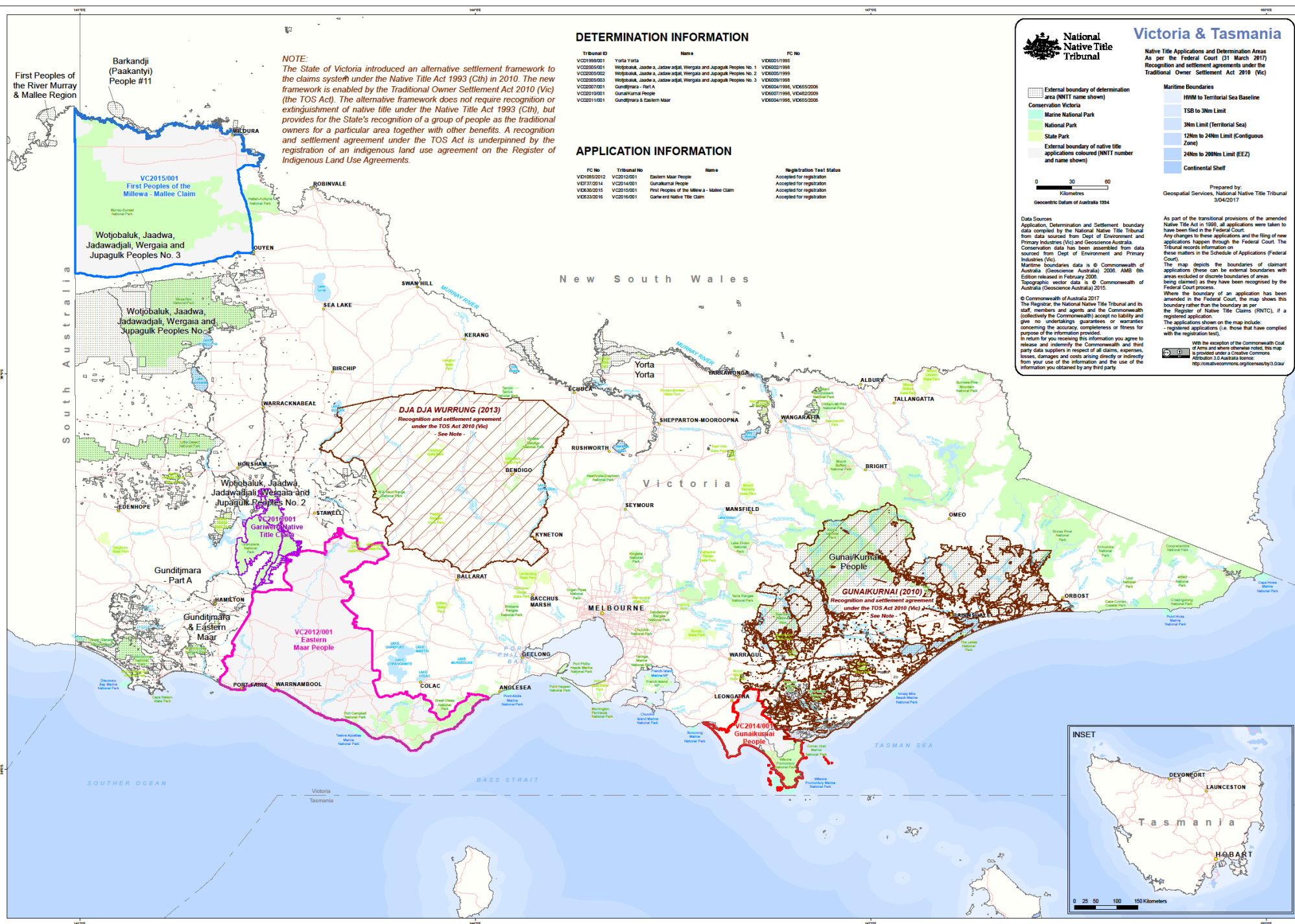
- Adventure North – Cairns based tour company. Owner: Maryanne Jacques
- Brought together Kuku Yulangi Habitat Tour, Janbal Gallery, Aboriginal Rock Art Tour (Cooktown) to create *The Bama Way*.
- Operating for 12 years. Main market is Australians.
- Adventure North provides marketing, sales, admin.



