



Project Evaluation Report

Keeping it in the family: Business training for migrant families

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Executive summary

This executive summary presents an overview of the evaluation of the program "Keeping it in the Family: Business Training for Migrant Families." Commissioned by iGen Foundation Ltd and executed by Swinburne University of Technology, this report analyses the efficacy of a business training program tailored for migrant families.

The "Keeping it in the Family: Business Training for Migrant Families" program is an initiative by iGen Foundation Ltd in partnership with Jesuit Social Services. Conducted from May 2022 to June 2023, the program aimed to empower migrant, refugee, and asylum-seeking families living in the City of Melbourne by equipping them with entrepreneurial skills. The program catered to Spanish, English, Mandarin, and Arabic speakers in separate cohorts. Each cohort, comprised of up to 13 families, participated in workshops, a pre-accelerator program, coaching sessions, and networking opportunities. The program was funded by the City of Melbourne under its Social Partnerships Program for 2021-2023.

A mixed-methods approach was employed in the evaluation, comprising an evaluation framework, survey, and interviews to collect a data set, encapsulating participants' attitudes, perceptions, and intentions with respect to entrepreneurship, as well as their experiences with the program.

Findings indicate that the "Keeping it in the Family" training program effectively bolstered the entrepreneurial mindset, skills, and knowledge among migrant families. It did so by nurturing growth in business acumen, affirming existing expertise, and underlining the significance of comprehending diverse customer requirements.

Additionally, the program served as a bridge to mitigate economic and social isolation faced by migrants through enabling intercultural interactions and network-building, which are vital for business initiations.

The evaluation also identified areas in the program that may benefit from attention such as improving time management and providing resources earlier, and the establishment of a follow-up program and clear post-completion pathway to sustain the connections and facilitate an on-going learning process.

In conclusion, the Keeping it in the Family: Business Training for Migrant Families program has been successful in achieving its objectives of empowering entrepreneurial development and cultural integration among migrant families living in the City of Melbourne.

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Introduction

iGen Foundation Ltd commissioned Swinburne University of Technology (SUT) to critically assess its entrepreneurship initiative, "Keeping it in the Family: Business Training for Migrant Families" (KIITF). Spanning May 2022 to June 2023, the KIITF program was tailored to cater to language-specific cohorts, as follows:

1. Spanish speakers: May 28 - July 27, 2022
2. English speakers: October 20 - December 10, 2022
3. Mandarin speakers: March 19 - June 30, 2023
4. Arabic speakers: May 6 - June 30, 2023

This report distils the findings of the KIITF program evaluation.

Background

This report assesses an Entrepreneurship Education (EE) program, "Keeping it in the Family: Business Training for Migrant Families," facilitated by the iGen Foundation Ltd. In collaboration with Jesuit Social Services, iGen won a competitive bid for funding from the City of Melbourne to deliver this EE program. The EE program was designed by iGen Foundation Ltd. The funding was allocated under the City of Melbourne's Social Partnerships Program for 2021-2023.

The EE program was conceived with two main objectives:

1. Empower migrant, refugee, and asylum-seeking families by equipping them with the necessary skills and knowledge to establish their own businesses in Melbourne.
2. Foster the inclusion of these migrant families within Melbourne society.

Evaluation of the program, as stipulated by the City of Melbourne, was a prerequisite in the funding application. Consequently, iGen Foundation Ltd invited Swinburne University of Technology (SUT) to carry out this evaluation role, and SUT was identified in the application as the designated evaluating body.

The EE program catered to four migrant family cohorts, each with up to 26 participants (for example, 13 families, each with two members). As proposed in the original application, each family was to engage in:

1. Three 'Big Ideas Workshops', each three hours in duration over three weeks. These workshops were aimed at fostering business ideation and assessing the initial feasibility of

business ideas.

2. A six-week pre-accelerator program, including four full-day, face-to-face workshops designed to enhance the entrepreneurial education component.
3. Three one-hour coaching sessions per family to maintain momentum in business development and review their road map plans.
4. Networking opportunities with relevant government agencies, funding bodies, chambers of commerce, and other interest groups.

We next present a brief overview of the literature used to understand the purpose of the KIITF program.

