

Strategic Plan 2020 – 2040

**Badgebup
Aboriginal
Corporation**



I would like to introduce our 20-year strategic plan to our existing and prospective partners.

Our journey back home started in 2005 and, at that time, there were no expectations. On arrival, we were confronted with the socio-economic disadvantage in the Central Great Southern Region which was concentrated in our Aboriginal communities. This inspired us to develop a regional plan to work towards alleviating some of this disadvantage by creating on-Country training and employment opportunities for Aboriginal people in the region. Our Strategic and Operational Business Plan 2017-2020 was successfully completed last year and we are now moving into Phase 2 of our 20-year vision with pride and enthusiasm.

“The response has been overwhelming and we are now starting to see the fruits of our labour.”

Julie Hayden. Business Development Manager.

20 years - One bold vision

Our strategic plan is designed to position Badgebup Aboriginal Corporation as an inspirational resource for the Great Southern Region of WA.

Our objective is to build a sustainable hub that will provide support to our local communities. This will be achieved through a series of consecutive 5 year plans to articulate the direction and maintain the agility required to achieve our objectives.

“We came home to develop on-country programs to create jobs for Noongar people.”

Johnny Rodd, Chairperson, Badgebup Aboriginal Corporation.

A bold vision

Our vision opens the door for collaborative conversations about innovative ways to transform local communities. It is about bringing people together to work, share their stories, culture, food and life experiences.

Our success is your gain.

A balanced approach

A combined approach of cultural security and commercial best practice is embedded in the foundation of our corporation.

Strategic objectives

We have 3 clear strategic objectives to deliver measurable outcomes; Community, Culture and Future.

A growing portfolio of enterprises, programs and services

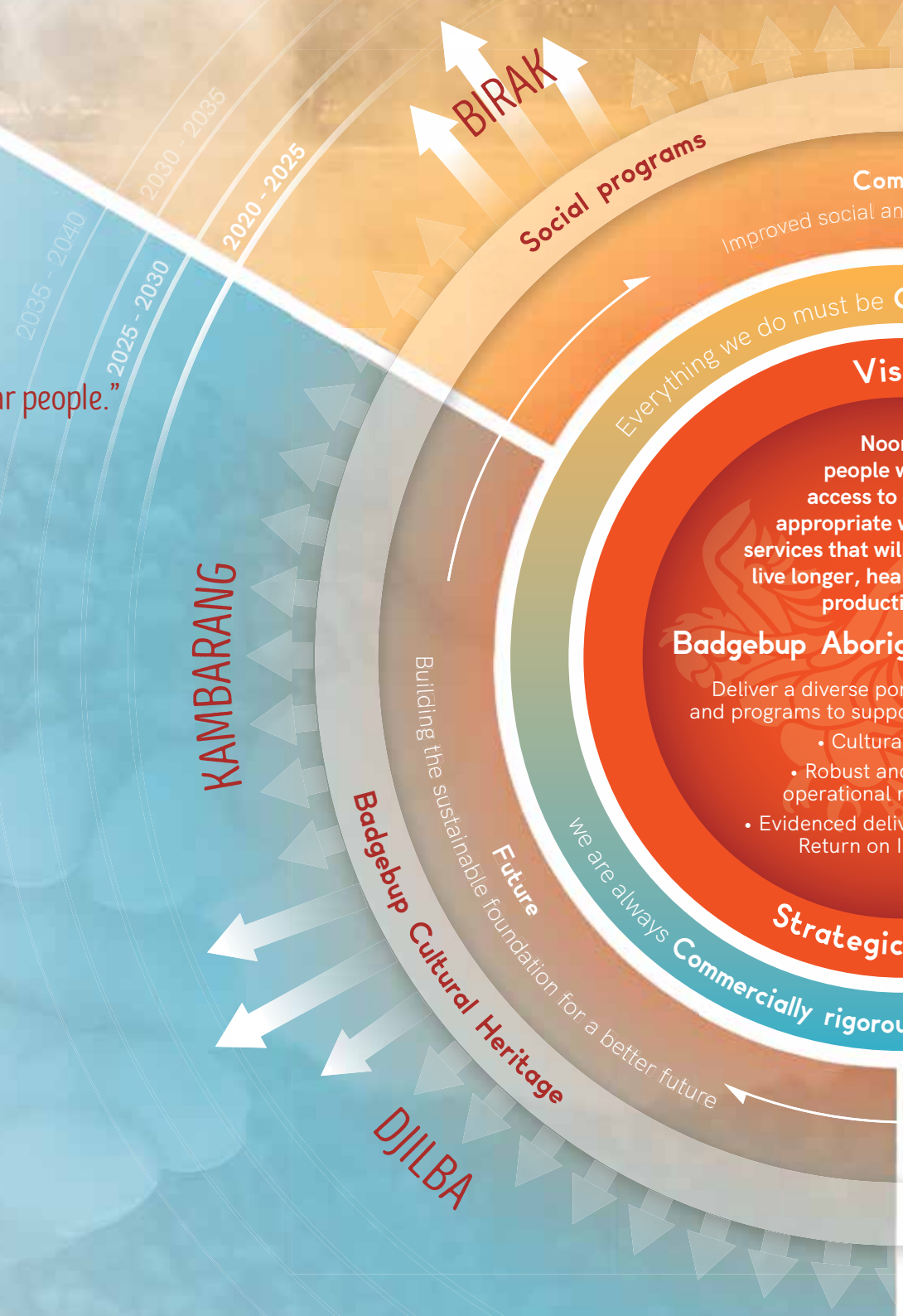
Creating parity is particularly important for us and the communities we serve.

