National Custodians of Country Gathering 2023

SPONSORSHIP PROSPECTUS

BIRI BULMBA BUDANG

MONDAY 21 - FRIDAY 25 AUGUST 2023
TJAPUKAI (DJABUGAY) CULTURAL PARK
CAIRNS, FAR NORTH QUEENSLAND
LIVE AND VIRTUAL EVENT

HOSTED BY
Wet Tropics Bama with Firesticks Alliance
Proudly supported by Landcare Australia
and the First Nations Landcare Working Group

Biri Bulmba Budang
Bringing back country with traditional knowledge

This gathering of Traditional custodians from across Australia engaged in Cultural fire and land management practices aims to share knowledge and experience with each other, plus partners and stakeholders involved in fire management and looking after country.

NATIONAL INDIGENOUS FIRE WORKSHOP

Djabugay Aboriginal Corporations

Landcare Australia

firesticks
Cultural burning: healthy communities, healthy landscapes

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YOUR INVITATION

The BIRI BULMBA BUDANG – National Custodians of Country Gathering 2023 is an innovative First Nations event, presented by Firesticks Alliance and hosted by local Traditional custodians. Proudly supported by Landcare Australia and the First Nations Landcare Working Group.

Help transform the future of Indigenous-led, collaborative land and sea management for all Australians.

We are seeking sponsorship from companies and organisations focused on working with and supporting Traditional Owners and First Nations people. The National Custodians of Country Gathering has a range of sponsorship packages available, or a package can be customised to suit your organisation's needs.

The National Custodians of Country Gathering will feature masterclass sessions, a gala dinner, live performances and field trips on the following topic areas:

- Traditional Burning Workshops
- Blue Carbon Workshop
- Botanical Cultural Walk
- Indigenous Knowledge and Agriculture
- Indigenous Social Enterprise
- Traditional Dance, Tool Making, Weaving Workshops
- National Aboriginal Water Case Studies
- Monitoring Techniques and Indicators of Country
- Cultural Fire Credit and Carbon Workshop
- Indigenous Endangered Animal Program
- Indigenous Education Workshop
- Traditional Cooking Workshop
- Children's Workshops

The Cultural Field Trips Program includes:

- Indigenous Reef Trip
- Indigenous Fire Workshop
- Indigenous Eco-Tourism Field Trip
- Mossman Gorge Cultural Walk
- Rock Art and Fire Walk

Photo: Preparing for the workshop, Buluwai Country. Photo by Rob Richardson

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HISTORY OF THE EVENT

The National Custodians of Country Gathering has evolved from the National Indigenous Fire Workshop that began with respected Elders in Cape York since 2004.

These on-Country Workshops have been held annually since 2008 and have been developed over the years to strengthen culture and share the importance of recognising and reviving Cultural Fire regimes to care for Country. This work is greatly respected and has gone on to inspire communities all over Australia and brought people together to learn about Indigenous Cultural Fire and land management practices.

What started as a small Indigenous Fire Workshop in Cape York 12 years ago, has grown into a national network now supported by Firesticks Alliance, an Indigenous-led body who works with Indigenous communities around Australia to strengthen knowledge and practice of Culture on Country.

This gathering of Traditional custodians from across Australia engaged in Cultural fire and land management practices aims to share knowledge and experience with each other, plus partners and stakeholders involved in fire management and looking after country.

Photo: Taken on Wadawurrung Country at the Victorians Womens Workshop 2021

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ABOUT THE BIRI BULMBA BUDANG NATIONAL CUSTODIANS OF COUNTRY GATHERING 2023

Firesticks Alliance is supported by Landcare Australia to build upon the successful National Indigenous Fire Workshops and deliver the first National Custodians of Country Gathering.

- Hosted regionally by First Nations' people to deepen the understanding of all values of Aboriginal culture and demonstrate how it benefits community through environmental wellbeing and revitalisation.
- The event also intends to bring greater awareness and opportunity to broader Australia about the contribution Indigenous knowledge can make to mainstream solutions within all sectors.Over 600 people are expected to attend.
- Live and virtual events.
- Traditional custodians and organisations, Indigenous Rangers, environmental and agricultural networks including landcare, government agencies, researchers and academics, young people, landcare volunteers, wellbeing workers, artists, business and the broader community.

