

R-TO 4: Cultural Values Marketing

Develop and implement a region-wide Cultural Values Communication and Marketing campaign, to reinvigorate the recognition and appreciation of cultural values and tackle intergenerational understanding of, and respect for, these values.

This strategy delivers on these Regional Themes	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓	✓	✓	✓	✓
This strategy delivers on these Strategic Outcomes	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
			✓	✓	✓

Outcome	<p>A Cultural Values Communication Program will result in:</p> <ul style="list-style-type: none"> ▪ Increased recognition of, and respect for, the cultural values of the Wet Tropics. ▪ Employment and service provision opportunities flowing to RAP to train and communicate cultural values across the region (eg. in schools, community events, within agencies, etc.).
Justification	<p>Indigenous Culture is too often considered purely historical. It is essential to enhance the understanding that Aboriginal Culture in the Wet Tropics is alive today, and an essential part of our past, present and future. Widespread respect for, and valuing of the exceptional cultural values of the Wet Tropics, will be an important lever for influencing policy, securing investment and ensuring these values are protected into the future. An innovative marketing campaign, drawing on the hooks of modern day technology and appealing to the new generations of both residents and visitors to the region, will ensure that Cultural Values of the region remain alive and well into the foreseeable future.</p>
Key steps	<ol style="list-style-type: none"> 1) Undertake market research to identify the target audience, the key messages and the most effective communication/marketing mechanisms for promoting cultural values. 2) Based on this research, develop a marketing plan, including building strategic partnerships (eg. with tourism sector including the 20 Wet Tropics visitor centres and culture-related tourism enterprises), and undertaking ongoing development of interpretive materials, including through contemporary media formats. Could include a road show 'Expo' to promote cultural and natural resource management, economic business opportunities and local commercial success stories for Traditional Owners – telling the really good stories! 3) Progress educational sector linkages to strengthen curriculum and environmental education programs and facilities.
Feasibility considerations	<ul style="list-style-type: none"> ✓ The re-listing of the WTWHA for its cultural values gives international recognition of the importance of this region for cultural values. This can be used as a hook for securing investment and support for communicating these values. ✓ There are already some really good examples of business enterprises which have been established through the communication of cultural values, and the success factors behind these initiatives can provide a good foundation for others.

Local Landscape Projects	Local Landscape Project	Location
	NC4 Cultural Landscape Partnerships	Northern Cassowary Coast
	SC5 Cultural Values Recognised	Southern Cassowary Coast