



Aboriginal Tourism Conceptual Exploration and Planning for NT Parks and Reserves

Program Guidelines





Program overview

Tourism and Events NT will provide up to \$80,000 (excluding GST) in consultancy services to Aboriginal individuals and majority Aboriginal-owned businesses and organisations to develop Aboriginal tourism experiences and tourism product across the 85 parks and reserves managed by the Parks and Wildlife Commission of the Northern Territory (NT Parks and Reserves).

This initiative aims to inspire, educate, identify and support Aboriginal tourism businesses, communities and individuals across the Northern Territory to develop their own tourism products and experiences. It focuses on supporting Aboriginal Territorians to explore tourism ideas and develop culturally appropriate, visitor-ready experiences.



Image: Akeyulerre Healing Centre at Emily Gap
Yeperenye/Emily and Jessie Gaps Nature Park
Front cover: Kings Canyon, Watarrka National Park

Eligible applicants

The Program will support Northern Territory based:

- Aboriginal individuals (may be required to provide confirmation or certificate of Aboriginality on request).
- Aboriginal businesses and organisations, which fit the following criteria:
 - › Be greater than 50% Aboriginal owned (may be required to provide one of any of the following) situated and operating in the NT
 - › Registered with the Office of the Registrar of Indigenous Corporation
 - › Northern Territory Indigenous Business Network certified member (maybe requested)
 - › Supply Nation registered or certified member
 - › Be legally constituted
 - › Be Australian registered
 - › If the applicant is an actively trading Aboriginal owned tourism business (as defined in the NT Aboriginal Tourism Strategy 2020–2030), the following criteria apply:
 - » Have a current Australian Tourism Data Warehouse (ATDW) listing or have applied for one at time of engaging with the Consultant (if appropriate)
 - » Be a member of a peak industry body, such as Tourism Central Australia, Tourism Top End or Hospitality NT or have applied for one at time of engaging with the Consultant (if appropriate).

Aboriginal individuals may be required to provide a letter of confirmation of Aboriginal heritage or certificate from the relevant (locality) incorporated Aboriginal association or land council. It must be stamped with the association's common seal.

An Aboriginal individual is defined as someone who: is of Australian Aboriginal descent; has previously and consistently in day to day life been known to be and/or identified as an Australian Aboriginal and is accepted as an Aboriginal in the community in which they live or have lived.

Eligible activities

Activities that support the exploration and planning of Aboriginal cultural tourism concepts to develop new and enhanced product and experiences within NT Parks and Reserves.

Ineligible Activities

- Requested activities that have commenced before the Aboriginal tourism client is approved by the Tourism & Events NT
- Activities that do not clearly demonstrate that an Aboriginal cultural experience or tourism experience and product are being developed or delivered
- Activities mostly for community use or where there is no clearly defined visitor benefit
- Administrative or running costs that are normally the responsibility of a business (e.g. rent, insurances, audit and finance costs etc) state or territory administrative or local council fees
- Marketing, advertising and product promotion activities
- Wages or salaries for an applicant's employees and professional services to support operational activities
- Activities where formal approvals for tourism product activation being secured is unknown or unclear
- Activities that have already received significant funding support from NT Government and are considered to not be competitive or sustainable
- Hospitality expenses exclude alcoholic beverages
- Individuals or group consultation sitting/engagement fees.



Consultancy service support activities

Stage 1: Face to face on-site (community or other suitable identified location) workshop delivery to workshop:

- A snapshot and understanding of the NT's tourism and Aboriginal tourism opportunities, sectors and markets
- The 'why' - vision, goals and values (guiding principles) for potential tourism business interests
- Understanding/clarification on business governance structures to support current and future tourism development support and activities.
- Explore and identify potential concepts to progress experiences product development with consideration of tour itineraries, workforce development and seasonal and operational activities.
- Explore initial Aboriginal cultural mapping to inform potential tourism opportunities with Indigenous Cultural Intellectual Property, building an Aboriginal tourism brand and visitor cultural protocol considerations.

Stage 2 – Action plan development

- Tailored and practical tourism business development action plan with short-term (3 to 6 months) and medium-term (6 months to 2 years)

Stage 3 – Action plan implementation support

- Up to a maximum 24 hours coaching for the action plan's implementation. Coaching to be completed by 15 April 2027.

Indicative dates

Closing date

12 March 2027, or sooner if the allocated funding pool is exhausted

Consideration of applications

As they are received

Service completion

By 15 April 2027

Note: this is an open non-competitive initiative and applications will be assessed as received.

Dates are indicative only and if funding is fully subscribed the initiative may close earlier.

A copy of these guidelines is available at www.tourismeventsnt.com.au/en/industryresources/grants-and-funding

Tourism and Events NT corporate website www.tourismandeventsnt.com.au is a valuable resource for accessing information to support applications, including tourism research and strategies.



Termite Mound,
Litchfield National Park

How to apply

Complete the application form and submit to aboriginal.tourismeventsnt@nt.gov.au

Please contact the Aboriginal tourism team on 08 8999 7420 or aboriginal.tourismeventsnt@nt.gov.au

*Applicants should note that details of approved application recipients will be advised publicly and recorded in the Department of Tourism and Hospitality corporate website and annual report.

This is a Strategic Indigenous Tourism Project supported by the Northern Territory Government and the Australian Government.