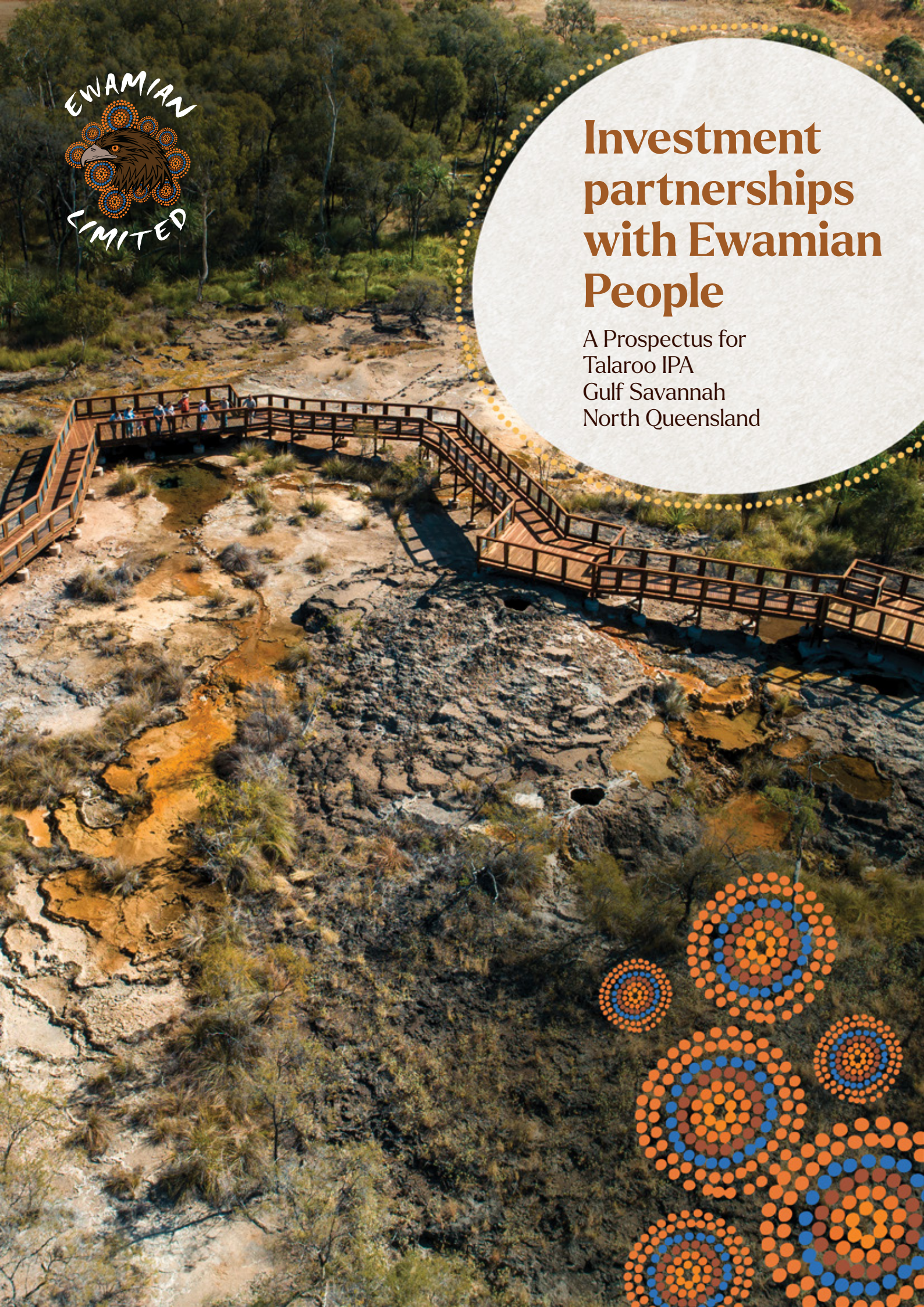




# Investment partnerships with Ewamian People

A Prospectus for  
Talaroo IPA  
Gulf Savannah  
North Queensland





Nana nhangaya djurra  
Wamin wundu-dha

## We welcome you all on Ewamian country

We are the Ewamian People, the traditional owners of Ewamian country, located in the upper Gilbert and Einasleigh River catchments of North Queensland.


