



FINDING THE CULTURE OF YOUR BUSINESS

UTILISING THE GONGAN CULTURAL/ ECONOMIC MODELS

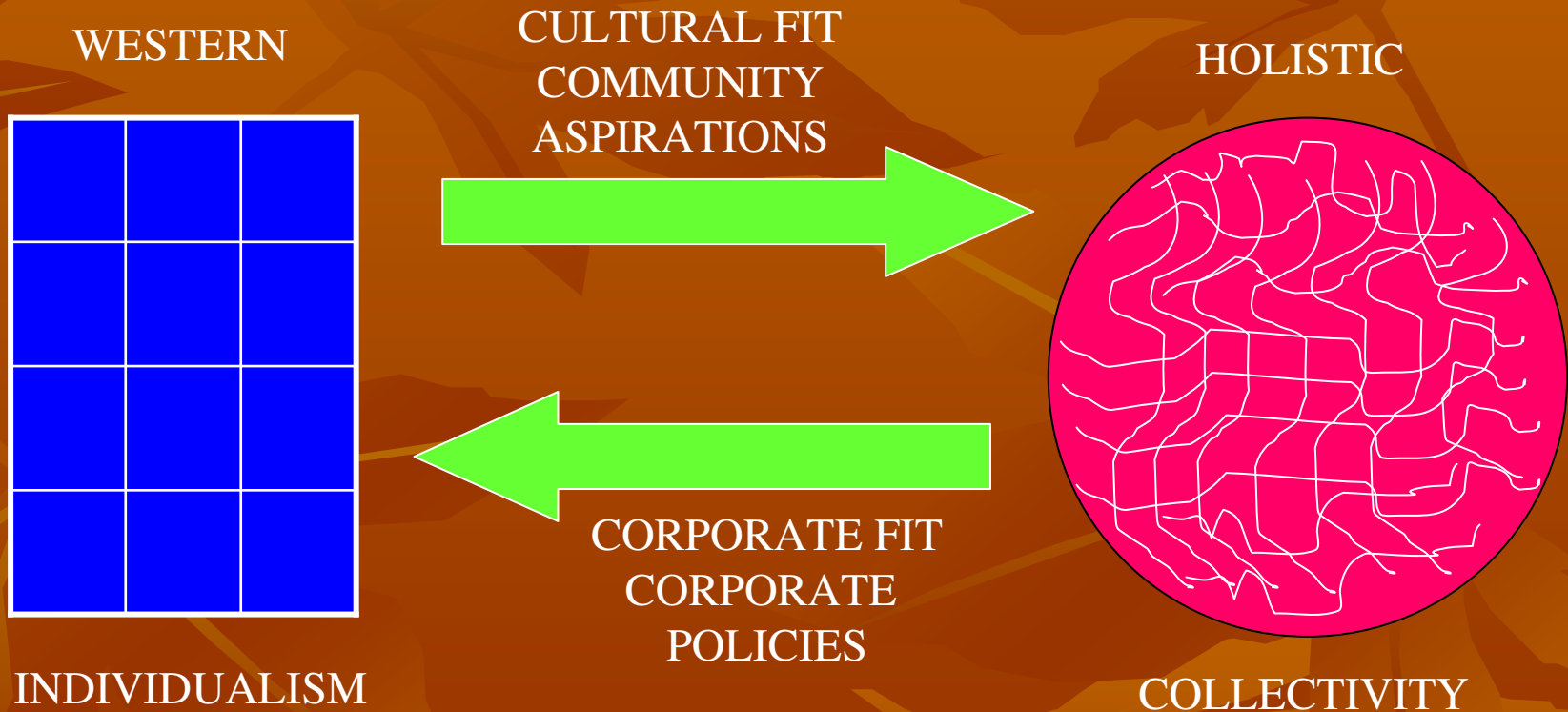
**Building Community Centred Economies Conference,
Brisbane 2009**

**Government-Corporate-Community
Relationships Session – Gongan Presentation**

GONGGAN CONSULTANCY

- In 1993 Rod Williams formed Gonggan Consultancy Pty Ltd to research and develop the Gonggan Cultural/ Economic Framework Models.
- Western Management theories and models are just not working for Non western cultures.

COMMUNICATION GAP



HOLISTIC APPROACH TO PLANNING

How does the business activity impact on?

- **Cultural** –protect, embrace and respect our cultural diversity.
- **Social** – improve our social well-being for all generations
- **Environmental** – protect the environment and allow us to continue to participate in the management of that environment.
- **Economic** – Create business opportunities that have a generational economic benefit and build the business capacity of the community/ family.

BRIDGING COMMUNICATIONS

- **The Community** – Communicate “Holistic Approach” - cultural, social, environmental and economic impact.
- **Corporations** – Communicate Profits and Industry standards.
- **Governments** – Communicate Tax Payer funded Programs and Measurable outcomes
- **Sustainable Business Development** – How is it defined by the above groups?

