



# JERRINJA LOCAL ABORIGINAL LAND COUNCIL

Saltwater People of Jervis Bay

Delia Lowe, Deputy Chair, Jerrinja Local Aboriginal Land Council

Alfred Wellington, CEO, Jerrinja Local Aboriginal Land Council























# JERRINJA EXPOSED



A creative photography  
and cultural language  
exhibition

A series of 10 photographs  
capture the essence of  
the Jerrinja community  
and its connection to  
the land. The images  
show the children of  
the community, their  
culture, and their  
relationship with the  
land. The exhibition  
is a celebration of the  
Jerrinja community  
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## JERRINJA EXPOSED

A Creative Photography & Language Project

















**Jerrinja are the coastal Saltwater People of the Shoalhaven and Kiama NSW - LGA regional area  
“Our Jerrinja Country” on the South Coast of New South Wales, Australia.**





“The Jerrinja Local Aboriginal Land Council strives to be culturally, environmentally, socially and financially sustainable and to provide for the future of the Jerrinja Community and our Country.”





# Jerrinja LALC

- The goal of the Jerrinja Local Aboriginal Land Council is to operate and improve our future sustainability in a professional, accountable, transparent and respected organisation with all members and the wider community.
- We aim to improve, protect and foster the best interests of all aboriginal people including our Members within our boundaries. We comply with all laws, regulations, policies and good business practices as stated in the NSW Aboriginal Land Rights Act 1983 (the Act) and (as amended).
- We drive outcomes through our successful partnerships with like-minded organisations and partnerships approved by the board and aligned with our Jerrinja LALC and CLBP – (4 year Community Land Business Plan)



# Jerrinja LALC

- The Jerrinja Local Aboriginal Land Council is a registered not for profit organisation founded on the 14<sup>th</sup> September 1994 under the Aboriginal Land Rights Act 1983 (NSW).
- We are the largest private landholder within our Jerrinja land boundaries, holding, protecting and sustainably managing over 264 aboriginal land, cultural and heritage sites.
- Jerrinja Local Aboriginal Land Council boundaries stretch from Gerroa to Jervis Bay through to Lake Conjola on the South Coast.
- Culturally and sustainably we manage over 4000 hectares of land.





The strategic goals and objectives for the JLALC over the next four years are to work across 4 identified priority areas which are approved by our members.

This includes developing detailed business plans for the 4 key strategic areas and goals:

1. Land Management & Acquisition
2. Housing & Community
3. People, Culture and Heritage
4. Social & Commercial Enterprise



# Jerrinja Tourism Projects



**Greenfield Eco-Tourism Developments in Jerriwerri (Red Rock) owned by JLALC and Kinghorne Point (owned by Shoalhaven City Council)**

