



# Sharing Culture

**FIRST NATIONS CULTURAL TOURISM INDUSTRY  
SUPPORT GUIDE, SOUTH COAST NSW**

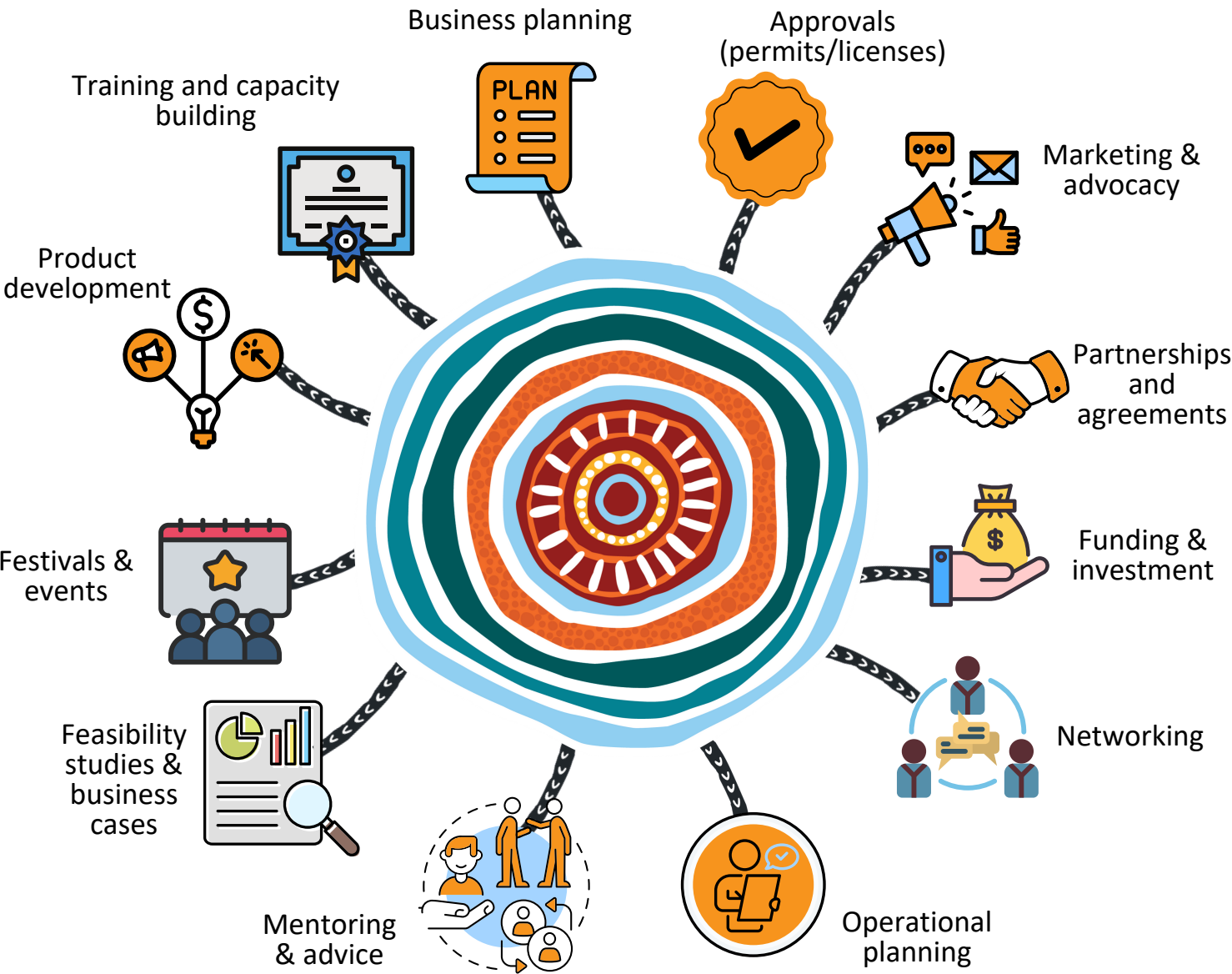
For new and existing operators to support your cultural  
tourism business journey



Are you thinking about starting up a First Nations cultural tourism business in South Coast NSW?