Come walk with us to discover the partnership opportunities we have to share through Ewamian Limited. Here you can learn about Talaroo, our natural and cultural jewel on the banks of the Einasleigh River. We have partnered with CSIRO, Australia's national science agency, to build the scientific evidence supporting this prospectus about tourism, Indigenous land management, and environmental services opportunities. We seek partners in our journey as we build a sustainable future for our people and country.

*"Come and share in 60,000  
years of knowledge that will  
benefit future generations"*

Sharon Prior  
Ewamian Limited  
General Manager







*Very rare mounded  
hot springs with 19,000  
year old springwater*



*Abundant cultural  
heritage sites  
and artefacts*



*The Ewamian rangers*




*On the  
Savannah Way*

# Talaroo Indigenous Protected Area and Nature Refuge

*A place of rest  
and healing*



*300+ plant species &  
endangered endemic plants*



*Extensive Einasleigh River  
frontage and a stunning gorge*



*Almost 200 species  
of birds sighted*



# Our Partnership Vision

To create value through partnerships that support sustainable development and shared prosperity on our unique country at Talaroo.

## Our Partnership Principles

- Sustainability of culture and country
- Responsive to the partner and the opportunity
- Investment for the long term
- Strong partnership governance
- Economic viability
- Shared responsibility
- Promoting well-being and reconciliation



# Our Partnership Record

In 1994, the Ewamian People established the Ewamian Aboriginal Corporation (EAC) to support the lodgement of the Ewamian Native Title Claim and provide services to Ewamian People. In 2021, the corporation name was changed to Ewamian Limited. Ewamian People are proud of their corporate history and how they have delivered for their partners.

Through EAC, Ewamian People developed and maintained strong partnerships and networks to support the development of Talaroo.

These partnerships include North Queensland Land Council, State and Commonwealth government, Northern Gulf Resource Management Group and research institutions. More recently, Plan C, Inspired by Marketing Cairns and other consultants joined the network to make the Talaroo Tourism project a reality.

Through the partnership with CSIRO, Ewamian People use multiple kinds of evidence to support development decisions and to explore the feasibility of different on-country enterprises. Ewamian People are seeking new partnerships to take Talaroo to the next phase of development.

