

GRANT APPLICATION - INDIGENOUS TOURISM

Uncle John Long, an elder of the Ugarapul people of the Scenic Rim region in southeast Queensland, and one of the last of his people to have lived in the traditional way, wanted to share his culture via a tour and wellness experience of places that helped tell the story of the warrijum (bunyip), such as a bora ring (spiritual portal) and a birthing place, and with wellness activities such as the use of healing stones, sitting rocks (Indigenous meditation), and spiritual connection to the land.



PROJECT PURPOSE

Uncle John wanted to share his first-hand knowledge and experience of his Indigenous culture with Indigenous and non-Indigenous alike to ensure it would not be lost.

Tilma Group helped Uncle John apply for funding from the Indigenous Tourism Fund to get his tour and cultural activities business launched, and progress his wish to share his culture into reality.



PROJECT OVERVIEW

The grant application sought funding to support business planning and launch, including

- market analysis and product development detailing by a consultant with extensive experience with regional tour businesses
- tour guide training
- development of marketing assets.

These inputs would help Uncle John develop a commercially viable business (detailed business planning), and provide exceptional visitor experiences (tour guide training).

OUTCOMES

Tilma Group was successful at securing the requested amount of \$28,000 in unmatched funding for the project. Unfortunately, while the grant application was being assessed, Uncle John passed away, a terrible loss of a beautiful communicator. Prior to his passing, Uncle John, passed the reins to his grandson Kruze, who had worked alongside Uncle John for years in delivering cultural experiences. The funding body was willing to provide the funding for Kruze to begin the business.

With the funding, Kruze was able to hire Savannah Guides, Australia's leading tour guide professional development provider. The product

development expertise provided by Savannah Guides will set up the tour business in the way that is the most likely to be financially viable into the long term, based on market demand analysis and identification of direct-marketing partnerships (e.g. tapping into existing groups of travellers, such as business event venue partnerships).

Kruze joined Indigenous tourism businesses from across the state at Tourism & Events Queensland's Emerging Indigenous Experiences Field School which provided targeted training to help to elevate their offerings and make sure customers are left with unforgettable memories.

REFEREE

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TILMA
GROUP

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