



4 July 2024

**HELLO**



*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.*

## **CELEBRATING CULTURE**

Last newsletter, we celebrated the fact that Travel + Leisure recently listed Discover Aboriginal Experiences as one of only 26 global companies, individuals, destinations and non-profit organisations to be leading the way in developing a more sustainable travel industry.

Among the operators noted for their outstanding work were [Budj Bim Cultural Landscape](#), Australia's newest World Heritage Site and the only one of its kind listed for Aboriginal significance. And [Narlijia Experiences](#) in Western Australia's Broome region. But truth be told, any number of our operators could have been listed in the piece – Discover Aboriginal Experiences has always been committed to showcasing Australian culture, Country and people in a thoughtful, sustainable and inspiring way. And will continue to do so throughout 2024 with our new members (stay tuned) and well into the future.

With sustainability in mind, we have since created four case studies spotlighting how our DAE members are working to preserve culture, the environment and community in the experiences they offer. Read more below.

You can also keep up to date on experiences and media opportunities via our [website](#), as well as our [Facebook](#) and [Instagram](#) social media channels. Our fresh 2024 Media Kit can be found on our website.

We hope you find inspiration in this newsletter (and via our digital channels) to continue your deep dive into this extraordinary collective.

Many thanks, Nicole



## NAIDOC WEEK CELEBRATIONS

Want to be part of Australia's largest celebration of First Nations culture?

[NAIDOC week](#) runs from 7 – 14 July across the country, with events ranging from Indigenous art exhibitions to workshops with notable Aboriginal Elders.

NAIDOC stands for the National Aborigines and Islanders Day Observance Committee, which was the name of the organisation that was originally responsible for hosting the national NAIDOC Week activities. Over time, the acronym has become synonymous with the entire annual festival. This year's theme is 'Keep the Fire Burning! Blak, Loud and Proud!', celebrating the unyielding spirit of Aboriginal and Torres Strait Islander communities.

There are plenty of free and paid-for events in major capitals and regional areas, including Noongar language classes in Perth / Boorloo, yarns and storytelling around the fire at Barangaroo in Sydney / Warrane, First Nations



weaving workshops in Melbourne / Narm, and flag-raising ceremonies in all states.

Check out the full list of events [here](#).



## CONNECT TO COUNTRY ISSUE 7

We're delighted to announce that [Issue 7](#) of our Connect to Country e-magazine is now live, with incredible features on Discover Aboriginal Experiences operators written by some of the country's most talented journalists.

Read about the film locations that you can visit when you're on a DAE Tour, from Kakadu National Park to the Tiwi Islands, Kununurra and Sydney / Warrane. Take the plunge and discover some of Australia's most special hidden waterholes, perfect for cooling off in after a day of touring. Immerse yourself in the different Indigenous seasons that define various parts of the country. See Aboriginal art, both within and outside of major galleries. And take a cultural

tonic on DAE tours that are all about healing and wellness, whether that's by 'forest bathing' or discovering bush medicine.



### Easier access to Uluru

If you live in Melbourne / Narm or Brisbane / Meeanjin, you'll likely know that from June, Virgin Australia began operating direct flights from the two cities to Uluru, for the first time ever. The new flights add more than 62,000 seats to the Red Centre annually, giving you easier access to a number of Discover Aboriginal Experiences operators, including [Voyages Indigenous Tourism Australia](#) (which operates Ayers Rock Resort), [Maruku Arts](#) and [SEIT - Patji](#).

Flights between Brisbane / Meeanjin and Uluru run three times a week, on Mondays, Wednesdays and Fridays. Meanwhile, flights between Melbourne / Narm and Uluru operate up to four times a week, on Tuesdays, Thursdays, Saturdays and Sundays.



### Western Australia calling

[Kingfisher Tours](#) has long been a leader in Indigenous experiences exploring the vast landscapes of Western Australia's Kimberley region and the Top End of the Northern Territory. And now the operator has launched a new way to immerse yourself in Aboriginal culture.

The 'Marralam Cultural Day' offers exclusive touring on the NT's Legune Station, an immense cattle station near the West Australian border, close to Kununurra. The experience was co-created with the Djarrany Djarrany Aboriginal Corporation and Traditional Custodians of Country, and departs Kununurra across the mighty Keep River into the NT. Explore ancient rock sites, hear Dreaming stories, visit an ochre mine and try your hand at throw-net fishing. The new tour is also offered

As custodians of the land, Anangu hold the Mala story from Kaltukatjara to Uluru. To share their story from Kaltukatjara to Uluru, RAMUS designed and produced an artistic platform using drones, light and sound to create an immersive storytelling experience.



