



First Nations Cultural Tourism Business Planning Program

South Coast NSW

A guide for strategic partners to understand the products on offer and how to best support First Nations Cultural Tourism businesses in South Coast NSW.



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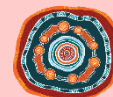


Department of
Primary Industry

The Department of Primary Industries (DPI) is supporting Aboriginal community organisations and businesses with tourism business planning. Support funding is being provided through DPI's [Marine Estate Management Strategy Intuitive 4 - Protecting Aboriginal Cultural Values of the Marine Estate](#) which includes Sea Country related cultural tourism experiences.



Regional
NSW



Regional NSW have partnered with DPI, recently hosting a South Coast NSW First Nations Cultural Tourism Industry Roundtable for strategic support partners. An outcome of the Roundtable included:

- Production of a guide for First Nations businesses, providing an overview of available support
- A guide for strategic support partners to understand how they can best support First Nations Cultural Tourism operators in South Coast NSW.



Over the past 12 months, TRC Tourism has been working together with the Department of Primary Industries, supporting Tourism Business and Marketing Plan development for First Nations Cultural Tourism operators on South Coast NSW. To date, this program has supported Business Plan development for 11 First Nations businesses, which has aided in investment and funding applications and Eco Pass permit requirements for NSW National Parks.

DPI and Regional NSW are keen to work together with a range of partners to support the successful implementation of recently developed Business Plans for each of the First Nations cultural tourism businesses we are working with.

This guide provides an overview of each of the businesses who have participated in the program to date, and the types of support needed for future growth and business sustainability.

We acknowledge the First Nations peoples of the lands, waters and communities we work together with. We pay our respects to their cultures; and to their Elders - past, present and emerging.

Business planning
program
First Nations
Cultural Tourism
operators,
South Coast NSW

Goulburn

Katoomba

Penrith

Blacktown

Parramatta

Sydney

Liverpool

Mascot

Wollongong

Nowra

Huskisson

Batemans Bay

Merimbula

Tuross Head

Narooma
Centennial

Berragui

Bega

Tathra

Merimbula

Eden

Green Cape



Gumaraa



Gadhungal Marring



Ngaran Ngaran
Culture Awareness



South Coast Seaweed



Muladha Gamara



Minga Aboriginal
Cultural Services



Nar-oo-ma Aboriginal
Cultural Tours



Malleema Aboriginal
Cultural Tours



Gnarl Tours



Bega LALC
Tourism Hub



Yannaga Yoowaga Tours

About the Businesses



Muladha Gamara

www.muladhagamara.com

About

Muladha Gamara meaning Wise Woman, Wise Man in Dhurga is a 100% Indigenous owned and operated business providing cultural services throughout Yuin Country in South Coast NSW. Established in March 2022, the business offers youth mental health / cultural programs for schools and youth organisations, traditional dance and cultural workshops at events and functions and guided cultural tours.



The Offer

- Grandfather's Gully Guided Half-Day Tour (Lilli Pilli)
- Barlings Beach Guided Half-Day Tours (Tomakin and Broulee)
- 9 week school programs for pre-school through to high school
- Traditional Dance Ceremony and workshops
- Traditional Smoking Ceremony
- Bushtucker experiences (2hr experience) - can be run anywhere
- Cultural Consultancy services
- Cultural staff development workshops
- Cultural Healing.

Support needed

- Marketing plan and implementation
- Operations plan, organizational structure and HR policies, procedures and systems
- Legal / corporate structure advice
- Website upgrade / booking system
- Training – tour operations (Cert III), flatwater, horticulture
- New product development planning, assets and equipment (kayaks, camping, office and storage, independently owned culture camp)
- Funding for Yuin community programs and activities so that they may be offered free to support cultural knowledge sharing and connection to country.



Malleema Aboriginal Cultural Tours

About

Malleema Wild Bush Spirit Woman Aboriginal Cultural Tours (Malleema) shares First Nations culture using guided tours for small groups to significant sites. Based out of Narooma on South Coast NSW, Malleema offers a range of intimate cultural tours including Welcome to Country ceremonies and guided walks at Gulaga and Biamanga National Parks. Led by sole trader and Yuin woman Lynne Thomas Hoya, Lynne holds a very spiritual connection and cultural obligation for both of these places. In addition to delivering tours, Malleema is also committed to reconnecting Yuin people to country, offering programs for youth, organisations and Elders to remember cultural learnings, teach future generations and heal from the past.



