



SERENA BARA

Bush Medijina

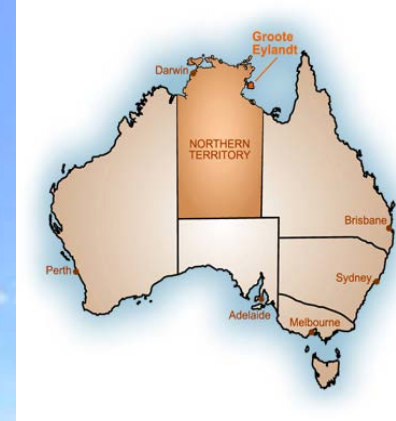
**Lovingly wild
harvested
hand made
bush remedies**



Bush Medijina
ASAC



Our Home





Bush Medijin

Our Enterprise



We make a range of top quality traditional healing remedies that work and that have been passed down through generations. We are based in community, wild harvest from our country, and make our remedies by hand.

Our culture is our business.

Our Challenges



Community poor health, education, living conditions, hunger, domestic violence, unemployment

Business less opportunities/support for women, I was a CDP Co-ordinator CDP not working as well as it used to, constant government changes make it hard for people to understand, hard for women to rise up, hard find funding for our business

Personal challenges at home from time to time work is respite for me

Why we started Bush Medijina



- **Wanted to address these challenges**
- **Good practice for young women to carry on the tradition of bush remedies**
- **Personally given me chance to mentor younger girls for a better future**
- **High public interest in our bush knowledge and culture**

Our Governance and Culture



'We want to grow Bush Medijina from a small seed to a giant tree, so it can stay strong, just like our culture.'

Gayangwa Lalara, Elder and Deputy Chair of our Board

- Gayangwa is Deputy Chair of our ASAC Board of all indigenous women
- An elder and my teacher
- I have learned from her as she has wisdom and knowledge
- She has guided me and given me inspiration
- We are lucky she is with us here today

Our Opportunities



Opened career pathways for local indigenous women
Opportunity to develop bush remedies in a new way for the market without
compromising our traditional ways
Doorway to the world through travel away from our remote island communities



Social Media

We use Instagram, Facebook and are building an online shop to grow our business.

What we do now

all on island
production

Small B2B +B2C
sales

Path to sustainability

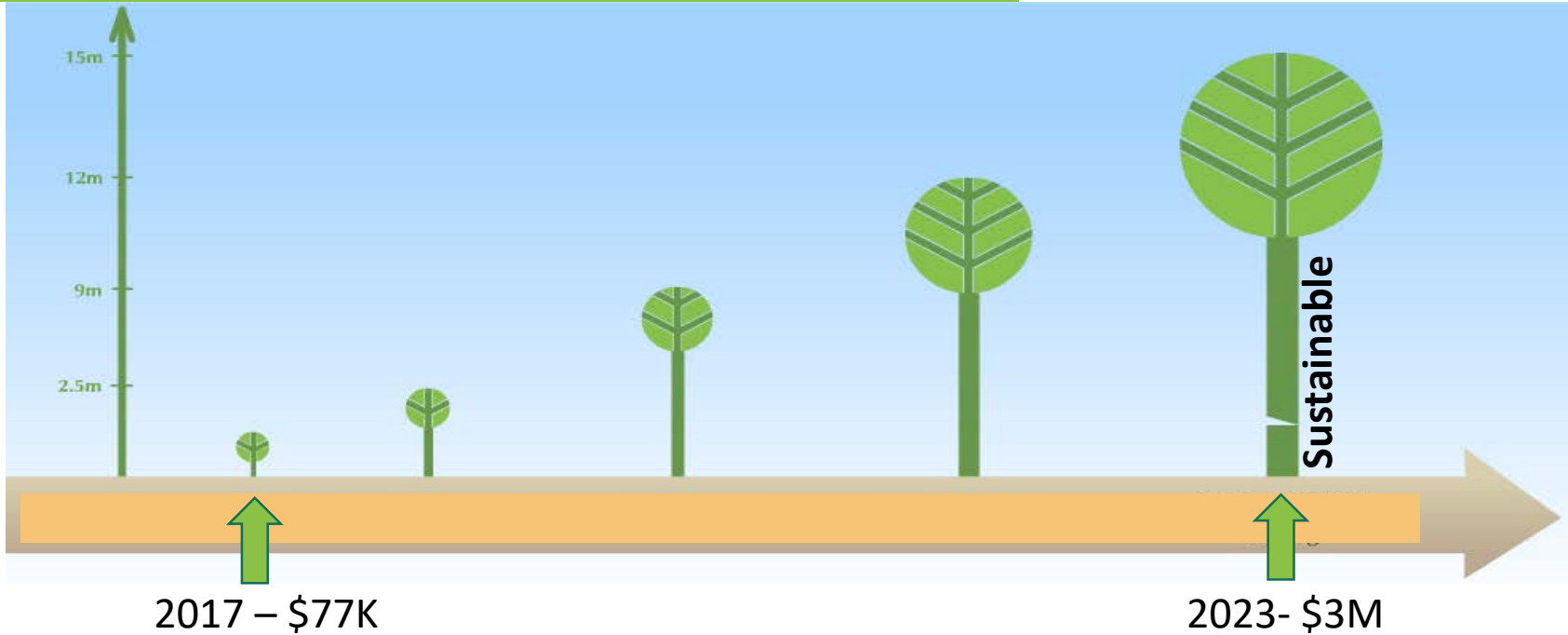
Grow production

Sustainable
Harvesting and
plant extracts

Large B2B sales +
grow B2C sales

Sell Overseas

Our Money and Growth Story



Our Board is careful with our spending. We want to build a proper shed so we can make our products and start doing plant extracts. Spread our work to other communities across the Archipelago.

Our Team



 Leadership Frances	 Finance Alison	 Co-ord Serena	 Admin Nicole	 Grants Tracey
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Team Leader
Leonie

Production
Priscelle

Production
Clarissa

Production
Sasha

Production
Charlene

Production
Rezena



Business Development
Britt Hollingworth

Mentor
Elisa-Marie Dumas

Marketing
Annie Luu, investible

Financial Growth
Ben Reid



Our Mission



By 2023 ASAC Bush Medijina will be the best self sustaining social enterprise, producing the most effective highest quality indigenous traditional healing remedies, in Australia.

Our Vision



Supporting Warnindilyakwa women by strengthening values, knowledge, culture and community wellbeing.



**ASAC Bush Medijina.
A post mining legacy enterprise.**



Thank You for Listening



Bush Medijina
ASAC

www.bushmedijina.com.au



bush_medijina



Bush Medijina



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