NSW Aboriginal Tourism Operators Council
WHO ARE NATOC?

- Established 2014
- 7 Board of Directors – all individual Aboriginal owned Tourism operators
- Incorporated Body – ORIC
- Peak Aboriginal Tourism industry voice
VALUES

Guiding Principles

Integrity

Collaborative Approach

Authentic Experience

Respect for Culture

Inclusive

Flexibility in Support
OUR VISION

NSW Aboriginal Tourism Operators working together to identify opportunities to grow business
OUR VALUES

• **Respect for Culture**

• Ensure the balance is always maintained between culture and business

• Nurture culture in the NSW Tourism Industry
OUR GOALS

• Increase Business and Market Awareness

• Assist NSW Aboriginal Tourism Operators to market their experiences both in Australia and globally through collaboration and partnerships

• Support the development of emerging and existing Aboriginal Tourism Operators to ensure that sustainable, vibrant and authentic experiences are developed in NSW.
NATOC MEMBER CATEGORIES

- Stars
- Rising Stars
- Shooting Stars
- Partners
STARS

- **Star Members** must be an Aboriginal person or an entity of which at least 51% of its members are Aboriginal persons that is conducting an endorsed tourism operator business within New South Wales and offers an experience which is delivered by an Aboriginal person. A Star Member must be endorsed as an export ready entity.

- Dreamtime Southern X
- Ngaran Ngaran Culture Awareness
- Sandune Adventures
- Wajaana Yaam Gumbaynggirr Adventures
- Bundyi Aboriginal Cultural Knowledge
- UNKYA Cultural Tours
STAR- BENEFITS

• Access to partner members to market tours, services & develop partnership opportunities
• Invitation to provide mentoring services to Rising Star members
• Participation in NATOC workshops
• NATOC Newsletter
RISING STARS

- **Rising Star Members** must be an Aboriginal person or an entity of which at least 51% of its members are Aboriginal persons that operate or desire to operate a tourism operator business within New South Wales and offer an experience which is delivered by an Aboriginal person. They are emerging businesses that can be supported by mentoring.

- **Tribal Warrior Association**
- **Darkinjung Local Aboriginal Land Council**
- **Bourke Indigenous Tours**
- **First Lesson Cultural Tours**
- **Alpine River Adventures**
- **Rideline Adventures**
RISING STAR- BENEFITS

• Access to tailored mentoring, development & networking programs
• Free/discounted tours with Stars
• Participation in NATOC workshops
• NATOC Newsletter
SHOOTING STARS

• **Shooting Star Members** must be an Aboriginal person or an entity of which at least 51% of its members are Aboriginal persons and either operate an Aboriginal food, arts, crafts, performance and/or entertainment business in NSW that is not a tour operator or operate or desire to operate a tour operator business or supply tourism support services, but not meet the eligibility criteria for Star Members or Rising Star Members.

• **Wupa Arts Trail**

• **Firsthand Solutions - Blak Markets**

• **Redfern Then and Now**
SHOOTING STAR- BENEFITS

• Access to members to market products
• Development & networking programs
• Participation in NATOC workshops
• NATOC Newsletter
PARTNERS

• **Partnership Members** are Industry leaders committed to the ongoing development of Aboriginal tourism in NSW that commit funding to have their brand associated with supporting NSW Aboriginal tourism industry and the efforts of NATOC to achieve the best outcomes for NSW Aboriginal tourism potential.

• **ACCOR, Rezdy & Forrest Corporation NSW**
PARTNER – BENEFITS

• Meet RAP actions
• Discounted tours for clients & employees
• Discounted Cultural Awareness programs
• Invite to NATOC Workshops
• NATOC - Newsletter
USEFUL RESOURCES

New South Wales Aboriginal Tourism Toolkit

Aboriginal Tourism Action Plan 2017-2020
PHASE 1 – ESTABLISHMENT AND COMMUNICATION - 2016-2017

• Establishment and registration

• NATOC- Board of Directors confirmed

• Assisted DNSW to expand the NSW Aboriginal Tourism Workshop Program

• Meeting and presentation with NSW Tourism Minister Adam Marchell

• Assist and consultation with DNSW Aboriginal Tourism Toolkit

• NATOC Official Launch - Sydney November 2017
PHASE 2 - ESTABLISH NATOC AS THE PEAK BODY FOR ABORIGINAL TOURISM OPERATORS IN NSW  2018-2019

• Implement and establish a program of regular networking meetings with external stakeholders to update them on NATOC and secure ongoing support
• Implement and establish a program of attendance by NATOC representatives at industry conferences and trade shows in order to establish ongoing supportive partnerships
• Work with DNSW, Destination Networks and conference organisers to have NATOC products as part of conference programs and major events
PHASE 3 - SUPPORT DEVELOPMENT OF EXISTING AND EMERGING ABORIGINAL TOURISM OPERATORS TO ENSURE VIABLE, VIBRANT AND AUTHENTIC EXPERIENCES ARE DEVELOPED IN NSW – 2019-2020

• Improve the professionalism and marketing and sales success of NSW Aboriginal tourism operators

• Develop marketing material showcasing NATOC members for distribution to tourism networks and operators. E.g. Accommodation, airports, main stream operators, industry bodies

• Increase the number of “Export Ready and “commissionable” Aboriginal tourism products and services in NSW
TOURISM AUSTRALIA
DISCOVER ABORIGINAL EXPERIENCES

• Sand Dune Adventures – Worimi LALC
• Dreamtime Southern X
• Ngaran Ngaran Culture Awareness
NSW Aboriginal Cultural Tourism Workshops

2018-19

Hunter Valley - 9-10 November - Wupa Arts Tail 10 Year Anniversary

Shellharbour – 4-5 December - Indigenous Bush Tucker modern experiences

Orange – 11-12 December- Introduction to Aboriginal Tourism

Coffs Harbour – 13-14 March – Working in partnerships across sectors and community

Jindabyne- 1-3 April – Developing extended tours in wilderness regions

Wagga Wagga – 7-8 May – Dispersing regionally and diverse Cultural tourism

Dubbo- 29-30 May – Introduction to tourism, ATAP and NATOC

Moree- 3-4 June – Introduction to tourism, ATAP and NATOC

Broken Hill – 17-21 June - Developing extended tours in remote destinations
2020-21 ACTIONS

• DELIVER 7 NSW ABORIGINAL TOURISM DEVELOPMENT WORKSHOPS ACROSS NSW
• LAUNCH NATOC WEBSITE
• SIGN OUR FIRST MAJOR PARTNER
• SEND OUT OUR MEMBERSHIP FORMS
• 6 NSW ABORIGINAL TOURISM OPERATORS TO ATTEND ATE20 – MELBOURNE
• PRESENT AT WORLD INDIGENOUS TOURISM SUMMIT NOVEMBER 2-5 – PERTH
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