Literature review

Australia as a country is built on immigrants (Machirori, 2021). As of 30 June 2020, 29.8% of Australia's population was born overseas (Australian Bureau of Statistics, 2021; OECD, 2009). Entrepreneurship is a key mechanism for driving economic prosperity, with migrants contributing through the establishment of businesses in Australia (Collins, 2013); and government actively supports the immigration of entrepreneurs as an economic priority (Machirori, 2021). Whilst migrants may tend to engage in entrepreneurship out of necessity (Rametse, Moremong-Nganunu, Ding, & Arenius, 2018), migrant owned family businesses are more likely to be successful than non-migrant businesses with family-owned businesses often creating employment for family members and others (iGen Foundation, 2022). Social inclusion has an important role in supporting economic growth through its capacity to enhance relationships contributing to social connectivity that helps markets function efficiently (Deloitte Access Economics, 2019). In addition, diversity is increasingly recognised as a key component of desirable entrepreneurship and innovation outcomes (Abouzahr, Krentz, Harthorne, & Brooks Taplett, 2018; Murray, 2021).

As migrants often face additional barriers in their new country, their social, education and economic participation in the broader community life can be impacted negatively, resulting in economic, social, political, and cultural exclusion (Collins, 2013). This is particularly the case for those wishing to start their own businesses, hence the rise of entrepreneurship programs targeting migrants and refugees (Rametse et al., 2018). However, available entrepreneurship programs focus on training individuals, not families, and do not consider the value of innovation, networks and social skill development arising from an intercultural approach to entrepreneurship training (iGen Foundation, 2022).

When families engage in entrepreneurship, multiple positive outcomes can emerge in part because of the amplifying support and contributions that family members will make to the business (Randerson, Bettinelli, Fayolle, & Anderson, 2015). Providing targeted entrepreneurship start-up support to migrant families while building connections with mainstream stakeholders can contribute to a reduction in income inequality and social exclusion because such programs promote the necessary skills, knowledge, intercultural relationships, and self-confidence needed to start-up businesses (Council of Europe, 2021; Lecuna, 2020).

Recognising the need for an intervention that targets migrant families to build their economic and social inclusion, the Keeping it in the Family project initially proposed to work with forty families in the City of Melbourne over two years to provide the skills and knowledge necessary for business start-up and growth. The program sought to do this by increasing the business start-up knowledge of

migrant families, supporting them with tools, resources, and networks into Council and local business groups, helping with the identification of expanded domestic and international markets as a result of new intercultural relationships, fostering relationships with mainstream start-ups and organisations, and helping families work towards their goals of owning their own business.

Research aims and questions

This project aimed to evaluate the efficacy of the Keeping it in the Family project as an education program that delivers the knowledge, skills and self-confidence needed for migrant families to start-up their own businesses as a means of reducing social and economic exclusion.

To achieve the aim, the project was guided by the following research questions:

1. How has the Keeping it in the Family project developed the mindset, skills and knowledge needed for migrant families to start-up their own ventures?
2. How has the Keeping it in the Family project assisted migrant families to overcome the experience of economic and social exclusion?
3. How has the Keeping it in the Family project facilitated intercultural relationships, other anticipated and unanticipated positive outcomes, and confidence?

Methodology

The application of an evaluation methodology to the four iterations of the EE program was used to establish an understanding of the program's capacity to meet its own aims and objectives and to provide an analysis of the program's value as a social intervention that benefits migrant families. Data was collected through surveys (both pre- and post-implementation of the program) and personal interviews (post-implementation) with program participants. This was supplemented by program data collected for management purposes.

Ethics Process

As stipulated by the National Statement on Ethical Conduct in Human Research in Australia the research process undertaken adheres to ethical standards, and is guided by fundamental principles including autonomy, non-maleficence, justice, beneficence, and respect. These principles were applied to safeguard the rights of participants and ensure their well-being.

The Human Research Ethics Committee of Swinburne University of Technology granted approval for the research on 9 February 2022 (See Appendix A). The ethics application submitted detailed the recruitment strategy, participant information, interview protocol, data storage procedures, and justification for the selected methodology. The application also detailed processes around consent and confidentiality. For each cohort, the consent material was translated into the language of the cohort. See Appendix A for the English-language version of materials sent to participants. As emphasized by Creswell (2013) the upholding of ethical integrity is crucial to maintain the credibility of research. In this study, such integrity was upheld through adherence to the procedures sanctioned in the ethics clearance. Minor modifications to the research process were approved by the Ethics Committee on 17 October 2022, 17 January 2023, and 24 January 2023.