The Offer

- Gulaga National Park guided tours (half-full day)
- Biamunga National Park guided tours (half-full day)
- Welcome to Country address
- Art sales.

Support needed

- Marketing plan and implementation including collateral
- Website
- Transport (4WD) for tours aiding in providing accessibility options for those who cannot hike and transport for Elders to access country
- Office space and office equipment
- Financial advice and training in accounting systems
- Operations plan, training manual organizational structure and HR policies, procedures and systems to aid business growth and employment of young Yuin people.

About

Nar-Oo-Ma Aboriginal Cultural Tours is a proudly Aboriginal owned and operated business, employing local Indigenous people who are proud to share their traditional knowledge. Currently two cruise tours are offered on Narooma's Wagonga Inlet as both scheduled departures and as a charter for corporate, education and private events.



The Offer

- **Cultural Immersion cruise Tour** (2 hrs) sharing dreamtime stories, bush tucker, traditional hunting and gathering methods, Aboriginal weapons and tools, Local plants and wildlife, music and traditional dance.
- **Impacts of Colonisation Tour cruise** (2hrs) explores the history, conflicts and impacts of colonisation on Yuin Nation and shares how Yuin Nation people are reclaiming their cultural identity.

Support needed

- Marketing plan, implementation and collateral
- Operations plan, organizational structure and HR policies, procedures and systems
- Office and storage space for admin, bookings and safe storage of equipment including vessel
- Future product development and growth (e.g., oyster tasting, cruise landing and beach traditional ceremony).



South Coast Seaweed

About

South Coast Seaweed is an Indigenous Aquaculture Initiative on Yuin Country, situated on the Far South Coast of New South Wales. Focused on creating a sustainable eco-friendly industry through researching traditional knowledge and harvesting seaweed to create modern resources. Based in Batehaven, South Coast Seaweed is owned by couple Sarah Gorst and James Thomas, both with strong cultural connections to the land and waters in NSW. The philosophy of the business is to create a sustainable seafood industry and future for local people that has strong ties to traditional knowledge and practices by saltwater people. This is achieved through South Coast Seaweed's revitalisation of traditional aquaculture practices through the development of food products, art creations and educational tourism experiences.



The Offer

- **Sea Kelp Salt Seasoning**
- **Seaweed Flakes**
- **Seaweed Kelp gift boxes**
- **Seaweed identification workshop** – a two hour cultural experience learning about traditional uses of seaweed and conservation of the Yuin Nation
- **Seaweed art workshop** – an educational art experience over three hours, learning about the Indigenous history of seaweed, different seaweed species and the importance of seaweed to the environment, while creating your own pressed and framed seaweed art piece to take home.

Support needed

- Marketing Plan and implementation including collateral
- New branding
- Training program for Directors and staff
- Operations plan, organizational structure and HR policies, procedures and systems
- Future product development and growth (e.g., beach astronomy tours, seaweed cosmetics, seaweed cooking classes etc.)
- South Coast Seaweed facility with access to sea country for sustainable native seaweed farming, harvest, processing plant to meet growing product demand, retail space, education hub for tours and workshops.



Ngaran Ngaran Culture Awareness

www.ngaranaboriginalculture.com

About

Operating on the South Coast of NSW on Yuin Country, Ngaran Ngaran Culture Awareness was established in 2011. An Aboriginal owned and operated business, Ngaran Ngaran is a cultural service provider helping the wider community understand Koori culture. Founder and Director Dwayne 'Naja' Bannon-Harrison is a Yuin-Ngarrugu Descendant with connections to the Yorta-Yorta, Dja Dja Warrup, Watchabolic and Gunai language groups. The business offers a range of experiences for various markets from corporate cultural training workshops, traditional dance performances for events and festivals, overnight cultural immersions and private 1-5 day touring experiences.