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## DETERMINATION INFORMATION

Tribunal ID	Name	PC No
VC2015/001	Yorta Yorta	VC6001/1995
VC2005/001	Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk Peoples No. 1	VC6002/1998
VC2005/002	Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk Peoples No. 2	VC6003/1999
VC2005/003	Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk Peoples No. 3	VC6004/1999
VC2007/001	Gunditjmara - Part A	VC6004/1998, VC6005/2006
VC2010/001	GunaiKurnai People	VC6001/1995, VC6042/2009
VC2021/001	Gunditjmara & Eastern Maar	VC6004/1998, VC6005/2006

## APPLICATION INFORMATION

PC No	Tribunal No	Name	Registration Test Status
VC6005/002	VC2012/001	Eastern Maar People	Accepted for registration
VC0737/0014	VC2014/001	GunaiKurnai People	Accepted for registration
VC6302/015	VC2015/001	First Peoples of the Millewa - Mallee Claim	Accepted for registration
VC6332/016	VC2016/001	Gariwerd Native Title Claim	Accepted for registration

### Victoria & Tasmania

Native Title Applications and Determination Areas  
As per the Federal Court (31 March 2017)  
Recognition and settlement agreements under the  
Traditional Owners Settlement Act 2010 (Vic)

**External boundary of determination area (NNTT name shown)**

**Conservation Victoria**

- Marine National Park
- National Park
- State Park

**External boundary of native title applications colored (NNTT number and name shown)**

**Maritime Boundaries**

- HWM to Territorial Sea Baseline
- TSB to 3nm Limit
- 3nm Limit (Territorial Sea)
- 12nm to 24nm Limit (Contiguous Zone)
- 24nm to 200nm Limit (EEZ)
- Continental Shelf

0 30 60  
Kilometres  
Geocentric Datum of Australia 1954

Prepared by:  
Geospatial Services, National Native Title Tribunal  
3/04/2017

As part of the transitional provisions of the amended Native Title Act 1998, all applications were taken to have been filed in the Federal Court. Any changes to these applications and the filing of new applications happen through the Federal Court. The Tribunal records information on these matters in the Schedule of Applications (Federal Court).

The map depicts the boundaries of claimant applications (these can be external boundaries with areas excluded or discrete boundaries of areas being claimed) as they have been recognised by the Federal Court process.

Where the boundary of an application has been amended in the Federal Court, the map shows this boundary rather than the boundary as per the Register of Native Title Claims (RNTC), if a registered application.

