



Eora Journey

Economic Development Plan

Executive Summary

Lord Mayor's message



Our city has an Aboriginal past, present and future. The land on which this city stands is Aboriginal land – the land of the Gadigal of the Eora Nation.

Our Eora Journey program is focused on working towards cultural, economic and social sustainability for Aboriginal and Torres Strait Islander communities in our local area.

Working with artists and businesses, we have so far developed world-class artworks and events that celebrate living Aboriginal and Torres Strait Islander culture.

Cultural recognition needs to be underpinned by economic opportunities.

We know that Aboriginal and Torres Strait Islander people face unique challenges in accessing economic opportunities. It is crucial that we work with partners to overcome any barriers to success in employment and entrepreneurship for Aboriginal and Torres Strait Islander people.

The Eora Journey Economic Development Plan will guide our work in assisting Aboriginal and Torres Strait Islander communities achieve prosperity on their terms.

A handwritten signature in black ink that reads "Clover Moore".

Clover Moore
Lord Mayor

The above messages are extracts from the City of Sydney's Eora Journey Economic Development Plan. To access the full plan please visit cityofsydney.nsw.gov.au

Aboriginal and Torres Strait Islander Advisory Panel message

The development of the City's Eora Journey Economic Development Plan has been thorough and consultative.

The City has sought knowledge, expertise and perspectives from across our communities – from Aboriginal and Torres Strait Islander Elders, students, workers and business people; innovators, artists and academics; public servants, community organisations and community leaders.

There have been deep discussions around the meaning of prosperity and economic opportunity to our communities, and of course, what actions the City of Sydney can take to work in partnership with Aboriginal and Torres Strait Islander organisations and businesses in creating the conditions for all of our people to thrive.

We look forward to the implementation of this important plan to support growing the prosperity of Aboriginal and Torres Strait Islander communities in Sydney.

Cass Goodwin and Warren Brown
Co-Chairs, Aboriginal and
Torres Strait Islander Advisory Panel



Executive summary

The Eora Journey Economic Development Plan sets an agenda for the City to engage with Aboriginal and Torres Strait Islander communities and businesses over the next 10 years to achieve prosperity.

It will help us deliver a range of initiatives to create and maintain the conditions for Aboriginal and Torres Strait Islander people in our area to thrive as students, employees or business owners.

This includes ways we can work more productively with community organisations, the private sector and business owners, other levels of government, and the wider community.

The plan has been developed through extensive consultation with local organisations and communities.

It also builds on our longstanding commitments to Aboriginal and Torres Strait Islander resilience and wellbeing.

Our local area

Our local area is home to a vibrant and diverse Aboriginal and Torres Strait Islander population that comprises many language and clan groups from all over Australia.

The culture and connection of Aboriginal and Torres Strait Islander communities to this land dates back tens of thousands years.

This area is of prime importance to Aboriginal and Torres Strait Islander communities. It was the first place that long-standing ways of life were disrupted by invasion. It was and is an important gathering area for Aboriginal and Torres Strait Islander peoples, businesses and communities.

This is the City of Sydney's first economic action plan for Aboriginal and Torres Strait Islander communities.

A time to act

We live in a period of economic transformation, and with this comes new opportunities and challenges. Economic opportunities for Aboriginal and Torres Strait Islander communities in our area require particular focus.

There have been recent improvements across Sydney in areas such as employment, business ownership and educational attainment. However, inequalities between Aboriginal and Torres Strait Islander communities and the population as a whole remain visible.

As our city transforms, we will continue to work with partners to strengthen and support economic opportunity to ensure the Aboriginal and Torres Strait Islander heart of our city beats ever louder.

Based on research and consultation

The plan has been developed through comprehensive engagement with organisations and communities across Sydney.

We have worked in partnership with Aboriginal experts and businesses to understand key issues and community views.

Our first step was to conduct foundation studies to identify and examine strengths, gaps and opportunities in the existing economic landscape.

We then undertook a comprehensive engagement program, the 'Eora Journey Prosperity Talk'.

This research and consultation confirmed that achieving prosperity, in its multiple forms, is a central aspiration for Aboriginal and Torres Strait Islander communities in our local area.

It also helped clarify how our communities define prosperity and the economic challenges they face.



*Colours of the Aboriginal flag as part of the Welcome to Country at New Year's Eve 2015
Photo by Ryan Pierse\City of Sydney/Getty Images*

Our vision and guiding principles

The Eora Journey Economic Development Plan is an action plan for sustained prosperity for Aboriginal and Torres Strait Islander communities in Sydney.

Based on our consultations, this action plan rests on four guiding principles.

