



# Natural Born Fighter

Indigenous Small Business Resource



## Collaboration

- Brian and Elva
- Indigenous film maker
- TLW Multimedia developer and myself
- Indigenous recording studio
- Mainstream graphic artist/designer



## Aboriginal and Torres Strait Islander People

- 548,370 people Aboriginal and/or Torres Strait Islander
- 1/3 live in cities
- 63% lived in QLD
- 25% live in remote communities

2011 ABS Census



## Aboriginal and Torres Strait Islander People

- Median age 21 years
- Increase in number identifying as ATSI
- 6% own small business

2011 and 2006 ABS Census



## Reasons for starting a small business

- Economic independence
- Social or cultural need
- Providing for family
- Providing employment for family

Ford 2006

## Indigenous entrepreneurs

- Average age 43 years
- Mainly male
- Been in business for 10 years, industry knowledge of 17 years
- Well educated

Foley 2006



## Indigenous entrepreneurs

- Limited exposure to business concepts and models
- No access to start up finance
- No access to small business networks
- Minimal marketing and financial management experience

Rola=Rubzen 2009



## Cultural family and community tensions



Martin 1995



## Literacy and numeracy levels

- No data on remote LLN levels Indigenous adults
- Speak Aboriginal English as main communication
- By age 15 more 1/3 of Indigenous children don't meet Illn benchmarks (Bortoli and Cresswell 2004)



## Literacy and numeracy levels

- Low levels Illn
- Successful entrepreneurs have high education standard
- Need to develop strategies to support those with low levels Illn



## Resource design

- Experiential
- Developed for learners with low literacy and numeracy levels
- Explain and develop basic business concepts and principles
- Recognize and relate to cultural needs of the learners
- Using relevant role models.

Golding 2004



## Resource design

- Traditional learning styles
- Strong oral culture
- Use of narrative as means of knowledge transmission
- No history of written text
- Value of integrating culture into training delivery (Dockery, Kral)



## About the Resource

- DOCUMENTARY– provides a narrative framework
- ANIMATION – animation narrative uses oral discussions to clarify business and cultural issues
- INTERACTIVE LLN activities - to engage and develop learners business literacy and numeracy skills
- BUSINESS TEMPLATES - provide model templates for learners to use in own business



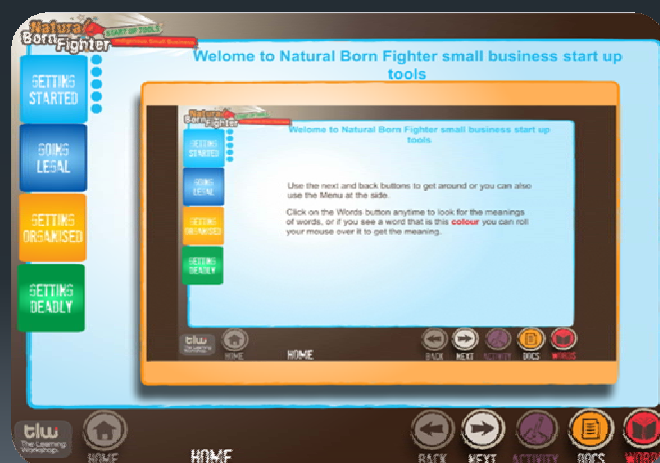
## Home Page

Section 1

Section 2

Section 3

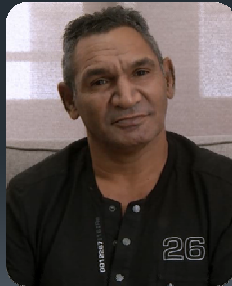
Section 4





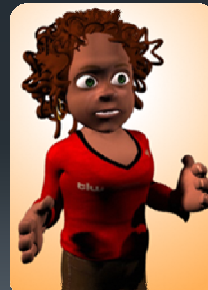
## Meet the characters

- **BRIAN**, owner Natural Born Fighters



## Meet the characters

- **ELVA**, Brian's mentor.



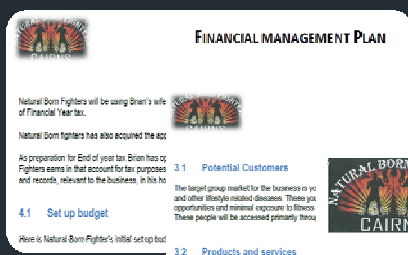




# Activities



# Templates



## MARKETING PLAN



Issue Date: 21/01/2012  
Valid Until: 26/02/2012  
Quotation Number: 1  
Quotation To: Better Fitness Cairns  
PO Box 8008  
Cairns, QLD 4870

DESCRIPTION
Delivery of fitness program July 2012

## Quotation

ADN: 42-017-000-000



Date: 21/01/2012  
Invoice Number: 4  
Invoice To: Better Fitness Cairns  
PO Box 8008  
Cairns, QLD 4870

DESCRIPTION	QTY	RATE	AMOUNT
Delivery of fitness program July 2012	4	\$50	\$200.00

## Invoice

ADN: 42-017-000-000  
Origin: Street  
Fairfield, QLD 4870  
0498 758 000



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