COMMUNITY ENVIRONMENT

- **Community concerned** about the cultural, social, environmental and economic impact.
- **One organisation** “Land Council or Community Association” managing political, cultural, social, environmental and business development activities.
- **Asset rich/ Cash poor.**

COMMUNITY ENVIRONMENT

- **Management skills** oriented to Community controlled non profit organisations.
- Very **little trust** of western business “corporations”.
- Want to get away from being **dependant on Government funding** “Where do we start?”

GONGAN FRAMEWORKS

Gongan Consultancy has developed three directional management planning models;

- **Gongan Cultural/ Economic Framework** (bottom up approach) finding the “cultural fit” for the client’s cultural, social, environmental and economic needs.
- **Gongan Corporate Planning Model** (top down approach) for finding the “corporate fit” to ensure that corporations can negotiate a balanced long term agreement.
- **Indigenous Business Network (IBN) Wealth Creation Model** a simple conceptual planning tool to build and distribute wealth across all levels of the community.

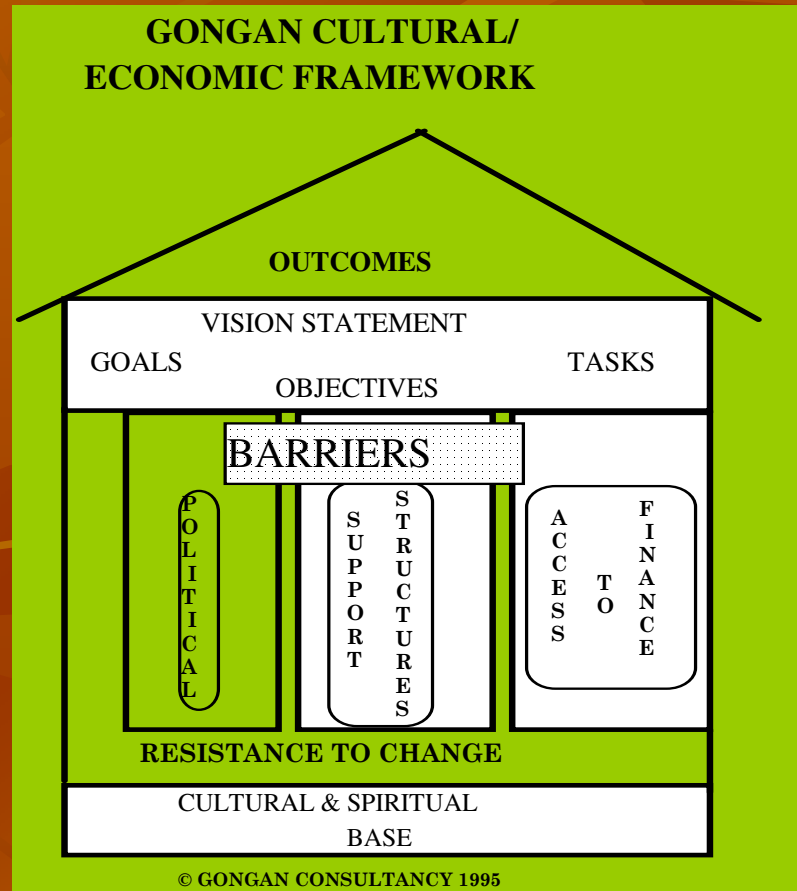
GONGAN FRAMEWORKS

Gongan Cultural/
Economic Framework

Gongan Corporate
Planning Model

Political
Support
Structures
Access to
Finance
Resistance to
Change

Protocols &
Communications
Participation
Equity
Ownership

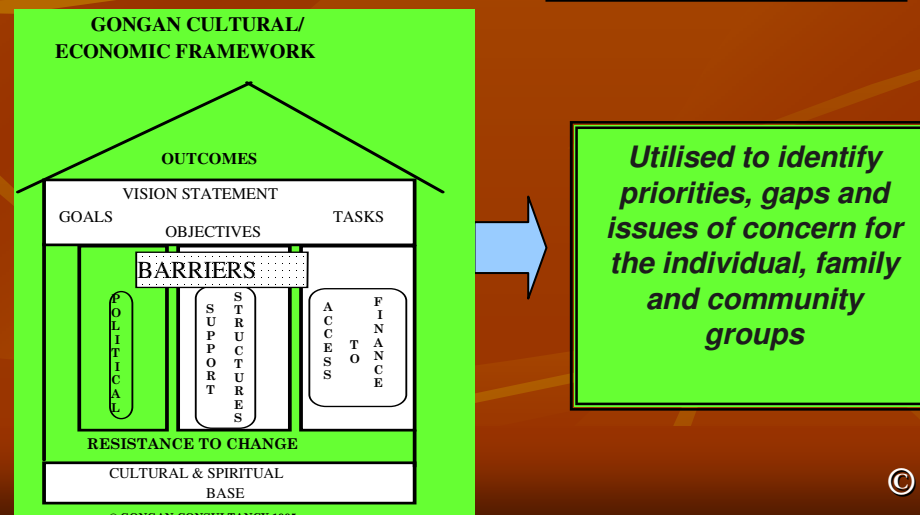
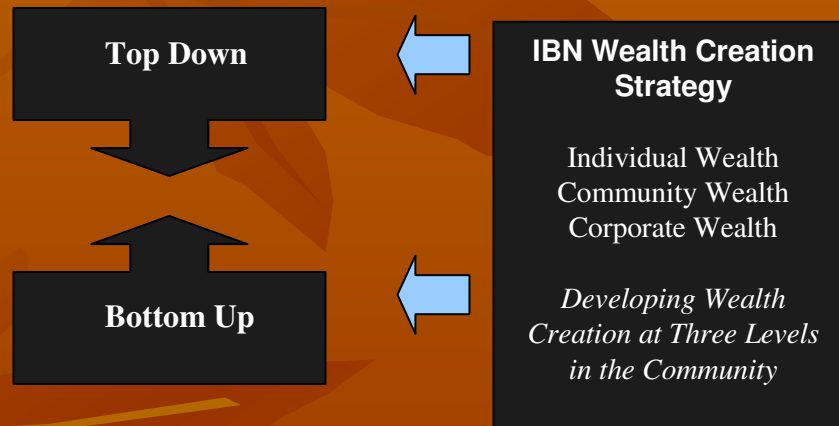
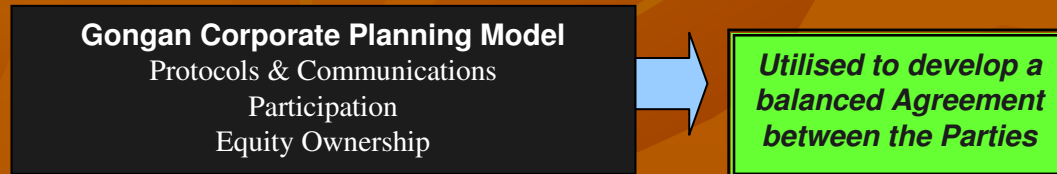


Cultural & Spiritual Base

IBN WEALTH CREATION MODEL

- **The IBN Wealth Creation Model ensure that wealth creation operates at three separate levels within the community.**
 - **Individual Wealth**
 - **Community Wealth**
 - **Corporate Wealth**
- **This Model is intertwined with the other 2 Gonggan Frameworks**

GONGAN MODEL LINKAGES



CULTURAL/ POLITICAL ANALYSIS

