



MOORE

KANYIRNINPA JUKURRPA

Case Study

Aboriginal and Torres Strait Islander people should be aware that this document may contain images or names of people who have since passed away.



Kanyirninpa Jukurrpa

About Kanyirninpa Jukurrpa

Founded in 2005, and incorporated as a separate not-for-profit charity in 2009, Kanyirninpa Jukurrpa (KJ) is dedicated to building resilient and sustainable Martu communities. Our suite of integrated programs delivers substantial social, cultural, environmental and economic benefits enhancing the wellbeing of the Martu people. The Martu, among the last Indigenous Australians to engage with European settlers, underwent a profound cultural transition from their desert origins when they were moved to missions during the 1940's through to the 1960's. This marked the beginning of an enduring journey of cultural tenacity and adaptability.

Our Cultural Programs encompass the maintenance and revitalisation of Martu languages, capturing oral histories, supporting intergenerational 'return to country' pilgrimages, recording genealogical information dating back to pre-contact times, mapping of waterholes and managing a vast digital archive, all which thread together to maintain Martu culture and history.

Beyond cultural preservation, KJ manages a successful ranger program that oversees the vast expanse of the Martu native title determination—encompassing an area twice the size of Tasmania at 13.6 million hectares. This program not only protects the environmental integrity of the land but also reinforces the Martu people's connection to it.

Over the last five years, KJ has expanded its reach, initiating crucial programs that confront serious social issues, substance abuse, family violence and the elevated rates of Martu incarceration.

Our model goes beyond conventional service delivery, opting instead for a holistic integration and partnership approach that honours Martu cultural values and connection to the land.

What does it mean for you to be an indigenous owned organisation in Australia?

For KJ, being an Indigenous-owned organisation represents a commitment to the vision and legacy of the Martu elders who established it.

They envisioned a strong, sustainable future where Martu people could maintain their deep connection to their culture and land while also navigating and integrating with western society.

Over 15 years, KJ has evolved to meet the needs and aspirations of Martu while always remaining centred on strengthening cultural foundations and enhancing the community's capacity through engagement, employment and environmental stewardship. With over 500 Martu engaged annually and delivering over 3 million dollars in wages, KJ significantly contributes to the local economy, fostering economic independence and resilience among the Martu people.

KJ's role extends beyond economic impact; it is a platform for advocacy. It enables the Martu to have a voice in local, state and national discussions, helping to navigate and influence the complex bureaucratic and political landscapes that affect their lives and futures. This advocacy is critical in building and securing a strong future for the Martu.

KJ is governed by 12 Martu directors. In 2016, KJ was awarded the Highly Commended Prize at the Indigenous Governance Awards, in recognition of the organisation's community-led model and robust governance. In 2020, Senior Cultural Advisor and co-founder Muuki Taylor, along with Sue Davenport and Peter Johnson, were all awarded the Order of Australia Medal for their contributions to transforming lives in Indigenous communities in Western Australia's remote Western Desert.

How has the Australian business landscape changed for your organisation/business/enterprise over the last 10 years?

Over the last decade, the Australian business landscape has evolved significantly, presenting both challenges and opportunities for KJ. These include:

There has been an increased awareness and respect for the vital role Indigenous rangers play across Australia. This growing respect and recognition are crucial, as they acknowledge

the importance of traditional knowledge in contemporary environmental practices. This recognition not only supports biodiversity and ecological health, affirms the cultural and spiritual relationships that Indigenous communities have with their land, and assists with changes in government policy and financial support from government, corporates and philanthropic agencies.

The rapid digitalisation of services and communication has been a significant shift. We have adapted and adopted digital tools for managing our internal operations but also for connecting with our communities and stakeholders through social media and digital platforms. In remote communities, where internet access is often limited and online technologies typically require English proficiency to navigate, there is a growing concern about the digital divide. This divide threatens to increasingly isolate remote Indigenous communities and deepen existing disparities if not addressed proactively.

The political landscape concerning Indigenous affairs in Australia has seen some advancements yet significant setbacks. We are committed to ensuring that the perspectives of the Martu community are integrated into policymaking. We actively collaborate with government departments to develop approaches that are culturally relevant and effective. The disappointing outcomes of the 2023 Australian Indigenous Voice referendum highlight the enduring challenges and indicate that substantial work remains. This result underscores the urgent need for continued and intensified advocacy to ensure that Indigenous voices are not only heard but also

significantly influence the policies that shape their lives and futures.

What are some of the key trends in your industry that will be affecting your enterprise over the coming few years?

Indigenous communities, such as the Martu in the desert regions, are often at the forefront of climate change impacts, underscoring the need for sustainable environmental management practices. There is a growing recognition of Indigenous knowledge as crucial in tackling environmental challenges, which highlights the importance of integrating traditional wisdom with contemporary environmental strategies.

There is an increasing focus on the necessity for governments to engage meaningfully with Aboriginal and Torres Strait Islander peoples. Initiatives such as the Western Australian State Government's Aboriginal Empowerment Strategy and the Australian Government's updated Closing the Gap framework emphasise placing Aboriginal culture at the heart of policymaking. This involves empowering communities through direct engagement and fostering Aboriginal-led solutions. These efforts are designed to promote shared decision-making, which is vital for enhancing the social and economic outcomes for Indigenous communities. Effective implementation of these strategies demands ongoing commitment and actionable steps from government entities at all levels.

As previously mentioned, the more societal and governmental services move online, the more



critical addressing the digital divide in remote Indigenous communities becomes. There is an urgent need to enhance digital literacy and improve infrastructure to ensure these communities are not left behind in the digital era.

How has Moore Australia made a difference to your organisation?

Moore Australia provides services such as annual auditing requirements and the provision of audited statements for funder reporting to KJ. This is a critical component of KJ maintaining its regulatory compliance, this in turn assists in KJ's efforts to retain and secure ongoing program funding and maintain a reputation of funding acquittal excellence.

More information:

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This case study was provided by and published with the approval of:

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Kanyirninpa Jukurrpa operates on the lands of the Martu people.

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Moore Australia acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

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