



NORTHERN TERRITORY
INDIGENOUS BUSINESS NETWORK

Northern Territory **Aboriginal Business** **Export Strategy** 2022 – 2025

RE-IMAGINING THE TRADITIONAL
PRACTICE OF INTERNATIONAL TRADE





Acknowledgement of Country

The Northern Territory Indigenous Business Network (NTIBN) acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners of the lands and waters where our businesses are founded and will grow. We recognise Countrymen from all over the nation, and are proud of the resilience, strength and survival of our people. We are grateful for each unique nation across Australia that so generously shares their space, time and stories with us. We recognise, respect, prioritise and preference Aboriginal and Torres Strait Islander ways of being, knowing and doing.

Importantly, NTIBN acknowledges all Aboriginal and Torres Strait Islander business owners, for the significant, empowering, innovative and lasting economic impact we are creating. Together we are Closing the Gap and generating new futures for our peoples.



A Thank You

The NTIBN further extends its gratitude to the NT Indigenous businesses, NTIBN Board Members and staff, relevant peak bodies and a range of stakeholders that participated in this project to date, through face to face and online consultations, sharing insights, research and information, and a expressing their willingness to continue to be involved in this journey.

Many stories were shared of business success, challenges experienced and the passion we observed in bringing together all towards the common goal of developing Indigenous businesses by harnessing the emerging opportunities and overcoming challenges. We thank you all for your valuable time and sharing your stories that helped us to shape this foundational Aboriginal Business Export Strategy.

We trust that this Strategy sets us all on the path towards developing and growing NT Indigenous businesses towards increasing participation in international trade and export.



Terminology

This Strategy is titled **Aboriginal Business Export Strategy**, aligning with broader NT Government policy and strategy. Throughout this report, we also use the term Indigenous Business interchangeably with Aboriginal Business. We do this purposefully to convey additional context and inclusivity, bringing a global perspective to the conversation. When we refer to Indigenous Business throughout, we are referring to any business with a local presence in the NT that is led or owned by Aboriginal or Torres Strait Islander people. This includes businesses that are privately owned by Aboriginal or Torres Strait Islander people, Aboriginal Corporations, Aboriginal-led not-for-profits and Associations that are engaged in some form of business enterprise in the NT.

When we refer to aspects of culture, country, and people, we refer to these as being Aboriginal.

Foreword

To all Indigenous Businesses throughout the NT,

It is with great pleasure that we present to you our Aboriginal Business Export Strategy 2022 – 2025 (the Strategy).

Aboriginal and Torres Strait Islander people have been engaging in international trade and commerce for thousands of years. The modern-day equivalent of owning a business provides a powerful way for our First Nation peoples to take back control of the economic future of their families and communities.

The past 30 years has seen the number of Indigenous owned businesses across Australia increase at a faster rate than that of non-Indigenous businesses, yet as a proportion of the population, Indigenous business ownership is still under-represented, particularly here in the Territory.

A flourishing Indigenous business sector is a vital part of the Territory's economic future, contributing to growth in employment, business knowledge, personal and community wealth, and increased competition and diversity in domestic and export markets.

Indigenous businesses are uniquely positioned to benefit from the changing dynamics of international markets with increasing demand for authentic cultural tourism experiences, traditionally sourced super-foods for health products, genuine Indigenous arts, crafts and fashions and ethical Indigenous carbon farming projects.

Whether you are already a successful exporter or have aspirations to become one, this strategy is designed to provide you with an understanding of the export business landscape and the resources that are available to help you navigate the challenges that lie along your export journey.

From all of us at the NT Indigenous Business Network, we wish you all profitable exporting success!



Jerome Cubillo, CEO

Jason Jones, Chairman





Export trade: Indigenous Tradition.

The Northern Territory's history with Indonesia dates back centuries, when Australian Aboriginal people traded with Makassan seafarers and established trade routes, which stretched through Indonesia and northwards to China.

From at least 1700 until 1907, hundreds of fishermen sailed each year from Makassar on the island of Sulawesi (now Indonesia) to the Arnhem Land coast, an area they called Marege.

Makassar traded with Aboriginal people for trepang (sea cucumber), which they boiled down, dried on their boats and traded with China where even today it is still used for food and medicine.

The Makassar did not settle in Arnhem Land but they did have an influence on the Yolŋu people's society and ritual.

By the end of the 19th century visits from Makasar to northern Australia to gather trepang were declining.

After 1901 the newly formed Australian Government banned trepangers from Makassar in order to protect Australia's 'territorial integrity' and to encourage a local trepang industry. In 1907 the last prahu from Makassar visited Arnhem Land.

Adapted from content in the Defining Moments section of The National Museum of Australia website.

Front Cover: Aboriginal rock art of the East Alligator River region in Arnhem Land dating from the early 1900's depicting a Macassan prau trading boat and a hand stencil.

This Page: A rock art site in the southeast of Groote Eylandt depicting a Makassan prahu.
(Photo credit: Anindilyakwa Land Council)

About the Strategy

Purpose

The Strategy aims to **increase the number** of Northern Territory (NT) Indigenous businesses participating in international business and export by:

- Increasing awareness of **export opportunities**;
- Identifying Indigenous business **skills and capabilities** required to be 'export ready';
- Increasing awareness of the **supports** that are available;
- Providing the **foundations** for Indigenous businesses to develop their **export strategy**; and
- Better **coordinate, plan and collaborate** across industries in working towards meeting the market demand for Indigenous products and services.

Indigenous businesses who are interested in and have the potential to enter export markets are reliant upon:

- Continual investment in developing the Indigenous business sector and economic development in Northern Australia; and
- A focus on supporting self-determination by playing to the strengths of Indigenous businesses.

Audience

Primarily, the Strategy has been designed for NT-based Indigenous businesses.


Secondly, the Strategy is to raise an awareness with stakeholders, peak bodies, NT and Commonwealth Government Agencies, land councils and industry as they are critical to supporting Indigenous businesses in working towards being successful exporters.

Vision

For NT Indigenous businesses to be connected, supported and leading the trade in Indigenous products and services especially in export to international markets.

Mission

Bringing traditional knowledge and ancestral trade practices together with modern international trade frameworks and pathways

A person is seen from behind, wearing a pink patterned shirt, sitting on a floor covered with straw and weaving a large, intricate rug. The rug features complex geometric and organic patterns in shades of red, orange, and brown. The person's hands are visible, working with the threads. The background shows more straw and some items on the floor, suggesting a traditional weaving environment.

INTERWOVEN – a background to the pictures used throughout this Strategy.

Culturally, Aboriginal people and country are one, a togetherness that is contrary to the economic frameworks Indigenous businesses must operate within. The categorisation of industry and sectors is equally contradictory.

There are linkages, ties and connections between Indigenous business and culture and country that cannot be fully appreciated by the design and purpose of this Export Strategy.

Rather, this Strategy acknowledges these connections between the culture, people and business as the threads that tie together the disparate industries, businesses, regions and environments into one.

Analogous to a woven mat made of distinct and unique parts that is tied and bound with one long continuous thread, coming together to form the whole.

Photos credits:

© Alvaro Catalán de Ocón.

Photo: Studio Álvaro Catalán de Ocón

PET Lamp Ramingining: Bukmukgu Guyananhawuy (Every family thinking forward).

Designed by Alvaro Catalán de Ocón in collaboration with master weavers Djambarrpuyungu, Mandhalpuy, Liyagalawumirr, Ganalbingu, Dabi, Liyagalawumirr, Garrwura, Marrangu and Mandhalpuy.

Commissioned by the National Gallery of Victoria, Melbourne with the support of Vicki Vidor OAM and Peter Avery.

Exporting

More Than One Way

Exporting: to sell something produced or delivered by NT Indigenous Businesses to a resident of a foreign country (the end consumer).

Direct Exporting: the business deliberately sells its products and services directly to the international end consumer, maintaining ownership and control throughout the delivery process.

Indirect Exporting: the business deliberately sells its product and service into an independently operated export supply chain that on-sells it to the end consumer.

Accidental Exporting: the business is focused on selling its products and services into the domestic market but some of its product and service is unintentionally exported.

The NT Indigenous Business Way

There are only a small number of Indigenous businesses in the NT that are engaged in direct export activities. These businesses are varied in their product or service offering, industry type, location and size.

Most NT Indigenous businesses that export fall into the indirect or accidental exporting category. Accidental exporters are businesses that have a product or service that is predominantly sold in domestic markets, but also unintentionally sell to international buyers either through e-commerce platforms or via consolidators that on-sell into overseas markets.

These exporters may not be actively pursuing international buyers, but 'accidentally' sell their products internationally either in response to the demand for their product or through established supply chains. They are generally not 'Export ready' in the same way that a direct or indirect exporter needs to be.

This Strategy recognises that no matter where in the supply-chain a business introduces its product or service, they are considered an Exporter if the end buyer is an international customer.

Becoming 'Export ready' is the focus of this Strategy and is therefore geared toward the accidental exporter.





**NORTHERN
TERRITORY
INDIGENOUS
BUSINESS
LANDSCAPE**

**—
OPPORTUNITY
TO CREATE**

Indigenous Business Snapshot

Territory-wide statistics Based on 2016 Census data (SA4)



Business Statistics

340 Estimated number of Aboriginal owned businesses in the Territory

55% of Indigenous businesses are in the Greater Darwin area followed by 13% in Alice Springs and 11% in the Katherine region

18% of Indigenous businesses are involved in the construction industry followed by 16% in other services and 8% in both retail trade and administrative and support service industries.

Demographic Statistics

Map: Area of Aboriginal Land and Native Title rights

>50% of interior is Aboriginal land plus another 23% with Native Title rights

>85% of coast is Aboriginal Land

>500 Aboriginal homelands

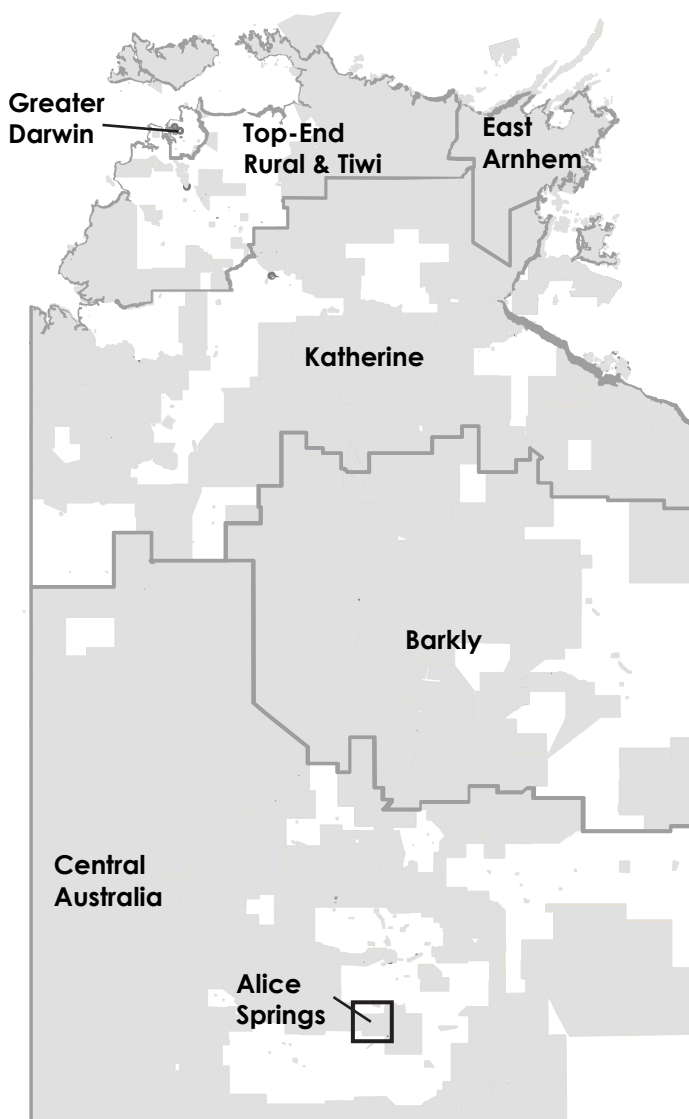
>73 Aboriginal communities

>100 Aboriginal language groups with >54,000 speakers

30% of population is Aboriginal

90% identify with a homeland

40% Indigenous employment engagement



Global Opportunities

From little things big things grow

The NT has a small open economy that is significantly influenced by external factors, such as investment associated with major projects, economic conditions in trading nations, commodity prices and exchange rates. The structure of the economy reflects the NT's abundant natural resources, strategic defence significance, tourism attractions and relatively large government and community services sector.

As a small, export-oriented economy, the Northern Territory relies on identifying and meeting export demand to maintain and grow living standards. That means delivering products that international markets want. Research suggests that growing Asian economies to our immediate north will create strong demand for products the Northern Territory can produce competitively².

Unique Advantage

Aboriginal Territorians, the perspectives they bring, the land and resources they own, and the unique opportunities they pursue, are a key driver for partnerships that are integral to the Territory's economic future.

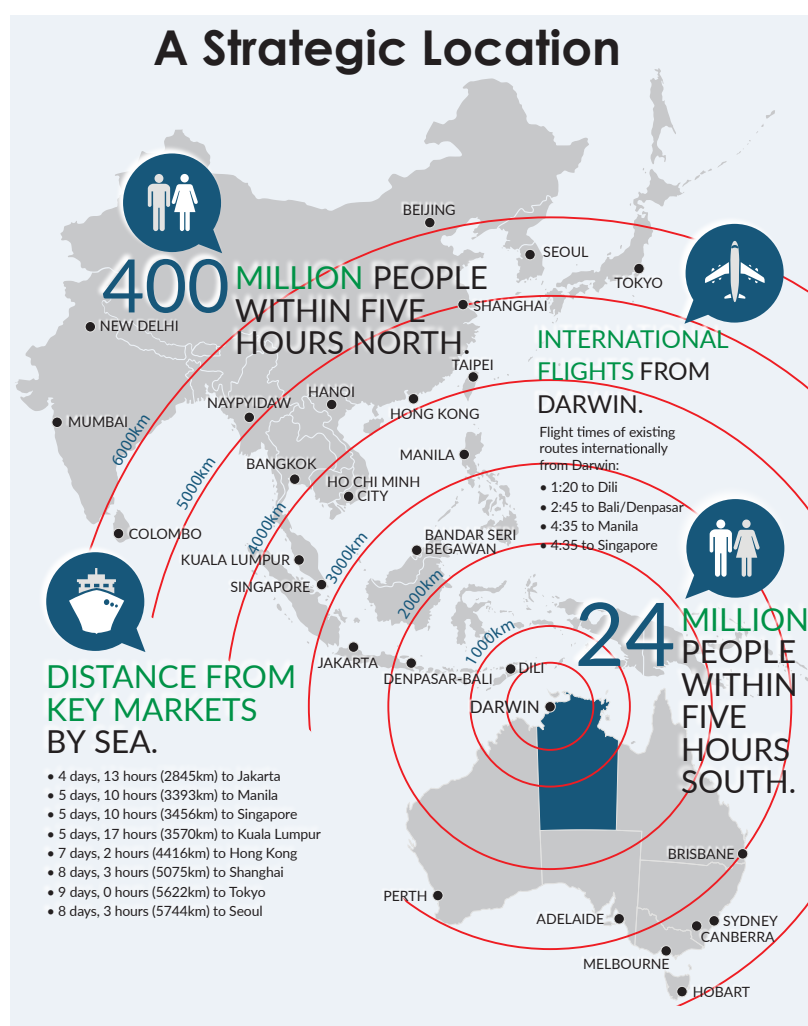
We're close to Asia – and we have strong relationships with our northern neighbours. There are 24 million people within five hours south of the Northern Territory and 400 million people within five hours north. We're young and growing – by the year 2026, 73,250 Indigenous Australians will be of working age. Based on current Indigenous self-employment rates around 2,200 will start a business.

