

# BAMA-ISX NGARDA TRADING FLOOR

**Information for Investors and Sponsors**  
Roebourne, June 21 & 22, 2006  
Proudly Supported by Ngarda Civil & Mining

Tabitha Kerr's Mossman Image, symbolic of the coming together of two worlds, has come to symbolise the spirit of the ISX. The story of the image is as follows: "Jalbu .. that's language for girl, woman .. both. See us today... we're new style, modern. We like games, modern dress... go to shops .. go to work. Inside of us tradition is still strong. Jalbu, Jalbu .. we like to dance for Aboriginal people... traditional dance .. body paint... traditional dress. People who don't know and don't understand... they see us and think we're the same. They don't see inside of us... they don't see that tradition"..This story and the artwork are copyright and the copy right is owned by the artist Tabitha Kerr. The image is used as a symbol of the ISX by kind permission Tabitha Kerr. For more information on Mossman Art contact

Bamanga Bubu Ngadimunku 07-4098-1305

**BAMA - ISX Ngarda Trading Floor**  
**Ngarda Civil & Mining & Ngarda Ngarli Yarndu Foundation**

**Day 1- Doing Business/Trading Floor Rehearsals**

**8.45** *Welcome to Country*

**9.15** *Keynote*

*10.15 Morning Tea Break*

**10.45** *Trading Floor Presentation Workshops:  
How to Present*

*12.30 Lunch*

**1.30** *Financing Business*

**3.30** *Afternoon Tea Break*

**4.00** *Investment & Governance*

**5.30** *Close*

**Informal BBO for Presenters and Indigenous Business People**

**Day 2 - Ngarda Trading Floor**

**8:45 am** *Welcome to Country*

**9:00 am** *Natives of Land & Sea/Opening  
Remarks: Barry Taylor*

**9:10 am** *Presentation 1*

**9:40** *Presentation 2*

**10.10** *Presentation 3*

*11.00 Morning tea break*

**11.15** *Presentation 5*

**11:45** *Presentation 6*

**12:15** *Presentation 7*

*12:45 Lunch*

**1.45** *Presentation 8*

**2.15** *Presentation 9*

**2.45** *Presentation 10*

*3.15 Afternoon Tea Break*

**3.45** *Presentation 11*

**4.45** *Closing of Trading Floor Ceremony*

**5.30** *Celebration*

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## Sponsorship of Ngarda Trading Floor

***Name...***

***Investment and Support***

- \$15,000 sponsorship of trading floor
- \$15,000 Direct Invest Donation
- Please send me information about all of the listings on the Ngarda Trading Floor

***Please outline your motivations and ideas for investment, any information or conditions that might attach to your support***

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Contact Name:

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Address

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Phone & Fax

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Email

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**Fax these details to 08-9193-6407**

**Ngarda Trading Floor**

**Attention: Kira Fong**

BAMA ISX c/o Goolarri Media Enterprises

PO Box 2708, Broome 6725

Ph: (08) 9192 1325

Fx: (08) 9193 6407

For information about the Ngarda trading floor email: [kira@gme.com.au](mailto:kira@gme.com.au) or [pbotsman@big-pond.com](mailto:pbotsman@big-pond.com) or [catherine.gazzoli@undp.org](mailto:catherine.gazzoli@undp.org)

**<http://www.isx.org.au>**

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## About the Ngarda Trading Floor

The Ngarda Trading Floor will be a historical first: It will be the first trading floor to be entirely financed by Aboriginal corporations, namely the Ngarda Ngarli Yarndu Foundation and Ngarda Civil and Mining. It will be a proud day for Aboriginal Australia and the ISX