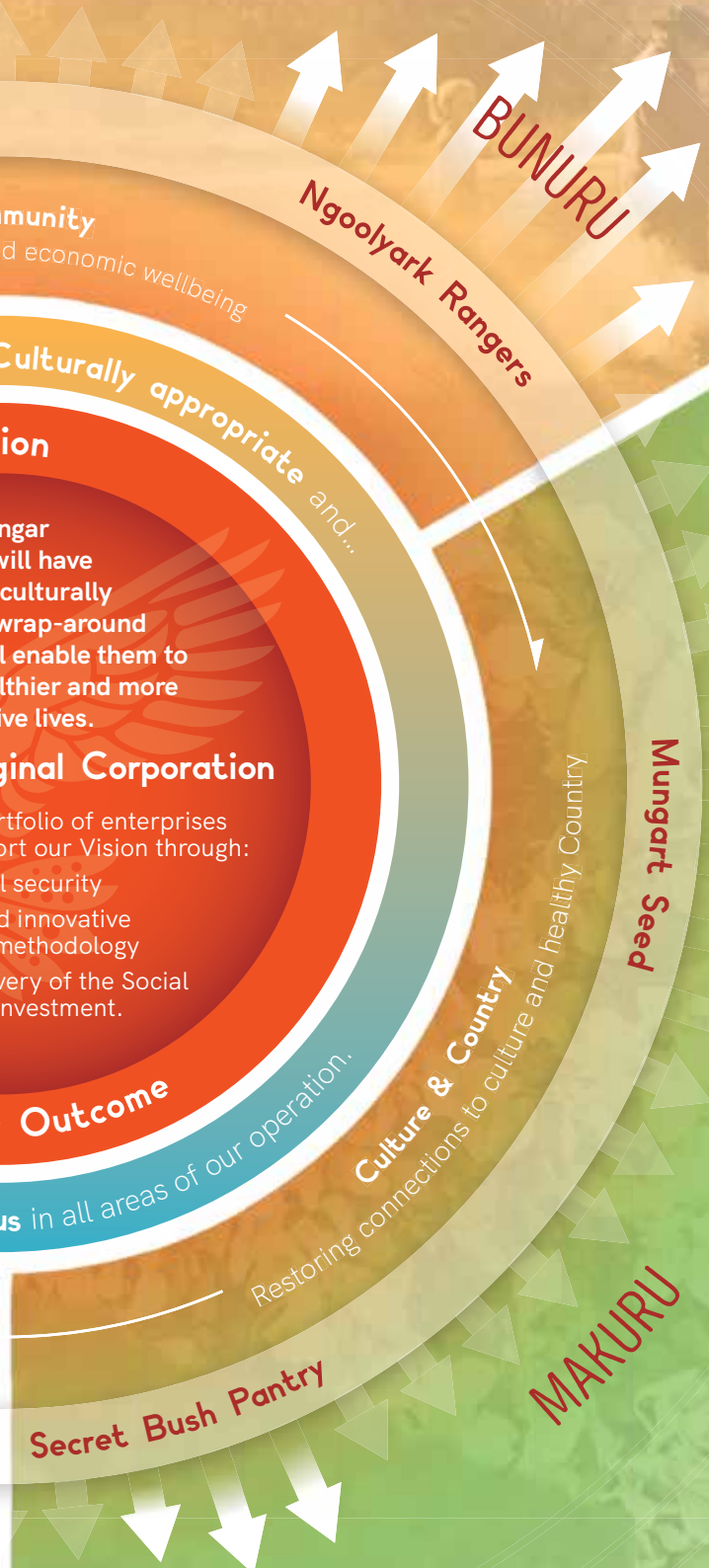
Our growing portfolio of enterprises, services and products is designed to create a sustainable range of employment opportunities for locals and provide multiple entry points for effective community engagement.