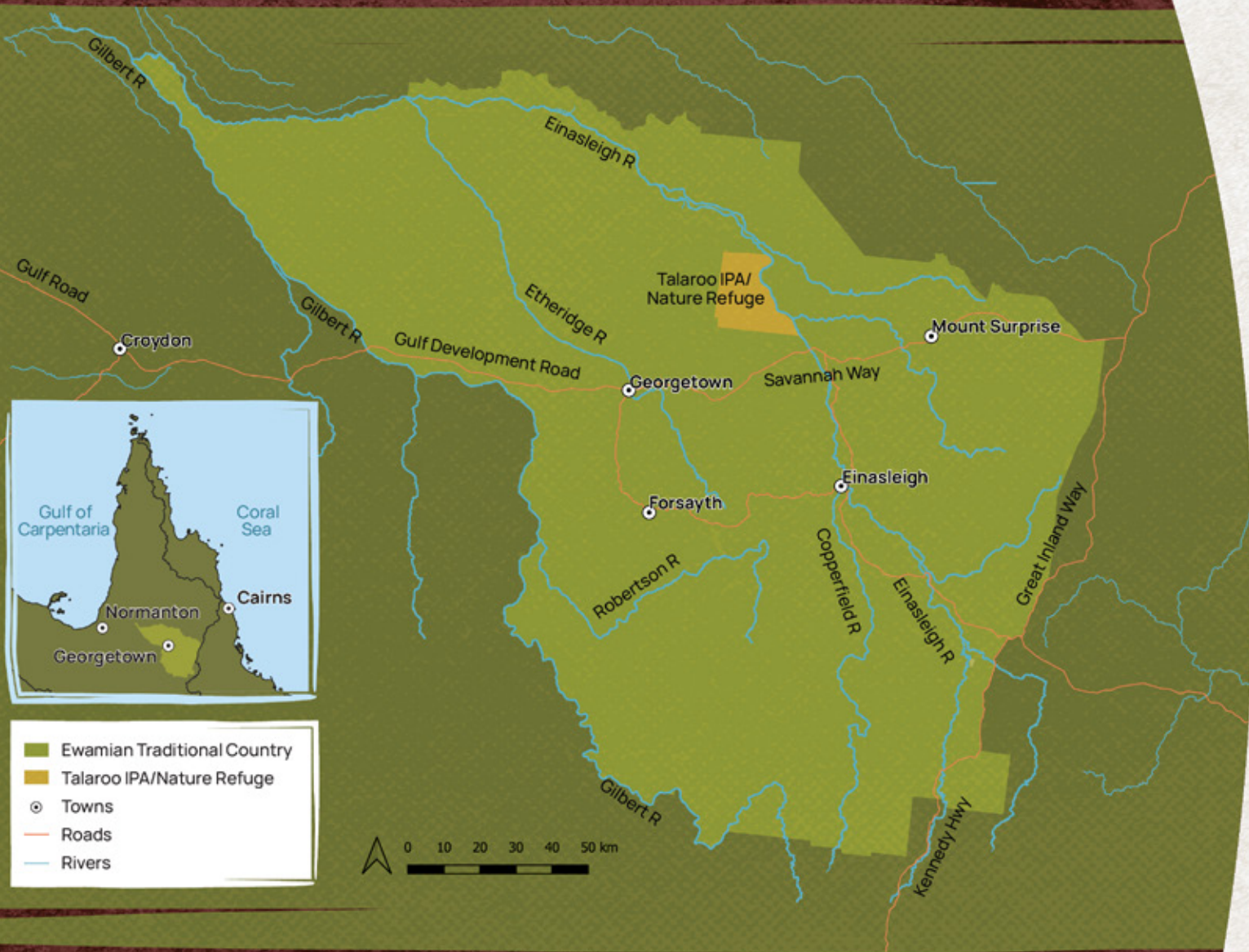
*"We have good cultural and organisational governance"*

Timeah Archer  
Ewamian Limited  
Board Member





# Ewamian Country and People



The homelands of the Ewamian People lies within the Einasleigh Uplands Bioregion. This region has a tropical climate with summer rainfall averaging 790 mm per annum. It is country rich in culturally significant sites such as scar trees, stone grooves, rock art sites, ceremonial grounds and historically significant places. Ewamian People living in many places throughout north Queensland and beyond retain a strong spiritual and cultural connection to the area. Ewamian Limited's primary focus is to support and provide ongoing economic and

community sustainability on country for its members and staff in the pursuit of self determination for the future.

In 2013, this connection was formally recognised as the Ewamian People successfully secured Native Title over 2.9 million hectares of their traditional lands. Following this, the Ewamian People have negotiated over 20 Indigenous Land Use Agreements (ILUAs) with external parties, including for land parcels in Georgetown, Forsayth, Einasleigh and Mount Surprise.