Major growth sectors

Through the Territory Economic Reconstruction Commission (TERC) Report, the NT Government identified ten focus sectors that will drive growth in the NT: Energy transition, Decarbonisation and sustainable industry, Manufacturing, Resources, Agribusiness, Tourism, National security and Defence, Maritime, Digital and Space industry. Of those ten identified industry sectors, this Strategy refers to a selection of those sectors where Aboriginal economic leadership is critical to harnessing the growth opportunities identified.¹ The TERC report² recommendations included: the following specific examples for Agribusiness and Tourism'

Agribusiness: Driving sustainable development precincts, integrating strategy across the industry, supporting development of Indigenous-led Agribusiness enterprises and pursuing opportunities through value add, such as manufacturing.

Tourism: Building the business case for private and government investment, with full engagement of Traditional Owners, in World Heritage Kakadu and Uluru-Kata Tjuta, Territory Government parks and developing iconic Indigenous cultural tourism projects.



1. Top-End Reconstruction Commission report

Opportunity to build Australian Indigenous Business Sector

Harnessing the cultural, creative and economic strengths of Indigenous Australians

Building a strong and vibrant Indigenous business sector is a vital part of Australia's economic future, contributing to growth, employment and self-employment, business knowledge, personal and company wealth, and increased competition and diversity in our domestic and export markets.¹

Indigenous businesses create outsized benefits for families, communities and the economy². They empower Indigenous communities to generate and grow their economic prosperity, in turn benefiting local economies and the wider Australian economy. These benefits are driven by the disproportionate number of jobs Indigenous businesses create for Indigenous people.

Currently, the full potential of Indigenous businesses is not being realised; material opportunities exist to grow both the number of Indigenous businesses and the scale of these businesses, across all regions and sectors.

Realising the potential of Indigenous businesses will create a new generation of entrepreneurs who grow their own business knowledge, networks, assets and wealth. This will in turn help remove barriers to employment for future generations and help create a positive cycle of social and economic empowerment.

Cultural capital

Aboriginal cultures in the Northern Territory are rich and diverse with more than 100 languages spoken. The diversity of languages and the fact that many people speak language today is unique to the Northern Territory.



It has been recognized across governments, industry and business that there is a significant opportunity to build the Indigenous business sector and – by extension – the Northern Territory economy, while enabling whole communities to thrive. The opportunity to have a positive impact on Indigenous communities through investment and trade is significant.

Empowering Aboriginal and Torres Strait Islander people to build and grow sustainable enterprises will not only boost economic and financial independence, but create jobs, support families and sustain culture.

Creative capital

65,000 years of creative enterprise experience

Economic capital

Maximising opportunities to grow the number and scale of Indigenous enterprises will help to realise the full potential.

Growing demand for Indigenous products and services globally

There is an undeniable growing in demand for indigenous products and services that are produced ethically, sustainably and are demonstrably driving social and economic impact to Indigenous communities. People want experiences that are authentic, credited, respectful, and true to the Indigenous culture being presented, and Indigenous businesses are leading the way in prioritising provenance and traceability of raw materials and plant products to their Indigenous and natural source.



Driving a new economy

Indigenous business have demonstrated a natural tendency to play to their strengths, which are the strong connection to culture and country. Be it using story telling to sell unique pieces of art to using traditional methods of caring for country in carbon farming projects.

There has been considerable effort from Indigenous peoples in small business, start-ups, social and community enterprises over several decades. Many have achieved great outcomes. Some have grown into sizeable enterprises.

Indeed, the pace of private sector activity is increasing and relationships with the public sector are being shaped by the Australian Government's Indigenous Procurement Policy, with Indigenous enterprises selected to provide a wide range of services worth between \$90 billion to \$100 billion a year. This is bringing a change in dynamic.

At the same time, mainstream financial institutions have also begun examining and adapting their interactions in ways that are more supportive of Indigenous interests. We are also seeing the rise of impact investing, which is focused on generating positive, measurable social and environmental impact alongside financial returns.

The Indigenous Network for Investment, Trade and Export (IgNITE), an indigenous-run

national network, has been established to act as an intermediary between impact investors, government and the World Indigenous Business Network, as well as promote Australian Indigenous business, trade and export around the world to significantly advance the interests of our First Peoples.

Other organisations such as First Australians Capital – a national Indigenous-led not for profit enterprise – are also driving this growing economy by providing a range of resources to Indigenous enterprises. The support available comes in the form of professional business support and services, networking and access to financial capital. First Australians Capital invests in building markets where Indigenous businesses have a natural competitive advantage, including tourism, agribusiness and land management, renewable energy and carbon markets, along with culture and the arts. First Australians Capital is funded through philanthropic donations, grants and investment from partners who are committed to building the capacity of First Australians to create and drive their own economic prosperity, and in turn, contribute to the nation's economic growth.

In the NT, the TERC report recommends supporting Indigenous-led economic developments, establishing more common use of innovative project finance, and streamlining land administration through increased capacity and preparatory work.

Challenges and Barriers

Impacting Indigenous Business Export Progress

Export Journey...

Not Export Ready

Demand

Demand: In many instances, the supply of indigenous products and services is not meeting the levels of demand. Often, demand from domestic buyers is strong enough to exhaust the capacity – meeting domestic demand is simpler and easier to plan for, limiting those who are willing to prioritise export.

Linking

Regulatory Environment:

Land use agreements (s19), biosecurity legislation, governance measures, informed consent requirements all act as barriers to Indigenous business and non-Indigenous businesses alike. It is complex and therefore a long sometimes expensive process to get the right licences, approvals and consents to operate, even if operating on Indigenous businesses' own land. This is often amplified in more remote areas. Many small start businesses abandon their business plans before they really get going.

Supply

Cost of freight and travel:

Logistical challenges that come with operating in remote locations leads to added costs to transport materials and products. Cost of freight in the NT compared to other jurisdiction limits the viability of having products freighted out of the NT. Freight is often so expensive as there is no backfill in return shipments.

Scale:

Small scale productions often lead to limited supply of products available to ship overseas in a financially viable way. Sustainable resource growing and harvesting can limit the supplies available for production. Producing bespoke products often cannot be done at a large scale.

Inputs

Scale Funding:

There is a lack of easily accessible funding or financial support available for scaling- management advice, scientific / research and development advice. There are a to successfully secure grant funding given the time and expertise it requires to write

Value not being captured in the NT:

A large portion of processing and manufacturing of goods occurs outside the NT due to high supply chain costs and skills gaps.

Digital technologies:

Accessing hardware and fast internet is businesses in the NT are lacking the capital and support to access and

We consulted with a number of NT Indigenous businesses, peak industry bodies and government stakeholders and asked them what they saw as being the biggest barriers and challenges businesses encounter when entering into international trade and export. This is what they told us...

Accidental Exporter

Export Ready

Information: There is a raft of information available, but it is not easily navigable for many Indigenous businesses in relation to researching and understanding free trade agreements, export protocols and export licensing. Limited awareness of what supports and services are available to businesses interested in understanding their opportunities to export.

Marketing and pricing:

Many Indigenous businesses struggle to price and market their product to the international target markets.

Accessing export markets: Some Indigenous businesses struggle to identify if and where their product or service might be exportable (i.e. can obtain an export licence) and lack the awareness of where to access supports. Native bushfood products do not have an approved export licence category.

Capacity:

Many indigenous businesses are 'Accidental Exporters' and often export sales are a side hustle of a main business operation. Often, they do not have the capacity to enhance the scale of their export operations independently and rely on support.

Capability: Many Indigenous businesses require support to develop skills and capabilities in the areas of managing land assets, technology/systems/processes, building the scientific/evidence base, marketing, protecting intellectual property rights and balancing making money with meeting cultural obligations.

Protecting traditional knowledge: Many Indigenous businesses struggle to understand intellectual property protections – what it is, why they need to do it. A lot of professional expertise is required in this space, which comes at a cost that many businesses cannot afford in the earlier stages of growing the business.

... up activities, such as for obtaining legal advice (IP), financial
... multitude of grants available to Indigenous businesses, but a lack of awareness and ability
... winning applications.

Infrastructure:

There is a lack of dedicated infrastructure available in the NT for raw materials processing (e.g. bushfoods) resulting in a lot of produce being sent interstate to be consolidated before being sold overseas from those ports. Missed opportunity for Indigenous businesses to enter the supply chain.

... challenging for remote businesses. Indigenous
... harness the digital economy.



Tourism

**Bushfoods and
Botanicals**



**Creative
Industries**

**PRIORITY
EXPORT
SECTORS**

**BEST
STARTING
PIECES**

**Land
Management**

Priority Sectors

Leveraging support to succeed

This Export Strategy caters NT Indigenous businesses with an interest in and the potential to participate in international trade. This Strategy also acknowledges the development of a number of other government and industry strategies that have been developed with a focus on Indigenous business and export including the Northern Territory Aboriginal Tourism Strategy 2020-2030 and Creative Industries Strategy NT 2020-2024 that have been specifically referenced here as they relate to the Priority Sectors identified.

NT Government Strategic Plans

Strategies that have or are being developed by the NT Government which are relevant to this strategy include:

- Aboriginal Tourism Strategy
- Creative Industries Strategy
- Aboriginal Carbon Industry Strategy
- Land & Sea Action Plan
- Strategic Indigenous Water Reserves Policy
- NT Crocodile Farming Industry Strategy
- Aboriginal Affairs Strategy
- International Engagement, Trade and Investment Strategy



Australian Government and Industry Specific Strategies

Australian government and industry strategies all acknowledge the importance and value of Aboriginal leaders being at the front and centre of the economic development of the Territory – as land owners, developers, investors and partners, employees and community members. Some of the strategies are shown below while a full listing of all relevant strategies and plans from both government and industry are provided in the Resources section.



Priority Influencing Factors

The Priority Sectors identified for the purpose of this Strategy have been identified based on the research and consultation phase of this Strategy when considering the following success factors.

Criteria for the sector to be considered a priority

- A competitive and/or strategic advantage
- Existing and emerging sources of demand for Indigenous products and services
- The potential of the sector to leverage and develop skills and capabilities in order to access export markets
- Existing access to, and the increasing need for industry support frameworks and infrastructure in reasonably close proximity to where operations are carried out
- Maximises the use of Indigenous assets, including land, sea, artistic expression and cultural knowledge, in a culturally responsible and connected way

Priority Sectors

Aboriginal Tourism, Creative Industries, Bushfoods and Botanicals, and Land Management Services, based on their respective identified products or services were given highest priority.

The thread that links these Priority Sectors is the genuine passion and drive of Indigenous business owners to share and protect their stories and knowledge and to provide an opportunity for Indigenous business to support their own communities through a return to country, provide employment opportunities, and growing prosperity. There is a desire to balance making money and meeting cultural obligations.



Other Sectors

This Strategy acknowledges that there are Indigenous businesses engaged in other export activities such as mining, farming and cattle that come under the primary industries and energy and resources sectors. The experience of Indigenous businesses operating in these industry sectors is that they are heavily supported and promoted by governments, peak bodies and by private investment, and are frequently the focus of economic development strategies across the country. Many of these industries have their own Indigenous participation strategies at varying stages of implementation and delivery.

Some Indigenous businesses have a longer tradition of operating in these industries, and

therefore are more developed in their own export pathways and can serve as an example to others working towards building their own export strategies.

High levels of investment capital and the extensive capacity support and guidance already available to businesses in these major industry sectors puts them in a class which is beyond the intent of this foundational Strategy and as such they are not included.

The benefit of this Strategy to these other industries is to provide cross-industry awareness of challenges specifically experienced by Indigenous businesses and to encourage collaboration across trade networks.

Individual Sector Details

In the following sections detailing each of these Priority Sectors, further information on the success factors is provided in a quadrant-target diagram laid-out as shown in the diagram to the right.

Case Examples

Each priority sector section concludes with case examples of Indigenous businesses that have been successful in becoming export ready within that sector and have established export activities.





Aboriginal Tourism

Aboriginal cultures in the Northern Territory are rich and diverse with more than 100 languages spoken. The diversity of languages and the fact that many people speak language today is unique to the Northern Territory.

Indigenous enterprises within the tourism sector have been providing visitors with engaging and memorable experiences, making our Aboriginal cultures synonymous with the Northern Territory as a destination.

Through our tourism experiences, we connect with others to share and celebrate our Aboriginal cultures through our stories, arts, crafts, performances, foods, products, tours and talks.

In doing this, we build knowledge and understanding of our Aboriginal cultures with our visitors, and we build businesses and skills for the economic and social benefit of our people, both as operators and employees.

Northern Territory Aboriginal Tourism Advisory Council's Message

joining...

Aboriginal Tourism

Showcasing Aboriginal Culture

Tourism is a major employer and contributor to the Northern Territory economy, with the sector offering a range of unique natural and cultural experiences to national and international visitors.

To grow the tourism industry, government and industry need to work together to improve existing products and to identify, develop and promote opportunities for tourism infrastructure and products that meet visitor expectations and improve the visitor experience.

The NT Government has committed to actions that Increase the number of quality Aboriginal cultural experiences, and develop Indigenous people's interest and capacity to work in tourism

NT Aboriginal Tourism Strategy

The Tourism Sector is supported by the Northern Territory Aboriginal Tourism Strategy 2020-2030 and an Aboriginal Tourism Advisory Council has been established in the NT. The vision of the this strategy is to be the undeniable Australian leader in the Aboriginal tourism sector.

For the purposes of the Aboriginal Tourism Strategy an Aboriginal tourism experience or product is defined as:

All tourism businesses and their partners who incorporate an Aboriginal cultural experience in a manner that is authentic, credited, respectful, and true to the Aboriginal culture being presented.

These tourism businesses may be owned and/or operated by Aboriginal people. They may include non-Aboriginal tourism businesses, who provide legitimate Aboriginal cultural experiences or support the provision of these experiences.

Aboriginal Tourism in the Northern Territory


Aboriginal people in the Northern Territory have diverse stories and knowledge to share as custodians of the oldest living culture in the world. Aboriginal culture is a significant draw-card for a large proportion of international and domestic visitors to the Northern Territory.

