



MERINJ KAARTDIJIN
Aboriginal Food Knowledge Forum:

Friday 22 and Saturday 23 November
Julie Hayden Presentation

**Badgebup
Aboriginal
Corporation**



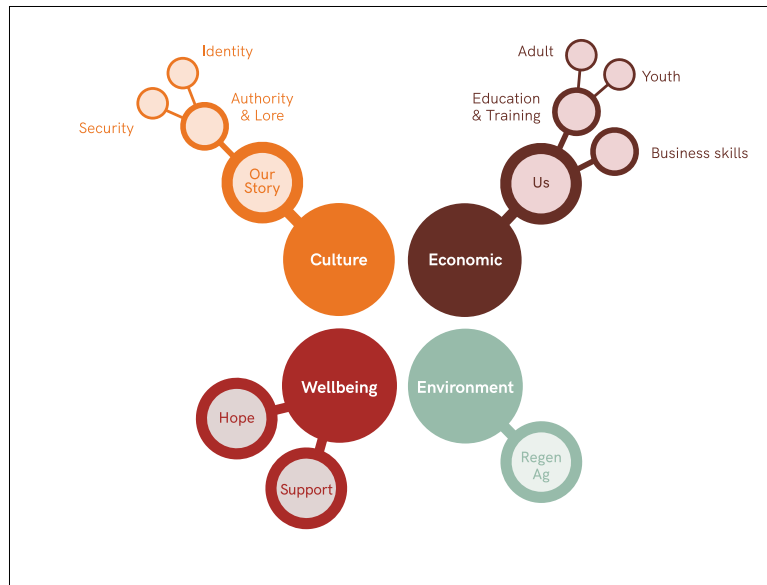


Badgebup Aboriginal Corporation (BAC) are focussed on setting out the need for change in Katanning & the Great Southern to close the gap.



Our structure

This is our Governance Model



Needs of the Great Southern Nyoongar people

There are four key areas of need:

1. **Culture:** Identifying our story. This centres around:
 1. Capturing our lore and using it appropriately and with the correct authority
 2. Taking back our identity
 3. Protect our knowledge in Western terms (IP)
2. **Economic:** This centres around:
 1. Creating opportunity for all of Us, not just a select few
 2. Offering business skills and education and training not just to adults but our up and coming generations
3. **Wellbeing:** Creating sources of aspiration and hope and providing the scaffold to realise this hope
4. **Environment:** Returning to look after our land and practicing regenerative agriculture

To Nyoongar people of these are intimately related

They all have to be considered as one for BAC's impact statement to be achieved, **not** as separate issues or items

By 2022 Badgebup Aboriginal Corporation will have established a new model of Noongar governance and leadership to alleviate the economic and social disadvantage in the local communities in the Central Great Southern Region of WA.

This will be achieved via partnerships with local Aboriginal communities and Federal, State and Local Government Authorities, local businesses and philanthropic partners.

We will deliver land-based enterprises on-country that protect the environment, generate jobs for Noongar people, strengthen connection to land and country and deliver positive economic and social wellbeing outcomes for Noongar people.

Our impact statement

Outline the focus of BAC - this is the action promise and outlines the outcomes with which success will be measured.