## Talaroo IPA/ Nature Refuge

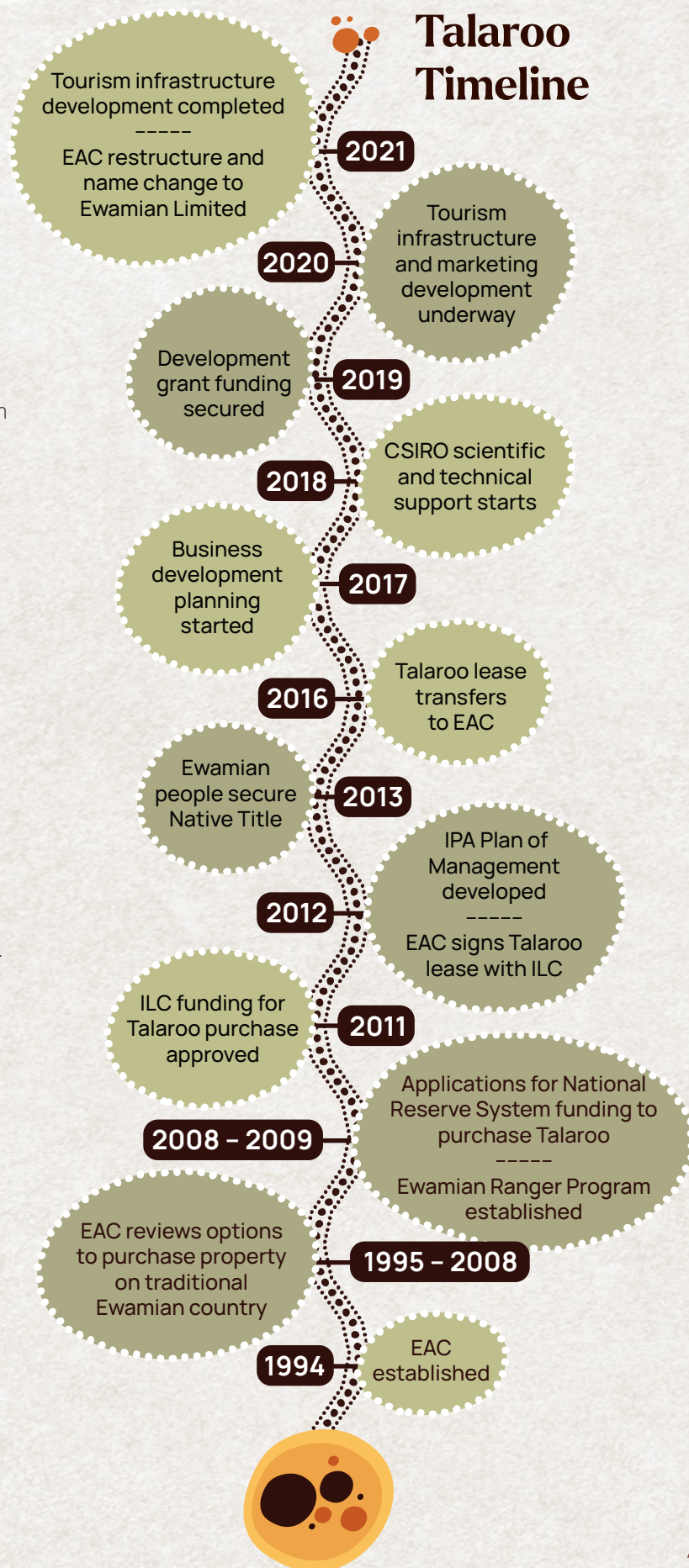
Talaroo is a focus for Ewamian People in connecting to Country and developing their cultural and economic aspirations. Einasleigh River borders Talaroo on the eastern side and the Newcastle Ranges tower over the western border. Talaroo is conveniently located only 10 km from the Gulf Development Road (Savannah Highway), 350 km southwest of Cairns and 80 km northeast of Georgetown. Talaroo has been managed as an Indigenous Protected Area (IPA) Consultation Project since 2012, and the Dedication of Talaroo IPA is anticipated to finalise by the end of 2021.

Talaroo hot springs are unique in Australia and have significant cultural and ecological values. Additionally, Talaroo is known for its rich biodiversity with almost 200 species of birds, 326 species of plants, 34 species of mammals recorded. Some of these species are rare and/or endemic – that is they only exist in certain areas. These include the threatened black throated-finch (*Poephila cincta atropygialis*) and 26 migratory species that are protected under international conventions and agreements. The endangered endemic Salt Pipewort (*Eriocaulon carsonii* F. Muell.) exists in the wetlands around the hot springs.

*"Talaroo is the heart  
of Ewamian Country."*

Brian Bing  
Ewamian Limited Board Member

## Talaroo Timeline





# Building and testing opportunities at Talaroo

The Ewamian People partnered with CSIRO to enhance the evidence base supporting EAC enterprise development. A multi-disciplinary team worked with Indigenous Knowledge holders to investigate tourism development, carbon farming and the viability of the land for horticulture, including bush foods.

