

Corroboree

2007 Indigenous Tourism Expo • The Sydney Opera House • February 9th 2007. 10am - 5pm.

Corroboree at the Sydney Opera House 2007 Indigenous Tourism Expo

MEDIA RELEASE

9 January 2007

The Sydney Opera House will come alive on Friday 9 February for the second major Corroboree Indigenous Tourism Expo. Celebrating Australia's Indigenous cultures on the traditional land of the Eora people, Corroboree showcases the dynamic, unique and enriching diversity of Aboriginal and Torres Strait Islander tourism operators from across the country.

An initiative of Aboriginal Tourism Australia (ATA), this one-day cultural extravaganza is an opportunity for travel industry professionals and consumers to explore the range of awe-inspiring, accessible and authentic cultural holiday and travel experiences that are available.

As Australia's Aboriginal society has the longest recorded and continuous cultural history in the world (more than 60,000 years), it has continued to evolve to a point where the first Australians now integrate ancient traditions, beliefs and cultural practices with a contemporary Australian lifestyle.

With Aboriginal and Torres Strait Islander tourism operators from across Australia participating in Corroboree at the Opera House, the range of Indigenous experiences on offer combined with striking geographic locations will entice visitors to acquire a new perspective and ultimately a greater appreciation for the deeper, spiritual aspects of the Australian landscape, heritage and culture.

"Aboriginal people and culture have become both icons of tourism promotion for Australia and focal points of interest for domestic and international tourists," said Aboriginal Tourism Australia Chairperson Lois Peeler. "The Corroboree Indigenous Tourism Expo provides the opportunity to showcase the rich, cultural diversity of Indigenous Australia and the depth and breadth of Indigenous cultural tourism services."

The 2007 Corroboree program officially begins at 10am with the acknowledgment of Indigenous protocols. A Call to Ceremony, incorporating a traditional smoking ceremony and welcome will be conducted, to which the public is invited. This significant ritual is symbolic of ancient tribal gatherings where tribes would come together for cultural exchange and trade.

Corroboree will feature a range of interactive activities throughout the day, including didgeridoo demonstrations and workshops; traditional and contemporary dance and music performances, storytelling, fire making, weaving, children's activities plus a Sydney Harbour cruise on the Aboriginal-owned *Tribal Warrior*.

Further capturing the essence of Australian Indigenous culture, a rare exhibition of fine art, known as "A Specialist Indigenous Art Exhibition", hosted by Hogarth Galleries, will be held in the Utzon Room from 11am to 5pm.



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This Specialist Indigenous Community Art Exhibition will provide an opportunity for the public to meet with guest artists and be compelled by their stories behind the art. Floor Talks on Aboriginal art will be conducted throughout the day.

The 2007 Corroboree Indigenous Tourism Expo will be held in conjunction with the Aboriginal Tourism Australia Business Development Symposium, which runs from February 6 to 8 for Indigenous Tourism Operators at the Macquarie Graduate School of Management in North Ryde, NSW.

“The Business Development Symposium is a professional development tool to assist Aboriginal and Torres Strait Islander tourism operators to enhance business sustainability.” said Ms Peeler.

Aboriginal Tourism Australia is a non-government and not-for-profit organisation committed to ensuring that Aboriginal tourism experiences are enriched by Aboriginal values. This industry association is formed by Indigenous tourism operators and is the primary, national Indigenous-run organisation for Aboriginal and Torres Strait Islanders tourism within Australia.

The Business Development Symposium and Corroboree Indigenous Tourism Expo is supported by a range of government and corporate sponsors including: Indigenous Business Australia, NSW Department of State and Regional Development, Tourism Australia, Koori Business Network, Tourism Northern Territory, Rio Tinto, Australia’s Northwest, Macquarie University, ANZ and Qantas.

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Aboriginal Tourism Australia