The Offer

- **Culture and Community Responsive Training workshops**
- **Bring Back the Warrior** – a program facilitating connection to culture and a safe healing space for Aboriginal and Torres Strait Islander men.
- **Yuin Retreat** - an all-inclusive two night cultural experience including accommodation, Indigenous Twist meals, traditional activities, wellness healing, walking and immersing in Yuin Country (accommodation is currently outsourced to external operators).
- **Traditional Dance Performance** – With up to 20 ceremonial performances delivered by the Yuin Ngaran Ngaran Dancers.
- **Private tours** – tailored 1-5 day experiences for corporate groups, family and friends, education or organisation groups or individuals. From overnight Indigenous high end getaway through to action packed on country experiences.

Support needed

- Marketing plan and implementation including collateral
- Operations plan, organizational structure and HR policies, procedures and systems
- HR / Admin support
- Training program including career pathways for youth
- Business / legal support on the establishment of a not-for-profit Trust to deliver Yuin community legacy programs that can be offered as a free service
- Cultural awareness product development for visitors
- Independent ownership of a Yuin Retreat through property lease or acquisition (currently booking accommodation through external providers). Requires feasibility / business case.



Minga Aboriginal Cultural Services

About

Patricia Ellis, founder and Director of Minga Aboriginal Cultural Services belongs to the Brinja Yuin and Walbanga, Dhurga speaking people of Moruya. With strong connections to country, Patricia has proudly been sharing knowledge in South Coast NSW through cultural programs for the past 40 years. The business caters for a broad range of markets including culture camps for school students, cultural awareness programs for corporates, walking tours and cultural workshops for visitors and Dhurga language classes for local community.

The Offer

- **Cultural activity workshops** – a two-hour traditional workshop which may include traditional basket weaving using native grasses, painting, fish hook and line making, fire making with traditional fire sticks, yarning stick making and jewellery.
- **Connect to Country Bushfood and Bush Medicine walk** – a two hour guided cultural walk with local Yuin Nation knowledge holder along the Bingi Dreaming Track in Eurobodalla National Park.
- **Cultural Camps** – a one or two night experience with a choice of Traditional Aboriginal activities located in the south coast national parks. Guests are required to supply own camping equipment / accommodation and meals.
- **Cultural awareness training** – delivered as a group workshop or one on one training / mentoring to support organisations working with Aboriginal people.

Support needed

- Marketing and communications plan and implementation including collateral
- Operations plan, organizational structure and HR policies, procedures and systems
- HR / Admin support
- Training program including career pathways for youth
- Minga Yuin Community program development
- Future product feasibility, development and growth (e.g., Dadir meditation and massage, Minga On Country Camp).





Gadhungal Marring

About

Operating on the South Coast of NSW (Huskisson and Surrounds) on Dharrawal - Yuin Country, Gadhungal Marring (Saltwater People) was established in 2021. An Aboriginal owned and operated business, Gadhungal Marring is a cultural service provider specialising predominately in the education sector.



The Offer

- **Education Programs** – 7 week learning program targeting different age groups in school. A progressive learning system implemented year on year with groups progressing in cultural learning
- **Art and Artifacts** – including highly sought after engraved boomerangs
- **Cultural Camps** – Gadhungal Marring facilitates cultural camps for groups of up to 50 clients camping in various locations within the Shoalhaven Area.
- **Traditional Dance Performance and Welcome to Country**
- **Chartered and Private tours** – Predominately based in Huskisson an available throughout Dharrawal Country.

Support needed

- Marketing and communications plan implementation including collateral
- Legal / corporate structure advice
- Operations plan (in progress)
- HR / Admin support
- Financial management and budgeting
- Training program – leadership, governance, facilitation, media / communications, marketing & advertising, financial management, job ready training, conflict resolution/customer service
- Product portfolio especially for education market for schools
- Website and online booking system (in progress)
- Fit out for Laddie Timberry Study at the Huskisson's Maritime Museum - in progress. Commencement of tours and workshops this summer (23/24)
- Measuring our success – tools in place to evaluate programs / tours delivered, numbers of participants, satisfaction ratings (clients & staff)
- Future product feasibility, development, and growth (e.g., education programs, art and artefacts sales hub, cultural camp).



