



# Noongar Land

ENTERPRISE GROUP



## Strategic Plan

2024 – 2029



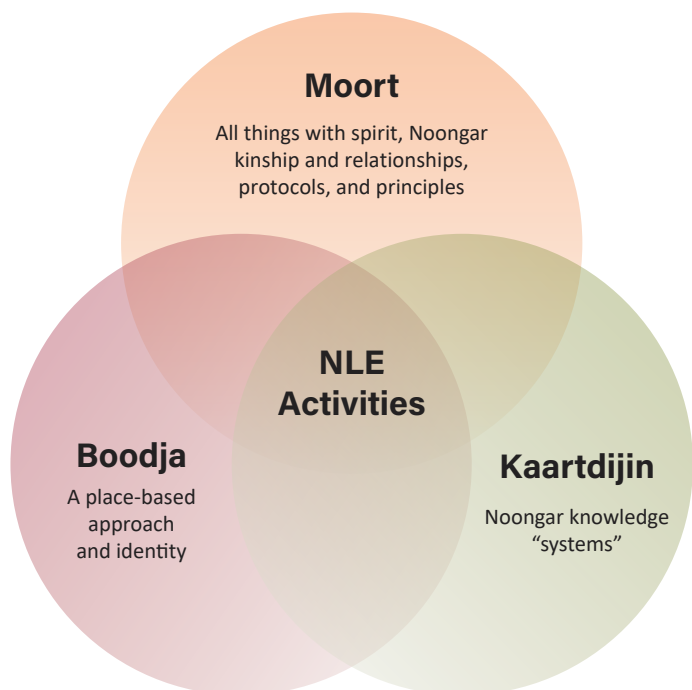
# Koorndaam First Law

As a 100% First Nations owned co-operative, the Noongar Land Enterprise Group's (NLE) foundation stone is Koorndaam (the Noongar Dreaming), which is the Noongar cultural first law. Koorndaam is a way of being and practicing stewardship of Country for Noongar people.

Koorndaam is the 'operating system' within which all decisions are made, having governed Noongar people for 65,000 years.

This knowledge is sacred, passed down by Noongar Traditional Owner Elders, incorporating Boodja, Moort, and Kaartdijin.

All of NLE's intent, strategies, and actions exist in the intersection of these three 'concepts'.



*Based on Dr Len Collard's Trilogy of Being Model*

## Foundational 'western' values which NLE adopts include:

- Demonstrating respect to Boodjar (country), self, team, and others
- Maintaining and growing Noongar culture as part of our business
- Having courage to lead, stay focussed, and committed to success
- Searching for, and embracing innovation
- Practicing honesty, in good times and bad
- Being dependable, showing up, and delivering as agreed
- Doing everything with a shared integrity
- Reciprocity at the core
- Acknowledging, respecting, and protecting traditional knowledge, including First Nations ecological knowledge and associated customary practices and protocols

## Vision

NLE's vision is to be the leading First Nations organisation across Noongar Boodja, supporting the development of culturally-grounded, commercially sustainable land-based businesses, providing thought leadership, and being the enabler for best-practice First Nations engagement amongst stakeholders.

## Purpose

NLE's purpose is to develop culturally appropriate, commercially sustainable land-based enterprises to enable the development of a First Nations land-based economy on Noongar Boodja, and support self-determination of its members.



# Strategy for Impact

## 1. Supporting Noongar Land Managers and Owners Today

Objective: To support the aspirations, economic development, and practical work of Noongar land owners and managers.