- \* The trading floor will be filmed for a national television audience by Goolarri Television and aired through their window on National Indigenous Television.
- \* A multi-media presentation of the trading floor will be aired at the Australian Aboriginal Enterprises in Mining & Exploration Conference on 27 & 28 October, 2006
- \* The ISX will be canvassing the presentations with key investors and supporters. We expect on the basis of previous trading floor that at least 30k will be on the floor for investment on the day. We also hope to double that in the period following the actual trading floor.
- \* Investors and supporters will be targeted through special meetings utilising the presentations.
- \* Presenters and enterprises will get a CD/DVD of their presentation that they can use for their own promotions and development.
- \* The trading floor will be followed by a day of support and coaching of business presenters plus a keynote strategy speech from recently appointed Lingiari CEO Darryl Pearce which will also be filmed.
- \* As with previous BAMA ISX trading floors the principle is that local and Aboriginal owned organisations are the key objective of the trading floor as well as being the object of the fundraising.
- \* BAMA ISX prides itself on its efficiency and cost effectiveness. Every dollar spent to host the trading floor is designed to go to an Indigenous organisation

## Investing in Indigenous Business: Options for the Ngarda Trading Floor

**The primary sponsor of the Ngarda Trading Floor is Ngarda Civil and Mining the largest Indigenous mining company in Australia.**

Opportunities currently exist to sponsor or invest in Indigenous businesses presented at the Ngarda Trading floor June 21/22 2006 as follows:

- **Sponsors of the Ngarda Trading Floor** - \$15,000
- **Direct investors** in Indigenous Businesses presented at the Ngarda Trading floor – investments determinant on individual presentations.
- **Investments in the not for profit, ISX Direct Investment Fund** which is administered by the ISX and is invested in enterprises presented at the Ngarda Trading Floor which met requirements as specified below - \$15,000.

The ISX operates three main forms of investment:

- (1) **ISX Community Trading Floor Investment** We run community-based “trading floors” which focus investors’ attention on direct business investment opportu-

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nities in particular communities.

(2) **ISX Online Invest**. Our “online trading floor” is an open market where Indigenous entrepreneurs from all over Australia can upload enterprise proposals for national and international audiences and can be directly contacted and funded by investors;

(3) **ISX Direct Investment Fund**. We also encourage investors who do not have the time or capacity to investigate the viability of individual Indigenous micro-small-medium sized business investment opportunities to invest in revolving investment funds and thematic enterprise funds administered by the ISX. These revolving investment funds enable not-for-profit grants and loans to candidates who satisfy fiduciary requirements and are individually approved by a sub-committee comprising Indigenous leaders and community representatives.

The most pertinent options for sponsors and investors in the Ngarda Trading floor are options 1 and 3.

### **Supporting the running of ISX Community Trading Floors**

The aim of the ISX is to operate with one principal sponsor for each trading floor. Ngarda Civil and Mining are the principal sponsor of the Ngarda Trading Floor. The principal sponsor underwrites the costs of the trading floor.

In addition to the primary sponsor, the ISX considers offers for sponsorship of \$15,000 for each trading floor which secures trading floor supporter signage rights. These sponsorships support ancillary costs of the trading floor including telecommunications, broadcast and travel costs with any surplus arising from a trading floor going into the ISX Direct Investment funds with a priority for investments in the region of the trading floor.

### **ISX Community Trading Floor Investment**

With the help of sponsors the ISX runs regular community trading floors which enable investors to make direct links with Indigenous businesses and entrepreneurs in key communities. The ISX acts as a host and facilitator for this interaction between Indigenous businesses and their investors which occurs independently of the ISX.

#### **Principle of a Community Trading Floor**

The most important principle of our community trading floors is that we are invited to run a trading floor by community elders and leaders and we seek a venue accessible to the whole community. Most often we find a venue in a community facility: Kuku Yalanji (Mossman Town Hall), Yawuru (Goolarri's GME GME shed) and Yorta Yorta (Rumbalara Football and Netball Club).

Once we have the approval of elders and leaders we attempt to ensure the very maximum sum of money that is available can be invested in Indigenous businesses. We pride ourselves on our low overhead and administrative costs and wherever possible we use Indigenous organisations to deliver services associated with a trading floor. We believe the ISX is only as good as its last trad-

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ing floor in delivering support for Indigenous communities. It must demonstrate its worth by attracting supporters and funders based on its performance. With each trading floor, we have some cornerstone principle elements we seek to incorporate.