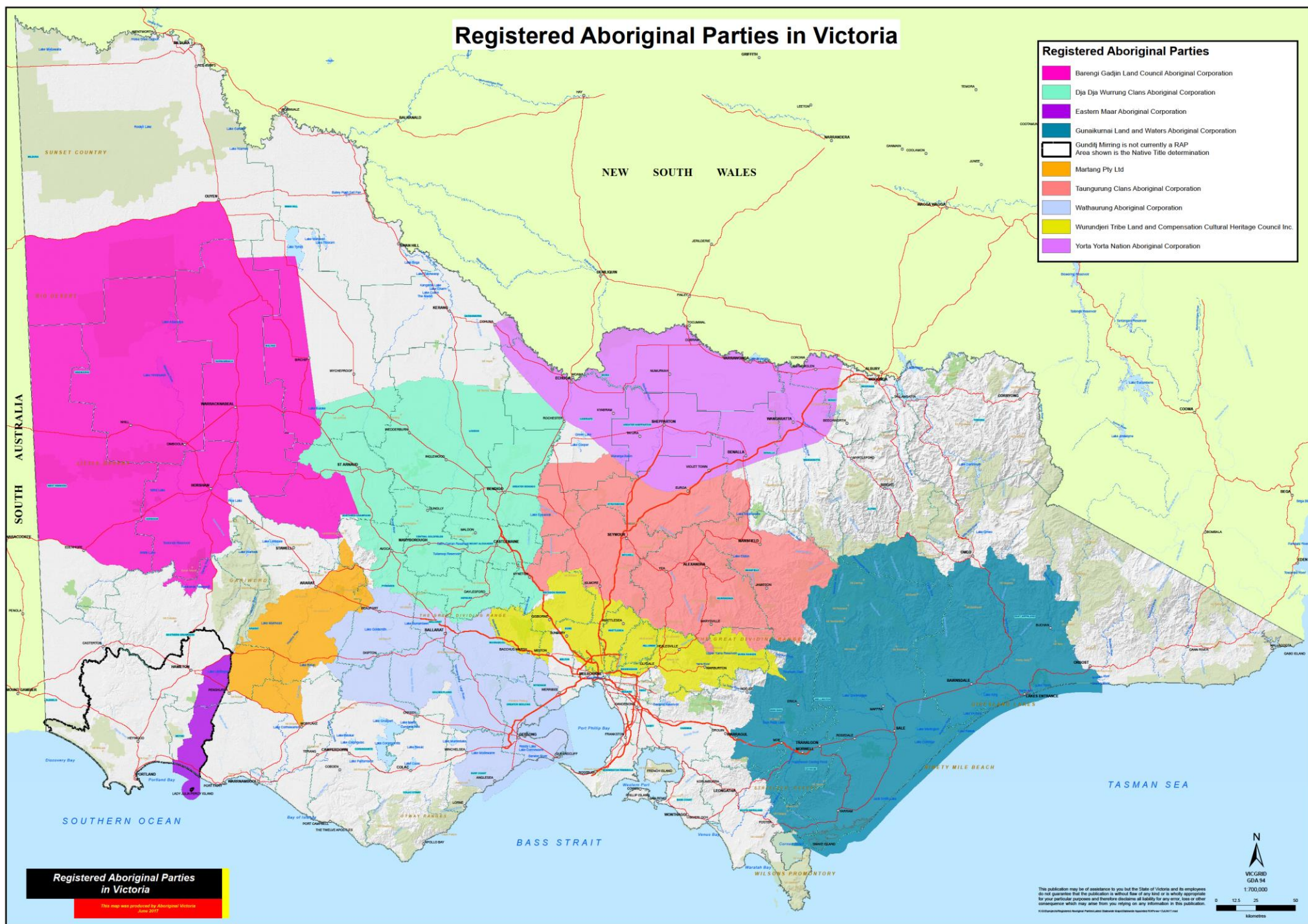
The applications shown on the map include:  
- registered applications (i.e. those that have complied with the registration test);  
- with the exception of the Commonwealth Coat of Arms and where otherwise noted, this map is provided under a Creative Commons Attribution 3.0 Australia license:  
<http://creativecommons.org/licenses/by/3.0/au/>



# Registered Aboriginal Parties in Victoria

## Registered Aboriginal Parties

- Barengi Gadjin Land Council Aboriginal Corporation
- Dja Dja Wurrung Clans Aboriginal Corporation
- Eastern Maar Aboriginal Corporation
- Gunaikurnai Land and Waters Aboriginal Corporation
- Gunditj Mirring is not currently a RAP
- Area shown is the Native Title determination
- Martang Pty Ltd
- Taungurung Clans Aboriginal Corporation
- Wathauring Aboriginal Corporation
- Wurundjeri Tribe Land and Compensation Cultural Heritage Council Inc.
- Yorta Yorta Nation Aboriginal Corporation



Registered Aboriginal Parties  
in Victoria

This map was produced by Aboriginal Victoria  
June 2017

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for your particular purposes and therefore disclaims all liability for any error, loss or other  
consequence which may arise from you relying on any information in this publication.

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kilometres





# VACCHO

## Member organisations

- Aboriginal Community Elders Services
- Bubup Wilam Aboriginal Early Learning Child and Family Centre
- Melbourne Aboriginal Youth, Sports and Recreation Co-operative
- Ngwala Wilumbong Co-operative
- Victorian Aboriginal Health Service
- Weenthunga Health Network Inc.



