

DANCING GIRRAWAA – RAY NEWMAN

DUBBO NSW

Reasons why Ray went into business

- as a means of self employment;
- the flexibility of being self employed – easier to work around things than if employed by others;
- to create an awareness and appreciation of the culture and heritage of the Wiradjuri people of Central Western and South Western NSW;
- to provide Aboriginal products that are well priced and authentic;
- to provide an outlet for the sale of Aboriginal Artwork, Craftwork, Artefacts and other related products;
- to have an avenue for up- and -coming Aboriginal artists to help get their works into the marketplace; and
- To combat the lack of non Indigenous pieces in the marketplace – i.e. a lot of the available items are from overseas.

The story so far

Ray Newman is a Wiradjuri man from Dubbo NSW.

The market for Aboriginal art/products is flooded with over-priced items that are often not authentic, of very poor quality and imported from overseas producers. As far as he is aware few businesses in the Dubbo area offers both well priced and authentic Aboriginal work and Ray could see the need for a business that could fill that niche; so the idea for Dancing Girrawaa was born.

Through his business Ray seeks to create an awareness and appreciation of the culture and heritage of the Wiradjuri people of Central Western and South Western NSW. The various forms of Art which will also be used to create this greater appreciation will include:

- Story telling
- Song
- Music
- Dance
- Artwork
- Artefacts

Ray plans to develop partnerships with other Aboriginal groups in Dubbo and the surrounding areas. He also plans to sell his products both domestically and internationally by having an Internet Web page.

Funding (if any) to support business development

Ray has been accepted onto the New Enterprise Incentive Scheme (NEIS) (DEWR) which provides income support. He also works outside the enterprise carrying out opportunity work to further subsidise his business operation.

Stakeholders within the business or who have helped

Ray is the sole stakeholder within this business. He has been assisted by the Parkes Forbes BEC,

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

Ray has developed a Business Plan through his participation in NEIS. However, his fundamental strategies are undergoing change from a business requiring a physical retail presence to one that employs web-based sales and opportunity display, such as at galleries and exhibitions.

Economic and employment impact

At this stage in the business, there has been little impact in this regard. The business does not employ any staff apart from Ray and revenues are not sufficient at present to fully sustain him.

Success factors and lessons learnt

- Collateral or financial backing is essential – otherwise business progress will be very slow
- Ability to market yourself and your product
- Ability to rebound from disappointment – pick yourself up and get on with it.

Advice to others contemplating the enterprise option

Don't compromise the quality of your work or sell at giveaway prices.

Best practice

- If you have an idea and don't have the financial backing, you can still go ahead with it. It might be slower, but you can still get there and feel proud of your achievements.

- The business and its products are something that you have created and own – this is a confidence builder and improves your skills and ability to mentor others.

Contacts, links and resources

Parkes Forbes Business Enterprise Centre



Acrylic on canvas by Ray Newman