



Outback Academy Australia

*Greatest good for the greatest number and Country.
Leave no-one behind*

Australian Indigenous Tourism Conference
Cairns June 16-18

OAA Leads: Neville Atkinson, Leanne Miller, Kelly Flugge, Kevin Kropinyeri

Who is Outback Academy Australia?

<https://vimeo.com/641811611/34f48808ff>

- First Nations majority led **not-for-profit** organisation est. in 2013 Registered Charity. Supply Nation registered. Directors have **no commercial interests** in farms and product
- We believe we can achieve more together than alone

Lead initiative – Follow the Flowers

- Build capacity, capability, & supply opportunity for First Nations regenerative farmers.
- All farmers are building farm-based, agri-tourism business as part of their business models
- Brand and business movement is known as **Follow the Flowers**
- OAA brings a specific focus on building capability & opportunity with youth, including those needing a hand-up into education, business & employment



Reflecting on the Fairtrade model internationally, and talking with Wells and farmers in four states we concluded:

We can achieve more together –

- For Country through repairing damage done by past & current agricultural practice, climate change
- For local economies through sharing & contributing to national & international supply opportunity
- For communities & cultures through skilling up our youth in traditional ecological knowledge alongside new knowledge & technologies for farming
- For all through creating tourism product that educates, enthuses & inspires visitors about best practice farming, & environmental management

Why joined up & collaborative?

Our Mentor : Jasper Coffee Founder, Wells Trenfield
Owner of Australia's First Fairtrade Coffee Company



Our Partners & Collaborators

AESOP BOTANICALS-SKIN CARE, CP FOODS, VEOLIA, JASPER COFFEE, INDIGENOUS BUSINESS AUSTRALIA, NIAA, TRI STATE NRM ALLIANCE, MURRAY DARLING BASIN ECONOMIC DEVELOPMENT PROGRAM, DEPARTMENT OF EDUCATION & TRAINING (VIC GOV'T), DEPARTMENT OF PRIMARY INDUSTRIES & REGIONAL DEVELOPMENT (WA GOV'T), WAITOC

Our Champion Products

National Supply – Honey & Flowers

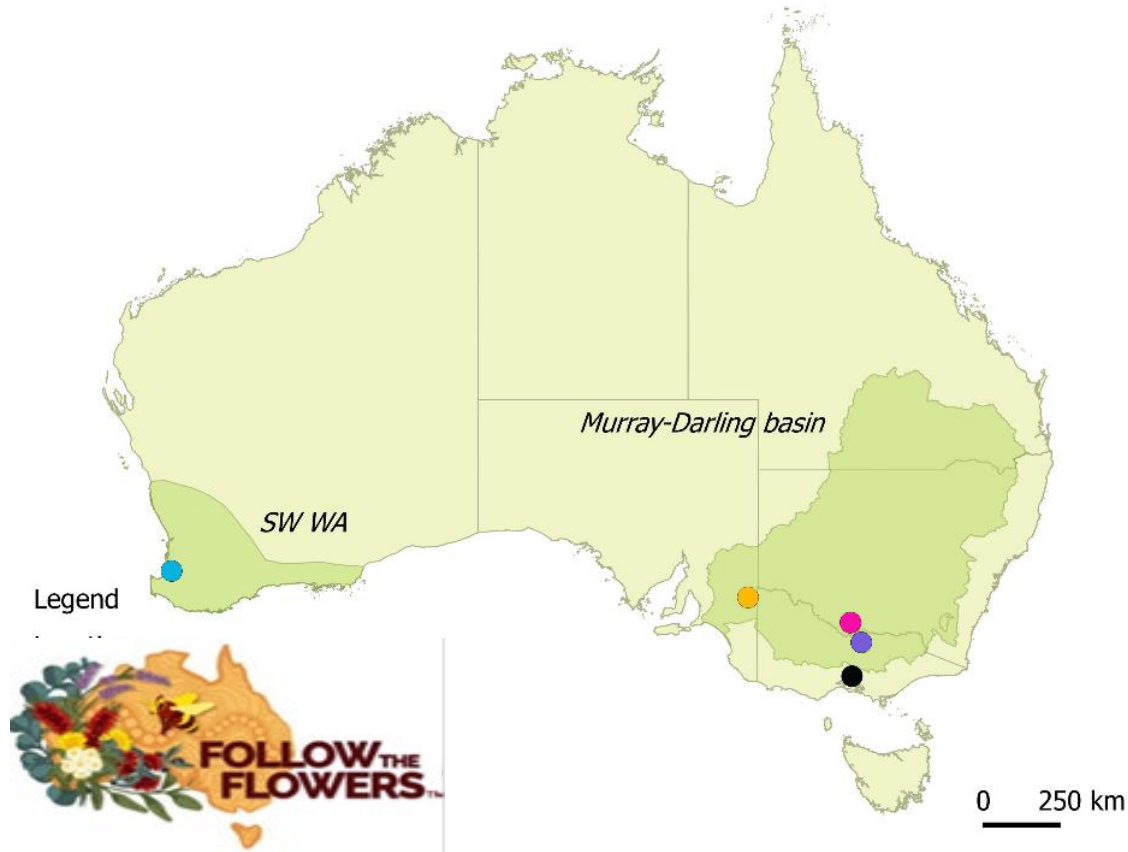


All farmers are contributing to national supply while repairing Country, and building skills for a sustainable future

All farmers are also creating unique, stand-alone tourism experience & product – example Kennedy Family Barkindji Bowls above, Dareton NSW



Nationally facing & supported, locally led, alliance-based for greatest good, greatest number and Country



Inclusive, collaborative, & co-design model with OAA: Aboriginal held lands, private and Crown lands

Vision

Thriving Country Thriving Communities
– 50 Farms in 5 Years (currently 22)

Currently focused in SW WA, Victoria, NSW and SA (including the Murray Corridor)

Building the Next Generation of Farmers & Tourism Operators

Skills for now, skills for a sustainable future, 7 Generations Forward



The Vision for Follow the Flowers Tourism

- 50 farms connected in 5 years for national supply & stand-alone product & experience
- 50 unique experiences connected as a Follow the Flowers tourism trail
- Product to see, taste, experience on farm embedded in a region's & State/Territory tourism offer, inc. accommodation & cafes where that is a landholder's aspiration
- Diverse on-farm business models – providing economic, social & environmental returns to local communities & businesses
- Visitation experience that will educate, enthuse & excite about culture, food, including bush foods, caring for Country & regenerative farming – ***why and how farmers are choosing to farm this way***

Thank You and Contacts

Neville Atkinson, OAA National Business Development Lead

Kevin Kropinyeri, OAA Eastern Seaboard Business Development Lead

Kelly Flugge, OAA WA Business Development Lead

Email: info@outbackacademy.org.au

Website: www.outbackacademy.org.au