



Consumer brand marketing

for Aboriginal cultural tourism



Acknowledgement

We respectfully acknowledge and honour the Aboriginal people of the Northern Territory and recognise the continuation of culture, connection to lands, water and country. We pay our respects to Elders past, present and future.

About this guide

Consumer brand marketing is the way you show your Aboriginal tourism business to the world. It involves your logo, colours, how you talk online and in person and the story you tell about your business. This helps people see what makes your business special and why they should choose you. In this guide, learn the basics of consumer brand marketing and how you can get started on designing your own unique brand that shares your business story with the world.

More information

For more information and access to other Aboriginal Cultural Tourism Framework resources visit

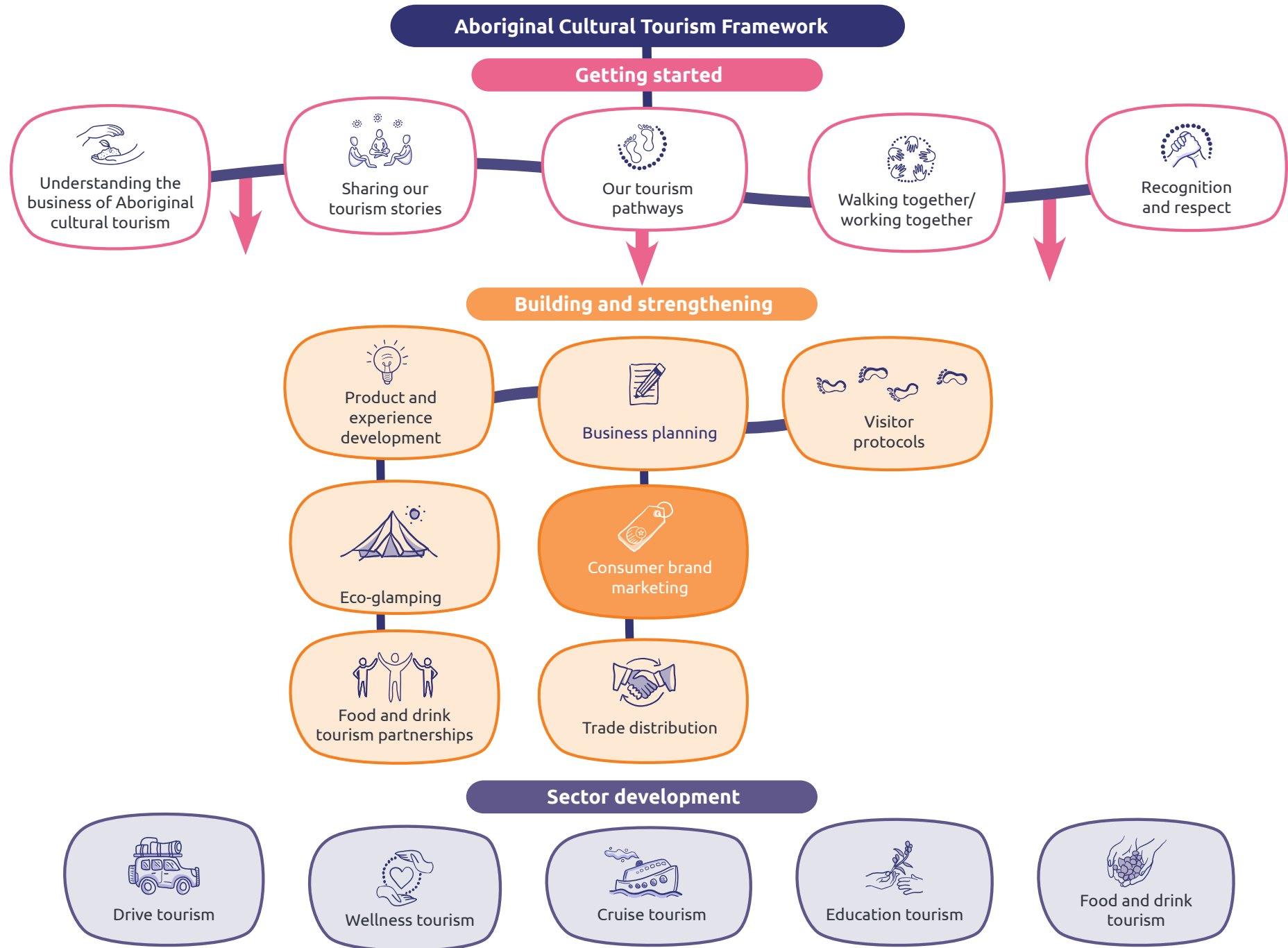
www.tourismandeventsnt.com.au

or contact Tourism and Events NT's Aboriginal tourism team today.

