



REAL PARTNERSHIPS

“ENGAGING ABORIGINAL PEOPLE in CULTURAL TOURISM”

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W.A. Indigenous Arts Marketing and Exports

Dept of Industry and Resources

Why involve Aboriginal Cultural Experiences

- Good for Business
- Meets international tourist demand
- Provides diversity to landscape and resort holidays

Why do Aboriginal People need to be involved in tourism?

- Improved employment, health and social justice outcomes
- Participation in the 'real economy'
- Because we are good at it

STATISTICS

- Average life span for a Noongar man
- 49 years
- Average life span for a Noongar woman
- 51 years
- Average life span for a Wadjella from South Perth
- 82 years

INDIGENOUS DIMENSIONS OF SUSTAINABILITY

- Environment
 - Community
 - Economy
 - Cultural
 - Spiritual
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- Tourists want a cultural and spiritual experience
 - We want to live on Country, look after Country and Community and be able to live a healthy lifestyle
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- Perfect fit

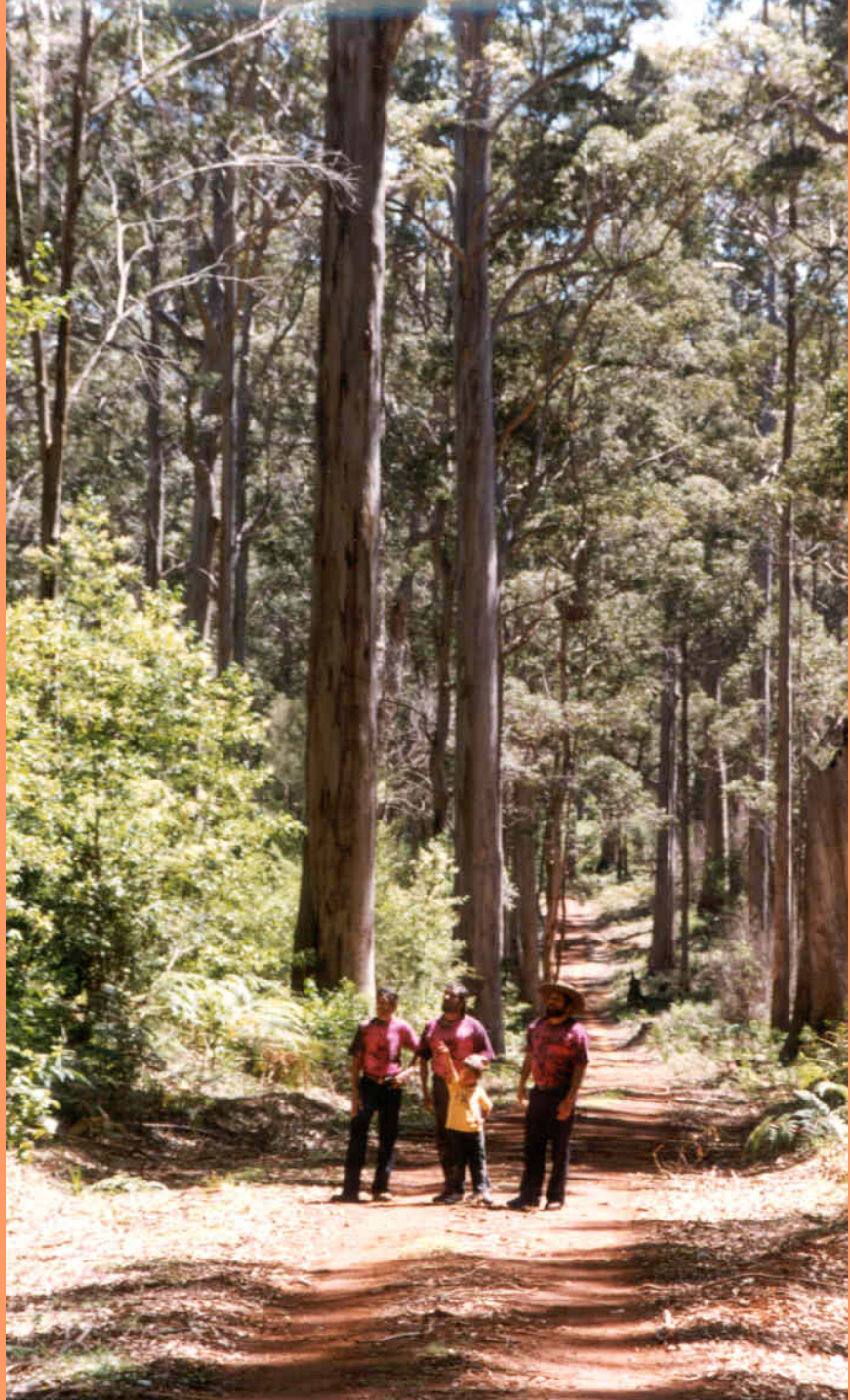
Seriously Making it Happen

- Regional Partnerships for on ground industry development
- Regional Development Commissions
- Aboriginal Corporations
- State and Federal Cooperation
ATSIIC, Austrade
- Export Market Development

Strong Leadership



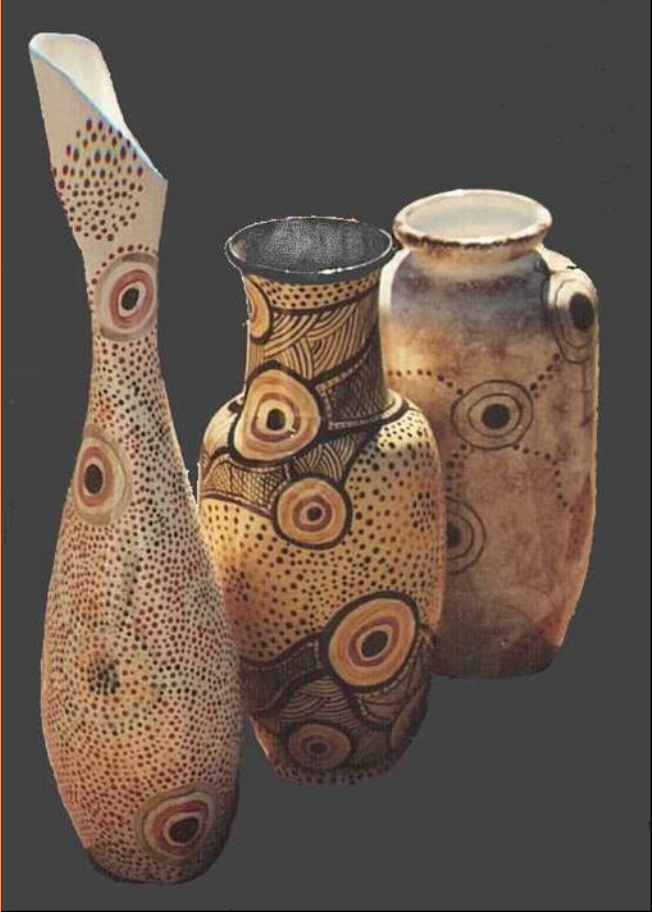




Commitment



Creativity



Cooperation













INDIGENOUS ART

\$300m per annum

WA <1%

QLD <2%

INDIGENOUS TOURISM

\$86m per annum

Measuring outcomes

- Art sales
- Income generation
- Reduction of domestic violence
- Reduction of substance abuse
- Increased school retention rates



WAITOC

