Yolŋu dhukarr ŋurruŋu
Start With the Yolŋu Way First

Nhaku Ŋalimurr ga djäma - Our purpose

- **Yolŋu languages,** including all clan languages, are strong and passed on from each generation to the next
- **Yolŋu rom** is strong, passed to the next generation, and respected by Balanda systems
- Celebrate and share stories of **Yolŋu strength and identity**
- Increase **Yolŋu control** of all aspects of Yolŋu life, through through equal and genuine access to information, resources and decision-making

Napurruŋ djäma - Our work

- **Community development & empowerment** – Under the guidance of local ŋaḻapaḻ, we work across health, law, governance, healing and trauma and many other areas of life to build local capacity, confidence and control.
- **Dhäruk Djägamirr Mala, Yolŋu Language Centre** – Our team supports local language custodians in keeping language strong. This includes through intergenerational language transmission activities, resource development, language documentation, translation, training and language advocacy.
- **Yolŋu Radio** – Broadcasts in Yolŋu communities and homelands. We create a range of creative media products and activities that celebrate Yolŋu identity and strength and provide access to crucial information and stories in people's first languages.
- **Peacemaking & Mediation** - Our team work in Yolŋu-led, culturally grounded ways to strengthen peace in Yolŋu communities. We work within and along dominant (balanda) justice systems to support Yolŋu having greater control over justice outcomes in their communities.

ARDS-ku buyu'
Our Values and How We Work.

Gurrutu, gurrpanmirr & bunydjunmirr
We are connected and we recognise and value each other because of our gurrutu connections. We value healthy relationships.

Makmakthunawauy rom
We respect each other. We respect ARDS as an organisation.

Ŋaḻapaḻwal
We value and respect the authority of Yolŋu elders. We seek their guidance and authorisation, according to Yolŋu rom, and we work within the trust that we earn.

Bala-räli guŋga'yunmirr
We work in reciprocal ways where everyone benefits and becomes strong. This includes both-ways learning - we are always learning from each other.

Napuŋga'wuy / burapuy
We are neutral and in the middle. We do work that is good for all Yolŋu. We do not create division or tension between Yolŋu. We value neutrality and fairness.

Räl-manapanmirr, yaka ḻiya-gäna
Yolŋu and Balanda work together as respected equals. We think and make decisions together as a group. We don't work in isolation.

Ralpa
We are reliable and committed to the work we do. We are observant and learning from what is happening around us.

Dharaŋanawuy rom
We recognise and accept people for who they are. We look for people's strengths.

ARDS ABORIGINAL CORPORATION
LANGUAGE CENTRE - YOLŊU RADIO - COMMUNITY CONTROL

STRATEGIC PLAN 2025 -2029

Djalkiri - Foundations

1. **We recognise Yolŋu rom and Balanda law as equal systems and we are committed to working in both worlds**
2. **We are committed to Aboriginal self-determination**
3. **We are informed by the faith and spiritual authority of our ŋaḻapaḻ and acknowledge our gurrutu connection to the Uniting Church**

Nhälil ŋanapurr ga mar'yun ga nhä mala gämurru' nhäma
Focus area and Goals

Extend the work ARDS does

- Grow our work in in health education, creative media, advocacy & service design.
- Increase training delivery, especially cultural competency training and training for Yolŋu staff in other organisations.
- Monitor and Measure the impact of ARDS work, so that we can demonstrate the benefits of working in good ways.
- Strengthen the Dhäruk Djägamirr Mala, Yolŋu Language Centre, including models of working with and supporting language custodians living on country.
- Establish a financially sustainable way for distributing ARDS products and resources, to both Yolŋu and Balanda audiences.

Support and develop ARDS staff

- Support and grow Yolŋu leadership within ARDS.
- Increase Yolŋu employment within ARDS at all levels of the organisation.
- Increase employment and work of community-based staff, especially for people living in homelands.
- Develop and improve our people development processes, ensuring processes are accessible and suitable for Yolŋu staff and staff living in remote areas.
- Embed internal training in Yolŋu languages, Yolŋu Rom and ARDS methodology.
- Grow the ability of all staff in project and resource management.

Grow ARDS Governance, Systems, Processes and Finances

- Ensure strong governance and increase the ability of the ARDS Board to engage in strategic planning and advocacy work.
- Strengthen financial management and internal systems.
- Engage young people in the work and governance of ARDS.
- Implement a comprehensive policy framework that incorporates risk management practices.
- Develop and implement a marketing and branding plan for both Yolŋu and Balanda audiences.
- Increase multi-year funding agreements covering core areas of ARDS work.
- Increase ARDS' fee-for-service income.

Social change priorities

- Support the growth and development of Yolŋu leadership and decision-making, including leadership in homelands.
- Support Yolŋu homelands and the ability of Yolŋu to live and work on homelands.
- Advocate for and support the integration and recognition of Yolŋu rom, authority and decision-making in service delivery across Northeast Arnhem Land.
- Develop employment models and pathways that are responsive to Yolŋu ways of life and strengths, whilst also providing strong opportunities for professional learning and career development.