



9 November 2021

GREETINGS



In the spirit of reconciliation, Tourism Australia acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders, past, present and emerging.

WELCOME TO THE FIRST EDITION

Welcome to our inaugural Discover Aboriginal Experiences distribution partner newsletter which aims to provide you with educational, engaging and most importantly, inspiring content on Australia's Aboriginal cultural

experiences. Importantly it is about keeping you updated and delivering relevant content and experiences to assist you in pitching our diverse range of over 185 experiences in the collective.

Our first issue is a bit longer than we planned but being our first we had lots to share! We anticipate 3-4 issues per year, so we won't be flooding your inbox. In the next issue we will have exciting news on new members and experiences for 2022. If you think your colleagues would like to receive this communication, please encourage them to subscribe [here](#).

We welcome feedback on the newsletter and any ideas that you would like to hear about.

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EXPERIENCES UPDATE



Ngurrangga Tours, WA

[Ngurrangga Tours](#) has two new experiences this year:

[4WD Tag-along tour](#) includes a Welcome to Country, Aboriginal rock art (highest concentration in the world), sacred sites, traditional stories, bush medicine and bush tucker.

[Staircase to the Moon](#) comprises a



Walkabout Cultural Adventures, QLD

Enhancing the sharing of their culture and language, [Walkabout Cultural Adventures](#) has renamed its tours to Kuku Yalanji names as follows:

- Ngana Julaymba Dungay: We All Going to Daintree (previously Cultural Tour)
- Ngana Kulkinga Dungay: We All Going to Cape Tribulation

guided tour with a Traditional Owner for coastal foraging during low tide at sunset, before viewing the Staircase to the Moon across Hearsons Cove.



Spirits of the Red Sand, QLD

In addition to their signature 'roving theatre' evening experience, [Spirits of the Red Sand](#) offers a 90-minute Welcome to Country daytime experience for groups. Set in an authentic pre-European Aboriginal village, participate in Aboriginal traditions, customs and rituals that bring Dreamtime and beyond to life. Cultural awareness workshops are also available.



(previously Sightseeing Tour)
A group touring option called Bama Barrmal: Aboriginal Guide is also available, whereby a guide will travel with the group onboard the tour bus and provide cultural, environmental, and local knowledge.



Lirrwi Tourism, NT

East Arnhem Land is well known for being home to many of Australia's most prized and accomplished Aboriginal artists. This year, [Lirrwi Tourism](#) introduced their [Art Centre Day Tour](#). Explore Aboriginal art centres throughout remote Arnhem Land and visit a Yolŋu homeland. Transport is by private air charter.



Ngaran Ngaran Culture Awareness, NSW

A hybrid of former tours, [Ngaran Ngaran Culture Awareness](#) now offers [Yuin Retreat](#). Come, walk and listen to a sacred dreaming of Djirringanj country, heartland of the Yuin people on this two-night small group tour.

Wilpena Pound, SA

[Wilpena Pound](#) has introduced the [Sacred Canyon Yura Mulka Cultural Walk](#). Join an Adnyamathanha Aboriginal guide for an informative walk into Sacred Canyon and learn about the cultural significance of the site and ancient rock engravings.

RESOURCES UPDATE

DIGITAL MAGAZINE – ‘CONNECT TO COUNTRY’



A new Discover Aboriginal Experiences digital magazine ‘Connect to Country’ promoting the diversity of experiences available in the collective has been released. The publication features engaging first person stories and captivating videos and images. The first issue features over 25 product experiences across a variety of story themes. You may want to consider linking the publication to your website or utilising the content to

highlight Aboriginal cultural experiences in a creative way. View the first issue [here](#).



Welcome to My Country Video

Tourism Australia has launched its 'Welcome to My Country' video. The video features prominent Aboriginal Elders welcoming Australians to explore Country by connecting with Traditional Custodians, learning their rich stories, and sharing in culture, all of which can be fostered with tourism experiences. Watch the video [here](#) or download at our [Tourism Australia's Trade Resources Hub](#). You can learn more about our approach to supporting and elevating Aboriginal and Torres Strait Islander peoples and cultures in the recently released [Reconciliation Action Plan](#).



Signature Experiences Product Portal

A new Signature Experiences of Australia portal allows you to search 700+ premium travel offerings including Aboriginal guided experiences, hosted multi-day walks, sustainable fishing adventures, bespoke wildlife journeys, unparalleled winery experiences, prestigious golf courses, leading cultural attractions, and immersive luxury lodges. [Explore the portal](#) and use the filters to find the right experience for your clients.

MEMBER FEATURES



Meet a DAE Storyteller - Clark Webb

Gumbaynggirr/Bundjalung man Clark Webb doesn't do anything by halves. After becoming Coffs Harbour High School's first Aboriginal school captain in 2002, Clark went on to set up the not-for-profit Bularri Muurlay Nyanggan Aboriginal Corporation (BMNAC) in 2010, which works to uplift Aboriginal youth. Now, a proportion of profits from his ecotourism business, [Wajaana Yaam Gumbaynggirr Adventure Tours](#), is invested back into language teaching programs and other projects run by the BMNAC.

