

NEW INDIGENOUS EVENT DEVELOPMENT

Tilma Group was approached by Surat Aboriginal Corporation of Roma, QLD (500km west of Brisbane) to help them develop a new annual one-day Indigenous cultural festival showcasing the Indigenous cultural tourism experiences of the South West Queensland Indigenous Cultural Trail (a 1,000km loop which includes Surat, St George, Dirranbandi, Cunnamulla, Charleville, Mitchell and Roma).

It was intended that the festival would be preceded by a conference for stakeholders of the trail and a bush-tucker-inspired dinner. The festival would include a market of Indigenous arts and crafts, food stalls including bushfoods, Indigenous face painting, a spotlight on each town on the Trail and their tourism experiences, and a schedule of Indigenous craft workshops, Indigenous music and dance performances, cooking with bush foods demonstrations, Indigenous games, and guided tours of the on-site Indigenous cultural site, culminating in a concert by Busby Marou.

Bamba Gii would be Outback Queensland's only diverse, authentic, Indigenous festival where attendees can immerse themselves in local Indigenous cultural practices by engaging in hands-on experiences and connecting with local Aboriginal people.



PROJECT OVERVIEW

Tilma Group created a new event development plan, and a marketing plan for the new event, and provided a number of DIY event management templates from rEVENTS Academy, our event management training program.



OUTCOMES

In collaboration with Surat Aboriginal Corporation, Tilma Group wrote a successful Year of Outback Tourism Events Program grant application to support the festival's launch in 2021.

The inaugural event in September 2021 was a success, celebrating the Southern Queensland Indigenous Cultural Trail and the Mandandanji, Gunggari, Kamilari, Bidjara, Kunja, Kooma, Mardigan, Kullilli and Budjiti people. Highlights included performances by Busby Marou and Lloyd Saunders, a cooking demonstration by Chris Jordan, Indigenous markets, storytelling, art exhibitions and workshops on traditional dance, earth healing, language, basket weaving and art.

Surat Aboriginal Corporation intend to continue to run the event biennially, and focus on Indigenous food at the next festival in 2023.

PROJECT PURPOSE

The purpose of the festival was to activate and promote the 1,000km South West Queensland Indigenous Cultural Trail, with the intention to host the annual festival in each town of the trail over the years to increase awareness of and visitation to its Indigenous attractions and culture, and build up the Indigenous cultural heritage tourism industry in the region.

Another aspect of the festival was to provide an opportunity for Indigenous cultural tourism stakeholders who live at great distance to each other to meet face-to-face and build a stronger network, share ideas, and build co-operation along the Trail.



REFEREE

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