

Quiz (to get into groups for later)

Yes/No

Have you ever set up a Facebook Business Page?

Yes/No

Have you ever started up a micro-enterprise?

Yes/No

Do you have an Instagram account?

Yes/No

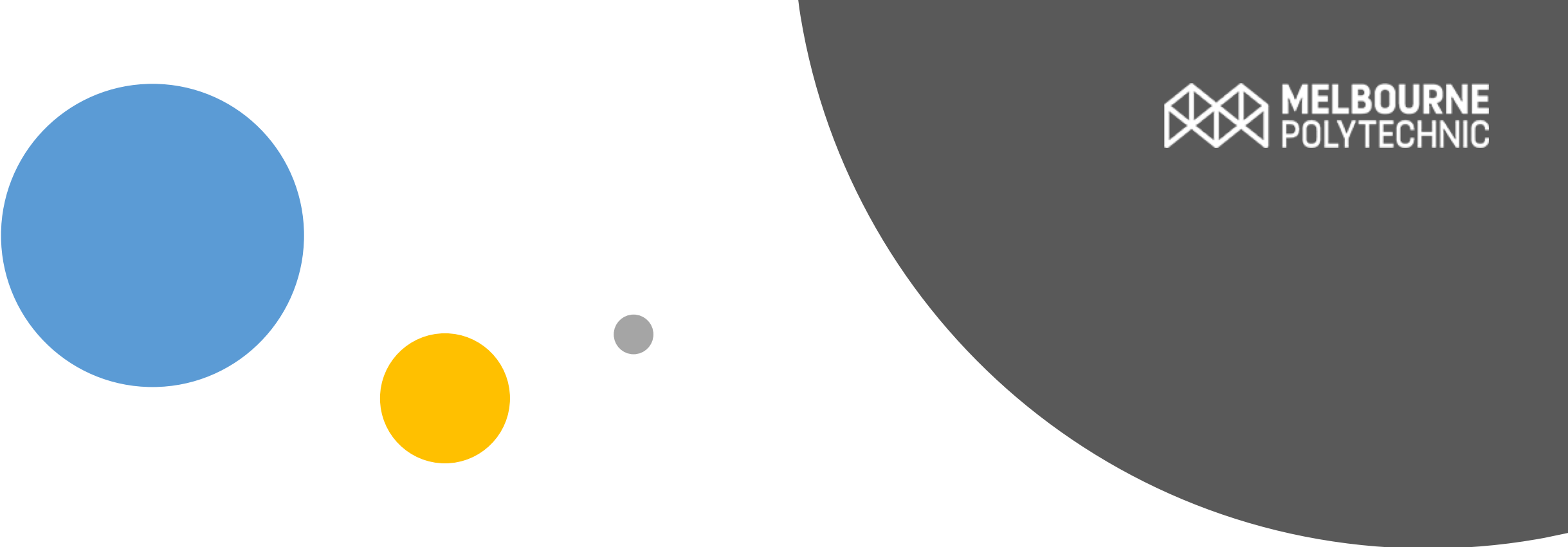
Have you ever used WordPress?

Yes/No

Do you know 3 facts about Australian micro-enterprise?

Yes/No

Can you download a QR scanner/reader on your smart phone (right now)?



Micro-enterprise marketing & promotion: Literacy practices in action

Elizabeth Gunn
Melbourne Polytechnic

A key issue for success in Industry 4.0 is understanding:

the nature of literacy
in contemporary work,
and

the texts and practices
that underpin the
skills, knowledge and
attributes required in
the new *workspaces*.

Why micro-enterprises?

Statistics: 95% of all Australian enterprises are small businesses, 90% of which are micro-enterprises (0-4 employees)

Opportunities for people excluded from the workforce, knowledgeable about diverse markets, increased status in community & confidence *using* English

Challenges: refugee and migrant women often lack social and economic capital needed to start businesses & little knowledge of Aust business environment

Stepping Stones
trains, mentors
and supports
female
entrepreneurs
from refugee,
migrant &
asylum seeker
backgrounds

Training course devised by Brotherhood of St
Laurence and Small Business Victoria

Introductory Empowerment Program

Ten-day tailored small business training over 15
weeks

Support for three years:

Two types of mentor partners; either for specific
business skills support and/or for moral support

Access to small business seminars conducted by
Small Business Victoria and BSL

Refugees, immigration & multiculturalism

Integrated Family Services

Refugee Child Outreach

Parent School Connect

ReSource Youth

Stepping Stones

Mentors

Participants

[Business directory](#)

