



Natural Born Fighter

Indigenous Small Business Resource



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

Reasons for starting a small business

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



Indigenous entrepreneurs

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



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



Cultural family and community tensions







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 Ill benchmarks



Literacy and numeracy levels

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



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)



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



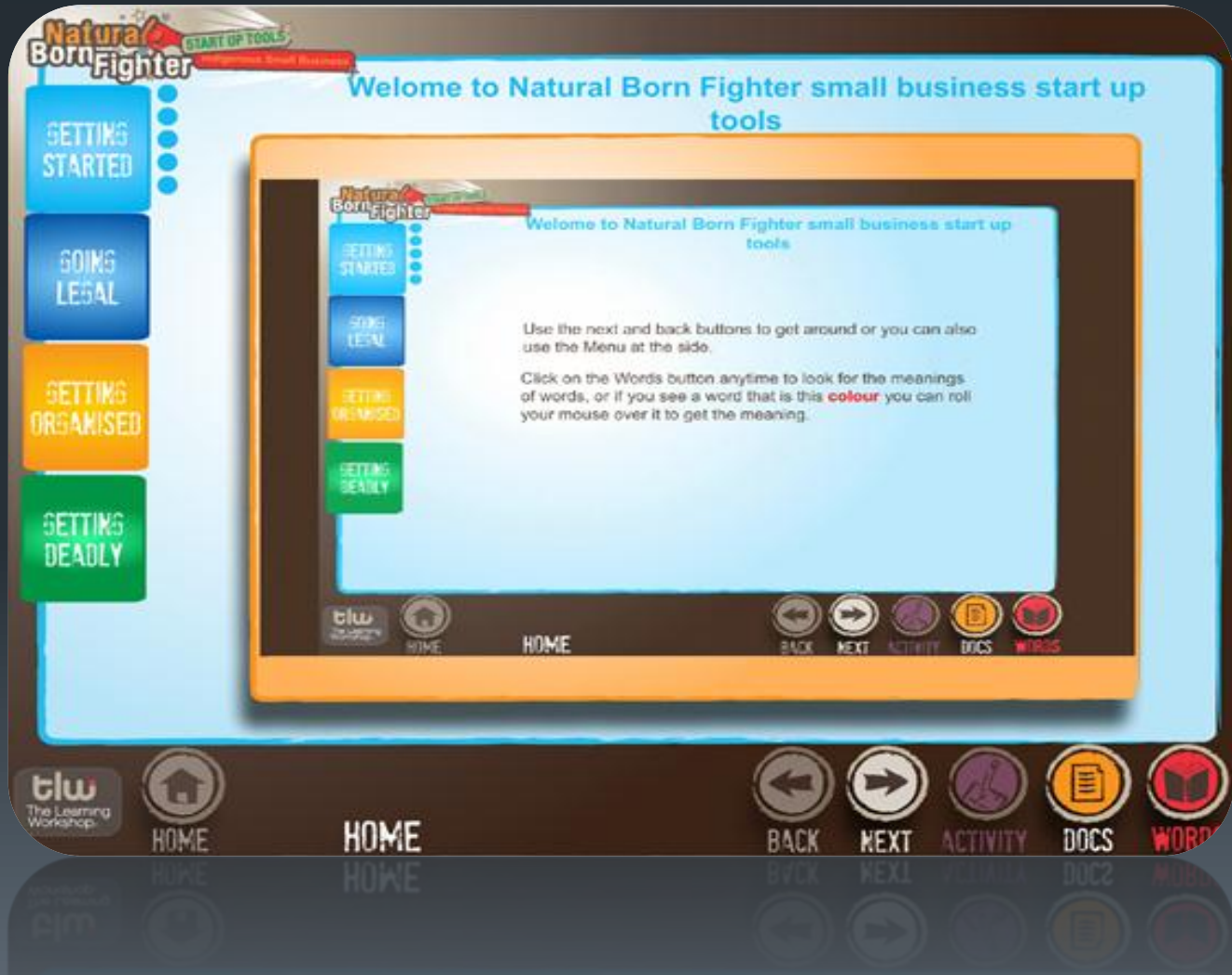
Home Page

Section 1

Section 2

Section 3

Section 4





Meet the characters

- **BRIAN**, owner Natural Born Fighters



Meet the characters

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





Animation

This is a screenshot of the 'Natural Born Fighter' software interface. At the top left, the logo is repeated. Below it, a vertical navigation menu on the left side contains two blue buttons: 'GOING LEGAL' and 'INSURANCE'. To the right of these buttons is a vertical column of five small white circles. The main area of the interface is a large, empty orange rectangle with a slight gradient and a drop shadow. At the bottom of the screen, there is a dark navigation bar containing several icons and text labels: a 'tlw' logo, a home icon labeled 'HOME', the text 'GOING LEGAL - INSURANCE', a left arrow icon labeled 'BACK', a right arrow icon labeled 'NEXT', a person icon labeled 'ACTIVITY', a document icon labeled 'DOCS', and a book icon labeled 'WORDS'.



Activities

This screenshot shows the 'Natural Born Fighter' interface. On the left, there is a vertical menu with 'GETTING STARTED' and 'VISION' buttons. The main area displays a question: 'What 3 words mean benefit?'. Below the question is a list of seven blue buttons: 'Gain', 'Reduce', 'Advantage', 'Action plan', 'Description', 'Boxing Gloves', and 'Help'. To the right of this list is a large, light blue rectangular box with the text 'Drag the answers into this box' and 'NOT CORRECT YET' at the bottom. At the bottom of the screen, there is a navigation bar with icons for 'HOME', 'BACK', 'NEXT', 'ACTIVITY', 'EXTRAS', and 'WORKBOOK'. The current page is labeled 'GETTING STARTED - WRITE THE VISION'.

This screenshot shows a question on the 'Natural Born Fighter' interface: 'Why is it important to think about your competition when you start a business?'. Below the question is a text input field containing the text 'So you can go fishing every Friday'. To the right of the input field are two buttons: a green 'Yes' button and an orange 'No' button. The background of the interface features a faint image of a person in a boxing stance.



Templates



FINANCIAL MANAGEMENT PLAN

Natural Born Fighters will be using Brian's wife of Financial Year tax.

Natural Born fighters has also acquired the ap

As preparation for End of year tax Brian has o Fighters earns in that account for tax purposes and records, relevant to the business, in his hc

4.1 Set up budget

Here is Natural Born Fighter's initial set up bud

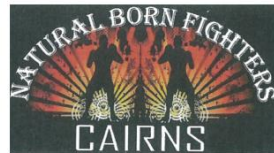


3.1 Potential Customers

The target group market for the business is yo and other lifestyle related diseases. These yo opportunities and minimal exposure to fitness ; These people will be accessed primarily throug

3.2 Products and services

MARKETING PLAN



Issue Date: 31/01/2012
Valid Until: 28/02/2012
Quotation Number: 1
Quotation To: Better Fitness Cairns
 PO Box 8000
 Cairns, QLD 4870

DESCRIPTION
Delivery of fitness program July 2012

Quotation

ABN: 42 017 000 000



Date: 31/01/2012
Invoice Number: 4
Invoice To: Better Fitness Cairns
 PO Box 8000
 Cairns, QLD 4870

DESCRIPTION	QTY	RATE	AMOUNT
Delivery of fitness program July 2012	6	\$50	\$300.00

Invoice

ABN: 42 017 000 000
 Dugan Street
 Earlvile, Qld 4870
 0448 164 000



tlw

The Learning
Workshop<sup>PTY
LTD</sup>

building better business