

Acknowledgement of Traditional Owners

In keeping with the spirit of Reconciliation

We acknowledge the Ngunnawal people as the Traditional Owners of the lands where Canberra now stands – and recognise that these have always been places of teaching and learning.

We pay our respect to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Canberra community.

We extend this respect to all Aboriginal and Torres Strait Islander people in attendance today.

'Means to ends' integration for stakeholder engagement

Professor Anita Lee Hong, Ms Larissa Melanie, Dr Deb Duthie and Dr Odette Best

Aboriginal and Torres Strait Islander
Higher Education
Social Marketing Strategy (**Strategy**)

Aboriginal and Torres Strait Islander
Higher Education
Portal Project (**Portal**)

28 March 2014, Sutherland Theatrette, National Convention Centre, Canberra
2014 AIATSIS National Indigenous Studies Conference
Breaking Barriers in Indigenous Research and Thinking: 50 Years On

Overview

To produce the **Aboriginal and Torres Strait Islander Higher Education Social Marketing Strategy** (Strategy) and create and maintain the **Aboriginal and Torres Strait Islander Higher Education Portal** (Portal)

- Strategy - \$1m over one year
- Portal - \$1.5m over four years

Behrendt Review:

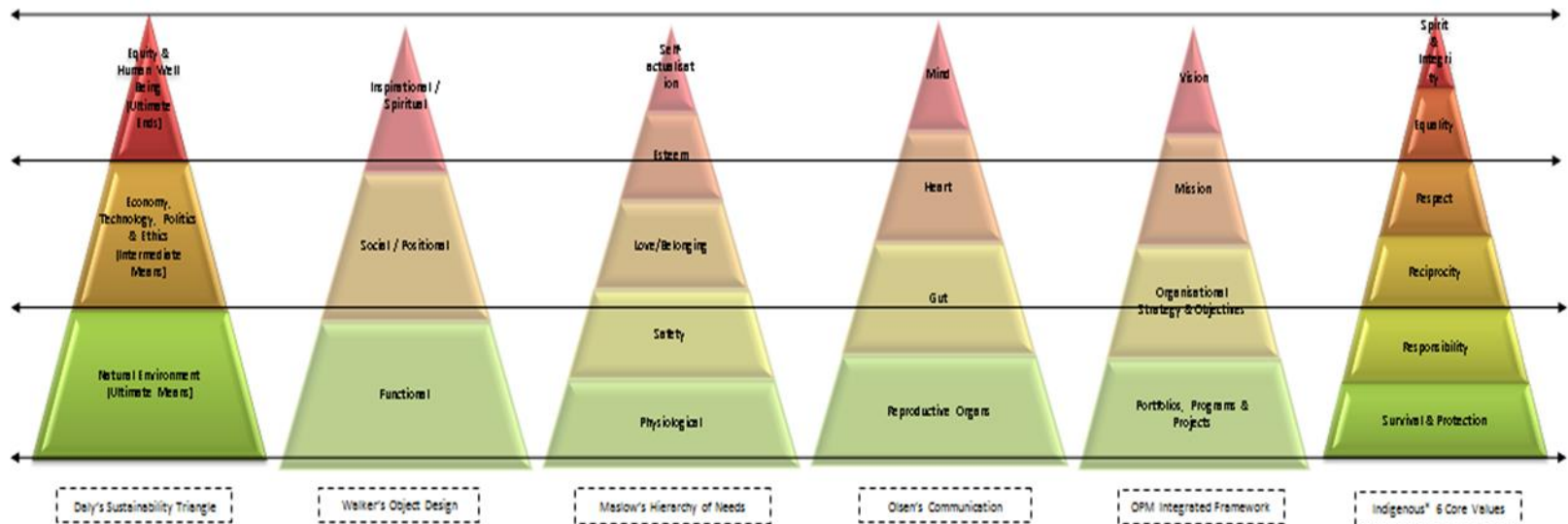
To contribute to a number of priorities arising from the Behrendt Review:

- Build aspiration and address barriers
- Increase flow of accurate and current higher education information

Stakeholder Engagement & PM Relevance

Conceptual Methodology Framework underpinning the 'Communication and Collaboration Plan for Stakeholder Engagement and Dissemination',
 in the *Aboriginal and Torres Strait Islander Higher Education Social Marketing Strategy (Strategy)*,
 and the *Aboriginal and Torres Strait Islander Higher Education Portal (Portal) Projects*

Comparisons of Sustainability Development and Aboriginal and Torres Strait Islander[®] Core Values, with Referenced Frameworks: Design, Human Needs, Change Communication and Project Management



