



Annual Review
2024



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RESPECTING THE DIVERSITY OF CULTURES, PEOPLES AND PLACES

We acknowledge the diverse and complex societies
of the lands on which we live and work.

We pay our respect to the past, present and future custodians
who share these lands and their ancient knowledges.

We thank First Nations peoples for their friendship
and trust as we work together to enrich lives, improve health
and strengthen the future of Indigenous youth and families.

PAYING RESPECTS

Loss of Elders and subsequent sorry business has had a significant community impact with the passing of key people integral to our work since Red Dust's inception over 25 years ago. Some who have passed were also family members of our staff which deepens the impact. At times these events have impacted program schedules but with a focus on working together to adapt and maintain the program outputs we have continued support of young people and their families. We thank those who have passed for their friendship and inspirational leadership.

Families have granted permission to use words and images to acknowledge and celebrate their lives and legacies.

The loss of loved ones has a significant impact on an individual, their family, and their communities. Our Strong Young Men & Boys Program Manager, Alan Palmer generously shares his personal reflection following the passing of his father.

I would like to take this opportunity to thank everyone at Red Dust for all your condolences, patience, and support throughout this time in mine and my family's lives. It has been a battle and a very emotional roller-coaster. In my time with this very special organisation I have seen its rapid growth while holding and maintaining its identity.

The expansion process while trying to define its place in the space in which we work I can say with pride that we, the family of Red Dust are holding true to the values in which was laid by the founder JVG and guided by us all.

Community as family for me and my family has made to be true. Organising the travel and accommodation of 18 people has been difficult while managing funeral and burial arrangements has been made that little bit easier, knowing I had the support from my colleagues picking up the slack.

The organisation of Red Dust is the vessel that carries the spirit and vision of us all. 5 years ago, I would've named all the employees of this great organisation but there's too many of us now, thank you all from the bottom of my heart the gratitude and appreciation of you all will go un-waivered. And a special thank you to Wheeler Tjakamarra for your involvement brother it was a last minute but beautiful contribution.

On behalf of myself and my family thank you Red Dust and to all who carry it."

– Alan Palmer
Strong Young Men & Boys Program Manager



'Walking Forward Together' was created especially for Red Dust by Raymond Walters Penangke



OUR IMPACT

REACH & ENGAGEMENT 2024

15



remote communities engaged in building strong relationships

46



partnerships and collaborations

106



community programs delivered with intergenerational engagement

2,300+



people participating in programs and two-way cultural exchange, working as a team, stepping outside comfort zones and accessing new opportunities

25,110+



people connected to learn, share and celebrate the strengths of First Nations peoples

10,100+



remote community residents had access to Red Dust programs and employment opportunities

[Community Population as beneficiaries, Bushtel, ABS 2021]

859,600+



community views of our health promotion resources

68%



programs delivered fully or partly in local languages

9,679



hours of cultural awareness education with two-way learning

6,648



people engaged in cultural awareness & education

ECONOMIC IMPACT FY24

70



First Nations peoples with specialist knowledges and skills employed

140



meaningful, on-Country employment opportunities for local people

18,500+



employment hours fulfilled by First Nations peoples

\$1,160,777



income earned by First Nations employees, contractors and suppliers to support themselves, their families, their communities



"The fact that mums, dads and their children are now working to make a change in their communities as business owners and service providers means that their ideas, passion, dreams and hard work will pay off for them in far more ways than before. It has been a real blessing to see and we still have much more to do!"

Alan Palmer
Strong Young Men & Boy's Program Manager

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A MESSAGE FROM OUR CHAIRMAN

The work of Red Dust Role Models is inspired by the work of our late founder John Van Groningen in the 1990s. Since then, we have evolved and grown by drawing on a diverse range of First Nations and non-First Nations voices throughout our history. Our diversity has been our strength.

2024 has been a big year for Red Dust. With continued support from the Federal Government and our long-term corporate and philanthropic partners, our FY24 revenue of \$4.5m is at record levels. With that support we have been able to deliver more than 160 programs and sessions with intergenerational engagement to 15 remote and 2 urban communities.

During the year your Board resolved that Red Dust Role Models take the next step in its governance journey by publicly committing to an increase in First Nations representation at board and membership level to a minimum 50%. These changes will be finalised no later than 31 December 2025.

We recognise the importance of fostering an inclusive environment that values Indigenous perspectives and promotes equal opportunities for all. In addition to our Board, we are proud to highlight our First Nations leadership team. Comprised of employees drawing on the diversity of the communities they represent and their collective lived experience, they play a vital role in guiding our work and impact within our organisation.

Furthermore, our Community Advisory Group comprising Indigenous leaders from the remote communities we serve will play a crucial role in guiding our initiatives, ensuring that our programs and strategies are culturally appropriate, responsive, and aligned with the needs and aspirations of the communities we work with.

We believe this change will reflect our organisational identity and the spirit of our journey. We are an inclusive and collaborative entity that recognises and privileges the voices of First Nations people while recognising and valuing the contribution of all who choose to walk and work with us.

This transition will support our ongoing commitment to our mission – to enrich lives, improve health and strengthen the future of Indigenous youth and families. With programs created and delivered using our unique 'Community-as-Family' model of health and well-being, we aim to strengthen economic empowerment and create pathways for sustainable economic engagement within remote communities.

By working collaboratively and embracing diversity at all levels, we can achieve greater outcomes for our people, our stakeholders, and the communities we serve. Red Dust Role Models remains steadfast in our dedication to promoting meaningful relationships, driving social impact, and advancing Conciliation efforts in Australia.

On behalf of the Board, I would like to thank all those people who have contributed to our success in 2024

To our funding partners for your invaluable support, to our fabulous and hard-working staff for your dedication, to our CEO Scott Stirling for your insightful leadership over the past 7 years and to the communities we serve, thank you for your unwavering support, your confidence, and your willingness to work with us.

And finally, to my fellow Board members, thank you for your skilful and dependable support.

Gavin Reid
Chairman





CEO's MESSAGE

It is with gratitude that I pause to reflect on the Red Dust journey of 2024. This year has seen Red Dust continue our trajectory of impact growth in partnership with Northern Territory remote communities.

Our team has continued to grow, we've reached significant milestones in terms of program delivery reach, and we continue to dream big about opportunities for the future.

Our strategic planning goals remain consistent with a focus on deepening our impact, funding our future and strengthening the way we do business. We have taken some great strides forward on all three measures over the past year.

I have been particularly proud to meet and work with a range of new faces in our Darwin and Alice Springs offices. We're building on a long-term dream to grow our own Red Dust role models from the red dust and I continue to be inspired by the enthusiasm that our program team brings to their tasks every day. Whether 25-year veterans or brand-new members of our team the high energy and consistency of our approach continues to be our key strength.

