

Media Release

Vicki Ward MP

Minister for Prevention of Family Violence
Minister for Employment



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VICTORIA HOSTS FIRST NATIONS TOURISM CONFERENCE

Australia's First Nations tourism sector takes centre stage in Melbourne at the Australian Indigenous Tourism Conference showcasing the economic and cultural benefits of this vibrant and growing industry – backed by the Allan Labor Government.

Member for Eureka Michaela Settle representing the Minister for Employment Vicki Ward today visited the MCG to join tourism businesses from around the country at the 11th Australian Indigenous Tourism Conference (AITC).

The AITC is a globally recognised conference that brings First Nations tourism businesses together to connect, develop new partnerships and promote the First Nations tourism industry to the international market.

Held over three days, the prestigious event is being hosted on the Country of the Wurundjeri people.

Tourism businesses attending will discuss trends and explore opportunities to develop new tourism products and experiences across Australia – with a focus on those that employ and train Aboriginal and Torres Strait Islander people.

Hosting the AITC in Melbourne offers an opportunity to highlight our own dynamic First Nations tourism sector in Victoria – promoting Victoria's unique tourism experiences to a global audience, creating jobs, boosting local economies and providing opportunities for Victoria's First Nations tourism operators to grow further.

The Labor Government is backing this event through the Yuma Yirramboi Strategy which includes a \$25 million investment into First Nations employment and business initiatives to improve economic prosperity for First Nations Victorians.

The Labor Government's \$20 million Aboriginal Economic Development Fund is also supporting Aboriginal business and employment programs and Aboriginal cultural tourism initiatives.

Year on year, Victoria's international visitor economy continues to grow – and the data from the latest quarter shows international travelers continue to flock to Victoria, with total expenditure at \$8.1 billion, up more than 70 per cent from the same quarter last year.

For more information, visit aitc.org.au.

Quote attributable to Minister for Employment Vicki Ward

"We are supporting First Nations tourism operators in Victoria have the opportunity to connect, learn, grow and expand their offerings, creating even more new jobs – while promoting their tourism range and knowledge to a global audience."

Quote attributable to Member for Eureka Michaela Settle

"We are proud to support this conference which is highlighting our amazing First Nations tourism sector and providing businesses with the opportunity to network and connect with people from across the world."

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Quote attributable to Minister for Treaty and First Peoples Natalie Hutchins

“This conference is putting a spotlight on the outstanding First Nations tourism businesses that are operating in Victoria, and across Australia.”

Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

“AITC 2024 will boost tourism and business opportunities across our state, and highlight the incredible range of authentic First Nations tourism experiences we have here in Victoria.”