

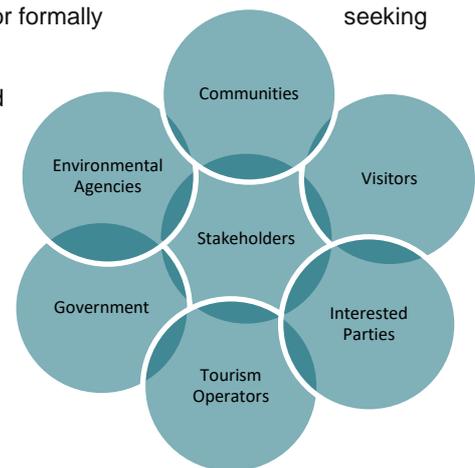


Communication and Planning

Business On Country Planning Stages

1. Initial Engagement

- ❖ Who are the people involved? Identify the key stakeholders
 - Stakeholders can be identified by reading reports, talking to people or formally interested parties
- ❖ Have the Traditional Owners (TO) and associated parties been contacted by a third party or interested investor?
- ❖ What are your concerns?
 - For example, damage to sacred sites, removal or injury to flora and fauna
- ❖ Begin examination of strengths of the community
- ❖ What makes your community unique?
- ❖ Ensure there is commitment and interest in the project to ensure long term viability



2. Development of Vision and mission statement

- ❖ **What do you want to do with your country in the future and how would you like people to use it?**
- ❖ **Key views or aspirations**

Building on from core values discussed in the initial engagement. Identify **key views or aspirations** that together make up a shared vision. A set of principles to guide local Natural Resource management decision-making and activities with other stakeholders.

Our Story:
'Who we are and why it is important to take care of this country?'

- ❖ **Mission Statement**
 - A statement that recognises the limits of what the plan will do. To be carefully discussed to ensure it is understood by all people involved.

3. Background Research

- ❖ **Identify need for external consultants**
- ❖ **People and culture:**
 - History
 - Cultural heritage
 - Clan Groups
 - Sacred Sites
 - Demography
- ❖ **Environmental:**

One of the best ways to visualise this is to create a timeline of the area's environmental, cultural and human history



- Rarity and culturally important environmental factors
- Flora
- Fauna
- Water resources
- Mineral Resources
- ❖ **Economic**
- ❖ **Political**
- ❖ **Land tenure and ownership**
 - Is the land under Native Title or Aboriginal Land Rights (Northern Territory) Act (ALRA)?
 - Has it been leased to the government?
 - Pastoral Leases
 - Indigenous Protected Area (IPA), National Parks or Conservation Areas
- ❖ **Policy and legal environment (policies, acts, legislation, agreements):**
 - State
 - Territory
 - Federal
- ❖ **Governing and administrative arrangements:**
- ❖ **IP and Copyright arrangements/requirements**
- ❖ **Arrangements you need to do business**
 - e.g. will you have an ABN or enter your business under an existing umbrella corporation?
- ❖ **Governing bodies**
 - How will your corporate and board structure work?
- ❖ Any legal issues identified?
 - Assessment of existing (include local, regional, state/territory and national)
- ❖ To be developed



If necessary, explore other pathways that enable stronger local decision making and control over Natural Resource Management, and that can facilitate negotiation and collaboration with other groups and organisations.

- ❖ **Current land use:**
 - Indigenous customary use
 - Pastoral use
 - Agriculture
 - Mineral extraction

For example:

Establish a steering group made up of TO and convene a working group representing each family. Consider the importance of flexibility by breaking into men's/women's groups during workshops to encourage discussion and accommodate avoidance relationship restrictions.



- Oil and gas extraction
- Water use
- Commercial harvest of living resources
- Fishing
- Conservation activities
- Fire management
- Feral animal and weed management
- Tourism

❖ **Potential land-use change on site:**

- Agriculture
- Pastoralism
- Mining
- Oil and gas
- Tourism
- Forestry
- Conservation/National Park/Reserve
- Carbon Farming (ecosystem services)



4. Planning Stage

- ❖ Goal-setting
- ❖ Strategies to achieve goals
- ❖ Development and team-building strategies, streamline methods of communication
- ❖ Focus on community strengths, identify and refine natural and cultural assets
- ❖ Actions to take
- ❖ Bring in external consultants
- ❖ Identify communication routes and methods
- ❖ Build partnerships with key stakeholders
- ❖ reiterate vision
-

Once the background research has been conducted into the strengths and attributes of your country/community, you have something to base your plans on.