These are the five key aspects that we aim to address on each trading floor:

- \* Marketing new and projected Indigenous social and community businesses and enterprises in regions that are not readily visible to the Australian and international investment community;
- \* Creating opportunities for Commonwealth, State and Local funding and governance mechanisms to create more opportunities for Indigenous enterprise;
- \* Creating the most efficient mechanisms for private business and philanthropic organisations to invest in Indigenous enterprises;
- \* Creating advice and information about the best structures and governance mechanisms that create efficient organisations and are parallel with the needs of Indigenous leaders and community members and;
- \* Supporting Indigenous communities by providing a national forum for troubleshooting and examining obstacles to development.

A major ISX principle is to ensure that the trading floor presentations reach an international and national audience no matter where the presentations are being held. ISX is continually developing ideas to make this happen. In our last two trading floors, Yorta Yorta (Shepparton) and Yawuru (Broome) we have used webcasts to link audiences across the Kimberley, Cape York Peninsula, Sydney, Melbourne, London, Cairns, Canberra and London who cannot attend the presentations. Indeed, one of the most costly aspects of bringing Indigenous communities together across Australia is travel and transport. In order to address this distance problem, the ISX has partnered with the Outback Digital Network to broadcast the trading floor to remote communities across the top end and to Australian financial centers in the capital cities. Our latest innovation to be unveiled at the Ngarda Trading Floor is to use the national Indigenous Television Network to broadcast Indigenous business proposals.

The ISX ensures that the best technical solutions are being used by mobilizing the best services thorough Indigenous owned companies Outback Digital Network and Goolarri Media to co-ordinate its events, ODN has been nominated as one of the best remote area communications vehicles in the world and Goolarri Media has won a host of national and State awards for excellence in training and broadcasting.

The ISX also uses the internet and video conferencing to bring Indigenous enterprises into the financial districts. Indeed, in so far as the technology aspect is concerned ISX is pioneering. To our knowledge nothing like what we have done has been attempted in Australia.

At the Yawuru and Yorta Yorta community trading floors up to forty businesses presented their ideas for investment. Before the presentations were made a brief outline of the project is put onto the ISX website. This gives investors information about the prospective enterprises. Indigenous

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men and women make an investment pitch on the floor of the trading floor and this is webcast at half hourly intervals into the capital cities and these times are advertised with key investors. Then following the webcast, which is a one-way transmission, investors and Indigenous men and women are able to talk to each other via video conference. The presentations of the trading floor are also recorded onto a CD and this is edited and sent out to investors that did not have the time to come to the webcast or video conference.

Through an ISX trading floor and the preparatory stages for it, ISX provides the following services:

- \* confirms that Indigenous Australians are actively interested in creating their own businesses;
- \* creates a sphere of self learning through networks of knowledge that work through Indigenous communities;
- \* links Indigenous Australians with various sectors of government and community development initiatives to help get their business plans ready;
- \* perfects a process where Indigenous business entrepreneurs can ascend by showing their work and presentations on the web & through webcasts, and
- \* links the entrepreneur to investor tracking and follow-up process in order to increase a national network of successful Indigenous community businesses and investors and keep them in constant dialogue.

### **Operations and Cost Protocol of a Trading Floor**

ISX operates on very low levels of expenditure. Funding to host each event is paid to key enabling Indigenous organisations within each community. The ISX trading floor model involves volunteers raising sponsorship for each trading floor and contributing a substantial part of their labour and expenses as personal donations to the BAMA ISX. The strength of this option is that it ensures that the BAMA ISX is very lean, approximately 160 enterprises and business proposals have been presented to the work for a total budget of \$165,000 over the past three years.