Visitors to Australia seek authentic experiences with Aboriginal people to make spiritual connections on country and through cultural activities and increasingly have an expectation that their spending goes to support the communities. Social impact is becoming an important driver for decision-making by many travellers.

Cross-sector connections



Aboriginal Tourism offerings frequently involve the Creative Industries featuring dance, visual arts and crafts along with story-telling and music performances.



Food service incorporating high-quality, unique bushfoods can play a pivotal role in delivering a memorable tourist experience.



Land Management programs often go hand in hand with the quality of Indigenous tourism experiences where biodiversity and sustainable practices are important aspects perceived by eco-tourists

Aboriginal Tourism

Competitive advantage

- Australia's Indigenous culture is a key point of differentiation in today's highly competitive international tourism market. The latest data from Tourism Research Australia shows more people than ever are choosing to experience the beauty and splendour of the world's oldest continuous culture.
- Indigenous businesses can have a competitive advantage in the sector, where interest in authentic Indigenous experiences through goods and services often drives tourist demand. Research indicates that the Northern Territory is considered the preferred destination for Aboriginal cultural tourism experiences in Australia.
- Overall, the supply of Aboriginal tourism products and experiences cannot meet the demand. There are approximately 100 existing NT Aboriginal Tourism owned businesses, with over 150 Aboriginal Tourism experiences/products

Maximising Assets

The Northern Territory has a rich diversity of experiences to be found in different food including bushfoods, artefacts, art, crafts, dance, music and storylines. These are set in diverse, seasonal and natural settings across a mix of coastal, monsoonal wetlands, river lands, tablelands and arid desert lands.

Skills and capabilities to be export ready

- Secured a strong foothold in the domestic tourism market, and has sufficient business capability to scale up and target international markets
- Has a Unique Value Proposition – Provides a unique tourism experience
- Have an ability to research potential international markets to determine which fit best as target markets for the tourism product
- Ability to seek advice and support from tourism offices, Austrade and other support services for export assistance
- Understanding the travel distribution system and have relevant rate structures in place (industry technical knowledge)
- Has booking systems in place to accept international booking both direct and via the travel distribution network

Sources of demand for export

- 67% of visitors to the NT in 2019 were international (prior to international border restrictions), 80% of visitors to the NT would like an Aboriginal tourism experience, whilst only 40% actually have an Aboriginal tourism experience
- Experiencing an Aboriginal art or craft or cultural display was the most popular activity among Indigenous tourism visitors in 2018
- Poised for growth in tourism numbers when international border restrictions are eased
- While growth of the Indigenous tourism segment is not well documented, research suggests it is relatively stagnant, indicating an opportunity to the segment and capture a greater share of the total tourism growth, the domestic market should be leveraged.

Indigenous

With greater than 50% of land and 84% of the coastline in the Northern Territory being Aboriginal owned, the Northern Territory is well placed to achieve its vision of being the undeniable Australian leader in the Aboriginal tourism sector.

Access to industry support

- Supported by Tourism NT and the Aboriginal Tourism Strategy 2020-2030
- Aboriginal Tourism Advisory Council has been established in the NT to implement the Tourism Strategy
- The Tourism Export Toolkit has been developed as a guide to inbound tourism in Australia, includes a Pre-Checklist: How Ready are you?
- The large investment in tourism campaigns to capture domestic tourists, and to start to entice international visitors back to the NT when they can safely travel
- Piggybacking off this increased attention on the NT market provides a great opportunity for Indigenous businesses to be involved and in turn capture their fair share of the tourism market

Tourism Case Examples

Pudakul Aboriginal Cultural Tour¹

Pudakul is the name of the Macaranga Tree (freshwater hibiscus). Pudakul Aboriginal Cultural Tours is owned and operated by Graham Kenyon, Traditional Owner and custodian of Limilngan-Wulna land and his wife Lynette Kenyon. It is a 100% Aboriginal owned and operated family business that commenced in 2008.

The tour is an authentic Aboriginal culture and nature based offering, providing an experience rich with information, knowledge and culture. During the tour, visitors learn about bush medicine and bush tucker including local traditional stories. Demonstrations include traditional basket weaving, spear making and throwing, and a number of other traditional activities, including learning to play the didgeridoo.

Pudakul Aboriginal Cultural Tours operates on Aboriginal owned and operated Limilngan-Wulna Land, adjacent to the world heritage listed Kakadu National Park. Adelaide River Wetlands is a large area bursting with wildlife and plants, 45 minutes drive from Darwin. The wetlands include great local attractions Fogg Dam, Jumping Crocodile Cruises, Djukbinj National Park, Leaning Tree Lagoon, Mary River National Park and Window on the Wetlands.

Pudakul Aboriginal Cultural Tours are a Tourism Accredited Business and proudly one of sixteen Tourism Australia "Indigenous Tourism Champions". This elite group of product suppliers represent the best Indigenous tourism experiences in Australia.

The early days of the business had challenges despite support programs available through Government agencies. The complexities of operating a business whilst learning business processes and managing a large workload meant that it was difficult to complete all applications



for the various support programs and stay on top of all business requirements. Challenges faced during the commencement periods included the lack of knowledge of support available and ongoing assistance to access the support.

Pudakul relies on their business experience and dedicated staff to keep it flourishing. Their business plan clearly defines their vision, mission, sustainable competitive advantage, key objectives and strategies and an action plan to ensure the nominated strategies are implemented. The business plan has seen Pudakul go from strength to strength with positive results as the business is still growing in all aspects.

In the first three years Pudakul saw 39,000 visitors and has now provided tours for between 120,000-130,000 visitors since beginning operations. Pudakul tours average 20-40 visitors per tour in the months May to October. Visitors are 50% international markets and 50% Australian (Domestic) market.

Graham's advice for up and coming business entrepreneurs is to be committed and serious

about the business before going ahead. It's also important to understand and cater to people from all cultural backgrounds, in Graham's words "No shame job - we all bleed the same blood."

Graham and Lynette believe in staying loyal and maintaining a strong relationship with their business partners and other stakeholders. This is an important aspect that has contributed to the success of their business in providing a high quality product matched with sound business philosophies.

1. Extracted from Tourism NT: Pudakul Aboriginal Cultural Tour Case Study

Welcome to Country²

A Marketplace for Aboriginal and Torres Strait Islander Tourism

Welcome to Country is inspired to work with Aboriginal and Torres Strait Islander people and communities to increase employment and economic outcomes. The tourism sector and the experience sector more broadly present an opportunity to deliver on this purpose and met a growing demand for First Nations' experiences. Designed as a central 'market-place' it provides a platform for communities to access and tap into travellers. For travellers it provides a trusted source of high quality experiences.

First Australians Capital provided the seed funding and infrastructure for two years to incubate and scale Welcome to Country until it was ready to be launched as an independent Aboriginal-led for-purpose organisation. In December 2019 Welcome to Country beta-launched its tourism marketplace in the Northern Territory. The beta launch was designed to test the business model and discover and resolve any technical or operational issues whilst preparing for the national launch of the business. Unfortunately, the beta launch coincided not only with devastating bushfires across Australia but then with the COVID-19 crisis – creating an exceptionally challenging environment for a new tourism business.

Despite this background, the first experience was booked soon after launching. The customer said they chose to book with Welcome to Country as they believed in the business's social purpose.

Welcome to Country now has 67 experiences listed. More tours are added every month – with current opportunities ranging from experiencing the world's oldest living culture by quad biking or paddle boarding in NSW; art galleries and immersions in NT; a premium 4-day walking tour in Tasmania; scenic flights in SA and many more – all from Aboriginal and Torres Strait Islander owned or operated businesses.

More recently, Welcome to Country has expanded into virtual experiences. These virtual experiences are unique online sessions or workshops designed and hosted by local Aboriginal and Torres Strait Islander people from their home, business or on Country. Virtual experiences offer unique perspectives on life experiences and the world we live in and create opportunities to share specialised knowledge with a broad audience not only in Australia but across the globe.

With such an unprecedented launch environment (bushfires and COVID-19) Welcome to Country has also pivoted to showcase Aboriginal and Torres Strait Islander products.

Products are sourced from artists, art centres and manufactures who have licence agreements with artists and pay fair royalties. Every purchase made through the marketplace supports Aboriginal and Torres Strait Islander artists, art centres and communities helping to deliver on Welcome to Country's social purpose – to create jobs and positive economic outcomes for Aboriginal and Torres Strait Islander communities.



2. Extracted from the Welcome to Country and First Nations Capital websites.



Creative Industries

The Northern Territory's Creative Industries communicate to the world who and where we are and what's important to us. They reflect our unique identity and place in a way no other industry can. Whether it's stories shared on screen or stage, fabrics printed in remote settings and showcased on runways or in the design of our homes and furniture, the reach of the Northern Territory's Creative Industries is extending.

The image the Northern Territory presents to the rest of the world relies on the cultural cache of the world's oldest living culture. Aboriginal people are instrumental to the success, visibility and potential of the Creative Industries across Australia. Aboriginal history, customs, knowledge and connections to land create Aboriginal experiences, products and knowledge that many other sectors such as tourism, health and natural resource management draw upon..

Adapted from the Creative Industries Strategy and other NTG sources.

weaving...

Creative Industries

Boundless Indigenous Talent

The Northern Territory is recognised nationally and internationally for its landscapes and settings and its Aboriginal communities, culture and art. There are significant opportunities to use these features to further develop the Territory's creative industries sector and maintain a competitive advantage in business and tourism. In 2019, the NT Government partnered with the Chamber of Commerce NT and industry experts to develop the Creative Industries Strategy NT 2020-2024 that provides a framework for a more strategic and coordinated approach between the public, private and not-for-profits for the development of the sector.

Creative Industries in the Northern Territory

The Creative Industries are a strong contributor to the Northern Territory economy in their own right with a total economic contribution of \$735.4 million in direct and indirect gross outputs, which is as significant as established industry sectors such as agribusiness. These industries provide employment and export opportunities and enable the growth of many other industries.

The flow on effect from employment and expenditure on Creative Industries leverages additional economic benefits, particularly through tourism. The Creative Industries Strategy provides an induced tourism economic contribution value of \$559.8 million.

The economic flow on effect of funding the screen industry is significant. It is estimated that for every \$1 of NT government grant funding, there is a \$6 return on investment through local production spend. The fashion and textile industry is identified as a significant area of growth.

Indigenous Business Potential

While traditional Aboriginal art forms such as paintings still form much of the revenue stream for remote Aboriginal communities, Aboriginal designed clothing is an emerging and growing industry across the NT. Art continues to remain at the centre of remote Aboriginal communities through Aboriginal owned and controlled arts centres. These centres provide sources of real revenue and employment opportunities for those in remote locations and act as community hubs to meet social needs for Aboriginal communities. Of the 39 Aboriginal art centres present at the Darwin Aboriginal Art Fair, 14 produce fashion-related items or have a fashion collection.

Creative industries generate real social, economic and cultural benefits for Aboriginal Territorians, including workforce participation and business development opportunities, and are key to supporting and fostering future growth potential.

Cross-sector connections

The diversity of the sector, from visual arts and digital design, to screen production and broadcasting, contributes substantially to liveability for all Territorians, by enriching communities alongside supporting tourism and population retention.

Screen productions not only generate economic benefits for the NT but also promote the NT as a must-visit tourist destination.

Territory Arts Trail marketing campaign has been designed to increase visitors to the NT, and to grow demand in domestic and international markets for NT creative products and services.

Competitive advantage

- The domestic market has established sufficient demand to support the existing Aboriginal Creative Industries, and in many instances, the supply cannot meet the demand.
- Aboriginal people are instrumental to the success, visibility and potential of the Creative Industries across Australia. While a high proportion of Aboriginal people work as visual artists in the NT and have a strong presence in visual arts and crafts as well as the music and film subsectors the pathways provided to them for employment development and access to leadership roles is poor considering the population base.

Skills and capabilities to be export ready

- Has a domestic market presence with established business operations. Has existing supply chains including access to artists, manufacturing services raw materials and distribution networks, or an ability to partner with others for distribution
- Has the connections and skills required to fairly price artworks in order to support artists to have more autonomy over their careers
- Has the ability to understand and protect intellectual property rights of the artists, and to adopt ethical management policies
- The skills required in navigating export frameworks are somewhat alleviated for Creative Arts businesses due to the shift to using ecommerce platforms to sell internationally, or through intermediaries such as Darwin Aboriginal Art Fair and others.
- Skills in operating e-commerce platforms to manage business operations including sales, catalogues, artists accounts and payments, customer relationships, freight tracking and stocktaking.

Maximising Assets

Realising the potential and unparalleled contribution of Aboriginal people to Creative Industries

Sources of demand for export

- The cultural significance and history enriches the value of artworks, and is in high demand.
- There is huge demand for 'high end', authentic indigenous artworks on the international market that tell a story and are unique or bespoke pieces.
- The story telling for each piece of unique art is critical to the authenticity and uniqueness of the products. Unique pieces that tell a history or story are prized in many Asian countries that appreciate that they have a one-off piece that is from a culture older than their own.
- There are two peak bodies for Aboriginal art centres and artists in the NT representing 53 remote art centres

Indigenous

Recognising that cultural and creative capital are central to the success of the NT Creative Industries sector

Access to industry support

- The Association of Northern, Kimberly and Arnhem Aboriginal Artists (ANKAA) is the peak advocacy and support agency for artists in the Top End and the Kimberly representing 34 remote Aboriginal art centres in the NT.
- Desert is the peak arts body for Central Australian art centres representing 19 members within the NT.
- Additional support for artists is available through arts organisations such as Tactile Arts, Darwin Visual Arts Association, Northern Centre for Contemporary Art, Central Craft Artback NT and Godinmayin Yijards Rivers Arts and Cultural Centre (GYRACC)

Creative Industries Case Examples

frillneck Australia: A Business Perspective¹

Reeling in domestic and global rewards

After 30 years in the mining industry, Steve Ludwig decided to return to his hometown of Darwin to start his business named Top End Importers. After initially concentrating on importing outdoor fishing equipment, Steve developed a sun protection clothing brand called 'frillneck'. This year alone he has exported sun protection products to France, Malaysia, the United Arab Emirates, Brazil, the United States, Noumea, Singapore and Thailand via e-commerce.

frillneck is the clothing brand for a line of sun protection headgear and fingerless gloves that showcase Australian Aboriginal art in the design. Indigenous artists are commissioned to

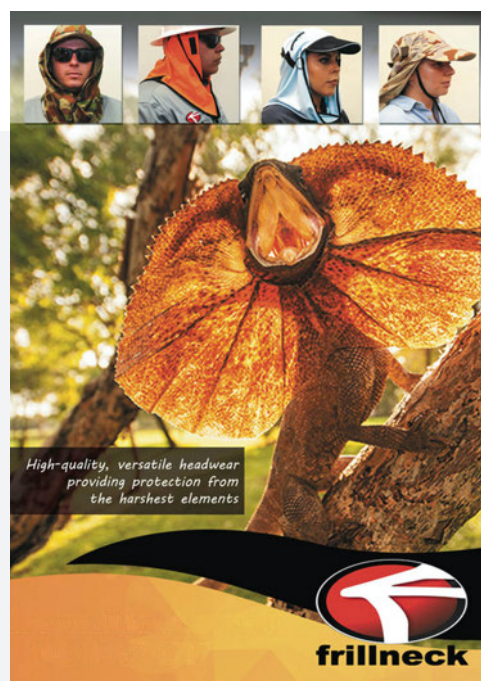
Opportunities and challenges for export

One of the main challenges frillneck has encountered has occurred in sourcing a reliable, quality and cost effective manufacturer for their products. Finding the right manufacturer overseas has been trial and error to ensure a quality product, and a level of trust is required throughout the process. COVID has impacted many manufacturers ability to operate, which results in unexpected changes to supply arrangements. Over the years, Steve has had to make many trips overseas to inspect factories and work with the suppliers to iron out issues. This of course takes a lot of time and money to develop these supply chains. After several years of establishing and shoring up the business, frillneck has then turned its attention to seeking additional buyers internationally.