Within our partner communities we've been successful in creating more than 140 employment opportunities for local role models to support program delivery. While these are presently short-term program specific roles, we have been working on plans for what it would look like to have a more permanent workforce based in remote communities. This will be a key focus for 2025. It includes consideration for the fundamental elements our workforce needs to be successful – infrastructure training and mentorship.

Our growth has continued to be fuelled by a strong and positive partnership with the Federal Department of Health through which we have delivered more than 160 programs and sessions across the year reaching more than 2,300 young people and their families. We continued to receive great feedback from everyone engaged in our program delivery as well as regular requests for our program to reach new audiences. We were very pleased and proud to see our government program funding extended for a further 12 months through to mid-2026 providing much needed certainty for staff and our partner communities.

Fundraising for our work continues to be driven by a focus on growing our social enterprise initiatives. Our Reconciliation Education Programs have supported more than 1,620 participants across 2024 with terrific engagement and extremely positive feedback about the way we deliver our workshops. While the climate for Reconciliation conversations has shifted somewhat since the Voice Referendum, we continue to be inspired by the commitment within so many workplaces for positive and forward-thinking conversations about our nation's past and future. Our goal is to support people to better understand their own identity – so that when you learn about our nation's history, you can place yourself in the frame for a role in a positive future.

Finally, we continue to explore opportunities to expand the impact of our social enterprise initiatives beginning with the Red Dust Bamboo Toothbrush. I'm excited for our year ahead where the humble toothbrush can spark conversations to raise awareness of Red Dust and connect more people with our mission.

While the year has been huge and the impact equally profound, I can't end without acknowledging the contribution of the Red Dust team in our success. To our growing team – thank you for your dedication and commitment to our mission and our purpose. You are inspiring and tireless, and you make turning up to work a joy. To all of our contractors and program volunteers, please accept my deepest gratitude for bringing your mastery to our world and to the remote communities that work with us. To our generous board of directors, thank you for the hours you provide to ensure our governance, strategy and direction is on track. We appreciate everything you do and acknowledge the spirit within which you do it.

And finally, to our donors, community fundraisers and partners – it's humbling to see you grow in numbers that gives our team the confidence in our work and inspires us to realise our aspirations, thank you.

Scott Stirling
CEO





A MESSAGE FROM OUR DIRECTOR OF PROGRAMS & STRATEGIC LEAD

As we reflect on the year that has been, I am filled with an immense sense of pride and accomplishment, witnessing the incredible strides we have made across our various programs at Red Dust. Our commitment to fostering healthy, vibrant communities through our Healthy Living, Strong Young Men & Boys, Strong Young Women's, Storytelling, and Workforce Development Programs has been met with enthusiasm, participation, and remarkable outcomes. Allow me to share some of the year's highlights and the impactful stories of opportunity, optimism and impact.

Healthy Living Program

Our Healthy Living Program has been thriving, with initiatives taking root in communities from Minjilang to Kintore, showcasing our dedication to improving health outcomes and community voices. The "Minjilang Healthy Hearts" project, launched in December, marked a significant milestone in our efforts to combat heart disease through community education and engagement strategies. Our reach extended through Wadeye, Utju, Gunbalanya, Mutitjulu, and beyond, embedding wellness into the fabric of daily life and sparking a movement toward being health conscious for ourselves today, so that we are healthy for our children and our next generation tomorrow.

Strong Young Men & Boys and Strong Young Women's Program

In a powerful display of the strength within our communities, the Strong Young Men & Boys and Strong Young Women's Programs have fostered environments where young people can grow, learn, and lead. The journey of young men in Yuendumu, embracing their roles as future custodians of culture and community, and the young women from Tiwi exploring their identities and potentials in Melbourne, exemplify the transformative power of these programs.

Storytelling Program

Our Storytelling Program has been a beacon of creativity and connection, acknowledging the importance of narrative in the preservation of culture and history. By amplifying voices and experiences, we've seen the pride of people, places, and the importance of protocol as stories emerge, that also bind us together and remind us of our shared humanity and heritage.

Workforce Development

The push towards local employment has seen significant advancements this year, as highlighted by the local employment and expansion initiatives. The spotlights on Aboriginal women and the profile of community advocates like Tammy Abala, Aunty Pat Skinner, and Damien Kunoth, illustrate the inspiring journeys of our community members breaking new ground and forging pathways for future generations.

Partnerships and Community Collaboration

2024 has been a hallmark year for community-led partnerships, underscoring the value of working together toward shared goals. Our collaborative efforts have underscored the incredible power of unity in driving forward positive change and development within communities.

Looking Ahead

As we look to the future, it is clear, the journey is just as important as the destination. The stories of resilience, strength, and hope that have emerged from our programs this year fuel our determination in working together for healthy, empowered communities driving their own futures remains steadfast. We are grateful for the support, participation, and unity that make it all possible.

I would like to extend my deepest thanks to program participants, community partners and leaders, the Red Dust team, and all our supporters. Your dedication, passion, and belief in our mission continue to be the driving force behind our growth and achievements. Together, we are making a difference — tjungurringanyi parrangarapayi (walking alongside / together).

Palya, thank you for being part of our journey.

Jonathan Lindsay-Tjapaltjarri Hermawan Director of Programs and Strategic Lead



WHERE WE WORK



PROGRAMS HIGHLIGHTS



Healthy Hearts in Minjilang

In 2022, our Healthy Living Program partnered with The Heart Foundation to visit the community of Minjilang, tackling the critical issue of Acute Rheumatic Fever (ARF) and Rheumatic Heart Disease (RHD) – conditions that disproportionately affect remote communities in the Northern Territory. Recognising that every child deserves the best possible start in life, our team created a safe, inclusive space for families impacted by these diseases to share their stories openly and honestly.

Through engaging play-based activities and interactive learning sessions at Mamaruni School, students explored vital concepts about the body and heart health, and the prevention of ARF and RHD. These activities empowered students by encouraging teamwork, critical thinking, and problem-solving skills. Facilitated yarning circles, led by Jacinta Hegarty from The Heart Foundation, provided valuable opportunities for authentic storytelling and community connection.

The program emphasized practical, everyday preventive actions such as maintaining good hygiene, seeking early medical care for skin sores, and adhering to medication routines. These simple yet powerful habits are essential in safeguarding the health and future of Minjilang's youth.

This collaborative approach demonstrates the transformative power of education and community storytelling, fostering healthier futures and empowering communities to thrive.



