



# Fire Stories & the Carbon Industry

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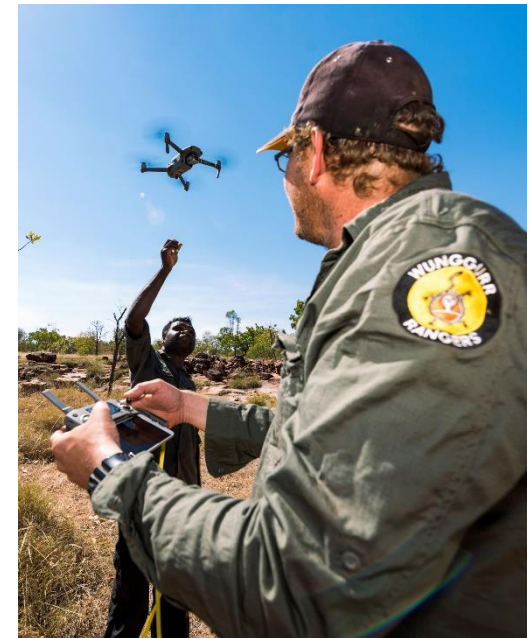
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# Partnerships are crucial – for carbon and beyond

- Carbon is only one aspect in the much broader context of indigenous land management aspirations
  - Leads to a set of objectives not always obvious to external parties / potential partners
- The development of collaborative partnerships with key stakeholders and organisations with shared interests is critical to the management of Native Title lands
  - Ability to leverage a diverse set of skills and expertise
  - No one single party can do everything
- Aboriginal people have much to contribute to other industries and stakeholders
  - Balanced partnerships based on respect and equity
  - Traditional Owners need to be aware of what they bring
  - Partners need a genuine recognition of Traditional Owners as primary stakeholders and valuable partners





# Considerations for TO-Corporate partnerships

- The 'story' matters and needs to be protected
- Brands have value – both corporate and indigenous
  - Due diligence goes both ways
  - Implications for IP, media and marketing materials need to be thought through early in the partnership
- Different agendas can complicate simple matters
  - Publicity vs cultural protocols for access to images
  - Attribution and the need for mutual acknowledgement
- Different timelines
  - Expectations need to be set both ways



# How to navigate partnerships – lessons learnt

- Do not rush into partnerships – hold out for shared value: benefits will be greater for both parties
- Recognise differing agendas & objectives between partners and address them – contractually if required
- Cultural differences can drive imbalances; for Traditional Owners in particular, importance of confidence and assertiveness of your own worth
- Both parties' interests should be of equal importance and should be accommodated both ways
- Best partnerships are equal, genuine and mutually beneficial





Questions?



Thank you!