

Garma

Legal Services Expo



When planning marketing and promotion of services, organisations are often challenged by the isolation, language and cultural features of remote Northern Territory.

In recognition of these difficulties, a range of services recently engaged in a recent collaborative project at Garma between 7 – 11 August 2009.

The Garma Festival of Traditional Culture brings together Yolngu people from across the Arnhem Region and beyond. It is a celebration of the Yolngu cultural inheritance.

The Garma ceremony is aimed at sharing knowledge and culture. The festival is designed to encourage the practice, preservation and maintenance of traditional dance (bunggul), song (manikay), art and ceremony on Yolngu lands in Northeast Arnhem Land.

The gathering of many Yolgnu clans and family groups presents a unique opportunity for Territory service providers to reach out and promote their services to a client group that is geographically isolated.

An Expo Tent was set up with services of the Northern Territory Legal Aid Commission, NAAJA; Anti-Discrimination Commission; Consumer Affairs, Australian Competition and Consumer Commission and the offices of the Northern Territory and

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Commonwealth Ombudsman.

The Expo Tent offered a unique way to provide information to people from the Arnhem region and beyond in a comfortable, relaxed and interactive format.

Services were very positive about the opportunities which their attendance at the Festival provided and will consider the best way to maximise this in future years. }



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Photographer; Michael Pettersen.