

Connecting to Culture

A toolkit for guiding respectful engagement with First Nations People



"Across Culture's and Country" by Artist Sara Riches from JURAN. This piece tells a story of abundance of beauty and culture across the land.

Report prepared for

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Report Disclaimer

Please note that this business report, provided as a result of the use of the diagnostic assessment, is for information purposes only. It is intended to be used as a guide for a business to gain a better understanding of First Nations culture and the resources available to them to improve their First Nations engagement.

Australian Tourism Industry Council (ATIC) cannot guarantee the accuracy of respondent's answers, or that they are fully representative of your business. Therefore, ATIC does not warrant or guarantee any particular outcome in respect of your businesses self-assessment.

Links to external web sites are inserted for convenience and do not constitute endorsement of material at those sites, or any associated organisation, product or service. The organisations referenced are solely responsible for the information found on their respective websites.

ATIC does not:

- Assume any legal liability for the accuracy, completeness, or usefulness of any information from this report or any links provided; or
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How to use this guide

Respecting and understanding First Nations cultures is an important part of building a more respectful tourism industry in Australia. This guide is designed to help you reflect on your current level of engagement and identify practical steps to strengthen your relationships with First Nations communities.

You have answered a series of questions that cover a range of topics. With each question we hope to prompt you to consider how different aspects of your business operations can touch aspects of First Nations culture.

This report is for you. There are no right or wrong answers. We won't be checking or assessing what you write - it's all yours.

Learning doesn't stop now you have this report - the resources in this report are provided to support your ongoing journey. We've included links to First Nations-led organisations, cultural training programs, and industry best practices. We know there is a lot of information out there, and we hope that providing a range of links related to each question helps you navigate all this information.

All links in this report will lead you to First Nations led organisations, Federal and State/ Territory Government websites and Industry associations or bodies. Where we have directed you to a businesses specific service or product, we have sought permission from that business to include them in this report for their product or service.

We have provided links to national sites, and where possible links specific to your State/Territory.

No matter where you're starting from, these resources provide practical, accessible ways to expand your knowledge and take meaningful action.

This isn't about ticking boxes - it's about continuous learning and building respectful connections together.

Tourism Bodies

This guide is here to help, but it's not a substitute for advice from the official First Nations bodies and authorities in each State and Territory.

The links, resources and information included in this report are designed to direct you to the right places for accurate and reliable information.

ATIC encourages all businesses to familiarise themselves with their local Traditional Owner Tourism body or other relevant bodies and associations.

Western Australia

WAITOC - Western Australian Indigenous Tourism Operators Council - is the peak representative for Aboriginal tours and experiences in Western Australia. They promote and support authentic cultural experiences.

<https://www.waitoc.com/>

Your Responses

Below are the questions and your responses.

The top section are the questions that you might need a bit more help with.

When you select 'Toolkit' you will be directed to that corresponding question in the toolkit, where you will find more information on the question, as well as links to resources to help you.

The bottom part of the table are the remaining questions and your answers.

Even if you answered 'Yes' to a question, you might want to learn a bit more about that topic, follow the 'Toolkit' link for that information.

Section	Question	Your Response	Further Information and Support
Product & Service Representation	Sell or provide wares that have been created by First Nations people	No	Toolkit
Product & Service Representation	Sell or provide goods or services representing First Nations culture	No	Toolkit
Product & Service Representation	Provide a First Nations Cultural experience	No	Toolkit
Product & Service Representation	Use First Nations languages, symbols, or references on the business premises	No	Toolkit
Visitor Experience	Do you ensure that any items you sell or give are created by a First Nations person?	No	Toolkit
Employment	Does your business employ First Nations people in roles related to cultural interpretation or tourism?	No	Toolkit
Employment	Does your business promote employment opportunities to First Nations youth?	No	Toolkit
Cultural Protocols	Do you have knowledge of Aboriginal and/or Torres Strait Islander people connected to the area where your business is based?	Yes	Toolkit
Cultural Protocols	Do you do an Acknowledgement of Country for the Traditional Owners/ Custodians of	Yes	Toolkit

	the locations where your business operations take place?		
Cultural Protocols	Where do you acknowledge the Traditional Owners / Custodians?	Email footer Yes Website Yes Signage on premises N/A	Toolkit
Cultural Protocols	Do you do an Acknowledgement of or Welcome to Country prior to meetings?	Yes, Acknowledgement of Country	Toolkit
Cultural Protocols	Do you do an Acknowledgement of or Welcome to Country prior to events held on or off premises?	Yes, Acknowledgement of Country	Toolkit
Cultural Protocols	Do you take into account the cultural differences in interaction styles when working with First Nations businesses?	Yes	Toolkit
Cultural Protocols	Have you engaged with your local, state or national First Nations tourism representative body?	Yes	Toolkit
Product & Service Representation	Do you, or are you intending to include or represent First Nations culture as a part of your product or service?	Yes	Toolkit
Product & Service Representation	Have you engaged and consulted with Elders, Traditional Owners/ Custodians, and community leaders to ensure that their culture and history are authentically represented?	Yes	Toolkit
Product & Service Representation	Do you ensure permissions are from a person with Cultural Authority?	Yes	Toolkit
Product & Service Representation	Visit sites of cultural significance e.g. sacred sites	Yes	Toolkit
Product & Service Representation	Has your business asked permission from Elders, Traditional Owners/ Custodians and community leaders to visit sites of cultural significance?	Yes	Toolkit
Product & Service Representation	Do you have practices or policies in place to protect First Nations cultural sites during tours or activities?	Yes	Toolkit

Product & Service Representation	In your marketing materials	Yes	Toolkit
Product & Service Representation	Have you asked permission from local First Nations communities before using their stories, symbols, or cultural knowledge in marketing or products?	Yes	Toolkit
Product & Service Representation	Include stories either verbally or in writing depicting First Nations culture and/or history	Yes	Toolkit
Product & Service Representation	Have you sought the correct permissions to include stories either verbally or in writing depicting First Nations culture and/or history?	Yes	Toolkit
Product & Service Representation	Provide education programs or experiences that includes First Nations culture and/or history	Yes	Toolkit
Product & Service Representation	Have you sought the correct permissions to provide education programs or experiences that include First Nations culture and/or history?	Yes	Toolkit
Product & Service Representation	Celebrate First Nations cultural events, festivals or other initiatives?	Yes	Toolkit
Visitor Experience	Do you ensure that your tourism offerings (tours, experiences, etc.) are respectful of First Nations history, including land, sacred sites, and traditions?	Yes	Toolkit
Visitor Experience	Were First Nations people involved in the creation, delivery, and refinement of cultural experiences offered by your business?	Yes	Toolkit
Visitor Experience	Are the cultural experiences delivered by First Nations people?	Yes	Toolkit
Visitor Experience	Does your business support or participate in local First Nations cultural events, festivals, or initiatives (financially or in-kind)?	Yes	Toolkit
Visitor Experience	you ensure that appropriate commissions are in place when selling items or utilising services of a First nations person?	Yes	Toolkit
Cultural Awareness	Do you understand what Indigenous Cultural and Intellectual Property is (ICIP)?	Yes	Toolkit

Cultural Awareness	Do you safeguard First Nations ICIP and ensure it is not exploited or used without permission?	Yes	Toolkit
Cultural Awareness	Do you have training programs in place to educate your staff and you on the cultural protocols, histories, and values of the First Nations people of the area?	Yes	Toolkit
Cultural Awareness	Have you worked with your local First Nations community to develop these staff training programs?	Yes	Toolkit
Cultural Awareness	Do you hold your business accountable for maintaining respectful relationships with First Nations communities?	Yes	Toolkit
Cultural Awareness	Do you have formal partnerships or agreements with local First Nations communities or organisations to collaborate on tourism initiatives?	Yes	Toolkit
Cultural Awareness	Does your business ensure that partnerships with First Nations communities are mutually beneficial?	Yes	Toolkit
Cultural Awareness	Do you regularly review your partnerships with First Nations people to ensure they remain respectful, sustainable, and beneficial?	Yes	Toolkit
Employment	Does your business contribute to the capacity building of First Nations communities in areas such as tourism skills, leadership, or economic development?	Yes	Toolkit
Employment	Are you familiar with Black Cladding	Yes	Toolkit
Land Rights & Native Title	Have you considered how land rights may affect your business operations?	Yes	Toolkit

Cultural Protocols

1. Do you have knowledge of Aboriginal and/or Torres Strait Islander people connected to the area where your business is based?

Your Response

Yes

Why did we ask this question?

Understanding who Aboriginal and/or Torres Strait Islander People are is a key part of respecting and acknowledging the deep cultural connections First Nations people have to Country. It's not just about ticking a box, it's about fostering meaningful relationships, showing respect, and building a stronger, more inclusive tourism industry.

This recognition helps create opportunities for deeper engagement, whether through cultural tourism experiences, partnerships, or simply ensuring that local knowledge and stories are valued. It also contributes to reconciliation by promoting awareness and appreciation of the history, heritage, and ongoing connection First Nations people have with Country.

For businesses in the tourism industry, this understanding can also enhance visitor experiences by providing authentic and culturally rich insights into the places they visit. It's about moving beyond acknowledgment and taking real steps towards collaboration, education, and respect.

By knowing and recognising Aboriginal and/or Torres Strait Islander People of a location, businesses can play a role in strengthening cultural awareness, supporting Indigenous-led tourism initiatives, and ensuring that First Nations voices are heard and celebrated.

The resources provided below will help you find out more information about how to find who Aboriginal and/or Torres Strait Islander People are in the area where your business operates, and a bit more information about why acknowledgement is important.

Links to useful resources

The most frequently referenced map is the AIATSIS Map of Indigenous Australia which represents the language, social or nation groups of Australia and includes the Torres Strait islands.

[AIATSIS](#)

Click the link to view Tourism Australia's guide on Welcome & Acknowledgement of Country

[Tourism Australia](#)

Visit Reconciliation Australia to learn how to appropriately Acknowledge Country and Welcome Country, as well as to understand the differences between the two

[Reconciliation Australia](#)

Visit Reconciliation Australia to learn what an Acknowledgement of Country is and when to use it.

[Reconciliation Australia](#)

A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.

[Narragunnawali: Reconciliation in Education](#)

While UNDRIP is not legally binding, the guide offers worldwide standard of rights for First Nations people.

[UNDRIP](#)

State/ Territory specific



The "Welcome to Country" page on WAITOC explains the Aboriginal tradition where the land's Traditional Owners/ Custodians greet visitors through ceremonies like speeches or smoking rituals. It's a way of showing respect for the land and culture. If the ceremony can't happen, an "Acknowledgement of Country" is an alternative. The site provides guidance on including this practice in events. For more info, follow the link.

[WAITOC](#)

The WA Health "Welcome to Country" policy explains how to properly acknowledge Aboriginal Traditional Owners/ Custodians at events. It covers when to do it, how to organize a "Welcome to Country" ceremony (which only Traditional Owners/ Custodians can lead), and the importance of respecting cultural practices. It also includes practical tips on payment and other considerations for these ceremonies. For more details, check out the full policy-Government of Western Australia Department of Health

[Aboriginal Health](#)

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Cultural Protocols

2. Do you do an Acknowledgement of Country for the Traditional Owners/ Custodians of the locations where your business operations take place?

Your Response	Yes
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An Acknowledgement of Country recognises the Country you are on. It's an opportunity for everyone to show respect for First Nations people and their ongoing connection to Country.

Acknowledgement of Country can be adapted to reflect different contexts. For example, a tour guide might acknowledge that First Nations people are the Country's first storytellers; or a hotel might include an Acknowledgement of Country on its website, in guest welcome materials, or at the start of events and conferences held on-site.

As a business owner, Acknowledging the Traditional Owners/ Custodians can be done through verbal or written Acknowledgment.

Verbal Acknowledgement

A verbal Acknowledgement of Country can be made during meetings, events, or gatherings. This is particularly powerful in settings where respect and inclusion are priorities.

Example:

"I would like to acknowledge the Traditional Owners/ Custodians of the land on which we are meeting today, the [Insert Name of Traditional Owner Group]. I pay my respects to their Elders past and present, and I extend that respect to all Aboriginal and Torres Strait Islander people here today."

Tips:

Research and correctly pronounce the name of the Traditional Owners/ Custodians of the land.

Use it at the start of all meetings or significant events, even virtual ones.

Written Acknowledgement

A written Acknowledgement of Country can be displayed prominently on a business website, email signatures, social media, and office spaces.

Example for Email Signature:

"We acknowledge the Traditional Owners/ Custodians of the land where we work, the [Traditional Owner Group], and pay our respects to Elders past and present"

Example for a Website or Physical Display:

Include it on your homepage or in your "About Us" section: "We acknowledge the [Traditional Owner Group] as the Traditional Custodians of the lands on which our business operates. We recognise their continuing connection to the land, waters, and community and pay our respects to Elders past and present"

Links to useful resources



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Visit Reconciliation Australia to learn how to appropriately Acknowledge Country and Welcome Country, as well as to understand the differences between the two.	Reconciliation Australia
Visit Reconciliation Australia to learn what an Acknowledgement of Country is and when to use it.	Reconciliation Australia
Not sure which land your business is operating on? Visit Indigenous.gov.au for a general Acknowledgement that respectfully acknowledges Traditional Owners/ Custodians	Indigenous.Gov.Au
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education.
State/ Territory specific	
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Cultural Protocols

3. Where do you acknowledge the Traditional Owners / Custodians?

Your Response

Email footer: Yes

Website: Yes

Signage on premises: N/A

Why did we ask this question?

There are many different ways of showing respect and recognition for First Nations people and their enduring connection to Country.

Email Footer

Acknowledging First Nations people in your email footer is important for several reasons:

- **Show Respect:** It recognises the First Nations people of the land and honours their cultural protocols and connection to Country.
- **Cultural Significance:** It highlights the ongoing presence of First Nations people and their traditions.
- **Support Reconciliation:** It demonstrates a commitment to reconciliation and raises awareness about First Nations history.
- **Personal Connection:** It reflects your genuine respect for First Nations cultures and their contributions.

A simple acknowledgment might read: "I acknowledge the [Traditional Owner] people, and pay my respect to their Elders, past and present."

Website

To effectively acknowledge Traditional Owners/ Custodians on your business website, consider one or more of the following placements:

- **Homepage:** Placing the acknowledgment on your homepage highlights your commitment to recognising First Nations people right from the start. This is a prominent location that can make a strong first impression.
- **Footer:** Including an Acknowledgement of Country in the footer ensures it appears on every page, making it a consistent reminder of respect for First Nations people.
- **About Us Page:** This section is ideal for sharing your business's values and commitments, including your acknowledgment of First Nations people and their significance to Country.
- **Contact Page:** Adding the acknowledgment here reinforces your respect for First Nations communities in all communications and interactions
- **Blog or News Section:** If you publish content related to First Nations community engagement, including an acknowledgment in these posts can enhance context and demonstrate ongoing commitment.

Signage on premises

When placing acknowledgement signage on premises, consider these key locations:



1. Entry points

- Main entrance
- Reception area
- Lobby or foyer
- Visitor welcome areas

2. Prominent public spaces

- Meeting rooms
- Conference areas
- Common areas
- Waiting rooms

3. Strategic visibility areas

- Near building directories
- Close to corporate mission statements
- Alongside organisational values display.

Key Considerations:

- Use respectful, accurate language
- Consult local Traditional Owners/ Custodians for specific terminology
- Ensure the acknowledgement is genuine and sincere
- Make the signage clear and easily readable

Example wording template:

"We acknowledge the [Traditional Owner] people, the Traditional Custodians of the land on which this building stands. We pay our respects to Elders past and present."

Recommended practice:

- Research the specific Traditional Owners/ Custodians for your location
- Verify the correct language and group name
- Consider having the sign reviewed by local First Nations representatives to ensure cultural appropriateness.