Evaluation strategy

This study employed a mixed-methods approach, with a hybrid design, wherein Swinburne University of Technology (SUT) conducted the evaluation as an independent external entity, sponsored by the City of Melbourne (CoM) through iGen Foundation Ltd.

The evaluation adopted Story's 6-step evaluation framework (Curran, 1999) for comprehensive program monitoring and assessment. Specifically, data collection encompassed:

- Participants' demographic information, with an emphasis on their exposure to family entrepreneurial ventures and pre-existing business ideas.
- Program management data, including facilitators, presenters, locations, and attendance.

- Participants' post-program perceptions.

Additionally, the evaluation integrated perspectives from the entrepreneurship discipline on entrepreneurial education (see Hytti et al., 2004). The evaluation included surveys on participants' attitudes, perceptions, and intentions regarding entrepreneurship, assessing changes over time through program engagement and capturing insights via open-ended interview questions.

Moreover, the study probed into aspects of economic and cultural inclusion, and intercultural relationships, through targeted survey questions and open-ended interview queries.

Data collection

Data for this study was gathered from volunteers in the "Keeping it in the Family" program, supplemented with secondary data provided by iGen Foundation Ltd for program management. The research team collected data through both physical and digital surveys, and personal interviews. The data collection instruments are detailed in Appendix A.

Data collection involved three waves to coincide with delivery of the program to each migrant family cohort. A planned fourth wave for the Arabic-speaking cohort did not ultimately transpire. The research team accumulated quantitative data on demographic variables, entrepreneurial mindset, self-efficacy scales, and purpose-specific scales. Qualitative data was derived from a 30-minute researcher-conducted interview. An Early Exit survey was prepared but remained unused, as no participants withdrew prematurely from the program.

Quantitative Data

Entrepreneurial intention, the precursor to entrepreneurial action, is shaped by a prospective entrepreneur's attitudes (positive or negative), perceived social pressures to behave entrepreneurially (subjective norms), and confidence in performing entrepreneurial activities (self-efficacy) (Boyd & Vozikis, 1994).

Accordingly, at Time 1, we asked open-ended questions regarding business pursuits within the participant's family. For instance: "Do you have a close family member who started their own business? If so, where is the business located?"

We repeated a set of questions at Time 1 and Time 2:

- The extent to which participants are interested to start a business, buy a business, start, and build and high growth business or buy a high growth business (1 not all all interested in doing this, to 5 extremely interested in doing this).
- The extent to which participants possess entrepreneurial self-efficacy (i.e., self –confidence):

how confident they are in successfully identifying new business opportunities, creating new products, thinking creatively, and commercializing an idea or new development ($\alpha = .78$) (Zhao, Seibert, & Hills, 2005) (1 not confident at all to 5 completely confident).

- At Time 2, we specifically asked about intentions to start a business e.g., Thinking about what you have learned from participating in this program, indicate the extent to which you agree with these statements: I will use what I have learned to start a business in the next 6 months (1 very unlikely, 5 very likely).

To understand how the program assisted migrant families overcome any experiences of economic or social exclusion, we repeated questions at Time 1 and Time 2:

- Indicate the extent to which you agree with the following statements, by putting a cross in the relevant box: I feel confident to participate in the City of Melbourne life (1 disagree to 5 Agree)

Qualitative data

Qualitative interviews provided rich insights into the participants' experiences, thoughts, and feelings regarding the program, fostering a robust understanding of the KIITF program's effectiveness. Designed for completion within 30 minutes via online meetings, these interviews were offered to participants who expressed interest to be interviewed when completing the Time 2 survey. Interview schedules were then coordinated with Dr Richard Laferriere to ensure convenience for the participants. Interviews were conducted via Zoom or Microsoft Teams, and recordings transcribed.

General program data

General program data was gathered to address the specific inquiries posed by the City of Melbourne within their funding application form. The data collected encompassed:

- ✓ Number of cohorts, number of families, number of workshops, number of startup ideas generated by participants, number of participants in each phase of the program, program description (aims, objectives, activities, infrastructure, financing & budget, program facilitators/mentors/teachers, deliverables).