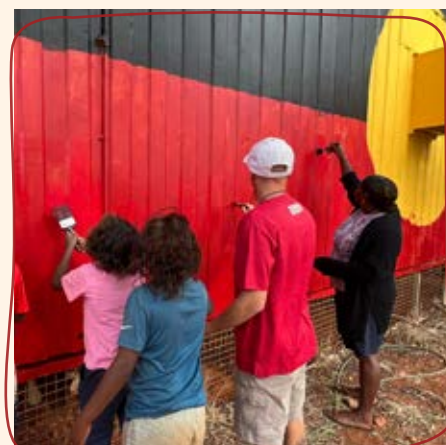
Preserving Stories and Songlines: Strong Young Men and Boys Program

Our Strong Young Men and Boys Program in Yuendumu emphasised the vital role of cultural storytelling and traditional knowledge in strengthening identity, belonging, and well-being among young Warlpiri and Anmatyere men. Held on Country, the program fostered deep connections between generations, encouraging young men to learn from Elders through shared stories, experiences, and cultural teachings.

Participants explored native flora and fauna guided by senior community members, gaining valuable insights into medicinal plants, bush tucker, and ceremonial practices. This knowledge exchange empowered the younger generation to confidently pass down these cultural traditions to future generations, nurturing a strong sense of pride and cultural identity.

Visits to sacred sites offered powerful moments of connection, linking past traditions with contemporary life. Participants expressed a strong sense of pride and gratitude for the opportunity to reconnect deeply with their heritage and Country.

Senior Elder and facilitator Warren Williams highlighted the program's impact, expressing gratitude and advocating for continued opportunities for young men to connect on Country. Ultimately, this initiative supports the vital continuation of Jukurrpa – preserving cultural stories, song lines, and traditional knowledge for generations to come.



Transforming Kintore: One Mural at a Time

What began as a single mural idea at Walungurru Kuula quickly blossomed into a vibrant, community-wide project, resulting in five unique murals across Kintore. Students from Walungurru Kuula led this creative initiative, guiding the project from concept to completion under the mentorship of the Red Dust crew.

Using brightly coloured acrylic paints and aerosols, the young artists brought their visions to life, personalising each mural with their own handprints and footprints. Principal Tanith Margetson highlighted the importance of giving students a voice, noting their genuine pride as they shared their artwork with families and the wider community.

A standout piece, the Aboriginal flag mural on the preschool wall, proudly symbolizes cultural identity, unity, and belonging. The project not only introduced students to the exciting world of aerosol art but also allowed them to discover new talents and share joyful experiences together.

These murals now serve as lasting reminders of the students' creativity, dedication, and the powerful impact of community collaboration, bringing colour and pride to Kintore for years to come.



STRONG YOUNG MEN BUILDING A BRIGHT FUTURE

Alice Springs (Mparntwe)

The Red Dust team worked as mentors of brothers, Warren Kunothe and Damien Kunothe to bring the RDK Outstations enterprise from concept into reality.



Running my own business has given me control to help my own mob and their kids with programs that they love to be a part of. I've always worked for my community but for other organisations who usually make the decisions for us. Now I can make decisions and help change for good by listening to the families and community. And now my kids can be involved in our business as a family and maybe one day they will help to run it too.

– Damien Kunothe, RDK Outstations

EXPLORING MEANING AND CONNECTION THROUGH ART

Darwin

Both Elders and young fulla's from Tiwi Islands travelled to Darwin for a local camp hosted by the Top End Red Dust SYMB program facilitators.

The camp saw its attendees going out on country, searching through the bush for the right wood to use for carvings. Working with our minds and hands to craft beautiful sculptures. Two key elements and concepts we explored in relation to this were meaning and connection. The whole process from finding and harvesting wood to finishing painting had meaning and purpose and connected to something much bigger and deeper than just making a wooden object.



GUNBALANYA'S YOUTH SHINE!

Gunbalanya

In the heart of Gunbalanya, an event unfolded that not only celebrated the community's culture but also showcased the talents and unity of the younger generations. This event was Gunbalanya's Culture Week, a time dedicated to honouring traditions, learning, and coming together.

Through dance, collaboration, and the celebration of culture, the week emphasised the enduring power of community, culture, and the arts to bring people together, bridging the past with the present and future.



TAKING THE TIME FOR TRUTH TELLING

Laramba

Through the power of spending time together on country, local Laramba Men were able to connect with one another outside of the community which allowed for deep truth telling to take place.



We want to do more programs like this. It's important that we teach these young fellas about their kinship and their bloodlines cos they're getting lost in all this and not knowing who they are.

– Program participant

ENHANCING CULTURAL BELONGING & SENSE OF IDENTITY THROUGH MUSIC

Minjilang

This program focused on the importance of knowing bloodlines, family relationships and cultural connections for young people to better understand their identity and obligations within a cultural framework. The team worked with young fellas and elders to write words in local languages and English to best reflect the theme, then set about recording the song in various parts with different fellas.



The song is awesome; I like the beat. We like getting the chance to do this stuff with you guys. Not much happens here. Singing in language, we want to hear that more. It's coming from us mob. Talking about the things we are dealing with every day. Things go on hear we can't talk about that much.

– Program participant

FOSTERING CONNECTIONS WITHIN MUTITJULU

Mutitjulu

The result has been the creation of a breathtaking mural during the school holidays. This project wasn't just about creating a spectacular piece of art in the community; it was an opportunity to come together and reflect on the spirit of NAIDOC Week 2024's theme, "Keep the Fire Burning: Blak, Loud and Proud".

Now, the mural stands as a lasting emblem of community, culture, and familial bonds within Mutitjulu, serving as a centrepiece for celebrations and ceremonies, all the while honouring the spirit of NAIDOC Week. Through this art project, Mutitjulu has painted a story of unity and cultural pride, keeping the fire burning brightly for all to see.



PROVIDING SAFE SPACES FOR SHARING DIFFICULT CONVERSATIONS

Naiyu (Daly River)

The team were invited to attend a two-day camp organised by John Bonson and the Daly River Men's Group. There were two different components to this program which included on-Country fishing, hunting, sharing and yarning along with 15 men and 4 boys. Lucas Williams also attended the camp and led some yarning circles on community leadership which Red Dust contributed to. The second part of this program was a community concert which resulted in local employment opportunities.



We do this all the time, coming out on country, but this is different. Talking and sharing about what we might be struggling with and how we can support each other as men in this community. I didn't think it would be like this; I didn't think I would be comfortable talking like this. We needed something like this to happen here, you can feel everybody coming together. We know there are issues going on with fighting and stuff, we live it, but you mob still coming here and doing these things means a lot.

– Program participant



PAPUNYA FEELS THE BEAT!

Papunya (Warumpi)

Five days of drumming workshops in which all class groups were able to learn three West African djembe rhythms, dances and songs. The week concluded with a performance at school assembly. Papunya School does not have a music teacher, and identified a need for children to access music education, along with the additional therapeutic benefits of group percussion, song and dance.



like shaking my body when I'm drumming. I like dancing to the drums the most. I love to drum to move!