The goal is to create a visible, meaningful recognition that demonstrates respect for First Nations cultural heritage and ongoing connection to Country.

Links to useful resources

Visit Reconciliation Australia to learn what an Acknowledgement of Country is and when to use it.

[Reconciliation Australia](https://reconciliationaustralia.gov.au/)



Indigenous.gov.au offers a quick summary and video guidance for Acknowledging Country.

[Indigenous.Gov.AU](https://www.indigenous.gov.au/)

A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.

[Narragunnawali: Reconciliation in Education](https://narragunnawali.org.au/)

State/ Territory specific

The "Welcome to Country" page on WAITOC explains the tradition where the land's Traditional Owners/ Custodians greet visitors through ceremonies like speeches or smoking rituals. It's a way of showing respect for the land and culture. If the ceremony can't happen, an "Acknowledgement of Country" is an alternative. The site provides guidance on including this practice in events.

[WAITOC](https://www.waitoc.com.au/)

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Cultural Protocols

4. Do you do an Acknowledgement of or Welcome to Country prior to meetings?

Your Response

Yes, Acknowledgement of Country

Why did we ask this question?

The question is just to see if you're acknowledging First Nations people before meetings, either by doing an Acknowledgement of Country or having a local Elder do a Welcome to Country. It's all about showing respect for First Nations cultures and their connection to Acknowledgement of Country.

Who can deliver it:

- Anyone, regardless of their cultural background.
- Commonly made by speakers, event hosts, or business representatives.

When it's used:

- At the start of meetings, conferences, or events where a Welcome to Country is not being performed.
- In written materials like websites, email signatures, or signage.

Purpose:

- To pay respect to First Nations people and acknowledge their enduring connection to Country.
- To demonstrate cultural awareness and inclusivity.

Example: "I'd like to acknowledge the [Traditional Owner Group] as the Traditional Custodians of the land we are meeting on today and pay my respects to their Elders past and present."

Links to useful resources

The most well-known map is the AIATSIS Map of Indigenous Australia which represents the language, social or nation groups of Australia and includes the Torres Strait Islands

[AIATSIS](#)

Click the link to view Tourism Australia's guide on Welcome & Acknowledgement of Country

[Tourism Australia](#)

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[Narragunnawali: Reconciliation in Education](#)

State/ Territory specific



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[Department of
Aboriginal Health](#)

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Cultural Protocols

5. Do you do an Acknowledgement of or Welcome to Country prior to events held on or off premises?

Your Response

Yes, Acknowledgement of Country

Why did we ask this question?

An Acknowledgment of Country is a statement made by anyone to show respect for the Traditional Owners/ Custodians of the land where an event, meeting, or gathering is taking place.

Acknowledgement of Country

Who can deliver it

- Anyone, regardless of their cultural background.
- Commonly made by speakers, event hosts, or business representatives.

When it's used

- At the start of meetings, conferences, or events where a Welcome to Country is not being performed.
- In written materials like websites, email signatures, or signage.

Purpose

- To pay respect to First Nations people and acknowledge their enduring connection to Country.
- To demonstrate cultural awareness and inclusivity.

Example: "I'd like to acknowledge the [Traditional Owner Group] as the Traditional Custodians of the land we are meeting on today and pay my respects to their Elders past and present."

Links to useful resources

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[AIATSIS](#)

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State/ Territory specific

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[WAITOC](#)



"Acknowledgement of Country" is an alternative. The site provides guidance on including this practice in events. For more info, follow the link.

The WA Health "Welcome to Country" policy explains how to properly acknowledge Aboriginal Traditional Owners/ Custodians at events. It covers when to do it, how to organize a "Welcome to Country" ceremony (which only Traditional Owners/ Custodians can lead), and the importance of respecting cultural practices. It also includes practical tips on payment and other considerations for these ceremonies. For more details, check out the full policy.

[Department of
Aboriginal Health](#)

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Cultural Protocols

5.1 Do you engage a First Nations person to provide the Welcome to Country?

Your Response

Why did we ask this question?

By inviting a First Nations person to deliver a Welcome to Country, acknowledges the Traditional Custodians of the land and the rich history they uphold. First Nations people maintain a deep, ongoing connection to Country, and the Welcome to Country is a meaningful way to honour this relationship - not just symbolically, but as a living practice.

Inviting a First Nations person to perform this Welcome reinforces their cultural authority and ensures their voice is recognised and respected. This sets a tone of inclusivity from the start of any event or gathering.

This practice is more than just a ceremonial gesture - it's an opportunity to connect with First Nations peoples' perspectives, values, and history, while creating a sense of shared responsibility towards the land and its Custodians. For First Nations participants, it provides a chance to reflect on the significance of the land we share and the importance of ongoing collaboration, respect, and understanding with First Nations communities.

The Welcome to Country also plays a role in education, by creating awareness of First Nations culture and tradition, which are often overlooked in mainstream narratives. It's a meaningful way to demonstrate a commitment to reconciliation, acknowledging the cultural richness and resilience of First Nations people while contributing to an environment where these traditions are celebrated and respected.

This practice underscores the importance of fostering a more inclusive and respectful society, where First Nations perspectives are not just recognised, but central to the conversation.

Links to useful resources

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State/ Territory specific

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Cultural Protocols

5.2 Do you pay for these services?

Your Response

Why did we ask this question?

Providing a Welcome to Country is a professional service, and Elders or representatives should be compensated. Fees are generally set by Land Councils, community organisations or individuals such as local Elders or representatives.

It is important to consider some factors that might influence the fee for a Welcome to Country so consider the specific context, duration and type of event. Also take into consideration compensating fairly for a Welcome to Country that includes a performance such as a dance. It is also important to consider who is performing the Welcome to Country and ensure they are compensated fairly for their time.

Travel and food are an additional cost and should be taken into consideration.

Ultimately paying for a Welcome to Country acknowledges the Traditional Owners/ Custodians of the Country you are on and recognises their ongoing cultural connection to Country. By ensuring fair payment for the professional service, businesses can demonstrate that they understand the importance of these ceremonies and the expertise required to perform them authentically.

Links to useful resources

This is a fantastic website that will help businesses to understand how to best engage with First Nations communities. Consider the tips and information on this site when engaging with your local Traditional Owner/ Custodian groups.

[Deadly Story](#)

State/ Territory specific

Visit the Southwest Aboriginal Land and Sea Council to learn more about the Southwest Native Title Settlement agreement areas / Tel: (08) 9358 7400

[Southwest Aboriginal Land and Sea Council](#)

Visit Kimberley Land Council the peak Indigenous body in the Kimberley region / Tel: (08) 9193 6199

[Kimberley Land Council](#)

Visit Yamatji Marlpa Aboriginal Corporation to learn more about the Traditional Owners/ Custodians of the Pilbara, Midwest and Gascoyne regions of Western Australia. / Tel: (08) 9268 7000.

[Yamatji Aboriginal Corporation](#)

Visit WAITOC's website for information on WA Land and Sea Councils

[WAITOC](#)

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Cultural Protocols

6. Do you take into account the cultural differences in interaction styles when working with First Nations businesses?

Your Response

Yes

Why did we ask this question?

Building Trust and Relationships

First Nations businesses often focus on building strong, personal relationships based on trust, reciprocity, and mutual respect. Understanding and respecting these cultural differences can help you move from just doing transactions to building long-term partnerships. This approach reduces the risk of misunderstandings and fosters stronger, more lasting relationships.

Cultural Sensitivity and Respect

It is important to consider that when working with First Nations businesses, it requires respecting their culture and history. This includes recognising traditional territories, understanding the impact of colonial history, and respecting cultural protocols. Ignoring these nuances can lead to misunderstandings, while respecting them strengthens relationships. Response times might vary due to factors like "sorry business" (a period of mourning) lack of resources available (i.e. staff) or caution to engage with non-First Nations businesses.

In business-to-business interactions, this means building trust and respect instead of just focusing on transactions. It also involves understanding things like "sorry business" and different concepts of time.

Addressing Historical Inequities

Historical barriers, including systemic racism and restricted access to education, have made it challenging for First Nations businesses to thrive in the past. By embracing cultural awareness, you can help address these inequities through initiatives such as preferential procurement, cultural competency training, and community-led development projects. These efforts contribute to economic empowerment, lower public health costs, and strengthen social cohesion.

Economic and Social Benefits

Often First Nations businesses create jobs in remote areas, and help to preserve First Nations culture, and contribute to community well-being. Engaging respectfully helps support economic independence, reduces discrimination, and enhances social cohesion.

Long-Term Sustainability

Taking a culturally informed approach ensures that your partnerships are sustainable and beneficial for everyone involved. This means setting clear goals, using appropriate methods, and allocating resources to support these initiatives. By focusing on relationships rather than just transactions, you can build lasting partnerships based on mutual respect and trust.

Considering cultural differences is key to building trust, fostering respectful relationships, addressing historical inequities, and achieving economic and social benefits. It involves shifting to a more relational approach, showing deep respect for First Nations culture, and understanding unique cultural nuances that can affect communication and project timelines. This approach supports the economic empowerment and well-being of First Nations communities.

Links to useful resources



Even though this guide heavily references sources for a Queensland audience, it's an excellent guide that gives people a detailed and informative overview of how to engage with First Nations communities respectfully.

[Best Practice Guide for Working with First Nations Tourism in Queensland](#)

For a global perspective follow the link. It also emphasises the importance of meaningful cultural exchange and establishing a code of conduct for staff and visitors.

[Indigenous People and the Travel Industry](#)

The National Indigenous Australians Agency (NIAA) provides resources and initiatives to support the growth and sustainability of the First Nations tourism sector. This includes grants for First Nations tourism operators, a mentoring program, and strategic co-investment in large-scale tourism projects. The focus is on respectfully embedding First Nations cultures in the visitor economy and promoting Self-Determination and economic opportunities.

[NIAA](#)

State/ Territory specific

The Jina Plan, developed by Tourism WA in collaboration with the Western Australian Indigenous Tourism Operators Council (WAITOC) and other government agencies, aims to position WA as the premier destination for authentic Aboriginal tourism. The plan includes initiatives such as developing new Aboriginal tourism experiences, encouraging more Aboriginal people to work in the tourism industry, and establishing administration and booking systems to support Aboriginal tourism businesses. It is backed by a \$20 million Aboriginal Tourism Fund

[Jina: Western Australia Aboriginal Tourism Action Plan 2021-2025](#)

[Go back to response summary](#)

Cultural Protocols

7. Have you engaged with your local, state or national First Nations tourism representative body?

Your Response	Yes
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Why did we ask this question?

By engaging with your local or state representative bodies, you're not just improving your business offerings, but also contributing to the sustainable development of First Nations tourism in a way that respects and benefits First Nations communities.

Remember, the landscape of First Nations tourism representation can vary significantly between states and territories. It's best to start with your state tourism organisation and work from there to find the most appropriate local contacts.

When engaging with these bodies:

- Respect cultural protocols
- Be prepared to listen and learn
- Understand that building relationships takes time
- Be clear about your intentions and how you hope to collaborate

State/ Territory specific

WAITOC	Western Australian First Nations Tourism Operators Council
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[Go back to response summary](#)

Product & Service Representation

1. Do you, or are you intending to include or represent First Nations culture as a part of your product or service?

Your Response

Yes

Why do we ask this question?

In Australia, including or representing First Nations culture in products or services is important for several reasons. It acknowledges the rich, 60,000-year-old culture of First Nations peoples and helps address historical injustices. This approach supports First Nations communities by promoting economic growth, job creation, and Self-Determination through business development.

It also ensures that First Nations art, language, and knowledge are used respectfully and with proper consent to avoid misappropriation. Accurate and respectful representation of First Nations cultures and histories is crucial for building a more inclusive society. Additionally, this aligns with government policies aimed at reconciliation and supporting First Nations participation, such as the Uluru Statement from the Heart. Including First Nations culture is a way to show respect, support economic empowerment, and contribute to a more inclusive and truthful representation of Australian society.

Keep in mind Self-Determination and the considerations around Self-Determination when representing First Nations culture as part of your product or service.

Consider the following:

Definition and Importance: Self-Determination refers to the right of First Nations people to make their own choices and govern themselves according to their cultural values and traditions. It's crucial for businesses to respect this principle by supporting First Nations communities' autonomy and decision-making processes.

Cultural and Political Autonomy: Self-Determination encompasses both cultural and political dimensions, meaning that First Nations communities have the authority to manage their cultural practices, lands, and resources, as well as to participate in governance and decision-making at various levels.

Respect for Community Leadership: Businesses should recognise and engage with Elders, and representatives of First Nations communities, ensuring that they respect the community's internal structures and governance systems.

Partnerships and Agreements: Any collaboration should be based on mutual respect and agreement, reflecting the communities priorities and decisions. Businesses should seek to build partnerships that align with the community's vision and goals, rather than imposing external agendas.

Economic Empowerment: Supporting Self-Determination also involves contributing to the economic development of First Nations communities by creating opportunities that are designed and managed by the communities themselves. This helps ensure that economic benefits remain within the community and support their long-term goals.

Continuous Engagement and Learning: Understanding and supporting Self-Determination requires ongoing engagement with the community to stay informed about their evolving needs and aspirations. Businesses should be open to feedback and willing to adapt their practices to align with the

community's self-determined goals.

By incorporating these principles, your business can foster respectful and productive relationships with First Nations communities, supporting their rights and autonomy while working towards mutually beneficial outcomes.

Links to useful resources

The Uluru Statement from the Heart emphasizes the importance of recognizing and respecting First Nations sovereignty and cultural rights when representing their culture in products or services. This involves ensuring community-led and inclusive involvement of First Nations people in the decision-making and creative processes to maintain authenticity and respect. It is crucial to avoid stereotypes and inaccuracies, instead contributing to a shared understanding of Australia's colonial history and its contemporary impacts. To achieve this, it is essential to work directly with First Nations artists and communities, ensuring fair payment and proper attribution. Promoting education and awareness about First Nations cultures through your product or service can also help build a more inclusive and respectful environment. By adhering to these principles, you can ensure that the representation of First Nations culture is respectful, authentic, and ethically sound.

[Uluru Statement from the Heart](#)

Consider the Larrakia Declaration Principles if you are intending to include or represent First Nations culture as a part of your product or service.

[Larrakia Declaration Principles](#)

While this guide is Queensland focused, the guide offers a great explanation of how to navigate Cultural Protocols in the Tourism Industry throughout the whole guide and specifically from page 22 onwards. Read through the guide to see how you can take these considerations in your own business practices.

[QTIC Best Practice Guide for Working with First Nations Tourism](#)

Reading through the Pathways & Protocols: A filmmaker's guide to working with Indigenous people, culture and concepts, is a great guide for tips on how to work respectfully with First Nations culture.

[Pathways & Protocols: A filmmakers guide to working with Indigenous people, culture and concepts](#)

For more information on what Self-Determination is why it is important, follow the link.

[Australian Human Rights Commission](#)

State/ Territory specific

Aboriginal Inclusion Guide Four: Action and Resources. Offering actionable resources, this guide directs operators to Aboriginal cultural education and training providers, while also providing insights into Aboriginal tourism products and services. It encourages ongoing learning and proactive action towards cultural inclusion and understanding.

[Aboriginal Inclusion Guide Action and Resources](#)

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

This document from the Western Australian Government details how the state will direct its efforts to empower Aboriginal people, families, and communities through Self-Determination.

[The Aboriginal Empowerment Strategy](#)



[Go back to response summary](#)

Product & Service Representation

2. Have you engaged and consulted with Elders, Traditional Owners/ Custodians, and community leaders to ensure that their culture and history are authentically represented?

Your Response

Yes

Why did we ask this question?

As a tourism business owner, it's important to understand that First Nations culture isn't just a product or attraction - it's a living, breathing part of Australia's heritage that deserves respect.

