

## National Indigenous Times Article, 4 October 2007

# NATIONAL Indigenous Times

BUILDING A BRIDGE BETWEEN AUSTRALIA'S BLACK AND WHITE COMMUNITIES

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## Business



Entrepreneurs from Edgeware's Indigenous 'Build Your Business' group. Picture by De Greer Yindimincartie, one of the participants of the program ([www.yindiartz.com.au](http://www.yindiartz.com.au)).

### Building blocks for business

Issue 139 - 04 Oct 2007

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Issue 139, October 4, 2007: A new style of small business training designed especially for the needs and learning styles of Indigenous entrepreneurs has been successfully piloted on Queensland's Sunshine Coast.

The 'Build Your Business' program is a partnership between Edgeware Creative Entrepreneurship and the Sunshine Coast Institute of TAFE, with local bush tucker entrepreneur Dale Chapman acting as local coordinator.

Delivered over 12 weeks, the program blends intensive group training sessions with customised personal training and coaching delivered in the student's community or workplace.

The first of the programs ran from August to September, with all seven of the Indigenous entrepreneurs who participated founding new enterprises.

These include "Jacqui's", a combined hairdressing/beauty store and art gallery; "Mai'yandah Experiences", a cross-cultural training/awareness package; "Coolangurra Carers", a childcare agency offering a cultural awareness value-add to a conventional nanny/babysitting service; and "Yindi Artz", a fine arts and graphic arts

production house focused on online marketing and distribution.

“We are very pleased with the result,” said Edgeware founder and course facilitator, Michael Doneman.

“The combination of accredited TAFE modules and informal, highly personalised learning is an effective model of development for our customers, allowing Indigenous business people to maximize their cultural advantages of interpersonal skills, mutual support and sharing.”

‘Build Your Business’ participants learn to use a specialised suite of ‘simpler business’ tools aimed at demystifying business systems that can often appear too complicated.

They are also introduced to a range of successful Indigenous entrepreneurs, and their stories of business disappointments and successes.

On the final day, each participant presents a one-page business plan (one of the ‘simpler business’ tools) and discusses follow-through support and networking strategies with Charles Jia, President of the new South East Queensland Indigenous Chamber of Commerce.

Lorraine Cairns, CEO of the Bunya Wakka Wakka Cultural and Heritage Corporation, who traveled from Cherbourg to the Sunshine Coast to join the program, applauded the ‘Build Your Business’ process, calling it “the most invigorating and explosive business training package on the market, delivered in a very short time”.

More information on the program and the next delivery, which begins on October 20, can be seen on the Edgeware website, [www.edgeware.com.au](http://www.edgeware.com.au), or Michael Doneman can be contacted at [michael@edgeware.com.au](mailto:michael@edgeware.com.au).