

Goal 1:

Promote recognition and respect for First Nations cultures, stories, connections to and ownership of, country while embracing and reflecting the diversity, aspirations and desires of First Nations peoples and communities.

Objectives	Actions
1.1 The tourism industry will recognise Traditional Owners and respect their connection to, and ownership of country, cultural protocols, traditional knowledge and intellectual property.	<p>A1.1.1 Increase compliance with cultural license and intellectual property with the establishment of First Nations Tourism operational guidelines for the tourism sector.</p> <p>A1.1.2 Develop a set of recommendations for the implementation of QLD protocols for Welcome to Country and Acknowledgement of Country to enhance coordination, collaboration and implementation of First Nations Protocols.</p> <p>A1.1.3 Review and revise existing intellectual property rights (IPR) systems to ensure they provide adequate recognition and protection of cultural products and expressions.</p> <p>A1.1.4 Develop a communication strategy to facilitate the effective and efficient dissemination of cultural collateral documents to all stakeholders.</p>
1.2 Traditional Owners are supported to develop tourism products and experiences as a vehicle to practice and revitalise cultural traditions and languages and derive economic benefits from their traditional lands.	<p>A1.2.1 Increase overall understanding of Native Title and associated leveraging opportunities by developing a set of guidelines and protocols to enable and guide the tourism industry to work more appropriately and effectively with Traditional owners.</p> <p>A1.2.2 Establish partnerships with industry and government to increase opportunities for Traditional Owners to deliver authentic tourism experiences that reflect First Nations cultures and traditions.</p> <p>A1.2.3 Utilise existing protection processes of First Nations heritage and the natural environment and identify and increase access to cultural practices undertaken in national parks to more effectively leverage First Nations resources and materials for tourism experiences.</p>
1.3 The opportunity for tourism to support Reconciliation is acknowledged and encouraged, particularly for those tourism operators working on country.	<p>A.1.3.1 Increase government/agency support for First Nations peoples through tourism business development programs.</p> <p>A1.2.2 Utilise technology to enable and support First Nations peoples to tell their stories and share the value of place to domestic and international visitors.</p> <p>A1.2.3 Develop First Nations tourism experiences to enrich the <u>visitor experience</u> by gaining a deeper understanding and connection to First Nations peoples.</p>

Goal 2:

Encourage the creation of mutually beneficial and strategic partnerships to grow the First Nations tourism sector.

Objectives**Actions**

2.1	First Nations tourism operators are supported to engage in strategic partnerships and joint ventures to facilitate the development of competitive and sustainable tourism enterprises.	A2.1.1 Expand strategic partnership with the corporate sector to enable access to business capital and sustainable support for First Nations tourism businesses.
		A2.1.2 Develop effective industry clusters by expanding external links and cross sector networks to ensure First Nations tourism businesses leverage the strengths of existing organisations in the tourism system and increase opportunities for co-management of First Nations tourism businesses.
		A2.1.3 Encourage B2B investment for the development of export ready product to strengthen the competitiveness of the Queensland First Nations tourism sector.
2.2	Government agencies provide sustainable support and reduce barriers to investment for First Nation business development.	A2.2.1 Increase coordination across the tourism sector by strengthening communication channels and collaboration opportunities between First Nation tourism businesses, government and agencies to facilitate more effective and efficient development of sustainable First Nations tourism businesses.
		A2.2.2 Strengthen the start-up economy by securing long-term and sustainable start-up funding support from government for the development of an accelerator program which promotes and supports First Nations tourism businesses and provides more access to business opportunities.
		A2.2.3 Create more opportunities for growth and development of First Nation tourism businesses by fostering a cooperative relationship between the private sector, government and the First Nations tourism sector to ensure entrepreneurial tourism ventures can leverage existing infrastructure and resources.
2.3	The tourism industry, particularly regional and local tourism associations, engage and support First Nations tourism operators and start-ups.	A2.3.1 Increase the number of First Nations' people employed by RTOs to increase First Nations representation at the local and regional level.
		A2.3.2 Expand First Nations regional tourism networks and develop mutually beneficial private/public partnerships with the broader tourism sectors.
		A2.3.3 Develop meaningful and effective long-term partnerships and/or joint ventures between regional and local government agencies and First Nations tourism businesses that will increase the provision of economic development programs, advocacy, leadership and representation.