## Sunrise journeys

From 1 August 2024, Voyages Indigenous Tourism Australia will operate [Sunrise Journeys](#), a light and sound spectacle that uses the desert as a canvas, as dawn breaks at Uluru. The experience was created in collaboration with three Anangu artists: Selina Kulitja (Maruku Arts), Denise Brady (Kaltukatjara Art) and Valerie Brumby (Walkatjara Art). It also unites Anangu musician and composer, Jeremy Whiskey, and expert visual experience creator, Mandylights.

The three artists created a painting entitled Ngura Nganampa Wiru Mulapa, translated from Pitjantjatjara as 'Our Country is truly beautiful', and depicts their deep shared connection

from Bullo River station, for guests to heli in.



## Kakadu in a day

Time short, but want to experience one of Australia's World Heritage Sites? In partnership with Kakadu Air, [Davidsons Arnhemland Safaris](#) now offers full-day experiences that take in the majesty of Kakadu.

Departing Darwin, the 'Kakadu in a Day' itinerary ticks off a number of 'must-dos' in Australia's largest national park, including 1.5 hours of spectacular scenic flying, a cruise on the Yellow Water Billabong, a visit to the Warradjan Cultural Centre and more.

It's the ultimate way to get a feel for the immensity of Kakadu's vast landscapes, and plot a course for the

to culture and Country. Witness the desert come alive through Indigenous art, music and narration.



### Spotlight on Koorie Heritage Trust

After recently relocating to a new home in Melbourne's Federation Square, the [Koorie Heritage Trust](#) is launching fresh exhibitions spotlighting key Indigenous artists. From 23 July to 24 November 2024, the leading cultural centre will host Let's Shake, a moving tribute to the late, internationally recognised artist and palawa woman Karen Casey.

Let's Shake was a project committed to peace and reconciliation through the act of a handshake – an ongoing public event in which participants of different cultural backgrounds and ages shook hands with wet plaster held between their palms. The installation will feature over

places to visit next time you're visiting the Top End.



### Sustainability case studies

DAE has launched four case studies on collective members going to extraordinary lengths when it comes to sustainable tourism, whether that relates to protecting the environment, community, culture – or all three.

The launch of the four case studies coincides with recent figures published by Statista, which show that more than 80 per cent of global travellers regard sustainable travel as important to them, and that they were willing to adopt sustainable travel incentives –something that has led the global eco-tourism industry to be worth US\$172.4 billion.

Indeed, the vast majority of experiences offered by members of the DAE collective fall into this



200 plaster casts from the series (of which there are 476).

Another exhibition, Spirit of the Animals will open Saturday 27 July until Sunday 24 November 2024. Fifty works will be on display representing animals through a range of 2D and 3D works, paintings, animation, drawings, sculpture, tools, cultural belongings and adornment.

Image: Leonard Tregonning (Gunai Kurnai), 'CD (Camp Dog)

category. These four case studies profile [Mabu Buru Tours](#) in Western Australia; [Sand Dune Adventures](#) in New South Wales; [Wajaana Yaam](#) in New South Wales; and [Maruku Arts](#) in the Northern Territory.

Read them online [here](#). Interviews can be arranged by request.

## RESOURCES UPDATE



### Asset hub

Tourism Australia's new [Asset Hub](#) has replaced the image and video galleries. The hub is a central repository for images and videos that you can download and share. Discover Aboriginal Experiences member assets can be found by typing 'Discover Aboriginal Experiences' into the search box. Use the filter box on



### DAE Media Kit and Brochure

Digital versions of our brochure and media kit are now available for download from the [Trade and Media Portal](#) on our website.

The Media Kit contains a comprehensive portfolio of stories and ideas to inspire features and the brochure contains detailed



the left-hand side to filter by 'Tourism Operator' or 'Asset Type' (image or video). You will need to register to download assets. A [lightbox](#) of hero shots for DAE members is available.

information and videos for each member including departure days, experience listings and more.

## SPOTLIGHT ON OUR PEOPLE



Have you met the talented Clark Webb? A proud Gumbaynggirr and Bundjalung man, Clark owns [Wajaana Yaam Adventure Tours](#), taking visitors on an immersive stand-up paddleboarding tours along three idyllic waterways within the Solitary Islands Marine Park on NSW's Central Coast: the Coffs, Moonee and Red Rock Creeks. While paddling, you can admire the fish darting through crystal clear waters as your Aboriginal guide brings the Dreaming to life, and introduces you to some coastal bush tucker.

Clark and his crew have also a pivotal role in the revitalisation of the local Gumbaynggirr language in the Coffs Harbour area. You'll learn a couple of words during your experience – don't forget to ask Clark about the [Giingana Gumbaynggirr Freedom School](#), the first bilingual school in NSW of an Aboriginal Language.



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