

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

Minister for Finance

Acting Minister for Tourism, Sport and Major Events

Acting Minister for Outdoor Recreation



Friday, 11 July 2025

SUPPORT FOR FIRST NATIONS TOURISM

The Allan Labor Government has launched a new program to further support First Nations' businesses in the tourism sector.

Acting Minister for Tourism, Sport and Major Events Danny Pearson today announced the *First Peoples Tourism Growth Program*, inviting First Nations-owned and operated businesses, Traditional Owners, Traditional Owner Corporations and Registered Aboriginal Parties to submit expressions of interest for grants of up to \$125,000.

The program will support First Nations businesses with training, developing new tourism offerings and helping tourism providers to develop strategies to promote and grow their business.

It will support cultural heritage stewardship for projects that relate to tourism, including digitising and archiving of knowledge, cultural practice recording and documenting traditional songs, dances, and ceremonies.

Grants can also be used to support the purchase or leasing of assets or equipment for existing or newly developed tourism products.

The *First Peoples Tourism Growth Program* launches as Victoria grows its offering of First Nations tourism, and travellers are increasingly embracing these experiences in their Victorian trips.

In 2023, more than 500,000 visitors participated in First Nations tourism experiences as part of their travels – spending \$1.3 billion.

The program bolsters the Labor Government's efforts to ensure the visitor economy authentically reflects the state's cultural richness. It also supports broader efforts towards First Peoples self-determination and progress towards Treaty outlined in the *Yuma Yirramboi Strategy (Invest in Tomorrow)*.

The program builds on the *Experience Victoria 2033* strategic plan which identifies First Nations-led experiences as the first of five key pillars that government will invest in to shape the future of the state's visitor economy.

Expressions of interest for the *First Peoples Tourism Growth Program* close Friday, 8 August.

For more information, visit business.vic.gov.au.

Quote attributable to Acting Minister for Tourism, Sport and Major Events Danny Pearson

"We are proud to launch this new program to support First Nations businesses to grow and reach more travellers who want to learn about, engage in and embark on First Nations-led experiences as a part of their travels."

Quote attributable to Acting Minister for Treaty and First Peoples Ben Carroll

"People come to Victoria from across the world to appreciate 65,000 years of rich and strong First Peoples cultures, histories and practices - this program will see these stories and experiences reach even more visitors."