Goal 3

Create an entity that gives voice to the First Nations tourism sector and provides advocacy and support

Objectives

Actions

3.1	<p>Recognising international best practice, a First Nations tourism body is established to drive the vision of First Nations tourism in Queensland, providing a coordinated voice for advocacy, leadership and representation.</p>	<p>A3.1.1 Strengthen the profile of First Nations tourism through the establishment of a peak body for Queensland First Nations Tourism which provides leadership, advocacy and First Nations representation for the sustainable development of authentic First Nations tourism experiences.</p> <p>A3.1.2 Adopt an evidence-based decision-making approach to the ongoing development of First Nations tourism to develop and deliver strategic priorities based on research and tourism market intelligence from multiple and informed sources.</p> <p>A3.1.3 Establish a First Nations Tourism Fund and identify capital investment opportunities for the First Nations tourism sector in order to continue to maximize the economic impact of First Nations tourism across Queensland.</p> <p>A3.1.4 Develop an industry-facing website (in coordination with a consumer-facing website)</p>
3.2	<p>First Nations tourism businesses collaborate on destination, business and product development with other First Nations tourism businesses and the broader tourism industry.</p>	<p>A3.2.1 Coordinate the implementation of the Action Plan and maintain ongoing industry and Indigenous community engagement across the state and across all interest groups.</p> <p>A3.2.2 Host an International Indigenous Tourism conference in Queensland to increase the profile of Queensland First Nations tourism and position Queensland globally, as a key destination for indigenous tourism experiences.</p> <p>A3.2.3 Build on the momentum generated by the 2018 Commonwealth Games and identify B2B opportunities for the co-creation and management of First Nations events across the state.</p> <p>A3.2.4 Increase First Nations representation on tourism boards and committees to ensure the adequate and appropriate inclusion of First Nations tourism in governments' development of policy, marketing, product development, leadership and partnerships.</p>

Goal 4

Develop business capability and capacity for First Nations tourism businesses to ensure the First Nations tourism sector is driven by a skilled workforce and engaged in quality employment that generates sustainable socio-economic outcomes for First Nations individuals and communities.

	Objectives	Actions
4.1	First Nations tourism businesses are supported to invest in education, training and skill development for their employees.	<p>A4.1.1 Investigate the efficacy and provision of existing education and training support to increase our understanding of the extent to which additional education and training support will required for First Nations tourism businesses.</p> <p>A4.1.2 Develop a Business Capability and Self-Assessment toolkit for businesses in various stages of planning and development to facilitate upskilling the workforce.</p> <p>A4.1.3 Develop micro credentials in First Nations tourism management to increase knowledge of and experience in the tourism industry.</p> <p>A4.1.4 Assist Indigenous businesses to grow and effectively integrate into the tourism supply chain (5.3) through:</p> <ul style="list-style-type: none"> • Align existing government programs (e.g. IIEP). • Align QTIC resources and programs (e.g. capacity building program and governance course) • Develop and promote entry level tourism resources for Indigenous participants (QTIC).
4.2	Continue to grow the number of Aboriginal and Torres Strait Islanders employed in the sector, particularly in quality employment that can lead to successful careers in the tourism sector.	<p>A4.2.1 Work with the industry, government and education providers to strengthen pathways from education into employment in the tourism sector.</p> <p>A4.2.2 Foster and support the development of strong industry leaders to champion First Nations tourism sector through the development of a First Nations Tourism Leadership Program.</p> <p>A4.2.3 Re-focus previous QTIC Indigenous Champions Employment activities with an intent to promote careers and job opportunities through attraction, recruitment and retention of Indigenous staff:</p> <ul style="list-style-type: none"> • Indigenous tourism expos in multiple locations • Align DESBT programs and incentives • Structure campaign for at least 100 new Indigenous jobs in the YOIT • Run a campaign to see who will sign up and what was achieved <p>A4.2.4 Investigate the benefits of developing an Indigenous community focused program for capacity building (pilot).</p>
4.3	Entrepreneurship and innovation within First Nations tourism businesses is supported and encouraged.	<p>A4.3.1 Work with the producers of major festivals and events to leverage entrepreneurial opportunities with First Nations tourism.</p> <p>A4.3.2 Provide opportunities to increase First Nations peoples' enterprise development by developing a First Nations Tourism Entrepreneurship series.</p>

