

## SA Government Case Study Two: Designing a Marketing and Branding Strategy for the Ngarrindjeri Nation

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### Background

The Ngarrindjeri Regional Authority (NRA) is the peak Indigenous organisation in the Lower River Murray, Lakes and Coorong region of South Australia. The NRA represents more than 12 community organisations from a broad range of sectors, including community services, land care, traditional governance, eco-tourism and cultural education. Over time each community organisation has developed a number of different symbols, images and logos to represent the Ngarrindjeri Nation. This has led to a number of missed opportunities to, in a unifying way, define and communicate the core values of Ngarrindjeri culture.

### Approach

Initially Mac spend time listening to and engaging with Ngarrindjeri elders and community members to hear about their stories and aspirations as a nation. This involved developing an understanding of Ngarrindjeri spirituality and culture and translating those stories into tangible graphic designs and an overarching branding and marketing strategy.



Ngarrindjeri Elder Major Sumner (Uncle Moogy)  
and DTF Communications Manager Mac Bollella

In keeping with the Jawun approach of transferring skills and building sustainability in Aboriginal communities, Mac formed closely involved community leaders throughout the process. These skills of community engagement and client-centred consultancy were crucial to the project's success, and readily transferrable back to Mac's workplace.

### Outcomes and Response

On completion of the secondment, Mac had delivered a marketing and branding strategy, a new logo representing the culture and values of the Ngarrindjeri nation, and a suite of other products to aid in the commercialisation of several Ngarrindjeri businesses.

Clyde Rigney Jnr, Chief Executive Officer, Moorundi Aboriginal Community Controlled Health Service, has referred to the "significant impact" that Mac's placement has had for the Ngarrindjeri community. The SA Government's partnership with the Ngarrindjeri has now also been recognised by Indigenous leaders across Australia. "Mac has helped our Nation take a step forward with our brand identity and we've been acknowledged by key Indigenous leaders from other communities", Mr Rigney said.

Mr Rigney also saw the project as a unifying process. "Mac was able to translate a number of conversations with key elders and turn that into a logo that we can identify with and support together", Mr Rigney said.

"Mac's ability to work with people to get their comfort and trust to quickly understand what Ngarrindjeri are about and then translate that into a body of work that is going to be really beneficial to us and we are very pleased to have Mac as Jawun secondee. If this is the level and quality of candidate we can expect from the SA Government then we will be able to move forward with great strides in to the future!", Mr Rigney said.

### Next Steps

Ironically, we're not able to show the branding work from Mac's project here yet, because we're waiting for a future secondee with a legal background to help secure the Ngarrindjeri's Intellectual Property rights over the work. The branding and marketing strategies developed will assist in the commercialisation of several Ngarrindjeri-run businesses. This in turn will provide further local employment opportunities for Ngarrindjeri people and further drive the sustainability of the Ngarrindjeri Nation.



For further information on Jawun Secondment opportunities in SA Government

go to the [OPS Jawun Website](https://www.opj.gov.au/), phone 08 8303 2248, or e-mail [DPCOPSLeadership@sa.gov.au](mailto:DPCOPSLeadership@sa.gov.au)