Work towards prosperity

- Expand economic participation and opportunities by enabling greater self-determination

Reflect and respond to community needs

- Recognise the diversity of aspiration among individuals and communities
- Remain dynamic and responsive to changing needs and opportunities

Create business opportunities through delivery

- Create business opportunities in delivering activities under this plan, not simply as the result of these activities

Work together

- Coordinate between all partners – individuals, communities, government agencies and not-for profit organisations

Four main themes

Based on the challenges identified in our engagement and research work, this plan focuses on four main themes.

1. Create an economic hub

Ensure support and capacity building for Aboriginal and Torres Strait Islander business owners and prospective entrepreneurs

2. Maximise employment outcomes

Ensure Aboriginal and Torres Strait Islander people can access opportunities, progress and thrive in the local economy. This focuses on issues such as pre-employment support, job seeking, job-readiness and support for stronger career pathways

3. Enhance tertiary opportunities

Support Aboriginal and Torres Strait Islander people in accessing, completing and maximising the benefits of tertiary education

4. Grow key sectors of the economy

Support business ownership and employment opportunities in areas such as finance and professional services, tourism, retail, creative and digital businesses

Under each theme are several areas of action for the City:



Discussions at an Eora Journey economic stakeholder workshop at Sydney Town Hall / Photo by Jamie Williams

01 Business owners and entrepreneurs

Build skills by providing access to business advice and mentorship

- Enhance entrepreneurial skills, business knowledge, and access to networks
- Ensure information on existing support services is communicated to business owners and prospective entrepreneurs

Provide opportunities to access resources

- Explore how we can improve access to resources for Aboriginal and Torres Strait Islander business owners
- Work with partners to create a business hub for Aboriginal and Torres Strait Islander business owners in Sydney

Enable connections, collaboration and supplier diversity

- Increase opportunities for Aboriginal and Torres Strait Islander business owners to connect to other businesses, share knowledge and build strong networks
- Enhance our own procurement activity

Promote Sydney as an Aboriginal and Torres Strait Islander business hub

- Showcase success stories and further promote Sydney as a hub for successful Aboriginal businesses

02 Jobseekers and employees

Lead by example through enhancing opportunities within our own organisation

- Ensure we provide opportunities at all levels for Aboriginal and Torres Strait Islander job-seekers
- Implement a City of Sydney Aboriginal and Torres Strait Islander employment strategy

Assist job-seekers in finding the correct pre-employment support

- Work with partners to promote the employment services available to Aboriginal and Torres Strait Islander job-seekers in our local area
- Support access to mentor programs for Aboriginal and Torres Strait Islander employees and job-seekers

Promote pathways: into employment and onto progression

- Support programs and services that provide opportunities and improve skills
- Ensure our partnering arrangements create employment opportunities for Aboriginal and Torres Strait Islander people



Bangarra dancers at the launch of YININMADYEMI: Thou didst let fall by Tony Albert, Hyde Park / Photo by Joseph Mayers

03 Students and tertiary education

Enhance Sydney's reputation as a centre for Aboriginal and Torres Strait Islander learning

- Create more opportunities for organisations involved in tertiary education in Sydney to meet and coordinate activity
- Promote Sydney as a vibrant and welcoming place to study for Aboriginal and Torres Strait Islander students

Raise and help realise aspirations for further study

- Create opportunities for Aboriginal and Torres Strait Islander young people to learn about the range of career options available through further education
- Promote Aboriginal and Torres Strait Islander tertiary education success stories

Improve student experiences and networks

- Work with partners to create opportunities for Aboriginal and Torres Strait Islander students to come together and build networks
- Develop and support programs to increase leadership skills and employment opportunities

04 Key sectors of interest

Finance and professional services

- Work with partners to develop actions that will further increase Aboriginal and Torres Strait Islander employment participation

Tourism

- Work with Aboriginal and Torres Strait Islander tourism operators to create new visitor experiences and sustainable tourism products
- Raise the profile of Sydney as the gateway to Aboriginal and Torres Strait Islander culture, arts and experiences

Retail

- Facilitate access to affordable space for Aboriginal and Torres Strait Islander retailers.
- Explore initiatives that respond to the impact of non-authentic products and services

Creative and digital

- Create more opportunities for organisations within the creative and digital sectors to meet, discuss issues, and develop actions to enable growth



Young people at launch of Bujari Gamarruwa signage at Reconciliation Park, March 2016 / Photo by Katherine Griffiths

Implementing the plan and monitoring change

The Eora Journey Economic Development Plan is a dynamic 10-year plan. It is designed to be flexible and evolve as the needs of local communities change.

We will work in partnership with Aboriginal and Torres Strait Islander businesses and organisations, other levels of government and the private sector to deliver this plan.

All of the actions in the plan have been designed to create measurable and positive change for, and with, Aboriginal and Torres Strait Islander communities in our local area.

