



Arirriki Aboriginal Corporation ICN:4637

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SPECTACULAR

TOP END

Trading as
Spectacular Jumping Crocodile Cruises
Spectacular Top End
Arirriki Community



Mr Jason. Hampton
Original Tribes Shirts
Darwin, NT
jd.hampton@originaltribes.com

1st August 20204

To Whom it may concern:

Re- letter of support First Nations Textile Grants - Original Tribes printed shirts

Arirriki Aboriginal Corporation, represents the Lalara clan of Groote Eylandt, one of larger of the 14 clans that makes up the 14 clans of the Anindilyakwa people. Through our main tourism business, the iconic Spectacular Jumping Crocodile Cruises, we aim to use our business, and our profits to support both our own people and the wider community, and in when possible the indigenous community. This is one of our key principles of doing business.

Mr Hampton first came to our business several years ago, in an attempt to sell his first round of printed fishing shirts featuring his own unique indigenous inspired motifs. As at the time, we had recently struggled hard to find someone to design a unique indigenous styled shirt for our staff use, that wasn't simply misappropriating central Australian motifs into generic designs, Mr Hampton's Original Tribes designed shirts were something that excited us. We agreed immediately to take as many as we could to stock in out gift shop, and have continued to stock them in numbers, where they have proven to be popular.

I have personally worked in and out of retail in Darwin, and in particular have connections with the owner of several of Darwin's largest souvenir shops, having worked in for him back in the early 1990's, and have never seen such clearly unique and Top End themed clothing designs offered for sale at anytime. Mr Hampton's designs are not only unique, but his decision to use fishing styled shirts to sell his designs, was the correct one for the local market. While it might not be Paris inspired catwalk design, it shows a knowledge of his market demographic, to offer something new and in from that was both practical and creative.

Mr Hampton, made it known from the outset that he is of aboriginal heritage, but that his designs were "inspired" by his heritage, rather than any attempt to culturally misappropriate any particular language group's motifs. We believe that his designs are a new and fresh expression of "Top End" indigenous uniqueness in the market, and we have been excited at being able to stock and sell his products on an ongoing basis, and hope to for many years to come.

Spectacular Jumping Crocodile Cruises is a 30 year old iconic tourist experience and since coming into its current indigenous ownership in 2015, we have attempted to rebrand and incorporate our indigenous heritage into our business. Currently the wildlife tour side of our business has around 50,000 guests pass through our site, year round. With over a third of those guest coming from the passenger cruise ship market, which includes a high volume of international travellers. The Original Tribes designs have proven to be a popular seller, and at the

moment, it is probably only supply chain issues and better marketing, that is inhibiting Mr Hampton from taking his product to a much larger market. The First Nations Textiles Fund grants would be a huge step to help Mr Hampton take his product to the next level, and we would be excited to see him grow with the grants help

I feel strongly that Original Tribes has something unique and innovative, and deserves every opportunity to explore its potential. If for some reason the administration of the First Nations Textiles grants can not see what a worthy product this is, then Arirrki Aboriginal Corporation would be more than happy to sit down and talk to him about growing his business alongside ours. In my honest opinion, this young man has much potential and deserves every opportunity to do well, and that First Nations Textile Fund could do much worse than give this young man and his business the opportunity to grow.

Sincerely



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