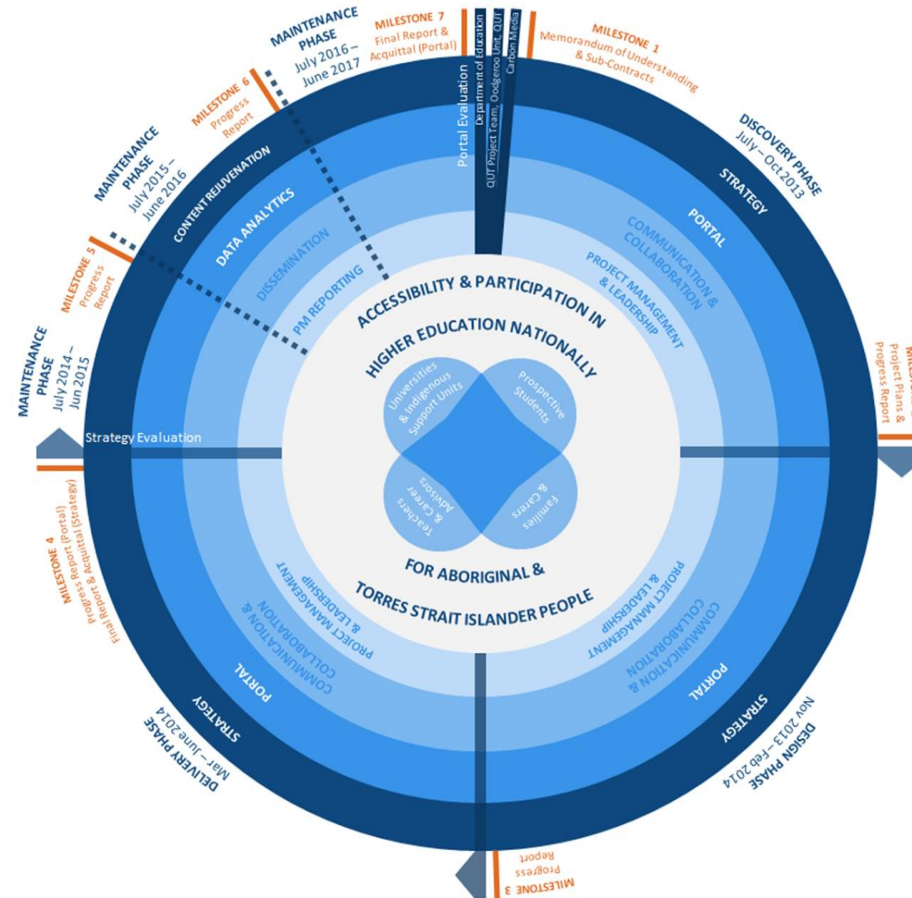
Integrating Comparative Principles

'Means to Ends' - Comparative Principles: Sustainability, Project Management and *Aboriginal and Torres Strait Islander Pillars

| | Sustainability Pillars | Project Management Pillars | *Aboriginal and Torres Strait Islander Pillars | Integrating Project Management into Sustainability, with Aboriginal and Torres Strait Islander Values |
|---------------------------|------------------------|----------------------------|--|--|
| Ultimate Ends | A. Social | 1. Discovery | i. Cultural Safety | Through user-led projects and considering human well-being, equity, inspiration, spirituality, self-actualisation and aspirations, esteem, thoughts, passions, visions, mission, spirit & integrity, and equality through stakeholder engagement to inform the project objectives. |
| Intermediate Means | B. Economy | 2. Design | ii. Self-determination | Through the filters of realities and restrictions stemming from budgets, technology, politics, ethics, positional stature, esteem, love/belonging, safety, passions, fears, mission, organisational strategy and objectives, respect and reciprocity to plan and design project activities. |
| Ultimate Means | C. Environment | 3. Delivery | iii. Sovereignty | Through awareness and sensitivity to natural capital, function, safety, physiological needs, population growth, fears, organisational strategy and objectives, and relationships with portfolios, programs and projects, responsibility and survival & protection to deliver and embed sustainable project outcomes. |

Project Life Cycle

Aboriginal and Torres Strait Islander Higher Education Social Marketing Strategy and Portal Projects



State/Territory Workshop Dates

- Queensland – Monday 17th March, Queensland University of Technology
- Western Australia – 20th March, Curtin University of Technology
- South Australia/Northern Territory – 8th April 2014, National Wine Centre of Australia
- Victoria/Tasmania – 9th April, La Trobe University
- New South Wales/Australian Capital Territory – 10th April, Novotel Sydney Central.
- Colleagues that are unable to the Workshops will still have the opportunity to contribute to the Projects in the form of an online survey.

Contacts

Mr Lone Pearce,
Project Officer, Oodgeroo Unit,
Queensland University of Technology
Ph: 07 3138 4719 Email: lone.pearce@qut.edu.au

Professor Anita Lee Hong,
Director Oodgeroo Unit,
Queensland University of Technology
Ph: 07 3138 3721 Email: anita.leehong@qut.edu.au