



EDGEWARE



BUILD YOUR BUSINESS

An intensive program of small business skill building, mentoring and networking for Indigenous business people

WHO'S IT FOR?

YOU want to make your own choices, be your own person, be strong, independent and self-reliant

YOU have an idea you would like to develop into a business, or you are already an Indigenous small business owner-operator

YOU would like to develop skills in concept development, strategic planning, financial planning and management, business planning, customer and supplier relationships, marketing, and teamwork

YOU work best in *Murri-way* education – real interactions with successful Indigenous business people and invited experts, delivered at your pace at times and places suitable to your needs. No lectures, no exams, no assignments – just workshops, small groups and one-to-one coaching which YOU work out with Edgeware – on-the-job training for real business outcomes.

YOU work best with other Indigenous people on the same track, people who want to **MAKE MONEY** (sustain a stand-alone business), **HAVE FUN** (be the best you can be) and **CHANGE THE WORLD** (make a difference).

More information about Edgeware on www.edgeware.com.au

WHAT IS IT?

BUILD YOUR BUSINESS is an accelerator program aimed at helping you develop a viable new business, or a new strategy or profit centre for an existing business. It will also help existing organisations who want to build business activities from within. BYB is custom-built for Indigenous people based on Indigenous learning styles – highly personal, relationship-based, modified for individual needs and talents and capable of changing as circumstances change. And it's delivered with a sense of humour!

WHEN AND WHERE?

The first BYB runs from August to September 2007. The program is built around three full-day workshops (on Saturdays) interspersed with small group or one-to-one coaching-mentoring sessions. (These are worked out with participants on the first Saturday, August 4th)

Saturday workshops are offered at a central location on the Sunshine Coast, and coaching and mentoring are offered in workplaces or convenient locations. (Call us if you'd like to discuss this.)

WHO'S OFFERING IT?

Edgware is an innovative informal education system for ethical, socially-aware entrepreneurs and business people. Indigenous educational ideas and values have been very influential in the way it's built and the way it runs.

Sunshine Coast Institute of TAFE has a strong track record in working with Indigenous learners, and is extending its partnership with Edgware to offer accredited training as part of the BYB program, delivered on-the-job using the Edgware system.

WHAT'S INVOLVED?

- Three full-day (9am – 4pm) Core Workshops - Saturday 4 August; Saturday 25 August; Saturday 22 September - providing network support, skills and tools for immediate application in a business
- Coaching-mentoring sessions for small groups or individuals

Five fully recognised and transferable VET qualifications are delivered 'on the job' through the Edgware/TAFE partnership:

(THCICS04A) Originate and develop a concept
(THHGCS08B) Establish and conduct business relationships
(THHGCS07B) Coordinate marketing activities
(THHGLE19B) Develop and implement a business plan
(THHGLE03B) Develop and implement operational plans

WHAT DOES IT COST?

\$150, all inclusive. (A payment plan is available.)

WHO DELIVERS IT?



Michael Doneman has a background in community cultural development and more recently in enterprise development, vocational education and training, and information technology. He has worked with Indigenous colleagues and communities for around 15 years, most recently to help establish the Arilla Paper Company in Mount Isa. In the course of this work he developed an innovative practice in informal education – the practical, ‘just-in-time’ provision of skills, networks and interactions necessary to meet individual and community needs. He founded the Edgeware model of education for ethical entrepreneurship in 2006. (www.edgeware.com.au)



Dale Chapman is a well-known Sunshine Coast local and a chef of more than 25 years experience, well respected within the Indigenous and non-Indigenous communities for her promotion of the benefits of native bush tucker foods. With 'partner in Dreaming', Michael Connolly, Dale is the owner of the Dilly Bag Dreamtime Place in Eumundi, a blend of both Michael and Dale's cultural talents, artistic and culinary. As the only privately-owned Indigenous Bush Tucker business in Queensland (at least), Dale's products and workshops are in great demand both locally and internationally. (www.ausbushfoods.com/news/dillybag_1.htm)

Guest Presenters and Mentors

Edgeware is currently negotiating the contributions of four successful Indigenous business owner-operators, who will contribute to the Core Workshop days and also provide mentoring, advice and coaching for participants.

WHO CAN I TALK TO ABOUT IT?

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PROJECT PARTNERS

