

# INDIGENOUS GUIDELINES FOR TRADE PARTNERS



Mabu Buru Tours, Western Australia

TOURISM AUSTRALIA 



# ACKNOWLEDGEMENT OF COUNTRY


*Tourism Australia acknowledges the Traditional Aboriginal and Torres Strait Islander Custodians of the land, sea, and waters of the Australian continent and recognises their custodianship of culture and Country for over 65,000 years.*

*Aboriginal and Torres Strait Islander cultures and traditions are central to Australia's history and form an integral part of how Tourism Australia tells the nation's story.*

*We actively promote Aboriginal and Torres Strait Islander tourism in Australia. Tourism is a powerful driver for positive change and the sustainability of culture, and nowhere else in the world can claim a cultural legacy like Australia with the world's oldest living cultures.*

*Australia is one continent, but it is made up of over 250 distinct language, social or nation groups, with a diverse set of cultures spanning the length and breadth of the country. From Tropical North Queensland to the forested areas of Tasmania / lutruwita, today's communities all have their own unique stories to tell.*





*Multi-faceted and imbued with ancestral wisdom, Australia's Aboriginal and Torres Strait Islander peoples are warm, welcoming, fun and extremely generous of spirit, getting to know their approach to life and hearing their incredible stories may well be one of the richest travel experiences available.*

Kingfisher Tours, Western Australia



# CONTENTS

*This document can be circulated to anyone who is writing content about or travelling with Aboriginal and Torres Strait Islander peoples and is looking for guidance.*

Background information: Aboriginal and Torres Strait Islander peoples and cultures	05
Welcome to Country	08
Tips for engaging respectfully with Aboriginal and Torres Strait Islander peoples	09
Understanding Cultural Traditions: Men’s and Women’s Business, Sorry Business	10
Basic editorial style guidelines	11
Key definitions and terminology	13
Dual naming destinations in Australia	17
Resources: Tourism Australia’s Asset Hub	19



Flames of the Forest, Queensland



# BACKGROUND INFORMATION: ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AND CULTURES

*Dating more than 65,000 years, Aboriginal and Torres Strait Islander peoples and cultures are a distinct, unique, and diverse part of the Australian story. Year on year, more and more travellers are actively seeking out Indigenous tourism experiences to gain insight into Australia's Indigenous history and traditions. As travellers seek out greater authenticity and cultural engagement, interest in Indigenous tourism continues to grow. Find below some commonly asked questions by those wanting to learn more about the world's oldest continuous cultures.*



## Q: WHO ARE ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES?

**A:** There are two distinct Indigenous groups in Australia, Aboriginal and Torres Strait Islander peoples.

The groups are distinguished by their place of origins; Aboriginal peoples encompass hundreds of different language groups and cultural traditions across the Australian continent, while Torres Strait Islander peoples are the Indigenous peoples of the islands located in the Torres Strait, between Australia and Papua New Guinea.

Queensland is the only place where Aboriginal and Torres Strait Islander cultures meet.

Today, Aboriginal and Torres Strait Islander peoples make up approximately 3-4% of Australia's population<sup>1</sup>, and they continue to practice and maintain their unique cultures and ways of life.

1 Australian Bureau of Statistics 2021, Estimates of Aboriginal and Torres Strait Islander Australians, Australian government, accessed 23 November 2023, <<https://www.abs.gov.au/statistics/people/aboriginal-and-torres-strait-islander-peoples/estimates-aboriginal-and-torres-strait-islander-australians/latest-release>>



Horizon - The Light Inside, Bangarra Dance Theatre, New South Wales



Mandingalbay Authentic Indigenous Tours, Queensland

## Q: WHY DO WE REFER TO 'PEOPLES' VS 'PEOPLE'?

**A:** With hundreds of distinct clans, along with numerous languages and dialects in Australia, this results in a rich diversity of cultures and peoples.

## Q: HOW MANY INDIGENOUS GROUPS ARE THERE IN AUSTRALIA?

**A:** There are hundreds of distinct Indigenous groups in Australia, each with their own unique languages, cultures, lores and traditions.

While it's difficult to determine an exact number, it's estimated that there were around 250 different Indigenous language groups (which encompassed 600-700 different dialects) at the time of European colonisation and today, as shown in [this map](#).

It's important to note that these groups are not static or fixed entities, and Indigenous peoples themselves may have different ways of defining their communities and identities.



## Q: HOW MANY INDIGENOUS LANGUAGES ARE SPOKEN IN AUSTRALIA TODAY?

**A:** There are over 100 Indigenous languages still spoken in Australia today, although many of these are endangered or have limited numbers of speakers.

Efforts are being made to preserve and revitalise Indigenous languages, recognising their importance not only for cultural identity and connection to Country but also for their contribution to Australia's rich linguistic heritage.