Are you already in business and looking for help or advice?

### What stage of the journey do you need support with?



A range of Government and non-Government partners are working together to offer support for whatever stage your tourism business journey is at.

## Who can help me?



**Regional NSW**



- Advice - Regional Aboriginal Partnerships Managers to support your business journey
- Training and capacity building
- Advocacy and promotions (regional familiarisation tours)
- Business, economic and product development support from Economic Development Manager.
- [www.nsw.gov.au/regional-nsw](http://www.nsw.gov.au/regional-nsw)



**Department of Primary Industries**

- Business planning - preliminary assessment through to business plan development
- Training (marine, tour guiding)
- Capital funding
- [www.dpi.nsw.gov.au](http://www.dpi.nsw.gov.au)



**Destination Southern NSW**

- Marketing - destination branding & positioning
- Networking & advocacy
- Events
- Capacity building for region and industry
- [www.dsnsw.com.au](http://www.dsnsw.com.au)



**NSW Aboriginal Tourism Operators Council**

- Mentoring and advice
- Networking and advocacy
- Business planning support
- [www.natoc.org.au](http://www.natoc.org.au)



- Networking, community engagement and advocacy
- Product development and visitor interpretation / storytelling
- Business development and support through regional galleries and cultural centres
- Local events
- [www.esc.nsw.gov.au](http://www.esc.nsw.gov.au)



- Destination marketing and advocacy
- Business Activate Program for business planning and development
- Networking and community engagement
- Sapphire Coast: [www.scdm.net.au](http://www.scdm.net.au)
- Bega Valley Shire: [www.begavalley.nsw.gov.au](http://www.begavalley.nsw.gov.au)

## Who can help me?



### NSW National Parks & Wildlife Service

- Approvals - [Eco Pass program](#)
- Events on park
- Partnerships - future Co-management of all NSW National Parks
- Product development of cultural tourism on national parks
- Networking - educating tour operators and visitors about appropriate access, use, cultural protocols and stories
- Marketing and promotion - via national parks website and promotional operator videos



### South Coast Centre of Excellence

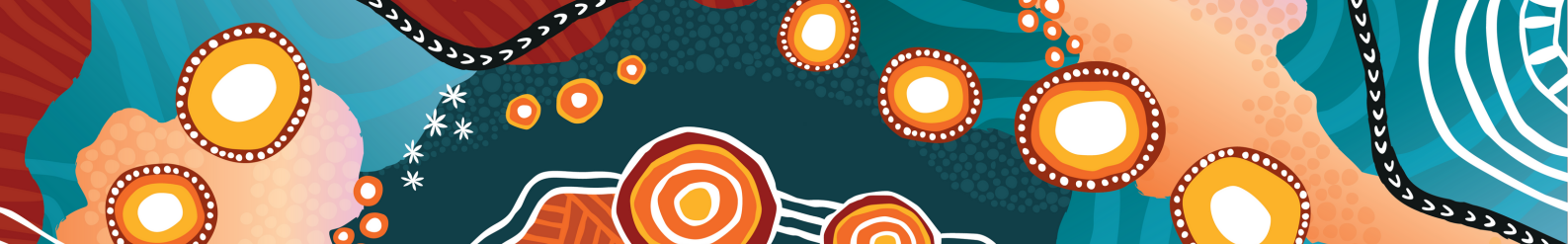
- Capacity building (tourism & hospitality)
- Marketing and advocacy through famil tours
- Advice, mentoring and professional development
- [www.dnsss.com.au/south-coast-centre-of-excellence/](http://www.dnsss.com.au/south-coast-centre-of-excellence/)

### S<sup>o</sup>UTH EAST ARTS

- Business support and skills development for artists
- Advice and mentoring
- Events and festivals
- [www.southeastarts.org.au](http://www.southeastarts.org.au)



- Grant funding
- Cultural Tourism Mentoring
- Aboriginal business support
- [www.niaa.gov.au](http://www.niaa.gov.au)