"I'm really passionate about the revitalisation of our language and culture, so that is what drives Wajaana Yaam Gumbaynggirr Adventure Tours," says Clark. Clark loves a good yarn and will happily share the Gumbaynggirr word for any marine life, animals, or native plants that guests spot during one of the guided stand-up paddleboarding/kayaking or



Check out Jarramali Rock Art Tours

In Tropical North Queensland [Jarramali Rock Art Tours](#) provides in-depth tours with a Traditional Owner to the amazing Quinkan rock art gallery, regarded by UNESCO as among the world's top 10 rock art sites. The galleries are defined by images of Quinkan spirit figures, estimated to be 15,000 to 30,000 years old. Tours range from day trips to two-night tours with all food and camping equipment provided and the option of travelling by 4WD or scenic helicopter.

"My jaw hit the floor when I saw the art the first time," says Johnny, owner, and guide at Jarramali. "There are paintings of turtles, barramundi and kangaroos, fertility symbols, spirits and hunters. It gives me goosebumps to think they were painted by my family members, Kuku Yalanji people."

walking tours, which are conducted at three spectacular locations within the Solitary Islands Marine Park on the New South Wales Mid North Coast.

TIPS & ITINERARY IDEAS



How to flavour itineraries

Aboriginal experiences offer the kind of life-changing, immersive experiences which make a great itinerary awesome and, most of all, memorable. Due to the diversity of culture and experiences it's best to include an experience in every location to bring the landscape to life. For example, in Sydney, learn about the Aboriginal peoples' spiritual connection to the harbour with [Dreamtime Southern X](#) then venture to Uluru to join a dot-painting workshop run by [Maruku Arts](#) and then onto the Great Barrier Reef to explore Aboriginal connection to water with [Dreamtime Dive & Snorkel](#).



Family experiences

Australia's Indigenous guides bring an ancient culture to life amid outdoor adventures, wildlife safaris and interactive lessons the whole family will remember for a lifetime. In Tropical North Queensland, dine under a silk canopy in a tropical rainforest as storytelling, didgeridoo and song create a mesmerising performance at [Flames of the Forest](#). Nearby, [Walkabout Cultural Adventures](#) offers the chance to spear your own mud crab on a tour of Kuku Yalanji Country. In Western Australia's Shark Bay area, join an Aboriginal-led paddle boarding or kayaking experience, or a Didgeridoo Dreaming night tour around the campfire with [Wula](#)

CULTURAL INSIGHTS



What is a “Welcome to Country”?

Protocols for welcoming visitors to Country have been a part of Aboriginal and Torres Strait Islander cultures for thousands of years. Crossing into another group’s Country required permission. If granted, the host group would welcome the visitors, offering them safe passage and protection of their spiritual being during the journey. Today, a Welcome to Country occurs at the beginning of a formal event and can include singing, dancing, smoking ceremonies or a speech in traditional language or English. A Welcome to Country is delivered by Traditional Owners, or Aboriginal and Torres Strait Islander people who have been given permission from Traditional



Languages

During the early period of colonisation, from 1788, known as the period of “First Contact”, there were between 250 and 750 distinct Australian social groupings, and a similar number of languages. The [map](#) on this page represents the richness of the language, tribal and nation groups of the First Peoples of Australia. The impact of colonisation still continues, however many of the languages once spoken are now endangered, and despite many language revival programs across Australia, Aboriginal people still feel a great sense of loss. Yet their resilience and optimism shine through, and with it, a strong desire to share their stories and culture with visitors. It is estimated that there are still 120 dialects spoken today which also represents the great

Owners to welcome visitors to their Country.

diversity of Aboriginal cultures as shown in the collective.

Image: AIATIS Map of Australia

SIGNATURE EXPERIENCES OF AUSTRALIA INSIGHTS



Australian Wildlife Journeys

[Australian Wildlife Journeys](#) is thrilled to announce the addition of two new members in their collective: [Indian Ocean Experiences](#) shares the remarkable natural wonders, history and culture of Australia's Indian Ocean Islands. [Pacific Whale Foundation Eco-Adventures Australia](#) offers whale watching tours in Hervey Bay.



Ultimate Winery Experiences Australia

[Ultimate Winery Experiences Australia](#) is also delighted to welcome a new winery to their collective. [Dominique Portet](#) is a young winery steeped in European history. The rich French heritage of the Portet family, spanning 10 generations of winemaking, is imbued in their Australian wines crafted with a French sensibility.

NEWS IN BRIEF

Image & Video galleries – Did you know there is a dedicated DAE section on Tourism Australia's [image gallery](#) and [video gallery](#)? It contains a vast selection of images, individual member videos, as well as 30, 60, 90 and 180 second videos on Discover Aboriginal Experiences, all available to download.

Aussie Specialist Program – Did you know there is a new Discover Aboriginal Experiences training module? Agents are able to complete the module on the [Aussie Specialist website](#).

Member contact details

Please note new email address details for:

Lords Kakadu & Arnhemland Safaris - lordsntsafaris@gmail.com

Nitmiluk Tours Marketing Contact - tourism@jawoyn.org.au

Share the newsletter with colleagues and they can subscribe [here](#).

Thanks for taking the time to review our inaugural newsletter. We welcome your feedback on content that you would like to see. For further information and all our resources click [here](#).

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