Here's why engaging with First Nations community leaders is so important:

- **Authenticity:** Elders and Traditional Custodians are the true experts on their culture. They can ensure that what you're sharing is accurate and genuine, not based on stereotypes or misconceptions.
- **Respect for sacred knowledge:** Some cultural information is sacred or sensitive. By consulting with community leaders, you'll learn what can be shared and what needs to remain private.
- **Building relationships:** Engaging with First Nations communities isn't just about getting information and ticking a box - it's about building lasting, respectful relationships. This can lead to meaningful partnerships that benefit both your business and the community.
- **Avoiding cultural appropriation:** Without proper guidance, there's a risk of misusing or misrepresenting the culture. Community leaders can help you avoid these pitfalls and ensure your offerings are respectful.
- **Legal and ethical compliance:** In many areas, there are legal requirements around the use of First Nations cultural elements. Community leaders can guide you through these requirements.
- **Enriching experiences:** With input from Elders and community leaders, you can offer deeper, more meaningful experiences that go beyond surface-level representations of culture.
- **Supporting First Nations communities:** By involving First Nations people directly in your business, you're contributing to economic opportunities and Self-Determination for these communities.

Remember, this process isn't just a one-time consultation. It's about developing ongoing relationships and committing to continuously learning.

It is important to remember when engaging with Traditional Owner groups, particularly those in highly populated areas, that their resources may be stretched.

By considering the above factors when building respectful relationships, you're not just improving your business - you're playing a part in reconciliation and cultural preservation.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/ Custodians

[AIATSIS](#)

Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub

[Tourism Transport Forum](#)

Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist

[Aboriginal Art](#)



Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more to partner with your business.	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country
Check out the Australian Government Style Manual to learn about inclusive language.	Australian Government Style Manual
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.- Narragunnawali: Reconciliation in Education	
State/ Territory specific	
The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.	Aboriginal Heritage Act in Western Australia
Try to become familiar with your local Land Council and local language to ensure you are engaging the local First Nation community respectfully. As a business based in WA it is recommended to engage with the Western Australian Indigenous Tourism Operators Council (WAITOC) for guidance in respectfully acknowledging First Nations culture.	WAITOC
View the Kimberly Land Council's Prescribed Body Corporate map.	Kimberley Land Council
Visit the South West Aboriginal Land and Sea Council to learn more about the South West Native Title Settlement agreement areas / Tel: (08) 9358 7400	Southwest Aboriginal Land and Sea Council
Visit Yamatji Marlpa Aboriginal Corporation to learn more about the Traditional Owners/ Custodians of the Pilbara, Midwest and Gascoyne regions of Western Australia. / Tel: (08) 9268 7000.	Yamatji Marlpa Aboriginal Corporation
Enquire with your local council for information on First Nations community groups, history and events Western Australia	Find your Council

[Go back to response summary](#)

Product & Service Representation

3. Do you ensure permissions are from a person with Cultural Authority?

Your Response

Yes

Why did we ask this question?

When seeking permission to use First Nations stories, symbols, or cultural knowledge, it's crucial to verify that you're talking to someone with genuine Cultural Authority.

Here's why these matters and how to approach it:

- **Understanding Cultural Authority:** In First Nations communities, not everyone has the right to speak for or give permission about cultural matters. Cultural Authority often rests with Elders, Traditional Owners/ Custodians, or specific knowledge holders.
- **Respecting community structures:** Each community has its own governance structures and protocols. Recognising these shows respect, and helps you navigate permissions correctly.
- **Avoiding misinformation:** Someone without proper authority might unintentionally give incorrect information or permissions they're not entitled to give.
- **Legal and ethical compliance:** Ensuring you have permission from the right person helps protect you legally and ethically.
- **Building genuine relationships:** By seeking out those with Cultural Authority, you're more likely to build meaningful, long-term relationships with the community.
- **Depth of knowledge:** Those with Cultural Authority often have the deepest understanding of the cultural elements you're interested in, leading to more authentic representation.

To ensure you're speaking with the right person:

- Research the local Traditional Owner groups in your area.
- Contact local Aboriginal Land Councils or First Nations organisations for guidance.
- Ask within the community about who has the authority to speak on cultural matters.
- Be patient and respectful of community processes – determining who has the right to speak on certain matters can take time.

Remember, Cultural Authority can be complex and vary between communities. It's about more than just a person's position – it's about their recognised role within their community.

Taking the time to ensure you have the right permissions shows deep respect for First Nations protocols and contributes to more ethical tourism practices.

Links to useful resources

Visit Australian Government Department Intellectual Property Australia for further information about respectful use of First Nations knowledge

[Respectful Use of Indigenous Knowledge](#)

Visit Australian Government Department, Intellectual Property Australia to learn about Indigenous Knowledge

[Indigenous Knowledge](#)

Visit Arts + Law to view their information sheets about First Nations Cultural and Intellectual Property

[Indigenous Cultural Intellectual Property](#)



State/ Territory specific

Aboriginal Inclusion Guide Four: Action and Resources. Offering actionable resources, this guide directs operators to Aboriginal cultural education and training providers, while also providing insights into Aboriginal tourism products and services. It encourages ongoing learning and proactive action towards cultural inclusion and understanding.	Aboriginal Inclusion Guide Action and Resources
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Enquire with your local council for information on First Nations community groups, history and events Western Australia	Find your Council

[Go back to response summary](#)

Product & Service Representation

4. How will you represent First Nations culture as a part of your product or service?

Your Response

Remember to approach this respectfully and ethically. Ensure you have proper permissions and partnerships with First Nations people or businesses when representing their culture. It's important to create meaningful connections rather than just using cultural elements superficially. Think about any conversations, meetings, or partnerships you've had with your local First Nations Elders, Traditional Owners/ Custodians, or community leaders. Have you sought their advice or approval on how you represent their culture in your business?

[Go back to response summary](#)

Product & Service Representation

4.1 Visit sites of cultural significance e.g. sacred sites

Your Response

Yes

Why do we ask this question?

To represent First Nations culture in your product or service, engage with and involve First Nations communities from the outset, respecting their ICIP and obtaining informed consent. Keep in mind the principles of Self-Determination.

Prioritise truth-telling about Australia's history and amplify First Nations voices. Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture.

It's important to recognise that sites of cultural significance hold deep meaning within First Nations culture, traditions, and beliefs, regardless of their outward appearance. These places may range from prominent natural landmarks to locations that might not stand out visually but are nonetheless vital to the cultural and spiritual heritage of First Nations communities.

A site of cultural significance could be:

Significant to First Nations people:

First Nations Cultural Sites are places of importance and special significance to First Nations people, connected to their social, spiritual, historical, scientific, or aesthetic traditions.

Consider the following:

Types of Sites: These can include various natural and man-made features such as:

- Rock art galleries
- Ancient caves
- Burial sites
- Waterways
- Ceremonial sites
- Scar trees
- Hills, rocks, waterholes, trees, and plains
- In coastal areas, underwater features

Connection to the Dreaming:

Many sites stem their status from an association with ancestral beings and creation stories collectively known as Dreamtime or the Dreaming

Cultural and Traditional Use: These sites may be associated with:

- Traditional cultural life of First Nations people, past or present
- Sacred, ritual, or ceremonial practices
- Historical, anthropological, archaeological, or ethnographical interest
- When visiting these sites, it's crucial as a business owner to:

- Obtain necessary permissions and respect access restrictions
- Engage with local First Nations communities for guidance
- Follow "Leave No Trace" principles
- Be mindful of photography and recording restrictions
- Respect ongoing ceremonies or cultural activities

Legal Protection:

First Nations Cultural Sites are protected under various state, territory, and federal laws in Australia. It's illegal to harm or damage these sites, whether they are officially registered or not

Custodianship:

Traditional Custodians, often Elders are responsible for these sites. They play a crucial role in ensuring the well-being of the Country and the wider community through site protection.

Access Restrictions:

Some sites may have restricted access based on gender, age or language group.

Ongoing Cultural Significance:

These sites are not just historical artifacts but continue to hold deep spiritual and cultural significance for living First Nations communities, providing an essential link to their past, present, and future.

Links to useful resources

Visit the Australian Government, Department of Climate, Change, Energy, the Environment and water (DCCEEW) to become familiar with the principal First Nations heritage legislation for your State or Territory

[DCCEEW](#)

Visit DCCEEW for further information to help you locate places protected under state and territory laws (Hint: scroll to bottom of page)

[DCCEEW](#)

The Uluru Statement from the Heart emphasizes the importance of recognizing and respecting First Nations sovereignty and cultural rights when representing their culture in products or services. This involves ensuring community-led and inclusive involvement of First Nations people in the decision-making and creative processes to maintain authenticity and respect. It is crucial to avoid stereotypes and inaccuracies, instead contributing to a shared understanding of Australia's colonial history and its contemporary impacts. To achieve this, it is essential to work directly with First Nations artists and communities, ensuring fair payment and proper attribution. Promoting education and awareness about First Nations cultures through your product or service can also help build a more inclusive and respectful environment. By adhering to these principles, you can ensure that the representation of First Nations culture is respectful, authentic, and ethically sound.

[Uluru Statement from the Heart](#)

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[Larrakia Declaration Principles](#)

While this guide is Queensland focused, the guide offers a great explanation of how to navigate Cultural Protocols in the Tourism Industry throughout the whole guide and specifically from page 22 onwards. Read through the guide to see how you can take these considerations in your own business practices.

[QTIC Best Practice Guide for Working with First Nations Tourism](#)

Reading through the Pathways & Protocols: A filmmaker's guide to working with Indigenous people, culture and concepts, is a great guide for tips on how to work respectfully with First Nations culture.

[Pathways & Protocols: A filmmaker's guide to working with Indigenous people, culture and concepts](#)

State/ Territory specific

Aboriginal Inclusion Guide Three: Language and Protocols. This guide explores key Aboriginal terms and phrases, as well as essential cultural protocols to follow. It emphasises the importance of using inclusive and respectful language and covers the protection of significant Aboriginal sites and objects.

[Aboriginal Inclusion Guide Language](#)

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.1.1 Has your business asked permission from Elders, Traditional Owners/ Custodians and community leaders to visit sites of cultural significance?

Your Response

Yes

Why did we ask this question?

As a tourism business owner, you should seek permission from Elders, Traditional Custodians, and community leaders before visiting sites of cultural significance. This shows respect for the deep spiritual and historical connections these sites hold for First Nations people and in line with the principles of Self-Determination. Here's why this practice is so important:

- Respect for sacred places: Many sites hold deep spiritual meaning for First Nations people. By asking for permission, you show respect for these sacred connections.
- Cultural protocols: Each community has its own protocols for accessing significant sites. Following these protocols demonstrates your commitment to cultural respect.
- Preventing harm: Without proper guidance, visitors might unknowingly damage or disrespect these sites. Permission ensures you have the right information to visit responsibly.
- Recognising ownership: Seeking approval acknowledges that First Nations people are the rightful custodians of these places and their associated cultural knowledge.
- Building relationships: This practice helps foster positive relationships with local First Nations communities, which can lead to more authentic and meaningful experiences for your visitors.
- Legal compliance: In some areas, there may be legal requirements around accessing certain sites. Getting permission helps ensure you're operating within the law.
- Enhancing experiences: With permission, guidance often comes, which can greatly enrich the experience for your visitors through deeper understanding and context.
- Supporting Self-Determination: By respecting First Nations control over access to their significant sites, you're supporting First Nations peoples' right to manage their cultural heritage.

Remember, seeking permission isn't just a formality - it's about building respectful, ongoing relationships with First Nations communities. This approach not only protects cultural heritage but also contributes to more responsible and ethical tourism practices.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/ Custodians

[AIATSIS](#)

Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub.

[Tourism Transport Forum.](#)

Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist.

[Aboriginal Art](#)

Visit Indigenous Art Code to learn more about the code of ethical trade.

[Indigenous Art Code](#)



Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more to partner with your business.

[Supply Nation](#)

Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.

[Welcome to Country](#)

Check out the Australian Government Style Manual to learn about inclusive language.

[Australian Government Style Manual](#)

A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.

[Narragunnawali: Reconciliation in Education](#)

Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.

[Gambay](#)

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.1.2. Do you have practices or policies in place to protect First Nations cultural sites during tours or activities?

Your Response

Yes

Why did we ask this question?

Having practices or policies in place to protect First Nations cultural sites during tours or activities is crucial for several reasons. It is important to consider that these sites often hold profound spiritual, historical, and cultural significance for First Nations communities. Without proper protection, they risk being disrespected or damaged, which can lead to cultural harm and loss of heritage. Implementing protective measures ensures that these sacred and significant places are treated with the reverence and care they deserve, preserving their integrity for future generations.

Establishing policies helps educate visitors and staff about the importance of these sites and the need to follow respectful practices. This not only fosters a greater understanding and appreciation of First Nations cultures but also reduces the likelihood of accidental damage or disrespect. Such practices build trust between tourism operators and First Nations communities, demonstrating a commitment to ethical and responsible tourism. Overall, these measures contribute to a more respectful and sustainable approach to cultural tourism, benefiting both the communities and the visitors who seek to learn from and engage with First Nations culture.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/ Custodians	AIATSIS
Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub.	Tourism Transport Forum.
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist.	Aboriginal Art
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Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more to partner with your business.	Supply Nation
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Australia's first languages that reflects the names and groupings favoured by community.

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.2 Sell or provide wares that have been created by First Nations people

Your Response

No

Why do we ask this question?

To represent First Nations culture in your product or service, consult with and involve First Nations communities from the outset, respecting their intellectual property and obtaining informed consent. Prioritise truth-telling about Australia's history and amplify First Nations voices.

Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture and supports Self-Determination.

Sell or give wares that have been created by First Nations people.

Incorporating First Nations culture into your tourism business by selling or giving wares created by First Nations artisans is a powerful way to celebrate and share their rich heritage. It's essential to approach this inclusion with respect, authenticity, and a commitment to supporting First Nations communities.

Here are some key considerations:

Authenticity and Cultural Integrity

- **Sourcing:** Partner directly with First Nations artisans and communities to ensure products are genuinely First Nations.
- **Cultural Significance:** Educate customers about the traditions and stories behind the wares, where you have permission to do so. Another option may be to include signage or labelling with approved information from the creators themselves.

Economic Benefits

- **Support Economies:** Provide fair compensation and create job opportunities for First Nations artists and communities.
- **Revenue Sharing:** Consider implementing a model that benefits the broader community e.g. giving back.

Ethical Considerations

- **Intellectual Property:** Respect First Nations intellectual property rights and ensure proper attribution.
- **Sustainability:** Promote environmentally friendly practices in production and packaging.

Customer Experience

- **Education:** Share approved information about artists and their cultures to enhance customer engagement.

- Presentation: Display products respectfully, using accurate signage and approved marketing materials.

Compliance and Best Practices

- Legal Requirements: Adhere to laws regarding the sale of First Nations art and crafts.
- Industry Guidelines: Follow best practices from First Nations tourism organisations for authenticity.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling First Nations souvenirs and artwork.	Office of Fair Trading
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses	Supply Nation
State/ Territory Specific NSW Aboriginal Affairs NSW is a great website to guide people and businesses on a range of topics including being culturally respectful in business practices.	Aboriginal Affairs NSW
State/ Territory specific	
The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.	Aboriginal Heritage Act in Western Australia

[Go back to response summary](#)



Product & Service Representation

4.2.1 Have you sought the correct permissions to sell or give wares created by First Nations people?

Your Response

Why do we ask this question?

