Luxury Lodges of Australia Media Backgrounders: DNA Series (8 of 11)

# Our DNA:Cultural Sustainability

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| The Luxury Lodges connect closely with, in and around the communities in which they operate, working with producers of food and drink, local tour operators, artists and designers, specialist guides and First Nations cultural tourism operators. The lodges’ close integration with the community serves to inject vitality and sustainability to the local area; and the resulting experiences are very much a part of the enriching guest experience of the lodge and destination. From the community’s perspective the regional business that partner with the lodges, the relationships serve as an economic surety that sustains the community and encourages new business development: it provides essential economic nutrition for the region. For First Nations communities, partnerships with the lodges can provide financial independence while ensuring the traditional cultural stories as well as practices like arts and crafts are preserved for future generations. We call this the halo effect. |
| Lake HouseDaylesford, VIC | Led by owner and chef Alla Wolf-Tasker and her family, Lake House has established itself as a pioneer in what is now considered the ‘LLoA model’ in supporting the local community by using almost exclusively local food and beverage produce, arts, crafts and designs by local crafts people. This sustained working partnership has bolstered local production and small business, and its sustained success has encouraged more suppliers and producers to establish businesses in the area. The community has grown over time and the small village is now a bustling tourism hub, a popular destination for visitors from Melbourne just 90 minutes’ drive away and from much further afield who come to enjoy fine dining, local produce, great wines and good company. More |
| Longitude 131°Uluru, NT | The cultural sustainability story from a First Nations perspective is in the [partnerships](https://luxurylodgesofaustralia.com.au/activity/art-at-longitude-131o/) developed at Longitude 131° with remote Aboriginal arts communities in both the Northern Territory and South Australia’s Anangu Pitjantjatjara Yankunytjatjara (APY) Lands. The multi-faceted partnerships include commissions of arts and crafts from the Maruku Art Centre at Uluru Kata Tjuta, the Tjanpi Desert Weavers and the Ernabella Arts Community.Some key elements include:* In 2013, new owners Longitude 131° introduced Aboriginal art to its guest tents, the restaurant, bar and Spa Kinara (meaning ‘moon’ in Pitjantjatjara) for the first time
* Ernabella commissions included spears made by the men and 500 tiles for the bar hand made by the women, with multiple generations participating, aged 19 to 80.
* Large scale ceramic pots and artworks have also been specially commissioned with funds going straight to the artists.
* The objective is to allow the community’s artists to establish economic independence whilst also conserving their art and culture and sharing the skills and stories with their families.
* Longitude 131° has supported the employment of a ceramist to help with processes and guide the artists and the community to be economically sustainable.
* An Artists in Residence program sees artists from Ernabella visit Longitude 131°, allowing the guests to meet the artists while they’re painting, all with a view to Uluru.
* A half-day private tour transports guests to Ernabella – via 4WD, heli or charter plane – to meet the artists, learn more about their art and try making a ceramic work of their own.
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