



THE DHINAWAN PROJECT

Business Intensive for Aboriginal Women

The Dhinawan Project is a 6-month intensive business and mentoring program for Aboriginal Yinaar makers, creators and cultural practitioners from Regional and Remote NSW who seek economic independence by developing or growing their creative, cultural and cottage industry business ideas.

Delivered in a hybrid model with both online and face-to-face residencies, The Dhinawan Project is co-designed with the Yinaar to support the needs of the participants to ensure success, and through the program, participants will develop skills, tools, strategies and resources to accelerate their business idea.

Yinaar are supported and mentored to develop their business plan, marketing strategy and networks while ensuring they understand the business eco-system, including finances, marketing, product development, legal, insurance and tax.



INDIGENOUS
BUSINESS
AUSTRALIA



The Dhinawan Project is delivered in partnership with IBA.



ABOUT 2 RIVERS PTY LTD

2 Rivers Pty Ltd are a 100% Aboriginal Owned, Supply Nation certified boutique community development company based in Tamworth, NSW, with a community reach across Regional NSW and Remote NSW and a company reach that expands throughout NSW.

Established in 2014, our Mission is to create economic and social opportunities and outcomes for regional and remote communities.

ABOUT THE FACILITATOR

Lorrayne Fishenden, a proud Gomeroi Yinaar from regional NSW, is the Managing Director of 2 Rivers Pty Ltd. As an experienced facilitator and mentor, she believes that professional development is crucial for the economic and social advancement of Aboriginal and Regional communities in Australia.

Lorrayne is an experienced leader who has held executive-level positions, such as CEO, Chairperson and board member, for Aboriginal and non-Aboriginal organisations.

Lorrayne founded 2 Rivers in 2014 and currently serves as its Managing Director, actively involved in all aspects of the company. She has assembled a capable team that provides valuable services to both Aboriginal and rural communities, promoting greater accessibility and support to achieve self-determination and economic independence.



CONTACT US

2 Rivers Pty Ltd's head office is situated at 489 Peel Street, Tamworth NSW 2340. In addition, we have a small art gallery showcasing works by Aboriginal and Emerging Regional Artists, as well as a creative space that is open for use by creatives.

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You can also find us on Facebook, Instagram and LinkedIn.



A person is shown from the chest down, wearing a light-colored patterned shirt, focused on weaving a basket. Their hands are positioned to manipulate long, thin, light-brown reeds. The background is a dense, textured wall of similar reeds, creating a sense of depth and traditional craftsmanship. The entire image is overlaid with a semi-transparent dark blue filter.

OUR WHY

Aboriginal makers, creators, and cultural practitioners, particularly women from Regional and Remote NSW, have historically not been recognised for their diversity and uniqueness. This has resulted in limited access to support for the industry at all levels, from local to international.

This professional development project aims to provide accessible options for Aboriginal Yinaar in Regional and Remote NSW. The project includes leadership and mentoring opportunities to help cultivate contemporary business ideas rooted in solid foundations.

OUR GUIDING PRINCIPLES

To ensure the integrity, inclusiveness and transparency of the project we will work within a set of guiding principles that will ensure we are accountable not only to the funding body but more importantly the community.

Aboriginal community members are at the forefront of the work we do and it is important that their voice is truly heard and listened to at all levels of the project.

The guiding principles are:

1. The voice of Aboriginal people is our primary source of information;
2. Non-Aboriginal people are also involved in the project, we recognise they also have value to add to the process but they must respect that the voice of the Aboriginal community must come first;
3. We recognise that there may not be a single method of consultation that is best suited to the Aboriginal community and as such we offer a flexible approach that encourages inclusiveness and is open to ideas.
4. We recognise the importance of, and commit to holding the utmost respect for cultural protocols, this includes flexibility for 'sorry business' and other culturally sensitive events;
5. This is a voluntary process for all people involved, although we hope for collaborative involvement, we respect the right of any person or organisation not to participate;
6. Aboriginal people may want to have their voice heard but they may wish to do so privately, we will always ask permission before publishing their contribution, knowledge thoughts, ideas and strategies;
7. We will accurately record the whole of project process including consultation and feedback, and commit to ensure approval is received before individual quotes are published;
8. Aboriginal people and communities who participate will be attributed in all publications, resources and films except where they have provided a written request to have their details suppressed.
9. Elders, Knowledge Holders and Artists will be paid for their contribution and knowledge transfer in the project.





5 REASON WHY YOU SHOULD APPLY?

- You are capable of success and have the ability and worthiness to succeed.
- You can see the potential in your business; you might have a great business idea but need some help to get it off the ground or accelerate it to the next level.
- Having a strong support system is crucial for success as an Aboriginal woman. With a reliable network, you can find motivation and encouragement to pursue your business ideas and turn them into reality.
- You should do this program because you have a great idea and will be supported by this network of strong Aboriginal women who want to see you succeed and will have your back through this program and for years to come.

