



STRATEGIC PLAN 2025-2030

OUR VISION

A living Larrakia culture for all Larrakia People now and for future generations.

OUR MISSION/PURPOSE

The Larrakia Cultural Centre is a place for Larrakia people to share, celebrate and showcase Larrakia Country, Language, Culture and Knowledge with the World.

OUR STRATEGY STORY

The Larrakia people are the Traditional Owners of the lands and waters in and surrounding Darwin, including Darwin Harbour. The Larrakia are 'saltwater people' and consist of nine family groups, with over 2,600 people living in and around Darwin. For over 20 years, Larrakia people have pursued plans for a cultural centre and have now secured funding to develop the Larrakia Cultural Centre at the Darwin Waterfront, adjacent to the Stokes Hill sacred site.

Our logo and building design evokes a Larrakia ancestral being, a bird in flight, protecting the land and the people. Much like the Larrakia Cultural Centre whose vision is to preserve and protect the Larrakia culture, language, arts and traditions for future generations. Culture is at the core of the Larrakia Cultural Centre business model, and we will be sharing Larrakia culture with visitors from around the World through art, language, storytelling, ceremonies and history.

The Larrakia Cultural Centre will be owned and governed by Larrakia for future generations, providing employment, business and income opportunities and is a project of the Larrakia Development Corporation.

OUR GUIDING PRINCIPLES

- 1. Share and celebrate.**
We will showcase Larrakia culture and history to the world and ensure equitable representation of all Larrakia families.
- 2. Education.**
We will enhance the ability of the Larrakia people to continue caring for the land and sea.
- 3. Sustainable.**
We will be economically sustainable and foster the economic independence of Larrakia people.
- 4. Conserve and continue.**
We will maintain Larrakia culture for future generations.
- 5. Connected.**
We will maintain existing links and build new relationships with other First Nations people in the region and the world.



STRATEGIC GOALS	OBJECTIVES
<p>1. Larrakia owned Cultural Centre We will create a successful and sustainable Larrakia owned and governed Cultural Centre for future generations.</p>	<p>We will</p> <ul style="list-style-type: none"> • aid Larrakia economic independence through business and employment opportunities • establish and maintain an economically sustainable Centre
<p>2. Preserving Larrakia culture We will create a Centre for all Larrakia to come together, sharing and learning, to maintain and promote knowledge and practices.</p>	<p>We will:</p> <ul style="list-style-type: none"> • reinvigorate Larrakia language and cultural knowledge • implement Larrakia language and cultural education programs • educate visitors on Larrakia culture • display Larrakia culture and history for all visitors • use Larrakia language within the Centre where possible
<p>3. Larrakia trusted cultural expert We will become the 'go to' place for Larrakia knowledge, language, culture and protocols to governments and businesses.</p>	<p>We will</p> <ul style="list-style-type: none"> • provide trusted cultural advice to governments and businesses • assist to repatriate, preserve and exhibit Larrakia cultural heritage • be the preferred cultural protocol supplier on Larrakia Country • promote a Larrakia language program through schools • foster relationships with national and international institutions for ongoing knowledge sharing
<p>4. Knowledge Sharing We will ensure the Greater Darwin Region as Larrakia Country is understood through the lens and knowledge of Larrakia saltwater people, the Traditional Owners of its land and sea.</p>	<p>We will:</p> <ul style="list-style-type: none"> • share authentic Larrakia stories • promote the use of Larrakia language on Larrakia Country • collaborate with organisations on protecting and maintaining Larrakia places of significance and sacred sites
<p>5. Award winning Centre We will become the leading cultural tourist attraction in the NT.</p>	<p>We will</p> <ul style="list-style-type: none"> • aim to be an Aboriginal cultural tourism hub • aim to be rated as the number one cultural tourist attraction in the NT • promote diverse tourist and cultural offerings deliver authentic Larrakia experiences