



Australian Government  
Department of Employment and  
Workplace Relations  
Indigenous Business Australia



Jobs Careers Future

# EXPLORING THE FUTURE THROUGH ENTERPRISE

INDIGENOUS ORGANISATIONS EMBARKING  
ON THE ENTERPRISE JOURNEY

**Exploring the Future Through Enterprise –**  
Indigenous Australians Embarking on the Enterprise Journey

Authors

This publication has been compiled on behalf of the Department of Employment and Workplace Relations (DEWR) by a team assembled by Peter Kenyon, Director, Bank of I.D.E.A.S., Lyndsey Jackson, Vicki Neele, Margaret Darveniza, Justin Francis, Roger Green, Maria D'Souza, Peter Palmer and hundreds of individuals and groups who have so generously shared or supplied stories of Indigenous success in enterprise.

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## **INTRODUCTION**

This publication highlights the stories of ten emerging enterprises across Australia. These enterprises have evolved from the desire of Indigenous organisations to proactively create meaningful employment opportunities and economic wealth, through the establishment and development of viable business enterprises. They provide valuable insights into business achievement within a diverse range of industries, including the arts, manufacturing, tourism, housing construction, interpreting services, agriculture, horticulture, specialist food production, the fashion industry and recreational sporting clubs.

Each case study shares their unique journey, their achievements so far and the challenges they are confronting as they move towards financial sustainability as a successful operation. Each story has its elements of inspiration, lessons and practical advice.

Collectively these stories provide invaluable illustrations and insights around some of the critical issues and challenges related to the establishment and growth of a business enterprise.

Strong leadership, motivation and passion are key elements in running a successful business. Practical examples of the day to day operations of conducting a business, such as where to get funding, cash flow projections, marketing, the importance of customer service, types of business structures, financial management, strategic and business planning are all areas which are covered in this publication.

Finally, the real value of the following case studies emanates from the willingness of their project leaders to share their experiences, strength and hope based on the belief that their group's journey may be of benefit to other Indigenous organisations to help them grow and achieve their full potential.