

Queensland Communities in Transition

EURAH AUSTRALIA, Goondiwindi – promoting the benefits of indigenous medicinal plants

It is estimated that in 2018, 7200 self-employed Indigenous individuals contributed around \$309 million to the economy.¹ Activities included retailing cultural products such as art, bush foods and medicines, recreation, agriculture, tourism, land and water management.

Adam Brunton started his business, EURAH AUSTRALIA, to reignite the use of medicinal Indigenous plants and to restore healthy populations of these endemic plants back into the lands of Aboriginal people. He has carefully crafted a range of herb teas, capsules and honey that utilise a mix of endemic plants ingredients collected from Southern Queensland.

HIGHLIGHTS

- Indigenous business sharing traditional medicines
- Seeking to fund a larger scale nursery to restore endemic medicinal plants back onto traditional lands.



Adam Burton, creator of Eurah



"Natural resources need to be managed with the knowledge that Aboriginal People have acquired over thousands of generations to make Country strong and thrive."

Adam Burton, Owner of EURAH AUSTRALIA

Australia has an abundance of native aromatic plants with high levels of essential oils. The *Eurah* plant family holds a particularly strong significance for Aboriginal people of the Toomelah, Boggabilla and Goondiwindi region. round 17 species of this plant family that have been traditionally used for a range of medicinal purposes as well as ceremonial rites, initiations and burials.

Adam uses traditional knowledge passed down through generations of the Gomeroi people living on the border of NSW and Queensland to sustainably source these endemic plants collected from Southern Queensland. He turns a mix of plants ingredients into a range of herb teas, capsules and honey.

While traditional healers have long used plants in tandem with rituals, it is only thousands of years later that researchers are beginning to understand the science behind these medicines. Studies on *Eurah*, for example, have been found it to be effective in preventing and healing yeast infections, particularly in immunocompromised individuals such as those with cancer. It has also been shown to be effective in treating bacteria such as *Staphylococcus epidermidis* found in acne pores and infections following surgery using devices such as catheters and valves.



Currently the plants are harvested from the wild or propagated in a home-based nursery. Adam, however, very much sees himself as a custodian of both ancient traditional knowledge of the land and is exploring options to use profits to fund a larger scale nursery to restore endemic native plants back onto traditional lands.

BENEFITS

A recent analysis conducted by Supply Nation on the social value created by Indigenous businesses found:

- for every dollar of revenue, Indigenous businesses create \$4.41 of economic and social value;
- Indigenous businesses employ more than 30 times the proportion of Indigenous people than other businesses;
- Indigenous businesses invest in training their staff;
- owners of Indigenous businesses reinvest revenue in their communities; and
- small Indigenous businesses have higher social return on investment than larger businesses ²