The key principle of the ISX as an organization is to operate at minimum cost and with the majority of funding going to investments and support in Indigenous organizations and businesses. Much of the funding for each trading floor is devoted to Indigenous enabling organisations that run various elements, (catering, event organisation, filming) of the trading floor. In each community we work with lead organisations such as Rumbalara Football and Netball Club for the Yorta Yorta trading floor, Balkanu for the Kuku Yalanji Trading Floor, and Goolarri Media Enterprises for the Yawuru trading floor, these organisations help prepare and enable young Indigenous participants and Indigenous community leaders to participate in that trading floor.

### **ISX Direct Investment Fund and Criteria**

The most convenient way for supporters of Indigenous enterprise who do not have the time to

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investigate the viability of individual enterprises is to invest direct through the ISX. The funds provided to ISX Direct involve clear evaluation criteria which are strictly adhered to. No matter what the reason, funds will always be returned if a suitable business cannot be found that meets the requirements within a specified time frame. Each investment under the auspices of ISX Direct Investment is approved by the BAMA-ISX board of Indigenous leaders in consultation with community leaders. The forms of investment made through ISX Direct Investment are as follows:

### **Pre-seed Grants**

To receive pre-seed funds of 5K a business proposal must demonstrate capacity, soundness and have the support of community and elders.

### **Seed Grant of 5-10k**

To receive seed funds of 5-10K from ISX Direct Investment, an enterprise must be able to show a 3 star rating with the Micronavigator<sup>1</sup> system which assesses and rates an enterprise's business readiness. This has been the most successful area of funding from our community trading floors. Seed grants of 15K have been provided to Ganbina Seatworks (Yorta Yorta), Miss Emily Art (Yorta Yorta), Sweating the Asset project(Yorta Yorta), Goolarri Media (Yawuru) and the National Indigenous Pastoral Association (Yawuru). All of these grants were innovation grants from the Brotherhood of St Laurence in Melbourne. This innovation fund has been discontinued and the ISX is setting up its own internal mechanism for making these grants utilising the micronavigator methodology as a way of demonstrating fiduciary bona vides. each business will be reviewed by an Indigenous panel who will give the final approval for the grant.

### **Development Grant**

To receive seed funds of 15K and above; an enterprise must be able to show a 4 star Micronavigator rating and have been in business for 12 months. In addition, each business will be reviewed by an Indigenous panel who will give the final approval and support. An example of a successful development grant was a grant provided by Mission Australia to Boys from the Bush at the Nganawal Trading Floor. This allowed them to purchase an urgently required piece of capital equipment. These enterprises no matter the investment option type will all be screened by ISX and be required to go through the Micro-Navigator rating system.

### **General Enterprise Funds and Explanation of Criteria**

BAMA ISX is setting up different thematic enterprise fund accounts within the ISX Direct Investment Funds. An investor can give funds to a particular thematic fund which will support businesses that work in that thematic area. The thematic funds available for investment include:

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1. Micro Navigator is a business system which grades and recognizes small business procedures and results so to provide a final economic-readiness rating for businesses that can be used by financial institutions, potential philanthropists and investors  
[www.micronavigator.com.au](http://www.micronavigator.com.au)



**The Land and Sea Fund:** This fund will focus on enterprises which revolve around a business or business development idea which shares both a land and sea element.

**The Art Enterprise Fund:** This fund will focus on enterprises which revolve around a business or business development idea which is about Indigenous Art and artistic pursuits.

**The Cultural Tourism Fund:** This fund will focus on enterprises which revolve around a business or business development idea which is about Indigenous Cultural Tourism pursuits.

**The Mining and Related Employment Fund:** This fund will focus on enterprises which revolve around a business or business development idea which is about Indigenous Cultural Tourism pursuits.

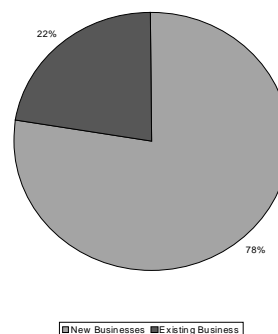
The criteria for these general funds are the same as for ISX Direct Investment. However when the ISX receives funds to invest in these arenas it invites applications from Indigenous communities. Investments that are not made within a particular time frame are returned to investors.

