

CASE STUDY – PATAWAY WORKS

Burnie Works recognises those who identify as palawa people and their unique story. Burnie Works has a role to work alongside the Aboriginal and non-Aboriginal to create opportunities for authentic expressions of cultural respect in Burnie.

Cultural respect is “recognition, protection and continued advancement of the inherent rights, cultures and traditions of Aboriginal and Torres Strait Islander people.” (1)

When everyone who lives and works in Burnie has understanding and knowledge about the cultural history of Aboriginal Tasmanians, we will, individually and together, cultivate and strengthen meaningful relationships with the local Aboriginal community.

To do this authentically is a journey which has been happening in Burnie for many years and involves the commitment of palawa people, individuals and groups who contribute their time and willingness to share their cultural history. It starts with relationship and personal cultural change before we can be catalysts for change in our communities and organisations.

In 2020/21 Burnie Works enabled two different cultural initiatives. One was generated through relationship, creativity, and generosity. The second was an intentional invitation to personal change. Both reveal authentic community engagement and desire for deeper cultural respect.



In the electorate of Braddon, only 34% of people know the name of the local Aboriginal country, language group or community (2) . Having this knowledge is a significant indicator of

cultural respect and understanding. What if, in Burnie, the proportion of people who could confidently say they live on pataway land grew to 50%, or 80%?

Released as part of Burnie Works community branding, Caleb Mansell- Nichols, an artist and Founder and Creative Director of Blackspace Creative Hub based in pataway/ Burnie, designed a logo to capture the cultural and community lens that guides Burnie Works.

The design I have created takes inspiration from the petroglyphs or rock engravings left throughout Tasmania by my Old People. These rock engravings were left thousands of years ago in what I believe were places of significance; meeting and gathering places. These places represented the coming together, trading and exchanging of goods, knowledge and resource and it is for this reason I chose these elements when creating this work. The petroglyphs are the perfect bookends to a bookshelf full of stories, knowledge and history found from Devonport right throughout the north-west coast and down to Sundown Point on the Arthur River. This design reflects what Burnie Works represents and the direction Burnie Works is headed through a cultural and community lens."

Artefacts, including stickers, have been disseminated throughout Burnie. They are appearing on business windows, public buildings and on car bumpers. They were given to palawa youth on National Aboriginal and Torres Strait Islander Children's Day. What impact could this seemingly small act have on the work of reconciliation? We can't answer that yet. However, perhaps in a few years we will see the fruit of the pataway Works/Burnie Works logo –when most of the population know the name of land on which they live and work.

MORE THAN A WORKSHOP, AN EXPERIENCE FOR PERSONAL AND COMMUNITY TRANSFORMATION

In 2020/21 Burnie Works partnered with the Tasmanian Aboriginal Council to deliver five one-day interactive cultural awareness workshops. Ninety people from across 36 organisations were led through a personal encounter with the unique story of the Tasmanian Aboriginal community. It is more than a workshop. It is a safe enough environment to explore the unique story of

Tasmanian Aboriginal people, their repeated removal from country and its impact on the community today. It's about more than knowledge transfer; it encourages personal reflection to recognise unconscious cultural bias and create shifts towards empathy. This increases confidence about how to relate to the Aboriginal community personally and as professionals. It builds momentum so that the experience leads to catalytic change where people share their new understanding, knowledge, and experience with others and make changes to work policies and practices.

Through a post participation survey completed by more than 20% of participants, we know that this experience contributed to change in personal understanding, change in personal response and catalytic change in the systems that people work in.

90% said the workshop changed their knowledge of Tasmanian Aboriginal community and culture.



Over 80% reported a change in knowledge of impact of the history on Tasmanian Aboriginal community.

Over 90% were more aware of their own attitudes towards Tasmanian Aboriginal people.



"The workshop challenged my ingrained thinking and replaces what I thought I knew, with new knowledge."



