



Northern Territory Government

Department of Natural Resources, Environment and the Arts

MEDIA RELEASE

Alice Springs Desert Park Gains ROC Accreditation

The Alice Springs Desert Park is proud to announce it has been accredited with the Respecting our Culture program through the Aboriginal Tourism Association.

The Desert Park is the first central Australian-based facility, and only the second government agency in Australia to receive this accreditation.

Alice Springs Desert Park Manager Gary Fry said he was extremely proud of the park's achievement.

"This is a significant endorsement of the work we have done, and continue to do, in our pursuit of the accurate and appropriate telling of central Australian Aboriginal stories, our responsible management of this land, and our indigenous employment program," he said.

"We are all very proud to have this independent and impartial review of our work indicate that across all of the strata of the Desert Park, we operate responsibly, appropriately, respectfully and with accuracy."

Accreditation through the ROC program involved a detailed and rigorous assessment of all aspects of the work at the Desert Park including responsible and effective business practices, sustainable environmental management and of course, commitment to the protection and reinforcement of local Indigenous culture.

The Aboriginal Tourism Association says:

The ROC Program is a tourism industry development tool designed by Aboriginal Tourism Australia (ATA). ROC encourages the tourism industry to operate in ways that respect and reinforce Indigenous cultural heritage and the living cultures of Indigenous communities. Indigenous tourism businesses in Australia who are committed to protecting cultural authenticity and integrity, developing sound business practices and having sustainable environmental management systems in place, can now be recognised.

<http://www.rocprogram.com/information.pdf>

Media Note _ For more information contact Gary Fry on 8951 8713

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