



Edible Native Landscapes

IEP Program 2023

Edible Native Landscapes is a multifaceted business, offering a range of services that all integrate Bek's traditional knowledge and native bush food protocols. These services include workshops, catering, consultancy and landscape design.

Bek's sensory workshops showcase native foods from her own garden and provide an interactive and educational experience for community groups, schools, and organisations. Her catering incorporates native foods into recipes, adding a unique twist to dining. A cultural education session precedes each dining experience, reinforcing the significance of native ingredients. Bek's consultancy and landscape design services centre around cultural, native, and bush food education, fostering a deeper connection to the land.



COMING INTO THE PROGRAM

Bek, with her extensive experience as a field and land services officer, has dedicated over a decade of her life to the New South Wales Government's Planning, Industry and Environment Department. Over the past two years, her work has increasingly focused on Indigenous communities, where she supports the development and growth of the land and communities as a whole. An integral part of her role includes conducting sensory garden workshops, educating a wide range of stakeholders about native ingredients and land restoration.



A passionate gardener, Bek actively propagates native ingredients in her own garden. Beyond her professional career, Bek is an avid cook, frequently catering for friends and family events. She also owns a food truck, which she envisaged as a mobile platform for delivering native cuisines and educating the public about Indigenous culture. Combining all these elements, Bek decided to join the program to streamline her diverse ideas into a coherent business plan and establish a viable business model.

"A friend of mine put me onto someone at Charles Sturt University, where I spoke about some of the projects I was doing on the side, which wasn't really a business at that point and so I was contacted by Charles Sturt to apply for the program and I'm very glad I did"

PROGRAM JOURNEY

Bek has made substantial progress with her business, Edible Native Landscapes. She developed her business offering, coined a fitting business name, purchased the associated domain and secured a design for her logo. Bek also launched a landing page to start advertising her services and growing her database.



Leveraging her past experiences, Bek has gathered multiple testimonials from individuals she has supported, which she plans to feature on her website. This will further validate her venture and attract potential clients. Improving her financial acumen, Bek has created rate cards to provide clear pricing models for her services. This advancement in her business strategy has already proven fruitful, with Bek securing her first customer and issuing an invoice accordingly.

"This program has been huge in making me accountable and taking the first steps. It's been great with getting me to start the business and have some faith in myself. All those little things this course has taught me about costs, how to create an invoice to get paid properly, instead of thinking it's too hard and doing it for free."

"I have gained a wealth of knowledge and amazing friendships and connections. With the guidance from experienced businesses and mentors, the templates and resources that have been provided, I have so much more confidence in myself and far more adept at building my business up and becoming more successful."



IMPACT

Edible Native Landscapes aims to transform the relationship between individuals and nature, by promoting sustainable agriculture practices and enhancing biodiversity conservation. Through her business, Bek seeks to incorporate the nutritional benefits of native ingredients into everyday meals, thereby expanding culinary diversity and reintroducing traditional heritage to the forefront of contemporary cuisine.

“My vision is to get my business out across the state and I’m really focussed on educating people about bush foods and teaching them how to grow it, cook it and put it on your table for a more nutritional meal.”

Bek's services create memorable sensory experiences that extend beyond just providing nutritious meals. She educates her clients about native ingredients, inspiring them to cultivate these plants and contribute to the wellbeing of Mother Earth.

About Food Futures Company

Food Futures supports, commercialises and invests in agile startups, entrepreneurs and disruptive technologies to be the vehicles of change for a better food system.

WHAT'S NEXT?



Over the next 6-12 months, Bek's primary focus for Edible Native Landscapes will be expanding her customer base and refining her service offerings. She acknowledges the crucial role of financial management in scaling up her operations and infrastructure. As part of her growth strategy, Bek plans to:

- Run monthly bush food garden education programs in schools
- Create ongoing partnerships and catering contracts with four Government agencies
- Expand nursery/propagation facilities to allow for commercial sales

