



YANNABIL FIRST PEOPLES TOURISM COUNCIL

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From Vision to Voice: First Peoples Tourism Council Launches on Bunurong Country

The Yannabil First Peoples Tourism Council has officially launched, marking a significant milestone for First Peoples-led tourism on Bunurong Country in Victoria's Mornington Peninsula region.

Bringing together First Peoples businesses, cultural leaders, and tourism operators, the Council champions culturally safe and authentic tourism experiences that respectfully share the stories, traditions, and living cultures of First Peoples with visitors and locals alike.

The Council was born out of a vision nurtured over more than seven years. During this time, a small group of First Peoples business owners met informally to support one another, share knowledge, and work towards establishing a culturally grounded tourism body. That long-held dream has now become a reality. On 10 May 2025, the group formally voted to incorporate as Yannabil First Peoples Tourism Council Inc.

"It's a great achievement," said Chair Sharon Brindley. "We're going to be a powerhouse to create change for all First Peoples in this region."

The Council's formation reflects the growing demand for authentic Aboriginal and Torres Strait Islander tourism experiences across Australia, as visitors increasingly seek opportunities to learn directly from First Peoples.

Leadership

The inaugural committee includes representatives from five vibrant First Peoples businesses: Baluk Arts, Jala Jala, Living Culture, Nairm Marr Djambana, and Our Songlines.

Together, these organisations offer an extraordinary diversity of experiences, spanning arts and craft, food and beverage, nature, entertainment, and culturally safe events. From creative practice to place-based storytelling, their work invites people to engage more deeply with the living cultures and knowledge systems of First Peoples.

"The impact of collaboration helps each other's organisations to create growth," Ms Brindley explains. "We are coming together as a group, a family, and by understanding and supporting each other's businesses, we can all grow in that space."

The inaugural members chose the name “Yannabil”, which means “visitor” across several Kulin Nation language groups. The name reflects the Council’s inclusive vision and underscores the importance of authentic First Peoples representation within Victoria’s growing visitor economy.

Looking Forward

Yannabil is proud to have reached this important milestone, achieving incorporation, establishing an authentic brand and visual identity, and launching its new website. The association is grateful for the early support of Mornington Peninsula Shire Council, which has helped bring this vision to life.

Yannabil plans to grow its membership over time and welcomes expressions of interest from First Peoples arts, tourism, and hospitality business owners who wish to be part of this growing association.

Looking ahead, Yannabil is entering its next phase of development and is open to building meaningful partnerships with like-minded organisations, businesses, and individuals. Priorities for this phase include introducing member benefits, expanding its social media presence, and creating opportunities for business networking and knowledge sharing. The association remains committed to growing thoughtfully and building on the already strong foundations established in 2025–26.

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