Given the Chance for Asylum Seekers

Refugee Action Program

Cross-Cultural Responsiveness Training

Community Support Program

Service and Community Hubs

Youth Transition Support Pilot Program

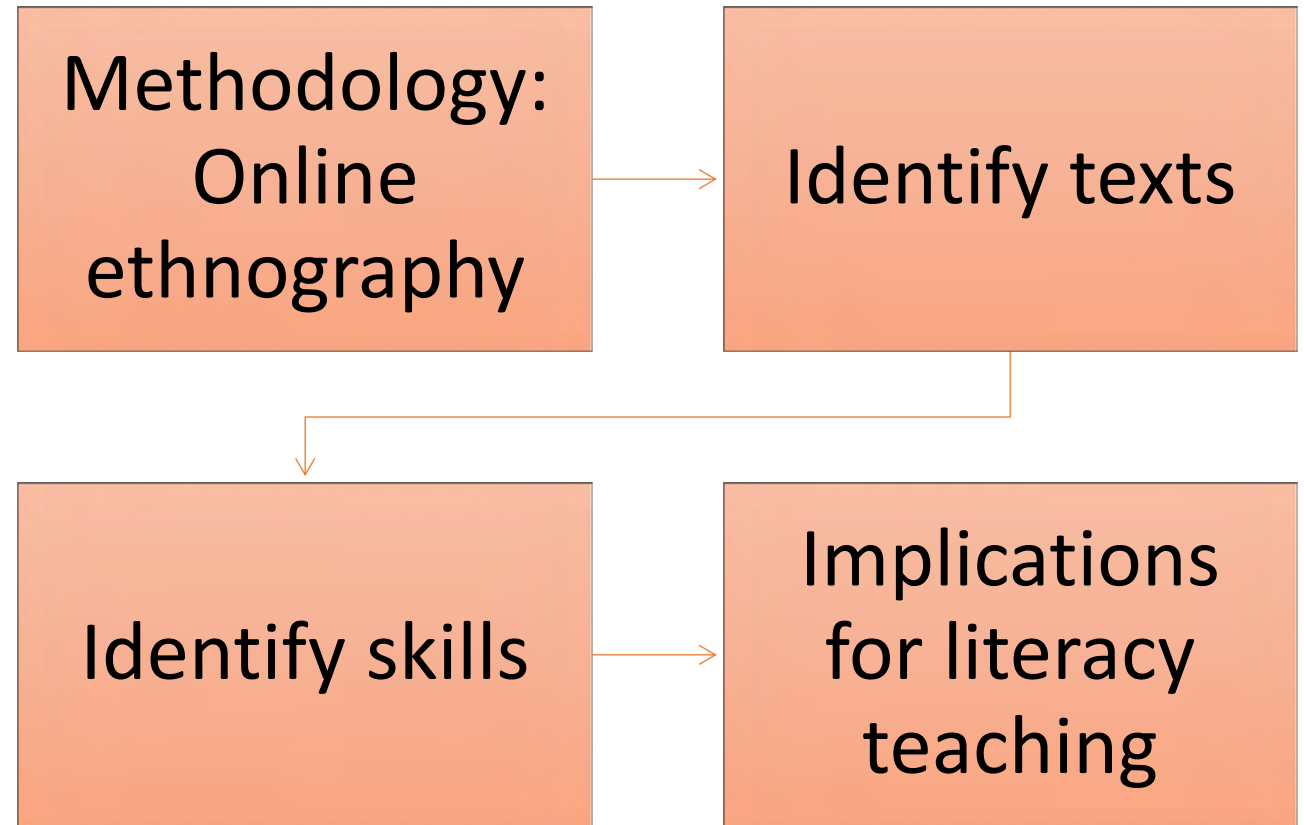
BUSINESS DIRECTORY

The Brotherhood's many and varied businesses it has helped launch and network.




BSL Business Directory

The micro- entrepreneurs literacy practices



Customer

Wow....using butter?  1

Like · Reply · 1y

Entrepreneur Yes!


Like · Reply · 1y

Customer

. 2 pls from Malaysia.....delivery end March...