## Who can help me?



Aboriginal  
Affairs



- Cultural advocacy
- Cultural Grant Funding - Aboriginal Businesses and Community Organisations
- Policy and Program
- [www.aboriginalaffairs.nsw.gov.au](http://www.aboriginalaffairs.nsw.gov.au)



Yarpa - NSW  
Indigenous Business &  
Employment Hub

- Business Workshops & Informational sessions
- Business Support
- Business Planning & Marketing
- Grant Writing
- Procurement
- [www.yarpa.com.au](http://www.yarpa.com.au)



Supply Nation

- National Database for Aboriginal businesses
- Supply Director for Aboriginal business
- Business Advice & Support
- Marketing & Procurement
- [www.supplynation.org.au](http://www.supplynation.org.au)



For further advice on the best organisation to support your First Nations Cultural Tourism journey, contact your Regional Aboriginal Partnerships Manager.

- Illawarra/Shoalhaven [Scott.Morgan@regional.nsw.gov.au](mailto:Scott.Morgan@regional.nsw.gov.au)
- South Coast – Eurobodalla, Bega Valley, Snowy Monaro [Sarah.Gorst@regional.nsw.gov.au](mailto:Sarah.Gorst@regional.nsw.gov.au)



Regional  
NSW

# Regional Aboriginal Partnerships Program

Supporting regional Aboriginal businesses

## Supporting you to achieve your goals

Aboriginal Partnership Managers (APMs) deliver the NSW Government's Regional Aboriginal Partnerships Program (RAPP). The RAPP works to address the NSW Closing the Gap Priority Five – Employment, Business Growth, and Economic Prosperity toward self-determination.

APMs are your on-the-ground connector and help strengthen regional Aboriginal communities by empowering place-based, culturally strong, and Aboriginal-led economic development activities.

They walk in both worlds to help Aboriginal organisations and businesses access government funding and support to help make our communities stronger.

### Your APM can:

- engage face-to-face with Aboriginal businesses, community organisations and working parties
- participate in yarning sessions and Elders' meetings
- provide information to Aboriginal organisations, businesses
- work alongside Aboriginal businesses and organisations to build their capability.

## Emerging opportunities in the South East

### South Coast

- Cultural and eco tourism
- Arts and culture
- Commercial fisheries
- Agriculture, permaculture, aquaculture
- Circular economy
- Construction
- Manufacturing and production
- Land activation
- Procurement.

### Tablelands

- Arts and culture (particularly in the Southern Highlands)
- Cultural tourism
- Employment services
- Procurement, particularly for major infrastructure projects
- Land activation for Local Aboriginal Land Councils, and other land projects.

## Connect with your local Aboriginal Partnership Manager

### Sarah Gorst

(Gamilaraay – Kamilaroi), covering Eurobodalla, Bega Valley, and Snowy Monaro

E sarah.gorst@regional.nsw.gov.au

### Brett Ashby

(a Gamilaraay/Ngemba/ Muruwarii/ Yuwalaray man), covering Hilltops and Tablelands

E brett.ashby@regional.nsw.gov.au



We pay respect to the Traditional Custodians and First Peoples of NSW, and acknowledge their continued connection to their country and culture.

This artwork has been designed by Mumbulla Creative for Regional NSW's Regional Aboriginal Partnerships Program (RAPP).

This artwork explores the significance of connections: connections with each other, connections with communities and connection to Country. Eight interconnected ochre circles represent the eight regional partnerships. Pathways of white lines and ochre shapes between the circles symbolise deep reciprocal relationships. Cross hatching appears on the ochre shapes, similar to the markings found on shields throughout South-eastern Australia. A large circle at the centre of the artwork represents the shared purpose of the Regional Aboriginal Partnerships Program, which is to support and empower Aboriginal communities. A rich background of lines and shapes represents Country. Gradient panels of red, orange and pink represent vibrant sunsets, while blues symbolise waterways. Ochre hills, plains, campsites, and gatherings, remind us of Country and the cultural significance of the places where the regional partnerships work. Black lines with white markings are evocative of the trade routes traversed by our ancestors. In following their footsteps, the RAPP managers continue to empower and support communities through their work. The artwork is a testament to the profound impact that strong, respectful connections have in providing better outcomes for Aboriginal communities.

