

Aboriginal Tourism Conceptual Exploration and Planning for Wellness Drink Program



Applicant details			
Applicant name			
ABN		ICN/ACN	
Primary contact name			
Position title			
Mobile number			
Email			
Business postal address			
Eligibility*			
Be greater than 50% Aboriginal owned (may be required to provide evidence one of any of the following) situated and operating in the NT. › Registered with the Office of the Registrar of Indigenous Corporation › Northern Territory Indigenous Business Network certified member › Supply Nation registered or certified member › Aboriginal individuals may be required to provide confirmation or certificate of Aboriginality*		Yes	No ☐
Be legally constituted (business & organisations)		Yes ☐	No ☐ N/A ☐
Be Australian registered (business & organisations)		Yes ☐	No ☐ N/A ☐
If the applicant is actively trading Aboriginal owned tourism business (as defined in the NT Aboriginal Tourism Strategy 2020-2030), the following criteria apply: › Have a current Australian Tourism Data Warehouse (ATDW) listing or have applied for one at time of engaging with the Consultant (if appropriate) › Be a member of a peak industry body, such as Tourism Central Australia, Tourism Top End or Hospitality NT or have applied for one at time of engaging with the Consultant (if appropriate)		Yes ☐	No ☐ N/A ☐
Application form			
I confirm that I am applying for this program and commit to completing all required stages as outlined below:		Yes ☐	No ☐
Stage 1: Face to face on site workshop delivery With consideration to include the following considerations: - A snapshot and understanding of the NT's tourism and Aboriginal tourism opportunities, sectors and markets - The 'why' - vision, goals and values (guiding principles) for potential tourism business interests - Understanding/clarification on business governance structures to support current and future tourism development support and activities - Explore and identify potential concepts to progress experiences product development with consideration of tour itineraries, workforce development and seasonal and operational activities - Explore initial Aboriginal cultural mapping to inform potential tourism opportunities with Indigenous Cultural Intellectual Property, building an Aboriginal tourism brand and visitor cultural protocol considerations.			
Stage 2: Action plan development - Tailored and practical tourism business development plan with short-term (3 to 6 months) medium term (6 months to 2 years)			
Stage 3: Action plan implementation support - Up to 24-hours of coaching to assist with the implementation of the action plan. Coaching to be completed by 15 April 2027			

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Proposed tourism concept

Please describe:

- (a) your proposed Aboriginal cultural tourism experience, product or concept;
- (b) the cultural, environmental or community values that support the concept;
- (c) whether the concept is a new tourism product or an enhancement of an existing tourism product;
- (d) what support are you seeking through this Program; and
- (e) any approvals, partnerships or governance arrangements already in place or under development.

Maximum 1 page.

*Aboriginal individuals may be required to provide a letter of confirmation of Aboriginal heritage or certificate from the relevant (locality) incorporated Aboriginal association or land council. It must be stamped with the association's common seal.

An Aboriginal individual is defined as someone who: is of Australian Aboriginal descent; has previously and consistently in day-to-day life been known to be or identified as an Australian Aboriginal and is accepted as an Aboriginal in the community in which they live or have lived.

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Tourism business readiness

Please indicate which of the following best describes your current position:

- ☐ Concept stage only
- ☐ Tourism idea has been discussed internally
- ☐ Governance arrangements established
- ☐ Tourism product currently operating
- ☐ Tourism product previously operated
- ☐ Seeking investment or funding
- ☐ Seeking business planning support
- ☐ Seeking product development support
- ☐ Seeking implementation support

Please provide any additional information that may assist Tourism and Events NT to assess your application:

Privacy notice

We handle your personal information in accordance with the Information Privacy Principles (IPP) under the *Information Act 2002 (NT)*.

Personal information collected in this application will only be used for the purpose of assessing your application and delivering the Program.

Your information may be shared within the Northern Territory Government and with the appointed consultant where necessary to manage the application process and support program delivery.

We will not disclose your personal information to any external organisations without your consent unless:

- it is necessary to provide a service you have requested
- it is required or authorised by law
- it is necessary to prevent or lessen a serious and imminent threat to a person's health or safety

We recommend that you review Tourism and Events NT's Privacy Policy, available at:

[Privacy policy](#)

Applicants should note that details of successful participants may be included in Tourism and Events NT reporting, program evaluation activities and annual report.

Participant Commitment

If accepted into the Program, I acknowledge and agree that I will:

- (a) actively participate in all stages of the Program;
- (b) engage in good faith with the consultant appointed by Tourism and Events NT;
- (c) attend workshops, meetings and coaching sessions scheduled as part of the Program;
- (d) provide information reasonably requested by Tourism and Events NT or the appointed consultant;
- (e) participate in Program evaluation activities if requested; and
- (f) enter into a Letter of Offer and Participation Agreement if required by Tourism and Events NT.

Indigenous Cultural and Intellectual Property

I acknowledge that:

- (a) any Indigenous Cultural and Intellectual Property (ICIP) shared through the Program remains owned by the relevant Aboriginal person, Traditional Owner group, organisation or community;
- (b) Tourism and Events NT and the appointed consultant may access information provided through the Program for the purposes of delivering, administering and evaluating the Program; and
- (c) any disclosure of ICIP will remain subject to applicable cultural protocols and legal requirements.

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Applicant Declaration

If accepted into the Program, I declare that:

- (a) the information provided in this application is true and correct to the best of my knowledge;
- (b) I am authorised to submit this application on behalf of the applicant;
- (c) I have read and understood the Program Guidelines and if I do not understand any part of them I will seek independent advice or other appropriate assistance and where I have chosen not to seek such advice or assistance I acknowledge that I have opted not to do so;
- (d) I acknowledge that submission of an application does not guarantee acceptance into the Program;
- (e) I understand that the Program provides access to consultancy services and does not provide cash funding directly to participants;
- (f) I agree to comply with any conditions of participation imposed by Tourism and Events NT; and
- (g) where the application involves or may impact Aboriginal or Torres Strait Islander people, communities, cultural knowledge or land, I confirm that appropriate consultation has been undertaken and that any relevant prior, free and informed consent has been obtained.

Name:

Position:

Signature:

Date:

Please note:

- This program does not provide direct funding to applicants. Services are delivered by an approved consultant.
- Applying does not guarantee acceptance into the program.
- Incomplete applications may not be considered.
- The program runs from approval until 12 March 2027 (or when activities are completed).

[View the guidelines here](#) or go to [Tourism and Events NT](#)

To lodge the application email: Aboriginal.tourismeventsnt@nt.gov.au

For further information or assistance contact the Aboriginal tourism team on 8999 7420 or email Aboriginal.tourismeventsnt@nt.gov.au