– Matthew, Participant

PEPPI PRIDE!

Peppimenarti

Territory musicians travelled to Peppimenarti School and at Nemurluk Outstation to create a song all about 'Peppi Pride'. This music video program worked with largely primary school aged children, who led the entire process, entire process, creating the theme, lyrics and music.



Red Dust is important for the community; they have a strong relationship here and not many services come out here. The kids are always happy to see Red Dust.

– Teacher



TIWI COLLEGE STUDENTS CELEBRATE LANGUAGE IN LATEST MUSIC VIDEO

Pickertaramoor

Another deadly music video from the Tiwi Islands that saw students from the local college work alongside Red Dust teams to create this piece. A strong representation of language and culture, driven by young people and in celebration of their home!



This experience opened my mind. Red Dust's actions are consistent with my message of empowerment and it's important for this community.'

– Pirra, Team Leader

A COMMUNITY'S JOURNEY THROUGH MUSIC

Utju (Areyonga)

The meaning of the song and the focus of the Healthy Living Program in Utju was learning together on Country. There was discussion in class, community, and together on Country about what this means and how intrinsic it is to the community of Utju for the young people in community to know who they are and what they are connected to.

The song, named 'Utulu Kutju', is the embodiment of community, with the programs process unpacking ideas surrounding identity, relationships and connection to culture.



GENERATIONAL KNOWLEDGE SHARING

Wadeye

This program allowed the passing of knowledge between generations to exist through cultural art practices.

William showed the young fellas his method of painting, from techniques for creating the background, to layering iconography over the top to create the story. As a result, all the participants were able to create their own paintings using the techniques they'd learnt.



I like to see us sitting down and doing these things with our family and our children."

– William Parnmbuk, Program Facilitator



TRADITIONAL MEDICINE PRACTICES

Walungurru (Kintore)

The SYWP joined elders in collecting bush medicine plants, as well as teaching young people how to find the correct traditional ingredients. Every participant received their own container of bush medicine, leftovers were given to Pintupi health clinic to give to patients.

KEEP THE FIRE BURNING!

Wurrumiyanga (Tiwi)

Upon Red Dust's arrival in Wurrumiyanga, the students got straight into the creative process. They started writing lyrics, crafting beats, and filming the music video, coming together as a team to create something truly special. The lyrics are predominantly in Tiwi language, sharing the Tiwi culture and the student's interpretation of this year's NAIDOC Week theme.

Every Thursday, Xavier Catholic College dedicates a portion of the afternoon to cultural education. During Red Dust's program week, groups went on-Country and participated in traditional ceremonies. At the request of community, footage of this experience has been documented and used in the music video, capturing the essence of 'Keep The Fire Burning.'



WHERE BEATS MEET PURPOSE

Yuendumu (Yurrampi)

Have you ever thought about how the most ordinary household items can be turned into musical instruments? Well, that is exactly what went down when Junk Yard Beats teamed up with Red Dust for a jam-packed week in Yuendumu. The students got involved in building two music installations for continued use at the school. Using what most would consider 'junk', they created unique instruments out of jugs, pots, plans, PVC pipe and even thongs!



The students are thoroughly engaged, they will remember this for the rest of their lives". The school saw the highest full-time attendance in 2024, showing just how powerful creative activities like this can be"

– Ruth, Senior School Teacher







COMMUNITY PARTNERSHIPS & COLLABORATIONS



Meet Tammy Abala, a prominent figure within community and co-founder of Mamanta.

Tammy has established herself as a revolutionary force when it comes to education, learning, and reconciliation through creativity, games, and play.

She creates a space for their ideas, influences, and personal and professional development in safe and meaningful ways. In alignment with Red Dust's values, Tammy is strength-based, positive, playful, and constantly curious.

Tammy consistently centres and advocates for the voices of community. She never fails to honour and recognise the influence and role that Elders and women play in both her life and community affairs.

As a woman who celebrates diverse heritage spanning across Iwaidja/Murran, Tiwi, Kungarakkan, Warumungu, Torres Strait, and Aussie/English ancestry, Tammy is a champion of inclusivity. Through Red Dust's close collaboration with Tammy, we have witnessed how her lived experiences of diversity shape her interactions with everyday complexities and those around her. She incorporates these experiences into playful and exploratory processes, touching on difficult and complex topics, such as the impacts of history, healthy lifestyles at home, workplace inclusivity, and female leadership.

For over a decade, Red Dust has had the privilege of working with Tammy and her partner Shane Tipuamantamerri (Tippa). In 2013, they co-founded Mamanta, a First Nations enterprise focused on project consultation, reconciliation, cross-cultural learning and action, and community empowerment, among other initiatives. Our partnership with Mamanta has had a profound impact on Red Dust's work, not only on the Tiwi Islands but also in ongoing internal development and our organisation's work in other NT communities where Tammy and Tippa hold strong connections.

Tammy's strength based, positive, and inclusive approach aligns closely with our values and we are grateful for the profound impact she has made on our work.

We are privileged to work with Tammy and Mamanta, as their work helps strengthen our shared mission to foster lasting change, inclusivity, and growth within Indigenous communities. We look forward to continuing this impactful journey together.



There are so many positive women in my life, my mum, daughters, nieces, cousins, besties... And this amazing woman is Calista Kantilla, one of my many beautiful mothers in law. She is an incredibly intelligent knowledge holder, language and cultural preservationist. She has a strong sense of family and values. She is wise, generous and hilarious! And she is about 86. I love her deeply!

– Tammy Abala



WORKING TOGETHER: INSIGNIA FINANCIAL & RED DUST

The story of Red Dust and Insignia Financial working together is a great example of how partnerships can grow with genuine two-way learning and value. Insignia Financial has been supporting Red Dust remote community programs in the Northern Territory since 2017. Between 2020 and 2022 more of the Insignia Financial team had the opportunity to engage with Red Dust through public yarns for Reconciliation and NAIDOC Weeks. This engagement highlighted how Red Dust could work with Insignia Financial on some of its aspirational goals which included bringing people together and understanding each other better in support of Reconciliation.