Seeking permission when selling First Nations goods in Australia is important for several reasons. Firstly, it's about respecting the cultural heritage and intellectual property of First Nations people. Many First Nations-style products in the market are unfortunately non-First Nations authored, which can be misleading and harmful to First Nations artists and communities. Secondly, there is legal consideration. The Australian Government is working on new stand-alone legislation to protect Indigenous Cultural and Intellectual Property (ICIP). This legislation aims to address the issue of fake art, merchandise and souvenirs, which currently make up over half of the market. Thirdly, seeking permission ensures authenticity. When you have the approval of First Nations people, you're guaranteeing that the products you're selling are genuine First Nations goods. This not only protects consumers from being misled but also supports First Nations artists and businesses. Lastly, it's about ethical business practices. By engaging respectfully with First Nations communities and seeking their consent, you're contributing to fair and transparent trade in First Nations artwork. This approach helps to preserve and promote First Nations culture while ensuring that the economic benefits flow back to the rightful creators. Remember, the process of obtaining permission might take time and involve discussions with multiple people or groups. It's not just a box-ticking exercise, but a way to build meaningful relationships with First Nations communities and ensure that their cultural expressions are respected and protected.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/Custodians

[AIATSIS](#)

Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub

[Tourism Transport Forum](#)

Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist

[Aboriginal Art](#)

Visit Indigenous Art Code to learn more about the code of ethical trade. - Indigenous Art Code

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)





Product & Service Representation

4.3 Sell or provide goods or services representing First Nations culture

Your Response

No

Why do we ask this question?

To represent First Nations culture in your product or service, consult with and involve First Nations communities from the outset, respecting their intellectual property and obtaining informed consent. Prioritise truth-telling about Australia's history and amplify First Nations voices.

Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture and supports Self-Determination.

Sell or give wares that have been created by First Nations people.

Incorporating First Nations culture into your tourism business by selling or giving wares created by First Nations artisans is a powerful way to celebrate and share their rich heritage. It's essential to approach this inclusion with respect, authenticity, and a commitment to supporting First Nations communities.

Here are some key considerations:

Authenticity and Cultural Integrity

- **Sourcing:** Partner directly with First Nations artisans and communities to ensure products are genuinely First Nations.
- **Cultural Significance:** Educate customers about the traditions and stories behind the wares, where you have permission to do so. Another option may be to include signage or labelling with approved information from the creators themselves.
- **By respecting Self-Determination,** you involve First Nations communities in the decision-making process, getting their input and consent before using their cultural elements. This way, they have a say in how their culture is shared and celebrated.

Economic Benefits

- **Support Economies:** Provide fair compensation and create job opportunities for First Nations artists and communities.
- **Revenue Sharing:** Consider implementing a model that benefits the broader community e.g. giving back.

Ethical Considerations

- **Intellectual Property:** Respect First Nations intellectual property rights and ensure proper attribution.
- **Sustainability:** Promote environmentally friendly practices in production and packaging.

Customer Experience



- Education: Share approved information about artists and their cultures to enhance customer engagement.
- Presentation: Display products respectfully, using accurate signage and approved marketing materials.

Compliance and Best Practices

- Legal Requirements: Adhere to laws regarding the sale of First Nations art and crafts.
- Industry Guidelines: Follow best practices from First Nations tourism organisations for authenticity.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
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Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses	Supply Nation

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.	Aboriginal Heritage Act in Western Australia
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[Go back to response summary](#)

Product & Service Representation

4.3.1 Have you sought the correct permissions to sell or provide wares representing First Nations culture?

Your Response

Why do we ask this question?

Seeking permission to sell or give wares representing First Nations culture

Asking permission when representing First Nations culture in Australia is crucial for a number of reasons. It's all about respect, authenticity, and doing the right thing by First Nations people.

It is important to remember that First Nations people have the right to control how their culture is portrayed. By asking permission, we're acknowledging that First Nations people are the experts on their own culture and should have a say in how it's shared.

Seeking permissions also help to preserve cultural integrity. First Nations culture is incredibly diverse and complex. When we seek permission and guidance from the right people, we're more likely to represent the culture accurately and respectfully. This helps avoid stereotypes and misrepresentations that can be harmful to First Nations communities.

Moreover, seeking permission helps build meaningful relationships with First Nations communities. It is a way to engage in genuine dialogue and learn from the right people with the right cultural authority.

Lastly, it's worth noting that there's a growing push for legal protections around Indigenous Cultural and Intellectual Property. While the details are still being worked out, it's clear that respecting First Nations peoples' right to control their cultural expressions is becoming increasingly important in Australia.

Asking permission isn't just a nice thing to do - it's a crucial step in ensuring that First Nations culture is represented accurately, respectfully, and in a way that benefits the communities themselves.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling First Nations souvenirs and artwork.	Office of Fair Trading
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country

State/ Territory specific



The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

[Go back to response summary](#)



Product & Service Representation

4.4.1 Have you asked permission from local First Nations communities before using their stories, symbols, or cultural knowledge in marketing or products?

Your Response	Yes
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Why did we ask this question?

As a tourism business owner, it's crucial to seek permission from local First Nations communities before using their stories, symbols, or cultural knowledge in your marketing or products. Here's why this is so important:

Respect for cultural ownership: First Nations people are the rightful owners and custodians of their cultural heritage. Asking permission shows respect for their ownership and control over their cultural assets.

Avoiding misuse: Without proper guidance, you might unintentionally misuse or misrepresent cultural elements. Getting permission helps ensure you use them appropriately and in the right context.

Building relationships: Reaching out for permission opens a dialogue with First Nations communities. This can lead to meaningful partnerships and more authentic cultural experiences for your visitors.

Legal considerations: In some cases, there may be legal protections around the use of First Nations cultural elements. Seeking permission helps you navigate these requirements.

Authenticity: With permission and guidance from the community, you can ensure that any cultural elements you use are authentic and accurately represented.

Supporting Self-Determination: By asking permission, you're recognising the right of First Nations people to control how their culture is shared and used commercially.

Ethical business practices: This approach aligns with ethical tourism principles and shows your commitment to responsible cultural engagement.

Remember, seeking permission isn't just a one-time thing. It's about building ongoing, respectful relationships with First Nations communities. This not only protects cultural heritage but can also lead to more enriching experiences for your customers and a more responsible tourism industry overall.

Links to useful resources

Visit Australian Government Department Intellectual Property Australia for further information about respectful use of First Nations knowledge	Respectful Use of Indigenous Knowledge
Visit Australian Government Department, Intellectual Property Australia to learn about First Nations Knowledge	Indigenous Knowledge
Visit Arts + Law to view their information sheets about First Nations Cultural and Intellectual Property	Indigenous Cultural Intellectual Property

State/ Territory specific



The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.5 Include stories either verbally or in writing depicting First Nations culture and/or history

Your Response

Yes

Why do we ask this question?

To represent First Nations culture in your product or service, consult with and involve First Nations communities from the outset, respecting their intellectual property and obtaining informed consent. Prioritise truth-telling about Australia's history and amplify First Nations voices.

Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture and supports Self-Determination.

Include stories either verbally or in writing depicting First Nations culture and/or history.

Including approved stories that depict First Nations culture and history is a powerful way to honour First Nations heritage and promote cultural understanding. Storytelling in First Nations cultures is a sacred practice, and it's crucial to approach it with the utmost respect and care.

When done respectfully and authentically, storytelling can enrich your product or service while educating others about First Nations perspectives. Here are key considerations for incorporating

First Nations stories:

Authenticity and Collaboration

- Partner with First Nations Storytellers: Engage First Nations Elders, authors, or cultural experts to share stories.
- Respect Cultural Protocols: Understand and follow proper protocols for sharing specific stories.

Example: Obtaining permission from the appropriate community or family before sharing certain narratives. **Cultural Significance**

- Contextualise Stories: Provide background on the cultural importance of each story.

Educational Value

- Connect Past and Present: Use stories to illustrate both historical and contemporary First Nations experiences.

Example: Clearly stating the storyteller's name and nation in all oral, written or recorded materials.

- Respect Intellectual Property: Obtain necessary permissions and follow copyright laws for published stories.



Example: Securing written agreements for the use of stories in commercial products. **Community Engagement**

- Ongoing Relationships: Develop long-term partnerships with First Nations communities for sustained storytelling initiatives.
- Support First Nations Storytellers: Provide platforms for First Nations people to share their own stories directly.

Example: Creating a dedicated section on your website or in your store for First Nations authors or artists to showcase their work.

Links to useful resources

The most well-known map is the AIATSIS Map of Indigenous Australia which represents the language, social or nation groups of Australia and includes the Torres Strait Islands	AIATSIS
Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia’s first languages that reflects the names and groupings favoured by community	Gambay
Read about Respectful Communication & Engagement from Tourism & Transport Forum’s (TTF) First Nations Tourism Hub	Tourism and Transport Forum
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali	Narragunnawali
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art Association of Australia
View AIATSIS resource for engaging with Traditional Owners/ Custodians	AIATSIS
Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Visit Creative Australia to view the protocols for using First Nations Cultural and Intellectual Property in the Arts	Creative Australia
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education
Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia’s first languages that reflects the names and groupings favoured by community.	Gambay

State/ Territory specific

Aboriginal Inclusion Guide Three: Language and Protocols. This guide explores key Aboriginal terms and phrases, as well as essential cultural protocols to follow. It emphasises the importance of using inclusive and	Aboriginal Inclusion Guide Language
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respectful language and covers the protection of significant Aboriginal sites and objects.

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.5.1 Have you sought the correct permissions to include stories either verbally or in writing depicting First Nations culture and/or history?

Your Response

Yes

Why did we ask this question?

It's important to understand that First Nations stories are more than just tales. They're a vital part of cultural heritage, often carrying deep spiritual meaning and traditional knowledge that's been passed down through generations. These stories belong to the communities they come from, and it's not up to outsiders to simply take and use them as they please.

Businesses must also consider the legal side of things. While Australian copyright law doesn't currently recognise communal ownership, there's a growing push to protect Indigenous Cultural and Intellectual Property (ICIP). The government is working on new laws to address this, so it's best to stay ahead of the curve and respect these rights now.

Moreover, asking permission helps ensure authenticity and accuracy. First Nations people are the experts on their own culture and should have a say in how it's represented. By consulting with Traditional Owners/ Custodians, local Elders, and community experts, you're more likely to get the story right and avoid misrepresentation or stereotypes.

It's also about building relationships and trust with First Nations communities. Consultation is a process of sharing knowledge and opinions. It shows respect for the Traditional Owners/ Custodians of these stories and acknowledges their right to control how their culture is shared.

It's worth noting that some stories are sacred or not meant to be shared widely. By asking permission, you're respecting the privacy and cultural protocols of the community. It's about striking a balance between sharing culture and protecting what's sacred.

Remember that asking permission is about respect, accuracy, legal considerations, and building positive relationships with First Nations communities. It's not just the right thing to do; it's an essential part of representing First Nations cultures responsibly in Australia.

Links to useful resources

The most well-known map is the AIATSIS Map of Indigenous Australia which represents the language, social or nation groups of Australia and includes the Torres Strait Islands [AIATSIS](#)

Gambay—First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community [Gambay](#)

Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub [Tourism and Transport Forum](#)

A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali [Narragunnawali](#)



Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art Association of Australia
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Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Visit Creative Australia to view the protocols for using First Nations Cultural and Intellectual Property in the Arts	Creative Australia
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education
State/ Territory specific	
The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.	Aboriginal Heritage Act in Western Australia
Also consider enquiring with your local council for information on First Nations culture and history within your community.	Western Australia

[Go back to response summary](#)

Product & Service Representation

4.6 Provide a First Nations Cultural experience

Your Response

No

Why did we ask this question?

To represent First Nations culture in your product or service, consult with and involve First Nations communities from the outset, respecting their intellectual property and obtaining informed consent. Prioritise truth-telling about Australia's history and amplify First Nations voices.

Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture and supports Self-Determination.

Provide a First Nations Cultural Experience

Creating a First Nations Cultural experience within your business offering adds value to your offering. Such experiences offer a unique opportunity for participants to learn directly from or about First Nations communities, fostering understanding and appreciation of their rich heritage.

By thoughtfully designing these experiences, you can create memorable interactions that honour First Nations culture while providing educational value. Here are some key ways to implement this option:

Authentic Cultural Immersion

- Collaborate with First Nations Communities: Partner directly with local First Nations groups to develop and deliver experiences.

Example: Guided bush tucker walks led by First Nations Elders, sharing traditional knowledge of native plants and their uses.

- On-Country Experiences: Offer activities that take place on traditional lands, guided by First Nations custodians.

Example: Cultural tours of significant sites, explaining their spiritual and historical importance.

Interactive Learning

- Traditional Skills Workshops: Provide hands-on experiences of First Nations crafts and practices.

Example: Workshops on traditional weaving techniques, painting classes, didgeridoo playing, or boomerang throwing.

- Language and Storytelling Sessions: Incorporate First Nations language lessons and traditional storytelling.

Example: Campfire sessions where Elders share Dreamtime stories in their native language with translations.

Cultural Performances

- Traditional Dance and Music: Showcase First Nations performing arts.

Example: Organising corroboree performances that explain the significance of different dances and songs.

- Contemporary First Nations Art: Include modern expressions of First Nations culture.

Example: Art exhibitions or workshops with local First Nations artists, explaining their techniques and inspirations.

Culinary Experiences

- Bush Tucker Tasting: Offer opportunities to taste and learn about native Australian foods.

Example: Guided bush food foraging followed by a cooking demonstration using traditional methods.

Cultural Education

- Reconciliation Activities: Include experiences that promote understanding and reconciliation.

Example: Facilitated cross-cultural dialogues or workshops on First Nations perspectives on environmental conservation.

Respectful Participation

- Giving Back to Community: Ensure that the experiences benefit the local First Nations community.

Example: Revenue sharing models or employment opportunities for local First Nations people.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling First Nations souvenirs and artwork.	Office of Fair Trading
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education
Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.	Gambay
https://www.firstlanguages.org.au/gambay	

State/ Territory specific

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[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.6.1 Have you sought the correct permissions to provide a First Nations cultural experience?

Your Response

Why did we ask this question?

Asking permission to provide a First Nations cultural experience in Australia is crucial for a number of reasons. And most importantly it's about respecting the deep cultural significance and ownership of these experiences.

First off, it's important to understand that First Nations culture is incredibly diverse and complex. By seeking permission, you're acknowledging that First Nations people are the experts on their own culture and should have control over how it's shared and experienced.

Secondly, there's the concept of Indigenous Cultural and Intellectual Property (ICIP) rights. While Australian law doesn't currently recognise communal ownership fully, there's a growing push to protect these rights. The Australian Government is actually working on introducing new laws to protect First Nations traditional knowledge and cultural expressions. So, by asking permission, you're staying ahead of the curve and respecting these rights.

Moreover, seeking permission helps ensure authenticity and accuracy. It's about striking a balance between sharing culture and protecting what's sacred. Some aspects of First Nations cultures are not meant to be shared widely, and it's crucial to respect these boundaries.

It's also about building meaningful relationships with First Nations communities. Consultation is a process of engaging in genuine dialogue and learning directly from First Nations people.

Lastly, it's worth noting that in some cases, particularly in remote regions, you might need an actual permit to visit First Nations communities or sacred sites. This permit system provides cultural guidance for visitors and ensures that tourism or cultural experiences are conducted respectfully and sustainably.

Remember asking permission to provide a First Nations cultural experience is about respect, authenticity, legal considerations, and building positive relationships with First Nations communities. It's not just the right thing to do; it's an essential part of representing and sharing First Nations culture responsibly in Australia.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.

[Indigenous Art Code](#)

Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling First Nations souvenirs and artwork.

[Office of Fair Trading](#)

Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist

[Aboriginal Art](#)

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[Supply Nation](#)



Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.

[Welcome to Country](#)

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[Gambay](#)

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[Aboriginal Heritage Act in Western Australia](#)

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[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.7 Provide education programs or experiences that includes First Nations culture and/or history

Your Response

Yes

Why did we ask this question?

To represent First Nations culture in your product or service, consult with and involve First Nations communities from the outset, respecting their intellectual property and obtaining informed consent. Prioritise truth-telling about Australia's history and contribute towards amplifying First Nations voices.

Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture and supports Self-Determination.

Provide education programs or experiences that includes First Nations culture and/or history. Incorporating First Nations cultural experiences into your tourism business can enhance your offerings and provide unique, authentic experiences for visitors. As a tourism operator, here are key considerations for providing education programs or experiences that include First Nations culture and/or history:

Collaboration and Partnerships

- Engage with Local Communities: Establish partnerships with local First Nations groups or cultural centres.

Example: Collaborate with Traditional Owners/ Custodians Aboriginal Corporation for guided tours or cultural workshops.

- Employ First Nations Guides: Hire First Nations individuals to lead tours and educational programs.

Example: Recruit local Aboriginal guides to conduct bush tucker walks or storytelling sessions.

Authentic Content Development

- Co-create Experiences: Work with First Nations Elders or cultural advisors to develop program content.

Example: Design a cultural immersion program that includes traditional practices and Dreamtime stories.

- Respect Cultural Protocols: Ensure all activities adhere to appropriate cultural protocols.

Example: Implement a Welcome to Country ceremony at the start of tours or programs.

Diverse Offerings

- Interactive Cultural Workshops: Provide hands-on experiences of traditional skills run by First Nations representative.



Example: Offer workshops on Aboriginal art techniques, boomerang throwing, or traditional weaving.

- Cultural Tours: Develop guided tours of significant First Nations sites.

Example: Create a tour of local rock art sites with interpretation by Aboriginal guides.**Educational Components**

- Cultural Awareness Training: Provide training for all staff members.

Example: Conduct regular workshops on First Nations history and cultural sensitivity for your team.

- Interpretive Materials: Develop educational resources to complement experiences.

Example: Create brochures or digital content explaining the cultural significance of local landmarks.**Sustainable Practices**

- Economic Benefits: Ensure fair compensation and opportunities for First Nations communities.

Example: Implement a revenue-sharing model with local First Nations groups.

- Environmental Stewardship: Incorporate traditional land management practices.

Example: Include information on First Nations fire management techniques in nature tours.**Continuous Improvement**

- Seek Feedback: Regularly consult with First Nations partners and customers.

Example: Implement a feedback system specifically for cultural components of your tours.

- Stay Informed: Keep up-to-date with best practices in First Nations tourism.

Example: Attend industry workshops or conferences focused on First Nations tourism.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling First Nations souvenirs and artwork.	Office of Fair Trading
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country

A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.

[Narragunnawali: Reconciliation in Education](#)

Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.

[Gambay](#)

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.7.1 Have you sought the correct permissions to provide education programs or experiences that include First Nations culture and/or history?

Your Response

Yes

Why did we ask this question?

Asking permission to provide education programs or experiences that include First Nations culture and history in Australia is crucial, and seeking permissions demonstrate that you are respecting the deep cultural significance and ownership of these stories and experiences.

By seeking permission, you're acknowledging that First Nations people are the experts on their own culture and should have control over how it's shared and taught.

There's also the concept of Indigenous Cultural and Intellectual Property (ICIP) rights to consider. While Australian law doesn't currently recognise communal ownership fully, there's a growing push to protect these rights. In fact, the Australian Government is working on introducing new laws to protect First Nations traditional knowledge and cultural expressions. So, by asking permission, you're staying ahead of the curve and respecting these rights.

Seeking permission helps ensure authenticity and accuracy in your education programs. It's about striking a balance between sharing culture and protecting what's sacred. Some aspects of First Nations cultures are not meant to be shared widely, and it's crucial to respect these boundaries.

It's also worth noting that meaningful learning about First Nations culture is enhanced by consultation with the communities themselves. No amount of study can substitute for the lived experiences of members of these communities.

Asking permission to provide education programs or experiences that include First Nations culture and history is about respect, authenticity, legal considerations, and building positive relationships with First Nations communities. It's not just the right thing to do; it's an essential part of representing and sharing First Nations cultures responsibly in Australia

Links to useful resources

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[Indigenous Art Code](#)

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[Aboriginal Art](#)

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[Supply Nation](#)

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[Welcome to Country](#)



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[Narragunnawali: Reconciliation in Education](#)

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[Gambay](#)

State/ Territory specific

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Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.8 Use First Nations languages, symbols, or references on the business premises

Your Response

No

Why did we ask this question?

To represent First Nations culture in your product or service, consult with and involve First Nations communities from the outset, respecting their intellectual property and obtaining informed consent. Prioritize truth-telling about Australia's history and amplify First Nations voices. Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture.

Use First Nations languages, symbols, or references on the business premises

By thoughtfully incorporating First Nations languages, symbols, or references on your business premises, tourism businesses can create a more culturally rich and respectful environment. Remember, the key is to engage genuinely with local First Nations communities throughout the process, ensuring that all representations are accurate, respectful, and meaningful. Remember that languages and references represent important elements of a First Nations communities' cultural identity. Make sure you are treating the use of languages and symbols respectfully by seeking the correct permissions.

Signage and Visual Elements

- **Bilingual Signage:** Include local First Nations language alongside English on signs. Example: Welcome signs featuring greetings in both English and the local First Nations language.
- **Traditional Symbols:** Incorporate First Nations symbols or artwork in your décor. Example: Display authentic First Nations art or murals created by local First Nations artists.

Language Integration

- Remember that language is a part of a First Nations communities cultural identity, and it needs to be treated like any other cultural component. Make sure you seek permission before adopting language.

Cultural Acknowledgment

- **Welcome to Country:** Display a permanent Welcome to Country sign in a prominent location. Example: Install a beautifully designed plaque at the entrance acknowledging the Traditional Owners/ Custodians.
- **Acknowledgment of Country:** Include an Acknowledgment of Country in your reception area. Example: Display a framed Acknowledgment statement that staff can reference when welcoming guests.

Staff Engagement



- **Language Use:** Encourage staff to learn and use basic First Nations language greetings.
Example: Train staff to say "hello" and "thank you" in the local First Nations language.
- **Cultural Awareness:** Provide staff with information about the significance of displayed symbols or words.
Example: Conduct regular cultural awareness sessions for staff about local First Nations culture.

Collaboration and Authenticity

- **Community Consultation:** Work closely with local First Nations groups for guidance and approval.
Example: Establish an ongoing relationship with a local Aboriginal Land Council for advice on cultural elements.
- **Authentic Sourcing:** Ensure all First Nations elements are sourced ethically and authentically.
Example: Commission local First Nations artists for artwork or signage design.

Respectful Integration

- **Avoid Tokenism:** Ensure the use of language and symbols is meaningful and contextual.
Example: Instead of random words, use language that relates to your business or local area.
- **Regular Updates:** Keep information current and relevant through ongoing engagement with the First Nations community.
Example: Schedule annual reviews of your cultural elements with local First Nations advisors.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/ Custodians	AIATSIS
Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub	Tourism Transport Forum
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more to partner with your business.	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country
Check out the Australian Government Style Manual to learn about inclusive language.	Australian Government Style Manual
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education	Narragunnawali: Reconciliation in Education

Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia’s first languages that reflects the names and groupings favoured by community.

[Gambay](#)

State/ Territory specific

Aboriginal Inclusion Guide Three: Language and Protocols. This guide explores key Aboriginal terms and phrases, as well as essential cultural protocols to follow. It emphasises the importance of using inclusive and respectful language and covers the protection of significant Aboriginal sites and objects.

[Aboriginal Inclusion Guide Language](#)

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Also consider enquiring with your local council for information on First Nations culture and history within your community.

[Western Australia](#)

[Go back to response summary](#)

Product & Service Representation

4.8.1 Have you sought the correct permissions to use First Nations languages, symbols, or references on business premises?

Your Response

Why did we ask this question?

Asking permission to use First Nations languages, symbols, or references on business premises in Australia is crucial for several reasons. It's about respecting the deep cultural significance and ownership of these elements.

It's important to understand that First Nations culture is incredibly diverse and complex. These languages, symbols, and references aren't just decorative elements - they're a vital part of cultural heritage, often carrying deep spiritual meaning and traditional knowledge that's been passed down through generations.

Secondly, there's the concept of Indigenous Cultural and Intellectual Property (ICIP) rights to consider. While Australian law doesn't currently recognise communal ownership fully, there's a growing push to protect these rights. In fact, the Australian Government is working on introducing new laws to protect First Nations traditional knowledge and cultural expressions.

It's also worth noting that using First Nations languages, symbols, or references without permission can be seen as cultural appropriation. This can harm the reputation of your business and, more importantly, disrespect the communities these cultural elements belong to.

In a nutshell, asking permission to use First Nations languages, symbols, or references on your business premises is about respect, authenticity, legal considerations, and building positive relationships with First Nations communities. It's an essential part of representing and sharing First Nations cultures responsibly in Australia.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
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Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education

Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.

[Gambay](#)

State/ Territory specific

To gain permission to use a First Nations language in Western Australia, follow these steps:

1. Identify the relevant language: Determine which of the 60+ First Nations languages in Western Australia you wish to use.
 2. Contact the Traditional Owners/Custodians: Reach out to the First Nations group who are the Custodians of the language. This is crucial as each language belongs to a specific group of people.
 3. Seek permission and consent: Formally request permission from the language Owners to use their language. This must be done before developing any curricula or planning language programs.
 4. Conduct a comprehensive survey: Before proceeding, conduct a thorough survey of the local language situation.
 5. Consult with community organisations: Engage with relevant local bodies such as language centres, land councils, and First Nations education consultative groups.
 6. Allow sufficient time: Ensure you allocate enough time for thorough and ongoing consultation processes.
-

[Go back to response summary](#)

Product & Service Representation

4.9 Celebrate First Nations cultural events, festivals or other initiatives?

Your Response

Yes

Why did we ask this question?

To represent First Nations culture in your product or service, consult with and involve First Nations communities from the outset, respecting their intellectual property and obtaining informed consent. Prioritize truth-telling about Australia's history and amplify First Nations voices.

Support their ownership and influence through partnerships, create a culturally safe environment, and ensure equitable benefits. This approach ensures respectful, accurate, and beneficial representation of First Nations culture.

Celebrating First Nations cultural events, festivals, and other initiatives is an excellent way for tourism businesses to represent and honour First Nations culture. This approach allows for meaningful engagement with local communities and provides unique experiences for visitors.

Participation in Established Events

- NAIDOC Week: Engage in local NAIDOC Week celebrations held annually in July.
- Local First Nations Festivals: Support and participate in existing First Nations festivals in your area. Consult with your local council for further information.
- Reconciliation Week.

Hosting Cultural Celebrations

- Seasonal Events: Organise events around significant First Nations seasons or celestial events.

Example: Host a stargazing night with First Nations astronomy stories during the Seven Sisters (Pleiades) season.

- Art and Culture Showcases: Create platforms for local First Nations artists and performers.

Example: Arrange a monthly First Nations art exhibition or performance series at your venue.

Community Collaborations

- Joint Initiatives: Work with local First Nations organizations to create new events.

Example: Develop an annual "Cultural Heritage Day" in partnership with the local Land Council.

- Support Existing Programs: Contribute to or sponsor First Nations-led community programs.

Example: Sponsor youth cultural camps or elder-led knowledge sharing initiatives.

Promoting Awareness



- **Social Media Campaigns:** Use your platforms to promote First Nations events and initiatives your business is participating or facilitating.

Example: Run a "Meet the Artist" series featuring local First Nations creators on your social media.

Respectful Integration

- **Consult and Collaborate:** Always work closely with local First Nations communities in planning and execution.

Example: Establish an First Nations advisory group for your business to guide cultural initiatives.

- **Authentic Representation:** Ensure all events and initiatives accurately represent local First Nations cultures.

Example: Have all promotional materials and event content reviewed by First Nations cultural advisors.

Links to useful resources

View the Cultural Calendar: Important days of the year	Culturally Important Dates
Visit the National Indigenous Australians Agency to learn more about NAIDOC week	NIAA
Visit NAIDOC to learn more about celebrating NAIDOC week. Points of interest on their website include NAIDOC history, Local NAIDOC Week events locator & Supporting NAIDOC Toolkit (found in the resources tab)	NAIDOC
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more.	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences and is another great place to source artists and more.	Welcome to Country
State/ Territory specific	
	Find your Council

[Go back to response summary](#)



Visitor Experience

1. Do you ensure that your tourism offerings (tours, experiences, etc.) are respectful of First Nations history, including land, sacred sites, and traditions?

Your Response

Yes

Why did we ask this question?

As a tourism business owner, it's crucial that you ensure your offerings respect First Nations heritage, including their land, sacred sites, and traditions. This approach isn't just about following rules – it's about playing a vital role in preserving Australia's unique First Nations cultures and promoting ethical, sustainable tourism.

When you honour these aspects of First Nations culture, you're doing more than just running a business. You're actively protecting invaluable cultural heritage and preventing its loss. This respect opens doors to meaningful partnerships with First Nations communities, leading to more authentic experiences for your customers.

Remember, respecting First Nations heritage isn't optional – it's often required by law. By doing the right thing, you're not only avoiding legal troubles but also contributing to the bigger picture of reconciliation in Australia.

Your customers will appreciate this too. Many travellers these days are looking for genuine, culturally rich experiences. By offering tours and activities that truly acknowledge and respect First Nations heritage, you're creating deeper, more meaningful connections for your visitors. This approach shows that your business values go beyond profit – you're committed to social responsibility and cultural understanding.

Embracing this respectful approach aligns your business with important values like sustainability and inclusivity. It's good for your brand image and positions you as a leader in promoting reconciliation. In the long run, this commitment can set you apart in the tourism industry and attract customers who share these values.

By ensuring your tourism offerings are respectful of First Nations heritage, you're not just running a successful business – you're making a positive impact on Australia's cultural landscape and contributing to a more inclusive and understanding society.

Links to useful resources

Visit the Australian Government Department, Intellectual Property Australia for further information about respectful use of First Nations knowledge

[Respectful use of Indigenous Knowledge](#)

Visit Australian Government Department, Intellectual Property Australia to learn about First Nations Knowledge

[Understanding Indigenous Knowledge](#)

The CSIRO provides guidelines on First Nations-led approaches to caring for country, emphasizing the importance of strengthening First Nations knowledge, building strong partnerships, and sharing knowledge.

[CSIRO](#)



An article from Welcome to Country discusses the significance of connection to country for First Nations people, highlighting its impact on their spirituality, culture, language, family, law, and identity.

[Welcome to Country](#)

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Try to become familiar with your local Land Council and local language to ensure you are engaging the local First Nation community respectfully. As a business based in WA it is recommended to engage with the Western Australian Indigenous Tourism Operators Council (WAITOC) for guidance in respectfully acknowledging First Nations culture

[WAITOC](#)

View the Kimberly Land Council's Prescribed Body Corporate map

[Kimberley Land Council](#)

Visit the South West Aboriginal Land and Sea Council to learn more about the South West Native Title Settlement agreement areas / Tel: (08) 9358 7400

[Southwest Aboriginal Land and Sea Council](#)

Visit Yamatji Marlpa Aboriginal Corporation to learn more about the Traditional Owners/ Custodians of the Pilbara, Midwest and Gascoyne regions of Western Australia. / Tel: (08) 9268 7000 - Yamatji Marlpa Aboriginal Corporation

[Go back to response summary](#)



Visitor Experience

1.1 Were First Nations people involved in the creation, delivery, and refinement of cultural experiences offered by your business?

Your Response

Yes

Why did we ask this question?

As a tourism business owner, involving First Nations people in creating and delivering cultural experiences is essential for several reasons:

Authenticity: First Nations people know their culture best. Their involvement ensures that your offerings are genuine and true to their traditions.

Respect and Accuracy: Community members can guide you on what to share and what to keep private, helping you avoid misunderstandings or disrespect.