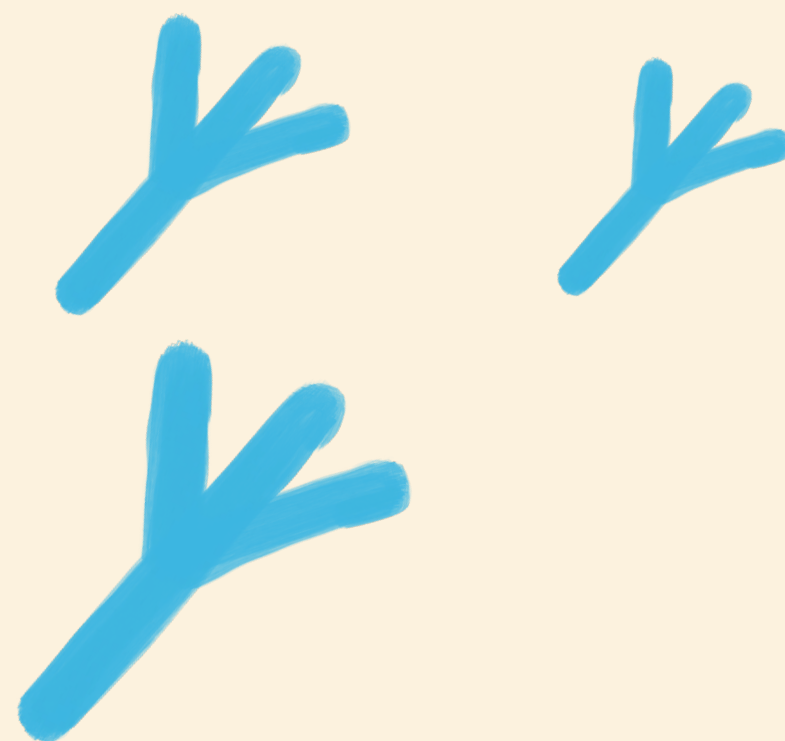
Wilpena Pound Resort, South Australia

## Q: WHAT DOES THE OLDEST CONTINUOUS LIVING CULTURES ON EARTH MEAN?

**A:** When people refer to the Indigenous cultures of Australia as the “oldest continuous living cultures on earth,” they are acknowledging that Aboriginal and Torres Strait Islander peoples have inhabited Australia for tens of thousands of years and have maintained their cultures, traditions, and knowledge systems for all that time.

According to archaeological evidence, Indigenous people have been living on the Australian continent for at least 65,000 years<sup>2</sup> and despite the impacts of colonisation, displacement, and other challenges, the cultures of Aboriginal and Torres Strait Islander peoples have endured and continue to be an important part of Australia's identity and heritage.

2 Australian Human Rights Commission 2022, Bringing them Home, Australian government, accessed 23 November 2023, <<https://bth.humanrights.gov.au/>>.



## Q: WHAT IS CONNECTION TO COUNTRY?

**A:** Connection to Country is a fundamental aspect of Indigenous cultures in Australia and refers to the deep, spiritual and cultural connection that Indigenous peoples have with the land, seas and natural environment that surround them.

For many Aboriginal and Torres Strait Islander peoples, the land is not just a physical place, but a living entity with its own spirit, history, and meaning. It is a source of identity, belonging, and spiritual significance. Connection to Country is maintained through the transmission of cultural knowledge, stories, and practices that have been passed down through generations.

This connection is expressed through various cultural practices, such as song, dance, storytelling, and ceremony, which are deeply intertwined with the natural environment. These practices serve to strengthen the relationship between Indigenous peoples and the land and ensure that the knowledge and traditions associated with Country are preserved and passed on to future generations.



Jarramali Rock Art Tours, Queensland



## Q: WHAT ROLE DOES TOURISM PLAY FROM THE PERSPECTIVE OF PRESERVING ABORIGINAL CULTURES?

**A:** Tourism can be a powerful driver for positive change and cultural sustainability. Tourism Australia sees tourism as providing an important pathway towards reconciliation. It plays an active role in creating greater awareness for culture and helps to preserve it. Indigenous tourism experiences allow visitors to learn first-hand from Aboriginal and Torres Strait Islander peoples about their cultures and traditions.

## Q: INDIGENOUS, FIRST NATIONS OR ABORIGINAL AND TORRES STRAIT ISLANDER? WHAT'S CORRECT?

**A:** The terminology used to refer to Indigenous peoples in Australia depends on the context and the preferences of the individual or community being referred to.

“Aboriginal and Torres Strait Islander” is the most commonly used term in Australia to refer to Indigenous Australians as a collective group. “Aboriginal” is generally used to refer to Indigenous peoples from mainland Australia, while “Torres Strait Islander” refers to those from the Torres Strait Islands.

