



Food and drink

Partnerships for Aboriginal cultural tourism



Acknowledgement

We respectfully acknowledge and honour the Aboriginal people of the Northern Territory and recognise the continuation of culture, connection to lands, water and country. We pay our respects to Elders past, present and future.

About this guide

This guide will help you learn about working together with partners in food and drink tourism. It shows how the right partnership can help you share your knowledge, stories and skills appropriately, while building stronger business opportunities. You will find simple steps to protect, plan and find the right food and drink tourism partners to deliver both cultural way and business way benefits.

More information

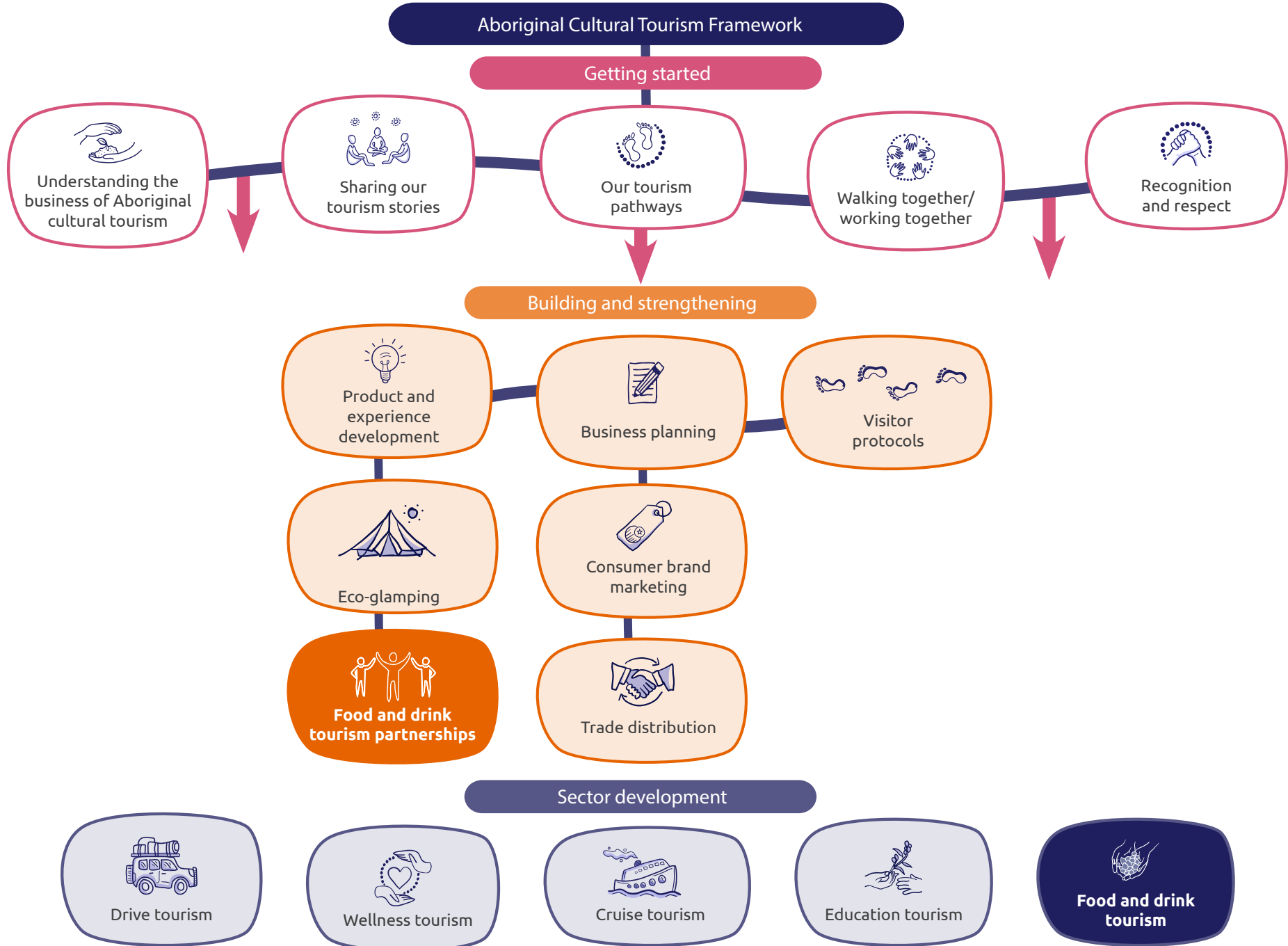
For more information and access to other Aboriginal Cultural Tourism Framework resources visit tourismandeventsnt.com.au or contact Tourism and Events NT's Aboriginal tourism team today.

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Tools to help you





What is a partnership?