Powerful Storytelling: When First Nations people tell their own stories, it creates a deeper connection for your visitors.

Economic Support: Involving First Nations community members helps create job opportunities and supports their economic well-being.

Cultural Preservation: By giving First Nations people a platform to share their culture, you help keep their traditions alive for future generations.

Continuous Improvement: Working with First Nations communities allows you to get valuable feedback, making your experiences better over time.

Building Relationships: This collaboration fosters strong, respectful relationships with First Nations communities, leading to more opportunities and understanding.

In short, involving First Nations people in your tourism offerings not only enhances the experiences you provide but also contributes to reconciliation and cultural appreciation. It's about working together for a more authentic and respectful tourism experience.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.

[Indigenous Art Code](#)

Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling First Nations souvenirs and artwork.

[Indigenous Souvenirs and Artwork](#)

Visit Australian Government Department Intellectual Property Australia for further information about respectful use of First Nations knowledge

[Respectful use of Indigenous Knowledge](#)

View AIATSIS resource for engaging with Traditional Owners/ Custodians

[AIATSIS](#)

Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub

[Tourism Transport Forum](#)



Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more to partner with your business.	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country
Check out the Australian Government Style Manual to learn about inclusive language.	Australian Government Style Manual
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education
Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.	Gambay
State/ Territory specific	
The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.	Aboriginal Heritage Act in Western Australia
Try to become familiar with your local Land Council and local language to ensure you are engaging the local First Nation community respectfully. As a business based in WA it is recommended to engage with the Western Australian Indigenous Tourism Operators Council (WAITOC) for guidance in respectfully acknowledging First Nations culture	WAITOC
View the Kimberley Land Council's Prescribed Body Corporate map	Kimberley Land Council
Visit the South West Aboriginal Land and Sea Council to learn more about the South West Native Title Settlement agreement areas / Tel: (08) 9358 7400	Southwest Aboriginal Land and Sea Council
Visit Yamatji Marlpa Aboriginal Corporation to learn more about the Traditional Owners/ Custodians of the Pilbara, Midwest and Gascoyne regions of Western Australia. / Tel: (08) 9268 7000 - Yamatji Marlpa Aboriginal Corporation	

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Visitor Experience

1.2 Are the cultural experiences delivered by First Nations people?

Your Response

Yes

Why did we ask this question?

Cultural experiences should be delivered by First Nations people to ensure authenticity, accuracy, and respect for First Nations traditions. When First Nations individuals lead these experiences, they provide firsthand insights and personal connections to their culture, which helps to present an accurate and respectful portrayal of their heritage. Let's take a closer look

Authenticity: When First Nations individuals lead experiences, their personal connection to the culture comes through, giving visitors a genuine insight that can't be replicated.

Accuracy: First Nations presenters have lived experience and deep knowledge of their culture. This means the information shared is accurate and up-to-date, avoiding misunderstandings or stereotypes.

Respect for Traditions: First Nations presenters understand the nuances of their culture, including what's appropriate to share and what's sacred or private. This ensures your experiences respect cultural boundaries.

Personal Connection: When visitors interact directly with First Nations people, it creates a powerful, personal connection. This often leads to more meaningful and memorable experiences for your customers.

Cultural Pride: Providing a platform for First Nations people to share their culture can foster a sense of pride and help keep traditions alive.

Economic Empowerment: By employing First Nations individuals, you're contributing directly to economic opportunities within First Nations communities.

Learning Opportunity: It's not just about visitors learning - you and your staff can also gain valuable insights by working alongside First Nations presenters.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/ Custodians

[AIATSIS](#)

Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub

[Tourism Transport Forum](#)

Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist

[Aboriginal Art](#)

Visit Indigenous Art Code to learn more about the code of ethical trade.

[Indigenous Art Code](#)



Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more to partner with your business.	Supply Nation
Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country
Check out the Australian Government Style Manual to learn about inclusive language.	Australian Government Style Manual
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education
Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.	Gambay
State/ Territory specific	
The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.	Aboriginal Heritage Act in Western Australia
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Visitor Experience

2. Does your business support or participate in local First Nations cultural events, festivals, or initiatives (financially or in-kind)?

Your Response

Yes

Why did we ask this question?

Supporting or participating in local First Nations cultural events, festivals, or initiatives, whether financially or in-kind, is important for several reasons. First, it demonstrates a business's commitment to honoring and celebrating First Nations cultures, contributing to the preservation and visibility of First Nations traditions and heritage. This support helps sustain cultural practices and community events that might otherwise lack adequate funding or resources, ensuring that these important cultural expressions continue to thrive and be shared with wider audiences.

Additionally, involvement in cultural events fosters positive relationships between businesses and First Nations communities. It provides opportunities for meaningful engagement and collaboration, helping to build trust and mutual respect. This support can also enhance the business's reputation and demonstrate a commitment to social responsibility, aligning with values of inclusivity and diversity. By actively participating in and supporting cultural initiatives, businesses not only contribute to the enrichment of the community but also gain a deeper understanding and appreciation of First Nations cultures, which can lead to more respectful and informed interactions in other areas of their operations.

Links to useful resources

View the Cultural Calendar: Important days of the year

[Culturally Important Dates](#)

Visit the National Indigenous Australians Agency to learn more about NAIDOC week

[NIAA](#)

Visit NAIDOC to learn more about celebrating NAIDOC week. Points of interest on their website include NAIDOC history, Local NAIDOC Week events locator & Supporting NAIDOC Toolkit (found in the resources tab)

[NAIDOC](#)

Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Use the platform to find artists, advisors, entertainment and more.

[Supply Nation](#)

Learn more about attending First-Nations led event

[Attending First Nation led Events](#)

State/ Territory specific

[Find your Council](#)

[Go back to response summary](#)



Visitor Experience

3. Do you ensure that any items you sell or give are created by a First Nations person?

Your Response

No

Why did we ask this question?

It's important to make sure that any souvenirs or gifts you sell or give away are made by First Nations people.

This helps to directly support First Nations artists and craftspeople, helping them earn a fair income from their work. This way, they can keep their traditions alive and continue doing what they love.

Also, items created by First Nations people are more likely to be genuine and accurately represent their culture. When businesses buy directly from First Nations creators, they help avoid problems like misrepresenting or exploiting cultural symbols. This approach shows respect for their traditions and builds trust, making sure that cultural heritage is honored in the right way.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.

[Indigenous Art Code](#)

Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling Indigenous souvenirs and artwork.

[Indigenous Souvenirs and Artwork](#)

Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing indigenous art / incorporating First Nations artist

[Aboriginal Art](#)

Supply Nation is Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses

[Supply Nation](#)

Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.

[Welcome to Country](#)

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Try to become familiar with your local Land Council and local language to ensure you are engaging the local First Nation community respectfully. As a business based in WA it is recommended to engage with the Western Australian Indigenous Tourism Operators Council (WAITOC) for guidance in respectfully acknowledging First Nations culture

[WAITOC](#)

View the Kimberly Land Council's Prescribed Body Corporate map

[Kimberley Land Council](#)

Visit the South West Aboriginal Land and Sea Council to learn more about the South West Native Title Settlement agreement areas / Tel: (08) 9358 7400

[Southwest Aboriginal Land and Sea Council](#)

Visit Yamatji Marlpa Aboriginal Corporation to learn more about the Traditional Owners/ Custodians of the Pilbara, Midwest and Gascoyne

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Visitor Experience

4. Do you ensure that appropriate commissions are in place when selling items or utilising services of a First Nations person?

Your Response

Yes

Why did we ask this question?

As a business owner, it's crucial to ensure appropriate commissions are in place when selling items or utilising services of First Nations people. This practice respects Indigenous Cultural and Intellectual Property (ICIP) rights and supports fair economic participation. Here are key points to consider:

Recognise ICIP rights: Acknowledge that First Nations peoples have ongoing, communal rights to their cultural expressions, traditional knowledge, and resources.

Fair compensation: Ensure that First Nations artists, creators, or service providers receive fair commissions or payments for their work or services.

Respect cultural protocols: Understand and follow appropriate cultural protocols when engaging with First Nations artists or utilizing their cultural knowledge.

Proper attribution: Always provide correct attribution for First Nations artwork, designs, or cultural knowledge used in your business.

Negotiate agreements: Work directly with First Nations individuals or communities to establish clear, mutually beneficial agreements for the use of their cultural property or services.

Seek guidance: Consult with local Aboriginal Land Councils, First Nations business networks, or cultural organisations for advice on appropriate commission structures and cultural protocols.

Ongoing relationships: Foster long-term, respectful relationships with First Nations artists and communities rather than viewing engagements as one-off transactions.

Links to useful resources

Visit Indigenous Art Code to learn more about the code of ethical trade.

[Indigenous Art Code](#)

Read this factsheet for best practice guidelines to ensure you don't make false or misleading claims when selling First Nations souvenirs and artwork.

[Indigenous Souvenirs and Artwork](#)

Visit Australian Government Department Intellectual Property Australia for further information about respectful use of First Nations knowledge

[Respectful use of Indigenous Knowledge](#)

Visit Australian Government Department, Intellectual Property Australia to learn about Indigenous Knowledge

[Indigenous Knowledge](#)

Visit Creative Australia to view the protocols for using First Nations Cultural and Intellectual Property in the Arts

[Creative Australia](#)



Visit Arts + Law to view their information sheets about First Nations Cultural and Intellectual Property

[Visual Arts and Law](#)

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites. - Aboriginal Heritage Act in Western Australia

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Cultural Awareness

1. Do you understand what Indigenous Cultural and Intellectual Property is (ICIP)?

Your Response	Yes
---------------	-----

Why did we ask this question?

Why did we ask this question?

ICIP (Indigenous Cultural and Intellectual Property) means all aspects of Aboriginal and Torres Strait Islander peoples' traditional knowledge and cultural expressions.

Every Aboriginal or Torres Strait Islander community has unique and special ICIP. That ICIP is dynamic and living. It includes traditional knowledge and cultural expressions that are passed down over time and between generations. It also includes knowledge and cultural expressions generated now, and in the future.

Aboriginal and Torres Strait Islander peoples are the custodians of their traditional knowledge and cultural expressions. Aboriginal and Torres Strait Islander laws and protocols say how knowledge and culture can be shared and used. The laws and protocols may be different for each Community.

Links to useful resources

Visit Australian Government Department Intellectual Property Australia for further information about respectful use of First Nations knowledge	Respectful use of Indigenous Knowledge
Visit Australian Government Department, Intellectual Property Australia to learn about Indigenous Knowledge	Indigenous Knowledge
Visit Creative Australia to view the protocols for using First Nations Cultural and Intellectual Property in the Arts	Creative Australia
Visit Arts + Law to view their information sheets about Indigenous Cultural and Intellectual Property	Indigenous Cultural and Intellectual Property
Terri Janke & Company's Resources page offers guides, articles, and templates to support businesses and organizations in respecting and protecting Indigenous cultural and intellectual property.	Terri Janke and Company—Lawyers and Consultants

[Go back to response summary](#)



Cultural Awareness

2. Do you safeguard First Nations ICIP and ensure it is not exploited or used without permission?

Your Response

Yes

Why did we ask this question?

Safeguarding First Nations cultural intellectual property is crucial to prevent exploitation and misuse, as it ensures that First Nations cultural expressions, knowledge, and symbols are respected and protected from commercial appropriation. These cultural assets often hold deep spiritual, historical, and community significance, and using them without permission can lead to misrepresentation, dilution, or even harm to the cultural integrity of First Nations peoples. Unauthorised use can also perpetuate stereotypes or distort the original meanings, which can be deeply disrespectful to the communities from which these elements originate.

Ensuring that cultural intellectual property is used only with permission also supports the rightful ownership and control of these assets by First Nations communities. It allows them to decide how their cultural heritage is shared and ensures they benefit economically and culturally from its use. This respect for intellectual property fosters stronger, more equitable partnerships and upholds principles of justice and reconciliation, acknowledging the importance of cultural heritage while preventing its exploitation.

Links to useful resources

Use the following resource from University of Melbourne that covers How to protect Indigenous Knowledge and creative IP from exploitation

[University of Melbourne](#)

View the following resource about Protocols for using First Nations Cultural and Intellectual property

[\(Tip: View pages 5–22, 26, 31-39 & 68\)](#)

Visit Australian Government Department Intellectual Property Australia for further information about respectful use of Indigenous knowledge

[Respectful use of Indigenous Knowledge](#)

Visit Australian Government Department, Intellectual Property Australia to learn about Indigenous Knowledge

[Indigenous Knowledge](#)

Visit Creative Australia to view the protocols for using First Nations Cultural and Intellectual Property in the Arts

[Creative Australia](#)

Visit Arts + Law to view their information sheets about Indigenous Cultural and Intellectual Property

[Indigenous Cultural and Intellectual Property](#)

[Go back to response summary](#)

Cultural Awareness

3. Do you have training programs in place to educate your staff and you on the cultural protocols, histories, and values of the First Nations people of the area?

Your Response

Yes

Why did we ask this question?

Why did we ask this question?

Having staff training programs in place to educate employees on the cultural protocols, histories, and values of the First Nations people of the area is crucial for fostering respect, understanding, and cultural sensitivity within a business. These programs equip staff with the knowledge to engage appropriately with First Nations communities, ensuring that they can navigate cultural interactions respectfully. Training helps prevent unintentional disrespect or harm, such as violating sacred sites or misrepresenting cultural symbols, by instilling an understanding of local protocols and traditions. This ensures that staff are aware of the historical and cultural significance of the land they operate on, contributing to more ethical and responsible business practices.

Additionally, cultural training enhances the overall experience for customers by allowing staff to share informed and respectful interpretations of the local culture and heritage. In the tourism industry, for example, visitors are increasingly seeking meaningful and authentic cultural experiences. Staff who are well-educated on the histories and values of the local First Nations people can provide more enriching and accurate information, which adds value to the visitor experience. This not only strengthens your business's reputation but also promotes a deeper appreciation for First Nations culture, supporting the broader goal of reconciliation and cultural preservation.

[Go back to response summary](#)

Cultural Awareness

4. Have you worked with your local First Nations community to develop these staff training programs?

Your Response	Yes
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Collaborating with local First Nations communities to develop staff training programs ensures that the content is culturally accurate, respectful, and reflective of the community's values, traditions, and protocols. Involving First Nations people directly in the creation of these programs helps guarantee that cultural knowledge is shared authentically and avoids the risks of misrepresentation or misunderstanding.

To ensure you're speaking with the right person:

- Research the local Traditional Owner groups in your area.
- Contact local Aboriginal Land Councils or First Nations organisations for guidance.
- Ask within the community about who is the best contact.
- Be patient and respectful of community processes – determining who has the right to speak on certain matters can take time.

[Go back to response summary](#)

Cultural Awareness

5. Do you hold your business accountable for maintaining respectful relationships with First Nations communities?

Your Response	Yes
---------------	-----

Please select those relevant from the list below:

- | | |
|--|-----|
| - Committing to ongoing consultation, collaboration and transparency. | Yes |
| - Actively seeking permission from Elders, Traditional Custodians and community leaders when engaging with cultural heritage, land and traditions. | Yes |
| - Implement policies that formalise respect for cultural protocols. | Yes |
| - Compliance with local laws protecting First Nations rights and heritage. | Yes |
| - Provide tangible benefits to First Nations communities. | Yes |
| - Regularly review and evaluate business practices to ensure they are culturally sensitive and respectful. | Yes |
| - Staff training and education on First Nations culture and history. | Yes |
-

Why did we ask this question?

Your business can be accountable for maintaining respectful relationships with First Nations communities by committing to ongoing consultation, collaboration, and transparency. This begins with actively seeking input and permission from Elders, Traditional Custodians, and community leaders when engaging with cultural heritage, land, and traditions. Regular, open dialogue ensures that the community's perspectives are heard and integrated into decision-making processes. Businesses should also implement policies that formalize respect for cultural protocols and ensure compliance with local laws protecting First Nations rights and heritage.