However, today, many Aboriginal and Torres Strait Islander peoples express their cultural identity in various ways, including referring to themselves by the region/traditional lands in which they are connected to, or how they are connected to Country.



## Q: HOW DO I KNOW WHICH COUNTRY I AM ON?

**A:** Take the time to research whose land you are on. Use the following link to the [AIATSIS map](#) to find who are the custodians of the land you are travelling on.





# WELCOME TO COUNTRY

*Tourism Australia encourages the use of a 'Welcome to Country' or 'Acknowledgement of Country' to show respect for the traditional Aboriginal and Torres Strait Islander owners of the land.*

*A Welcome to Country is exclusively delivered by Traditional Owners of the event location, while an Acknowledgement of Country can be performed by anyone. Both protocols are customary at significant events like meetings, conferences, and ceremonies, emphasising the Indigenous connection to land, sea, and waterways.*

*Welcoming practices in Aboriginal and Torres Strait Islander cultures have deep roots, historically requiring permission to enter another group's territory. Such protocols ensured respect for the landowners' rules and provided visitors with safe passage.*

*Today, these customs continue in adapted forms, ensuring that the spirit of welcoming and safety is preserved in contemporary settings.*



Dreamtime Southern X, New South Wales

## WHAT IS A WELCOME TO COUNTRY?

A Welcome to Country usually starts an event and can include various forms, such as singing, dancing, or speeches, either in traditional languages or English. It's performed by Traditional Owners or those they authorise. Following this, the next speaker should acknowledge the Traditional Owners, specifically the individual who provided the Welcome, and pay respects to Elders past and present.

Event organisers need to work closely with Traditional Owners, sharing details like the event's purpose and audience, and discussing the welcome's format. It's important to translate any Welcome to Country delivered in language into English to ensure audience comprehension.

Traditional Owner groups will require a fee to cover the associated costs. Compensating Elders for their cultural knowledge and authority is a significant gesture of respect and recognises their important role within their community.

## WHAT IS AN ACKNOWLEDGMENT OF COUNTRY?

An Acknowledgement of Country, performed by anyone, recognises the Traditional Owners and their enduring link to the land. This acknowledgment can be general or specific and should always respect past and present. When in doubt, a general acknowledgment is advisable.

Incorporating these protocols recognises Aboriginal and Torres Strait Islander peoples as the land's Traditional Owners, highlighting their ongoing connection.



# TIPS FOR ENGAGING RESPECTFULLY WITH ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES

*It is important to respect the boundaries and protocols set by Indigenous communities and to approach learning about Indigenous cultures with humility, openness, and a willingness to listen and learn.*

*Below find key considerations when engaging with Aboriginal and Torres Strait Islander peoples on Country.*

## RESPECT CULTURAL PROTOCOLS

Each community has its own traditions and customs. Be mindful of cultural sensitivities and follow any guidelines provided by your tour guide.

## ASK QUESTIONS WITH CARE

Feel free to ask questions but be respectful and mindful of the context. Some topics may be sensitive or private, so it's important to gauge if it's the right time to ask.

## LANGUAGE MATTERS

Use appropriate terminology, referring to people as Aboriginal and Torres Strait Islander peoples, and avoid outdated or offensive terms. Acknowledge and respect the diversity of cultures and nations within Australia's Indigenous population.

## SUPPORT LOCAL COMMUNITIES

Support local artists by purchasing authentic Aboriginal art and using local services. This ensures that tourism dollars benefit Indigenous communities directly.



## LISTEN AND LEARN

Approach the experience with an open mind and be ready to listen to stories and insights from Aboriginal and Torres Strait Islander peoples. Their perspectives are deeply rooted in their connection to the land, history, and cultures.

## PHOTOGRAPHY AND RECORDING

Always ask for permission before taking photos or recordings. Some sites and ceremonies may be sacred, and it's essential to respect privacy.

## BE MINDFUL OF YOUR IMPACT

Aboriginal and Torres Strait Islander peoples have a profound connection to the land. During your visit, be conscious of the environment, follow sustainable practices, and tread lightly.



# UNDERSTANDING ABORIGINAL CULTURAL TRADITIONS: MEN'S BUSINESS AND WOMEN'S BUSINESS

It's thought that over 300 Aboriginal clans or "nations" once existed across the continent of Australia – each with differing customs and cultural nuances – but one commonality to them all is the distinction between men's business and women's business. That is, the division of responsibility, of work, of insight and customs, practised by one sex but not the other, and vice versa. Aboriginal cultures see these as distinctly different but equally important roles, balancing one another so as to benefit the whole community. The division is neither discriminatory nor sexist – it focuses on cooperating so everyone lives in harmony.