Like · Reply · 1y

 1

Entrepreneur No problem! 😊  1

Like · Reply · 1y


Customer

Make it 3 instead but this design 🤔



 1

Like · Reply · 1y

Entrepreneur Can!  1

Like · Reply · 1y

Collaborative text:
Facebook Post Chat

Entrepreneur:

March 11, 2017 · 🌐

OMG I'm super excited and a bit nervous but overall can't wait until I attend my first ever Market as a stall holder. First of the very many to come this year. #marchmarket #yarravillevillage #melbournemarkets @yarraville_markets #yarravillevillage #followme



👍 Like

💬 Comment

➦ Share

👍 1

Multimodal text:
Facebook Post Promotion

Facebook 'About' Page

Profile text

About Suggest Edit

FIND US

Melbourne, Victoria, Australia Get Directions

@Caterers Send Message

Call 0469 963 416

HOURS

Open Now 9:00 AM - 5:00 PM, 6:00 PM - 7:00 PM

BUSINESS INFO

Business Details

Price Range \$

ADDITIONAL CONTACT INFO

@gmail.com

MORE INFO

About

catering presents you the authentically delicious Pakistani, Indian and Afghani cuisine.

See Menu

STORY

We specialize in catering for Corporate organizations parties, as well as wedding, dinners and lunches. We are licensed caterer with public liability insurance. We serve halal food in prepared in strictly halal environment.

For further inquires kindly message us through the page, email or mobile number.

Skills

- Identify audience and purpose
- Guide audience towards ways of getting in contact
- Curate alphabetic and non-alphabetic multimedia texts
- Compose business story
- Use appropriate tone and register
- Match style of writing to audience/purpose, and use grammatical structures & conventions appropriate to text (ACSF 4.05, 4.06)
- Plan, draft, proof and review

Implications for literacy teaching

- Do students practice these skills in other languages/domains?
- What projects might enable ss to develop and practice these skills in English?
- At what level should students demonstrate these skills?
- Are paper-based 'forms' adequate for assessing these skills?
- This text integrates a range of text types (persuasive, creative, descriptive, informative)
- Do assessment frames allow for this integration?

Digital literacy practices: final considerations

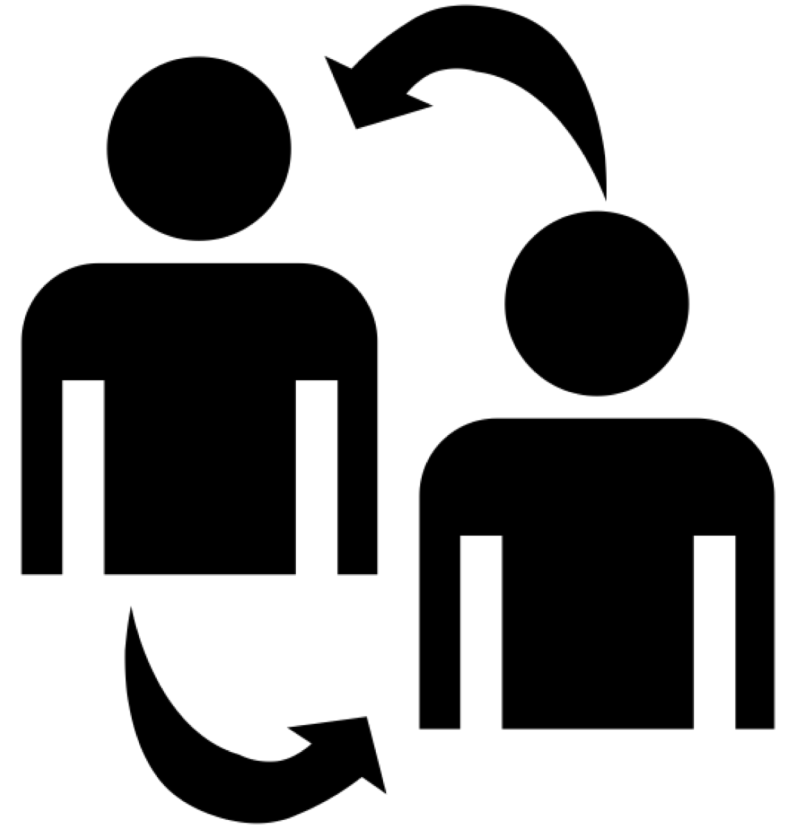
Entrepreneurs' online practices demonstrate:

- Overlap and intersection of social, community, workplace and employment domains of communication, requires support for integrated approaches to teaching

Online ethnography = 'scratch of the surface' of people's experience of literacy which could be developed further:

- engage with entrepreneurs to find out more about their practices, and/or
- aggregate findings of other literacy teachers who are interested in similar approaches
- perhaps you have some ideas for online ethnographies yourself?

elizabethgunn@melbournepolytechnic.edu.au





How is *collaboration* and *cooperation* recognized in students' text production in your setting?

How does the skill of *curation** fit into students' literacy learning?

*curate = select, organize, and look after items