Bega LALC

About

Bega LALC is in the process of establishing tourism and hospitality product for the Bega Valley. Products will be offered through a staged approach over the next 3-5 years to support professional development and capacity. Products will leverage from Bega LALC's new pop-up café and address a gap in tours and cultural experiences offered in the region.



The Offer (to be established)

- **Pop-up Cafe** – Tathra Beach & events (in progress)
- **A Traditional Taste of Tathra beach walk** – short guided beach walk
- **Kangarutha Walk** – Guided half day way (5 hours) with a local First Nations guide along the Kangarutha Trail in Bournda National Park
- **Cultural workshops** – weaving, jewellery making, spear making, painting
- **Cultural canoe tour on the Bega River** – guided canoe experience in a traditionally crafted canoe
- **Stand up paddle board tours and hire** – Guided paddle tours and hire from Tathra Beach to the mouth of the Bega River
- **Wharf to Wharf guided overnight walk** – 27km guided walk along the Coast through Bournda National Park
- **Wallagoot Lake Cultural Camp** – Bega LALC own a property around the lake that can be used for community and tourism purposes, while also providing a campground that can service Wharf to Wharf Walkers mid-journey
- **Eden Shore Excursions** – to service the anticipated 47 cruise ships (90,000 passengers) during their time in Eden.

Support needed

- Marketing Plan implementation including collateral
- Product testing and evaluation with support partners / mentors
- Operational planning, tour guide manual, content development with Elders, recruitment
- Feasibility study for Wallagoot Lake Cultural Camp
- Training – Cultural training with Elders, tour guide, flatwater, first aid, hiking guide, operational
- Licensing, permits, Eco Pass for NSW National Park operations
- Operational equipment – uniforms, first aid kits, paddle boards, utility vehicle, trailer for canoes/paddle boards, tour transport vehicle
- Tourism mentor support for product development

About

Gumaraa is an Aboriginal tour group and education company, providing authentic Indigenous tours, cultural awareness and education programs in the Illawarra area and beyond.



The Offer

- School incursions and excursions
- Cultural competency (2-3 hours in office or on country)
- Cultural tours (4 hours) – smoking ceremony, bush tucker, guided walks, artefacts, ochre and dance, didgeridoo, dreamtime stories, canoeing (Kilalea, Bundeena, Blackbutt, Carss Park)
- Mentoring program
- Canoeing program
- LAD (Language, Art and Dance) Program (8-10 weeks)
- DAD (Father and son) Program – didgeridoo making and playing, painting and dance (8 weeks)
- MIGAY (mother and daughter) program (8 weeks) – possum pelt and drum making, art and dance
- Traditional dance workshops (4 hrs)
- Weaving workshops – possum skin cloaks, string making, basket making, jewellery making, storytelling (4 hrs)
- Bush tucker and medicine workshop (4 hrs)
- Traditional and contemporary Aboriginal art workshops (4 hrs)
- Aboriginal language workshops Dharawal and Dhurga (4 hrs)
- Didgeridoo workshop (men only 4 hrs) – paint, learn to play
- Welcome to Country packages (including ‘virtual’ online welcomes)
- Smoking Ceremony
- Dance troupe performance
- Aboriginal art gallery
- Aboriginal designs for school uniforms, corporate shirts and souvenirs
- Traditional Aboriginal Mural Painting.

Support needed

- Marketing Plan and implementation including collateral
- Feasibility of a printing factory for artwork on t-shirts and merchandise. Large volume orders, currently no local supplier
- Establishment and legal advice for the development of an Indigenous Ranger Program and Junior Rangers Program (that can be established as a non-profit entity of Gumaraa)
- Working with National Parks on future establishment of an office, gallery, Indigenous Ranger base, educational facility, on country camp and cultural hub in Killelea NP. Feasibility study, business case and Master Plan.
- Future product feasibility, development and growth (e.g., products for cruise markets, whale watching cultural cruises, canoe product growth).
- Training program for staff professional development –
- Printing support for education activity resources
- Jewellery making equipment