Customarily, men are responsible for making tools and hunting larger game, while women take the lead gathering water and bush foods and hunting smaller animals. But women's business goes above and beyond these day-to-day tasks: female Elders maintain law, the land, relationships, family, stories, healing and history.

In some circumstances, men are not permitted to know what happens in women's business, and vice versa. It is important to be respectful of this when on Country.



Nitmiluk Tours, Northern Territory

## SORRY BUSINESS

Sorry Business is a term used by Aboriginal and Torres Strait Islander communities to refer to the practices surrounding the mourning process after the death of a community member. This period involves various cultural rituals and ceremonies which may include storytelling, song, dance, and the observance of silence. It is a time for families and communities to come together to express grief, honour the deceased, and support each other.

The length and nature of Sorry Business can vary significantly between different communities and can last from days to weeks. Non-Indigenous people are generally expected to show respect by acknowledging the mourning period and understanding the cultural sensitivities, such as the temporary withdrawal of the bereaved from social or professional obligations.



# BASIC EDITORIAL STYLE GUIDELINES

*It is important to correctly refer to Aboriginal and Torres Strait Islander peoples and their cultures and customs. Using the correct terminology supports the development of professional relationships and trust and acknowledges the differences and nuances between Australia’s First Nation groups. When referring to Aboriginal and Torres Strait Islander peoples, cultures, or experiences, we recommend following the guidelines below.*



Dreamtime Dive & Snorkel, Queensland

**1** The first preference is to name the specific language group you are referring to.

Example: Take a visit to the Miriwoong artists of the East Kimberley region.

**3** When referring to Aboriginal cultures contained in states or territories other than Queensland (e.g., referring to Aboriginal cultures in the Northern Territory), it is acceptable to remove ‘Torres Strait’ from the terminology and use ‘Aboriginal cultures’ and ‘Aboriginal peoples.’

Example: Encounter Darwin’s vibrant Aboriginal cultures and enrich your visit to this northern city.

**2** Many Aboriginal and Torres Strait Islanders think of themselves in the context of their Nation/Language Groups. When referring to individual Indigenous Australians in content, the preference is to name their language group.

Example: Juan Walker, a Kuku Yalanji man; Clark Webb, a Gumbaynggirr man; or Dale Tilbrook, a Wardandi Bibbulmun Elder.

**4** If the language group is not known, or you are referring to people or cultures across all states and territories, it is best to use ‘Aboriginal and Torres Strait Islander’ cultures, peoples and/or communities. It’s preferable to use plural, as it acknowledges the diversity of the different groups and is inclusive of all the different peoples.

Example: Australia’s Aboriginal and Torres Strait Islander communities have been harnessing the powers of native ingredients for tens of thousands of years.



Using the term ‘Indigenous’ is not preferable; however, it can be used if the operator’s website or comms uses the term ‘Indigenous’, or Aboriginal and Torres Strait Islander’ has been stated multiple times/overused in the content.

If ‘Indigenous’ is used, be sure to capitalise. Likewise, terminology linked to Aboriginal and Torres Strait Islander cultures e.g., Country, Creation, Dreaming, Dreamtime, Elder, Songlines, Totem, Traditional Owner.

Always use the correct style for Aboriginal words (i.e., Uluru-Kata Tjuta, local muwinina and palawa peoples of Tasmania / lutruwita).

It is also essential to use the correct glyphs and accents for Indigenous language groups and place names, such as Anangu, Uluru, and Kata Tjuta.

Stories, not myths: Dreamtime and Dreaming refer to living stories and Creation forces that are constantly present. These stories are much more than ‘dreams’, ‘myths’ or ‘legends’. They direct social life and form the basis for Aboriginal lore and care of Country. Do not use the terms myth or legend as these words do not accurately convey what the Aboriginal belief system is about, use the word ‘stories’.