The work included:

- geophysical and hydrogeological surveys
- evaluation of carbon farming methods under the Emission Reduction Fund
- survey of soil suitability
- understanding land tenure conditions
- collaborative mapping of cultural and ecological assets for tourism
- Indigenous- and eco-tourism market analysis.

This investment prospectus was then co-developed by the Ewamian People and the CSIRO team supported by expert community and industry advisors.

*"This prospectus shows our best opportunities for new partnerships. We are ready to take the next steps."*

Jenny Lacey  
Ewamian Limited Director





# Prioritised opportunities for Talaroo

Our review and testing have highlighted two investor opportunities

## Opportunity 1 Tourism



## Opportunity 2 Indigenous land management and environmental services



These opportunities support one another, as tourism opportunities are grounded in the ongoing care for Talaroo's natural and cultural resources by the Ewamian Rangers. Sustainable development at Talaroo will enable meaningful tourism experiences, manage risks and impacts, and provide resources for the future growth and development of Ewamian Limited's capabilities.



## Opportunity 1

# Tourism on Talaroo

Ecotourism and cultural tourism are vital to the future development on Talaroo. The hot springs provide a focal point for developing current potential and creating future opportunity.

## Talaroo hot springs

Talaroo hot springs are a rare feature in Australia as one of the very few geothermally heated terrace springs on the continent. Six vents of different sizes crowned with limestone mounds and a series of terraces flow with spring water between 49°C and 63°C. CSIRO research shows that the hot spring water is from ancient rainfall about 19,000 years ago and is stored in aquifers separate from the Great Artesian Basin. The hot springs and surrounding wetlands create unique habitats for living organisms including a new species of cyanobacterium, *Ewamiania thermalis*, and an endangered succulent, *Eriocaulon carsonii* F. Muell, endemic to east and southeast Australia.

## A rich heritage

Millenia of Ewamian cultural knowledge is etched in the landscape – stone grinding grooves and scar trees from past tool making are just a short walk from the accommodation. The classic outback scenery also boasts stories of 150 years of cattle, stockmen and a Cobb & Co change station, providing interest for historical as well as cultural heritage tourists.





## Existing investment and development

Successful partnerships and due diligence have enabled the Ewamian People to build key tourism infrastructure focused on the hot springs. Completed in 2021 at a cost of over \$3 million, the facilities include a viewing platform, private thermal pools, modern camping facility and a visitor centre with dining service and retail.

## Tourism development investment opportunities

The Talaroo tourism enterprise is seeking additional investments for Stages I & II development. These include glamping accommodation, walking trails, communication infrastructure and upgrades to staff accommodation. Stage III proposes the construction of a festival ground and a healing centre.

Ewamian Limited welcomes partnerships to support staff development and training. Experienced external tourism staff can share their knowledge with Ewamian People while enjoying an Indigenous cultural immersion experience.

Ewamian Limited also welcomes investment and partnership arrangements that support operational supplies, merchandise and capital equipment such as staff vehicles.





# Signature experiences on Talaroo

Ewamian Limited has a strong base of existing signature experiences to support the first phase of Talaroo's development. Already, all visitors to Talaroo are able to enjoy day entry to the hot springs pool, and self-guided walks. Those seeking a deeper experience can visit the truth telling exhibition, enjoy a private soaking pool or select from two feature guided tours with trained Ewamian guides. These tours cater to different visitor interests:

## The Talaroo Hot Springs Tour

Provides the 'big picture' of the springs, taking in the ancient waters, traditional Ewamian culture and local history.

## The Spirit of the Springs Sunrise Tour

Showcases the mystery and spirituality of the springs as steam rises from the water in the delicate light of sunrise.

## Partnership opportunities to develop new products and experiences

Talaroo has so much more to offer and Ewamian Limited is seeking partners to support new experience development. Key product opportunities include:

- Bush tucker walks and culinary experiences
- Cultural heritage tours and activities
- Birding (almost 200 species)
- Horse-riding
- Biking
- 4X4 Tag-a-long
- Fishing
- Star-gazing and astronomy
- Geotourism

Ewamian Limited is open to further ideas for new sustainable tourism products and experiences that enhance the future of Talaroo.





