



First BYB Group – Photo De Greer Yindinmincarlie

BUILD YOUR BUSINESS

Skill building for Indigenous business people

WHAT IS IT?

BUILD YOUR BUSINESS is a very flexible business skills program aimed at helping you develop a viable new business, or a new strategy 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!

BYB has been successfully delivered to more than 100 Indigenous participants to date, and feedback is excellent (see *Testimonials*).

WHO'S IT FOR?

Indigenous people who are interested in starting a new business, full-time or part-time, or who are already in business and would like to build their skills. The program is also useful for developing business capacity within not-for-profit organizations.

WHEN AND WHERE?

The Indigenous **BYB program in Rockhampton** is offered over five training days.

Monday	26 July	Business Tools: Developing a Concept and Business Case; Focusing and Problem Solving; The Value Proposition
Tuesday	27 July	Business Tools: Product and Market Segmentation; Customer Value; Business Design First Presenter
Wednesday	28 July	Business Tools: Defining Business Objectives; Diversification; Creative Strategy Development; Prioritisation Second Presenter
Thursday	29 July	Business Tools: Operational Plan; Marketing Plan; Financial Plan; Development of One Page Business Plan
Friday	30 July	Presentations of One Page Business Plans by program's participants Feedback

WHO'S OFFERING IT?

The program is offered through a partnership between Edgware Creative Entrepreneurship and Sunshine Coast Institute of TAFE.

Edgware is an innovative 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?

- Workshops providing skills and tools for immediate application in a business
- Coaching-mentoring sessions for small groups or individuals as needed,
- The training is very adaptable and user-friendly.

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



SITXQUA002A Originate and develop a concept
SITXMGT006A Establish and conduct business relationships
SITXMGT004A Develop and implement a business plan
SITXMGT002A Develop and implement operational plans
SITXMGT001A Monitor work operations

WHAT DOES IT COST?

The program (which includes lunch, morning/afternoon tea, and workbooks) is offered at no cost.

Please note that this course, nor any part thereof, cannot constitute toward Senior Phase of Learning and/or assist any future QCE to be undertaken.

WHO DELIVERS IT?

	<p>Robert Barton is a Kalkadungu man from Mount Isa with a strong background in marketing, business development, project management and strategy and more recently in working with start-ups in the clean energy industry to commercialise their technologies and with some of the world's largest companies to develop public-private partnerships for renewable energy initiatives in Qld. Robert is a serial entrepreneur having started a number of successful (and not so successful) small businesses in different industries including his current business –Robert Barton Communication and Design– an Indigenous design house targeting local companies exporting Australian products overseas. (www.robertbartonart.com)</p>
	<p>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 20 years, including helping to 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.</p>

Guest Presenters and Mentors

The BYB program includes inspirational and informative presentations from successful entrepreneurs and small business people.

TESTIMONIALS

This program helped me streamline Yindi Artz and define my focus. It is a fantastic program. If you want to build your business efficiently I highly recommend this program. Edgeware is just the best. It focuses on education and support for ethical entrepreneurs and managers. Edgeware believes that business is fun, and that socially responsible entrepreneurship can change the world. Edgeware offers a range of programs and workshops while incorporating into the program, successful entrepreneurs and business people, supported by specialist trainers. The programs and workshops are practical, flexible and based on their customers needs. De Greer (Artist)

I have to say my world has changed since meeting you. I'm more focused about the direction I want to take my business in. Having that focus means that people are beginning to respond to me in a different way. I've just been asked to tender for a government department and another is in the pipeline. I've never done a tender before so that is going to be a challenge. Business plan will come in useful there too. Janelle Evans (Film/TV Producer)

The most invigorating and explosive business training package on the market, delivered in a very short time. Lorraine Cairns (CEO, Bunya Wakka Wakka Cultural and Heritage Corporation, Cherbourg)

If I'd done the Edgeware program 20 years ago I'd be a rich woman now. Dale Chapman (Founder, Dilly Bag Bush Foods)

WHO CAN I TALK TO ABOUT IT?

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