Accountability also involves providing tangible benefits to First Nations communities, such as creating economic opportunities, supporting cultural initiatives, and ensuring that partnerships are equitable. Businesses should regularly review and evaluate their practices to ensure they are culturally sensitive and respectful, adjusting based on feedback from the community. Finally, committing to staff training and education on First Nations culture and histories helps reinforce this accountability, ensuring that respectful relationships are maintained across all levels of the organization.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/ Custodians

[AIATSIS](#)



Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub	Tourism Transport Forum
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
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Check out the Australian Government Style Manual to learn about inclusive language.	Australian Government Style Manual
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education
Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.	Gambay
State/ Territory specific	
Aboriginal Inclusion Guide Four: Action and Resources. Offering actionable resources, this guide directs operators to Aboriginal cultural education and training providers, while also providing insights into Aboriginal tourism products and services. It encourages ongoing learning and proactive action towards cultural inclusion and understanding.	Aboriginal Inclusion Guide Action and Resources
The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.	Aboriginal Heritage Act in Western Australia
Try to become familiar with your local Land Council and local language to ensure you are engaging the local First Nation community respectfully. As a business based in WA it is recommended to engage with the Western Australian Indigenous Tourism Operators Council (WAITOC) for guidance in respectfully acknowledging First Nations culture	WAITOC
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Visit Yamatji Marlpa Aboriginal Corporation to learn more about the Traditional Owners/ Custodians of the Pilbara, Midwest and Gascoyne	

[Go back to response summary](#)

Cultural Awareness

6. How does your business contribute to the economic well-being of First Nations communities?

Your Response

We contribute to the economic well-being of First Nations communities by engaging and remunerating First Nations cultural knowledge holders and presenters who contribute to tourism and community events. For example, Ningaloo Stars engaged a local First Nations storyteller to share cultural knowledge as part of the Jamba Nyinayi Festival. We also incorporate First Nations perspectives into our astronomy experiences where appropriate and encourage visitors to learn about and engage with local cultural heritage. Through tourism, education and community events, we support opportunities for cultural participation and economic activity within the local community.

Why did we ask this question?

Your business can contribute to the economic well-being of First Nations communities in several impactful ways:

Creating Employment Opportunities: By hiring First Nations individuals and providing training and career development, businesses can help reduce unemployment and support economic growth within First Nations communities.

Supporting First Nations-Owned Businesses: Partnering with or sourcing from First Nations-owned businesses helps to foster economic independence and growth. This can include procurement of goods and services or engaging in joint ventures.

Investing in Community Projects: Businesses can contribute to local development by supporting community projects, infrastructure, and programs that benefit First Nations communities. This can include funding educational initiatives, health services, or cultural preservation projects.

Revenue Sharing and Royalties: Engaging in agreements that include revenue sharing or royalties for the use of First Nations cultural knowledge, lands, or intellectual property ensures that communities benefit financially from their resources.

Supporting Cultural Tourism: Developing tourism initiatives that are culturally respectful and provide a share of the profits to local First Nations communities can help promote economic sustainability while showcasing and preserving their heritage.

Mentoring and Capacity Building: Offering mentoring, business advice, or capacity-building programs can empower First Nations entrepreneurs and community leaders, supporting their ability to start and grow their own enterprises.

Engaging in Long-Term Partnerships: Building long-term, respectful partnerships with First Nations communities can lead to sustained economic benefits, ensuring ongoing collaboration and shared success over time.

Links to useful resources

Australians Together have developed a resource about Respectfully engaging with First Nations Communities

[Australians Together](#)



View AIATSIS resource for engaging with Traditional Owners/ Custodians	AIATSIS
Read about Respectful Communication & Engagement from Tourism & Transport Forum's (TTF) First Nations Tourism Hub	Tourism Transport Forum
Enquire with the Aboriginal Art Association of Australia if you are seeking guidance or advice for purchasing First Nations art / incorporating First Nations artist	Aboriginal Art
Visit Indigenous Art Code to learn more about the code of ethical trade.	Indigenous Art Code
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Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.	Welcome to Country
Check out the Australian Government Style Manual to learn about inclusive language.	Australian Government Style Manual
A guide to using Respectful and Inclusive Language and Terminology developed by Narragunnawali: Reconciliation in Education.	Narragunnawali: Reconciliation in Education
Gambay–First Languages map developed by First Languages Australia is working with regional language centres nationally to develop a map of Australia's first languages that reflects the names and groupings favoured by community.	Gambay
State/ Territory specific	
The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites. Aboriginal Heritage Act in Western Australia	

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Cultural Awareness

7. Do you have formal partnerships or agreements with local First Nations communities or organisations to collaborate on tourism initiatives?

Your Response

Yes

Why did we ask this question?

Establishing formal partnerships with local First Nations communities is fundamental to developing responsible and authentic tourism initiatives. These agreements provide a structured framework for collaboration that ensures cultural respect, mutual understanding, and shared benefits. A well-crafted partnership allows your business to:

1. Integrate First Nations cultural perspectives directly into tourism planning
2. Ensure activities align with community protocols and values
3. Create clear expectations and responsibilities for both parties
4. Develop more authentic and meaningful visitor experiences
5. Support economic opportunities for First Nations communities

By formalising these relationships, you're not just creating a business arrangement – you're building a respectful, collaborative approach that:

- Honors First Nations cultural heritage
- Provides transparent engagement mechanisms
- Minimises potential misunderstandings
- Supports equitable economic participation

These partnerships go beyond transactional interactions. They represent a commitment to genuine cultural understanding, sustainable tourism practices, and meaningful reconciliation efforts. In return, you offer Tourism experiences that are more enriching for visitors, more beneficial for First Nations communities, and more responsible for your business.

Having formal partnerships or agreements with local First Nations communities or organisations is essential for collaborating on tourism initiatives because it ensures that these projects are respectful and beneficial for the First Nations communities involved. Formal agreements allow businesses to work closely with First Nations groups to integrate their cultural values, traditions, and protocols into the tourism planning and execution. This collaboration helps to make sure that the community's perspectives are honoured and that the tourism activities align with their cultural practices.

Additionally, formalising these relationships helps set clear roles and expectations, which minimizes the risk of misunderstandings and conflicts. It provides a structured approach to managing resources, sharing revenues, and addressing any issues that may arise. This clarity builds trust between the business and the community, ensuring that the benefits from tourism are fair and equitably shared. Overall, formal partnerships support more authentic and sustainable tourism experiences, fostering positive outcomes for both the business and the First Nations communities.

Links to useful resources

Australians Together have developed a resource about Respectfully engaging with First Nations Communities

[Australians Together](#)



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Cultural Awareness

7.1 Does your business ensure that partnerships with First Nations communities are mutually beneficial?

Your Response

Yes

Why did we ask this question?

Ensuring that partnerships with First Nations communities are mutually beneficial is crucial because it fosters trust, respect, and long-term cooperation. When both parties gain from the partnership, it demonstrates a commitment to fairness and respect for First Nations rights and contributions. This balanced approach helps build stronger, more positive relationships, which are essential for successful collaboration and for creating tourism initiatives that are culturally appropriate and economically beneficial.

A mutually beneficial partnership also helps sustain the engagement and support of First Nations communities. When these communities see tangible benefits from the collaboration, they are more likely to actively participate and invest in the success of the projects. This not only enhances the authenticity and quality of tourism experiences but also contributes to the long-term success and stability of the partnership. By ensuring that all parties benefit, businesses can create more meaningful and respectful relationships, leading to more effective and impactful collaborations.

Links to useful resources

Australians Together have developed a resource about Respectfully engaging with First Nations Communities

[Australians Together](#)

View AIATSIS resource for engaging with Traditional Owners/ Custodians

[AIATSIS](#)

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[Gambay](#)

State/ Territory specific

The Western Australian Government's Department of Planning, Lands and Heritage provides guidelines on First Nations Heritage which includes protocols for working with First Nations cultural material and sites.

[Aboriginal Heritage Act in Western Australia](#)

Try to become familiar with your local Land Council and local language to ensure you are engaging the local First Nation community respectfully. As a business based in WA it is recommended to engage with the Western Australian Indigenous Tourism Operators Council (WAITOC) for guidance in respectfully acknowledging First Nations culture

[WAITOC](#)

View the Kimberly Land Council's Prescribed Body Corporate map

[Kimberley Land Council](#)

Visit the South West Aboriginal Land and Sea Council to learn more about the South West Native Title Settlement agreement areas / Tel: (08) 9358 7400

[Southwest Aboriginal Land and Sea Council](#)

Visit Yamatji Marlpa Aboriginal Corporation to learn more about the Traditional Owners/ Custodians of the Pilbara, Midwest and Gascoyne regions of Western Australia. / Tel: (08) 9268 7000 - Yamatji Marlpa Aboriginal Corporation

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Cultural Awareness

7.2 Do you regularly review your partnerships with First Nations people to ensure they remain respectful, sustainable, and beneficial?

Your Response

Yes

Why did we ask this question?

Regularly reviewing partnerships with First Nations communities is important to ensure that the collaboration remains respectful, relevant, and effective. Over time, community needs, cultural contexts, and business objectives can change, and periodic reviews help address any evolving issues or new opportunities. This ongoing assessment allows both parties to make necessary adjustments to the partnership, ensuring it continues to meet the goals and expectations of everyone involved.

Links to useful resources

View AIATSIS resource for engaging with Traditional Owners/ Custodians

[AIATSIS](#)

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[Tourism Transport Forum](#)

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Employment

1. Does your business employ First Nations people in roles related to cultural interpretation or tourism?

Your Response

No

Why did we ask this question?

Hiring First Nations people for roles related to cultural interpretation or tourism is important because they offer authentic and genuine insights into their own cultures. They provide accurate, respectful information about their traditions and stories, which helps visitors understand and appreciate the culture in a meaningful way.

Additionally, employing First Nations individuals helps support their economic growth and allows them to benefit directly from sharing their cultural knowledge. It shows that the business values and respects their contributions, leading to more inclusive and credible tourism experiences. This approach also helps build stronger, more positive relationships between the business and First Nations communities.

Links to useful resources

View the Australian Public Service Commission's First Nations recruitment guide

[Australian Government](#)

First Nations Champions Network (ICN) is an advocacy body who are committed to leading and driving initiatives aimed at increasing the workplace experience for all Australian Public Service (APS) First Nations Australians.

[ICN](#)

State/ Territory specific

Aboriginal Inclusion Guide Four: Action and Resources. Offering actionable resources, this guide directs operators to Aboriginal cultural education and training providers, while also providing insights into Aboriginal tourism products and services. It encourages ongoing learning and proactive action towards cultural inclusion and understanding.

[Aboriginal Inclusion Guide Action and Resources](#)

Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025: This action plan aims to position Western Australia as the premier destination for Aboriginal tourism. It focuses on three main areas, including building capacity for Aboriginal people to participate in the tourism industry through direct employment and sustainable business growth.

[Jina: Western Australian Tourism Action Plan 2021-2025](#)

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Employment

1.1 Have you considered cultural competency training for you and your staff on how to work effectively across cultures?

Your Response

Cultural competency training is all about equipping organisations and their staff with the know-how and skills to work well with First Nations peoples. This training helps everyone understand and respect the unique cultural perspectives, practices, and needs of First Nations employees.

Why is it so important? Well, it's a game-changer for creating a workplace where First Nations people feel truly valued and understood. Without it, there's a risk of misunderstandings, unintentional disrespect, or even discrimination. But with proper training, businesses can foster an environment where First Nations employees can thrive, bringing their whole selves to work without feeling like they need to leave their culture at the door.

Plus, it's not just good for First Nations staff – it's brilliant for the whole business. It leads to better communication, stronger teams, and a more inclusive workplace culture. In the end, cultural competency training is a win-win: it supports First Nations employment and helps businesses tap into a wealth of diverse perspectives and talents.

Links to useful resources

Described here as cultural capability, this Australian Government site is a great gateway towards various resources provided by different government agencies on cultural competency.

[APSC](#)

For businesses interested in training, you may be eligible to complete this government course.

[AIATSIS](#)

State/ Territory specific

The WA government has a great site which is a great place to start to learn about cultural considerations in the workplace

[WA.gov.au](#)

[Go back to response summary](#)

Employment

2. Does your business contribute to the capacity building of First Nations communities in areas such as tourism skills, leadership, or economic development?

Your Response

Yes

Why did we ask this question?

As a business owner, supporting First Nations communities in building tourism skills, leadership, and economic strength is more than good business—it's an investment in long-term, sustainable growth and Self-Determination.

By putting resources into capacity building, you're helping create opportunities for First Nations people to lead, grow, and succeed. This strengthens communities, promotes self-reliance, and contributes to a fairer, more inclusive economy.

It's not just about short-term returns—it's about forming respectful, lasting partnerships and helping First Nations communities shape their own futures.

How you can support:

- Offer training and mentorship in tourism, leadership, and business.
- Support First Nations-led initiatives through investment or collaboration.
- Create job and internship pathways for First Nations individuals.
- Share your expertise and networks to build capability and confidence.

Your role in this journey can help drive meaningful change—locally and beyond.

Links to useful resources

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[Australian Government](#)

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[ICN](#)

State/ Territory specific

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[Jina: Western Australian Tourism Action Plan 2021-2025](#)

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Employment

3. Does your business promote employment opportunities to First Nations youth?

Your Response

No

Why did we ask this question?

Encouraging First Nations youth employment in the tourism industry is a strategic and beneficial move for Australian businesses. Through this approach, companies can gain a unique competitive advantage in a sector where authentic First Nations experiences are increasingly driving tourist demand. Over the past five years, there has been a significant rise of more than 40% in international tourists participating in First Nations experiences, indicating a growing market with substantial potential.

First Nations tourism provides crucial employment and economic opportunities, particularly in regional and remote areas of Australia. By engaging First Nations youth, businesses can offer visitors genuine, immersive experiences that create meaningful connections to First Nations cultures and peoples. This authenticity is not only appealing to tourists but also contributes to the preservation and celebration of First Nations culture.

By investing in First Nations youth employment, tourism businesses are not only meeting the growing demand for authentic First Nations cultural experiences but also contributing to the economic development and cultural preservation of First Nations communities. Ultimately, pursuing First Nations youth employment in tourism is a win-win situation, benefiting businesses, communities, and the Australian tourism industry as a whole.

Links to useful resources

Rising international demand for First Nations tourism highlights the need to invest in cultural experiences and create meaningful career pathways for First Nations youth.

[Tourism Research Australia](#)

Connecting with organisations funded through ISEP can open up opportunities for collaboration, shared training pathways, and youth employment partnerships in tourism.

[Indigenous Skills and Employment Program \(ISEP\)](#)

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Employment

4. Are you familiar with Black Cladding

Your Response

Yes

Why did we ask this question?

Supply Nation considers Black Cladding the practice of a non- First Nations business entity or individual taking unfair advantage of a First Nations business entity or individual for the purpose of gaining access to otherwise inaccessible First Nations procurement policies or contracts (supplynation.org.au)

To avoid Black Cladding in your business practices, consider the following guidelines:

Ensure genuine First Nations ownership and control:

- If applicable, verify that your business meets the definition of a First Nations business - at least 50% owned by Aboriginal or Torres Strait Islander people.
- For certified businesses, ensure 51% or more First Nations ownership, management, and control.

Maintain transparency:

- Be clear and honest about the level of First Nations involvement in your business.
- Avoid exaggerating or misrepresenting First Nations participation.

Provide equitable benefits:

- Ensure First Nations partners receive fair and equal benefits from the business arrangement.
- Avoid arrangements where First Nations individuals are figureheads without real control or benefit.