Remember, Keep pushing forward with the support of your tribe behind you.

WHO SHOULD APPLY?

This program is designed for Yinaar entrepreneurs in Regional & Remote NSW who are committed to creating a better future and willing to invest time in launching or growing their businesses.

The program welcomes various industry ideas, such as cultural tourism, performance, visual arts, weaving, fashion, cultural products, textiles, and design.

Your business can be in the creative, cultural, or cottage industries without cultural aspect or focus.



WHAT WILL YOU NEED TO SUCCEED IN THE PROGRAM?

You will need more than a great idea to succeed in this program and your business venture.

You will need reliable transport to attend the residencies at The Art Shack Wallabadah, these sessions are a requirement of the program.

You'll also need a laptop or computer with internet access for mentoring and residencies. Make sure all of your business documents and programs are stored on the computer you plan to use.

The funding agreement for this project does require that participants provide a Certificate of Aboriginality or a correctly signed Statutory Declaration (we will provide this for you).



KEY DATES

Activity	When
Applications Close	23rd July 2023
Applicant Interviews	25th July 2023
Selected Applicants Notified	28th July 2023
Group Induction via Zoom	1st August 2023 11am to 1pm
Business Intensive Residency 1 at The Art Shack Wallabadah	25th to 27th August 2023
Business Intensive Residency 2 at The Art Shack Wallabadah	13th to 15th October 2023
Pitch Session via Zoom	14th December 2023

UNLIMITED ADDITIONAL SUPPORT

This program offers unlimited support from Lorryne. You can schedule calls, email, or text anytime for assistance. This ensures you receive comprehensive guidance throughout your journey.



REMEMBER

SUCCESS IN THE PROGRAM DEPENDS ON YOUR INVESTMENT, SO THE MORE EFFORT YOU PUT IN, THE GREATER THE REWARDS.





RESIDENCY 1

Throughout this residency, our primary focus will be on Business Fundamentals.

The content will cover a wide range of topics, such as:

1. Goal Setting: Identifying short-term and long-term objectives for your business.
2. Business Finances: Understanding the financial aspects of running a business, including cash flow management, budgeting, and financial forecasting.
3. Your Elevator Pitch: Crafting a compelling and concise pitch to effectively convey your business idea to potential investors, partners, and customers.
4. 1-Page Business Canvas: Developing a streamlined, visual representation of your business model to identify key components and relationships within your organization.
5. Value Proposition: Defining the unique combination of products, services, and features that sets your business apart from competitors and appeals to your target market.
6. Statutory Obligations: Familiarizing yourself with the legal and regulatory requirements that may impact your business operations, such as taxes, licenses, and permits.

RESIDENCY 2

The second residency offers an opportunity to review and consolidate the knowledge gained during Residency 1 and individual mentoring sessions. This stage primarily concentrates on crucial business aspects such as:

- Identifying and engaging your target customer base.
- Developing effective branding and marketing strategies.
- Managing risks.
- Crafting compelling capability statements.

These components are essential in establishing a strong foundation for any business, enabling it to thrive and succeed in the competitive market.





MENTORING SCHEDULE

WEEK BEGINING	#	CONTENT
7/08/2023	1	Discover your Why and Style
14/08/2023	2	Goal Setting
21/08/2023	3	Elevator Pitch
28/08/2023	4	Ideal Customer & Research
11/09/2023	5	Business Admin
18/09/2023	6	Cost Structure, Revenue Streams and Financial Forecasting
25/09/2023	7	Setting up your Tribe
2/10/2023	8	Marketing and Branding
9/10/2023	9	Key Activities
16/10/2023	10	Capability Statements
23/10/2023	11	Business Plan Co-Write
30/10/2023	12	Business Plan Co-Write
6/11/2023	13	Marketing Plan Co-Write
13/11/2023	14	Marketing Plan Co-Write

MENTORING

Mentoring and one-on-one sessions will be held on Zoom for easy access. Participants are expected to attend 14 one-hour sessions, with 10 dedicated to mentoring and the remaining 4 for strategy sessions and co-writing of business and marketing plans.

Our sessions can be customised to focus on the areas where you need more help and less on those you are already confident in. Each session will provide tools and resources tailored to your business. Some topics we cover include discovering your entrepreneurial style, business fundamentals, elevator pitches, identifying your ideal customer, business administration, cost structures, revenue streams, financial forecasting, setting up your tribe, marketing, branding, and capability statements.

Participants are responsible for scheduling their mentoring sessions via the provided QR Code link.

If sessions need to occur outside regular business hours, we will work with you to find a suitable time. Before starting the project, it is necessary to have dependable internet access and to download the free Zoom platform.





PROJECT OUTCOMES

This program will give participants the skills and confidence needed to pitch to potential clients, partners, and funding bodies successfully.

By the end of the program, each participant will have a solid support system in place, a well-developed business plan and marketing strategy, established social media and marketing platforms, as well as having your business registered.