

# **ORANA REGION ARTS INDUSTRY CASE STUDY PROJECT**

***An overview of Aboriginal Arts Industry Business  
Operators assisted by the Parkes Forbes  
Enterprise Development Centre Inc***

*November 2006*

## **Introduction:**

The Parkes Forbes Business Enterprise Centre (the Centre) has been commissioned by the Department of Employment and Workplace Relations (DEWR) to identify successful Indigenous entrepreneurs in the arts industry that have been supported in the last three years by the Parkes Forbes Business Enterprise Centre and the Orana Regional BEC. From that identification, Case Studies of the successful businesses have been prepared.

## **Canvassing the Participants**

A scoping exercise was undertaken to identify successful Indigenous entrepreneurs and businesses in the arts industry who have been supported by the Parkes Forbes Business Enterprise Centre.

Initially, discussions were held between the following Officers to identify those clients that would broadly fit the criteria:

Peter Croft – Chief Executive

Neil Irlam – Assistant Manager/Business Facilitator

Scott Turnbull – Aboriginal Enterprise Development Officer – Binaal Billa

Stephen Fields – Aboriginal Enterprise Development Officer – Murdi Paaki

The above study revealed 25 businesses that could be potentially considered for the project.

However, for various reasons (listed below) not all have been selected for the study:

- when contacted certain of these businesses did not wish to be cited in any study;
- where the scale of operations was so small that they were more a hobby than a business;
- where operations had started but potential for future growth and success was considered extremely limited;
- where clients could not be located; and
- where clients are bad debtors under the Indigenous Self Employment Programme.

Even though we have culled businesses from the study for the reasons detailed above, it should be realised that of those remaining, not all principals are working full time in the business and most are still reliant on external income to support their living needs. It is not likely that the position will change in the immediate or foreseeable term.

The conclusion could be reached that businesses such as these will always be peripheral to the artist's source of major employment or other income.

The study needed to be flexible in the context of defining "successful".

It is our opinion that individuals have different ambitions, goals and perspectives so what may be a measure of success to one, might not necessarily be to another. We adopted the view for this study that if the individual's personal goals were being achieved, the business had potential for commercial viability at some future point in time and the client was able to fund their living costs from whatever source, the business was successful.

## THE BUSINESSES

- **Jedda Boomerangs – Rebecca McNaboe and Hamish Beetson – Dubbo NSW**
- **Jemalong Art – Joanne Dunn (painting as Joanne Reid) – Orange NSW**
- **Dancing Girrawaa – Ray Newman – Dubbo NSW**
- **Murriwarri Artworks – Johanna Parker – Lightning Ridge NSW**
- **Sam Wickman – Albury NSW**
- **Capara Aboriginal Arts – Patrick McNeill – Bourke NSW**
- **Under the Weather – Lionel Green – Walgett NSW**
- **On the Edge – Matthew Orcher – Bourke NSW**



*L-R: Peter Croft, Chief Executive, Parkes Forbes Enterprise Development Centre Inc, Joanne Dunn (Reid), Principal, Jemalong Art, Ray Newman, Principal, Dancing Girrawaa*

