



Bushfood industry

Branding

The Department of Primary Industries and Regional Development (DPIRD) has developed *Setting up for Success: Bushfoods* and the accompanying *Protection of Indigenous Ecological Knowledge for bushfood businesses* guides to help Aboriginal businesses entering, or growing their existing business, in the bushfoods industry.

The guides are available on the DPIRD website agric.wa.gov.au/aboriginal-business-development-0 or by contacting the Aboriginal Economic Development unit for more information and help, email aed@dpird.wa.gov.au or call +61 (0)459 867 908.

To help ensure the development of a profitable bushfood business, it is vital to protect the branding for your business and product by using the following methods:

Business name

Ensure the name of your business and product are easy to say and write.

- If your business or product name includes language words, seek permission from the relevant language group for their use, and negotiate appropriate benefits.
- Register your business name with the Australian Securities and Investments Commission (ASIC). You are legally required to register the business name with ASIC if it is not your own nor your registered company name.
- An Australian Business Number (ABN) is required to register a business name. You can register for an ABN and your business name by visiting register.business.gov.au/

Register a domain name

Register '.com' and '.com.au' website URLs (domain names), email addresses and social media handles for your business, even if you don't immediately use them.

- Register domain names online with a web hosting service provider.
- Decide which social media platforms you want to register, such as Facebook, Instagram, Twitter, YouTube, and LinkedIn.

Trade mark

Register your business name and logo as trade marks with IP Australia to gain exclusivity over their use, preventing other people from using them.

- If your business name or logo incorporates language or cultural imagery, seek permission from the cultural rights holders or relevant community to register the knowledge as a trade mark, and negotiate permission in exchange for appropriate benefits.

Copyright

Assert copyright ownership over all material created for the business, including website, marketing materials, and product packaging, by marking them with 'Copyright ©, [your business name], [year].'

Confidentiality

Keep unique recipes, know-how and Indigenous Ecological Knowledge confidential (secret) and don't tell anyone. Ensure people you share it with understand the information is confidential and they can't use it without your permission:

- Mark all business-related documents, recipes, know-how, methodology, processes and bushfood cultural knowledge with 'Commercial in Confidence'.
- Have potential investors, funders, partners or collaborators sign a Non-Disclosure Agreement (NDA) before you share confidential information about your business or products.

Patent

Register new inventions that haven't previously been made, such as product recipes or distillation methods, as patents with IP Australia.

- If your methods are based on Indigenous Ecological Knowledge, first seek permission from the cultural rights holders or relevant community to register the knowledge as a patent, and negotiate permission in exchange for appropriate benefits.



Front cover photo: Bundy's Cultural Tours, Dampier Peninsula, Back photo: Lombadina Community, images courtesy of Tourism Western Australia; cover artwork: Damper by Beryl Ponce, image courtesy of Spinifex Hill Studio

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