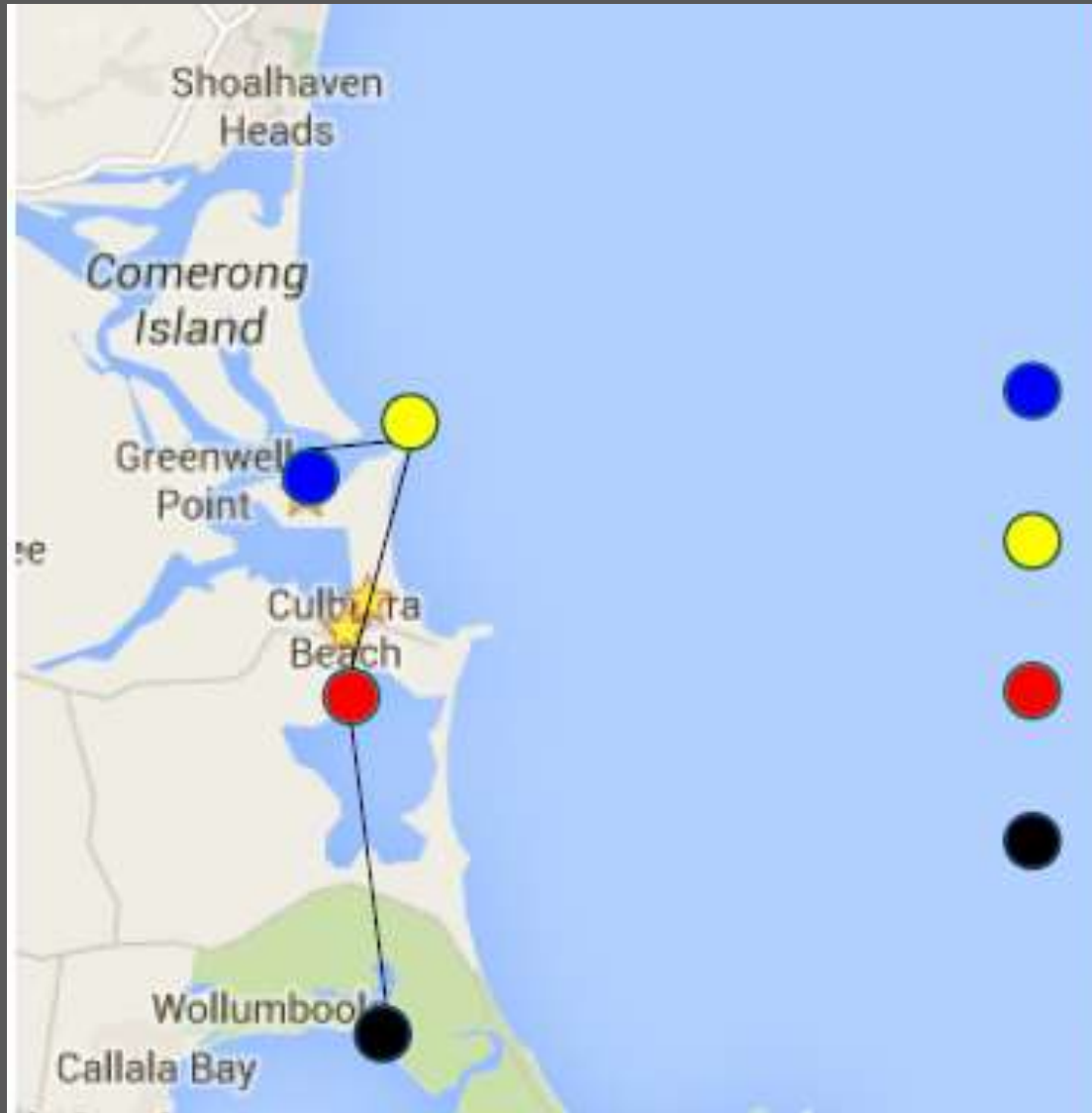
**We require investments and relationships to progress these opportunities for the local community.**

**Jerrinja LALC is also working closely with Shoalhaven City Council and Cooee Traveller to secure management rights to six Holiday Parks in the area, including Shoalhaven Heads Holiday Park and Culburra Beach Holiday Park.**

**Eco-Tourism is a requirement in order to generate economic gains while also achieving social outcomes and to protect the environment.**



