

INDIGENOUS TOURISM PROFILE

TRC

TOURISM
RECREATION
CONSERVATION

TRC Tourism is a leading consulting company whose services include tourism planning, market assessment, business advice, business planning and feasibility assessment, product development and capacity building for indigenous and other communities.

We strive to enhance peoples' lives and the places they live through tourism that recognises the values of people and place and that is economically, socially and environmentally sustainable. We work in destination and visitor experience planning, master planning, experience development and business planning/feasibility assessment across Australia and NZ.

Our company has also worked with a wide range of Indigenous businesses in New Zealand, the Pacific and Asia. Drawing on this experience, we bring a wide appreciation of global market demand, competition and trends in Indigenous tourism products. TRC uses our Building Tourism Business principles to work closely with communities in a way which respects their culture and aspirations and assists them to build their tourism knowledge and business capacity.

We also bring extensive knowledge of the wider tourism context, which is essential for developing tourism products with Indigenous communities that are feasible and well-positioned in the tourism marketplace. We regularly work on plans for the spectrum of tourism experiences from local areas to regional and state tourism. Our extensive contacts in the tourism industry and among Indigenous communities assists networking and leveraging partnership and investment opportunities.



OUR APPROACH

The guiding principles behind the Building Tourism Business approach and the main steps we use are summarised below.

Close 2-way face-to-face communication

We aim to sit down with people in their communities and on country to discuss and reach agreement on important matters throughout a project.

Assist with funding, investment and partnerships

Assistance to start-up a business and establish over the first few years can be critical to business success. We assist new businesses to find funding, potential partners and investment sources

Provide sound tourism advice and business planning

Our advice is based on an extensive knowledge of tourism markets and trends and what makes a successful tourism product in today's competitive tourism environment.

Provide training and mentoring that is meaningful and appropriate

We provide training that works for the particular people involved. Where possible we use on-site, hands-on training or mentoring, existing training programs and nearby training providers. We use familiarisation visits to other tourism enterprises.

Assist people to develop a business that suits their situation

We work with Indigenous people to develop their Vision for the tourism business; understand what they want and don't want from tourism; decide who should be involved in the business; and what commitments in time and people work for them.

Provide guidance on what tourism means

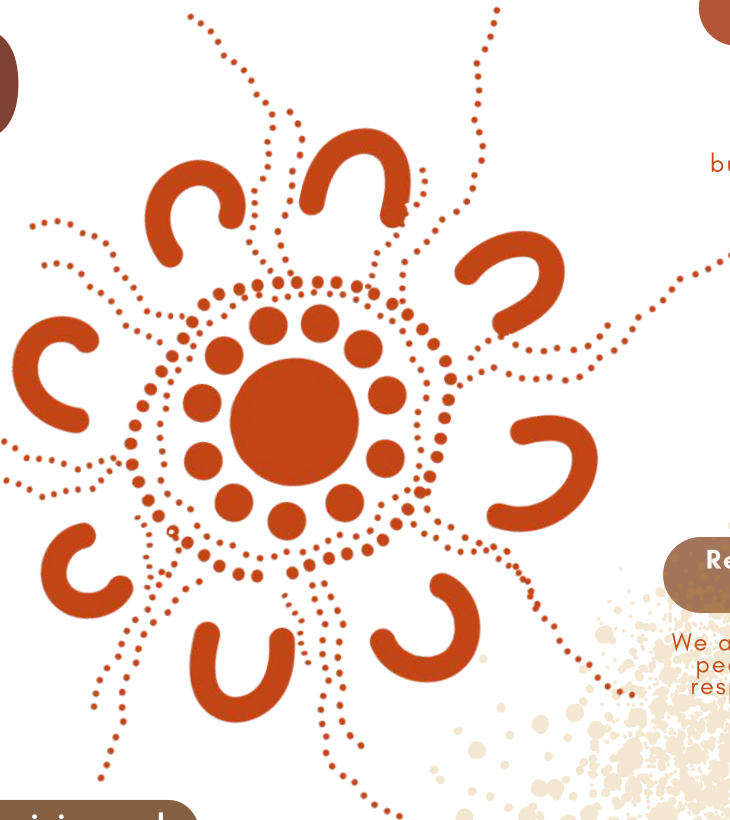
We work with Indigenous people so there is full understanding of what is needed for a successful business and how it might be accomplished - training, infrastructure, resources, potential partnerships.