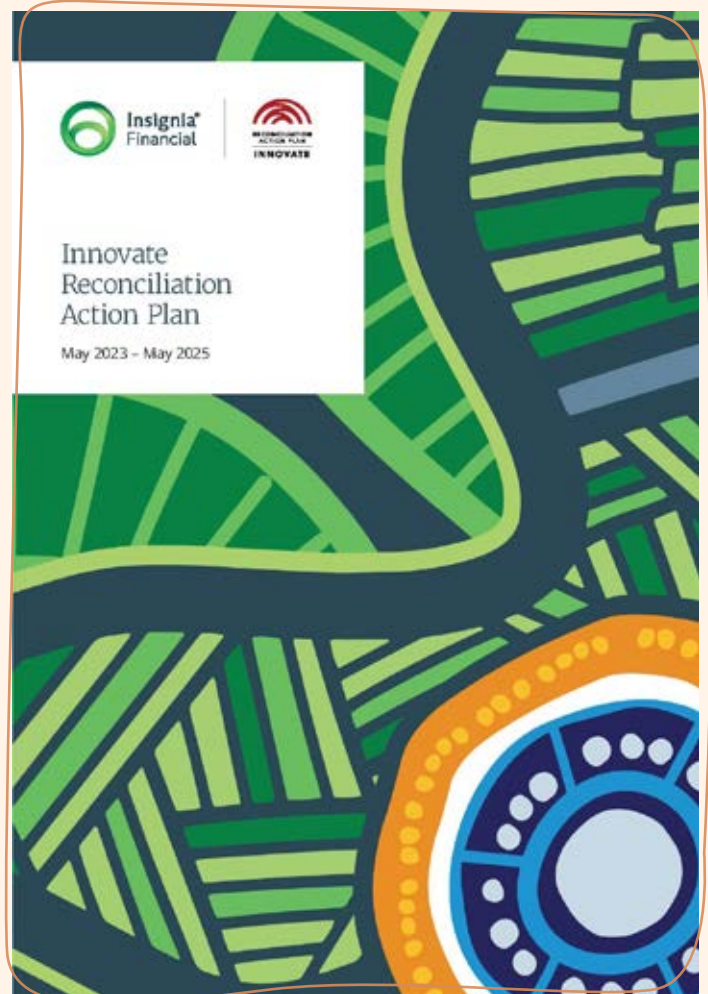
Insignia Financial really kicked things into gear with the development of its Reflect Reconciliation Action Plan (RAP) which launched in 2022. The successful implementation of that plan has led to an Innovate RAP to be implemented between 2023 and 2025.

Red Dust has proudly supported Insignia Financial's cultural learning journey through a range of initiatives to support cultural awareness safety and inclusivity. From virtual yarns and online learning modules, employee engagement has been a priority focus to support essential learning including the importance of cultural practices like the Acknowledgement of Country, and active involvement in important events like National Reconciliation Week and NAIDOC Week.

With the introduction of formal learning and engagement opportunities in 2022 more than 630 Insignia employees have spent over 720 hours learning with Red Dust.

By the end of 2024 more than 1,600 Insignia Financial employees had enrolled or completed the 60-minute Red Dust 'Reconciliation Education Essentials' online learning module which further supported learning about cultural respect, the significance of the land, family roles, and how to work together better.

Building on our strong collaboration, in 2024 the Insignia Community Foundation commenced supporting Red Dust's territory wide Remote Workforce Development Program to create meaningful and on-Country employment opportunities for First Nations people.



Insignia Financial and Red Dust are on an important journey together. By learning from each other and working together, we're making a real difference in building a more understanding and inclusive Australia. We can't wait to see where this partnership goes next."

– Fiona Madigan
Senior Manager Community | Insignia Financial





FUNDRAISING

The Front Bar team kindly gave us a shout out to celebrate the launch of our Red Dust Bamboo Toothbrush and the ripple effect of your purchase – delivering real impact when you switch to the Red Dust Bamboo Toothbrush.

This isn't just any toothbrush. It's a simple way Australians can play an active role in Reconciliation. With every brush you buy, you're investing in First Nations communities across the Northern Territory, with 100% of profits directed right back into mental health and well-being programming.

Our launch of the Red Dust Bamboo Toothbrush created more opportunities for Australians to support the creation of First Nations jobs that provide crucial role modelling programs for First Nations youth.

A big thank you goes to Urbis volunteers and our incredible partners, McGrathNicol, Aussie Broadband, and the Australian Loyalty Association, for hopping on board. Each contributed to the launch by purchasing bulk orders of Red Dust Bamboo Toothbrushes for their employees and community during National Reconciliation Week 2024, showcasing an active way we can all contribute to reconciliation every single day. We look forward to working with more like minded organisations wanting to put their plans for Reconciliation into action with a bulk order of the Red Dust Bamboo Toothbrush.

Many Australians take the humble toothbrush for granted. It is something we use every day, take on holidays, on weekends away or on business trips. By switching to a Red Dust Toothbrush, Australians can turn their humble toothbrush into a change-maker.

We're excited to see where this adventure takes us and the impact we can make — brush by brush.





ICAP CHARITY DAY 2024

Red Dust was thrilled to be chosen as one of just twelve beneficiaries for the 2024 ICAP Charity Day in Australia. This is a great opportunity for community engagement and charitable work to come together for a meaningful impact.

ICAP Charity Day is not just another day at the office; it's an extraordinary opportunity for ICAP brokers and partners to make an impact. This incredible tradition where for one day each year they give 100% — that's every bit of revenue earned from their global operations and the brokers who donate their commission going to selected charities throughout the world. This initiative ensures support is delivered right where it's most needed, guided by the preference of each local ICAP office.

Famous personalities and charity ambassadors also join the fray, adding a bit of glitz glamour and most importantly a fun way to engage the ICAP community with Red Dust and other charity beneficiaries. The combination of celebrity influence, community spirit, and generosity has led to significant positive outcomes over the years.

A special shout out goes to Dane Simpson & Kirby Bentley for joining the Red Dust mob for the ICAP Charity Day. Their dedication to advocating and bringing energy to our work is truly commendable.

This event stands as a testament to the incredible outcomes when communities around the world come together for a common cause. With the commitment of Dane Simpson, Kirby Bentley, and everyone at ICAP, Red Dust can continue making considerable impact on the communities it serves.

Funding from ICAP Charity Day will support the development of more remote community programs with community-led and play-based resources for participants and facilitators.



INTERNATIONAL MINING AND RESOURCES

Recorded live at the International Mining and Resources Conference 2024, Scott Stirling and Jonathan Lindsay-Tjapaltjarri Hermawan sat down with The Resource Podcast host Becky Felstead to yarn about what makes Red Dust unique – our unwavering commitment to being values-led and purpose-driven.

The engaging conversation highlighted the importance of integrity, genuine collaboration, and the impact of constant communication within our team and community. Throughout the podcast, we discussed our reconciliation initiatives, meaningful employment opportunities created for First Nations communities, and our innovative products, such as the Red Dust Bamboo Toothbrush, which provides every Australian a practical action for Reconciliation and a reminder that there is a role for everyone beyond the 9 to 5.

Listen to the podcast: <https://youtu.be/yNnQDI18Jok>

Integrity

Trust

Groundedness



SERVICENOW RIDE FOR RED DUST

We are immensely grateful to ServiceNow for inviting Red Dust to be a part of the ServiceNow World Forum 2024. It was incredibly inspiring to witness the enthusiasm of numerous individuals committed to supporting the ambitious goal of cycling 900km—a milestone proudly achieved!



