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 lln benchmarks
Literacy and numeracy levels

- Low levels lln
- Successful entrepreneurs have high education standard
- Need to develop strategies to support those with low levels lln
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
Meet the characters

- **BRIAN**, owner Natural Born Fighters
Meet the characters

- **ELVA**, Brian’s mentor.
Animation
Activities