

South East Queensland Indigenous Tourism Initiative

Phase 1 – *Setting the Scene*

Preparatory Workshop for Traditional Owners

21st June 2017

UQ Business School Executive Education Venue, 345 Queen Street Brisbane

Acknowledging that Traditional Owners across SE QLD are at different stages in terms of their engagement in tourism, the workshop will have 3 key themes:

1. **Principles:** In a pan-group setting, establishing the principles and protocols that should educate guide, and potentially govern the tourism industry operating on country.
2. **The Industry and its mechanics:** Introduction to the tourism industry through a range of presentations, case studies, and discussions on tourism figures, the tourism system, demand for Indigenous tourism in Australia, and the opportunities and challenges associated with tourism.
3. **Way forward and legacy:** Discussing and deciding on the potential merits and themes of a targeted Indigenous Tourism Summit, and the establishment of an Association.

Detailed information (speaker profiles, organisations represented on the Committee, etc) will be provided to participants via Information Packs, and also via a login area of the QSNTS website.

Program

Time	Topic	Whom
8:30 – 9:00	Arrive and mingle	
9:00 - 9:15	Welcome and setting the scene <ul style="list-style-type: none"> - <i>Welcome to Country</i> - <i>Acknowledgement of workshop sponsors (IBA and UQ).</i> - <i>Background and objectives of the initiative and the Committee.</i> - <i>Introduction of workshop participants.</i> 	Kevin Smith & David Hudson
9:15 – 9:30	Tourism figures and projections <ul style="list-style-type: none"> - <i>An overview of domestic and international tourism figures in the region and the range of tourism related operators involved (tours, hotels, theme parks, booking agents, airlines, etc).</i> - <i>Major investments and events in play relating to Tourism.</i> 	Lisa Ruhanen/ Michelle Whitford
9:30 – 10:00	On the way and still learning The Quandamooka story:	Val Cooms & Cameron Costello

	<ul style="list-style-type: none"> - <i>Why tourism for the Quandamooka people and country and what has it delivered? What has it not delivered yet?</i> - <i>The opportunities and lessons learnt.</i> - <i>QYAC's views on how this initiative can benefit groups and tourism enterprise.</i> 	
10:00 – 11:30	<p>The driving principles held by Traditional Owner for Tourism occurring on country</p> <ul style="list-style-type: none"> - <i>A facilitated discussion to capture the cultural awareness and economic engagement principles TOs wish to see the Tourism industry practicing.</i> <p><u>10:35: Mid session morning tea for 15 minutes</u></p> <ul style="list-style-type: none"> - <i>Exercise: Each table / group list the top five actions or milestone they would like to see achieved that would help embed the principles within the tourism industry.</i> - <i>Presentation by each table.</i> 	David Hudson
11:30 – 11:50	<p>The business of tourism</p> <ul style="list-style-type: none"> - <i>The tourism system and structure of the tourism industry in Australia including: distribution, marketing, public sector structure and agencies.</i> - <i>Key issues in the 'business of tourism' including employment, partnerships, business planning, product development, market research and positioning</i> 	Lisa Ruhanen/ Michelle Whitford
11:50 – 12:15	<p>Collaboration (private sector)</p> <p>The Mirrabooka - Riverlife story:</p> <ul style="list-style-type: none"> - <i>The Mirrabooka story so far.</i> - <i>How collaboration between Indigenous tourism and mainstream tourism can work.</i> - <i>Outcomes, lessons learnt, and looking to the future</i> 	Eddie Ruska & Shannon Ruska
12:15 – 1:00	Lunch	
1:00 – 1:25	<p>Collaboration (government)</p> <p>The Mossman story:</p> <ul style="list-style-type: none"> - <i>How/why Mossman created their business?</i> - <i>Why a partnership with ILC?</i> - <i>What has tourism delivered to the community?</i> - <i>The opportunities and lessons learnt</i> 	Emma Pethybridge & Rachael Hodges
1:25 – 1:50	<p>Collaboration (private and government combinations)</p> <p>The Dreamworld Corroboree story</p> <ul style="list-style-type: none"> - <i>Turning the seed of an idea into a major attraction.</i> - <i>Bringing together the mob, a major theme park, and government.</i> - <i>Lessons learnt and where to from here with Dreamworld and the Commonwealth Games?</i> 	Rory O'Connor

1:50 – 2:40	Group Tourism SWOT analysis Each table representing a TO group. <ul style="list-style-type: none"> - <i>What are the strengths, weaknesses, opportunities and threats that are currently present for the group in relation to the existence of tourism on country, and the development of your own tourism enterprise?</i> - <i>2:15: five minute presentation from each group.</i> 	David Hudson
2:40 – 3:20	The role of an Association WAITOC <ul style="list-style-type: none"> - <i>Why WAITOC was established?</i> - <i>How has WAITOC helped Indigenous tourism in WA grow?</i> - <i>What's worked and not worked?</i> - <i>What lessons could QLD learn from the WA experience?</i> 	Robert Taylor
3:20 – 3:40	Afternoon tea	
3:40 – 4:15	For and about Traditional Owners Panel discussion - TO representatives <ul style="list-style-type: none"> - <i>Are we interested in participating in and having an impact on tourism?</i> - <i>What are the challenges and barriers we face?</i> - <i>Would a Summit be worthwhile and if so what would it look like?</i> - <i>Would an Association be worthwhile and if so what would it look like?</i> 	David Hudson
4:15 – 4:45	The way forward and next steps <ul style="list-style-type: none"> - <i>A facilitated discussion to map out steps to be undertaken post workshop, the role that the groups want the Coordinating Committee to continue playing, and continued engagement with the groups in the process.</i> 	David Hudson
4:45 – 5:00	Closing remarks	Kevin Smith
5.00	Workshop close Post workshop networking	