Voyages Indigenous Tourism Australia - Mossman Gorge Cultural Centre, Queensland



Tiwi Tours, Northern Territory



# KEY DEFINITIONS AND TERMINOLOGY

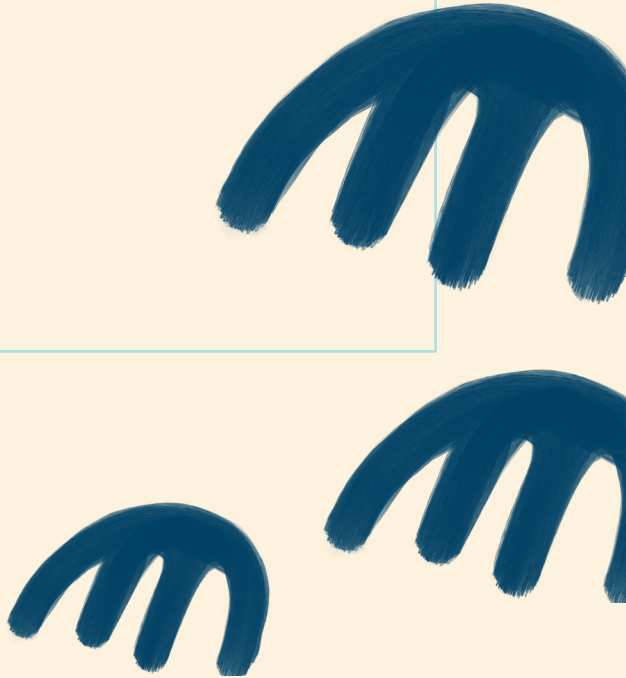
TERM	DEFINITION	RULES AND WATCH OUTS
Aboriginal	“Aboriginal” refers to the Aboriginal peoples of mainland Australia and many of its islands such as Tasmania.	<p>Aboriginal should be used as an adjective, not a noun i.e., Aboriginal person, not an Aboriginal or Aboriginals.</p> <p>If only Aboriginal peoples are being referred to in content, then no reference needs to be made to Torres Strait Islander peoples.</p> <p>The term ‘Aborigine’ is derogatory and should not be used.</p>
Acknowledgement of Country	<p>An “Acknowledgement of Country” is an opportunity for anyone to show respect for Traditional Owners and their continuing connection to Country.</p> <p>Usually conducted at the beginning of a meeting, speech or tours, it can be given by both non-Indigenous people and Aboriginal and Torres Strait Islander peoples.</p>	<p>There are no set protocols or wording for an Acknowledgement of Country. Often it will take the following form. “I’d like to begin by acknowledging the Traditional Owners of the land on which we meet today, the (people) of the (nation) and pay my respects to Elders past and present.”</p> <p>The best Acknowledgments occur when people can personalise it and speak to their experience on the particular Country.</p> <p>An Acknowledgement of Country is different to a Welcome to Country (more below).</p>
Aunty and Uncle	The terms “Aunty” and “Uncle” are used as a term of respect. Often when participating in an Indigenous experience the guide may be referred to as Uncle or Aunty.	When granted permission by the Aboriginal guide, non-Indigenous individuals may use this terminology as a sign of respect.
Blackfella	“Blackfella” is a casual term many Indigenous people would say to each other.	A non-Indigenous person would not use the term unless they have a friendship with an Indigenous person and are referring to them.
Country	“Country” is the term used to refer to describe the lands, waterways, and seas to which Aboriginal and Torres Strait Islander peoples are connected. The term contains complex ideas about law, place, custom, language, spiritual belief, cultural practice, material sustenance, family, and identity.	
Dreaming	“Dreaming” is the Aboriginal concept of spirituality and an embodiment of Aboriginal creation beliefs. It is an anglicised translation of a uniquely Aboriginal concept.	<p>Torres Strait Islander peoples do not use the term Dreaming.</p> <p>Dreamtime’ although commonly used is not an Indigenous word but an English interpretation. Neither of these English words capture the true meaning or nuanced sophistication of this Aboriginal belief-system.</p>



TERM	DEFINITION	RULES AND WATCH OUTS
Elder	“Elder” refers to an individual who has gained respect and recognition as a custodian of knowledge and lore and who has permission to disclose knowledge and beliefs.	
First Nations and/or Peoples	“First Nations” or “First Peoples” recognises Aboriginal and Torres Strait Islander peoples as the sovereign people of this land. It goes further than ‘First Australians’ as it recognises various language groups as separate and unique sovereign nations. It is widely used to describe the First Peoples in Canada and other countries across the globe.	The term, “First Australians” is not a preferred term of Aboriginal and Torres Strait Islander peoples.
Indigenous	“Indigenous” an umbrella term for Aboriginal and Torres Strait Islander peoples. This term may be used to collectively refer to Australia’s Indigenous populations, but it does not reflect the distinct differences between Aboriginal and Torres Strait Islander peoples, their respective nations or language groups.	
Kinship	“Kinship” when used in reference to Aboriginal and Torres Strait Islander peoples is the Indigenous conception of the wider family group and associated obligations. It is an important part of Indigenous cultures and values and defines a person’s relationships to both the community and Country.	A non-Indigenous person would not use the term unless they have a friendship with an Indigenous person and are referring to them.
Lore	The difference between “law” and “lore” can be simply defined as follows: Law means a rule or a collection of rules (as in western understanding); Lore is knowledge or tradition passed from generation to generation.	Sometimes the two words do become a little confused, but the key difference is that western law can be changed (at will) and while Indigenous lore remains intact and unchanged but within it carries rules, obligations, cultural understandings, etc.
Men’s business and women’s business	“Men’s business” and “women’s business” are integral to the Aboriginal way of life, both past and present. That is, the division of responsibility, of work, of insight and customs, practised by one sex but not the other, and vice versa. Aboriginal culture sees these as distinctly different but equally important roles, balancing one another to benefit the whole community.	When on tour, be respectful if asked not to enter an area, for example a female entering a male area.
Mob	“Mob” is a term identifying a group of Aboriginal or Torres Strait Islander peoples associated with a particular place or country.	A non-Indigenous person would generally not use this term unless this is known to be acceptable to the Aboriginal and Torres Strait Islander peoples they are referring to.