### Auspiced services

- 1 Central Gippsland Aboriginal Health Service
- 2 Koroit Aboriginal Community Centre
- 3 Swan Hill and District Aboriginal Co-operative

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# Budj Bim National Heritage Landscape

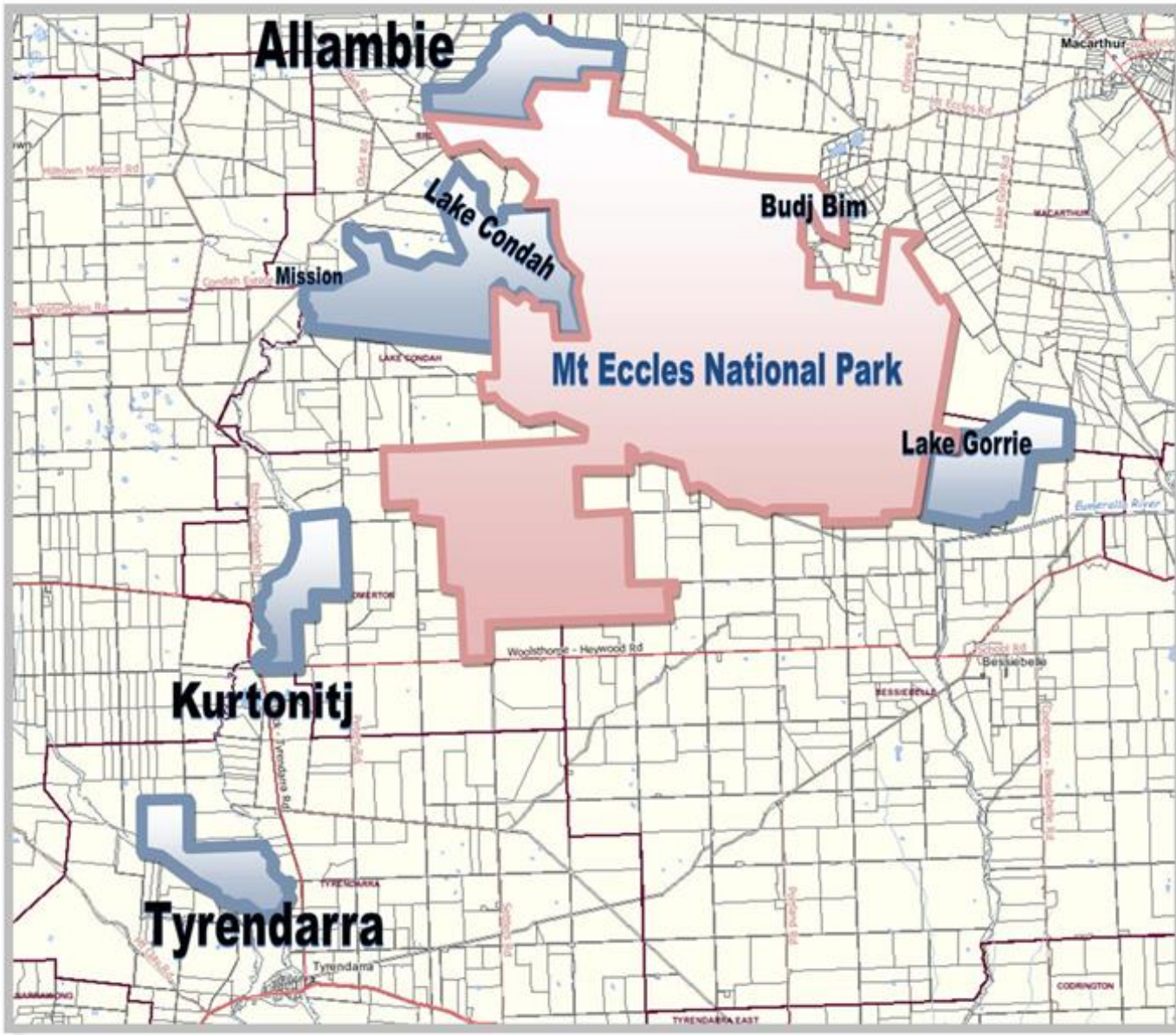




# Aboriginal Tourism on the Budj Bim National Heritage Landscape

## Development Timeline

- 1987: Lake Condah Mission site returned to Gunditjmara people.
- 2002: Lake Condah Sustainable Development Project established.
- 2004: National Heritage Listing declared for Budj Bim.
- 2005 – 2007: Ongoing land acquisition.



## Development Timeline *continued*

2007: Gunditjmara Native Title Consent Determination.

2008: Lake Condah returned to Gunditjmara people.

2010: Restoration of Lake Condah.

2012: Budj Bim Sustainable Development Partnership: World Heritage & Product Ready.

