

Modelling economics of Wellbeing for Martuwarra Fitzroy River Country and People

A. Poelina

*Nulungu Institute of Research, University of Notre Dame, Broome, Western Australia, Australia. College of
Indigenous Education Futures, Arts & Society, Charles Darwin University, Darwin
Email: anne.poelina1@nd.edu.au*

Abstract: “Indigenous concepts of wellbeing are holistic adopting a whole-of-life view that aligns with spiritual, social, and cultural elements in connection with bio-physical bases”.

The Martuwarra Watershed, Fitzroy River Catchment, is not only a geological feature from a Western standpoint, but a living ancestor and sacred source of a holistic system of Law, leadership, and governance. The largest registered Aboriginal cultural heritage site in Western Australia, National Heritage List in August 2011 for its environmental and cultural values. Professor Poelina’s keynote will include visual storytelling to share a multi-faceted Model centered on developing and strengthening Kimberley Indigenous peoples’ opportunities to transition from poverty to wealth creation, through the promotion and marketing of the Martuwarra Fitzroy River, through diverse Indigenous cultures and its globally unique ecosystems. The strategies reflect bottom-up governance and Indigenous people leading their pathways forward.

The Model incorporates the inter-linked components: (1) further development of options for strong Indigenous workforce and new economies grounded in the bio-governance for the Martuwarra, including implementation of our [Conservation and Management Plan](#) This includes evaluation and monitoring of the Model; (2) exploring new and sustainable economies to include conservation and regeneration, culture and science eco-tourism with enterprises such as [Walking Trails](#); (3) continuing to build capacity through training and mentoring community members, especially young people, as Martuwarra River Keepers, to shift them from welfare dependency to sustainable career pathways going forward.

The Economics of Wellbeing outcomes are brokered through ‘*Closing the Gap*’ towards Sustainable Development Goals. These are (SDG) 1 to *shift Indigenous people from poverty* to wealth creation, whilst striving for *Good Health and Wellbeing* (SDG 3). Regenerative futures and regenerative economies are based on *Life on the Land, and building strong governance institutions* (SDG 15), through *decent work and economic growth* (SDG 11) incorporating values and ethics towards *climate action* and transformation (SDG 13) whilst *building peace and justice* (SDG 16) framed within the benefit of *networking partnerships*, (SDG 17), to *reduce inequalities* (SDG 10), strengthen bio-cultural governance, self-determination towards *strengthening sustainable communities* (SDG 11). See www.martuwarra.org

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