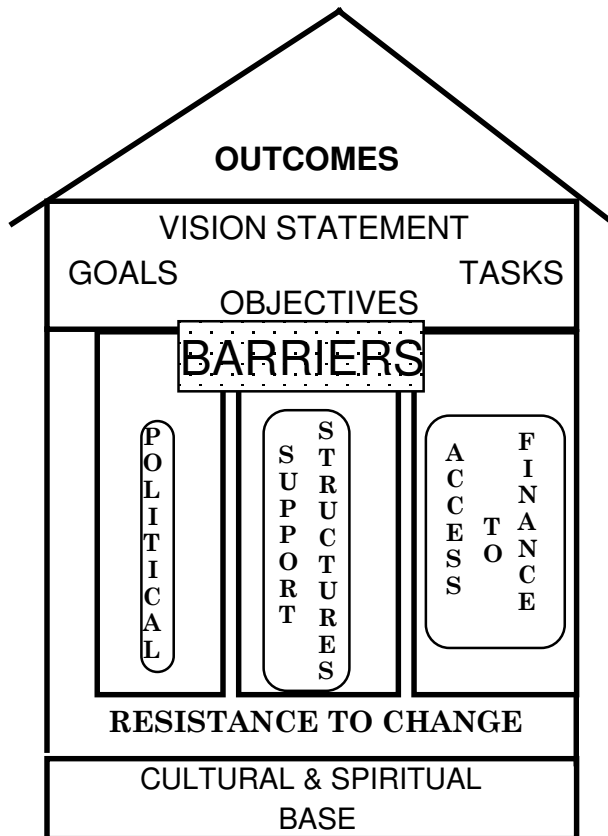


Gongan Cultural/ Economic Framework a Directional Management Tool

GONGAN CULTURAL/ ECONOMIC FRAMEWORK



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The Gongan Framework has application to all Non-Western Cultures providing the "cultural & corporate fit" and includes issues such as culture, family politics, community politics and other issues associated with political barriers, support structures, resistance to change and access to finance within the planning process.

The Gongan Cultural/ Economic Framework research has been an ongoing process since 1993 and is utilised as a directional management tool that has culture as the core principle. Forcing people or corporations/ communities from Non-Western Cultures into Western management models is not the answer.

Rod Williams came to understand that the business plans being written for the Aboriginal community were not suitable due to the membership's lack of participation, understanding and ownership in the document. Many documents identified the business opportunities but concentrated on the profits and did not cater for the client's cultural, social, environmental and economic priorities or concerns.

The Gongan Framework is a simple conceptual planning tool that has a widespread application to where cultural differences are found, e.g., western & eastern cultures; management & unions; monetary & an holistic approach to business development.

The Gongan Framework has been utilised to undertake individual business opportunity analysis, industry opportunity analysis, linking strategic goals to operational plans and a management tool to evaluate whether strategic goals are realistic from an operational point of view.

Comment: Financing and building a business direction on unresolved cultural conflict or misunderstanding is a formula for disaster. Western management risk analysis models are financially orientated and find it difficult to analyse the cultural, social and environmental risk to the project (cultural and political risk analysis) at the family and community level. It is equally important to undertake the political and cultural risk analysis of the project as it is to undertake the financial feasibility.