2014: Budj Bim Master Plan









## Development Timeline - *continued*

**2016:** \$8m Investment announcement by Victorian Government.

**2017:** Budj Bim Cultural Landscape announced onto Australian World Heritage Tentative List.

**2017:** Budj Bim Proper Naming Ceremony for Volcano with National Park naming to be concluded by end of 2017.



<b>Gunditj Mirring</b>		<b>Indigenous Land Corporation</b>	<b>Dhauwurd Wurrung Health Service</b>
	<b>Budj Bim Sustainable Development Partnership</b>	<b>Dept of Environment, Land, Water &amp; Population</b>	
<b>Tourism Victoria</b>	<b>Great South Coast</b>		<b>Winda-Mara</b>
<b>Indigenous Advancement Strategy</b>	<b>Worn Gunditj</b>	<b>Glenelg Aboriginal Partnership</b>	<b>Victorian Dept State Development, Business &amp; Innovation</b>
	<b>Regional Development Victoria</b>		
<b>Commonwealth Dept of Environment</b>		<b>Parks Victoria</b>	<b>Glenelg Aboriginal Partnership</b>
<b>Committee For Portland</b>	<b>Aboriginal Victoria Premier &amp; Cabinet</b>	<b>Great Ocean Road</b>	

Prepared for:



GUNDITJ MIRRING  
Traditional Owners  
Aboriginal Corporation

Prepared by:

Insight Communications  
PO Box 177  
Camperdown VIC 3260

& Street Ryan & Associates  
PO Box 842  
Gisborne VIC 3437

## Tours of the Budj Bim Landscape Feasibility Study

29 May 2013



Prepared for:



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Traditional Owners  
Aboriginal Corporation

Prepared by:

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and Street Ryan  
PO Box 842  
Gisborne VIC 3437

## Budj Bim Traditional Aquaculture Interpretation Centre



## Business Plan 2014-2019

22 August 2014



Prepared for:



GUNDITJ MIRRING  
Traditional Owners  
Aboriginal Corporation

Prepared by:

Insight Communications  
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& Street Ryan & Associates  
PO Box 842  
Gisborne VIC 3437

## Budj Bim Landscape Accommodation Feasibility Study

3 May 2013



Prepared for:



GUNDITJ MIRRING  
Traditional Owners  
Aboriginal Corporation

Prepared by:

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Camperdown VIC 3260

& Street Ryan & Associates  
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Gisborne VIC 3437

## Beef Production Business Plan

Interim concept for Budj Bim  
Landscape Property



May 2013





# Budj Bim Master Plan

*One of Australia's great national heritage landscapes, Budj Bim will be recognised nationally and internationally as a special place that offers unique and authentic visitor experiences of a living indigenous culture, a history and a landscape which does not exist anywhere else.*

27 March 2014

Prepared By  
Tract Consultants  
In Association With  
Urban Enterprise / Louise Thomas  
For  
Gunditj Mirring Traditional  
Owners Aboriginal Corporation