The gathering will demonstrate practical innovation to contemporary land and sea management, biodiversity, threatened species management and agriculture with practical sessions on Country, cultural workshops and conference symposia during the event.

- Showcase partnerships between First Nations people and land managers and non-Indigenous Australia to educate others on the benefits of working together to protect and improve the viability and health of Australian land and sea into the future.
- Participants will gain an insight into the interconnected components of Cultural land and sea management practices and the responsibility of looking after Country. Participants will be immersed in Indigenous culture and practice. Masterclasses will be delivered in Cultural Fire, Indigenous Ethno-botany, weaving, tool making, dance, cooking, music, reading country and monitoring. Local Wet Tropics Traditional custodians and Firesticks Alliance have been working together and each of these hosting groups have initiatives which will be showcased during the gathering.
- Delegates will be offered a number of different field trips, hosted by Traditional custodians. Delegates will be transported across cultural landscapes from the rainforest to the reef-north, east, south and west across this incredibly unique and special place in north Queensland.

YOUR BENEFITS AS A SPONSOR

Demonstrate your cultural, environmental and community credentials: Supporting an event that shares First Nations knowledge directly from First Nations people, brings together traditional custodians and non-Indigenous people from across Australia and engage with broader environmental and landcare community networks.

Demonstrate your company's leading position in supporting reconciliation, improved fire practice, land and sea management, sustainability and community.

Connect directly with local Traditional custodians and others from across Australia and learn firsthand how Traditional ecological knowledge and governance can contribute solutions to today's social and environmental concerns.

Develop relationships with and demonstrate your support for key industry players, delegates, other sponsors, government and business representatives.

Choose from sponsorship options to suit your needs and budget. Options range from private masterclasses, meet and greet with local hosts and fire practitioners, merchandise sponsorship, conference stream sponsorship or sponsorship, social events, field trips and networking areas. You are sure to find something that helps deliver on objectives.

Photo: Palm at Emerald Creek, Buluwai Country. Photo by Sian Hromek

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SPONSORSHIP AND MARKETING PACKAGES

FIRE PRACTION KEY SUPPORTER $100,000 Number Available x 3 packages.

- Company branding on Event Collateral
- Digital Marketing Promotion
- Company branding on Digital Signage
- Tickets to Conference x 4
- Speaking Opportunity
- Company branding at Gathering Spaces
- Private meet and greet with recognised practitioners x 4 places
- Private pre-workshop/meet with local hosts x 4 places
- Photo opportunity with dancers pre show x 4 tickets
- Masterclass with Victor Steffensen, Co-Founder of Firesticks Alliance x 4 places

Photo: Cocky Apple *Planchonia Careya*. Photo by Sian Hromek

SPONSORSHIP AND MARKETING PACKAGES

ITEM	Quantity Available	Logo on Event Collateral	Digital Marketing Promotion	Tickets to Conference	Speaking Opportunity	Banner at Gathering Spaces	Private one on one meet and greet with recognised practitioners	Private one on one pre-work-shop/meet with local hosts	Photo opportunity with dancers pre-show	Backstage pass to Green Room	Pull up ban-ners at Music/ Stage area	Masterclass with Victor Steffenson for selected organisation	Cost
Fire Praction" Key Supporter	3	✓	✓	6	✓	✓	✓	✓x 4	✓x 4			✓x 4	$100,000
Welcome Ceremony Event Sponsor	1		✓	4	✓	✓		✓x 2	✓x 2			✓x 2	$75,000
Firesticks Mentoring Program Recognition Ceremony	1	✓	✓	3	✓	✓	✓	✓x 4					$50,000
First Nations Travel And Attendance Support " Each State And Territory" Supports 10 Traditional Custodians From Each State And Territory	8	✓	✓	3	✓	✓		✓x 2					$40,000
Welcome Bags " Torches, Cups" Mugs, Water Bottle, Shirt, Hat"		✓	✓	2		✓		✓x 1					$30,000
Arts And Music			✓	2	✓	✓				✓x 2	✓		$25,000
" Conference Stream Sponsor " 8 Available" "	8												$15,000
Traditional Burning			✓	2	✓	✓							$15,000
Botanical And Bush Foods			✓	2	✓	✓							$15,000