There were two objectives to the general program data collection:

- ✓ Primary objective: impact assessment to explore the extent to which the program instigated change towards the desired action. That is, what is known about the following:
 - Startup activity encouraged & count of nascent or early startups & number of jobs created by the startup.

- Count of decisions to not startup
- Timeframe for starting-up businesses.
- Causes of impacts will also be examined:
 - Assess choice and selection of participants.
 - Assess engagement level of participants (i.e., attendance at activities)
 - Assess if the participants actually could startup a business (generate good ideas, write a successful business plan, know how to act as entrepreneurs).
- ✓ Secondary objectives:
 - Program planning evaluation:
 - Identify intervention methods, interested parties, budget,
 - Execution of program against project proposal to City of Melbourne,
 - Collect information on: EE program content - teaching methods and materials, teachers, and tutors,
 - organisation of the program (process, timing, rooms, facilities).
 - Monitoring the program operated in conformity with its design and reached the target group:
 - Number and characteristics of participants
 - Costs per participant
 - Numbers of failed students

Results

In this section, we present the results from the analysis of the data collected.

The KIITF program was originally designed to cater to four linguistic cohorts of migrant families/groups, namely Arabic, Spanish, English, and Mandarin speakers. However, due to a limited number of registrations (three) for the Arabic-speaking cohort, iGen Foundation Ltd, in consultation with the City of Melbourne, opted to discontinue this cohort's participation in the program. Instead, alternative support was provided to them (see Appendix E). Consequently, this evaluation report is concentrated on the experiences and outcomes of the remaining three cohorts.

Program participation - The program consists of an initial 'Big Ideas' workshop, 'Business Builder' workshops (a six-week education program), and three one-hour coaching sessions per family/group. Eligibility for coaching is predicated on families attending the education program.

- **'Big Ideas' workshops** - Fifty-three individuals (100%) comprising twenty-five families/groups (100%) attended across the three cohorts.
- **'Business Builder' workshops** - 64% (n = 34) of all individuals and 76% (n = 19) of all families/groups present at the 'Big Idea' workshop progressed to attend the 'Business Builder' workshop
- **'Coaching'** - 90% (n = 31) of individuals and all families/groups progressed from the 'Business Builder' workshops to coaching.

Time 1 demographic data - was collected via hard copy surveys distributed and returned prior to the commencement of each cohort's Big Ideas Workshop. The response rate in total across the 3 cohorts was 55%, with 29/53 participants completing the Time 1 survey. Of these 29 respondents:

- 45% (n = 13) were male, 52% (n = 15) female, 3% (n = 1) preferred not to say
- 62% (n = 18) were in the 31-40 age range
- 55% (n = 16) were in husband/wife relationships
- 28% (n = 8) were born in China and 24% in both Columbia (n = 7) and Mexico (n = 7)
- had lived in Australia for an average of 7.33 years, at a range of one to twenty-two years.
- 48% (n = 14) had a family member with their own business
- 52% (n = 15) had started their own business
- cleaner (n = 6) was the most commonly job held in Australia

Furthermore:

Participants nominated 61 possible business opportunities prior to commencement of the program; with individuals nominating between 0 to 6 ideas, with a mean of 2.26 business ideas per person.

Time 2 data – Program participants were emailed an invitation to complete the online survey at the conclusion of their cohort’s program. In total, 17 participants (out of 53) returned the surveys (response rate 32%).

Interviews were conducted between 3 and 4 weeks after each cohort had completed the program. Seven participants indicated a willingness to be interviewed on their Time 2 survey, but only three responded to contact by researchers.

Next follows details on the data that has been collected across the program for each migrant family cohort.

Facilitators, presenters, and locations

The following presents details on facilitators, presenters, and locations for each cohort.

Spanish-speaking cohort

Facilitators	All facilitators and presenters were Spanish speakers, with the exception of Lynda Ford who was in attendance, but did not deliver content.
Carlos Renteria	Entrepreneurship educator & innovation strategist located in Mexico, lead facilitator and coach
Lynda Ford	iGen Foundation, entrepreneur
Teyra Jasso	Jesuit Social Services
Vero Duran	Jesuit Social Services
Presenters	
Yaritza Salazar	YS Accounting
Monica Bratuti	Co-founder Global Women Fresh
Andres Alvarez	Wine import/export entrepreneur in Colombia
Jose Alonso	Insight Academy
Juan Ardon	Aral Group
Carolina Talero	Sonido Café Restaurant
Alvaro Baron	Dardy’s Detailing
Location	Insight Academy Level 1/209 Lonsdale Street.