PH: 08 8999 7420 **E:** Aboriginal.tourismeventsnt@nt.gov.au



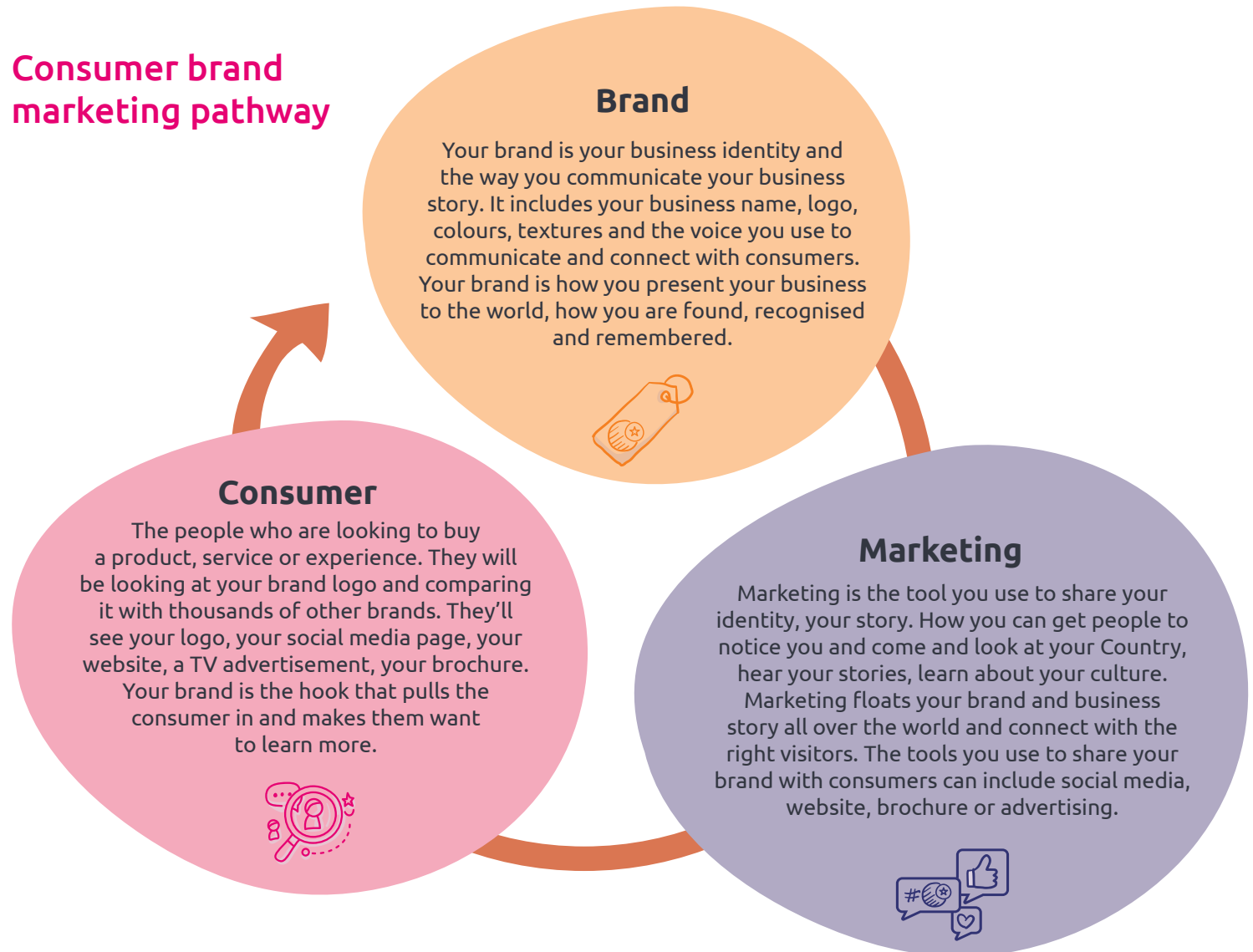
Tools to help you



What is consumer brand marketing?

