



Aboriginal Tourism Australia

ATA Symposium Ensures Indigenous Tourism Success

Since launching in 2002, the increasingly successful ATA Business Development Symposium continues to provide Indigenous tourism operators with practical information and skills to strengthen and improve their business operations, achieve long-term business sustainability and meet international travel industry standards.

An annual event, the 2007 ATA Business Development Symposium for Indigenous Tourism Operators will be conducted at the MGSM (Macquarie Graduate School of Management) in Sydney, from Tuesday 6 February to Friday 8 February. This will culminate in the 2007 Corroboree Indigenous Tourism Expo, to be held at the Sydney Opera House on Friday 9 February.

Aligned with the Respecting Our Culture Tourism Certification Program (ROC), this residential conference includes workshops and discussion groups that enable participants to further develop or complete their ROC Certification application, as well as provide vital networking opportunities. The Symposium allows businesses and/or tour operators at various stages of development to receive credit towards a tourism qualification through the William Angliss Institute of TAFE.

Presented by guest speakers, topics of interest include Risk Management, Customer Service, Operational Management, Tour Preparation Skills, Industry Relations, Health and Safety, Marketing and Pricing. Highly acclaimed Planeta.com website founder Ron Mader, will be a keynote speaker at the 2007 ATA Business Development Symposium.

Contact Symposium Secretariat e-Kiddna Event Management ~

Jayne Kidd Telephone: (07) 5548 6199

Email: Jayne.kidd@e-kiddna.com.au