

Alice Springs Regional Outlook Conference

Growing successful Indigenous employment.

Perceptions of success for Indigenous businesses
A historical perspective on Indigenous tourism
Destination Development- The Red Centre Way

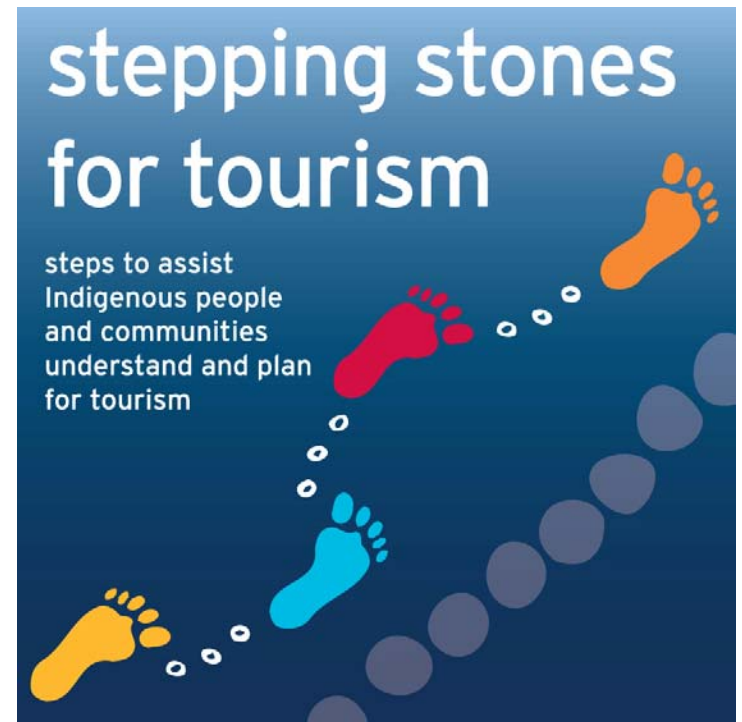
Oak Valley
Black Tank
RT Tours Australia
Bawaka Cultural Experiences
APT/Connections



Perceptions of success for Indigenous businesses

Financial outcomes
Training & employment
Looking after country

Financial profitability
Product delivery



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A historical perspective on Indigenous tourism

CDEP as a opportunity for new business

Indigenous Tourism Strategy

CLC guidelines for applications on Aboriginal Land

Indigenous Business Australia & DITR Business Mentor Program

NT Parks Joint Management

Private industry investment & joint ventures



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Destination Development- The Red Centre Way

Visitor flows between Uluru and Alice Springs

Community awareness of opportunities and timeframes

Identification of strategies to work with the tourism industry

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Oak Valley

Rebuilding a previous business

Tourism as part of a diverse economic enterprise

Working with NT Governments and IBA

Potential to attracting new & niche markets



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Black Tank

Interpretation of Native Cat and Corkwood dreaming sites

Aboriginal dot-painting workshops

Travel media for product development and marketing

Partnerships with transport companies



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RT Tours Australia

Growing an Indigenous business in an urban environment

Market placement and product refinement

Identifying inbound travel agents

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Bawaka Cultural Experiences

APT/Connections

Access to land, capital and guaranteed visitor numbers

Staff development strategies joint venture partners



Alice Springs Regional Outlook Conference Summary

A clear understanding of success

Understanding destination development

Effective use of government resources

Development of marketing strategies

Partnerships with mainstream operators

Diverse cultural tourism businesses

Opportunities and challenges of small business in remote areas

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share our story

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