

# Indigenous Cultural Tourism Award 2009

To apply for the Indigenous Cultural Tourism Award, your tourism business must be either at least partially owned by an Indigenous Australian and/or your product must be focused on Indigenous Culture (at least half of the guest's experience must be focused on these cultural aspects). To be eligible for this award, your business must be certified under the Respecting Our Culture Program.

## Question 1 – Overview and history (10 Points)

Maximum 500 words

Provide a general overview of the nature and history of your product and describe how your business is a leader in your field including any outstanding achievements in the past year. You must demonstrate your eligibility for entry in this category as outlined in the description above.

## Question 2 – Environmental Sustainability (30 Points)

Maximum 500 words

- a) Demonstrate how your business had been developed and managed to conserve and enhance the natural and/or cultural environments in which you operate → through the recognition and application of environmentally sustainable practices
- b) What initiatives have you introduced to minimise the negative environmental impacts of your ongoing business practices and activities
- c) How have you improved the visitor experience while minimising the possible impacts on the environment?

*Tips: Environmental sustainability initiatives could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and complying with the ECO Certification Program.*

## Question 3 – Indigenous Culture (50 Points)

Maximum 500 words

- a) Explain how the business works with the Traditional Owners of the land and/or other local indigenous people
- b) Describe how the business supports local Indigenous communities
- c) Describe how your business uses and promotes authentic Indigenous products and artifacts
- d) Demonstrate how your business is sensitive to, interprets and involves Indigenous culture

*Tips: Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organisations etc. The use of local products and services could include food and beverage suppliers, service providers, trades people and local building material. If local products and services are not available, briefly explain.*

## The Details...

### Please also include in your application:

- Images Ecotourism Australia can use to profile your business
- Any written references that would support your application

### The winning entrants will receive:

- Return economy airfares to Alice Springs
- Attendance to the plenary sessions held in Alice Springs on the 11<sup>th</sup> of November 2009, including all Keynote and Concurrent addresses, morning tea, lunch and afternoon tea
- Attendance to the awards ceremony at the **Gala Dinner including the National Ecotourism Australia Awards and Gala Auction** where you will be presented with your award

### Next Step:

Applications are to be received by Friday 16<sup>th</sup> October 2009. The winner will be announced at the Global Eco Conference at the Gala Ecotourism Awards Dinner on Wednesday the 11<sup>th</sup> November 2009 in Alice Springs, Northern Territory.

The successful applicant will be contacted soon after the closing date to organise travel arrangements.

Applications may be submitted via email to [Kristie@ecotourism.org.au](mailto:Kristie@ecotourism.org.au) or by mail to:

Ecotourism Australia  
PO Box 881  
Fortitude Valley QLD 4006

Any questions regarding your application may be directed to [Kristie@ecotourism.org.au](mailto:Kristie@ecotourism.org.au)