The areas we will measure over time include:

Control

- Increasing Aboriginal and Torres Strait Islander control in areas such as ownership, leadership, and decision-making

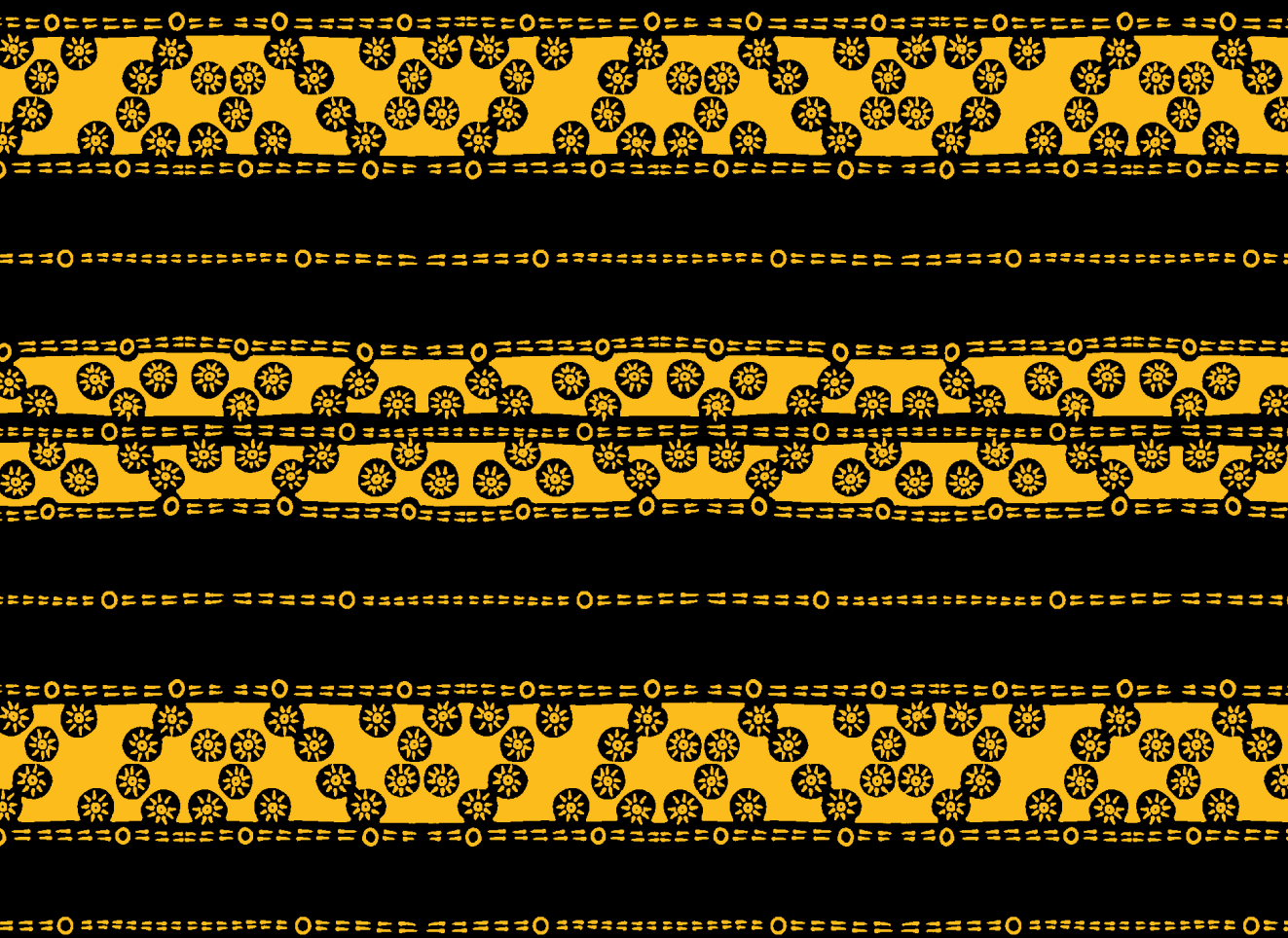
Visibility

- Ensuring the contributions of Aboriginal and Torres Strait Islander residents, employees and businesses are visible throughout Sydney, and this visibility increases over time

Connection

- Promoting and maintaining connections between Aboriginal and Torres Strait Islander and non-Aboriginal residents, businesses and organisations

The cover design has been created by Brentyn Lugnan, a proud Gumbaynggirr man and experienced artist from New South Wales. The design signifies the journeys of peoples through different lands.



The Eora Journey Economic Development Plan can be accessed on the City of Sydney website at www.cityofsydney.nsw.gov.au



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SydneyYourSay.com.au