In their export journey, frillneck's experience is that the markets and the demand for their

create unique art that is sublimated and printed onto the fabrics, frillneck purchases the rights to the artwork and the Indigenous artists receive a percentage on every purchase. The custom fabrics are then manufactured into the frillneck products. The meaning behind the print and the story from the artist are all included in the packaging). This approach builds social capital in the local community by providing an economic base for Indigenous artists.

For the past few years, Top End Importers has participated in trade shows such as the International Convention of Allied Sportfishing Trades in Orlando, Florida. The Convention is the largest sports fishing trade show in the world. Their participation has boosted their promotional campaign and provided key networking opportunities.



products overseas is there, but the challenges is navigating the free trade agreements and getting the pricing right of the products right for each market. Again, frillneck has made big investments of time and money to seek out buyers in international markets, undertaking a lot of the research themselves. Using e-commerce platforms to sell product overseas has been a challenge to get right as well.

1. Extracted from Business Envoy, Department of Foreign Affairs and Trade published August 2020 and updated for Consultation interview conducted with Steven Ludwig, owner Top End Importers

Advice from a successful NT Indigenous Exporter

"Balancing the challenges of navigating export markets and still maintaining an income stream is the key, such as having an established profitable domestic market first. Only then, to think about exporting, you need the right product and knowing where there is the demand for it."

"The further you get along the export chain, the more complex it gets, and that you need to be prepared to do the hard yards. Aboriginal people tend to not like rejection when marketing and selling their products, and often you will receive feedback that you have to take on the chin and move on. In other words, don't fall in love with your product, but have a passion for it instead."

"You need to be part of many industry associations to make the necessary connections. I have had to ask a lot of questions – stupid questions – to get anywhere. I have taken risks and invested a lot of time, money and effort to make it work. Yes, we've had some help along the way, but we've found that we were too small for a lot of the assistance on offer and the time it takes to make application after application, you wonder if sometimes the time you have invested in that is more than the assistance you might receive."

"Good luck! It's not for the faint hearted."

Steve Ludwig, Director of Frillneck Australia.

The Stories Art Money Platform²

Building Capacity in the Arts Sector using Data and Technology

The Stories Art Money (SAM) Platform has been developed and is managed by Desart as an online artwork management system. It enables strengthened administration of Aboriginal and Torres Strait Islander art centres. SAM captures detailed information on provenance, financial transactions, artist profiles and ability for reporting. The tool allows for multiple staff use in any location with internet connection. Ownership of SAM is held by Desart, which continues to promote, maintain and develop the database on behalf of all art centres.

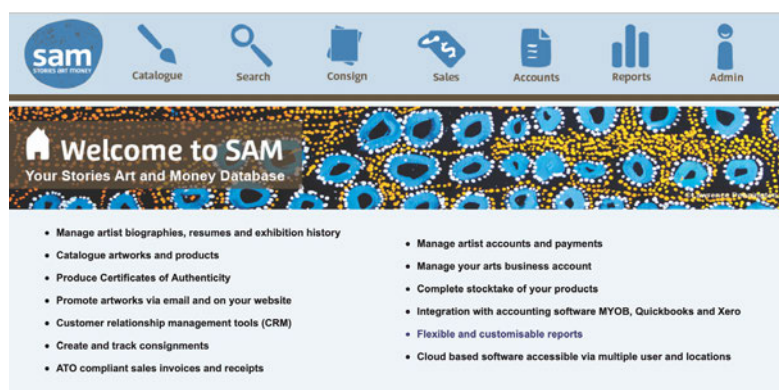
Desart has provided 105 licences to organisations nationally to use SAM. Desart provides ongoing support and training to these organisations in order to build capacity within their staff to implement and maintain and update their data within the system.

Outcomes

Far greater ease in the management of artists, artwork and sales information. Far greater transparency for artist's sales and recorded income. Increased support for the transition of art centre staff into their roles through the training resources now available online.

Ease of financial reporting via SAM's integration with accounting software; providing details on sales, production and artist demographic.

Ease of Government and funding agency applications and acquittals via comprehensive and transparent sales, demographic and financial reports.





Traditional Bushfoods

Indigenous people have the opportunity to significantly benefit from the development of plant industries in the NT. More than half of the NT landmass is Aboriginal owned. With good soils, access to water and a growing need for food and fibre, Indigenous businesses and communities are well placed to capitalise on opportunities to manage their land and potentially increase the Territory's agricultural output.

Over 30% of the NT's population is Indigenous and however only a small percentage currently work in the plant industry. Partnerships with Aboriginal Peak Organisations, the government and industry to create employment and economic opportunities in remote communities could generate long term benefits for indigenous people and the plant industry.

Adapted from NT Farmers Workforce Development Plan.

threading...

Bushfoods and Botanicals

The world's oldest new super-foods

An emerging industry attracting a lot of attention both domestically and internationally is native botanicals and bushfoods. It's estimated there are up to 6500 native Australian bush foods – fruits, vegetables, nuts and spices that sustained Indigenous Australians for tens of thousands of years before white settlement. Many are deemed 'superfoods' for their nutritional qualities and are hugely in demand in the lucrative wellness industries. Today, only a handful of these foods are being commercially produced, but in recent years the market has exploded. The Australian bushfoods industry is worth \$81m, of which 60-70% is exported, this is expected to double to \$160m by 2025.

The First Nations **Botanicals & Bushfoods Alliance Australia (FNBBA)** was established in response to the national Indigenous Native Foods Symposium in November 2019, which called for a national Indigenous controlled industry body to ensure the development of a thriving Indigenous bushfoods and botanicals business sector.

Agribusiness in the Northern Territory


The agribusiness industry encapsulates all aspects of agricultural production including livestock, horticulture and forestry, commercial fishing (including aquaculture) and bush medicine and foods. The Northern Territory Farmers Association (NT Farmers) is the peak body for all the plant-based Industries in the Northern Territory and provides support to a range of agribusinesses, mostly in the horticultural industry, that includes fruit, vegetables, nursery and turf, forestry and other plant products.

Almost all production NT horticultural production is sold interstate. The value of horticultural production in the NT rose by \$27m to \$278 million in 2018¹. The NT Plant Industries' aim is to reach a minimum of \$600m in production by 2030². NT Farmers has initiated an Indigenous Agriculture Development Project (IADP) that aims to mentor, advocate and identify opportunities for Traditional Land Holders to develop agricultural land, including providing support for elements of agronomy, water use, work force development, marketing and governance.

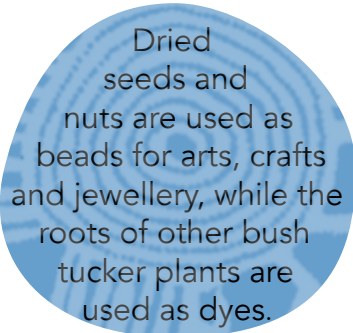
NT Indigenous business opportunity

Indigenous representation in the native food supply chain, from the grower through to the exporter, is around one percent. This is a significant under-representation and under appreciation for the reliance upon Aboriginal traditional knowledge and customs that is tied to these bushfoods. And yet, the market is demanding authentic, First Nations led products from the Industry.


Cross-sector connections



Traditional land management practices, including burning practices, play an important role in maintaining the health of productive bushfood regions.



Dried seeds and nuts are used as beads for arts, crafts and jewellery, while the roots of other bush tucker plants are used as dyes.



Induced Tourism:
Bush foods are locally processed into saleable items for the tourism market.

Bushfoods and Botanicals

Competitive advantage

- Overall, the supply of Australian native bushfoods products (raw and derivatives) cannot meet the demand domestically, and internationally.
- Indigenous Australians represent fewer than 2% of the providers across the supply chain and acknowledged that nearly 98% of Aboriginal land owners aspire to be leaders in the native food industry.
- The value of these bushfood products is not being captured by the NT as most bush foods are sent south for processing in the absence of scalable processing facilities in the NT.
- Big data and more e-commerce platforms are driving smarter value chains and new global opportunity.

Skills and Capabilities to be Export Ready

- Has a domestic market presence established business operations. Has existing supply chains including harvesting, processing, transport and distribution networks, or an ability to partner with others to enhance distribution channels.
- Has a unique selling proposition, including seasonal competitiveness, product differentiation and product range diversity.
- Has established business foundations (systems, processes, procedures) which leads to the ability to scale up harvesting and operations including access to finance for new equipment, access to seasonal workforce and funds for research and development.
- Has strong governance measures in place, for example, having an understanding of the legislative framework in the NT, particularly benefits-sharing agreements, Section 19 land use agreements etc.
- Has the traditional knowledge and methods for sustainable bushfood harvesting, and the capability to invest time and resources towards provenance and traceability programs.
- Has the ability to understand and protect intellectual property rights
- Ability to research potential international markets and navigate export protocols including customs and quarantine requirements, and an understanding of the inherent challenges related to native plants and produce.
- Ability to network and communicate with others in the industry, seek advice and support from industry networks.

Maximising Assets

Traditional knowledge in wild harvesting is critical to a sustainable bushfoods industry and promoting Indigenous sovereignty.

With 50% of land and 80% of the coast is Aboriginal, this provides two of the

Sources of demand for export

- Both domestic and international demand for these products is strong, and finding markets is not viewed as a barrier
- Meeting international demand is a major opportunity, buyers from the US, the EU and others
- Demand is coming from buyers in Nutraceuticals, pharmaceuticals, skincare and wellness industries internationally, all seeking 'superfood' type products
- Opportunities identified in the CSIRO's Food and Agribusiness Roadmap: unlocking value-adding growth opportunities for Australia are projected to grow at around 3.6% per annum between 2018-30, and may contribute to industry growth if domestic and export opportunities are captured locally

Indigenous

major assets for farming production: water and land.

Indigenous led industry helps to ensure that the knowledge and stories can continue for future generations.

Access to industry support

- This industry is significantly under resourced, segmented, lacking in capability and is at risk of being overrun in a rapidly growing industry. As a result, there is currently a lack of support available to those businesses specifically seeking support for wild harvest bushfoods.
- NT Farmers has developed an Export Readiness Checklist.
- NT Farmers has initiated an Indigenous Agriculture Development Project (IADP) that aims to mentor, advocate and identify opportunities for Traditional Land Holders to develop agricultural land, including providing support for elements of agronomy, water use, work force development, marketing and governance.
- The First Nations Botanicals and Bushfoods Alliance Australia (FNBBA) was established in response to the Indigenous Native Foods Symposium in Sydney in November 2019, which called for a national indigenous controlled industry body to ensure the development of a thriving Indigenous bush foods and botanicals business sector.

Bushfoods Case Examples

Kungas Can Cook¹

Connection to Country

For Indigenous Australians, the native foods of their region form a key part of their deep connection to country, and the knowledge that's tied to each food from each country has been passed down for millennia. We are now seeing a growing movement within our Indigenous communities that is working to increase Indigenous representation in the bush food industry, and take back ownership of what was always theirs to begin with.



Bush tomatoes ripening

A Passion for Bushfood

When Ngangiwumirr and Eastern Arrente woman Rayleen Brown first started her Alice Springs catering business Kungkas Can Cook two decades ago, bush foods were viewed by non-Indigenous Australians as a novelty; something that only curious overseas tourists would try. But as the years went by and Brown expanded into tourism and bush food products, she watched as local interest in native Australian foods began to grow.

"I always thought it would take off, because the flavours are amazing," she says. "It's just about people's mindset; sometimes that takes a while to evolve, just like with every other cuisine that's come to Australia. But this food has been here for many thousands of years."

While the untrained eye might view it as a harsh and barren landscape, the Central Desert is surprisingly abundant in a wide variety of native foods – from bush bananas and potatoes to native capers and truffles. However, currently most industry interest centres around the bush tomato – akatyerr in Alyawarr language – and wattleseed, or arlep.

The products that Brown produces contain only wild-harvested bush tucker sourced directly from the local Indigenous women who gather the food. This not only provides a source of income for the remote communities where these foods grow; it also helps to ensure that the knowledge and stories of these foods can continue for future generations.



"I've always had a passion for our bush food, especially in the desert," she says.

"It still has a beautiful connection to country. The ladies are still singing the songs and know the stories of each one of these plants. They have an intricate knowledge of all of the plants that are growing out on country, and there are connections and totems – it has a lot of depth."

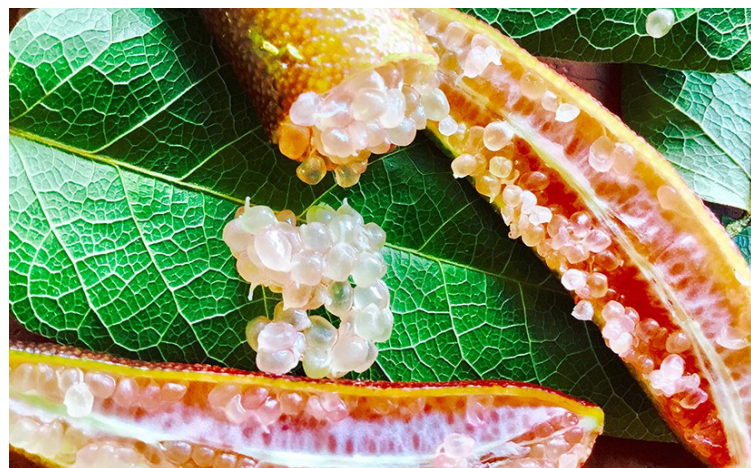
Rayleen Brown, Kungas Can Cook

Leading the Bushfoods Industry²

"Indigenous people should be leading the bush food industry, and given the opportunity to participate," Brown says.

"It's so hard for our mob to try and put our spin on it; getting in there with the best of them. So what I say to most of our mob is, 'Just keep going – build your story up, get a good person in there that really can show that you're authentic.'"

Rayleen Brown, Chair and Northern Territory Director First Nations Bushfood & Botanical Alliance.



Australian finger limes are sought after by top restaurants around the world.