## 2. Building The Market For Tomorrow

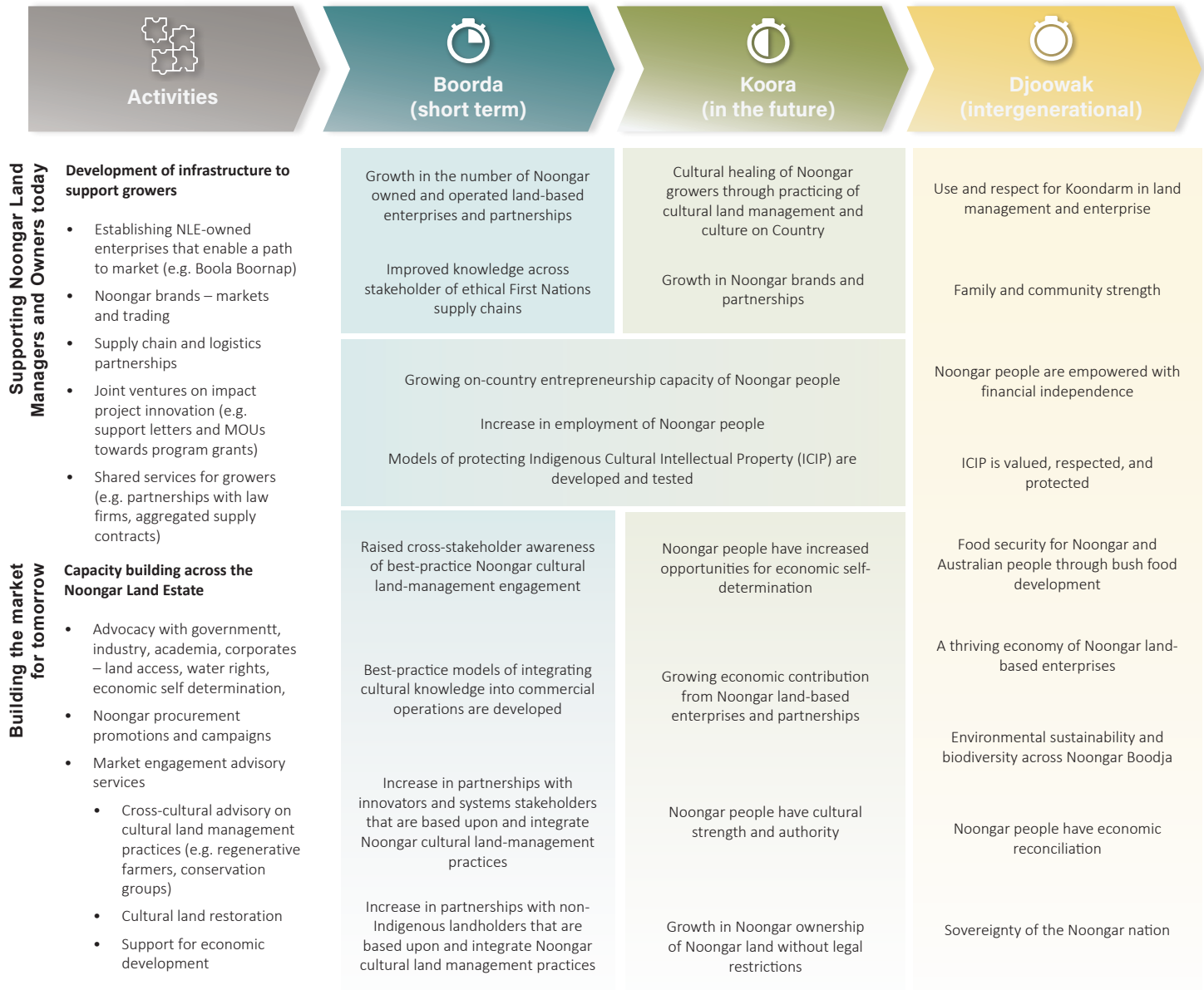
Objective: To support broader cultural stewardship responsibilities as a peak body for First Nations land-based enterprises across Noongar Boodja.





# Impact Program Logic Model

NLE's Impact Framework is the blueprint for the organisation's development to 2028 and beyond, with all activities linked to short, medium, and long term impact outcomes, which constitute NLE's north star.



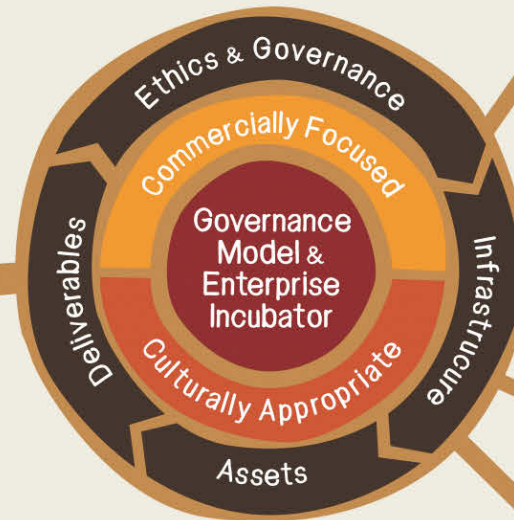
**Empowering First Nations people through culturally appropriate, commercially sustainable enterprises**



# Protecting Sacred Knowledge

IP Support, Elders, Lawyers

Corporations, Sole Traders & Associations



Trusted Partners - Staff, Supporting Organisations:  
Government, Universities Philanthropy, Accountants

# United Nations Sustainable Development Goals (SDG)



NLE is supporting a model of self-determination, working towards Noongar people being financially independent through employment or success of their own land-based enterprises.



