



NATIVE TRACKER

Community. Food. Environment



Aboriginal peoples songs and dances used to contain clues about where to get food in the environment they were in, and rules of how to hunt and cook, since then the hunt for food to survive has given way to the hunt for food that is healthy.
- Author Unknown.



As a business founded by a non indigenous Australian, I take great pride in both my personal heritage & in the ancient heritage of this beautiful country we call home. I remain mindful of the fact that the Earth from which we craft our livelihoods does not belong to us, nor indeed really to anyone, we are just custodians for a while.

I remember fondly my friends, classmates, teammates both indigenous and non indigenous taken from us to early & I reflect deeply on the anguish, pain and sorrow that must be felt by some of my indigenous contemporaries as they find themselves between modern day legalities and traditional cultural law.

I graciously acknowledge the traditional custodians of this land for their enduring gentle care of their country over countless generations. I continue to be encouraged by my collaborations with the oldest living culture on Earth.

I thank all my friends, colleagues and decision makers, both Indigenous And Non Indigenous for their patience while adopting change and commitment to ongoing reconciliation.

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Information Memorandum, Native Tracker (macro)

Executive Summary

Native Tracker is a new public health-focused not for-profit, based in Central Queensland, on a mission to help communities eat well and live well - through culturally appropriate nutrition education, evidence-based advocacy, and support for local, responsible food systems.



About Native Tracker

Founded by Alisdair Robertson in 2022 a qualified butcher slaughterman, Alisdair has owned and operated a handful of Butcher Shops in both Brisbane and Regional Qld, as well as a fine dining restaurant in Brisbane's CBD, he is an animal welfare standards pioneer and public health researcher. Alisdair has also developed an Environmental Sustainability Standard for Australian Grass Fed Ruminant Protein Producers.

Alisdair was born in Alice Springs, his mother was a nursing sister who worked across much of country Australia, as well as various remote Indigenous communities including Woorabinda.

Alisdairs father managed cattle and sheep properties, more often than not employing and mentoring Indigenous stockmen.

He brings a lifetime of hands-on knowledge of the food system and a deeply personal connection to Central Queensland communities. He is grounded in the belief that communities thrive when food is local, nutritional information is reliable, and systems are fair, and that the healthiest food is the food that is prepared, cooked and served at home.



The Organisation is

Community-based - driven by regional health concerns, including diabetes, obesity and chronic illness.

Public health-aligned - contributing to Closing the Gap targets and Scope 111 emissions reduction.

Built on existing credibility - leveraging Alisdair's track record in humane animal welfare certification and regenerative ruminant protein production standards.

The Problem and the Opportunity

Australian Communities - particularly Indigenous and rural ones - face declining health outcomes. Misinformation around food, ultra-processed diets, and disconnection from local food systems have contributed to:

- Rising rates of obesity, diabetes and lifestyle-related disease
- Widening health disparities between Indigenous and Non-Indigenous Australians
- Confusion caused by greenwashing, fad diets and poor public nutrition messaging.

At the same time, there is growing appetite for:

- Regenerative agriculture and local animal protein systems
- Place-based, culturally aware health programs
- Transparent, science-backed food education

Native Tracker stands at the intersection of these trends, offering a proactive, wholefood-based public health model that can be replicated nationally, beginning in Central Queensland.

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Strategic Approach

Our Approach is multi-faceted and community-led, built around 5 pillars:

- 1. Production Support:** Promote and support local, humane, and regenerative food production.
- 2. Public Education:** Co-Design school-based and community education programs tailored to specific demographics, including young people and Indigenous communities.
- 3. Partnership with Health Professionals:** Collaborate with nutritionists, healthcare providers and educators to ensure scientific accuracy and cultural safety.
- 4. Media and Communication:** Deliver broad-spectrum public health messaging through TV, radio, and digital media - using language that speaks to the community.
- 5. Advocacy:** Engage with government and policy bodies to subsidise high value, nutritionally dense animal protein, food education policy and consumer investment in own health.



The Offer: Investment and Board Recruitment

We are currently seeking:

Seed Investment

- Initial investment to fund constitution finalization, not-for-profit registration and a pilot health intervention in Central Queensland
- Contributions may be financial or in kind (e.g; legal, communications, health services)

Board Members

We are assembling a progressive, skilled and values-aligned Board of Directors with experience in:

- Health or public health
- Education and/or Indigenous community engagement
- Agriculture or food production
- Governance, legal or financial management
- Communications or policy advocacy

This is an opportunity to shape the foundation and impact of a bold new player in rural health - from the soil up.

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Governance

Native Tracker is registering as a not-for-profit company limited by guarantee, governed by a Board of Directors and operating in line with Australian charitable sector standards.

Next Steps/Contact

We welcome interest from potential board members, investors and collaborators.

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With so much negativity around food and farming these days, Native Tracker serves as a beacon of positive change, we exist to promote and support real life regional farming families, to the consuming public, we offer pragmatic, hands on guidance on achieving humane, regenerative, carbon neutral and sustainable livestock production systems to farmers.

We believe the way we farm, the nutritional quality of the meat, milk, eggs and seafood made available to consumers, and the impact of farming practices on wildlife, the environment and community health and well being are all connected.

We are proud of our growing reputation among farmers and the consuming public, as a no nonsense, pragmatic organization, driven by integrity, transparency and common sense.

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