



East-West Alliance

The East-West Alliance (EWA) is an Aboriginal-led movement that uses a cooperative Fairtrade model to link Aboriginal groups in the East (Murray Corridor) and the West (Noongar Land Enterprises) with NRM agencies and private sector partners under shared values. Building on the Noongar Land Enterprise's successful implementation of the model, the EWA aims to develop businesses that improve the Country's sustainability and the social and cultural strength of the communities across southern Australia.

Who is part of the East-West Alliance?

East Murray Corridor Enterprises

Includes business representatives from Ngarrindjeri, Yorta Yorta, Barkindji, Wamba Wamba/Wemba Wemba, Taungurung nations and the Ngopamuldi Aboriginal Corporation (NAC) and Rumbalara Aboriginal Corporation (RAC).

Tri-State Murray NRM Alliance

Natural resource and agricultural support.

West

Noongar Land Enterprises.

WA Department of Primary Industries

Mentoring for the Tri-State Murray NRM Alliance partners.

Outback Academy

Not-for-profit, Aboriginal led organisation leading and hosting the EWA.

Indigenous Business Australia

\$60,000 funding and project development support.

Jasper Coffee

Mentoring to Aboriginal landholders on cooperative business.

Veolia

2-year investment into the Veolia/ Outback Academy Youth Business Development role (Ryan Morich); expertise on circular economy model and employment based capability building.

Aesop

Global skin care for a product working collaboratively with CSIRO.

Allens Lawyers

Governance, patent and standards legal services.

Kabo Lawyers

Representing overseas ethical investors.

Swinburne University

Assistance in project management and capability building.

CSIRO

Research and development of cultural products for the skin care, nutraceutical and pharmaceutical industries.

Key Milestones

2016

Tri-State Murray NRM Alliance funds engagement officers to explore options for building sustainable land and water businesses with the Aboriginal people along the length of the Murray River.

2017

Two business forums held to enable engagement between the Aboriginal people of the Murray Corridor with the Outback Academy, Noongar Land Enterprises, other established Aboriginal land-based businesses and private sector partners.

2018

Indigenous Business Australia provides additional funding to support the engagement with Aboriginal businesses; the identification and initial assessment of those ready to proceed and the part-time employment of a Murray Corridor Indigenous Business Development Manager.

2019

Formal creation of the Aboriginal-led East West Alliance with the signing of a 'Statement of Intent' between Aboriginal groups and partners from the private sector and the Tri-State Murray NRM Alliance. Participating Aboriginal business enterprises sign an MOU committing them to both individual business and collective objectives.

The role of the Tri-State Murray Alliance is to build the natural resource and agricultural capability of Aboriginal participants and provide technical advice as required. Initially this will be to guide the businesses through a Farm Management Planning process. The expertise and networks of the Tri-State are unique amongst the partners and are seen to be critical to success.

The Tri-State Murray Alliance has developed a customised land and water technical assessment tool that builds on the best approaches from across the Murray Corridor, commenced the Rapid Assessments and begun linking the Aboriginal land managers with existing capability building activities.

Farm Management Plan