English-speaking cohort

All facilitators and presenters were English speakers.

Facilitators	
Lynda Ford	Lead facilitator, attended all workshop sessions
Carlos Renteria	Mentoring only
Bridie Hughes-Lobert	Background administration

Presenters

Ivy Wang	Week 3
Sandra Hannashmony	Week 4
Chinmay Ananda	Week 5
Melissa Zang	Week 6
Sharbel Youkanna	Week 6

Location Box Hill Institute, Level 4, 253 Flinders Lane.

Mandarin-speaking cohort

Program facilitator, presenters, and judges were all native Mandarin speakers.

Facilitator

Melissa Zang Lead facilitator - background in accounting and translation companies, has been running her own business since 2020

Facilitator Assistant

Eddie Huang Weeks 1, 2, & 6 - Employed by KPMG, holds a Masters in Finance

Presenters

Ivy Wang	Wondering Mind Content Marketing, specializing in social media, promotion, and advertising - Week 3
John Wu	A partner at Piper Alderman law firm - Week 4
Elaine	A partner at Aznash & Partners - Week 5

Judges at Pitch Event

Ben Shi	Vice President of the Australia Jiangsu Chamber of Commerce, CEO of Flixon Group Pty Ltd., and Founder of BetterGenes Life Science
Will Zhang	Managing Director of Eight Rivers Group, which focuses on investment management, capital raising, and wealth management

Location Box Hill Institute, Level 4, 253 Flinders Lane.

Summary of participation & progress by cohort

Table 1 provides details about program participation and progress by cohort.

Spanish-speaking cohort			
Description	Individuals	Family/groups	Comments
Total Registrants	38	17	
Big Ideas Workshop Attendance	26	14	2 online
Business Builder Workshop Attendance	18	10	2 online + 2 Chilean participants
Coaching Session Attendance	18	10	At various times
Progression Rate from Big Ideas to Business Builder	69%	71%	
Progression Rate from Business Builder to Coaching	100%	100%	

English-speaking cohort			
Description	Individuals	Family/groups	Comments
Total Registrants	27	N/a	Data not collected
Big Ideas Workshop Attendance	14	9	
Business Builder Workshop Attendance	9.4	7.1	Avg. attendance across all sessions
Coaching Session Attendance	6	7.1	Avg. attendance across all sessions
Progression Rate from Big Ideas to Business Builder	67%	79%	
Progression Rate from Business Builder to Coaching	64%	100%	
Mandarin-speaking cohort			
Description	Individuals	Family/groups	Comments
Total Registrants	13	2	
Big Ideas Workshop Attendance	13	2	
Business Builder Workshop Attendance	7	2	
Coaching Session Attendance	7	2	
Progression Rate from Big Ideas to Business Builder	54%	100%	
Progression Rate from Business Builder to Coaching	100%	100%	
Cross cohorts			
Description	Individuals	Family/groups	Comments
Total Registrants	78	N/a	Data not collected for English-speaking cohort
Big Ideas Workshop Attendance	53	25	
Business Builder Workshop Attendance	34.4	19.1	
Coaching Session Attendance	31	19.1	
Progression Rate from Big Ideas to Business Builder	65%	77%	
Progression Rate from Business Builder to Coaching	90%	100%	

Table 1 - Program participation and progress by cohort

Time 1 data collection

The time 1 survey was distributed by hand and collected (completed or not) by Dr Rosemary Fisher (Spanish and Mandarin cohorts) and Dr Richard Laferriere (English speaking cohort) before the start

of the Big Ideas Workshops. For each cohort, a breakdown of demographic, family enterprise and employment roles are presented.

Demographics

The following eight tables provide the demographics of those participants that completed the time 1 survey (n =29). This includes their gender (Table 2); age ranges (Table 3); family groups (Table 4); birth country (Table 5); years spent in Australia (Table 6); employment roles in Australia (Table 7) and employment role by industry (Table 8)

Gender - Table 2 portrays the gender breakdown of respondents across the cohorts.

Cohort	Male	Female	Prefer not to answer	Total
Spanish speaking	6	8	-	14
English speaking	6	5	-	11
Mandarin speaking	1	2	1	4
Total	13	15	1	29

Table 2 - Gender split

Age ranges - Table 3 demonstrates the age ranges of respondents.