The activities NLE and its members undertake in the bush foods and agricultural sectors will contribute towards First Nations food security.



For First Nations people, health of Country is closely linked to their own health and wellbeing. Through NLE's work to support culturally appropriate, commercially sustainable land-based enterprises, NLE will help to improve Noongar people's health and wellbeing.



NLE provides training and education for its members.  
  
Further, a number of NLE's enterprises, including Boola Boornap, provide training and education pathways for employees.



NLE and its members are providing work opportunities for First Nations people. NLE members and enterprises are providing economic growth for Noongar organisations and people.



NLE seeks investment from private investors, philanthropic and government to achieve growth of its enterprises. It is breaking down barriers and eliminating biases towards First Nations people in capital markets.



NLE's core purpose is to empower First Nations people to self-determine their own lives and reduce the inequalities that remain between them and other Australians.



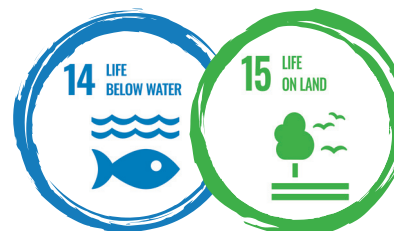
NLE and its members place protection of culture, cultural heritage sites and natural heritage at the centre of each property and enterprise.



NLE promotes responsible production and consumption of food through supporting its member's training and education in agricultural and land management practices and development of native bush food markets and supply chains.



Through development of land-based enterprises that place restoration and sustainability at their core, NLE will assist in mitigating the effects of climate change.



For First Nations people, land and water are one.  
NLE members and enterprises work to be culturally appropriate and commercially sustainable. This means the environment is cared for, protected, and restored.



NLE advocates for First Nations participation and inclusion in decision-making about Noongar Boodja.



NLE is a collective which relies on partnerships between its members, with other institutions, and with the community to achieve its desired goals. These partnerships provides the foundation for our members individually, and as a collective, to work toward achieving the other SDGs.



# UNDRIP Principles

The United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) is an international instrument adopted by the United Nations on September 13, 2007, to enshrine (according to Article 43) the rights that “constitute the minimum standards for the survival, dignity and well-being of the indigenous peoples of the world.” Australia endorsed UN Declaration on the Rights of Indigenous Peoples (UNDRIP) in 2009. However, the Australian Government has not taken steps to implement the UNDRIP.

**The Noongar Land Enterprise Group operates in accordance with the UNDRIP principles** and in particular highlights the following:

Article 3: Indigenous peoples have the right to self-determination. By virtue of that right they freely determine their political status and freely pursue their economic, social, and cultural development.

Article 5: Indigenous peoples have the right to maintain and strengthen their distinct political, legal, economic, social, and cultural institutions, while retaining their right to participate fully, if they so choose, in the political, economic, social, and cultural life of the State.

Article 23: Indigenous peoples have the right to determine and develop priorities and strategies for exercising their right to development. In particular, indigenous peoples have the right to be actively involved in developing and determining health, housing, and other economic and social programmes affecting them and, as far as possible, to administer such programmes through their own institutions.

Article 32 (1): Indigenous peoples have the right to determine and develop priorities and strategies for the development or use of their lands or territories and other resources.

Free, Prior and Informed Consent (FPIC) is a **specific right granted to indigenous peoples**. It is recognised in the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and protected by international human rights law. FPIC refers to the right of Indigenous peoples to be properly informed and engaged in order to give or withhold consent to and negotiate the terms of projects that affect them or their territories. Article 32 (2) of UNDRIP asserts that states shall consult and cooperate in good faith with the indigenous peoples concerned through their own representative institutions in order to obtain their free and informed consent prior to the approval of any project affecting their lands or territories and other resources.

## The Commonland 4 Returns Framework

NLE adopts and is aligned with the Commonland 4 Returns Framework. NLE works with its members, the wider Noongar community, and wider community in general to:

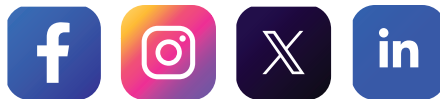




# Noongar Land

ENTERPRISE GROUP

Noongar Land Enterprise Group  
PO Box 799  
Subiaco, WA 6904



[www.noongarlandenterprise.com.au](http://www.noongarlandenterprise.com.au)