

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio  
Budget Senate Estimates  
1 June 2010

**Question:** BR21  
**Topic:** Indigenous Tourism Activity  
**Proof Hansard Page:** E51

**Senator Macdonald asked:**

Senator IAN MACDONALD-I do not want to be parochial about this, but would it be correct to assume that most of the Indigenous tourism activity would be in the north of Australia?

Mr McEvoy-It is a national spread actually. Western Australia is very strong, as is Queensland and the Northern Territory. But the Koori heritage of Victoria is well represented, as are the Indigenous people of South Australia and New South Wales. There is even a Tasmanian presence. It is a national thing. But, to your point, North Queensland is very strong, as is the Northern Territory. And Western Australia as a state is very strong.

Senator IAN MACDONALD-If you have them now, or if you are about to get them, can you let me have any statistics you might have and any locations of what is being done and what it is that is being done in those locations. Senator Eggleston mentioned the movie Australia. I wonder if the movie One fine day has figured. It was a great movie.

Mr McEvoy-Isn't it great? Bran Nue Dae.

Senator IAN MACDONALD-Yes. Bran Nue Dae.

**Answer:**

Tourism Australia's Indigenous Product Manual lists 220 market or export ready Indigenous tourism products, art and cultural centres and festivals, events and performing arts. 31 per cent of the listings are located in the Northern Territory (NT), followed by Western Australia (28 per cent), Queensland (12 per cent), New South Wales (11 per cent), Victoria (eight per cent), South Australia (six per cent) and Tasmania (three per cent). This includes products which are either 'Indigenous owned and/or operated' or 'operated in conjunction with Indigenous tourism tour businesses to deliver an Indigenous experience'.

Not all Indigenous tourism businesses are listed in the manual, and there are currently over 300 Indigenous tourism businesses operating in Australia. The manual is available from the Indigenous tourism web portal – [www.indigenoustourism.australia.com](http://www.indigenoustourism.australia.com) .

Tourism Research Australia defines Indigenous tourism visitors as those visitors who participated in at least one of the following ten activities while travelling in Australia: Go on a tour with an Indigenous guide; Stay in Indigenous accommodation; Visit an Indigenous cultural centre; Visit an Indigenous gallery; Attend an Indigenous festival; See Indigenous dance or a theatre performance; See any Indigenous art, craft or cultural display; See an Indigenous site or Indigenous community; Purchase Indigenous art, craft or souvenirs; or Some other experience or interaction with Indigenous people.

Results from Tourism Research Australia's visitor surveys show that in 2009:

- Both domestic overnight and international Indigenous tourism visitors were much more likely to visit the NT (that is 15 per cent and 26 per cent) when compared to other visitors (one per cent and two per cent) during their trip.
- Domestic and international Indigenous tourism visitors were particularly more likely to visit regional areas of the NT (12 per cent and 24 per cent) than other visitors (one per cent and 0.4 per cent).
- Other states and territories commonly visited by Indigenous tourism visitors in 2009 were New South Wales (31 per cent and 66 per cent), Queensland (26 per cent and 58 per cent) and Victoria (17 per cent and 35 per cent).

On 6 July 2010 Tourism Research Australia released a report on the domestic Indigenous tourism market in Australia. This report provides an analysis of the domestic Indigenous tourism market in Australia, by presenting a profile for the domestic Indigenous tourism market and identifying five specific domestic Indigenous tourism visitor segments. A copy of the report is at **Attachment A**.