As an Aboriginal experience, your brand is a way to share your culture, community, traditional knowledge and your connection to Country. Consumer brand marketing is the tool you use to get your story out into the world, stand out from the crowd, give consumers a taste of who you are and what you offer. It is your invitation for them to come and visit and experience your business.

Consumer brand marketing pathway



Thinking about consumer brand marketing 'cultural way'

It is like creating art, craft or artefacts

Your artwork is your unique story - it represents you, your family and your Country. Your artwork will have a name and a story that you want to share. It may be made from colours and materials from Country. You might 'market' your artwork by taking photos to show on a website or display it in an art gallery to sell. A consumer will see your artwork and compare it to many other artworks. They learn your story and the story of the artwork, see the colours or feel the materials. They connect with your artwork and choose to buy it, taking it home to remember you and your story always.

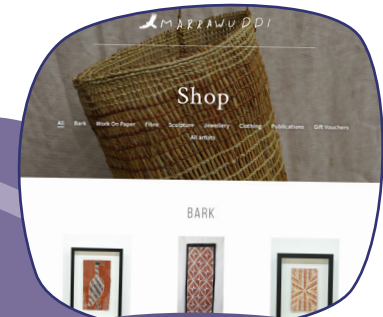
Consumer brand marketing is the 'business way' of sharing your business story and connecting with visitors so they buy your products. To learn more about tourism products, see the [Product and experience development](#) guide.



Sourcing and collecting the materials we need.



Preparing our artwork with our unique style and story.



Marketing or showing our artwork.



Consumers seeing our art.



Consumers purchase our art.

Why do we need consumer brand marketing?

You might be asking yourself:

“Isn't my tour or product strong enough on its own?”

“Why do I need to think about branding?”

A strong brand helps you to



Show what makes you special!

There are lots of tourism experiences out there. A good brand helps yours stand out by sharing what's unique about your story, your Country and your culture.



Build trust

Visitors see and connect with who you are and what you value. When your logo, business name and message look professional and are used the same way everywhere, it shows visitors that your business is strong, trustworthy and reliable. People are more likely to book with you if they feel your business is real, safe and run with care.



Create an emotional connection

Branding isn't just about how things look - it is about how people feel. When visitors see your brand story, your images or hear your voice, they start to build a connection. When they feel connected, they want to visit, learn, experience and tell others about it.



Grow your business

Branding helps bring more visitors from Australia and overseas, and more visitors means more income and opportunity. A strong brand supports not just your business, but your family and community too by bringing jobs, training and economic wellbeing.



Helps you reach more people

A strong brand makes it easier for you to share your business with more people through your website, social media, brochures or through tourism partners. It helps domestic and international visitors understand what you offer and why it is special.

How we can share our consumer brand

Your consumer brand can be shared and marketed to visitors at every stage of the Visitor Experience Cycle.

To learn more about how visitors plan their holidays and the Visitor Experience Cycle, see the [Understanding the business of Aboriginal cultural tourism](#) guide.



Using your brand

Once you've built your brand, make sure you use it everywhere so consumers can connect with it.



Visitors sharing the story of your brand with others through social media, photos, online reviews and merchandise purchases is a free and powerful way to promote and sell your brand through positive word of mouth.

Brand stories: learning from others

These Aboriginal tourism brand examples have been designed by local Northern Territory Aboriginal tourism businesses. They reflect Country, community and culture and are used by the businesses in many ways.

Ayal Aboriginal Tours Kakadu – designing a brand

Ayal Aboriginal Tours Kakadu (Ayal) is a family owned and operated Aboriginal cultural tourism business based in the South Alligator Region of Kakadu National Park in the Northern Territory.

Business owner Victor Cooper and his family have deep ancestral ties to Victor's Grandmother's Country, where they conduct tours. When designing the business logo, Victor wanted it to honour his Grandmother and showcase the World Heritage cultural and natural values of Country.

The business name



'Ayal' means 'we follow that track, the milky way' in Gonbidj, Victor's Grandmother's language. This is a reminder to stay true to culture and Country, follow the songlines, Creation stories and cultural law.

The design



The image is of Pandanus trees standing tall at sunset over the South Alligator floodplain with the Milky Way in the sky. The logo represents the connection to Country, honours Victor's Grandmother and shows the natural values and colours of the South Alligator River Country. The sunset image was based on a photo Victor captured and shared with a graphic designer to help create the logo.