AUSTRALIAN LOYALTY ASSOCIATION

Our Director of Partnerships & Philanthropy had the privilege to Acknowledge Country at the Australian Loyalty Associations' signature event – the Asia Pacific Loyalty Conference. It's the leading loyalty and customer engagement event for domestic and international professionals from top award-winning loyalty programs that gather to discuss each critical stage of the loyalty journey and learn from each other about the latest initiatives and best practice for sustained customer engagement and loyalty.

The Australian Loyalty Association was one of the first to get behind the launch of the Red Dust Bamboo Toothbrush providing one for every delegate.



RECONCILIATION EDUCATION PROGRAMS CULTURAL AWARENESS AND COMPETENCY

Building bridges through education

In the face of evolving societal landscapes and prevailing economic stresses, Red Dust Reconciliation Education Programs have proudly upheld our mission: to cultivate an Australia that rejoices in its cultural diversity, honours its ancient heritage, and uplifts every community to define and achieve success on their own terms. This year, despite formidable challenges, we have been relentless in our drive to foster reconciliation, education, and awareness across the nation.

Our Mission in motion

The heart of our work lies in the firm belief that reconciliation begins with the individual—a journey of self-education, self-reflection, and self-challenge. Anchoring our efforts in these principles, we've embarked on several significant initiatives:

- **On Country Education Programs:** A pioneering effort that reconnects learning with the land, offering an immersive educational experience.
- **Expanded Public Engagement:** Introducing dynamic formats like public online learning modules and hands-on half-day workshops.

Through these endeavours, Red Dust has aimed to bridge gaps, foster understanding, and create a platform for genuine, impactful conversations.

Navigating uncertain times

The lingering effects of the 2023 Voice to Parliament Referendum outcome and the ongoing cost-of-living crisis have notably influenced our engagement with the Reconciliation efforts, of many organisations at a crossroads regarding diversity and inclusion initiatives.

In response to these shifting dynamics, we've recalibrated our approach by:

- **Enhancing public access:** Our suite of public programs, including our Yarning sessions and the Reconciliation Education Essentials online learning module, have been expanded to offer accessible, meaningful engagement opportunities for individuals and smaller businesses.
- **Face-to-face program revival:** Acknowledging the growing demand for in-person interaction, we increased delivery of our comprehensive half-day and whole-day workshops physically, fostering a more direct and engaging learning environment.

Our voices, our strength

Central to our program development and delivery are the diverse voices of Aboriginal and Torres Strait Islander facilitators. Each facilitator brings invaluable perspectives and insights that continue to guide our Reconciliation programs to ensure they resonate with authenticity and respect for the oldest living cultures on Earth.

Looking ahead

As we journey into the future, our commitment to educating, engaging, and empowering allies remains unwavering. The challenges of 2024 have taught us the importance of adaptability, the value of grassroots engagement, and the unyielding power of community. With these lessons in hand, Red Dust Reconciliation Programs stand ready to continue fostering an inclusive, educated, and reconciled Australia, one step at a time.

Together, we are ready for this journey towards a shared cultural identity, celebrating diversity and paving the way for a future where every Australian can thrive.

Aboriginal and Torres Strait Islander voices are essential to the development and delivery of our programs. A diversity of Indigenous facilitators brought a range of knowledge, expertise and experience to the conversations and learning opportunities.

Their contribution enriches two-way learning opportunities for our partners and supporters.

Thank you to our 2024 Reconciliation Education Program facilitators and speaker

Alan Pelterre Palmer
Chris Hagan
Jonathan Lindsay-Tjapaltjarri Hermawan
Karno Martin
Kyleen Randall
Martin Pascoe
Malya Teamay
Nathan Daly
Peter Wilson
Shane Tipuamantamerri (MAMANTA)
Tammy Abala (MAMANTA)
Tyrone Lynch
Wayne Curtis

Thank you to our 2024 community-based business collaborators working with us to deliver on-Country immersion programs.

Tali Katu
Walkatjara Art
Inninti Cafe

This program is encouraging me to educate myself on the history of my Country and the First Nations Peoples which I can then share with my community and do my part in the reconciliation process.

– Participant

It was confronting but in a good way. It's all about becoming comfortable in the uncomfortable.

– Participant

Pitjantjatjara language words



Kulini

think, reflect, listen, ponder

Nintini / Tapini

discover, learn, understand, ask, enquire, find

Parangaranyi

explore, search, wander, journey, embark

RECONCILIATION EDUCATION PROGRAMS REACH AND IMPACT

Reconciliation Education Programs (REP) include the In Conversation with Red Dust, Foundations for Reconciliation and Yarn with Red Dust programs. These programs are delivered online or face to face, for whole day, half day and six weekly sessions.

We are confident of the efficacy and impact of our programs. When surveyed over 90% of respondents reported an improved understanding of Identity, History, Culture and the confidence to discuss topics covered in the program including: reconciliation action and the Reconciliation Week and NAIDOC week themes.

6,648

Red Dust reconciliation
education program
participants



9,679

Hours of education
with two-way learning



2024 before the program



62%

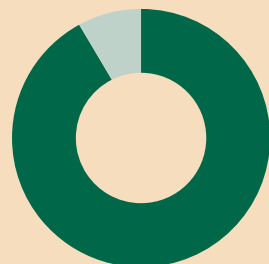
of respondents said they
have little or no knowledge
of histories and cultures of
Indigenous people in Australia



53%

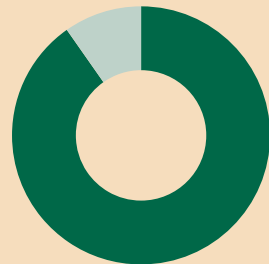
of respondents said they have
a little or no understanding
of Reconciliation

2024 after the program



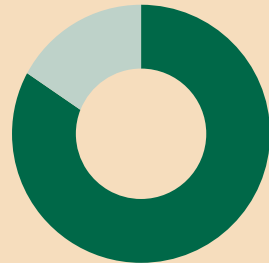
94%

of respondents have a better
understanding of Indigenous
Australian Histories, Cultures
and Identities



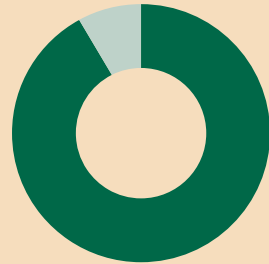
95%

of respondents have a
better understanding of
Reconciliation and
Reconciliation Action



87%

respondents said the
workshop exceeded their
expectations



94%

respondents would
recommend the
workshops to others

IMPACT ON PARTICIPANTS

Thank you for facilitating such an engaging and informative session! Your ability to keep the session interactive and lively made the experience enjoyable for everyone involved.