A partnership is 'an ongoing working relationship where risks and benefits are shared.'¹ Business way, partners will enter into a legal agreement which sets the rules for how the partners will work together. Cultural way, a partnership ensures the protection of culture and benefits for community and Country.

Types of food and drink partners

For Aboriginal food and drink tourism, working with a partner can strengthen your tourism experience and product offering. While you bring cultural knowledge and authority, partners could bring business skills, experience, networks and clients – balancing your 'cultural way' with 'business way'. There are many different types of partners you can work with.

Your Aboriginal food and drink experience or product

Joint venture

A business that works together with you on all areas of your business to help build and strengthen your food and drink tourism experience or product.

Trade

Visitor information centres, trade partners and travel agents that promote, book and sell your experience or products.

Retail

Working with gift shops, visitor centres, art galleries and other venues to stock and sell your products.

Tour and transport operators

Add your experience or product into itineraries.

Restaurants and cafes

Including your native ingredients and products into meals, menus and special dining events.

Events

Sharing Aboriginal food and drink at events and festival activities, demonstrations or market stalls.

Accommodation

Packaging food and drink tourism experiences for guests staying at hotels, caravan parks, retreats or lodges.

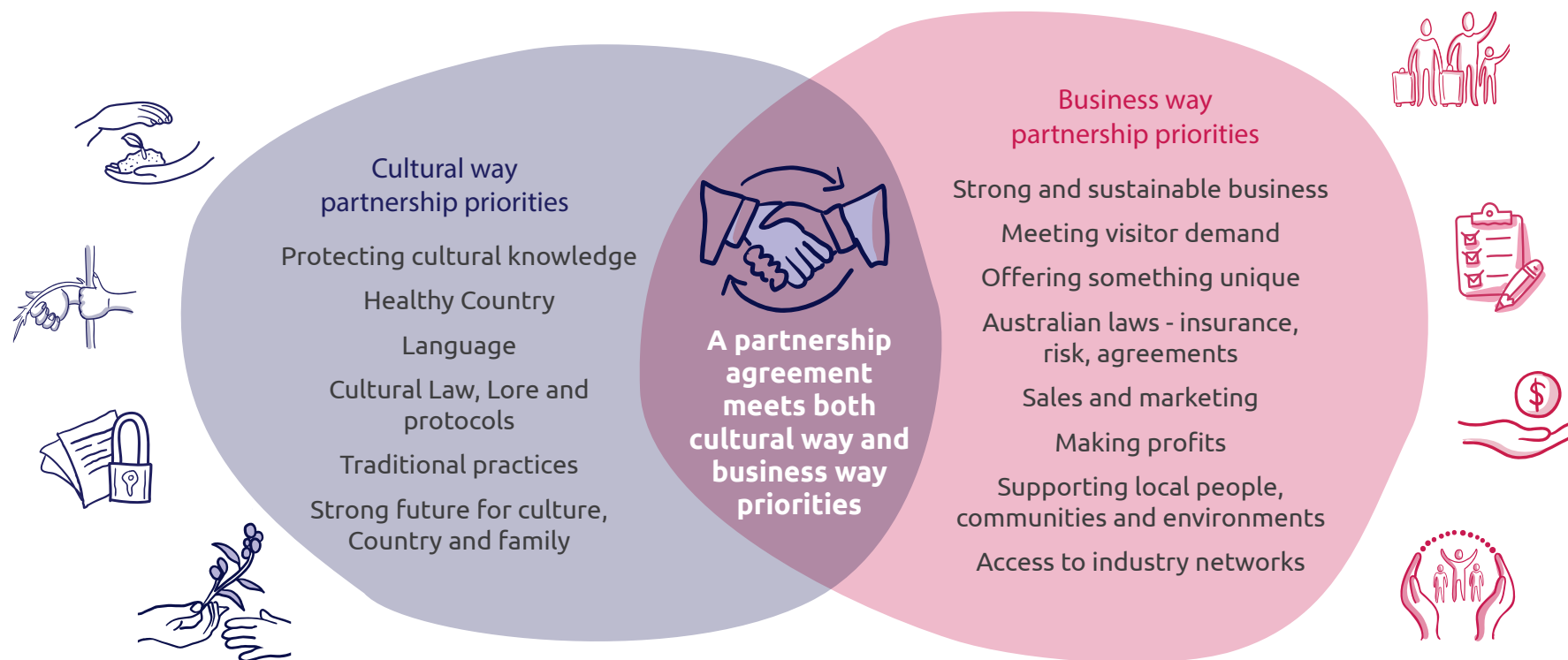


¹ What is a Partnership? Partnership Brokers Association, 2020

Building the right food and drink tourism partnership²

In a partnership, you make an agreement – decide on the roles and responsibilities, the rules for working together, what the benefits will be, the unique value of what you offer, and the way you will work together as a team. There will be different cultural way and business way values and priorities for you and your business partner. It is important to discuss all of these before you make a legal agreement together to ensure a partnership is the right fit for both of you.