How the brand is used



Ayal uses their brand story on their website, brochures, vehicle and uniforms.



“No-one else owns your brand or marketing story. It belongs to you and is yours to share, your way.”

Victor Cooper

Owner operator of Ayal Aboriginal Tours Kakadu

Nitmiluk Tours – brand style guide

The Jawoyn Association owns a tourism business called Nitmiluk Tours. The business operates in the spectacular Nitmiluk National Park in the Northern Territory and offers accommodation, walking and boat tours, dining and cultural activities.

The brand design needed to share it's own tourism business story, while still showing connection with the Jawoyn Association.

A unique brand and style guide was developed by Jawoyn Traditional Owners and a graphic designer. The brand and style guide shared the story of both Nitmiluk Tours and the Jawoyn Association, with the ability to separate them for consumer marketing, or show them together when telling the bigger Jawoyn Association story.

The business name



Nitmiluk Tours reflects the products offered in Nitmiluk National Park – jointly managed between the Jawoyn Traditional Owners and Northern Territory Parks and Wildlife Commission.

Nitmiluk was named by Creation Ancestor Nabilil and means 'Cicada Dreaming' or place of Cicada.

The design



The Nitmiluk logo reflects Bolung – the Rainbow Serpent. A Creation Ancestor, Bolung brought life to the rivers, waterfalls, floods and waterholes around Nitmiluk (Katherine River and Gorge).

The snake like body represents the main Nitmiluk River system and the antlers depict the streams that branch off Nitmiluk (Katherine Gorge). Fish and mussels can be seen painted alongside Bolung.¹

How the brand is used



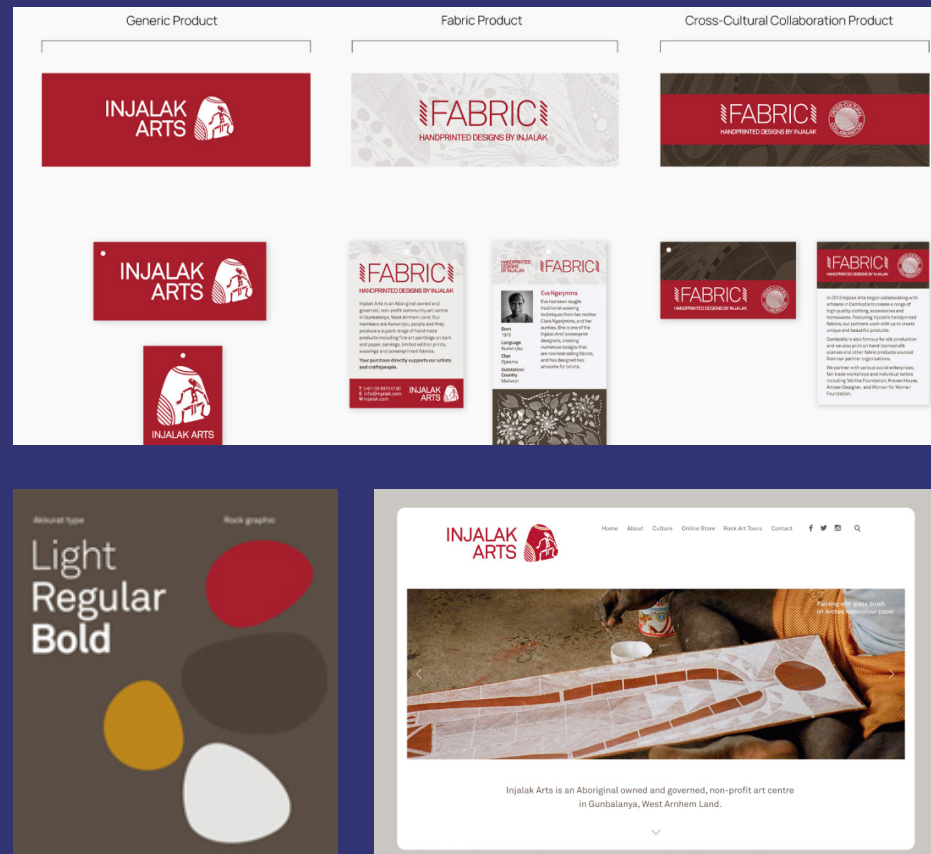
Nitmiluk Tours has a style guide which sets the rules for who can use the brand and how it must be shared. It explains the right colours, fonts, textures and images that connect with the brand's look and feel and how it can be used on websites, signs, uniforms and merchandise.