# Talaroo IPA/Nature Refuge

## Existing and potential future tourism experiences

Current and new tourism activity will be developed in a coordinated way. This will ensure the best use of Talaroo's rich and diverse landscape and enable Ewamian Limited to develop cost-effective and sustainable experiences for different kinds of tourists.

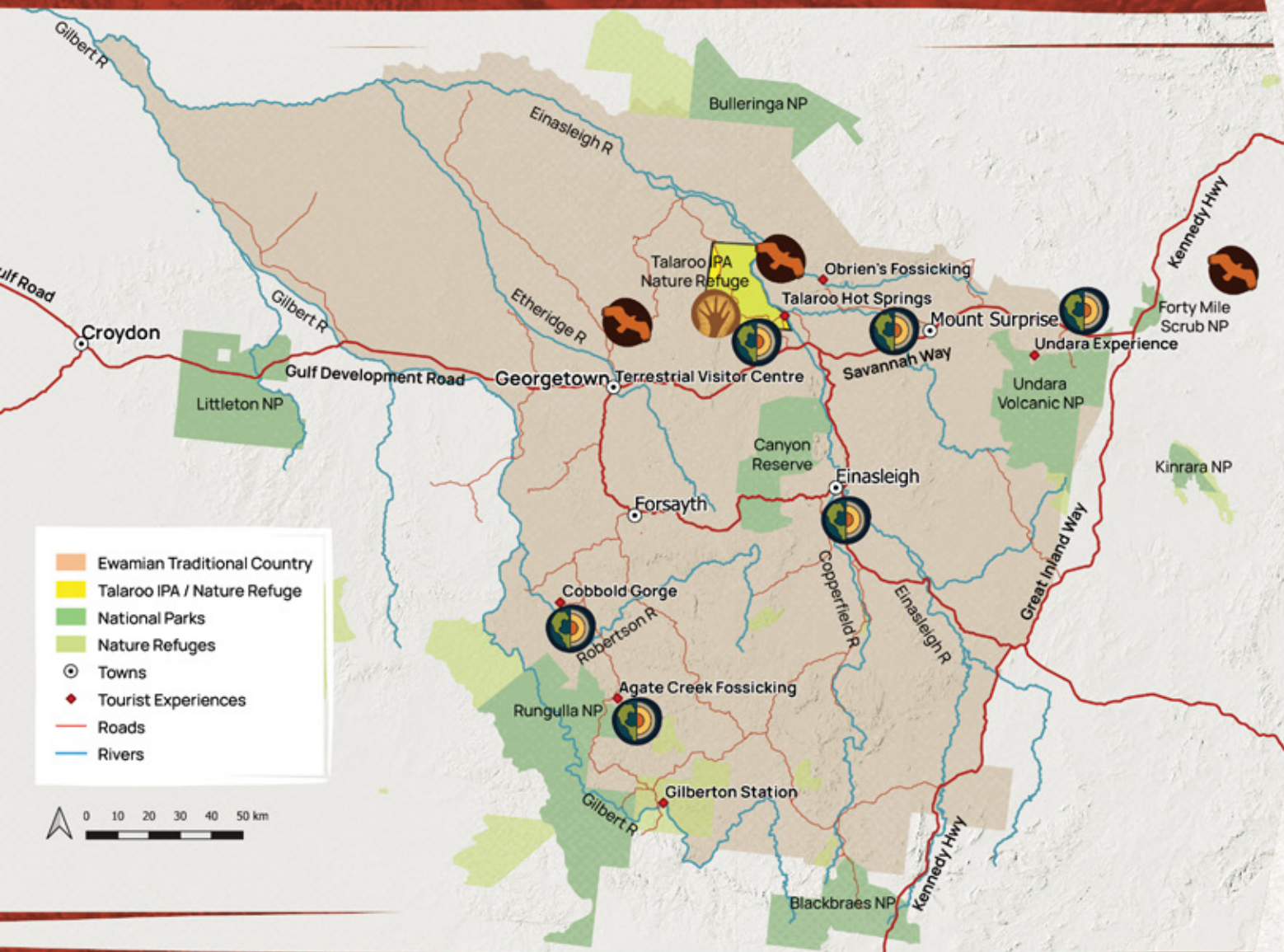




# The regional tourism network

Talaroo tourism development will build on an existing regional network of tourism attractions. The hot springs, Indigenous ownership and authentic Indigenous cultural experiences will provide a point of difference from these other attractions.