# Hop – Walk - Skip – Jump Culture & Tourism



## Jerrinja Aboriginal Cultural Arts Community Centre HOP – WALK – SKIP - JUMP



A. CENTRE BASE & CULTURE SCHOOL FACILITY  
ORIENT POINT NSW



B. CROOKHAVEN HEADS cultural walks , Marine  
Rescue Centre, Community Nursery & Sculpture Park

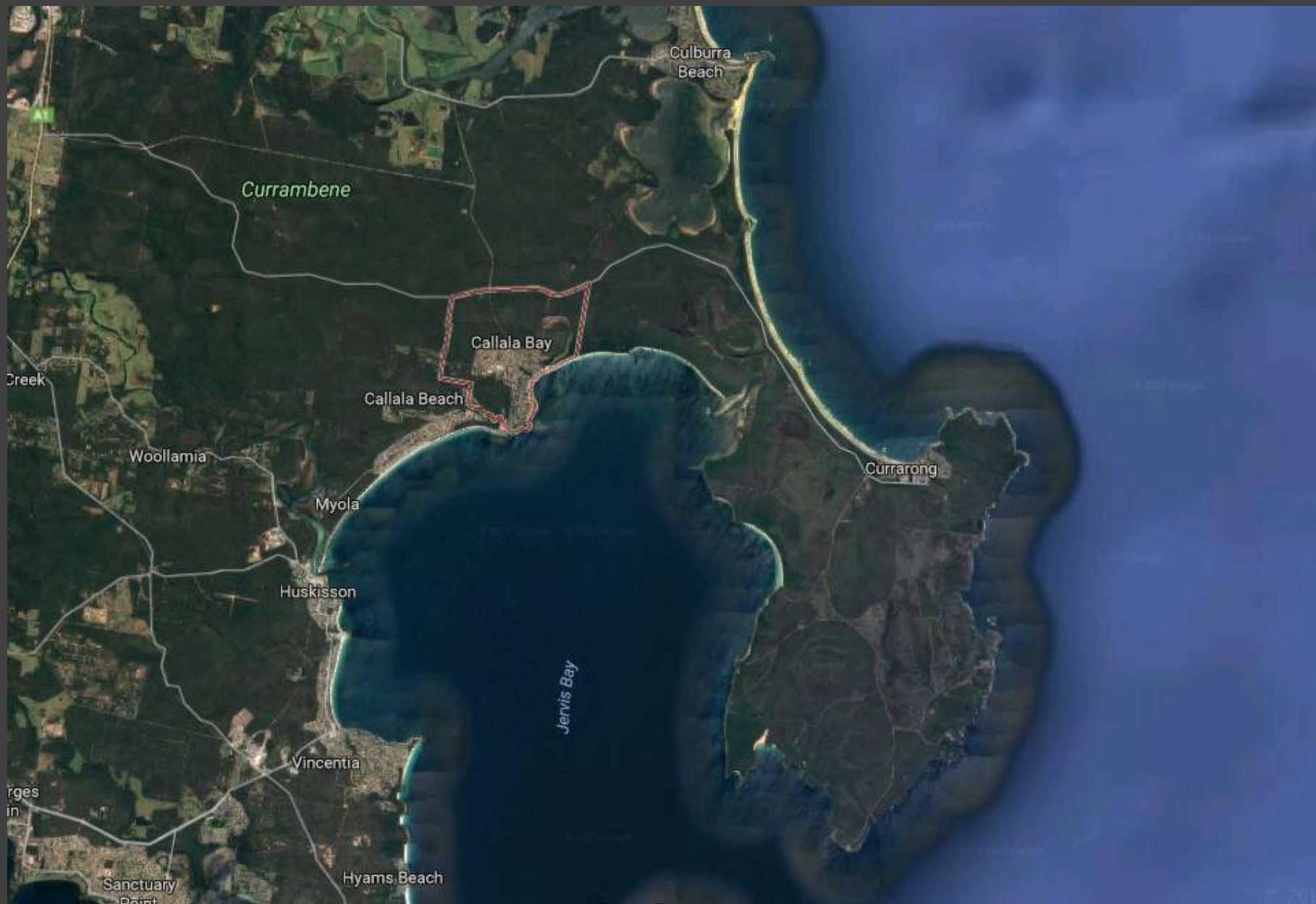


C. LAKE WOLLUMBOOLA - World Heritage and  
Traditional Land, flora, fauna, traditional hunting and gathering  
area. Bird Tours, Culture Walks



D. RED ROCK – Jerriwerri – Jervis Bay National Park  
Eco-Tourism Cultural Area and Facilities, Diving Tours, Cultural Walks,  
Water Tours, Bush Tucker, Accommodation



















# Employment

Tourism will provide our community with an economic future and assist them to stay locally on country.

- At the moment, the local Aboriginal population of the Shoalhaven is 4,300. There are Aboriginal unemployment rates of 21%
- Tourism is a great entry point into employment for local community members in the JLALC boundaries. Many come from long-term unemployment.
- We will be identifying skills required to take part in tourism and creating training opportunities for Jerrinja to transition into the industry.



# Sharing Culture

Jerrinja holds a depth of culture to channel into cultural tourism in the South Coast region of New South Wales. The goals for Jerrinja in tourism are to:

1. Establish a viable ecotourism industry in Jervis Bay;
2. Support growing local gourmet food and wine industry with a “Bushtucker” theme to an experience;
3. Use existing environment to provide tours which will consist of low-impact activities such as walking tours of local sites.
4. Create another tourism business for the South Coast as there is only one existing Aboriginal tourism operator in the area;





# Economic Development

Increase economic development of the region by establishing a global ecotourism brand associated with a high quality experience.

We would like to take advantage of:

- South Coast's 3.7 million domestic overnight visitors.
- Visitors spent over 11.4 million nights in the region – up by 1.8 % the year before.
- Domestic overnight visitors spent nearly \$1.8 billion in the region



Thank you.