Cohort	21-30	31-40	41-50	51-60	Total
Spanish speaking	-	11	2	1	14
English speaking	-	5	4	2	11
Mandarin speaking	1	2	1	-	4
Total	1	18	7	3	29

Table 3 - Age ranges

Family groups - Table 4 reveals the familial breakdown of respondents.

Cohort	Husband & Wife	Parent	In-Law	Friend	None	Total
Spanish speaking	9	1	1	1	2	14
English speaking	7	-	-	1	3	11
Mandarin speaking	-	2	-	-	2	4
Total	16	3	1	2	7	29

Table 4 - Family groups

Birth country - Table 5 details the birth countries of respondents.

Country of birth	Cohort			Total
	Spanish speaking	English speaking	Mandarin speaking	
Chile	2	-	-	2
China	-	5	3	8
Columbia	7	-	-	7
India	-	1	-	1
Malaysia	-	1	-	1
Mexico	7	-	-	7
Narau	-	-	1	1
Philippines	-	1	-	1
Sri Lanka	-	1	-	1
Ukraine	-	2	-	2
Total	16	11	4	31

Table 5 - Birth country

Years in Australia - Table 6 reveals the range and mean number of years spent in Australia by cohort.

Cohort	Time in Australia (Years)	
	Range	Mean
Spanish speaking	3 to 12	6.61
English speaking	< 1 to 22	8.00
Mandarin speaking	< 1 to 18	8.00
Total cohort	< 1 to 22	7.33

Table 6 - Years in Australia

Employment roles in Australia - Table 7 is a count of the employment roles undertaken by respondents during their time in Australia.

Total employment - roles listed = 55	Count
Cleaner	6
Hospitality, Restaurant staff, IT support officer, Project officer, & Childcare worker	2
Management consultant, Business & data analysis leader, Data analyst, Admin assistance finance, Graphic designer, Content manager, Social Media manager, Comms specialist, Brand ambassador, Construction labourer, Digital account manager, Digital producer, Barista, Events planner, Supply chain (various), Garden planner & designer, Facilities management, Delivery driver, Retail, Telecom, Engineering, Tester, Actor, Business analyst, Broker, Casual employment, Casual factory work, Contract Manager, Customer service, Dog Groomer, Graphic design, Investment Advisor, Photographer, Security, Software engineer, Teaching, Transport firm, Early Childhood Education industry, Banking,)	1

Table 7 - Employment roles in Australia

Employment role by industry - Table 8 summarises the employment roles in Table 7 by industry.

Industry	Count	%
Service (hospitality, retail, cleaning)	15	27%
General corporate	9	16%
Social media or digital	7	13%
IT	5	9%
Misc.	4	7%
Education/childcare	4	7%
Transport	3	5%
Banking or finance	3	5%
Casual	2	4%
Engineering	1	2%
Construction	1	2%
Arts	1	2%
Total	55	100%

Table 8 - Employment role by industry

Family member with a business.

When asked if they had a family member with a business, 48% answered 'yes' (n = 14) and 52% 'no' (n = 15). Of the 14 who answered yes, four businesses were located in Melbourne, three in Columbia, two in Mexico, and one in each of the UK, Philippines, and China. Two respondents did not provide a location for their family member's business.

Started own business.

When asked if they had ever started their own business, 51.7% answered 'yes' (n = 15) and 48.3% 'no' (n = 14). Of those that responded in the affirmative (n=15), seven started their businesses in Melbourne (46.7%), and two in China, two in Sri Lanka, with one in each of Columbia and Nauru, and one overseas (non-specific), and one online.

Business opportunities identified prior to commencement of program.

Sixty-one (see Table 11) possible business opportunities - at a range of 0-6 and mean of 2.26 ideas per person - were identified by participants prior to commencement of the program.

Table 9, Table 10, and Table 11 detail the business opportunities identified prior to commencement of program for the Spanish, English, and Mandarin-speaking cohorts respectively.