Talaroo sits on the iconic Savannah Way – a drive route from Cairns to Broome – in the heartland of the Gulf Savannah region.



Aboriginal cultural experiences



Birding



Geological features



## Savannah Guides

Ewamian People are working closely with the award-winning Savannah Guides network of tour guides and operators across northern Australia for training, recruitment and marketing partnerships. Nearby Savannah Guide operators include Undara Experience, Cobbold Gorge Tours, Bedrock Village Tours, and the Savannahlander passenger train. These will build immediate awareness and visitor referral for Talaroo and provide a range of logistical support.

## Tourism market analysis

CSIRO has investigated the demand for Indigenous cultural and nature-based tourism in Tropical North Queensland. COVID-19 has increased the importance of domestic visitors in the short term. The CSIRO work is useful as a baseline for future Talaroo planning and business modelling.

### Tourist profile

#### International visitors

- Predominantly young, over 50% were under 30 years old
- Mostly from China, UK, USA, Japan and Germany

#### Domestic visitors

- Tend to be older than the international visitors

### What's important to tourists?

- ☒ Staff
- ☒ Facilities
- ☒ Nature
- ☒ Food
- ☒ Activities
- ☒ Authentic experiences in a natural environment
- ☒ Learning

#### Helpful guides that are

- ☒ Kindly
- ☒ Friendly
- ☒ Humorous
- ☒ Professional



*"The Ewamian have 60,000 visitors currently driving past Talaroo's gate every year"*

Russell Boswell,  
Savannah Guides

**2.6 million visitors participating in Indigenous and environment based tourism activities in the Tropical North Queensland region<sup>1</sup>**



- International Indigenous tourism<sup>2</sup>
- International nature-based tourism<sup>2</sup>
- Domestic Indigenous tourism<sup>2</sup>
- Domestic nature-based tourism<sup>2</sup>

<sup>1</sup> 2.6 million is an estimate calculated by taking the actual number of visitors to the Tropical North Queensland region in 2018/2019 and the percentage of visitors who participated in Indigenous and nature-based activities from the 2015 Travel Research Australia (TRA) survey.

<sup>2</sup> The relative portion for each segment of visitors in the pie chart is derived from the 2015 TRA survey.



## Opportunity 2

# The Ewamian Rangers

The Ewamian Rangers have a decade of experience delivering cultural and land management on Ewamian country.

The Ranger Coordinator supervises the Ewamian Ranger team. Together, they have a reputable track record in making a real difference on Talaroo IPA/Nature refuge, national parks and reserves through activities such as:

- Cultural heritage management
- Cultural fire management
- Biodiversity management
- Pest and weed management
- Fencing construction and repair
- Monitoring and research support
- Cultural-conservation talks and demonstrations
- Educational outreach through the Junior Ranger Program

Ewamian People have invested in facility and equipment to enable the Ewamian rangers to carry out their work with confidence. These facilities and equipment include a rangers' office. Self-contained accommodation for up to eight rangers, two 4WD vehicles, two tractors, two quad bikes, two ATVs, four fire-fighting spray units (vehicles), land management equipment, a workshop and a chemical shed.

## Future partnership opportunities

Ewamian Limited aims to be the dominant provider for cultural heritage, land management and land based tourism contracts within Ewamian native title lands. Ewamian Limited seeks long-term partners for the Ewamian Rangers to:

- Foster traditional land management practices
- Protect areas of natural and cultural significance
- Develop environmental services such as carbon farming and biodiversity conservation
- Increase Ewamian Peoples' capacity to manage Ewamian country
- Support the Talaroo tourism initiative
- Diversify and expand fee-for-service income





## Infrastructure investment opportunity

The Ewamian Rangers are seeking specific investment to extend outdoor catering facilities at Memorial Park. This new development will increase the effectiveness of Memorial Park for cultural-conservation educational activities.