*Over 60% had a change in their confidence in relating to members of the
Aboriginal community.*



“Learning more about the history of Tasmanian Aboriginals has allowed me to not only share this knowledge with my personal networks but also enabled me to confidently share the history and the impact of that history on the Tasmanian Aboriginals within my job role. There are several families I work with who identify as Aboriginal. When I told them what I learnt, they spoke about wanting to know more about their own story and history. These families have since had conversations with relatives and their local aboriginal services.”



Over 85% shared with others what they learned in their personal and workplace environment.



“I’ve shared with my networks that I did the course, and it was super valuable and that I think everyone should do it - for work and personal awareness.”



Over 60% have suggested or made changes in their organisation in the way they approach cultural awareness.



We now ask, 'how do you identify?' rather than 'what is your Aboriginal status'?



"In addition to our acknowledgement to country at the beginning of meetings we have also included some information on the history of the Tasmanian Aboriginal community and the impact of white settlement. This has been well received."

The workshops are but one step but for ninety people, it was a valuable step. Ninety experiences of personal change and opportunities to catalyse this change in the way 36 organisations are intentional about cultural respect.

WHEN BURNIE WORKS, PATAWAY WORKS.

IMPACT CASE STUDY

PATAWAY WORKS

CHANGE IN THE CONDITIONS OF COLLECTIVE IMPACT

Movement building	The combination of the design of a Burnie artefact in the pataway works logo and providing a personal experience creates the conditions for community-wide exposure to Aboriginal cultural knowledge.
Community Aspiration	The initiation of the logo and personal experience were devised collaboratively with Aboriginal leaders in response to desire from the Aboriginal and non-Aboriginal communities for opportunities to learn and understand about the local Aboriginal history.
Strategic Learning and Shared Measurement	Applying the transformational change approach to measuring impact of the workshop showed evidence of change for individuals and how they have shared the impact of that change to others, including in their organisations. The evaluation will be shared with the Tasmanian Aboriginal Council (TAC) and will inform future cultural respect training.
High leverage and system focus activities	These initiatives respond to the current desire of Aboriginal and non-Aboriginal communities to understand more about the local history and how to incorporate changes into practice. These initiatives link to the Tasmanian Youth Wellbeing Strategy ¹ domain 'having a positive sense of culture and identity'.
Authentic community engagement	These initiatives would not have been possible without partnership with the TAC and engagement from service providers and community members. The initiatives built trust.
Container for community change	The Burnie Works team roles were facilitator, funder, communicator, evaluator.

CHANGE IN THE SYSTEM

Policies Practices	The in-house evaluation of the workshops demonstrated that participants created changes in the policies and practices in their workplaces.
Resource Flows	SPSP Capacity Building funding enabled high uptake of places in the workshops and contributed to the design costs for the logo. The artist generously contributed their talent and agreement for Burnie Works to own the IP so it can be used as an integral part of the Burnie Works branding into the future.
Relationships and Connections	Working closely with the artist and the workshop host strengthened Burnie Works relationship with the TAC.

¹ Tasmanian Government. (2021) *It Takes A Tasmanian Village, Child and Youth Wellbeing Strategy*. https://hdp-au-prod-app-tas-shapewellbeing-files.s3.ap-southeast-2.amazonaws.com/7616/2968/9040/210301_Child_and_Youth_Wellbeing_Strategy_2021_wcag_FINAL.pdf

Power Dynamics	Providing access to the logo artefact to the community and providing access to knowledge and experience of the history of Tasmanian Aboriginal community shifts power dynamics as knowledge builds understanding and empowers those who now have access to this knowledge.
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Mental Models (Mindsets)	The in-house evaluation of the workshops demonstrates a change in participant's mindsets about the experience of the Tasmanian Aboriginal community and this in turn changed the way they see their role in increasing cultural respect in their spheres of influence.
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CHANGE FOR INDIVIDUALS AND THE BROADER POPULATION

Individuals	The in-house evaluation of the workshops demonstrates personal change that can be attributed to participation.
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Population	The number of businesses, public places and individual cars displaying the pataway works logo is a lead indicator for longer term population change.
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