		A4.3.3 Increase the provision of professional development including training, education and conferences, industry research, trends, best practices and market expectations.
4.4	First Nations businesses are supported through business development and mentoring, with access to current research, best practice and market trends to support sound business decisions.	<p>A4.4.1 Establish a three-level mentor program to provide mentoring opportunities to First Nations tourism businesses at various stages of development.</p> <p>A4.4.2 Develop targeted famils for entry level business operators to work with experienced First Nations operators with the vision of encouraging professionalism and the development of market ready products.</p> <p>A4.4.3 Unlock entrepreneurial capacity by developing a training and education program on the value of and need for evidence-based decision making to ensure First Nations businesses have the skills and knowledge to convert ideas into effective and efficient operations.</p> <p>A4.4.4 Establish a program of ongoing market research and analysis to monitor market trends, best practice, market expectations.</p>

Goal 5

Develop and deliver authentic, quality First Nations products which are export-ready and meet market demand

Objectives

Actions

5.1	Increase levels of positive awareness of, and respect for, First Nations cultures and languages, to facilitate increased awareness within the domestic market.	A5.1.1 Increase investment in digital & social media infrastructure and distribution to effectively communicate authentic stories of First Nations peoples, businesses and experiences through content, video and photography.
		A5.1.2 Grow the diversity and number of market-ready product offerings by utilising Queensland's natural assets and resources, together with First Nations cultural heritage and strengthen Queensland unique point of differentiation in the marketplace.
		A5.1.3 Establish a product development strategy for developing a suite of First Nations tourism products with the provision for seed funding and early stage development of products including Edu-tourism and Festivals and events.
5.2	First Nations tourism adopts a more prominent position within the destination marketing narrative to increase top-of-mind awareness for international and domestic visitors.	A5.2.1 Develop a First Nations Best Practice guide to ensure quality and consistency and authenticity in tourism product offerings.
		A5.2.2 Utilise language in all tourism marketing collateral. Increase the utilisation of First Nations' images in mainstream tourism marketing collateral
		A5.2.3 Increase the presence and preparedness of First Nations tourism businesses at international trade shows to expand the numbers of First Nations tourism experiences offered for sale in international distribution channels.
5.3	Support tourism marketing agencies in the marketing and positioning of First Nations tourism experiences and the development of target priority markets.	A5.3.1 Exploit the increasing interest of travel trade and tour operators in Queensland First Nations tourism experiences and lift the sector's profile in the marketplace by cooperate in marketing programs in targeted domestic and international markets.
		A5.3.2 Produce, <i>The Official Guide to Queensland First Nations Tourism</i> booklet available to tourists at Brisbane, Cairns and Gold Coast Airports (domestic and international), as well as information centres throughout the State.
		A5.3.3 Maintain a profile of the First Nations tourism industry in Queensland and Australia to facilitate a clear and current understanding and awareness of First Nations tourism industry trends and provide capacity to identify opportunities and challenges associated with these trends in order to determine the future direction and needs of Queensland First Nations tourism.

Goal 6

Position and promote unique, viable, world-class First Nations experiences as a must-do experience while visiting Queensland.

Objectives

Actions

6.1	Develop quality, export-ready products that are authentic, unique and engaging experiences for visitors that are guided by and involve First Nations people in the development and delivery of the experience.	A6.1.1 Develop a marketing strategy to target and attract a diverse range of markets and high-value segments to ensure QLD First Nations tourism is resilient to external and internal shocks.
		A6.1.2 Establish clear regional brand propositions through Destination Management planning and leverage, as a unique selling point, that Queensland is the only State that is home to both Aboriginal and Torres Strait Islander cultures.
		A6.1.3 Develop a Queensland First Nations Tourism <i>What's On</i> website to leverage the growing demand for Indigenous Art, products and merchandise by increasing visibility to events and experiences that are unique to Queensland First Nations tourism and attractive to potential tourists.
6.2	Understand consumer demand trends and develop innovative and differentiated products that address gaps in the broader tourism supply chain.	A6.2.1 Expand the development and distribution of marketing collateral to promote the unique cultures of Queensland First Nations
		A6.2.2 Develop niche marketing campaigns for unique and differentiated First Nations experiences to capitalise on Queensland's natural competitive advantages.
		A6.2.3 Support First Nations tourism forums that facilitate engagement between First Nations tourism operators and market distribution channels.
6.3	The tourism industry understands and practices cultural protocols and supports First Nations suppliers in delivering authentic products to the market.	A6.3.1 Develop face to face and on-line cultural training resources targeting stakeholders in mainstream tourism to increase cultural awareness and cultural safety throughout the tourism system.
		A6.3.2 Develop compliance systems to ensure authentic product development.
		A6.3.3 Partner with airports and entry points to develop a communications strategy that acknowledges the traditional custodians of the land and increases the profile of First Nations to visitors to Queensland.