



A SMALL BUSINESS STORY

# Warndu

Clare Valley, South Australia

## MAKING IT EASIER TO BUY AUSTRALIAN

**Based on Adnyamathanha land in South Australia's Flinders Ranges, Warndu is an Indigenous-owned company on a mission to bring native Australian produce, and insights on taking care of Country, to a wider audience.**

Warndu is building a movement that hopes to break new ground, by driving interest, increasing awareness and boosting demand for native ingredients, which they sell directly on their website. They're also working to build on insights and learnings handed down across generations, to increase the amount of Indigenous ownership in Australia's native food industry, which is currently just 1-2%. (Warndu, 2020)


It's a small enterprise founded by Damien Coulthard, Rebecca Sullivan and Siobhan O'Toole. Warndu combines their talents and passions to strengthen community, and belonging, locally and nationally. By sharing recipes and educational posts, and offering cookbooks, unique foods and pantry packs for sale in their online store, they give people a wide range of ways to connect with Indigenous culture and tradition.

### **Nurturing a better connection to Country.**

Facebook connects this fledgling Indigenous enterprise with the world; in fact, the owners believe the majority of Warndu's business comes from people finding them on Facebook or Instagram. To a small, but highly engaged audience, they share content, bush recipes and insights on native produce that has the power to transform cooking in Australia, one meal at a time.

**Through education and thought pieces on building community activation, Warndu helps people reconnect with tradition and learn more about Indigenous methods of agriculture that take better care of the land.**

Learn more at [australia.fb.com](https://australia.fb.com)

 @warndu

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# 68%

of people buy from new small businesses to support the local community, and help them survive.

FACEBOOK