Ngoolark Rangers



Merentj Bushfoods



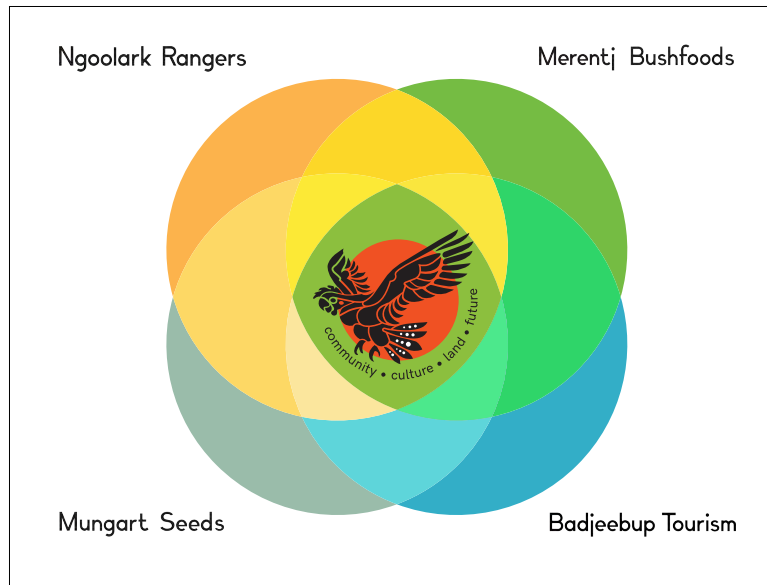
Mungart Seeds



Badjeebup Tourism

BAC Enterprises

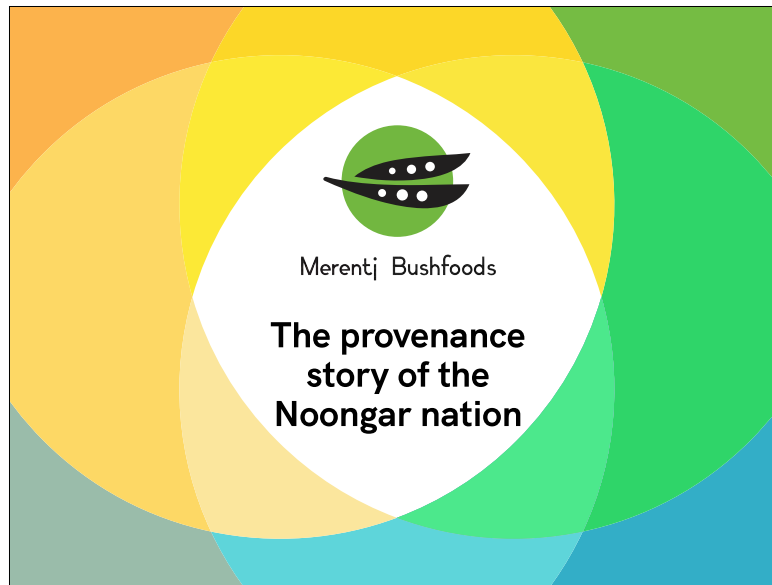
1. Introduce all four separate enterprises
2. Illustrate how they all have activity:
 1. **Ngoolark Rangers**
 2. **Merentj Bushfoods)**
 3. **Mungart Seeds**
 4. **Badjeebup Tourism**



BAC Enterprises

1. Each enterprise complements the others
2. The overlap is the area which allows BAC to achieve its impact statement and deal with Culture, economic, wellbeing and environment.

This is done through its positioning statement: **Community, Culture, Land, Future**



Merentj Bushfoods have the greatest provenance story in Nyoongar History

1. Cultural domain: Mens' business & Womens' business
2. Bushfoods are the ideal vehicle to penetrate a mass market
3. Bushfoods all require a 'Provenance story' - where does this product come from?



Mulka story

This is BAC's provenance story and will be revealed at Giant man event in Katanning (see BAC website for details)



Inspiring a new generation

1. Cultural connection



Established workforce

BAC is focused on creating capacity by collaboration and sees everyone as a potential partner



Merentj

1. Bringing bush food to life with a provenance story we all share - our own!



How to really bring bush food to market

1. Previous research has found that too many companies isolate the bush food production itself
2. The produce itself should be considered as a potent vehicle to provide:
 1. A powerful media to reach a new audience hungry for:
 1. New superfoods
 2. Ecologically sound produce
 3. Culturally appropriate production
 2. A tool with which to unearth cultural knowledge and ensure that it is used appropriately and responsibly
 3. A means to inspire and engage our communities, old and young
 4. A process within which to educate and up-skill providing financial and associated benefits from the centre of the communities that need them most (ie: not off in the middle of nowhere)
 5. A route to new forms of regenerative agriculture - traditional skills used in a new way at a time when it is vital to do so



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- Culture and the environment: Showing how history and culture work together in regenerative agriculture



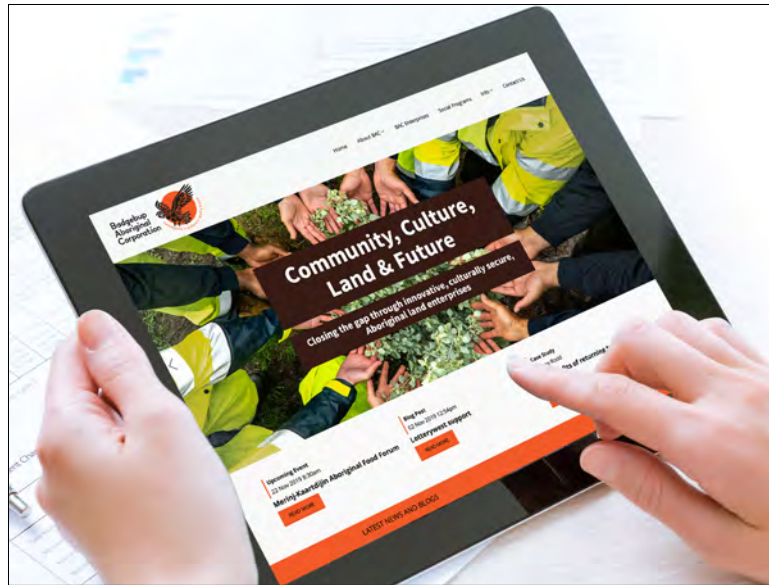
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Website launch and 'Get-on-the-bus'

1. Our new website has been launched today at www.badgeup.org.au
2. Our approach is simple, we want to honour Katanning's place in Noongar dreaming and extend a warm invitation to all who wish to join us in partnership in this exciting journey

Thank you.
Any questions?

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www.badgebup.org.au