Balancing cultural way and business way values



² Adapted from Aboriginal people, bush foods knowledge and products from Central Australia: Ethical guidelines for commercial bush food research, industry and enterprises

Benefits of partnerships in Aboriginal food and drink tourism

There are many benefits that the right partnership can provide:



Aboriginal control of cultural way priorities – sharing Country, culture and knowledge in the right way



Watching, listening and learning - good support and mentoring from an experienced business



Greater training, employment and economic pathways for local Aboriginal people



Reaching target markets through combined and stronger marketing and sales



Sharing resources – staff, facilities, equipment, budgets, legal requirements and management



More opportunities for Aboriginal people to live, work and stay connected to Country and culture



More visitors staying longer and spending more



Increased revenue and profits



Shared problem-solving and decision making – not on your own



Learning from one another by sharing diverse skills



Growing your industry networks



Achieving your vision and goals quicker



Sharing benefits



Adding value by offering truly unique and memorable visitor product and experiences



Ways of working together

Working together in a food and drink tourism partnership requires all partners to be open, honest, share values and support one another to ensure partnership success and sustainability. It is important to have a formal arrangement, contract or a legal agreement that sets the rules for working together as every partnership is unique and will have its own way of working. For Aboriginal people, this is about balancing the cultural way values and priorities together with the business way values and priorities – both ways.³

Cultural way principles for respecting Aboriginal rights and interests in food and drink



RECOGNITION
of Aboriginal knowledge, skills and practice



RESPECT
for Aboriginal Elders, workers and youth



ROLES and RESPONSIBILITIES
chosen by Aboriginal people



RETURNS and BENEFITS
to Aboriginal custodians and knowledge holders



RESTORATION and CARE
for Aboriginal lands, ecosystems and plants



REPATRIATION
of knowledge and support for intergenerational knowledge transfer



Business way 5 principles of partnership



DIVERSITY
working together creates a point of difference to your experience and product



EQUITY
respecting the views and contributions of each other



MUTUAL BENEFIT
meeting the goals of both partners



OPENNESS
being transparent, no secrets or hidden agendas leads to trust



COURAGE
be brave - you won't know if the partnership will work unless you try

³ Adapted from Aboriginal people, bush foods knowledge and products from Central Australia: Ethical guidelines for commercial bush food research, industry and enterprises Brokering Better Partnerships, 5 Key Partnering Principles, Partnership Brokers Association, 2019

Partnerships in action

Here are some different examples of how Aboriginal food and drink businesses work together with a range of partners.



Dird Kakadu Full Moon Feast

The Dird Kakadu Full Moon Feast is a joint venture collaboration between Ben Tyler from Aboriginal owned business Kakadu Kitchen and Kakadu Tourism Cooinda Lodge, offering a unique cultural dining experience. The collaboration is a series of monthly four-course dinners held at Cooinda Lodge under the stars during the full moon, designed to immerse guests in the local Aboriginal culture and cuisine.

- **Kakadu Kitchen:** A local Bininj-owned business founded by acclaimed Bininj chef Ben Tyler, who forages the native ingredients (bush tucker) from his family's homestead on Murumburr Country. www.kakadukitchen.com.au
- **Cooinda Lodge Kakadu:** The venue and hospitality provider, where the monthly dining event is hosted, with their Executive Chef working alongside Ben Tyler. Cooinda Lodge is owned and operated by Kakadu Tourism who undertake all the sales and marketing, insurance, operations and licensing of the Dird experience. www.kakadutourism.com.



The Ghan's Step-On Guides

Expert local guides join the luxury rail journey 'The Ghan' to lead off train experiences at stops like Alice Springs, Katherine and Coober Pedy. These experiences share Aboriginal stories, cultural insights and outback walks, sometimes paired with food and drink elements, creating a distinctive travel experience.

- **Journey Beyond (The Ghan Operator):** Partners with local Aboriginal businesses as service providers like Nitmiluk Tours, Kungkas Can Cook and Angkerle Standley Chasm to develop culturally appropriate and respectful 'off train' experiences.
- **Local Guides:** Aboriginal guides are contracted through their businesses to lead the excursions, sharing their own stories, language, knowledge of plants, animal, native foods and spiritual connection to the land.



Kungkas Can Cook

Kungkas Can Cook is a proudly Aboriginal owned business situated in Central Australia and led by Arrernte woman Rayleen Brown. Known for their ethically harvested native bush foods, Kungkas Can Cook offer a range of jams, chutneys, syrups, spices and herbal teas which can be bought online or from a range of retail shops. In addition, Kungkas Can Cook offers immersive visitor experiences including guided bush food tours, interactive bush food demonstrations, cooking classes and tastings and catering services.