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Monitoring Techniques And Indicators													$15,000
Blue Carbon			✓	2	✓	✓							$15,000
Traditional Dance, Tool Making And Weaving			✓	2	✓	✓							$15,000
Indigenous Knowledge And Agriculture			✓	2	✓	✓							$15,000
Assessing And Reading Country (Post Burn Workshops)			✓	2	✓	✓							$15,000
Field Trip Sponsors	6		✓	2	✓	✓							
Waste Management	1			2									$5000
Chargebars	1			2									$5000

firesticks

ABOUT US

FIRESTICKS ALLIANCE INDIGENOUS CORPORATION

The Firesticks Alliance Indigenous Corporation provides leadership, advocacy and action to protect, conserve and enhance cultural and natural values of people and Country through Cultural Fire, land and sea management practices.

Firesticks values and respects Country, local knowledge, protocols of Elders and ancestors and we are committed to providing a supportive Indigenous led network that fosters a community of "praction" to maintain communication pathways and shared learnings of fire on Country for a better Australia.

Firesticks partners with diverse communities, landholders, agencies and institutions. Together we are identifying pathways to apply traditional aspiratons for our future to landscapes, to help heal and care for Country and empowering communities.

The Firesticks Alliance Indigenous Corporation was formally established in 2018 and is a not for profit corporation with Indigenous Directors from across the Eastern seaboard of Australia. The current activities are spanning from Far North Queensland to Tasmania and includes South Australia, we are reaching out and encouraging an inclusive national approach to support Indigenous communities to lead their own cultural fire programs.

Firesticks was inspired by the teachings of our Elders in practising, protecting, transferring and repatriating knowledge. Firesticks aims to continue this legacy by building the capability and capacity of Indigenous communities across Australia. More than ever Australia needs to embrace this knowledge as our trajectory anticipates increasing severity and occurrence of wildfires and longer drier seasons.

We have seen the destruction of Australian Rainforests and Woodlands through extreme wildfire events in recent years. Current fire and land management practices continue to impact the tree canopy, dry out the environment and allow invasive species to suppress and dominate, causing a more fire prone and unhealthy Country. With climate change, the need for healthy tree canopy will be more important than ever to assist native habitat to remain cool and resilient in the face of increasing temperatures.

Your sponsorship of Indigenous communities will empower them to lead the healing of Country; share their knowledge of how to look after Country; and have equally significant positive implications for health, wellbeing, employment, respect and reconciliation.

The work of Firesticks supports and empowers communities to improve the health and safety of our environment, and all communities. Your sponsorship of this event will enable both traditional custodians and non-Indigenous land carers to come together to improve the management of Australian land, water and seascapes.

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ABOUT US

LANDCARE AUSTRALIA

Landcare Australia is a national not-for-profit organisation established more than 30 years ago by former Prime Minister the Hon. Bob Hawke AC. Landcare Australia supports the landcare community with funding, capacity-building, on-ground projects, information, networking and promotion of landcare achievements.

Across Australia, our partnerships support thousands of people involved in landcare who are working to protect local ecosystems that contribute to the sustainability and productivity of our land and water assets for the benefit of all Australians. Together with the landcare community, our efforts improve biodiversity, build resilience in Australia's food and farming systems, and create stronger communities.

Landcare enables people to actively care for the natural environment in their community through sustainable land management and conservation activities. With the impact of a changing climate, and natural disasters like drought, bushfires and flood, landcare has never been so important. Landcare Australia is also a service provider for government programs, and delivers major land restoration projects.

Landcare Australia is committed to working constructively with and learning from First Nations people. Landcare Australia has established a First Nations Landcare Working Group and is actively working with this group to ensure all programs delivered by Landcare Australia are strengthened by First Nations perspectives, knowledge and collaboration.

CONTACT US

For more information or to discuss a custom sponsorship agreement based on your needs please contact:

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