Media Release

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YUIN HEALING TRAIL: THE ULTIMATE EXPERIENCE IN REGENERATIVE TOURISM

Shoalhaven becomes a key destination in 2023 for wellness

Did you know that Shoalhaven has more tourists than the Great Barrier Reef? Less than 2 hours from Sydney, 3 million tourists already come to this region annually - and for good reason!

With Shoalhaven's white sandy beaches, rejuvenating rainforests, stunning coastline, pristine hinterland and collection of gorgeous coastal towns, it's no wonder we've been chosen as one of the leading wellness destinations in Australia by Well Traveller.

This is Yuin Country. SoulAdvisor and Ngungwulah Aboriginal Corporation continue to work alongside Shoalhaven Council and many others to make sure that nature-based healing, in particular that stewarded by our First Nations community, is accessible, informative, inspirational and contributes to a better future for us all.

Following the success of their 6 month Yuin Country Activation Program, these two organisations are taking it to a whole new level in 2023 with the Yuin Healing Trail.

Regenerative tourism is all about forming strong relationships with the Community, Culture and Country of a place, so that when you leave, both you and the destination are better off for your visit. The Yuin Healing Trail invites you to drive from Berry to Jervis bay, Kangaroo Valley to North Durras to and drop into all that is on offer.

Our local Yuin community and our healing and health practitioners, experience providers, cafes and restaurants, and myriads of other locals, will provide a smorgasbord of activities for visitors to jump in and explore pathways to personal and planetary wellness. Yuin ways of being, doing and knowing will be front and centre of what is on offer.

Over the weekend of 13th-15th October, visitors will be invited to take a journey that builds a picture of the central role of Country and connection in the health of people and our communities.

30+ experiential and immersive offerings will foster reciprocal healing on Country such as storytelling, connecting to Country, Yuin astronomy, smoking ceremonies, weaving, bush tucker, women's gathering tents, painting up and understanding the cultural significance of ochre, a

Sorry Business tent, meditation and mindfulness, movie showings and discussions of cultural burning, Wayapa Wuurk, yoga classes, open days and offerings from health practitioners, participatory art workshops, men's circles and so much more.

A rich lead up to October will see 16 municipal screenings of Inferno Without Borders and the coming together of health practitioners and therapists to engage in cultural experiences, Yarn Circles and standalone workshops and programs. Each of these entwines First Nations traditions with Western approaches, bringing together the best of both ways of seeing, being and doing so we can move forward towards a healed nation with a shared future.

Cate Peterson, Director of Ngunwulah says "*Our definition of wellness is very broad and explores the First Nations way of looking at health and wellness. It's multigenerational, it's knowing who you are, and it's all about having a strong sense of purpose based on lineage and connection to family and community. When it comes to Shoalhaven, this includes everyone from restaurants to astrologers to creators - anyone and everyone who enhances wellness and the way that we define it".*

Deborah Shepherd, CEO of SoulAdvisor says: *"SoulAdvisor and Ngungwulah are thrilled to be able to showcase Shoalhaven as a community that is working towards this state of reciprocal wellness. It will be a phenomenal opportunity to witness this region beyond just a traditional holiday destination, and the ultimate experience in regenerative tourism. We'd love for you to become involved in this journey to contribute both to the healing of this Country and your own healing. We invite you to be inspired by incredible offerings and the enthusiasm of those delivering it".*

This project is proudly funded by the NSW Government.

SoulAdvisor's purpose is to be a global facilitator of health and wellness through access, education and advancement of traditional and complementary therapies. SoulAdvisor is honoured to play a role in helping others grow an understanding and respect for traditional healing and knowledge through their curated content, collection of videos, events and qualified facilitators.

Ngungwulah Aboriginal Corporation's primary objective is to advance Aboriginal and Torres Strait Island people's culture within the Australian wellness community and beyond to heal Country and all of us living on Country. Through respectful introduction of conversation, learning opportunities and communications they assist in integrating First Nations' ways of being, doing and knowing.

You are warmly welcome to join the Yuin Healing Trail and all associated upcoming events to be part of this unfolding journey. We all play a vital role in reciprocal healing.