## Transparency

ISX is responsible for the outcomes of the community trading floors. It will film the presentations so that the business presentations and the events of the day can be shared with both other enterprising Indigenous persons with business ideas (lessons learned through sharing the ideas and experiences of the Indigenous community) as well with investors who cannot attend the Trading Floor on the date that it is to take place. As we have done in the past, our involvement is 100% but we give back 95% to the people we aim to serve. We also utilize our website, which has won International awards, to promote the enterprises we are presenting on any trading floor.

ISX has been very effective in identifying business proposals in communities where none were thought to exist. This is primarily because ISX always works with the permission of elders of the community, supports and enables existing Indigenous organisations within the community, and communicates through trusted Indigenous community leaders. All trading floors involve extensive community consultation starting from the elders and moving to the grass roots of the community. Thus, the elders of the communities are always involved and we always look to the elders of that area for approval and guidance.

Percentage of New Business Presentations on ISX Trading Floors



## Voluntarism

The ISX is supported by volunteers and has maintained its low administration to outcomes ratios through the rigorous use of volunteer labor. Indeed, volunteer labor will always be a part of the ISX's trading floor and website operations and it will be no different at our forthcoming Ngarda

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Trading Floor. Typically, \$50,000 in labour is volunteered by support staff and an additional \$15,000 in expenses is absorbed by volunteers covering their own travel and ISX related costs. There will also be all the volunteers from the private sector who will share their expertise with the participants and presenters at the two day long Ngarda Trading Floor.

## **Our Outcomes**

Our community trading floors: *Ngunawal*, Canberra, *Kuku Yalanji*, Mossman, North Queensland, *Yawuru*, Broome, Western Australia and *Yorta Yorta*, Shepparton have yielded excellent results.

- \* 78 per cent of ISX listings are from new Indigenous businesses, 22 per cent of listings are from existing Indigenous businesses.

- \* Of the \$A612,000 in funds promised to Indigenous enterprises through the ISX 70 per cent or \$426,000 has come through private benefactors or grants, 12 per cent has come through innovation grants to new start up businesses, 8 per cent has been from private loans and government agencies respectively and 2 per cent has come from sales and donations.

- \* The ISX is proud of the ratio of its costs and administration to funds raised to support Indigenous businesses. Over the past three years the costs of the ISX trading floors and internet site was \$A165,000 and the sums raised to support Indigenous business was \$A612,000. This is a better than 3 to 1 ratio and we believe that this ratio of success is unparalleled in Australian Indigenous projects of this kind. We are able to achieve this dramatic outcome because of the voluntary support provided by all of the office holders of the ISX and the support of Indigenous communities and organisations. The ISX believes it must continue to achieve this 3 for 1 ratio, however in the next phase of our operations we will invest in support and infrastructure to support our activities.

## **Supporters, Investors & Sponsors**

The inaugural sponsors of the ISX were: the Brotherhood of St Laurence, the Social Entrepreneurs Network, Balkanu Cape York Development Corporation, Cape York Partnerships, and a range of private individuals who gave up their time to make the ISX a reality. Each trading floor has its own hosts of supporters:

The Ngunawal at Canberra was supported by the Brotherhood of St Laurence, the Social Entrepreneurs Network, Balkanu Cape York Development Corporation, Cape York Partnerships, and a range of private individuals who gave up their time to make the ISX a reality

The Kuku Yalanji Trading Floor at Mossman North Queensland was supported by Bamangu Ngadimunku Inc, the Brotherhood of St Laurence, Mossman Shire Council, Balkanu Cape York Development Corporation, Cape York Partnerships, Outback Digital Network and a range of private individuals.

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The Yawuru Trading Floor was supported by Kimberley Development Corporation, the Western Australian Government, the Brotherhood of St Laurence, Goolarri Media, Outback Digital Network, Kimberley Land Council, Balkanu Cape York Development Corporation, Cape York Partnerships, Gilbert and Tobin, Cairns TAFE, and many private individuals.