Respect cultural integrity:

- Engage authentically with First Nations communities.
- Avoid using First Nations culture or identity solely for commercial gain.
- Implement proper governance:
- Establish clear decision-making processes that reflect genuine First Nations control.
- Regularly review your business structure to ensure ongoing compliance with First Nations business definitions.

Seek proper certification:

- If applicable, consider getting certified by organisations like Supply Nation.

Educate your team:

- Ensure all staff understand what Black Cladding is and why it's harmful.



- Promote a culture of ethical business practices.

Regular audits:

- Conduct regular internal audits to ensure your business practices align with First Nations business requirements.

Foster genuine partnerships:

- If you're a non-First Nations business, focus on building authentic, mutually beneficial partnerships with First Nations businesses rather than trying to appear First Nations-owned.

Be open to scrutiny:

- Be prepared to provide evidence of First Nations ownership and control if asked.
- Welcome external verification of your First Nations business status.

Remember, the goal is to support genuine First Nations economic participation and development. By avoiding Black Cladding, you're contributing to the integrity of First Nations procurement policies and the growth of authentic First Nations businesses.

Links to useful resources

An article that outlines the concept of black cladding, its impact on First Nations communities, and personal stories related to the issue.

[What is Black Cladding and how is it hurting mob?](#)

This article discusses how black cladding is a form of unethical business conduct and the legal implications surrounding it

[Exploitation of Indigenous Businesses: a new version of greenwashing](#)

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[Supply Nation](#)

Welcome to Country is a not-for-profit marketplace for First Nations products and experiences.

[Welcome to Country](#)

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Employment

5. How does your business take into consideration the workload and cultural responsibility your First Nations employees take on? Often referred to as Cultural Load.

Your Response

Not applicable - we are a micro business with 2 employees (husband and wife)

Why did we ask this question?

This question recognises that First Nations staff often carry an additional cultural load beyond their regular job duties. This can include expectations to educate non-First Nations colleagues, represent their culture, or participate in diversity initiatives. Without proper recognition and support, these extra responsibilities can lead to increased stress and potential burnout.

By addressing this issue, businesses demonstrate their commitment to fair compensation, ensuring that cultural contributions are recognised in job descriptions and pay structures. It's also about supporting work-life balance, as First Nations employees may have significant cultural, family, and community obligations outside of work. Understanding and accommodating these responsibilities can greatly improve retention rates and foster a more diverse and culturally rich workplace.

Moreover, asking this question shows that a business is aware of cultural issues and is committed to ongoing learning and improvement in cultural competency. It's a step towards creating an environment that truly values the unique perspectives and contributions of First Nations employees. By taking these factors into account, businesses can create a more equitable workplace where First Nations staff feel valued, supported, and able to bring their whole selves to work.

Links to useful resources

Business Queensland

[Offers guidance on creating culturally safe workplaces for First Nations employees, including supporting cultural connections and providing mental health training. This resource helps businesses manage cultural load by promoting understanding and respect for First Nations cultures.](#)

Diversity Council Australia (DCA)-Provides insights into addressing cultural load through flexible work options, regular check-ins, and building cultural capability among staff. DCA's resources are valuable for organisations seeking to reduce the invisible workload on First Nations employees.

[Diversity Council Australia \(DCA\)](#)

Reconciliation NSW-Offers a guide on cultural load, suggesting actions like compensating Indigenous staff financially for their cultural contributions and providing mental health support. This resource can be embedded into organisational practices to support First Nations employees.

[Reconciliation NSW](#)



Australian Public Service Commission (APSC)-Provides guidance on cultural capability and reducing cultural load for First Nations employees. The APSC resources highlight the importance of understanding and addressing cultural load in the workplace.

[Australian Public Service Commission \(APSC\)](#)

[Go back to response summary](#)

Land Rights & Native Title

1. Have you considered how land rights may affect your business operations?

Your Response

Yes

Why did we ask this question?

Tourism businesses in Australia need to consider land rights for several reasons. Firstly, there are legal obligations to understand and respect Native Title claims on various types of land, including vacant Crown land, parks, and public reserves. Businesses should be aware of what activities they have permission to perform on land under Native Title and may need to negotiate agreements with Prescribed Body Corporates.

Secondly, recognising and connecting with Aboriginal and/or Torres Strait Islander People of the land demonstrates respect for First Nations peoples and their cultural heritage, which is crucial for fostering positive relationships and promoting cultural understanding and supports Self-Determination.

What are land rights?

Land rights in Australia refer to the legal recognition of Aboriginal and Torres Strait Islander peoples ownership and connection to their Country.

The fight for land rights started during the European settlement of Australia. Since then, there have been significant movements across history, and the Aboriginal Land Rights (Northern Territory) Act 1976 is the first legislation in Australia that allowed First Nations people to claim land title if they could prove traditional ownership. This Act is important, because it is the first legislative acknowledgement of First Nations land rights at a federal level and set a precedence for other States and Territories to follow.

The key features of land rights include:

1. They usually consist of grants of freehold or perpetual lease title to First Nations people.
2. Land rights schemes exist in various forms in the Northern Territory, Queensland, New South Wales, South Australia, Victoria, and Tasmania.
3. Successful land rights claims typically result in a special grant of freehold title or perpetual lease, with a title document issued.
4. The land is normally held by a community or organization, not individuals, with restrictions on selling or dealing with the land.

What is the difference between land rights and Native Title?

Land rights are rights created by government legislation, typically granting freehold or perpetual lease title to First Nations people as compensation for past dispossession.

Native title, on the other hand, is the recognition under Australian common law of pre-existing First Nations rights and interests in Country according to their traditional laws and customs, as established by the Mabo decision and the Native Title Act 1993.

Key factors for tourism businesses to consider when it comes to land rights

Permissions and Permits

Tourism businesses must obtain proper permissions and permits before conducting activities on First Nations-controlled lands. This process may involve:

1. Seeking permission from Indigenous Affairs, Local Land Councils, First Nations communities, or First Nations service organizations.
2. Please remember that obtaining entry permits, may take several weeks to process.

Engagement with Traditional Owners/ Custodians

Tourism businesses should establish relationships with the Traditional Owners/ Custodians of the land where they operate. This engagement is essential for:

1. Enriching tourism experiences with authentic cultural connections.
2. Negotiating agreements for land use, especially on Native Title lands.
3. Ongoing stakeholder engagement and maintaining cultural competency.

Legal Framework

Tourism businesses should be aware of the legal framework surrounding land rights:

1. The Aboriginal Land Rights Act and Native Title Act provide the basis for First Nations land ownership and rights
2. These laws affect how businesses can operate on First Nations lands, including mining and exploration activities.

Links to useful resources

NIAA

The NIAA provide information on Indigenous land rights, including details about the Aboriginal Land Rights (Northern Territory) Act 1976 and how it affects land use. It also offers insights into First Nations tourism and how businesses can engage respectfully with First Nations communities

[NIAA](#)

Northern Land Council (NLC)

The NLC website offers detailed information on land and sea rights. While focus is particularly on the Northern Territory, it is still useful information for businesses Australia wide. It explains the processes for obtaining permissions and permits for operating on Aboriginal lands, which is crucial for tourism businesses.

[Northern Land Council](#)

Central Land Council (CLC)

The CLC website provides a clear explanation of the Aboriginal Land Rights Act and how it affects land use and access. This information is valuable for tourism operators looking to understand the legal framework of land rights.

[Central Land Council](#)

AIATSIS

AIATSIS offers historical context and current information on land rights across Australia, which can help tourism businesses understand the broader context of First Nations land ownership.

[AIATSIS](#)

State/ Territory specific

Aboriginal Inclusion Guide One: Country. This guide helps you identify Country and Traditional Owners and explains the difference between a Welcome to Country and an Acknowledgement of Country. It answers common questions regarding Aboriginal naming conventions and how to access Country respectfully.

[Aboriginal Inclusion Guide Country](#)

- Permit Requirements for Aboriginal Lands: Tourism businesses operating in Western Australia must be aware that entry permits are legally required to access or travel through Aboriginal Lands Trust reserves. These permits help protect First Nations communities, heritage, and the environment, ensuring respectful and safe engagement with these areas.

[The Department of Planning, Lands and Heritage](#)

-
- Opportunities in Cultural Tourism: The Jina: Western Australian Aboriginal Tourism Action Plan and programs like "Camping with Custodians" provide tourism operators with opportunities to collaborate with Traditional Owners/ Custodians. These initiatives support authentic cultural experiences, such as guided tours and storytelling, which can enhance visitor engagement while fostering economic benefits for First Nations communities

The Department of Planning, Lands and Heritage website offers information on land use planning, Aboriginal heritage, and lands management in Western Australia. The page isn't specific to the tourism industry but still details valuable information that can be useful for tourism businesses.

Australia's Golden Outback website provides details on Aboriginal land permits, which are essential for travel on Aboriginal-owned land in Western Australia's Golden Outback region.

[Australia's Golden Outback](#)

Learn more about the Jina: Western Australia Aboriginal Tourism Action plan

[Tourism WA](#)

[Go back to response summary](#)

Land Rights & Native Title

2. What is your understanding of Native Title?

Your Response

Native Title recognises the continuing rights and interests of Aboriginal and Torres Strait Islander peoples in land and waters according to their traditional laws and customs. My understanding is that Native Title acknowledges that First Nations peoples have maintained connections to Country over thousands of years and that these rights can coexist with, or in some cases be affected by, other land tenures and interests. As a tourism operator, I recognise the importance of understanding and respecting Native Title, engaging appropriately with Traditional Owners and Native Title holders, and considering cultural heritage, cultural knowledge and connections to Country when developing tourism experiences and future projects.

For example, the proposed observatory and tourism activities at Milyering recognise the importance of Native Title, cultural heritage and engagement with Traditional Owners, and these will form part of project planning and community consultation.

Why did we ask this question?

Understanding the history of Native Title and what it is, is important.

Native Title is the legal recognition of Aboriginal and/or Torres Strait Islanders Peoples rights to land and waters based on traditional laws and customs. Established by the 1992 Mabo v Queensland (No 2) decision and the Native Title Act 1993, it allows First Nations people to claim rights to live on the land and access resources. Claimants must demonstrate a continuous connection to the land since before colonisation, and Native Title can coexist with other land rights but may be extinguished by government actions.

As a business owner, it's important to understand whether your operations take place on Native Title land. Here are some key points to consider:

1. Native Title rights can coexist with other land interests, including commercial activities
2. If your business operates on land where Native Title has been recognized, you may need to engage with the Prescribed Body Corporate (PBC) or Registered Native Title Body Corporate (RNTBC) that manages the Native Title rights for that area.
3. Certain business activities, especially those related to mining, quarrying, or significant land use changes, may be considered "future acts" under Native Title legislation and require specific procedures
4. If your business does operate on Native Title land, you may need to:
 - Consult with the relevant PBC or Traditional Owners/ Custodians
 - Potentially negotiate an Indigenous Land Use Agreement (ILUA)
 - Ensure compliance with any existing agreements or Native Title determinations
5. Even if your business doesn't directly operate on Native Title land, it's good practice to be aware of the Traditional Owners/ Custodians of the land on which you conduct business and consider ways to engage respectfully with First Nations communities <https://nativetitle.org.au/learn/role-and-function-pbc/strategic-planning-native-title>. To determine if your business operates on Native Title land, you can:

- Check the National Native Title Tribunal's maps and registers
- Seek legal advice if you're unsure about your obligations

Remember, operating on Native Title land comes with responsibilities to respect First Nations rights and cultural heritage.

Links to useful resources

The Central Land Council breaks down Native Title in simple terms, explaining that it's the legal recognition of Indigenous peoples' connection to their land, even after European settlement. It doesn't grant ownership but gives rights like hunting, holding ceremonies, or managing the land. The process involves making a claim, which can lead to negotiations or court decisions. It also explains how agreements (like Indigenous Land Use Agreements) work for developments. Native Title gives First Nations people a say in what happens on their land, but not full control over ownership.

[Central Land Council](#)

This link provides an interactive map of Native Title Determinations in Australia. It allows users to explore where Native Title has been legally recognised, showing areas of Land where First Nation people's rights have been acknowledged. This data helps to track the outcomes of Native Title claims and decisions. It's a useful tool for understanding the geographical spread of Native Title across Australia. You can explore the data in more detail using the map on the page.

[Native Title Determinations](#)

To find out how Native Title operates and applies to your tourism business or projects visit the National Native Title Tribunal website

[National Native Title Tribunal](#)

The Australian Museum offers some thoughtful insight into the limitations of Native Title.

[The Australian Museum](#)

PBCs are corporations established by Native Title holders to manage and protect their Native Title rights and interests. For more information on the connection between PBCs and Native Title, follow the link.

[PBC](#)

The Agreements Treaties and Negotiated Settlements site offer information on First Nations rights and agreements in Australia, covering native title, land and water rights, treaty processes, and economic development. It includes a searchable map, key event timelines, and summaries of relevant case law.

[Agreements Treaties and Negotiated Settlements](#)

State/ Territory specific

Aboriginal Inclusion Guide One: Country. This guide helps you identify Country and Traditional Owners and explains the difference between a Welcome to Country and an Acknowledgement of Country. It answers common questions regarding Aboriginal naming conventions and how to access Country respectfully.

[Aboriginal Inclusion Guide Country](#)

- WA was one of the last states to implement statutory land rights, with the Native Title Act 1993 (Cth). The WA government has since developed its own framework for managing Native Title claims and determinations.

[A Department of Premier and Cabinet](#)

- WA has established various mechanisms to manage Native Title. The Land and Native Title Unit (LANTU) within the Department of Premier and

Cabinet provides strategic leadership and policy advice on Native Title issues. The state is divided into six regions for claim management purposes: the Kimberley, Pilbara, Geraldton, Central Desert, Goldfields, and South West regions. These regions are serviced by different Aboriginal corporations and councils that act as Native Title Representative Bodies.

- The state has also implemented laws to protect and manage Aboriginal heritage. The amended Aboriginal Heritage Act 1972 includes improvements such as equal rights of review for proponents and Native Title parties, requirements for landowners to notify the Minister of new information about Aboriginal sites, and the establishment of a statutory Aboriginal Cultural Heritage Committee with majority Aboriginal representation.

The page talks about Native Title in Western Australia, explaining that it involves the rights of First Nations people to land and waters based on their traditional laws. It also highlights the role of the Aboriginal Policy and Coordination Unit in working with native title groups to address claims and create opportunities for communities.

The Department of Mines and Petroleum (DMP) in WA offers detailed information about Native Title management and processes. Their website includes sections on Native Title negotiations, guidelines for consultation with First Nations people, and the right to negotiate.

[Government of Western Australia](#)

Landgate, the Western Australian Land Information Authority, provides Native Title services including customised mapping, spatial analysis, and Native Title advice specific to WA. They maintain several datasets related to Native Title in the state

[Landgate](#)

The Western Australian Government's official website has a dedicated section on Native Title services, which includes information about land tenure, reports, maps, and customised information supporting Native Title claims in WA

[WA.gov.au](#)

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Glossary

Self-Determination	Self-Determination is the right of Aboriginal and Torres Strait Islander people to make decisions about their own lives, communities, and futures, including political, economic, social, and cultural matters.
Cultural Load	The extra responsibilities placed on First Nations employees to educate and represent their culture in the workplace.
ICIP	Indigenous Cultural and Intellectual Property - refers to the traditional knowledge and cultural expressions of Aboriginal and Torres Strait Islander peoples, also known as "cultural heritage."
PBC	Prescribed Body Corporate
RNTBC	Registered Native Title Body Corporate
Black Cladding	'Black cladding' refers to non-First Nations businesses exploiting First Nations entities to access procurement opportunities unfairly.
Sorry Business	Sorry Business is a term used by First Nations Australians to refer to the cultural protocols and mourning practices following the passing of a loved one. It involves ceremonies, grieving periods, and responsibilities that vary between communities. These practices are deeply significant and may impact work, travel, and community obligations.