TERM	DEFINITION	RULES AND WATCH OUTS
Moiety	<p>“Moiety” is the first level of Indigenous kinship. Moiety describes the separation of Indigenous nation groups into two separate divisions and governs community relations, marriage laws and obligations. Marriage within a single moiety is forbidden.</p> <p>Moieties are often named and associated with special emblems or Totems and are commonly used as convenient labels of address or as a means of social identification. There are three kinds of moiety; patrilineal (children belong to the moiety of their father), matrilineal (children belong to the moiety of their mother) and generational (alternate generations belong to the same moiety).</p>	
Songlines	<p>Song cycles are an integral part of how information about Dreaming Tracks are transmitted. These songs often describe different places in the journey of the Ancestor and thus they are a map. It is the last concept that has led to the term “Songline”.</p>	<p>Most of the information about specific details of Songlines and Dreaming Tracks are not for public dissemination and are part of the secret sacred lore of Aboriginal cultures.</p>
Sorry Business	<p>“Sorry Business” is a term used by Indigenous Australians to refer to the death of a family or community member and the mourning process.</p>	<p>There are very strict protocols to be observed during sorry business – the time of mourning following someone’s death – which can last from three months to ten years.</p>
Tagai	<p>“Tagai” is the term used to describe Torres Strait Islander creation stories, who is often represented as a great fisherman and hero and shown as a constellation of stars.</p>	<p>There is no Torres Strait Islander word for “Dreaming”, and Torres Strait Islander Creation stories are commonly referred to as Tagai.</p>
Torres Strait Islander	<p>“Torres Strait Islander” refers to the peoples of the Torres Strait Islands located between Australia and Papua New Guinea of Melanesian origin.</p>	<p>“Aboriginal”, “TSI” and/or “Islander(s)” should not be used to describe Torres Strait Islander peoples and topics.</p>
Totem	<p>“Totem” refers to the second level of kinship. A Totem is a natural object, plant or animal that is inherited by members of a clan or family as their spiritual emblem. Totems define peoples’ roles and responsibilities, and their relationships with each other and Creation. Totems are believed to be the descendants of the Dreamtime heroes, or totemic beings.</p>	





TERM	DEFINITION	RULES AND WATCH OUTS
Traditional Owners or Traditional Custodians	“Traditional Owners” or “Traditional Custodians” are the English umbrella terms for the Aboriginal and Torres Strait Islander Traditional Custodians of a territory. The definition of Traditional Owners can vary quite significantly depending on the legislative context but was first recorded in the Aboriginal Land Rights (Northern Territory) Act 1976 (Cth) as meaning, “a local Aboriginal descent group who have common spiritual affiliations to a site on the land, being affiliations that place the group under a primary spiritual responsibility for that site and for the land; and are entitled by Aboriginal tradition to forage as of right over that land”.	
Walkabout	“Walkabout” is another anglicised word to describe a coming-of-age ceremony, a physical rite of passage where the young Indigenous man undertaking it must live a temporarily nomadic lifestyle to survive alone. It is also a spiritual journey.	As the term ‘walkabout’ can be used as a negative stereotype of Indigenous peoples as being lazy or lacking focus or losing attention, so care needs to be taken when using Indigenous concepts in marketing to ensure that the original anglicised translation of a uniquely Aboriginal concept is not disrespected or distorted.
Welcome to Country	<p>A “Welcome to Country” is a traditional ceremony performed by Aboriginal and Torres Strait Islander peoples to formally welcome visitors to their land and show respect to the Traditional Owners and their ancestors.</p> <p>A Welcome to Country is typically performed by an Indigenous Elder or Traditional Owner who is recognised as a custodian of the land.</p>	It’s important to note that there are protocols for who can perform a Welcome to Country can vary depending on the Indigenous community and the specific event or gathering.