First Nations Bushfood & Botanical Alliance Australia

The First Nations Botanicals and Bushfoods Alliance Australia (FNBBAA) was established in response to the national Indigenous Native Foods Symposium in November 2019, which called for a national Indigenous controlled industry body to ensure the development of a thriving Indigenous bush foods and botanicals business sector. The Symposium revealed that while Indigenous Australians represent fewer than two percent of the providers across the bush food supply chain, nearly 98 percent of Aboriginal land owners aspire to become leaders in the native food industry.

The FNBBAA is a peak body representative of First Nations groups, providing channels for:

- Acknowledging and respecting Ancestry and ethically maintaining the knowledge that has been passed down to their members that has made the bush foods Industry what it is today
- Working ethically with our Elders and traditional knowledge holders to protect our sacred knowledge, stories, dances and cultural connections to bush foods, science plants and medicines
- Using traditional cultural and international protocols (the Nagoya Protocol) to engage with stakeholders on traditional plant use and cultural knowledge.

The FNBBAA are working to deliver key actions:

- Implementing protocols to set national standards on how to work with First Nations people in the industry
- Provenance and authenticity: to protect First Nation producers, respect our protocols and recognise our custodianship.
- Advocating for changes to the law: to respect and protect First Nations knowledge in bushfoods and bush products, including intellectual property protections; penalties for misappropriation and implementation of Access and Benefit Sharing agreements.
- Education and Awareness: promote respect for our First Nations Knowledge values and protocols.

Bushfoods Case Examples

The Kakadu Plum¹

The Kakadu Plum Project by the Indigenous Land and Sea Corp

The Kakadu Plum Project has helped forge an alliance of Aboriginal enterprises to harvest, market and commercialise Kakadu Plum to build a sustainable industry that provides employment, builds capability, promotes networking and knowledge sharing, builds a stronger connection to country, and generates economic benefits stemming from traditional cultural practices.

Kakadu Plum, or Gubinge in Western Australia, is a native fruit that grows almost exclusively on Indigenous-held land across northern Australia, from the Kimberley to Arnhem Land. An ILSC funding commitment of \$448,000 in 2018–19 to establish an Indigenous-lead Kakadu Plum supply chain has hit its targets. The Northern Australia Aboriginal Kakadu Plum Alliance (NAAKPA), a consortium of nine Aboriginal corporations, is moving towards sustainability.

Kakadu Plum

The project supports Indigenous community harvesting and processing enterprises, and facilitates access to Kakadu Plum and its extracts by large-scale markets. The aim is to provide greater Indigenous influence and control in the market and maximise the flow of benefits back to Indigenous communities. To date, work by the ILSC in partnership with NAAKPA has increased demand for Kakadu Plum in the Australian marketplace and increased supply of Kakadu Plum coming from Aboriginal enterprises.

In 2019, NAAKPA members collectively harvested over 20 tonnes of Kakadu Plum with a farm gate value of more than \$650,000. Over 400 people, mainly women, were involved in the harvest which generated significant economic, cultural and social benefits on-country.

The project has increased the operational capacity and capabilities of each of the Aboriginal enterprises by providing food safety audits; chemical and microbial testing of fruit; the development of marketing material; and the creation of marketing opportunities, including representation at the Asia Pacific Food Safety Conference. Contract templates for Access and Benefit Sharing Agreements to protect traditional knowledge have been created and buyers are now able to go to one contact point, on the NAAKPA website.

On the ground, funding has been used to buy equipment including stainless steel benches, freezers, packing machines and all-terrain vehicles, and to support travel to facilitate training, networking and knowledge sharing among the Aboriginal member enterprises.

The alliance has grown to become Australia's largest Indigenous-controlled native-food supply network with Kakadu Plum and many other plant food species being distributed to national markets. Based on the success of the project to date, the ILSC is now working with NAAKPA to develop a strategy for the long-term growth and sustainability of the Kakadu Plum and wider bushfoods sector in northern Australia.



Wild harvesting of Kakadu Plum is done by hand from trees and is frozen to retain its high levels of Vitamin C



Aboriginal Corporations working together

Kakadu Plum (*terminanlia fernandiana*) is considered a super-food with high antioxidant properties and the highest known levels of Vitamin C content of any fruit. It is a small fruit endemic to Northern Australia with a lot of interest from the nutraceutical and cosmetics sector both in Australia and overseas.

Aboriginal communities and families have been harvesting and using Kakadu Plum for millennia and have acquired detailed knowledge of the plant's characteristics, growing patterns and uses, and have woven this into their traditional knowledge.

Aboriginal communities and families have and continue to nurture the natural environment where Kakadu Plums and other native foods flourish, in contrast to the unprotected land which has been cleared for cereal crops and grazing.

"Our communities have been harvesting Kakadu Plum for thousands of years for its powerful nutritional and medicinal benefits. People around the globe are only just starting to recognise the amazing properties of this fruit. By purchasing Kakadu Plum through our alliance you are supporting us to build economic opportunities on our country."

Traditional Owners from across the top-end are working together to find ways to consolidate and build an Indigenous led supply chain for Kakadu plums out of the Northern Territory. Communities are seeking fixed longer term harvesting arrangements in order to scale up their operations so that the harvest delivers some real economic benefits.

The Kakadu Plum fruit is harvested from traditional homelands and overseas buyers are eager to enter into Access and Benefit Sharing arrangements in order to ensure sustainable harvests and ethical sourcing.

Protecting Indigenous Knowledge¹

The Northern Australia Aboriginal Kakadu Plum Alliance is concerned primarily with protecting Indigenous Knowledge in the area of native plants, including the Kakadu Plum/Gubinge. It is only through Indigenous Knowledge developed over many centuries that we know today, the Kakadu Plum is good to eat and can be used as a medicine. The challenge is making sure Aboriginal people benefit from their Indigenous Knowledge.

A study of stakeholder enterprises in the native foods industry shows the vast majority are non-Aboriginal, with only an estimated 23% of stakeholder businesses being Aboriginal or Torres Strait Islander. This situation raises concerns as to whether Indigenous Australians are the direct beneficiaries of bushfood enterprises and whether they have control of Indigenous Knowledge used in the native food sector. The value of Indigenous Knowledge to the bushfood sector is not only technical knowledge of the characteristics of plants but also the value derived from how Indigenous Knowledge is expressed as stories which have a commercial 'brand value.

NAAKPA have made submissions to IP Australia about strategies on protecting Indigenous Knowledge in the bushfoods space including the use of technology to trace the provenance of the Kakadu Plum through isotopic fingerprinting and blockchain reporting.

1. Extracted from NAAKPA website



Land Management

For over 50,000 years, Australia's Indigenous community cared for country by using land management that worked with the environment. Using traditional burning, fishing traps, and sowing and storing plants, they were able to create a system that was sustainable and supplied them with the food they needed.

Indigenous communities used fire across Australia, and in some areas this created expansive grassland on good soils that in turn encouraged kangaroos to come and were later hunted for food. Selecting what areas to burn, when, and how often, was part of Indigenous knowledge of the land. The result was a mosaic of trees and grasslands that reduced the likelihood of intense and damaging bushfires.

There is a shift now to recognise that Indigenous people had sustainable land management systems and a growing adoption of these traditional practices across the country and particularly in the northern tropics.

Adapted from Landcare Australia.

stitching...

Land Management Services

Feral Animal Control

NT Buffalo Industry

Feral buffalo are a serious environmental issue because they cause extensive damage to natural waterholes, wetlands and habitat for native animals and plant species, impacting more broadly on a range of and livelihoods that rely on natural biodiversity of Aboriginal land.

“There is a very significant environmental cost in not removing those animals, and there’s a significant social cost in not removing those animals too, because the social benefits are employment, business opportunities and infrastructure opportunities. So rather than us only looking to pay a royalty per animal, we’re looking at valuing the importance of the environmental benefits as well, so the mustering contractor is acting to assist the environmental land management.”

- Louise Bilato, CEO NT Buffalo Industry Council.


NT Live Export Trade

Since the 1970s, feral buffalo have been harvested and sold as live exports, or for those animals not suited for live export, as meat products domestically and internationally. Regulations have since been enforced requiring that feral buffalos must be caught and delivered live for the export trade. According to research from Territory Natural Resource Management (TNRM), there is now an estimated 187,000 feral buffalo roaming the Northern Territory and an expected long-term increase of at least 17% each year if there is no further action being taken to control numbers.


The NT Buffalo Industry Council (NTBIC) has indicated that the industry exported about 9,000 animals to South-East Asia this year, and another 6,000 sent for slaughter at the abattoir in Batchelor. The NTBIC has estimated that there is current demand for at least 10,000 or more animals per year.

The opportunity to muster and sell the live buffalo rather than culling provides Indigenous businesses the opportunity to enter the supply chain for the export market.

Cross-sector connections



Feral animal eradication as a conservation strategy improves the and protects biodiversity – a huge drawcard for NT tourism, and is of particular impact in regions such as Kakadu National Park.



Eradication of feral animals supports the revegetation of wild harvest regions for bushfoods.



Despite not being a traditional native Australian meat product, Buffalo is often featured in Australian tourism and hospitality as an Australian sourced product of interest.

Balancing profits and conservation

Controversially, buffalo populations have been increasing in places such as Arnhem Land, as many Indigenous owners are opting to muster buffalo rather than conduct costly aerial culls, providing a business opportunity and an income stream.

However, there are concerns from the wildlife management experts that the industry is not at the scale required to keep up with the natural rates of production on its own.

Mustering teams tend to remove numbers according to market demand and prices rather than a number targeted for ecological benefit.

The NTBIC is supporting the industry to expand and to focus on the increase the numbers of buffalo “behind wire” on managed lands, but said culling still had an important role. The Industry is moving towards recognising there needs to be an integrated approach, using mustering and aerial culling to achieve population reduction and improve environmental outcomes. There needs to be recognition of the ecological and social benefit of mustering and removing buffalo, and should be built into Section 19 Land Use Agreements and royalty negotiations. The NTBIC is supporting the industry to expand and to focus on the increase the numbers of buffalo “behind wire” on managed lands, but said culling still had an important role.

Indigenous Carbon Industry

About the industry¹

The Indigenous carbon industry is a major emerging industry which has recently rapidly expanded from the successful West Arnhem Land Fire Abatement (WALFA) project launched in 2006 to over 30 Indigenous-owned savanna fire projects across the Top End of the Northern Territory, the Kimberley and Far North Queensland.

The Indigenous carbon industry is an important vehicle for Indigenous people seeking to work on their traditional lands. This provides a pathway to more job opportunities and training whilst maintaining important connections to family, community and country. The industry generates revenue for Indigenous ranger groups and land owners across northern Australia.

Indigenous carbon projects generate multiple benefits to local communities, the environment and the entire planet. The flow-on social benefits brought by the projects are still being

understood but these include, greater self-determination of remote communities, improved community cohesiveness and independent resourcing of outstations and communities.

Export Opportunity: Voluntary Carbon Market¹

More and more companies are pledging to help stop climate change by reducing their own greenhouse gas emissions as much as they can. Yet many businesses find they cannot fully eliminate their emissions, or even lessen them as quickly as they might like. The challenge is especially tough for organizations that aim to achieve net-zero emissions, which means removing as much greenhouse gas from the air as they put into it. For many, it will be necessary to use carbon credits to offset emissions they can't get rid of by other means.

Purchasing carbon credits is one way for companies and governments to address emissions it is unable to eliminate. Carbon credits are certificates representing quantities of greenhouse gases that have been kept out of the air or removed from it. While carbon credits have been in use for decades, the voluntary

market for carbon credits has grown significantly in recent years.

The carbon industry is complex, characterized by low liquidity, scarce financing, inadequate risk-management services and limited data availability.

Indigenous Carbon Industry Network (ICIN)

The ICIN is a network of Indigenous-owned organisations that operate across north Australia to develop and deliver carbon projects, mainly through savanna fire management.

Members of the network include Indigenous-owned carbon businesses, Indigenous land management organisations and Indigenous support agencies. Associate members include scientific bodies, government departments, carbon businesses, corporate entities and environmental not-for-profit organisations.

ICIN members are currently producing around 1 million carbon credits each year through 29 Indigenous-owned savanna carbon farming projects and have established an industry employing hundreds of people in remote Australia. The Indigenous carbon industry is generating around \$20 million worth of Australian Carbon Credit Units (ACCUs) annually across northern Australia through the Emissions Reduction Fund (ERF), compliance and voluntary markets.

Aboriginal people have burned country for tens of thousands of years.¹

"The ancestors gave them a cultural obligation to look after and clean up country, a duty handed down from generation to generation. Signs in nature told them of the time to burn, a time when minimal harm would be done to country but huge benefits would be gained."

"Their ongoing traditional management of country is recognised in Kakadu's World Heritage listing."

"Balanda (non-Aboriginal people) are now starting to realise the value of this age-old Aboriginal knowledge. In some areas where no burning took place, noticeable harm was done. Now that traditional burning is back, the landscape is once again abundant with native flora and fauna. These days, conservation managers across the north of Australia are using traditional patch burning in the cooler weather to prevent wildfires, to repair country and to encourage biodiversity to recover."



Cross-sector connections

Increases the profile of traditional land management practices internationally, which is often used as an element in cultural tourism profiles.

Effective land management projects can increase and enhance access to bushfood wild harvests.

Savanna burning methods are adapted for ensuring the protection of art sites, and also may lead to increased access for tourism.

1. Extracted from Kakadu National Park Visitor Guide

Land Management Services

Feral Animal Control

Competitive advantage

- The buffalo industry is in a large part based on free-ranging wild (feral) buffalo, primarily located on remote Aboriginal land. The NT is the source of almost all buffalo exports from Australia. 79% of the buffalo exported were destined for slaughter.
- Conservation management is a dominant motivator for Aboriginal led buffalo control programs, which are often a costly and few opportunities to generate revenue. The sale of buffalo as live export provides an opportunity to generate an income stream, which goes some way to offset the cost of operation.
- Buffalo eradication programs are attracting interest as carbon projects in their own right.

Skills and Capabilities to be Export Ready

- Has established business foundations (systems, processes, procedures) which leads to the ability to adhere to the NT BIC Code of Conduct. Proper handling of buffalo can increase the value of the product sold to international markets.
- Has access to a steady supply buffalo through established land access agreements and Traditional Owner consent, but also has diversity in products and services to reduce reliance on buffalo export alone.
- Has the ability to research and stay informed on conservation management practices.

Maximising Assets

Live export sales is really a by-product of the real motivation for land management programs, which is conservation for Aboriginal land

Sources of demand for export

- Live export of buffalo is largely to Asian markets (Indonesia and Vietnam), approximately 8,000 live exports of buffalo were made in 2020 and an estimated stable demand of 10,000 annually.
- Markets are experiencing growing demand for buffalo meat, with the price of beef so high overseas markets are looking for a cheaper option.
- There is also emerging demand from international governments for the sharing of intellectual property as a service export e.g. savanna burning methods used in Australia can also be used in other savanna regions around the world.