Respect culture and knowledge

We aim to work with the right people for country and to respect cultural protocols.

Act as facilitators and advisors

We provide assistance so that the relevant Indigenous people can make the decisions about business planning and development. We aim for our clients to be confident in running the business by the end of the project and provide or facilitate skills development and learning through the project.



WHY TOURISM



WHAT TRC CAN OFFER YOU

- Product and experience development
- Storytelling workshops
- Joint Management Plans
- Feasibility studies
- Strategic planning
- Tourism capacity building
- Regional Indigenous Tourism Plans
- Community Action Plans
- Site Specific Planning
- Interpretation Planning
- Prospectus Writing
- Business Cases and grant writing services

SNAPSHOT OF PREVIOUS PROJECTS



CULTURAL TOURISM GUIDE FOR KIMBERLEY LAND COUNCIL

TRC was contracted by the Kimberley Land Council to develop Cultural Tourism Guidelines for Aboriginal people in Western Australia's Kimberley region, interested in developing or growing cultural tourism businesses.



KALUMBURU TOURISM PRODUCT DEVELOPMENT

TRC were engaged to visit Kalumburu and meet with the local Aboriginal community, facilitate discussions and review the range of tourism projects including trails/cultural tours they were considering and assist in determining feasibility, priorities and actions required to progress them.



Together with the community, TRC developed a short-term Community Tourism Action Plan to enhance and develop tourism experiences and new businesses in the region. The Action Plan resulted in a second phase of work in Kalumburu, with TRC developing marketing materials and providing ongoing mentoring, business planning and training to local community members throughout 2019 to realise their tourism aspirations



RED CENTRE ADVENTURE RIDE TRACK DESIGN

After the Red Centre Adventure Ride concept developed by TRC successfully received \$12 million in funding for trail and associated infrastructure construction from the Northern Territory Government, TRC was once again engaged to undertake the next phase - planning and designing the track - readying it for expert trail builders to bring the ride to life.



This project team was coordinated by TRC, with Coffey as project directors out of Darwin providing local liaison and strategic guidance. TRC consultants assessed and marked out the alignment for the track on foot and by helicopter. We also trained local Indigenous team members as part of the design project.



INDIGENOUS TOURISM CHAMPIONS PROGRAM

The Indigenous Tourism Champions Program, run by Indigenous Business Australia and Tourism Australia, assists Indigenous tourism businesses to build business skills, increase knowledge, and develop and market a product to be competitive in the domestic and international markets. TRC worked closely with the operators on the technicalities of business planning, business management, product development, market positioning and ways to improve their products on the ground.



WUNAMBAL GAAMBERA COUNTRY VISITOR DEMAND STUDY

Tourism, land management and maintaining culture provide critical opportunities for Wunambal Gaambera people to live, work and care for their country. TRC was engaged to undertake a study to assess the visitor demand for Wunambal Gaambera experiences in 2021. Data was analysed across WA and nationally, consultation was undertaken with tour operators, local businesses and regional tourism organisations and a public survey was undertaken to assess demand and visitor expectations for a Wunambal Gaambera experience.



CAMPING WITH CUSTODIANS

TRC worked with PMJ Tourism Solutions to identify sites for campgrounds on Aboriginal land that would fill gaps in road journeys and potentially provide visitors with a connection to Aboriginal communities through Aboriginal experiences. The project would help develop camping grounds that met visitor market needs, were legally compliant and had potential to provide benefits to the relevant Aboriginal community. Action Plans and Business Plans were developed to bring products to market. Imintji Campground was the first site to be completed and started welcoming visitors in 2016, while the Jarlarloo Riwi Mimbi Campground opened in 2017. Tourism WA extended the project to the Pilbara, with a camp ground at Peedamulla Station, which opened in 2018. Land assembly work is currently underway at Violet Valley and this will be the third of the Camping with Custodians developments in the Kimberley.



WANDJINA TOURS BUSINESS ADVICE

TRC provided advice to Wandjina Tours to deal with the logistics of operating in a remote location, build staff skills, create a reliable workforce and gradually expand its operations. We also assisted the business to expand its multi-day tour offer by gaining government funding for new cyclone proof accommodation and dining facilities and the upgrade and expansion of site infrastructure.