Building sustainability

Living in harmony with the natural environment has enhanced the lives of Badgebup people and the people who work with us. Whilst our growth is not speedy, it is authentic and holistic and we will continue to look at programs that provide long-term benefits to our people.

We are keen to participate in collaborative conversations about innovative ways of developing sustainable agriculture, nutraceutical enterprises and carbon offsetting.





Three key Strategic Objectives

1. Community

We drive the agenda for change in our local communities through consultation and engagement with key community stakeholders.

We achieve our objectives through frontline leadership, strong governance, transparency and accountability.

Everything we do has a strong focus on training and upskilling our people to enhance their quality of life, demonstrating social return on investment.

2. Culture and Country

Positive economic and social outcomes are inextricably linked to caring for Country programs and reconnecting people to Country has had some significant results to date. The Central Great Southern Region has a rich cultural heritage background which provides the impetus for our on-Country training programs. Trainees are provided with opportunities to yarn with Elders about their identity and connection to Country whilst seed collecting and foraging for bushfoods. These practices have always been an integral part of our Noongar tradition.

Everything we do is designed to model best practice including:

1. Culturally secure custodianship of traditional knowledge.
2. Acknowledging and respecting our Elders, past, present and emerging.
3. Promoting language through storytelling and recollections from our Elders.
4. Maintaining our intellectual property rights, locally, domestically and internationally.

3. Future

Katanning is the heart of the Great Southern and is a place of great significance to the Noongar people. The Noongar name for the town is "Kaat-Nyiny" meaning "the head sits here" and is part of the bigger dreamtime story of Mulka and Djinda, the giant beings who roamed the earth in the "Nyitting" the "cold time".

The story is embedded in Noongar country and concentrated in the Central Great Southern Region of Western Australia.

We want to raise awareness of the story, which is all about caring for Country and people, through cultural awareness training to create a better understanding of Noongar people and their beliefs and to enhance our reconciliation journey.

We give our commitment to work with community stakeholders to find solutions for local problems and deliver this commitment through strong leadership, good governance, transparency and widespread consultation and engagement.

Together we will solve the tough problems.



Badgebup Aboriginal Corporation

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Our values

Respect

We respect all people from all cultures and the diverse range of languages they speak and we reserve the right to be treated with similar respect in return.

Inclusivity

Everything we do is for the direct benefit of our local communities and it is our belief that collaborative partnerships play a huge part in building stronger and more resilient communities.

Integrity

We are honest, open and transparent with our transactions and are fully accountable to our people and our local communities.

Cultural security

We provide a combination of sound cultural advice and combine this with traditional practices to ensure everything we do is culturally secure and safe for all involved.



Collaboration and innovation

We strive to develop mutually respectful and beneficial partnerships that are innovative and inspirational to our local communities.

Our Boodja

Our entire business is about caring for Country and we actively participate in projects that enhance the ecological resilience of our natural assets and address climate change.