Indigenous

Access to industry support

- NT Buffalo Industry Council (NTBIC), supported by NT Farmers - The NTBIC is an independent body of NT buffalo producers and acts as a forum for the exchange of ideas and to present government proposals, problems and solutions that may affect members or the industry as a whole.
- Chamber of Commerce.

Land Management Services

Carbon credit schemes

Competitive advantage

- There is not enough supply to offset the carbon pollution of the AU population, let alone the international demand coming from multinationals.
- Currently credits are predominantly sold domestically under the ERF, and demand currently outweighs the supply. As a result, less supplies are available to be sold on the voluntary carbon market where pricing for credits is higher.
- Indigenous carbon credits can attract a premium of up to 30% on standard pricing.
- Currently there are 17 very successful savannah burning projects in the NT and approximately 90% are Indigenous owned.

Skills and Capabilities to be Export Ready

- An established domestic market trade history (under the ERF) will support businesses to build their capabilities in navigating the carbon industry legislative framework and industry protocols.
- Businesses must have a strong connection to and ability to work with traditional owners to track and record traditional land management practices in alignment with the science.
- Has a unique selling proposition to attract the attention in the voluntary carbon market, where indigenous projects can attract premium pricing.
- An established land management and ranger programs that are well documented, in preparation for long lag times between the initial project establishment and the eventual sale of credits under the ERF and then later through voluntary carbon markets. Sufficient financing is required to support organisations through the establishment phase.
- Ability to network and communicate with others in the industry, seek advice and support from industry networks or form existing alliances.
- Ability to understand and protect intellectual property rights.

Maximising Assets

Indigenous landholders are vital partners in helping the nation reach its conservation goals. In remote and regional Australia, Indigenous Australians have cared for country for tens of thousands of years, using traditional knowledge and expertise. Often spared the impact of development and agriculture,

Sources of demand for export

- The Taskforce on Scaling Voluntary Carbon Markets (TSVCM) estimates that global demand for carbon credits could increase by a factor of 15 or more by 2030 and by a factor of up to 100 by 2050. Overall, the global market for carbon credits could be worth upward of \$50 billion in 2030.
- Carbon credit buyers (end users) are interested in the social and environmental outcomes of their carbon offsets, and projects like the savanna burning are particularly good examples of the social impact returns to the environment and the community
- There is emerging demand for Indigenous carbon projects other than savanna burning, including 'blue carbon' (conservation and restoration of coastal and marine ecosystems), revegetation and reforestation and feral animal management projects (e.g. buffalo).

Indigenous

their lands are of high conservation value, with rare and healthy ecosystems - refuges for vulnerable plants and animals. The sale of carbon credits is not the major driver for these projects, the prime motivator is Aboriginal cultural obligations to care for country.

Access to industry support

- There is a range of access to information from various sources, however there is a lack of access to finance for Indigenous carbon projects.
- Indigenous Carbon Industry Network (currently hosted by Warddeken Land Management) provides a range of support to their network of members.
- The peak industry body Carbon Market Institute has produced a range of fact sheet which explain the carbon industry.
- North Australian Indigenous Land and Sea Management Alliance (NAILSMA) has developed tools to help Indigenous communities to understand climate change and the savanna carbon farming industry, including videos, publications and posters.
- The Clean Energy Regulator has further information about the Emissions Reduction Fund.
- Aboriginal Carbon Foundation has also developed the Core Benefits Verification Framework, which is the only accredited third-party verification framework specifically developed for measuring the social and cultural co-benefits of Indigenous carbon businesses in Australia.

Land Management Case Examples

NT Indigenous Carbon Industry

Arnhem Land Fire Abatement (NT) Limited (ALFA NT)¹

ALFA NT was created by Aboriginal landowners to support their engagement in the carbon industry.

In the remote tropical savannas of northern Australia's Arnhem Land, Aboriginal traditional owners and rangers use customary knowledge and modern tools to accomplish highly sophisticated fire management.

The work is resourced through their engagement with the carbon market and a savanna burning methodology that calculates a reduction in wildfire emissions through controlled, early season burning.

An entirely Aboriginal-owned and not-for-profit carbon farming business, ALFA support traditional owners to manage five fire projects across an area of more than 80,000 square kilometres, encompassing vast savanna regions, rugged sandstone escarpments, monsoon rainforest, intact river ecosystems, floodplains, and remote coastal areas.

We are the registered proponent for five eligible offsets projects that create carbon credits through the savanna burning methodology. The first of the offset projects was the West Arnhem Land Fire Abatement (WALFA) Project, which became the landscape scale model upon which the government-approved savanna burning methodology was based. It provided a template for every future savanna burning fire management project across northern Australia.

Warddeken Land Management²

Warddeken is an Aboriginal owned, not-for-profit company that combines traditional ecological knowledge with Western science to manage and protect one of Australia's most unique environments. Warddeken operates out of the remote homeland communities of Kabulwarnamyo, Manmoyi and Kamarrkawarn in west Arnhem Land. Each year up to 130

Indigenous rangers work on a variety of projects including fire management and carbon abatement, weed and feral animal control, rock art conservation, education and cultural heritage management.



Carbon Projects

Over many years Warddeken Land Management has been a key partner in the development of the innovative technique of abating the greenhouse gases produced in wildfires through implementing a combination of traditional and modern fire management techniques. By conducting prescribed burns in the early dry season and some fire suppression in the late dry season, the Warddeken Rangers are able to manage the timing, intensity and scale of wildfires, protecting the environment and reducing greenhouse gas emissions. On ground, fire management is conducted through extensive consultation with Traditional Owners. Each year more than 50 Warddeken Rangers are involved in prescribed burning and wildfire suppression. This has served to reestablish an appropriate fire regime based upon traditional knowledge and responding to modern threats.

This methodology underpins the ground breaking West Arnhem Land Fire Abatement (WALFA) project where industry, government and community work together to offset greenhouse gas emissions. This project, initiated in 2006 sees

ConocoPhillips and the Darwin Liquefied Natural Gas facility in Darwin work with the Northern Territory Government and the Darwin Centre for Bushfire Research to fund the work of 5 ranger groups over 2,800,000 hectares to protect the environment and produce an annual offset of 100,000 tonnes of greenhouse gases.

To date this project has exceeded expectations and abated more than 1.7 million tonnes of greenhouse gases with excess abatement marketed through ALFA NT. This has led to substantial locally generated revenue being reinvested into world class aboriginal ranger groups who manage the WALFA project. In this way the Djelk, Jawoyn, Mimal, Adjumarlal and Warddeken rangers are seizing control of their own destinies.

Fish River Station¹

Fish River Station, a stunning 178,116 hectare property on the mighty Daly River, is breaking new ground in nature conservation in remote Australia.

The owner of this huge station was keen to see his lightly grazed property with its enormous biodiversity values conserved. Fish River Station will now be protected forever as part of the National Reserve System — Australia's most secure way of protecting native habitat — and is creating new conservation jobs for Indigenous people in Australia's remote Top End.

A new partnership between government, conservation organisations and the Indigenous Land Corporation (ILC) created this landmark conservation model. The \$13 million dollar property was purchased with \$8.6 million from Caring for our Country, \$1.4 million from the Indigenous Land Corporation and \$3 million from the conservation groups, The Nature Conservancy and Pew Environment Group.

Fish River Station will eventually be handed back to an organisation representing its traditional owners, who will manage its magnificent biodiversity for future generations. In the meantime the ILC — an organisation that helps Indigenous Australians acquire and manage property — holds the land in a trust arrangement

with Greening Australia and is managing the property with Indigenous rangers and support from The Nature Conservancy.

A conservation jewel

Fish River Station protects long stretches of the spectacular Daly River, with fresh and saltwater crocodiles, billabongs fringed by savanna woodland and pockets of rainforest rising to spectacular ranges.



The Daly River is a stronghold for the pig-nosed turtle, an important cultural icon and food source for Indigenous people. A huge diversity of fish, from barramundi to the threatened freshwater sawfish and freshwater whiplay also make their home in the Daly.

The property's rivers and nationally significant wetlands are home for another seven freshwater turtle species.

The property protects an astounding array of wildlife. Some 255 animal species have been recorded here, including such threatened species as the northern quoll and Gouldian finch, the northern masked owl, and the partridge pigeon. Scattered throughout Fish River Station are small patches of fragile, fire-sensitive monsoon rainforest, home to unique birds such as the rainbow pitta, orange-footed scrubfowl, emerald dove, rose-crowned fruit-dove and the pied imperial pigeon.

1. Extracted from the Fish River Station case study page of the Australian Government Department of Agriculture, Water and the Environment website.

Located about 150 kilometres south of Darwin, the property increases protection of the under-conserved Daly Basin bioregion from 2.5 per cent to 9.5 per cent making it a significant addition to the National Reserve System.

Reconnecting with country

Indigenous clans cared for this country for tens of thousands of years until European settlement disrupted their environmental stewardship. They are now able to reconnect with their country.

Already seven Indigenous rangers have jobs on the station controlling weeds and feral animals, caring for threatened species and managing fire. An Indigenous business is employed to remove feral animals such as scrub cattle, donkeys and buffalo [KTF Contracting] while the Indigenous-run Gunbalunya abattoir is processing the

buffalo for sale to local communities, the Sydney market and restaurants at the Indigenous-owned Ayers Rock Resort.

A host of other jobs will be created in fencing, protecting cultural sites, surveying plants and animals and rehabilitating habitat. It is an exciting step forward in Closing the Gap of Indigenous disadvantage through conservation work that benefits all Australians. An Indigenous Advisory Group established by the Northern Land Council will represent the interests of the Wagiman, Labarganyan, Malak Malak and Kamu clans who have strong ties to Fish River. Meanwhile the Aboriginal Areas Protection Authority is working with traditional owners to identify sacred sites.

A landmark project

Fish River is the result of a great alliance with new thinking about how to build long-term conservation in some of our most remote country. It is an exciting new model for Fish River is the result of a great alliance with new thinking about how to build long-term conservation in some of our most remote country. It is an exciting new model for Australia's National Reserve System, conserving outstanding biodiversity, providing sustainable livelihoods to Indigenous Australians and handing land back to the traditional owners.



Buffalo Live Export

History

Swamp Buffalo were originally introduced to the NT sometime in the early 1800's via three British settlements, imported from Indonesia, Timor and nearby Kisar Islands. After the abandonment of the settlements, the buffalo were either released or escaped. Of all the domestic animals that arrived in those early days, buffalo were the most successful in colonising and spreading. Buffalo hides were first used for hides, and later for slaughter for human consumption.

Helicopters revolutionised mustering in the NT in the 1960's, and the live export trade began in the 1970's, with buffalo being exported to places such as Venezuela, Papua New Guinea, Guyana and Nigeria.

After laws were introduced mandating that feral buffalo had to be delivered live for the export trade, workers had a hard time capturing the beasts without causing harm to themselves or the buffalo. The first bull catching bionic arm was used in 1976 to capture wild buffalo. The patent for its invention was awarded to the inventor Keith J Carrick in 1981.

Later, in the 1980's, harvesting feral buffalo was maximised in compliance with the Brucellosis and Tuberculosis Eradication Campaign (BTEC) program. In 2011, the export trade was significantly disrupted by the live export ban.

An Indigenous mustering contractor

KTF Contracting, run by Jed Fawcett, is an NT Indigenous owned business that specialises in feral animal removal across the NT. KTF currently hold a contract with the Indigenous Land and Sea Corporation (ILSC) for the removal of feral animals from Fish River Station, including scrub cattle, donkeys and buffalo. The buffalo caught by KTF contracting are predominantly destined for live export markets, and Jed sees the opportunity to eradicate buffalo by removal rather than culling enables businesses like his to engage in the export supply chain. Whilst not a

direct exporter (KTF contracting sell their stocks through an agent), understanding the export process allows KTF contracting to maximise the opportunities for their business.

Jed's experience in the export supply chain has taught him the importance of adhering to industry codes of conduct – which allows his business to properly care for the buffalo and increasing the price for the buffalo destined for the export markets. Vietnam is the largest market, followed by Malaysia and Brunei, with Indonesia more of an emerging market. Indonesia has expressed their demand for very specific type of buffalo stocks, which requires selective processes to occur right through the supply chain. The biggest challenge facing contractors like KTF is getting access to the buffalo, which are often on Aboriginal land, for which access needs to be granted through a Section 19 Land Use Agreement. These agreements allow buffalo catching activities to be undertaken on the land, and the process to obtain a S19 agreement is often time consuming. Royalties are paid to the traditional owners for land access.

Becoming an exporter requires a licence – which can cost upwards of \$150,000.





Leading

Protecting

**NT
Indigenous
Business**

Measuring

Informing

together as one.



Connecting

Supporting

**STRATEGIC
ELEMENTS**

—
**BRINGING IT
TOGETHER**

Strategic Elements

Focus areas for export success

Vision For NT Indigenous businesses to be connected, supported and leading the trade in Indigenous products and services especially in export to international markets.

Leading

Indigenous business-led coordination to maximise export opportunities for all Indigenous businesses in the supply chain.

Connecting

Connecting NT Indigenous Businesses with local and international industry networks, government support services and other export-relevant assistance.

Supporting

Supporting NT Indigenous businesses to develop the required skills and capabilities, scale and a solid domestic market presence in order to become Export Ready.

Informing

Sharing of information amongst NT Indigenous businesses, industry and government for the purpose of raising awareness of emerging export opportunities, challenges and strategies to tackle those challenges.

Measuring

Measuring the level of Indigenous businesses participation in the NT economy and monitoring the progress of potential exporters.

Protecting

Supporting sovereignty, protecting traditional knowledge and practices and promoting self-determination.

The NT IBN has developed an Action Plan that outlines their role as an Enabler for the implementation of this Strategy, from now until 2025. Real change will be delivered where all stakeholders own their role in implementing the actions that are relevant to them.'

Recommended Collaborative Actions for the NT Aboriginal Business Sector

Mission Bringing traditional knowledge and ancestral trade practices together with modern international trade frameworks and pathways

Advocacy and lobbying for legislative change that supports change for initiatives including: expanding export licensing, streamlining land use agreements and informed consent. Advancing Indigenous business opportunities to be involved in the NT export supply chain, such as Traditional Owner representation on Industry boards and councils. Engaging with Department of Foreign Affairs (DFAT) locally secure opportunities for Aboriginal Territorians and' to guide the direction they take when influencing international policy in advancing the interests of Indigenous businesses.

Support the NTIBN to lead, connect and represent all NT Indigenous export businesses, including those who are on the journey to becoming export ready' NT Indigenous businesses collaborating and knowledge sharing on industry opportunities, leading to complementary export products and services. Linking and connecting Indigenous businesses to industry or network groups that can provide guidance on how to enter export markets through an Export Pathways Tool

Improving accessibility to financial assistance and funding programs for increasing scale, including for financial, legal and other technical advice. Support for industry specific feasibility or scoping studies into local infrastructure (e.g. processing facilities) or export hubs (e.g. buffalo live export). Increase investment in business mentoring and governance support for Indigenous businesses in order to enhance organisational capabilities to be export-ready. Supporting Indigenous businesses to enhance their marketing and branding strategies to more effectively capture their chosen international markets.

