

MURRIWARRI ARTWORKS JOHANNA PARKER

LIGHTNING RIDGE NSW

Why Johanna went into business

Johanna's main reasons for starting her own business were to utilise her extensive art skills and to make a better life for herself and family.

Her story so far

Johanna is a descendant of the Murriwarri Tribe. This is reflected through her art work which shows the Murriwarri past and present. Her meat, skin and totem is the parna (sand goanna) while Johanna's spiritual Tribe totem is the Puthuul (Blue Crane).

Johanna recognised that there was a chance to turn a personal hobby/interest into a business and has located Murriwarri Artworks in Lightning Ridge. Her art is a combination of contemporary and traditional art practices incorporating oils, acrylics, gouache, inks, water colours and pastels. She also carves and works in ceramics, wood and glass.

Johanna is also a talented photographer and has worked with Mervyn Bishop, Australia's first professional Aboriginal photographer.

At present Johanna is completing a Visual Communications degree at Deakin University, Victoria. She was the recipient of the Golden Key Honour which is awarded to the highest 15% of chosen students in all Universities.

In Lightning Ridge Johanna teaches art and dance as well as having her own Koori radio program. She is also heavily involved in the community having created murals at pre-schools, day care centres and schools. She has also completed sign writing.



"Murriwarri Tribe" by Johanna Parker

Funding (if any) to support business development

Johanna has received funding through the Indigenous Self Employment Programme (ISEP) (DEWR).

The NSW Department of State and Regional Development have contributed towards expenses involved with promotion.

Stakeholders within the business or who have helped

Johanna is a sole proprietor.

She receives mentoring and business advice from the Parkes Forbes BEC through the Aboriginal Enterprise Development Officer Program and through ISEP.

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

Johanna has strategies in place however she has just had a child which has altered the time frames she had envisaged.

Selling her art locally has proven difficult, except during the popular tourist season. At this stage, her main avenue for selling her art works is through various exhibitions.

Economic and employment impact

While her business is proving to be profitable, there are no employees to date.

Success factors and lessons learnt

Johanna feels that the most important tool to get a business up and running is a thorough understanding of the importance of marketing and promotion.

There is no room for complacency, you have to have confidence in yourself and your business idea and not be shy about getting it out there.

Advice to others contemplating the enterprise option

The best advice is to persevere. It is important to keep producing quality work and eventually you will succeed.

Best practice

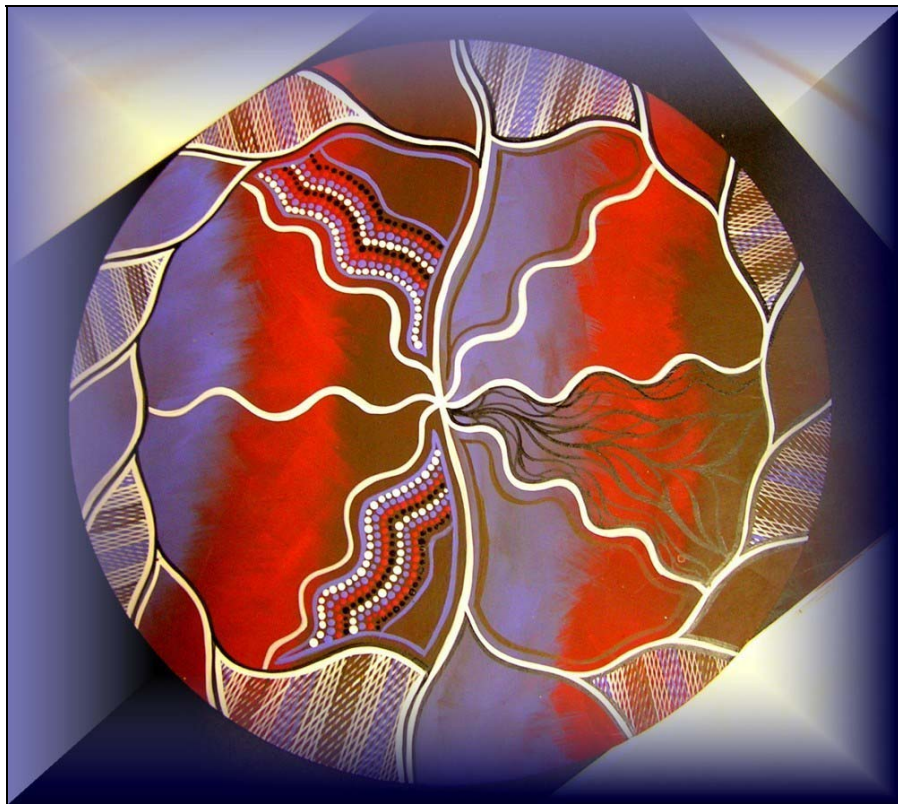
It is essential that you maintain:

- good recordkeeping
- have quality control practices in place

Contacts, links and resources

Parkes Forbes Business Enterprise Centre

Roxanne Smith, Aboriginal Business Development Manager, NSW Department
of Regional and State Development



An example of Johanna's work with ceramics