*"Our ranger program provides skilled staff and key infrastructure on Talaroo, and this increases the resilience and safety of the tourism initiative. We are planning Talaroo in a coordinated way."*

Sharon Prior  
Ewamian Limited  
General Manager

## Multiple benefits to investors and partners

Investors and partners can reap multiple benefits for their support for Talaroo.

These include:

- Promotion of investor and partner brands and logos
- Exclusive access to the Talaroo hot springs facility and experience
- Opportunity to negotiate native title consents for future acts elsewhere in Ewamian country
- Prestige and reputational goodwill from partnering
- Association with a well-established Traditional Owner group with record of excellence





## Building resilience in our enterprises through risk management

The investment and partnership opportunities on the previous pages are the first priorities identified by Ewamian People for Talaroo and the Ewamian Ranger Program that align with Ewamian People's vision and partnership principles for Talaroo.

Ewamian Limited and its partners will stage their approaches to development to highlight positive impacts and build resilience through managing risks.

Table below summarises key risks and management strategies to prevent or mitigate these risks.

As part of resilience building, Ewamian Limited acknowledges that there are events and risks such as the COVID-19 pandemic that causes disruptions at an unprecedented scale. Ewamian Limited has an agile management team and strong governance to enable fast adaptation and decisive actions to face the unforeseen.



### Identified risks and mitigation strategies

Risks	Preventative, contingency and mitigation strategies
<b>Competition from other tourist operators</b>	<ul style="list-style-type: none"> <li>Promote Talaroo through partnership with regional tourist offerings and marketing strategies</li> <li>Work with training and recruitment professionals to secure excellent staff, service and products</li> <li>Diversify products and create unique tourist experience</li> </ul>
<b>Decreasing demand due to market disruptions</b>	<ul style="list-style-type: none"> <li>Build and maintain adequate cash reserve to manage positive cash flow</li> </ul>
<b>Impacts to cultural and natural assets</b>	<ul style="list-style-type: none"> <li>Work closely with elders and scientists to ensure sustainability of development</li> </ul>
<b>Damage to infrastructure from natural hazards</b>	<ul style="list-style-type: none"> <li>Manage risk factors and provide for adequate insurance coverage</li> </ul>
<b>Accidents to tourists and staff</b>	<ul style="list-style-type: none"> <li>Safety policy and procedure for tourists and staff and adequate liability coverage for accidents</li> </ul>



# Walking together with us

We are proud of our Ewamian heritage and are looking forward to caring for our country, people, culture and law in the years to come.

We welcome further conversations with potential investors, partners, collaborators and supporters who are looking for opportunities to co-create sustainable futures. We are open to diverse forms of partnership, joint venture, and other beneficial arrangements that can meet mutual needs. New opportunities may emerge, including bush foods, carbon farming and renewable energy.

We invite you to join us in the journey of creating economic value, enhancing wellbeing, and promoting reconciliation. The opportunities we have described here are just the beginning...

*"As Chairperson of Ewamian Limited  
I am proud of the achievements that  
we have achieved for not only our  
People but for the whole community  
and the benefits that our Talaroo  
project and partnerships on country  
will create for a more sustainable  
future for all of us."*

Ken Georgetown,  
Ewamian Limited Chairperson

We want to acknowledge the photo contributions by Arun Ketsirat, Don Franklin, Gary Wilson, Ken Georgetown, Peter Barker, Phil Warring, Shannah Prior, Sharon Prior, and Taryn Kong, and artwork by Timeah Archer.

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*Come walk with us towards a  
sustainable future at Talaroo*

For more information please contact Sharon Prior  
on (07) 4092 2555 or email [sharon@ewamian.com.au](mailto:sharon@ewamian.com.au)

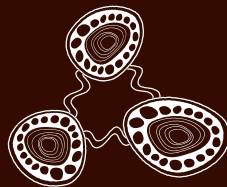
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**TALAROO**  
- HOT SPRINGS -



Australian Government  
National Indigenous  
Australians Agency



**NIAA**