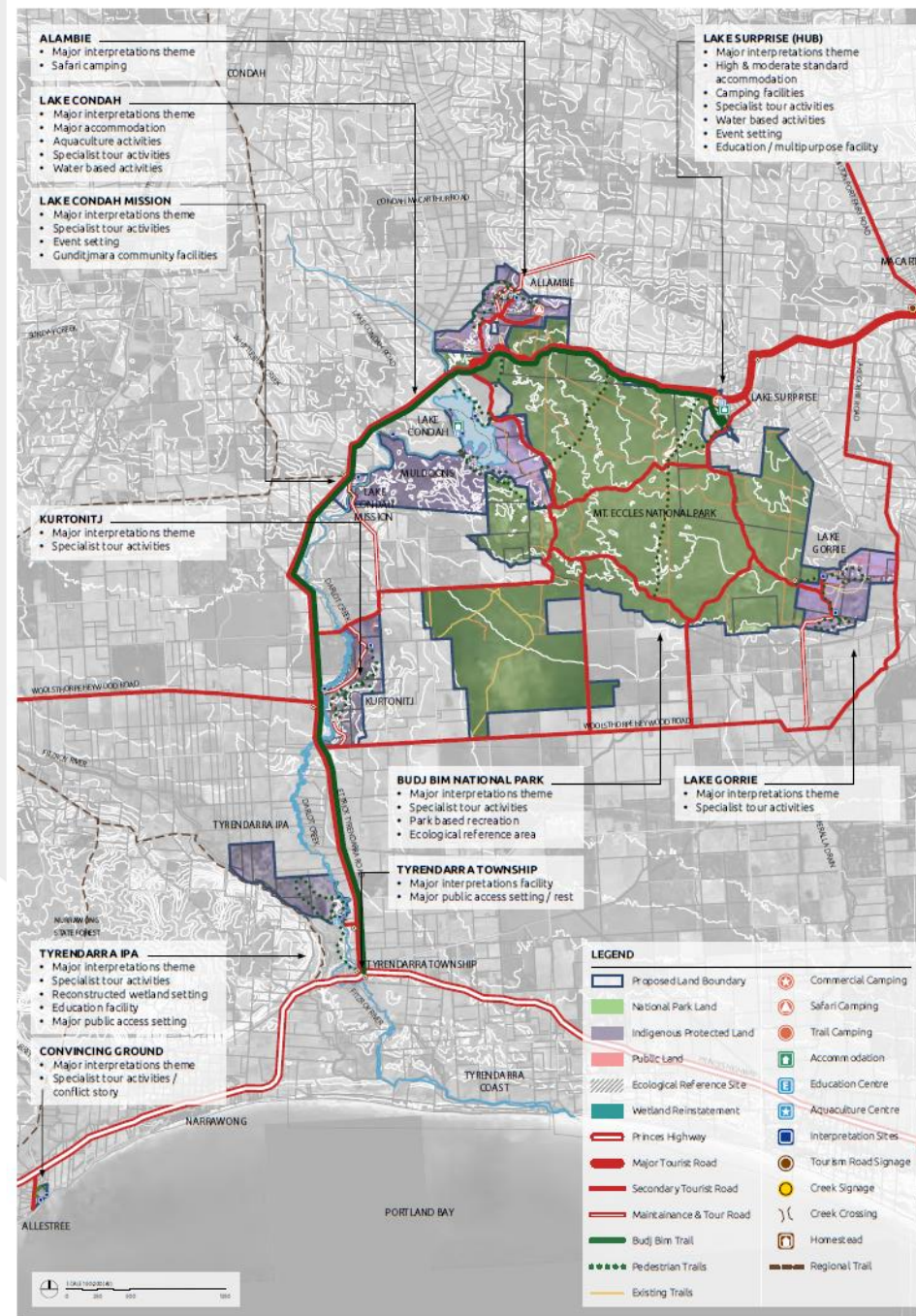


Figure 46 – Budj Bim Landscape (Short Term / existing land area)





**GUNDITJ MIRRORING**

Traditional Owners

Aboriginal Corporation

RNTBC

# Budj Bim Master Plan Implementation

Stage One: 5 years	Stage Two: 10 to 15 years	Stage Three: 10 to 25 years
<b>Restoration of vegetation and wildlife</b> <b>Upgrade of day use facilities</b> <b>Business consolidation and management</b>	<b>Upgrade camping facilities</b> <b>2 to 3 star self-contained accommodation.</b> <b>Property acquisition.</b>	<b>New, modern educational and interpretation centres including aquaculture centre.</b> <b>Budj Bim 'Coast to Crater' Trail.</b> <b>Completion of Budj Bim Tourist road.</b>
<b>Visitor Targets:</b> <b>30,000 to 56,000 pa</b>	<b>Visitor Targets:</b> <b>86,000 pa</b>	<b>Visitor Targets:</b> <b>153,000 to 167,000 pa</b>
<b>153 visitors per day</b>	<b>235 visitors per day</b>	<b>419 to 457 visitors per day</b>
<b>Required Investment:</b> <b>\$1.4m capital</b>	<b>Required Investment:</b> <b>\$7.2m capital</b>	<b>Required Investment:</b> <b>\$71.5m capital</b>



**BUDJ BIM  
MASTER PLAN  
STAGE ONE  
DESIGN WORKS**

**FINAL REPORT  
NOVEMBER 2015**

**COOPER SCAIFE ARCHITECTS | LOOKEAR  
MONO DESIGN | GIB WETTENHALL**





April 2016 – Minister Hutchins announcing  
Victorian Government's \$8m Budj Bim Investment





Questions?

# Contact Us

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