



# SALTWATER FRESHWATER FESTIVAL

SATURDAY 1 JUNE

# 2024

*Be part of the story*



SALTWATER FRESHWATER  
WOULD LIKE TO ACKNOWLEDGE  
ABORIGINAL AND TORRES STRAIT  
ISLANDER PEOPLES AS AUSTRALIA'S  
FIRST PEOPLE AND TRADITIONAL  
CUSTODIANS. WE VALUE THEIR  
CULTURES, IDENTITIES, AND  
CONTINUING CONNECTION TO COUNTRY,  
WATERS, KIN, AND COMMUNITY.  
WE PAY OUR RESPECTS TO ELDERS  
PAST AND PRESENT AND ARE  
COMMITTED TO MAKING A POSITIVE  
CONTRIBUTION TO THE WELLBEING  
OF ABORIGINAL AND TORRES  
STRAIT ISLANDER YOUNG PEOPLE  
BY PROVIDING SERVICES THAT ARE  
WELCOMING, SAFE, CULTURALLY  
APPROPRIATE, AND INCLUSIVE.





# FOUR NATIONS COMING TOGETHER

*Giinagay, Yawayi, Gundji Yiigu*

In 2010 ten Local Aboriginal Land Councils came together to create the Saltwater Freshwater Arts Alliance, supporting the four Nations and three language groups within this region toward growth and prosperity, with a focus on closing the gap and reconciliation.

Saltwater Freshwater Arts Alliance (SWFW) is a leading contemporary Aboriginal arts and cultural organisation also incorporating their social enterprises; the National Aboriginal Design Agency and The Gallery.

Based on the Mid North Coast of NSW, SWFW is a social enterprise, which creates and delivers arts, cultural and community-focused programs, facilitates engagement through public events, provides economic opportunities for artists and delivers design services to government and corporate clients.

Saltwater Freshwater Arts Alliance helps drive change through innovative arts and culture-based programs.

Culture is a key driver behind the Alliance's programs and underpins its strategic approach to supporting the social and economic development of the 12,000 Aboriginal people in the region.

With around half of Aboriginal people under the age of 19 and less than one-in-ten aged over 55, cultural maintenance is a priority, a pathway to employment and crucial in creating vibrant, healthy communities.

## **WE ARE PROUDLY 100% ABORIGINAL OWNED AND RUN**

Saltwater Freshwater Arts Alliance is a not-for-profit organisation governed by a board representing ten Local Aboriginal Land Councils on the Mid North Coast of NSW. They include Karuah, Forster, Purfleet Taree, Bunyah (Wauchope), Birpai (Port Macquarie), Kempsey, Thungutti (Bellbrook), Unkya (Macksville), Bowraville and Coffs Harbour. Our board ensures effective community engagement and representation across the region.





# CELEBRATION OF GOORI CULTURE

*We value Aboriginal culture as central to sustainability*

Saltwater Freshwater Arts Alliance approaches community development from a positive perspective and focuses on what gives Aboriginal people an advantage: their culture. The Alliance aims to position culture as the foundation for the long-term sustainability of the region's 12,000 Aboriginal people. Culture is linked to the building of pride and self-esteem as well as providing a viable career path.

We strengthen culture by creating culturally based training and employment opportunities for the Aboriginal communities on the Mid North Coast.

## WE REVIVE CULTURE WITHIN OUR COMMUNITY

We provide a year-round program of activities grounded in arts and skills development across a range of different art forms in our ten communities, many of them aimed at the next generation. These projects are showcased to the public at the Saltwater Freshwater Festival. The Festival is a free, accessible, and inclusive event that relies on the generosity of our sponsors, partners, volunteers and community.





# A FESTIVAL THAT REACHES THOUSANDS

The Saltwater Freshwater Festival is a nomadic Aboriginal cultural festival delivered annually by the Alliance and held during Reconciliation Week in alignment with our values for reconciliation through active participation.

Since 2010 we have delivered ten Festivals in a number of locations across the Mid North Coast of NSW with Dunghutti Country the chosen destination for 2024.

## SHOWCASING ABORIGINAL ARTS AND CULTURE

The Festival's mission is to celebrate and share authentic Aboriginal living culture with the wider community and create a positive, inclusive family day for all communities to enjoy.

The only Aboriginal cultural festival of its kind in regional NSW, it is a true showcase of local culture, skills, music, dance, art, lifestyle and culinary talent.

Among its goals is to pass on Aboriginal cultural knowledge to the region's youth. The Festival creates a platform for performing artists, artists and businesses and unearths the rich, diverse and thriving Goori culture here on the Mid North Coast. The Festival has received strong support in the past from corporate, government and private sectors as well as local community.

## BENEFITS TO BECOMING A SPONSOR

- **Promotion through Festival campaigns and events**
- **Team involvement e.g., sponsor the Yarn Tent and your team can come along to experience the Festival and help to coordinate the Yarn tent and select a speaker from your team to be on one of the panels**
- **Meet your RAP targets as an organisation**
- **Support your Corporate Social Responsibility goals and targets**
- **Opportunity to host a stall at \$10k sponsorship or above**





# SPONSORSHIP OPPORTUNITIES

FESTIVAL SPONSOR	Naming Rights and overall major Festival Sponsor	<b>\$50,000</b> (only one position available)
MAIN STAGE SPONSOR	The main stage is a key part of the event — support main stage artists, crew and staging	<b>\$25,000</b> (two positions available)
DANCE STAGE SPONSOR	The dance stage showcases dance groups from each of the Nations ending with a Corroboree that invites that invites full audience participation	<b>\$15,000</b> (three positions available)
YARN TENT SPONSOR	The Yarn Tent is an important space for local Elders and key community to yarn up important and relevant topics	<b>\$10,000</b> (three positions available)
CULTURAL WORKSHOP SPONSOR	A Festival favourite are the cultural workshops on offer through the day including weaving, bark canoe making, dance and language workshops available all day	<b>\$10,000</b> (three positions available)
ELDERS TENT SPONSOR	The Elders Tent s a protected venue offering light refreshments for our elders to gather, relax and yarn	<b>\$5,000</b> (two positions available)
FRIEND OF THE FESTIVAL	Become a friend of the festival with a tax deductible donation that will support us to continue this deadly cultural event	<b>\$1,500 to \$4,500</b> (20 positions available)

SPONSORS AND FRIENDS WILL BE ACKNOWLEDGED ON OUR WEBSITE AND OUR SOCIAL MEDIA CHANNELS



# GET IN CONTACT

Please call our general manager, **Rick Gonsalves** on **02 6658 1315** and he will be happy to discuss sponsorship opportunities.

