



Our Outback Tourism Partnership

Overview

Desert Knowledge Australia is a national organisation with the long-term vision of building harmony, sustainability and prosperity for all Australian desert people, both Aboriginal and non-Aboriginal.

It takes an innovative approach based on building partnerships between individuals, communities, government and business, to create opportunities and work together to meet desert challenges.

One of Desert Knowledge Australia's current projects is the facilitation of the Our Outback Tourism Partnership.

Background

In 2005 the Desert Knowledge Australia Inter-regional video network (a regular video network meeting supported by Telstra Country Wide across outback Australia), identified an opportunity to find solutions to a number of factors that collectively inhibit tourism in Australia's Outback reaching its full potential.

Desert Knowledge Australia, in conjunction with a cross border team, managed the Australian Tourism Development Program funded project to deliver a report titled 'Out Outback - Partnerships and Pathways to Success in Tourism'.

Who is involved?

The Our Outback Tourism Partnership consists of representatives of National, State, Territory and Regional organisations who are overseeing the implementation of the report:

- Australia's Golden Outback
- Desert Knowledge Australia
- Outback Queensland Tourism Association
- Outback Regional Tourism Organisation
- South Australian Regional Tourism
- South Australian Tourism Commission
- Tourism Australia
- Tourism Central Australia
- Tourism NSW
- Tourism NT
- Tourism WA
- Tourism Queensland



CONTACTS:

Desert Knowledge Australia
PO Box 2114
Alice Springs NT 0871

Ph: +61 8 8959 6021
Fax: +61 8 8959 6025
Email: judith.dixon@desertknowledge.com.au

The Representatives

Kristi O'Brien - Tourism Australia
Aden Ridgeway - Tourism Australia
Mike Crowe - Desert Knowledge Australia
Barbara deRome - Tourism NSW
Lori Modde - Outback NSW Tourism Organisation
Jo-Anne Harkin - Tourism NT
Peter Grigg - Tourism Central Australia
Matt Bron - Tourism Queensland
Peter Cahalan - SA Tourism Commission
Pat Katnich - Flinders Ranges and Outback SA Tourism
Brett Pollock - Australia's Golden Outback
Lance Hardy - Tourism WA
Judith Dixon - Our Outback Tourism Partnership Project Manager



Our Outback Goals

The report identified six major platforms for immediate action:

1. Develop the Outback experience - establish connections between existing experiences and operators, create new connections and coordinate better use of the scarce support services available to the industry.
2. Develop Outback tourism collaboration to provide a borderless and consumer-focused approach.
3. Link the visitor information and referral services across the Outback to better meet the needs of travellers.
4. Develop opportunities to bridge existing transport gaps between major Outback travel centres to better serve the needs of travellers.
5. Use and/or adapt technologies and methods to build greater capacity in the Outback travel industry.
6. Examine existing State and Territory regulations to identify opportunities to simplify tourism connections between tourism businesses across the Outback.

Initiatives identified by the Our Outback Tourism Partnership for priority action are:

- Consumer awareness
- Gather and develop collateral
- Visitor Information Centre collaboration
- Outback web portal
- Trade awareness
- Collation of research activities
- Outback guides training

The 'Our Outback Partnerships and Pathways to Success In Tourism' report can be found at www.desertknowledge.com.au/outbacktourism

More Information:

www.desertknowledge.com.au

updated: 02/07/09