# DUAL NAMING DESTINATIONS IN AUSTRALIA

*Tourism Australia adopts a dual naming approach to how we promote our cities and other locations, now using dual naming. Key international locations are now referenced in our content with the Aboriginal or Torres Strait Islander name alongside the English name.*

*By adopting a dual name approach, we believe we can play a role in continuing to deepen the knowledge and understanding that all Australians have of Aboriginal and Torres Strait Islander peoples, cultures, and histories by incorporating tens of thousands of years of Indigenous custodianship, language, and knowledge into the mainstream consciousness.*

*The approach has been embraced by the tourism industry who are now, in some cases, working with their local communities on the traditional names for locations in their regions.*

*The dual-naming approach will be a gradual and ongoing process over many years. In confirming the locations Tourism Australia seeks the endorsement of Traditional Custodians, where appropriate.*

*Tourism Australia acknowledges that there may be differences in the English spelling of some of the dual names below and there is nuance in pronunciations.*

*See the list of the dual naming cities below which are used alongside other key destinations where the traditional Aboriginal name is already known and in the public domain.*

DESTINATION	TRADITIONAL NAME	PRONUNCIATION	TRADITIONAL OWNERS	INFO
Adelaide	Tarntanya	tarn-tan-ya	The Kurna people	The Adelaide / Tarntanya Plains are the traditional lands of the Kurna people. The plains stretch from Port Broughton, about a two-hour drive north from Adelaide’s city centre, all the way down to Cape Jervis.
Brisbane	Meanjin	mee-an-jin	Turrbal and Yuggera peoples	Brisbane / Meanjin is the homelands of the Turrbal and Yuggera peoples, which stretches north from Elimbah Creek, south to the Logan River and inland as far as Moggill. Meanjin means ‘the place of the blue water lilies.’
Broome	Rubibi	roo-bee-bee	Yawuru people	Yawuru Country spans subtropical coastal and inland savannah landscapes, encompassing the town of Broome, Roebuck Plains Station, the Nagalugun Roebuck Bay Marine Park, and other areas.



DESTINATION	TRADITIONAL NAME	PRONUNCIATION	TRADITIONAL OWNERS	INFO
Cairns	Gimuy	gee-moy	Gimuy-walubarra yidi people	The Traditional Owners of the Cairns region includes several groups, including the Yidinji, Gimuy Walubara Yidinji, and Yirrganydji peoples, each of whom steward distinct areas from the coastal lands to the lush rainforests.
Darwin	Garramilla	garr-ah-mill-ah	Larrakia people	The Larrakia people are the Traditional Custodians of Darwin / Garramilla.
Hobart	nipaluna	nip-ah-loona	muwinina and palawa peoples	Long before Hobart / nipaluna was named Hobart, the local muwinina and palawa peoples called this area of Tasmania ‘nipaluna.’ No capital letters are used in palawa kani (the traditional language), including place names.
Melbourne	Narm	narr-m	Wurundjeri	Melbourne / Narm is the ancient grounds of the Wurundjeri people of the Kulin Nation. For the Kulin Nation, Melbourne has always been an important meeting place for events of social, educational, sporting and cultural significance.
Perth	Boorloo	boor-loo	Whadjuk Noongar people	Perth / Boorloo stands on the Country of the Whadjuk Noongar people. The Noongar people have been the Traditional Owners of the southwest of Western Australia for at least 45,000 years.
Sydney	Warrane	wah-rang	Gadigal peoples for central Sydney	Sydney / Warrane is home to several distinct First Nations groups, spanning from the beaches of Bondi out to the Blue Mountains. Sydney / Warrane refers to Circular Quay and Sydney Cove specifically.



