

# SPOTLIGHT ON JUSTIN MARTIN

DJURANDI DREAMING, ABORIGINAL  
TOUR OWNER/OPERATOR



Wadjuk man, Justin Martin, grew up in Perth hunting yonga, fishing and gathering quandongs and bush pear on country with his Nyungar and Yamatji extended family, and spent many hours listening to his great grandmother's extraordinary dreamtime stories. They gave him a deep connection to his traditional culture, language and country that he now shares with great passion and warmth, plenty of theatre and a captivating sense of wonder as a qualified tour guide and an established artist.

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## Give us your bbq pitch. What do you do?

I run a family tour and arts-based cultural business, where I get to practice my traditional art and take people out on country to introduce them to the spiritual meanings and traditional cultural values each landscape holds for Aboriginal people. I share culture, connection to country and dreamtime stories to raise awareness and give people a greater understanding and respect.

## Did you always plan to work in this industry?

As a young man, I went into a few different fields of work, and soon found myself juggling three careers in mining, construction, and office work. Being in those environments made me realise there wasn't enough cultural understanding and what I really wanted to do was create positive change in the community. I wanted to raise more awareness and respect for Aboriginal culture by retelling the stories that were passed down to me, sharing the creative, traditional storylines that have shaped my people's consciousness for thousands of years.

## So, how did you get into tourism?

I quickly learned that awareness and respect don't come from just explaining Aboriginal culture to others, it comes from creating opportunities for everyone to experience it for themselves. I learned that something as simple as a short walking tour is a really powerful way to change the way people think, and the memory of that cultural experience stays with them forever. That's when I decided to study certificates in tourism and visual arts at TAFE to build a good strong foundation for my family business.

## How would you describe yourself?

I'm a friendly kind of guy and sharing knowledge of culture and country with others is a passion I hold close to my heart. I think that comes through in the way I work. I'm quite a theatrical storyteller. I really enjoy engaging with people, especially on a one-on-one basis. I get to form meaningful relationships with individuals that way.

## What do you love most about the industry?

I really value the education and opportunities offered by WAITOC's (West Australian Indigenous Tourism Operators Council) tourism programs. WAITOC staff have been extremely supportive, helping to educate me on the industry, make industry contacts and expand my business.

## What's the best part of your job?

Being outdoors, on country and engaging with people in those amazing natural landscapes. Point Peron is a special place for me. The smells of the ocean. The wild dolphins that pop up and say hello. I love sharing those surprises that make you stop, take a breath and appreciate this beautiful country we belong to.

## What's your best advice for anyone starting out?

Be really eager to ask lots of questions and have the mindset that you can always learn more. Talk to elders, get out in your community and learn as much as you can about Aboriginal culture, connection to country and dreamtime stories.

## And what's next for you?

I'm following in the footsteps of my grandmother, Joan Margaret Martin nee Lewis (deceased), and becoming an established artist. As demand for my art is growing, what I'd really like to do is train up some young Aboriginal guides to help me run and expand Djurandi Dreaming tours. I see a lot of potential there.

## Connect with Justin on socials

Instagram: @djurandi\_dreaming  
Facebook: @djurandidreaming

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