- How much emphasis do you apply to **Cultural/ Political analysis** when undertaking feasibility Studies.
- **Community & Family dynamics.**
- Develop **Corporate Structure** that have ability to manage the Community & Family dynamics.

CULTURAL/ POLITICAL ANALYSIS

- **Separate Business Entity** but linked to cultural, social and environmental community activities.
- Is the community **Business Ready** and do they have an understanding of the industry & business commitments and legal responsibilities.

FINDING THE CULTURE OF YOUR BUSINESS DIRECTION

- Defining your **Cultural & Spiritual Ethics**;
- Gain an understanding of the **Communication Gap** between Community Government & Industry;
- Find the **Right Balance** between cultural, social, environment & Economic and introduce wealth creation at all levels within the community.

FINDING THE CULTURE OF YOUR BUSINESS DIRECTION

- The “Cultural and Corporate Fit” for long term business relations.
- Does the Indigenous Corporation have the infrastructure, management skills and access to finance to undertake the business project?
- Does your final negotiated business agreements have communications & protocols, participation and equity ownership.

EDEN PARTNERSHIPS MODEL SETTING COMMUNITY PRIORITIES



**EACH ORGANISATION SETS PROIRITIES AND SUPPORT EACH OTHERS PLAN.
EDEN LALC WILL NEGOTIATE THE OVERALL RIGHTS & AGREEMENTS PROCESS.
DELEGATION & A SHARED MANAGEMENT ROLE IS CENTRAL TO THE EDEN MODEL.**

PRIVATE SECTOR & GOVERNMENT PARTNERS TO COMMIT TO FIVE, TEN & TWENTY YEAR PLANS THROUGH JOINT VENTURES, MOU's and DELIVERY OF SERVICES AGREEMENTS.



GONGAN CONSULTANCY

Gongan Consultancy has developed a number of practical cultural/ economic models and services that provide solutions for constructing the "cultural and corporate fit" between the Community, Government and Corporations.

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