



Aboriginal Tourism Conceptual exploration and Planning for Wellness, Food and Drink Program



Program overview

Tourism & Events NT are providing a total of up to \$45,000 (excluding GST) in consultancy support through the Aboriginal Tourism Conceptual Exploration and Planning for Wellness, Food and Drink Program. The program supports Traditional Owners, Aboriginal Territorians and majority Aboriginal-owned businesses and organisations to develop innovative tourism experiences and strengthen existing Aboriginal tourism products focused on wellness, food and drink.

This initiative focuses on creating diverse range Aboriginal tourism product centered on wellness, food and drink, supporting participants to explore ideas, strengthen capability, and develop culturally appropriate, visitor-ready experiences and product.

Indicative dates

Applications will open on **24 August 2026**

Applications will close on **12 March 2027** or until project funds are exhausted

The contract is proposed to commence **24 August 2026** and conclude **15 May 2027**

Note: dates are indicative only and if funding is fully subscribed the initiative may close earlier.

Eligible applicants

The program will support Northern Territory based:

- Traditional Owners
- Majority-owned Aboriginal businesses and organisations that are:
 - › Greater than 50% Aboriginal owned
 - › Registered with the Office of the Registrar of Indigenous Corporations
 - › A certified member of the Northern Territory Indigenous Business Network (certificate may be requested)
 - › A registered or certified member of Supply Nation (certificate may be requested)
 - › Legally constituted
 - › Australian registered

If the applicant is an 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).

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 and/or identified as an Australian Aboriginal and is accepted as an Aboriginal in the community in which they live or have lived.

Front cover image credit

Akeyulerre Healing Centre, Emily's Gap.
Tourism and Events NT/Helen Orr

Note

This is an open non-competitive initiative, and applications will be assessed as received.

Consultancy services supported activities

The program will be delivered by an experienced consultant through a structured approach that includes:

Stage 1

Face to face on-site (community or other suitable identified location) workshop delivery, with consideration to inclusion of the below considerations:

- Deliver a snapshot and understanding of the NT's tourism and Aboriginal cultural tourism wellness, food and drink opportunities, markets and partnership opportunities.
- Establish the 'why' - vision, goals and values (guiding principles) for potential tourism business interests.
- Deliver an understanding/clarification on business governance structures to support current and future tourism development support and activities.
- Explore and identify potential high 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.
- Summary report for the client and Tourism and Events NT on services delivered and outcomes for each Aboriginal tourism client approved by the Tourism & Events NT.

Stage 2

Action plan development

Tailored and practical tourism business development action plan with short-term (3 to 6 months) and medium-term (6 months to 2 years) that the Aboriginal tourism client can implement.

Stage 3

Action plan implementation support

Up to a maximum 24 hours coaching for the action plan's implementation. Coaching to be completed by 15 April 2027.

Eligible activities

To support conceptual Aboriginal cultural tourism ideas to develop new and improved experiences in Wellness, Food and Drink.

Ineligible activities

- Requested activities that have commenced before the Aboriginal tourism client is approved by the Tourism & Events NT.
- Activities that do not clearly demonstrate that an Aboriginal cultural experience or tourism product are being developed or delivered.
- Activities mostly for community use or where there is no clearly defined visitor benefit.
- Administrative or running costs that are normally the responsibility of a business (e.g. rent, insurances, audit and finance costs etc) state or territory administrative or local council fees.
- Marketing, advertising and product promotion activities.
- Wages or salaries for an applicant's employees and professional services to support operational activities.
- Activities where formal approvals for tourism product activation being secured is unknown or unclear.
- Activities that have already received significant funding support from NT Government and are considered to not be competitive or sustainable.
- Hospitality expenses exclude alcoholic beverages.
- Individuals or group consultation sitting/engagement fees.



Image credit

Bush Foraging with Kakadu Kitchen. Kakadu National Park. Tourism and Events NT/Helen Orr

How to apply

Complete the application form and submit to aboriginal.tourismevents@nt.gov.au

Applicants should note that details of approved application recipients will be advised publicly and recorded in the Department of Tourism and Hospitality corporate website and annual report.

This is a Strategic Indigenous Tourism Project supported by the Northern Territory Government and the Australian Government.

A copy of these guidelines and accompanying application form are available at www.tourismandeventsnt.com.au/tourism-industry/grant-funding

Contacts

Please contact the Aboriginal tourism team on 08 8999 7420 or aboriginal.tourismevents@nt.gov.au

Tourism and Event NT's corporate website www.tourismandeventsnt.com.au is a valuable resource for accessing information to support applications, including tourism research and strategies.



Image credit

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