

## **SAM WICKMAN**

### **ALBURY NSW**

#### ***Reasons why Sam went into business***

To offer a range of authentic Indigenous paintings and art work.

#### ***His story so far***

Sam has been operating as a business for some time exhibiting and selling his art. He specialises in glass artistry and traditional paintings.

The BEC has only been working with him for several months, but can see great potential in his commercial future. He is being assisted to develop a Business Plan to set up a retail shopfront in Albury NSW and to finance the process.

Sam Juparulla Wickman was born in Alice Springs in 1952. The traditional country of his Father is the Arrernte Nation of Central Australia and Sam is a full blooded member of the tribe.

His mother was a full initiated member of the Luritja, Pitjantatjarra and Yankuntjatjarra people south of Alice Springs. Both Sam's mother and father were fluent speakers of many of the Indigenous languages throughout the Central Desert. Sam's father was an Arrernte and Luritja man with strong roots to Alice Springs.

In his early teens Sam was sent away from Alice Springs to complete his secondary education in Sydney, after which he went on to complete a Trade Certificate in Motor Body Building.

Sam played rugby league for the Sylvania Heights Club, Australian Rules for the Saint George Football Club and then went on to be an amateur boxer where he represented Australia overseas.

Following a 15 year career in the public service, initially in Canberra and then in the Northern Territory, Sam undertook academic studies, graduating with Honours at the Australian National University, majoring in Archaeology. He has also worked as a Research Assistant at the Centre for Australian Indigenous Studies at Monash University in Melbourne. Currently Sam is studying as a Post Graduate Student at La Trobe University.

His art reflects his status as a fully initiated man.

***Funding (if any) to support business development***

Sam, with the assistance, of the Parkes Forbes Business Enterprise Centre (AEDO programme) is currently investigating sources for funding to enable him to open his own business premises.

***Stakeholders within the business or who have helped***

Sam is the primary stakeholder in the business.

He has received invaluable advice from Paul Sanders, the owner of Bonegilla Glass (a studio that specialises in the design and manufacture of unique art glass pieces, incorporating traditional Indigenous designs and dreamings by leading Australian Indigenous Artists).

Sam has had contracts with Paul to supply Indigenous products. Paul has also helped to organise both national and international exhibitions to showcase Sam's work.

He is receiving mentoring assistance through the Aboriginal Enterprise Development Officer who is employed by the BEC.

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

Sam is being assisted to develop a Business Plan by the Aboriginal Enterprise Development Officer employed by the BEC.

***Economic and employment impact***

Sam does not employ staff and his business needs to expand before significant economic impacts are apparent.

***Success factors and lessons learnt***

Sam's love of his culture and people has been his driving force and has given him his strong desire to succeed.

Sam believes that you should always strive to keep educating yourself and that most of life's lessons come with age and experience.

***Advice to others contemplating the enterprise option***

- gather as much information as possible
- research is vital to any successful business
- make sure you know what you are up against – don't go into business blind folded

### ***Best practice***

Knowledge of your industry and the understanding of basic business principles are essential in operating any business. Even though opportunities for further education might not be available, seek out other possibilities e.g. mentors

### ***Contacts, links and resources***

Parkes Forbes Business Enterprise Centre through the Aboriginal Enterprise Development Officer Programme.



*Sam Wickman with an example of his art work*