Working in partnership

- **Kungkas Can Cook:** bush food producer, guided tours and cultural activities, catering services.
- **Tour operators:** service partnership contracting Kungkas Can Cook to value add to tour itineraries with guided and interactive cultural activities.
- **Festivals:** service partnership contracting Kungkas Can Cook to offer a cooking demonstration event as part of the festival. Food sales and catering services from the Kungkas Can Cook mobile food truck.
- **Olive Pink Botanic Garden:** service partnership for Olive Pink Botanic Garden to provide the venue for Kungkas Can Cook to conduct guided food and drink tours, activities and cater for private events.
- **Retail:** contract agreement for various retail shops to stock and sell Kungkas Can Cook products to guests, visitors and customers such as Yubu Napa Gallery in Alice Springs.

www.kungkas.com

Working alone

When you are working alone in business, you are responsible for everything – the risk, the money, finding clients or customers, marketing, operations, transport, planning and delivery. The right partnership can help get your business started, bring visitors and customers to you and sell more of your Aboriginal food and drink experiences and products.

To learn more about working with partners on your Aboriginal food and drink tourism journey, read the [Walking together/working together for Aboriginal cultural tourism guide](http://www.tourismandeventstnt.com.au) www.tourismandeventstnt.com.au

Build the right partnership

Use this checklist to work through the priorities and values important to you before you decide to enter into a partnership.

<p>1. Which is the right type of partner for you?</p> <p>Will you work with tour operators, restaurants, shops, accommodation or others (see page 4 for types of partners)</p>	
<p>2. Cultural values and protocols</p> <p>Write down your cultural way priorities, values and protocols that need to be included in your partnership agreement (see page 5 and 6 to learn more about values and priorities).</p> <p>To help prepare your visitor and partnership cultural protocols, read the Visitor Cultural Protocols for Aboriginal tourism guide (www.tourismandeventsnt.com.au)</p>	
<p>3. Rules for working together</p> <ul style="list-style-type: none">• How can you protect and safely share Country, cultural knowledge and traditional practices in a respectful way?• What benefits do you want to receive from the partnership? For example - jobs, staying connected to Country, shared learning and training, business support, financial returns?• How long do you want the partnership to last for – a short time or long into the future?• How will you and your partner communicate so you can build a strong, open and trusting relationship? <p>Read the Walking together/working together for Aboriginal cultural tourism guide (www.tourismandeventsnt.com.au) to learn more about protecting your Indigenous Cultural Intellectual Property and working together with others.</p>	

For more information:

See the Aboriginal Cultural Tourism Framework to download guides about:

- Business planning for Aboriginal cultural tourism.
- Product and experience development for Aboriginal cultural tourism
- Trade distribution partners for Aboriginal cultural tourism
- Food and drink opportunities for Aboriginal cultural tourism

All guides are available from www.tourismandeventsnnt.com.au

For information on protecting Aboriginal cultural knowledge and rights relating to food and drink:

- [Know your rights to your Aboriginal plant knowledge – a guide for Aboriginal knowledge holders on recording and commercialising Aboriginal plant knowledge, Aboriginal Bush Traders \(www.terrijanke.com.au\)](#)
- [Aboriginal people, bush foods knowledge and products from Central Australia: Ethical guidelines for commercial bush food research, industry and enterprises \(www.nintione.com.au\)](#)

For partnership and legal advice, visit:

- [Business partnerships – www.business.gov.au](#) provides guidance materials on understanding partnerships and responsibilities.
- [Prepare a contract – www.business.gov.au](#) provides the steps to create a contract with your partner and contract templates to get started.
- [Legal compliance – www.business.gov.au](#) provides a list of the different types of laws that businesses must follow to ensure safe and legal business operations.
- [Respecting and protecting Indigenous Cultural Intellectual Property \(ICIP\) – Reconciliation Australia in partnership with Terri Janke and Company have prepared a guide with ways to protect ICIP using legal frameworks www.reconciliation.org.au](#)



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References

Photo credits

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Page 4 – Rayleen Brown Kungkas Can Cook

Page 5 – Middle – Karrke Aboriginal Cultural Experience – Tourism NT/Archie Sartracom

Page 5 – Clockwise from top – Tiwi Islands – Tourism NT/Helen Orr

Page 5 – Cooinda Lodge, Kakadu – Tourism NT/Helen Orr

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Page 10 – Left – Cooinda Lodge, Kakadu – Tourism NT/Helen Orr

Page 10 – Right – Standley Chasm Guided Tour – Angkerle Standley Chasm

Page 11 – Olive Pink Botanic Garden Tour – Kungkas Can Cook

Page 13 – Kakadu – Tourism NT/Helen Orr

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