Your brand doesn't have to be complicated. It can be a simple design that is special to you, is easy for visitors to understand and can be displayed in many different ways. A graphic designer or branding specialist can help you to create your brand story.

¹ Nitmiluk Tours explanation of their brand story

Example of Injalak Arts and Crafts brand story and style guide.



Who can help me?

Tourism and Events NT brand

Tourism and Events NT has its own 'Northern Territory' consumer brand that they advertise and share all over the world. To learn more about the Northern Territory tourism brand and how your brand can connect and be promoted visit www.tourismandeventsnnt.com.au/tourism-industry/marketing/marketing-resources

Protecting your brand

To learn more about developing and protecting your brand visit the Federal Government's business tool group Protect your brand. idea or creation | business.gov.au

Indigenous Cultural Intellectual Property (ICIP)

Read the [Walking together/working together protocols for Aboriginal cultural tourism in the Northern Territory](#) guide to learn more about cultural protocols and Indigenous Cultural Intellectual Property for protection of our brand.

Tourism advice and support

For support at any stage of your Aboriginal Tourism journey, Tourism and Events NT's Aboriginal tourism development team can connect you with resources and provide advice on where to get started.

Visit: www.tourismandeventsnnt.com.au

Phone: 08 8999 7420

Email: Aboriginal.tourismeventsnnt@nt.gov.au

Getting started: how to build your brand story

Building a brand doesn't have to feel overwhelming, but it should feel right, reflect your story and support everything else you do. Take your time and talk with family, Elders and people you trust along the way. Here's how you can start:

YOUR BRAND IDENTITY	WRITE YOUR NOTES HERE
What is my business name?	
What does my business name mean?	
Can this be included in the logo design?	
What does my business offer?	
Can the story of what I offer be reflected in my brand?	
What is my business personality?	
Are my products fun, strong culture, nature, relaxing and peaceful, adventure?	

CREATE VISUALS	WRITE YOUR NOTES HERE
Is there a totem, Creation story, natural feature or activity that would represent your brand?	
Are there colours, textures or patterns that reflect your culture, Country to be included in your brand story?	
Is there an Aboriginal artist or community member you'd like to involve in designing your logo?	

USING YOUR BRAND	USING YOUR BRAND
It is good to be consistent and have your brand reflected across all of your marketing materials and communications. Tick where you'd like to share your brand:	☐ Website ☐ Signs ☐ Social Media ☐ Uniforms ☐ Vehicles, vessels and other equipment ☐ Buildings and infrastructure ☐ Merchandise ☐ Brochures ☐ Business Cards ☐ Posters and banners ☐ Advertising including on television, magazines, newspapers ☐ Other



References

Photo credits

Front Cover – Standley Chasm/Angkerle Atwatye – Tourism and Events NT/Joshua Griffen

Page 2 – Aboriginal Bush Traders – Tourism and Events NT/Shanaa McNaught

Page 5 – Top left – Pudukul Aboriginal Cultural Tours – Tourism and Events NT/Helen Orr

Page 5 – Top middle – Standley Chasm/Angkerle Atwatye – Tourism and Events NT/Shanaa McNaught

Page 5 – Top right – Marrawuddi

Page 5 – Bottom left – Buku-Larrnggay Mulka Centre – Tourism and Events NT/Nicholas Goldhurst

Page 5 – Bottom right – Bush Balms – Tourism and Events NT/Oliver Eclipse

Page 7 – Clockwise from far left – Cooinda Lodge – Kakadu Tourism

Page 7 – Left, second from top – Browsing smartphone – Aliaksandrbarysenka

Page 7 – Top – Trevor Adeline

Page 7 – Right, second from top – Cooinda Lodge – Kakadu Tourism

Page 7 – Right, second from bottom – Cooinda Lodge Kakadu – Mode Design Corp

Page 7 – Bottom right – Cooinda Lodge – Kakadu Tourism

Page 7 – Bottom left – Yellow Water Cruises

Page 9 – Ayal Aboriginal Tours Kakadu – Victor Cooper

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Back Cover – Standley Chasm/Angkerle Atwatye – Tourism and Events NT/Christopher Tangey