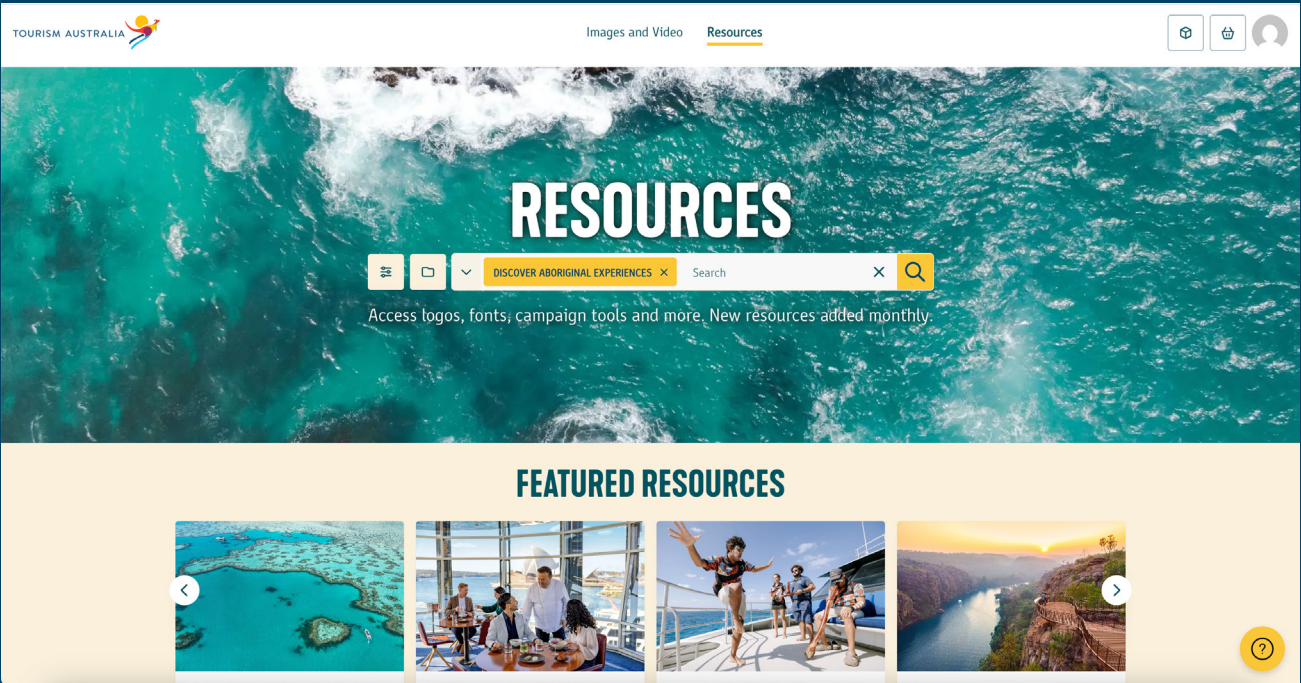
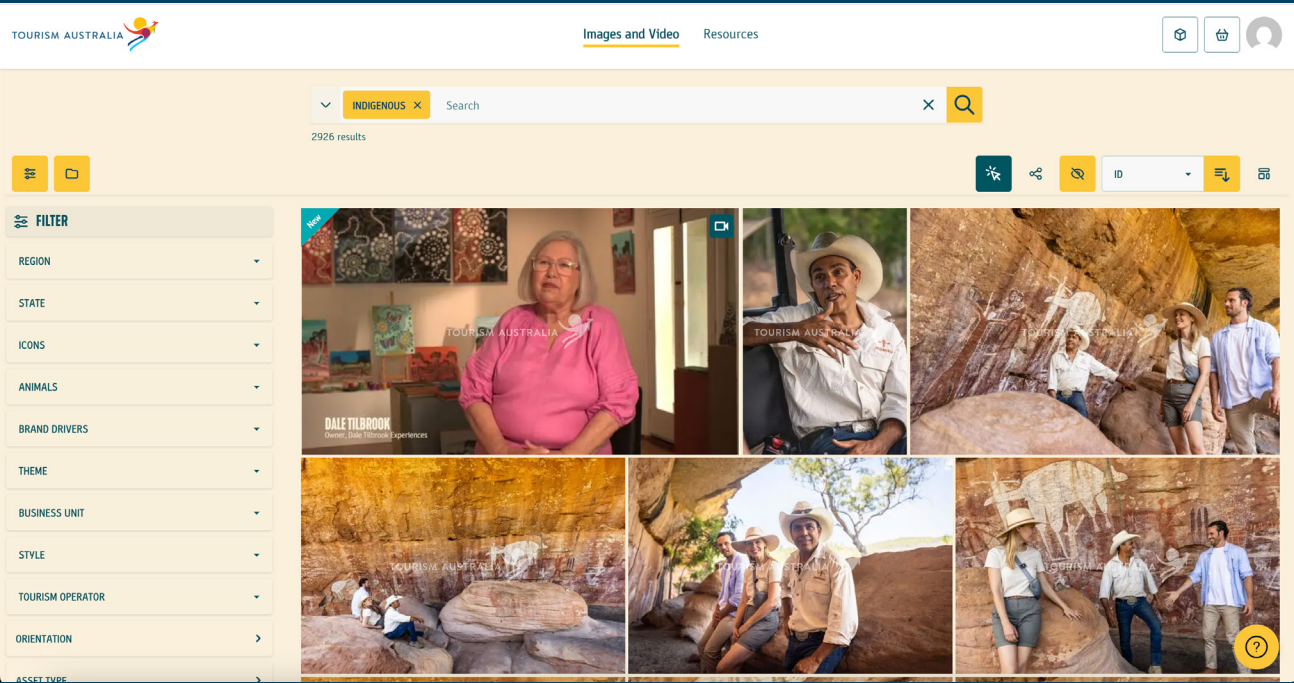
National Museum of Australia, Canberra



# RESOURCES: TOURISM AUSTRALIA’S ASSET HUB

*Tourism Australia’s incredibly popular Indigenous image and video collections.*

To view these stunning collections, please log in to [Tourism Australia’s Asset Hub](#) and filter by Theme: Indigenous.



Or search for ‘Discover Aboriginal Experiences’ in the Resources section.

Tourism Australia has worldwide usage of these images in perpetuity, and talent release forms have been signed. These images are free of charge, but they must only be used to promote the Indigenous operator credited with the image. Reasons for usage will be asked when requesting images.





