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Modelling Community Digital Entrepreneurship

through Local Community Activity and Digital Skills in Aboriginal
Australia

Ngemba Elders, Community members and
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Outline

- Background
- Methodology - ITCD²
- Model for Community Digital Entrepreneurship Platform
- Discussion
- Conclusion





Ngemba Community

Research locale:

- with the Ngemba community
- on Ngemba Country
- includes township of Brewarrina
- approximately 900 kms north west of Sydney
- classified 'Very Remote Australia'
- 'Digital Divide' category

Brewarrina's recorded Aboriginal population in 2016 was 61.2%, contrasted with total Indigenous Australian population being 2.9%
Location of Biaime's Ngunnhu





Cultural Capital

includes community cultural knowledges, which are the embodied knowledges that are held by community members:

Resources, Activities and Artefacts

- Songlines
- Fish Traps Biame's Ngunnhu
- Red Hill
- Brewarrina Mission
- Hospital Creek
- Scar Trees
- 400 - 500 feet high cliffs





Impact Sourcing

Concept through Cultural Knowledges



Give a man a fish, feed home for a day. Teach a man to fish, feed for a lifetime.

~ Confucius

AZ QUOTES





Entrepreneurship

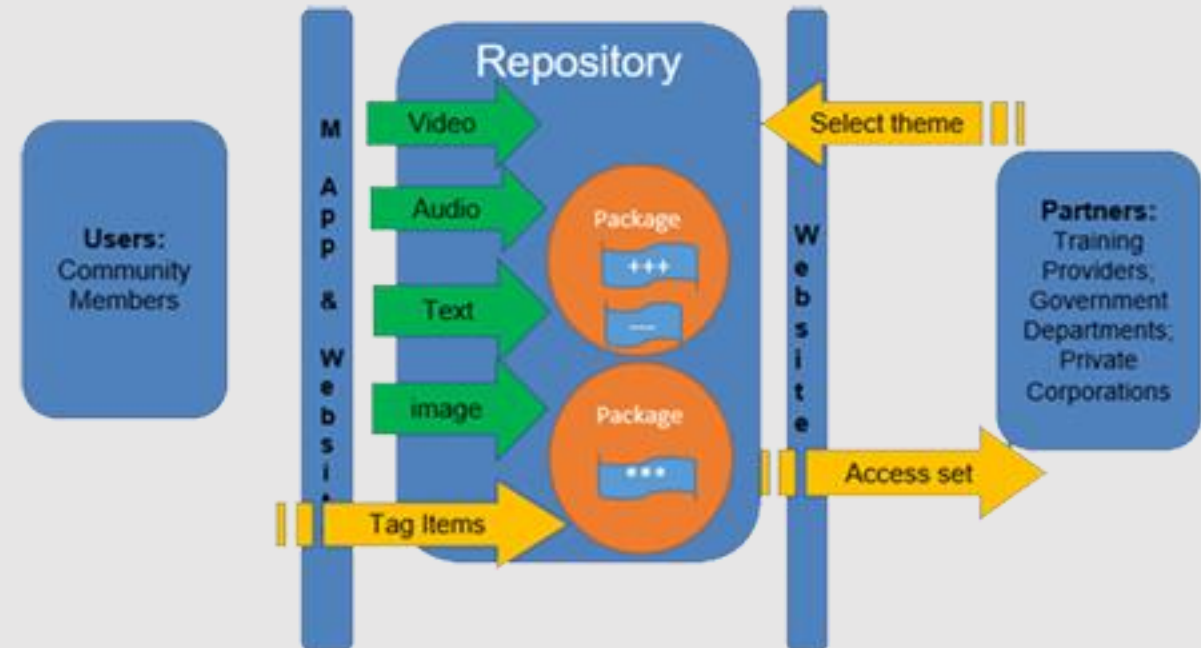
- Community Entrepreneurship
 - collective business ventures, which focus primarily on long term local community social and economic development
- First Nations Entrepreneurship in Australia
 - Supply Nation
 - Iscariot Media Pty Ltd
 - Bayaramal (Black Swan)
 - Gumatj Clan
 - waste management facility
 - Garrangali Crocodile farm and
 - Arnhem seafoods





Community Digital Entrepreneurship Platform

- Successful start-ups based on platforms incl:
 - Uber, Airbnb, Spotify, Paypal, Apple & Google
- Platforms include open, participative infrastructure & create value for all participants
- The Ngemba platform is a central repository
 - collection and management of individual cultural capital
 - potential to harness community cultural capital opportunities
- Encourages partnerships with individual or community enterprise and other business stakeholders, whether inside or outside the community





Co-Design and Co-Development

Co-design in this project has four phases:

1. making connections and realizing expectations;
2. understanding and clearly defining social enterprise problematic through cultural activities;
3. allow potential solutions to emerge from a yarning and co-design non-technical prototyping process and
4. test these solutions in a technical prototyping process.

Phase 2 consists of two components:

1. knowledge sharing and
2. co-design of the non-technical prototype

Phase 3 consists of three steps:

1. co-design the technical prototype;
2. co-develop the technical platform and
3. test the technical platform. This forms the testing of the technical prototype phase toward co-development.

The final phase 4 includes implementation of the platform on Country.





Knowledge Sharing and Access Protocols

- Cultural integrity
 - determine what cultural activity knowledges (in part or whole) are shared and with whom and full access levels and rights will be determined according to knowledges and users
 - the process for determining this will also be noted for and by Elders
 - Traditional Custodian Elders will self-determine this process
 - Elders will validate Ngemba community members cultural knowledges uploaded to the platform





Digitising Cultural Activities

- capture and record engagement in specific cultural activities in the digital form of audio, video, image or text
- community members can upload, tag, edit, delete, share with own network
- contact other members about possible further business collaborations
- report on cultural capital held by individuals and Ngemba community
- potential partners such as training providers, research organizations, government departments or private corporations will form associations with the community for socio-economic development





Digital Skills alignment

- Through the platform, digital skills are showcased. Where relevant, improvement of the digital skills will be identified and depending on interest areas and level of competence, suitable training and potential start-up ideas will be recommended on an individual or group basis.
- Upskilling will provide opportunities for both possible start-ups and future employment opportunities.





Entrepreneurship Opportunities

- Looking at enterprises that rely on cultural aspirations and skills that exist in the community already or will generate or be supported by community run enterprises
- New business ideas based on areas of interest and skill level, will be recommended to community members. Necessary basic business and entrepreneurial skills will be built into the platform through help guides and scenarios





Conclusion

- This provides an arena for individual and group community members to create enterprises based on new and existing everyday skills and knowledges
- a tool for community individuals, whether collocated or relocated, to record new and existing knowledges about cultural activities, resources and artefacts that can contribute to products or services in community-based start-ups.
- Alignment of individual community member entrepreneurial digital skills in this process and will have the capacity to promote existing digital skills with the potential to identify gaps in skills.





Thank you

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