Raising awareness of the export opportunities as they evolve, supported by an NT Awareness and Engagement plan that draws from national organisations including IgNITE, DFAT etc. Incorporate advice on export practices and accessing international markets into the services provided through an NT based Indigenous Business hub. Evaluating the appetite for participation in hosted forums, both physically and online, as a mechanism for knowledge sharing.

Investigate and establish a framework for data collection on export trade conducted by Indigenous businesses. Establishing and maintaining a comprehensive database of NT Indigenous business attributes. Investigate methods of evaluating Indigenous perceptions of the export business landscape and barriers to entry.

Supporting certification initiatives for Indigenous-sourced products, requiring coordination at an international level. Supporting traceability and provenance initiatives for Indigenous food and plant based products, requiring coordination at an international level. Skills development programs for intellectual property awareness and guidance for when and where to seek professional assistance.





Navigating Toward Export Readiness

■ INTO THE
DETAILS

Rings of Growth Toward Exporting

Just as weaving a round mat takes increasingly more resources (time, effort, materials and expense) to add the extra rings to its ever-growing size, a business must commit more and more resources if it is to grow beyond just an idea.

Getting export-ready is like adding the outer-most rings to a very large mat! It can consume as many resources as was required to build all the inner rings of the mat put together.

As your business grows you need to dedicate increasingly more resources toward marketing activities, your range and quality of product offerings, building your support networks, increasing your regulatory knowledge and management capabilities as well as ensuring that you have strong financial resilience.



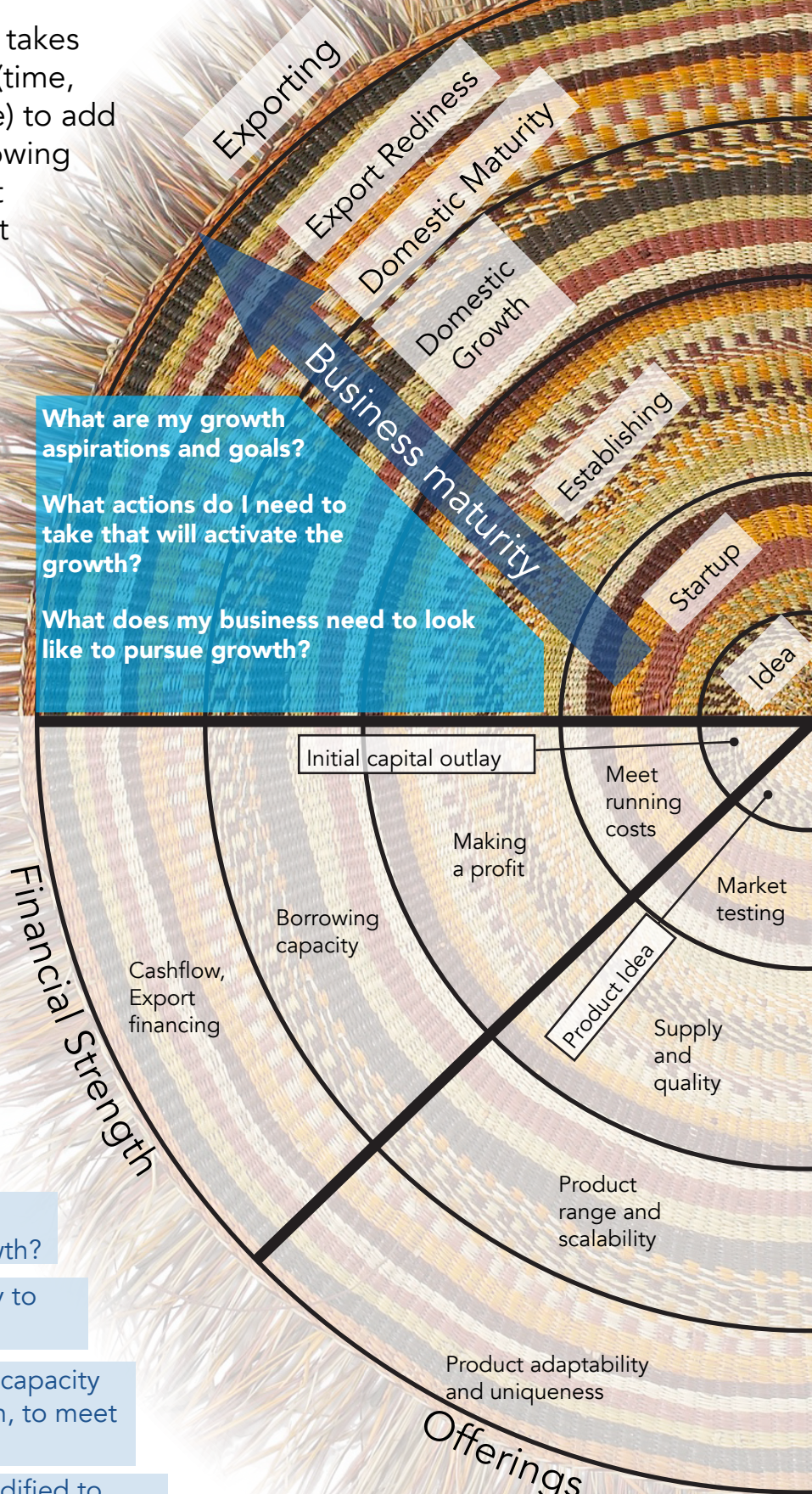
Ask yourself lots of questions...

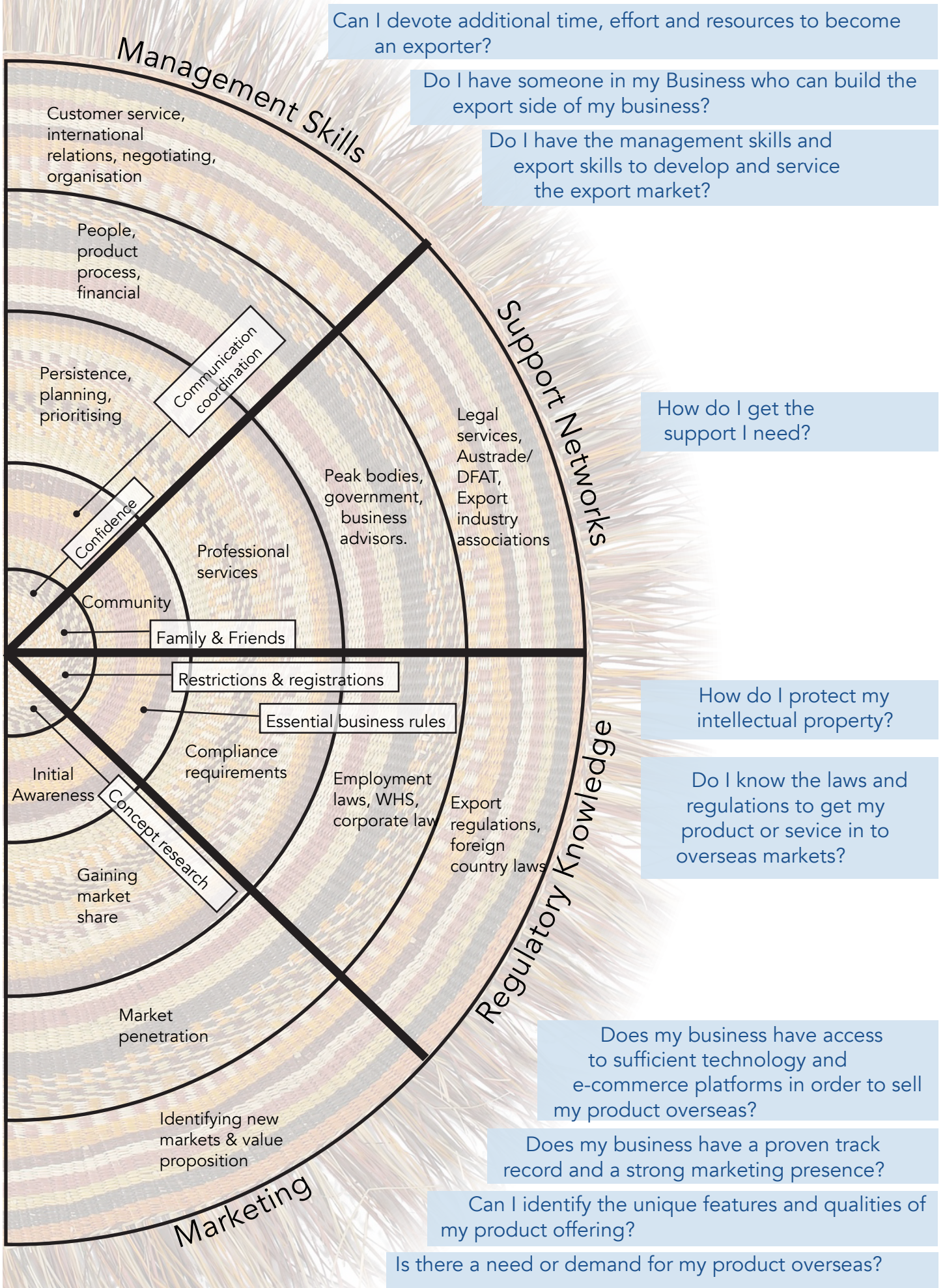
Does my business have the financial strength to support growth?

Does my business have the ability to secure funding?

Does my business have a surplus capacity or flexibility to expand production, to meet demand from overseas?

Can my product or service be modified to accommodate overseas market requirements?





Export Readiness¹

There is no magic formula to determine whether you are ready to commence or expand exports. If you can answer “yes” to most of these then you are on your way to being export ready.

Does your business have a proven track record and a strong marketing presence in Australia? Is your product or service selling well in the Australian market?

Domestic success gives you a solid foundation to begin exporting. It also makes you more credible to overseas buyers.

Are you able to identify unique features and qualities of your products and services that will enable you to exploit overseas market opportunities? Do you have a clear and compelling selling proposition?

Many businesses jump into exporting without a clear value proposition. You need to be able to explain to buyers why your product is better than the rest.

Do you have surplus capacity or the flexibility to expand production quickly if export orders are obtained? Do you have the capacity and resources to scale up operations to meet increased demand?

You'll need more resources to scale up your operations and build your capacity to meet increased demand.

Can your products or services be modified to accommodate overseas market requirements if necessary? Do you have resources to modify your product or service to suit overseas customers and standards?

Most exporters need to make some changes to their product or service for overseas markets.

Do you have sufficient financial strength and resources to develop overseas markets? Do you have the cash flow to manage longer payment terms from overseas buyers?

- This will help reduce your financial risks.

Do you know the laws and regulations to get your product or service into an overseas market?

This is so that you will know what it means to get your product offshore and delivered on time.

Are you prepared to devote additional time, effort and resources that will be required to become a successful exporter? Can someone in your business take time to build the exporting side of your business?

You'll be able to learn more and make faster progress if you've got someone dedicated to exporting.

If you are not the owner or manager of the business, will the directors provide you with their full backing and support and recognise exporting as a legitimate activity and integral part of the business plan? Is your company willing to dedicate staff, time and resources to exporting in the long term (3 to 5 years)?

A key factor in export success is having ongoing commitment from management.

Do you have sufficient management skills and expertise to develop and service export markets? If not, could these be acquired? Do you have people in your network you can contact for advice and support?

Being able to 'phone a friend' can be a big help on your export journey. We know many experienced exporters rely on their networks for help when they need it.

Do you have high quality promotional and marketing material? Does your business have a website or professional online presence to attract international customers?

This will be helpful when it comes to ongoing marketing to international customers.

Export Ready¹

Develop an Export Strategy

Export efforts are more likely to succeed if they are supported by a well thought out and planned export strategy. What follows is a six-step process for developing your export strategy.

Step 1 Understand your current business and how exporting fits into your overall plan. Determine if and how export will fit into your business model and how it will impact your current business.

Step 2 Take a closer look at your business in its current state before looking towards export markets. Identify your export capabilities and needs. Often companies fail to set themselves export specific objectives.

Step 3 Conduct market research and identify which export markets may be suitable. Identify and rank the prospective markets to which you may export.

Step 4 Outline your export objectives and set 'SMART' goals. Setting quantitative and qualitative goals, is essential.

Step 5 Determine the approach you will take for each area of the business. Detail the export strategy around all aspects of the export process.

Step 6 Develop your action plan that outline what needs to be done to achieve your objectives. The plan articulates tasks, identifies who is responsible and when they need to be completed.

Once you have completed the six steps, it's a matter of executing the plan.

Being Export Ready

A business that is ready to engage with international markets, dependent upon the industry, might display the following signs of readiness.

- Established in the Australian market, with a good level of domestic distribution and established supply chains and quality control standards
- Has a clear and compelling selling proposition and a marketing strategy that works towards attracting international customers
- Has the skills and capability required to build the export side of the business, including researching and understanding where the product or service can be exported to and the willingness to dedicate time and resources to exporting in the long term (3-5 years)
- Has the capacity and resources to scale up operations to meet the increased demand, including the cash flow to manage longer payment terms
- Understand the differing needs of international markets compared with domestic markets, and has the resources to modify the product or service to suit overseas customers and standards

1. Adapted from Developing an Export Strategy, Victorian State Government.



STAKEHOLDERS

**SUPPORTING
YOUR JOURNEY**

Stakeholders

Function	Name	Sector Focus						Local NT Presence
		General/None/All	Exporting	Tourism	Agribusiness	Creative Industries	Land Management	
Peak Representative Bodies		✓						✓
	NT Industry Capability Network (NTICN)	✓						✓
	NT Farmers				✓		✓	✓
	Aboriginal Tourism Advisory Council			✓				✓
	NT Cattlemen's Assoc				✓		✓	✓
	Tourism Central Australia			✓				✓
	Tourism Top End			✓				✓
	NT Chamber of Commerce	✓						✓
	Indigenous Chamber of Commerce (NSW)	✓						?
	NT Seafood Council				✓			✓
	NT Buffalo Industry Council (NTBIC)				✓			✓
	Indigenous Network for Investment Trade & Export (IgNITE)	✓	✓					
	First Nations Bushfood & Botanical Alliance				✓			
	Crocodile Farmers Association NT				✓			✓
	Ironbark (Aboriginal Bush Traders)	✓			✓	✓		✓
	Mineral Council of Australia NT						✓	✓
	Export Council of Australia		✓					
	First Australians Capital	✓						
NT Government departments, agencies and statutory bodies	Dept Chief Minister (Office of Aboriginal Affairs)	✓						✓
	Dept Industry Tourism Trade			✓				✓
	Tourism NT			✓				✓
	Dept Families Housing Communities (Arts NT)					✓		✓
	Screen Territory					✓		✓
	Creative Industries Advisory Council (in prep)					✓		✓
	Dept Environment, Parks and Water Security				✓		✓	✓
	Land Development Corporation						✓	✓
	4 Land Councils (ALC, CLC, NLC, CLC)						✓	✓
Federal Gov departments, agencies and statutory bodies	Australian Trade & Investment Commission (Austrade)	✓	✓					
	Dept Agriculture Water & Environment				✓		✓	
	Dept Industry, Science, Energy & Resources						✓	
	Export Finance Australia (EFA)		✓					
	National Indigenous Australians Agency (NIAA)	✓						
	Dept Foreign Affairs & Trade (DFAT)	✓	✓					
	Tourism Australia			✓				
	Indigenous Land & Sea Corp (ILSC)				✓		✓	
	Indigenous Business Australia (IBA)	✓						
	Regional Development Australia (RDA)	✓						✓



REFERENCES AND RESOURCES

Reeding time!

