

CASE STUDY 7

Narana Creations



INDUSTRY: Aboriginal cultural tourism

THE PROJECT:

The project involved undertaking a cultural mapping of Narana with the intention of identifying strengths that could be used to build the capacity of the organisation.

THE BACKGROUND:

Narana is an Aboriginal cultural learning centre and tourism venture that has untapped potential.

OBJECTIVES:

The objective of the project was to create more opportunities for Narana to expand their products and services.

THE ACTIONS UNDERTAKEN:

Initially, the most important aspect of the work was to listen to the vision of the director. He expressed a strong desire to do more for at-risk youth, and to develop the cultural garden more fully in order to increase visitor numbers and build on the strengths of the organisation. The cultural garden was a wonderful little landscape that was established many years earlier using information about local Aboriginal plant use. Over time, the garden had deteriorated and was underdeveloped. Partnerships were identified, considered, and then engaged to create opportunities to develop new programs for the centre that would provide support to at-risk Aboriginal youth, and would also bring environment students to the centre to contribute to the development of the gardens and to learn about Aboriginal culture from staff at the centre. This opportunity would provide a two-way learning experience, as the students would teach the staff how to develop the garden.

CHALLENGES:

The biggest challenge was the resistance of the staff to change, which escalated with each new development. The director was a visionary: he had built the centre from the ground up and held a strong vision of what he believed the centre was meant to achieve. The strength of the organisation was in the director's leadership and held in his heart yet his egalitarian approach stumbled under the weight of others' resistance to the new growth that was possible.

OUTCOMES:

As a result of the partnership development process, 20 potential partners were identified and invited to attend a forum at the Narana centre to explore the possibilities for what they could achieve together. The director and a professional facilitator conducted the proceedings. It was an amazing opportunity to take a giant leap forward and embrace the opportunities presented. But behind the scenes the resistance grew and, with his principals of not wanting to go against others, the director succumbed and withdrew from all of the opportunities and partners. Despite this, Narana continues to be an amazing organisation that has incredible potential.



1. Narana welcoming the women. 2. Narana Cultural Learning Centre. 3. Narana. 4. Women perform at the Narana Forum. 5. Women of NNP perform a ceremony at the forum. 6. Cultural leader Peggy Patrick presents 'winan' (a gift) to Vince ross Director of Narana. 7. Vince accepts the 'winan' from Peggy. 8. Narana Cultural Tourism Partnership Forum.