❖ **Intersections of values (cultural/natural) and drivers of change**

Undertake an assessment of current and prospective land use activities and analyse the extent of their feasibility in relation to land capacity and bottom-up determined social, cultural and environmental benefits.

Look at spatial patterns of contemporary and prospective land use and the intersection of heritage values (enviro/cultural assets) and land use developments.

❖ **Enterprise demands and options**

Explore different development pathways towards a diversified, sustainable land sector that enhances culture and livelihoods for local Indigenous peoples. For instance, building on new carbon farming projects and related ecosystem services (ES) economies to create local investment, employment and business opportunities. Examine key business opportunities by looking at:

- Previous, current and aspirational local projects
- challenges/constraints
- Opportunities:
- Potential investment
- Industry engagement
- Service providers (councils, education etc.)
- Businesses

❖ **Target Areas**



Identify different target areas that articulate how the Traditional Owner's priorities and aspirations will be achieved. Included in this step is to workshop ways in which TO groups can sustainably manage (e.g. the protection of sacred sites) their country themselves without the constraints of government.

This is best done through a workshop which looks at key aspects of the country and opportunities for development they may bring.

- ❖ E.g.
 - Sacred sites
 - Tourism
 - Looking after Country
 - Employment & training



Explain in further detail each of the identified target areas in relation to the following:

- ❖ **We are concerned about**
 - E.g. Sacred sites getting damaged
- ❖ **We want to see**
- ❖ E.g. Family working on the land and protecting sacred sites
- ❖ **Strategies to achieve our vision**
 - E.g. Building collaborative partnerships, training & education, business opportunities, funding opportunities, research

5. Development and Consultation Stage

- In this stage, the ideas discussed during planning will be put into action. During this stage, it is important to keep focussed and not deviate from your core vision of what you want your country to become. The following points may come up during this stage:
 - ❖ **Reiterate the vision**
 - ❖ **Strengthen stakeholder partnerships identified during the planning**
 - E.g. local Land Council, Aboriginal heritage and sacred sites authorities
 - ❖ **Bring in external consultants if required for things like mining or agriculture**



It is best to get a second opinion before proceeding to avoid damage to both reputation and natural areas.

Information sharing during this stage is key. Make sure lines of communication are secure and easy to follow. Keep all documents secure and easily accessible. Develop the strategies you need to reach your goals and vision

6. Next Steps

Further develop your strategy to make your vision a reality.

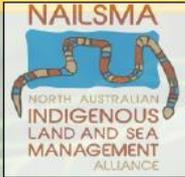
Use your vision statement as a guide for this, so you don't lose track

This step is a conclusion to your planning and should result in a definitive statement of action which outlines what you will be doing with your country. It is a summary of what you have done, what's worked and hasn't worked, what you aspire to do and what opportunities are to be explored. This will result in a 'mini-prospectus', presented in a useful, easy-to-read format.





NAILSMA - Business on Country planning



TOs and Local land and sea managers

- Identify stakeholders
- What would you like to do with your country?
- What makes your community unique?

- What does your country mean to you?
- What are your aspirations?

- What resources do you have?
- Are they accessible?
- How will they match your vision?

- Setting your goals
- Focus on community strengths, natural and cultural assets
- Target areas

- Develop the strategies you need to develop your plan
- Strengthen stakeholder partnerships

- Take action to make your vision a reality!

NAILSMA Ltd

- NAILSMA is an Indigenous company
- Long history of successful partnerships
- Culture based economy model
- Free Prior and Informed Decision making
- How might our approach and facilitation help you?
- TOs act on the 'front foot' to manage activities on Country their way

- Collaborative research and skills
- Whole-of-country mapping and assessment-opportunity and impact
- Based on local realities and contexts

- Business on Country planning tools
 - Environmental
 - Social-Economic
 - Partnerships
 - Support

- Governance development and support
- Communications
- Networking
- Ongoing engagement

- This plan will help TOs to tell their story and engage with wider community and economy on their own terms
- Prospectus
- Development pathways
- Potential markets and investors

Ricky Archer, CEO
ricky.archer@nailsma.org.au 0419 658 535 (or NAILSMA Admin: 0488 068 738)