References and Resources

Sector and Industry relevant documents

Agribusiness

Aquaculture and Crocodile Farming Industry in the Northern Territory - Statement of Capability

Australian native foods and botanicals

Australian native foods and botanicals 2019/20 market study

Berry Export Strategy 2028

Blending bush tucker with European cuisine?

Northern Territory Coastal and Marine Management Strategy

Northern Territory Crocodile Farming Industry Strategic Plan 2015-21

Delivering Ag2030

Agriculture Development Opportunities - Tiwi Islands

Aquaculture Development Opportunities - Tiwi Islands

Export Rediness Checklist - NT Farmers

Strategies using floriculture to improve livelihoods in indigenous Australian and Pacific Island communities - final report

A Roadmap for unlocking value and adding growth opportunities for Australia

Indigenous business development opportunities and impediments in the fishing and seafood industry

Guidebook for Export to Japan (Food Articles) 2011 - Health Foods and Dietary Supplements

Indigenous Agriculture Development projects

Focus on - Kakadu Plum

National Aquaculture Strategy

National Farmers' Federation 2030 Industry Roadmap

Northern Territory Primary Industry and Fisheries Economic Overview 2018-19

Northern Territory Seafood Council Export Strategy

Northern Territory Seafood Council Export Strategy - Summary

Organic Industries Export Strategy

Reframing Smart Supply Chains in Northern Australia

Assessing Direct Export Feasibility, Marketing and Branding Opportunities for Torres Strait Fisheries Derived Products

Kakadu Plum Project - ILSC

The Northern Australia Water Resource Assessment

Creative Industries

Creative Industries Strategy NT

Survey of First Nations Music Artists

National Aboriginal Art Gallery Strategic Business Case

Northern Territory Creative Industries Economic Contribution Analysis

Northern Territory Live Music Strategy

Northern Territory Art Trails

Land Management

Buffalo industry - back in business

A blueprint for scaling voluntary carbon markets to meet the climate challenge

Northern Territory Aboriginal Carbon Industry Strategy

Industrial support and development opportunities - Tiwi Islands

Feral buffalo numbers nearing 200,000 head - culling required

Pathways and Participation Opportunities for Indigenous Australians in Employment and Business - MCA

NT Buffalo Industry Council Strategic Plan 2019-2024

Pastoral Market Update, Live Exports via Darwin Port – September 2020

Water Rights and Strategic Indigenous Reserves

Indigenous people's right to the commercial use and management of water on their traditional territories

Law versus justice: the Strategic Aboriginal Water Reserve in the Northern Territory, Australia

Northern Territory Strategic Aboriginal Water Reserves Policy

Tourism

Tourism and Residential Development Opportunities – Tiwi Islands

Northern Territory Aboriginal Tourism Strategy 2020 - 2030

NT's Tourism Industry Strategy 2030

Pudakul Aboriginal Cultural Tour Case Study

The Tourism Export Toolkit

DIY Export Strategy & Market info

AiGroup Exporters Guide - Exporting in a Global Pandemic

AiGroup Exporters Guide - Getting started in Export

Business Envoy - Showcasing Indigenous Business

Business Envoy - The Road Back

Developing an Export Strategy - Vic Gov

Developing your export strategy - EFIC

Developing your export strategy - EFA

Guide to developing an Export Strategy - Austrade

Torres Strait Fisheries Exporter's Handbook

The Future of Business in Asia - ANZ Opportunity Asia Report 2020

Financing

Generation One, Backing Black Business - Minderoo Foundation

Export Market Development Grants - At a Glance

Brave action for a more just, impact-led economy - First Australians Capital

Indigenous Sector in General

Ongoing Growth in the Number of Indigenous Australians in Business

Back to Basics: A new model for business creation in remote Indigenous communities

Indigenous Exporters Part of Australia's Economic Recovery - Talking-Up the Indigenous Share of the Australian Economy

Diversifying Australia's Trade and Investment Profile - ECA

Determining the factors influencing the success of private and community-owned Indigenous businesses across remote, regional and urban Australia

2016 Export award special - ECA

Indigenous Business Sector Snapshot Study

The contribution of the Indigenous business sector to Australia's economy

Supply Nation - Building Indigenous Growth Report

State of Indigenous Business - Driving growth across the Indigenous business sector

Awakening the 'Sleeping Giant': The Hidden Potential of Indigenous Businesses

Federal Government

Australia's Services Exports Action Plan

Closing the Gap Report 2020

Open for Business - Developing Indigenous enterprises in Australia

DFAT Indigenous Peoples Strategy 2015–2019

Entrepreneurs' Programme Information Pack - Austrade

Indigenous Procurement Strategy 2020

PMC - Indigenous Business Factsheet 2016

The Indigenous Business Sector strategy 2018–2028

NT Government

Everyone Together Aboriginal Affairs Strategy 2019-2029

International Engagement, Trade and Investment Strategic Plan 2018-2021

Northern Territory Aboriginal Land and Sea Action Plan

Our Water Future Discussion Paper: A Conversation with Territorians 2015

Our Economic Future - Northern Territory Economic Development Framework

A Step Change to Win Investment and Create Jobs - Territory Economic Reconstruction Commission:

A close-up photograph showing a person's hands using a large, flat, light-colored stone to crush a dark, fibrous material on a flat surface. A pile of the crushed material is visible to the left. The person is wearing a blue and white patterned garment. The text "Methodology and References" is overlaid on the right side of the image.

Methodology and References

Approach and Methodology

Developing the Indigenous Export Strategy

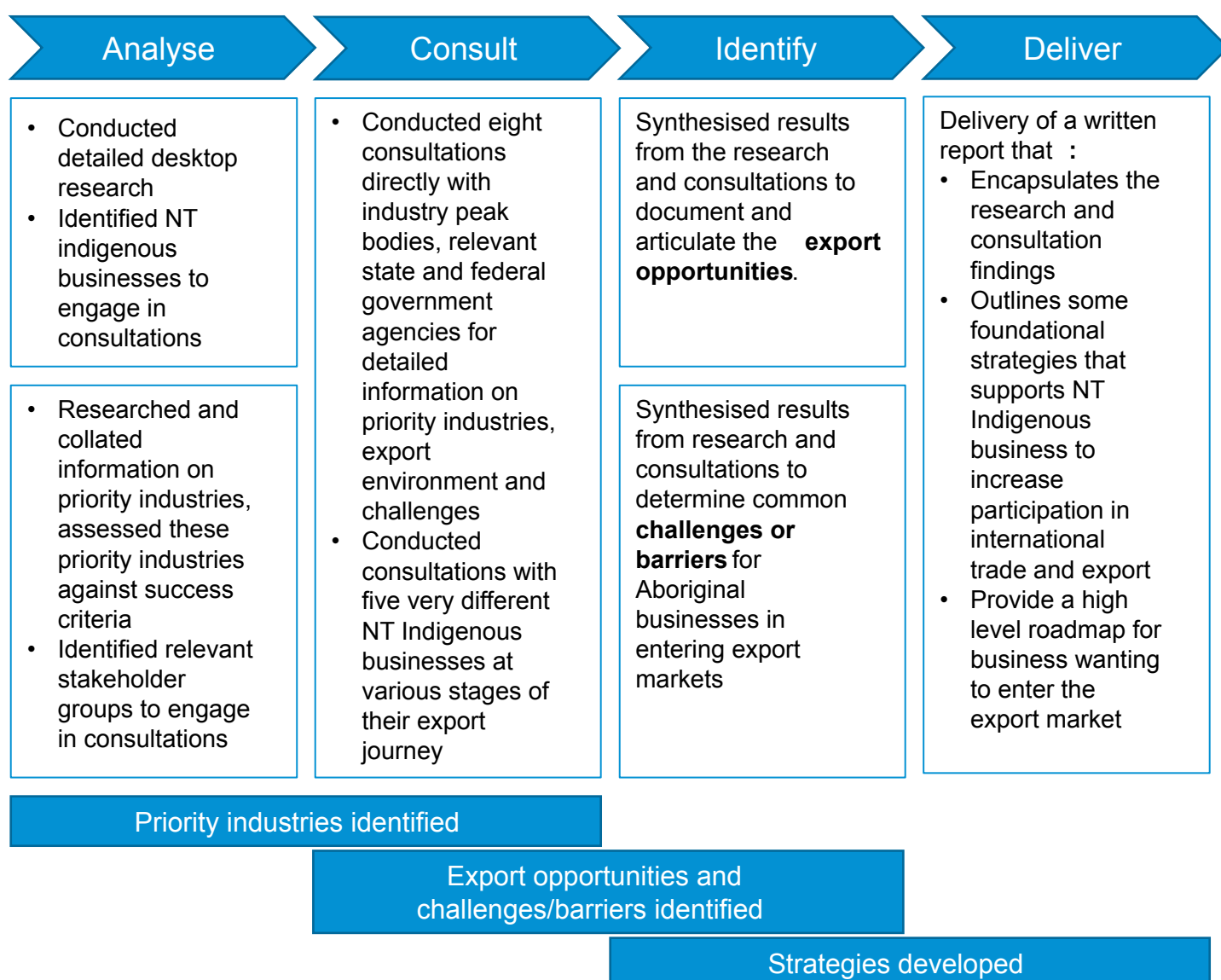
This development of this Indigenous Export Strategy has been a collaboration between the NTIBN and external consultant group Advisory HQ Pty Ltd over a three month period.

The scope of work was to develop an Indigenous Export Strategy and high level action plan that will increase the number of Northern Territory Aboriginal businesses participating in international business or export. The Strategy was to be targeted at a primary audience of NT Indigenous businesses and secondarily to NTIBN, governments, industry, land councils and other stakeholders.

At a high level, the Strategy was designed to:

- Analyse current participating in international export markets by NT Indigenous businesses;
- Based on the strengths and capabilities of the NT Indigenous businesses, identify export opportunities, barriers, areas of focus (industries) and priorities (international target markets) to increase participation.

The methodology adopted for this project is outlined below.



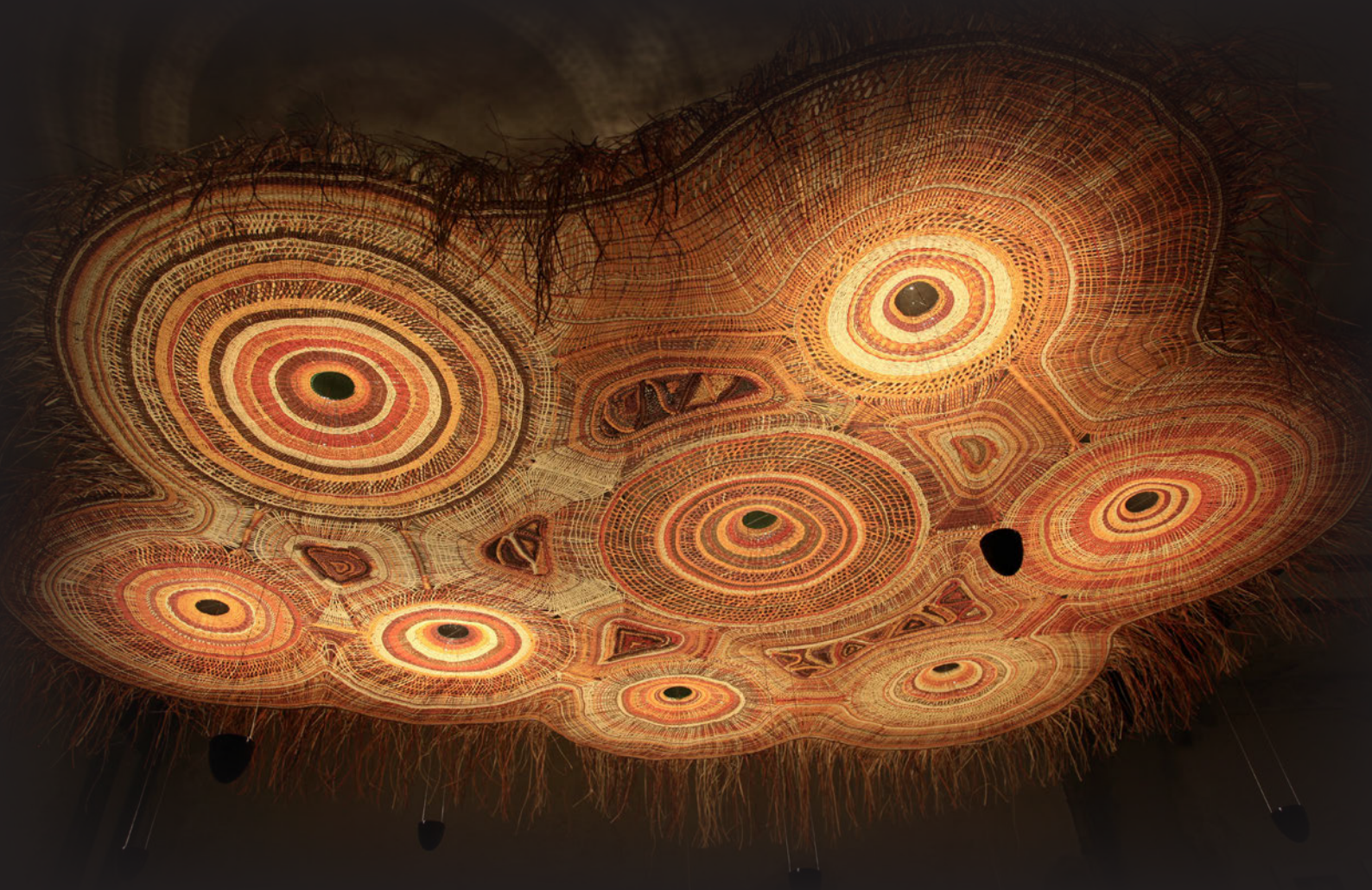






NORTHERN TERRITORY
INDIGENOUS BUSINESS NETWORK

SHINING A LIGHT ON INDIGENOUS EXPORT OPPORTUNITIES



Back Cover photo: PET Lamp Ramingining, unique woven ceiling lamp commissioned by the National Gallery of Victoria in Melbourne, explores one of the purest and best preserved Aboriginal traditions, visual languages and weaving techniques in the heart of Arnhem Land, Northern Territory. © Alvaro Catalán de Ocón.