– Program participant

I was worried about doing an Acknowledgement of Country to large groups prior to presentations and I was apprehensive before this workshop. I am now confident and willing to deliver the Acknowledgment.

– Program participant

The facilitators are very knowledgeable and clever in how they present information and make us come to some important realisations and conclusions on our own.

– Program participant



DIVERSITY & INCLUSION

Our focus on building a local Northern Territory based program and management team continued throughout 2024. Reflecting on December 2017, we were a team of 5 including 1 Aboriginal staff member based in the NT and 4 staff based in Melbourne.

We begin our 2025 program year as a team of 26 employees with 14 based in the NT. Ten (10) of our staff identify as Aboriginal and/or Torres Strait Islander with the vast majority having direct cultural, family & community links to our NT clients and stakeholders. Our management and board decision-making are supported by advice from our First Nations employees and a Community Advisory Group.

Red Dust First Nations' employees play a key role in supporting programs to be culturally informed and being 'from and of' community – they provide the vital lived experience to support organisational decision-making.

The Community Advisory Group is made up of Elders and members from communities we work with, and we meet multiple times per year to discuss organisational strategy and operational plans.

As at Jan 2025:

- **39%** First Nations employees (10)
- **53%** Northern Territory based employees (14)
- **35%** female employees (9)
- **15%** female First Nations employees (4)
- **25%** First Nations Board Members (2)
- **50%** female Board Members (4)





RED DUST COMMUNITY-AS-FAMILY MODEL

Our Community-as-Family health model provides a modern framework for program service delivery in remote and urban communities of the Northern Territory (NT). It fosters sustainable service development through inclusive consultation and a commitment to local capacity building. By tapping into established relationships - be it family, kinship, cultural, socio-historical, or language groups - it uses a strengths-based approach to inform and elevate our service delivery.

Guiding principles for Red Dust's Community-as Family health model

Local Empowerment

We believe in nurturing local workers with employment, mentorship, and leadership opportunities, enabling them to inspire positive change in each other and within their communities.

Local leadership

Prioritising local management and employment, we value the unique cultural, community and linguistic expertise they provide, which otherwise would be unattainable.

Holistic support

Our employees are supported to manage their work, health, and well-being comprehensively, acknowledging their personal and professional responsibilities that can extend beyond standard working hours.

Family-based programs

Our programming leverages family structures, outstations, governance, and referrals, helping us design and implement effective initiatives.

Working together with First Nations leaders

Red Dust defers to key family and cultural leaders to ensure fair and transparent management of programming, expenses and employment support, particularly during complex issues.

Long-term relationships

Our programs are reliant on trust, respect, and accountability fostered through long-standing community and organisational relationships.

Community intergration

With time and trust, Red Dust employees transcend the boundary of being 'just visitors', learning to understand and perform their roles in the community beyond their job description.

Workforce-led initiatives

Expanding our services into new communities is propelled by the directives and needs identified by our current workforce.

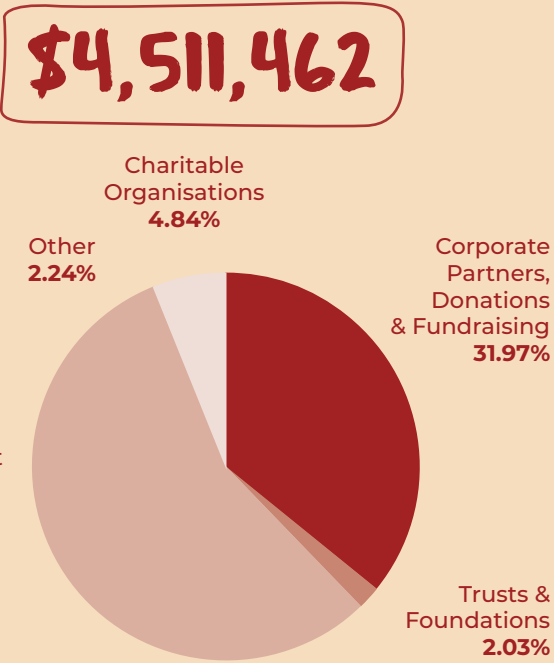




FINANCIALS

REPORTING PERIOD
1 JULY 2023 TO 30 JUNE 2024

Sources of income



Sources of income

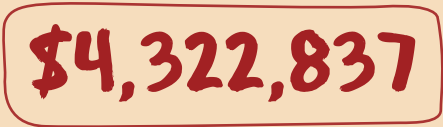
Funding Red Dust's mission is made possible thanks to the diverse group of donors and supporters who walk with Red Dust, alongside community Elders and leaders in pursuit of our mission.

Corporate partners, donations and fundraising income includes donations, grants awarded by a corporate foundation, program service fees, individual donations and fundraising events.

Charitable organisations income includes grants awarded by a charitable organisation.

Government income includes Federal, State or Territory awarded grants.

Funding our mission



Funding our mission

Red Dust is committed to responsible and effective management of our resources that align with our values and guiding principles.

Our 2024 Audited Financial Report is available on our website. reddust.org.au/about/reports.

Programs includes on ground delivery costs for urban and remote NT program delivery.

Employment includes wages for all Red Dust staff including remote-community based and Darwin, Alice Springs based program staff.

Other includes accreditation, consultancy, depreciation, marketing, office expenses, other expenses, travel and accommodation, interest.

THANK YOU

SUPPORTERS WALKING ALONGSIDE RED DUST

Communities working with us

Alice Springs (Mparntwe)	Papunya (Warumpi)
Darwin	Peppimenarti
Engawala	Pickertaramoor
Gunbalanya	Pirlangimpi
Kiwirrkurra	Utju (Areyonga)
Laramba	Wadeye
Milikapiti	Walungurru (Kintore)
Minjilang	Wurruymiyanga
Merrepen	Yuendumu (Yurrampi)
Mutitjulu	Yuelamu (Mt Allan)
Nauiyu (Daly River)	

Major Partners

Granites Mine Affected Area Aboriginal Corporation
The Salvation Army (Northern Territory)

Corporate, Trusts & Foundations

3M Australia
Agnico Eagle Community Partnership Program
Agonis Group
Astellas Pharma Australia
Aussie Broadband Limited
Australian Loyalty Association
Baxter Healthcare
Cardijn College Galilee
Cornerstone Medical Recruitment
Data#3
Dorman Family Foundation
Edgewise Insurance Brokers
Edwards Lifesciences
Evans and Partners
Eku Energy Australia
Finity
The Nell And Hermon Slade Trust
Gaineroo
Global Community Resourcing
Hanes Australasia
Illumin8
Insignia Financial
McGrathNicol
Medtronic Australasia
Natural Selection Group
Newline Group
Olympus Australia
Palo Alto Networks (Australia)
ServiceNow
Telco Together Foundation
The Australian Superfood Co
FTI Consulting Australia
Urbis
Victorian Chamber of Commerce and Industry

