

CAPARA ABORIGINAL ARTS – PATRICK McNEILL

BOURKE NSW

Reasons why Patrick went into business

- To turn a hobby into a business;
- To enable him to provide for himself and his family and not have to rely on welfare; and
- Recognised an available niche.

The story so far

Initially Patrick participated in an Indigenous Art program conducted for employees at the Gundabooka CDEP in Bourke where he drives a bus for the disabled. He realised that he has a natural talent for art and decided he could explore this further when he was informed that he would be eligible to participate in the Indigenous Self Employment Program.

He therefore started out in business.

The additional income provided through the sale of his art works has enabled him to provide his family with a few luxuries that they would otherwise not have been able to enjoy.

Funding (if any) to support business development

Patrick is a participant in ISEP and received a business loan from that source.

Stakeholders within the business or who have helped

Patrick is the sole participant in his business.

He has received loan funding from DEWR (ISEP) which has helped him purchase tools needed for his profession and initial stock.

Mentoring advice is offered by the Parkes Forbes BEC through the ISEP and AEDO programs.

Business planning, how implemented and timeframes for the development of the business

While a structured business plan has not been produced, Patrick has a thorough understanding of his business. He realises that he needs to break into the tourist market on both a domestic and international level. He is currently arranging a trip to Sydney to further investigate possibilities.

Economic and employment impact

While Patrick has been successful in bringing in extra money from selling his art work, he is still reliant on his employment at the CDEP in Bourke.

He does not employ any other people in his business.

Success factors and lessons learnt

The main lesson Patrick has learnt is stock control. Do not purchase too far in advance. He has excess stock on hand and now realises that the money could have been better utilised if put toward transport or marketing costs.

Advice to others contemplating the enterprise option

Patrick's best advice is to take a chance. If you put your mind to it and work hard, you will succeed. He also recommends not to work at home because there can be too many distractions.

Best practice

Patrick feels that his business is successful because:

“I have \$3,000 of stock on hand, paid \$4,250 off my loan and sold over \$10,000 of work and have another \$10,000 of completed work ready to sell”

Best practices thus include -

- have stock on hand (but manage it well)
- repay loans
- constantly seek to make sales

Patrick also says to attend to the business side of the venture not just the painting – especially book keeping

Contacts, links and resources

Parkes Forbes BEC



Patrick with a major artwork