



## MEDIA RELEASE

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### Welcome to Country Showcases Indigenous Business Month

October is Indigenous Business Month and the *Welcome to Country* online marketplace of First Nations cultural experiences and products is offering an ideal opportunity to access and support Australia's diverse and growing community of Indigenous owned businesses.

Now is the perfect time to order for Christmas, a chance to give friends and family a unique gift that also gives to small First Nations business owners, and the *Welcome to Country* team is revealing its top picks throughout the month of October. Find out more at [Welcome to Country](#).

Each week during Indigenous Business Month *Welcome to Country* is showcasing the Aboriginal and Torres Strait Islander creators, innovators, storytellers and knowledge holders behind the products and experiences on the marketplace and introducing seven of the incredible individuals behind these businesses. A new series will be released every Friday during October. See more at [welcometocountry.com](#)

From the [Creators](#) series, Will Stubbs from the Buku-Larrnggay Mulka gallery run by the Yolŋu people at Yirrkala in North East Arnhem land explains, "The Elders wanted to control their own destiny and protect their sacred art. The designs of the land need to stay in the hands of the owners of that land. We need to use our resources to stay in our homelands and care for the country."

From the [Innovators](#) series, Yorta Yorta woman Corina Muir has created [Amber Days](#), an innovative childrenswear label dedicated to ethical and sustainable fashion that celebrates Aboriginal art that promotes "sharing culture through wearable art".

From the [Knowledge Holders](#) series, [Tjanpi Desert Weavers](#) is a social enterprise of the Ngaanyatjarra Pitjantjatjara Yankunytjatjara (NPY) Women's Council. The organisation empowers talented Aboriginal women to use traditional knowledge through the creation of contemporary fibre art on Country. Tjanpi offers a chance for Anangu women to gain financial independence within their communities while developing skills and artworks. Imanpa's Margaret Smith explains, "Tjanpi is a way to put food on the table. Do good work and get good pay. It is something you like doing. It makes community happy."

From the [Storytellers](#) Jasmine (Jaz) Corr is a Dharawal visual artist and Wayapa Wurrk practitioner who offers mindfulness programs that promote "community and connection". Jaz says, "Our programs are culturally sensitive and appropriate to share with Non-Indigenous and Indigenous people because; Ngoon dyalgala niya, ngoon bamarraadbanga ni (We embrace all of you; we open the door to all of you)."

Welcome to Country CEO Jason Eades said Indigenous Business Month was a great opportunity for Australians to discover more of the diversity of First Nations products and experiences on offer in 2021.

"We're proud to have more than 180 Indigenous cultural experiences and more than 1000 First Nations products available for people to purchase all in one convenient online space," Mr Eades said.

Read more about Indigenous Business Month from its cofounder De Michelle Evans [here](#).

**EDITORS NOTES:** Welcome to Country Limited is an Aboriginal led, not-for-profit organisation with a vision in which Aboriginal and Torres Strait Islander communities are empowered to create economic and well-being outcomes. The [experience marketplace](#) is designed to be accessible, engaging, and easy to use on the go, connecting travellers with exceptional First Nations cultural experiences around Australia. Welcome to Country also give Australians the chance to browse and purchase over 1,000 different products from the [online shop](#). Every purchase made with Welcome to Country benefits Indigenous communities, businesses and people.

#### Media enquires:

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