Government

Australian Government
Central Desert Regional Council
MacDonnell Regional Council
Northern Territory Government
Vic Daly Regional Council
West Arnhem Regional Regional
Tiwi Islands Regional Council

Education

Areyonga School
Holtze Youth (Don Dale) Detention Centre
Gunbalanya School
Mamaruni School
Our Lady of the Sacred Heart College Thamarrurr
Owen Springs Education Unit
Papunya School
Peppimenarti School
Saint Francis Xavier College
Tiwi College
Walungurru School
Wooliana School
Xavier Catholic College Wurruymiyanga
Yipirinya School
Yirara College
Yuendumu School

Workplace Giving

Australia Post	Medibank
AECOM	Origin
Auto & General	Red Dust Role Models
Cyberex	Suncorp Group
Good Company	The George Institute for Global Health
Hanes Australia	Urbis
Hall & Wilcox	Westpac Group
Insignia Financial	
Mastercard	

Ambassadors

Ally Anderson
Dane Simpson
Jess Hosking
Jy Simpkin
Kirby Bentley
Mel Jones OAM
Sarah Hosking

Pro Bono Supporters

Alphawhale	Hanes Australasia
Beauty Next	Kmart
Biz Collection	KWM
Deloitte Australia	Smith Optics
Hall & Wilcox	The Australian Superfoods Co

Thank you to all our individual donors and supporters.

Patron and Board

Simon McKeon (Patron)
Chris Naish
Gavin Reid (Chairperson)
Jennifer Van Groningen
John Wayne Parsons
Mia La Burniy
Roslyn Johnson
Tania Carlos
Will Minson

Finance and Audit Committee

Gavin Reid
Mia La Burniy (Chairperson)
Yasmine Gill

Innovation Aspiration Working Group

Andrew Birkic
Chris Naish (Chairperson)
John Burgess
Kris Ashpole
Tanya Deans

Community Advisory Group

Derek Williams
Dorothea Randall
Joe Young
Lorna Jackson
Tarna Andrews

Collaborating organisations

Ampwerra Corporation
Anindilyakwa Music
Anindilyakwa Shire Council
Arnhem Land Progress Association
Central Land Council
Daly River Buffaloes Football Club
Granites Mine Advisory Council
Green River Aboriginal Corporation
Indigenous Communities Television
Indigenous Literacy Foundation
IPA Rangers
IronbarkJDs Lash Bar
Kuniya Tours
Mala'la Health Service Aboriginal Corporation
Mamanta
Maruku Arts
Mborinka Anarpipe Corporation
Miriam Rose Foundation
Mpwerre Corporation
Murinbata Tribal Development
Mutitjulu Community Aboriginal Corporation
Ninni Health
Papunya Tula
PAW Media and Communications
Pikilyi Band
Pintupi Health
RDK Outstation
Stars Foundation
Thamarrurr Youth Indigenous Corporation
The First Creatives
Tiwi Islands Training & Education Board
Tjamu Tjamu Organisation
Waltja Aboriginal Corporation
WANTA Aboriginal Corporation
Warlpiri Youth Aboriginal Development Corporation
Young People's Catering

Red Dust Team

Alan Palmer
Amber Shepherd
Bonner Watts
Brett Wheeler
Chantelle Glegg
Christopher Hagan
Colin Gill
Daniel Ormiston
Damien Kunoth
Emma Lake
Erin Riddell
Fiona Scicluna
Irene Pano
James Ivill
Jaylene Cooper
Jessie Nungarrayi Bartlett
Jonathan Lindsay-Tjapaltjarri Hermawan
Jordan Owen
Kyleen Randall

Lauren Buckley
Lucas King
Matt Carman
Matthew Jolly
Michael Gallagher
Mikaela Simpson
Nathan Daly
Nikita Helm
Philip Allnut
Phyllis Rowe
Ray Minniecon
Roberto Pietrobon
Scott Stirling
Sharon Burns
Thainara Biazzi
Toby Langdon
Tyrone Lynch
Wayne Glenn

First Nations Workforce

Aaron Daniels
Anderson Dudanga
Anthony Briscoe
Awalari Teamay
Baykali
Billy Briscoe
Brenton Watts
Bundi Rowe
Byson Kunoth
Cecile Galiazzo
Charles Rolls
Charlie Michaels Jabanunga
Cheryl Raggett
Clara Rowe
Clifford Tilmouth
Coda Kunoth
Craig Jimarín
Cyan Earnshaw
Cyril Rioli
Damien Kunoth
Daphne Puntjina
David Stafford
Debra Mummery
Derek Kunoth
Derek Williams
Derissa Rawson
Dhandrey Hagan
Duncan Gallagher
Dylan Minggun
Ephraim Poulson
Francis Collins
Freda Teamay
Hendrick Collins
Hilda Bert
Ingrid Williams
Ishmael Windy
James Collins
Jamie-Leigh Parry
Jerry Daniels Pepperill
Jessica Woods
Jonah Anderson
Joseph Matheson
Joshua Brown
Katie Curtis
Kerrilyn Gallagher
Kieren Campbell
Kirra Voller
Layne Kunoth
Leonard Kunoth
Leyland Palmer
Lindsay Rowe

Lizaryl Wayne
Lorna Jackson
Malya Teamay
Mamulbak
Mario Munkara
Martin Pascoe
Michael Drover
Michael Gallagher
Mikaela Earnshaw
Molly Marlene
Nambajimba
Nathan Fejo
Ned Hargraves
Neil Cook
Nikisha Swan-Cole
Patricia Skinner
Paul Briscoe
Pelita Wakuri
Napurrula
Peter Stafford
Peter Wilson
Phyllis Rowe
Pirrawayingi
Puruntatameri
Rachel Giles
Rashelle Curtis
Regina Reid
Rene Kulitja
Rhys De La Cruz
Rickeisha Henda
Robin Brown
Rubilee Rowe
Sabrina Gibson
Samuel Poantimilui
Sarissa Driffen
Sheritha Green
Shirley Martin
Stephanie Williams
Steven Oldfield
Tarna Andrews
Tinalia Miler
Tjirpowa Meneri
Toni McLaughlin
Tyrah May
Vanessa Summerfield
Warren Williams
Wayne Curtis
William Parmbuk
Yuka Trigger
Yul Scarf





Walk with us, your way.

Raise funds – donate or hold a fundraising event.

Fund the future – include a gift in your Will.

Stay curious – keep up-to-date and share our work.



Red Dust Annual Review 2024

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reddust.org.au



Red Dust Role Models Limited (ABN 12 118 641 777) is a DGR1 registered charity with the Australian Charities and Not-for-profits Commission.