The Yorta Yorta Trading Floor was supported by the Brotherhood of St Laurence, Rio Tinto, Goolarri Media, the Commonwealth Government, the Victorian Minister of Education, Outback Digital Network, Rumbalara Football and Netball Club, Social Change Media, Ron Harris, Peter Botsman and many private individuals.

## **Appendices & Testimonials**

Go to [www.isx.org.au](http://www.isx.org.au):

Tech Museum Award

Stockholm Challenge

Forbes Magazine Article

Reference from Andrew Mawson

Premier Gallop Testimonial

## **Q&A about the BAMA ISX**

### **Are we a real stock exchange?**

We are not an active stock exchange in that we do not sell financial products or shares. At our trading floors we develop human, natural, social, cultural and financial capital for Indigenous businesses. In other words, as well as looking for money for Aboriginal businesses we are also looking for people, expertise, understanding and the right environments for Indigenous businesses to flourish. One day we hope we can help ISX businesses seek investment and support through mainstream financial markets. But our priority for the foreseeable future is to create new, sustainable businesses and in keeping with Indigenous culture we seek long term partners and supporters rather than short term, fleeting financial investment and speculation.

### **How can the ISX help me?**

The ISX is a place to make a pitch for private and public sector investment and support for your community or your own personal enterprise. You can do this via the internet or at a community trading floor which is filmed and represents a lasting way you can market yourself and your proposal. Your written proposals can be continually updated on the ISX internet site. The ISX is most successful in helping people and communities who help themselves. We suggest to people that they obtain a micro-navigator rating ([www.micronavigator.com.au](http://www.micronavigator.com.au)) for their proposal that demonstrates that they are ready for business.

### **What happens at a community trading floor?**

A community trading floor is a rewarding experience for all who participate. Business presenters

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make a pitch of about fifteen to twenty minutes live to cameras and an audience of community and investment representatives. A great deal is learned about how to present investment ideas, the best ways to present to investors and from watching different presentations. The presentation is then available on-line and then the real work begins of matching potential supporters and investors in Indigenous business with the business. For good reasons proposals do not always succeed in attracting support, but even when proposals fail, there is a great deal of learning involved and more solid presentations and ideas can be developed at a later stage.

### **What are the direct means of financial support available through the ISX?**

At community trading floors there are on most occasions two innovation grants of \$15k available to Indigenous businesses with a new idea, that want to take it to start-up stage. One Indigenous enterprise has used an innovation grant to attract a further investment of \$300k plus. The ISX is developing a cascading series of financial supports for Indigenous businesses starting with a \$5k pre-seed grant to help with the development of a start up plan and proposal. Enterprises that reach start up phase will be eligible to apply for a further seed grant of \$5k and an additional loan of 10k, after twelve months of successful trading a development loan of \$25k will be available. We hope to have these options in place in mid 2006.

### **Where are we located?**

Our trading floors are held nationally in Indigenous communities. We use our internet site [www.isx.org.au](http://www.isx.org.au) as an important hub for all our information. Our main office is in Broome. We have representatives and advisors in Sydney; South Coast, NSW; Shepparton, Vic; Melbourne and Cairns, Qld as well.

### **Who owns the ISX**

The ISX is owned by the Broome Aboriginal Media Association. Both BAMA and the BAMA-ISX are not for profit Aboriginal enterprises.

### **How can enterprises be listed on the trading floor?**

Indigenous projects and enterprises can be listed on the trading floor by presenting at a community based trading floor or by simply filling in the on-line form ([www.isx.org.au](http://www.isx.org.au)) and posting it to our website. We approve Internet submissions after a brief check back with the person who presents the proposal.

### **How do investors find out about Indigenous businesses?**

We actively send out information about the Indigenous businesses that are listed on our trading floors to a large mailing list of interested investors. The films and videos we make at our community trading floors are also on-line for interested investors. We also host meetings supporting any Indigenous businesses that are listed on the trading floor. Everyday we network Indigenous businesses with prospective investors and supporters.