Spanish speaking cohort		
Participant	Idea(s)	Count
1	<ul style="list-style-type: none"> • Nil 	0
2	<ul style="list-style-type: none"> • Biodegradable bases protectors of infections to put in the base of the toilet • Create a company that develops an autocles program covering the passion or hobby in life • Create an apprenticeship program based on multiple intelligences 	3
3	<ul style="list-style-type: none"> • Natural cleaning products • Personalise refrigerators with gce images • Support for non-digital people 	3
4	<ul style="list-style-type: none"> • Street Taquerias • Pack and sell a room 	2
5	<ul style="list-style-type: none"> • Dance academy • Translation services • Financial advisor for latin communities • Injury prevention via movement classes 	4
6	<ul style="list-style-type: none"> • Animal pan cakes • Restaurant or café with latin food • Animal bread party 	3
7	<ul style="list-style-type: none"> • Catering Camping • Online ?? 	2
8	<ul style="list-style-type: none"> • Catering • Commercialisation of products from my country 	2
9	<ul style="list-style-type: none"> • Landscape design for sustainable housing • Crafting • Sustainable housing construction 	3
10	<ul style="list-style-type: none"> • Videogame development/design • App/software development 	2
11	<ul style="list-style-type: none"> • Video games • Demolition of apps 	2
12	<ul style="list-style-type: none"> • Artjanates online textile store • Makeup artist • Mexican folklore dance academy 	3
13	<ul style="list-style-type: none"> • Sell clothes 	1
14	<ul style="list-style-type: none"> • Digital marketing consultant • Coffee shop • Travel consultant 	3
Total ideas – Spanish cohort		33

Table 9 - Business opportunities prior to program (Spanish-speaking cohort)

English speaking cohort		
Participant	Ideas	Count
1	<ul style="list-style-type: none"> • Relationship app 	1
2	<ul style="list-style-type: none"> • Photography • Videographer • Social media marketing 	3
3	<ul style="list-style-type: none"> • Coffee and culture shop/café 	1
4	<ul style="list-style-type: none"> • E-commerce betting products • Restaurant chain 	2
5	<ul style="list-style-type: none"> • Dog day care • Dog grooming salon 	2
6	<ul style="list-style-type: none"> • Mobile apps • Knowledge management automation 	2
7	<ul style="list-style-type: none"> • Speciality chemical • Alpaca farming • Chocolate production 	3
8	<ul style="list-style-type: none"> • Asian supermarket • E-shop • Printing and design • Coffee bar • Organic and vegan market • Machine or system to solve problem of pollution 	6
9	<ul style="list-style-type: none"> • Import business for online e-commerce • Software development 	2
10	<ul style="list-style-type: none"> • Massage (Ayurveda) 	1
11	<ul style="list-style-type: none"> • Beauty Salon • Wellness Centre • Massage Centre 	3
Total ideas – English speaking cohort		26

Table 10 - Business opportunities prior to program (English-speaking cohort)

Mandarin speaking cohort		
Participant	Ideas	Count
1	<ul style="list-style-type: none"> • IT Project development • Printing material & retail 	2
2	<ul style="list-style-type: none"> • Nil 	0
Total ideas – Mandarin speaking cohort		2
Total Ideas – all cohorts		61

Table 11 - Business opportunities prior to program (Mandarin-speaking cohort)

Time 2 data

Each cohort completed a Time 2 survey. The survey and reminder for its completion were emailed to forty-one participants. Seventeen (41%) participants returned the survey, six (35%) of whom were identified as also having completed the first survey.

Table 12 provides the means and standard deviations for responses to the questions within the time 2 survey. Means are based on a 5-point scale, with 0 as the lowest and 5 as the highest score.

Time 2, n = 17	Mean	Standard deviation
Thinking about <i>your time</i> in the program:		
I learned new knowledge	4.88	0.33
I liked how I was taught	4.88	0.33
The program was well organised	4.76	0.66
The teaching spaces were adequate for the purpose of my learning	4.88	0.33
The program met all my expectations	4.65	0.49
Thinking about what you have <i>learned</i> in this program....		
I will use what I have learned to start a business in the next 6 months	4.53	0.72
I will use what I have learned to look for paid work in the next 6 months	2.82	1.24
I will use what I have learned to solve problems in my life	4.12	0.78
I will use what I have learned to access seed funding	3.76	1.20
What I have learned in this program will be useful to me.	4.94	0.24
Now that you have finished the program, how do you feel:		
I feel confident to start a business	4.47	0.72
I have new networks that I feel will be of help to me	4.35	0.79
I feel the program has led to positive changes in me	4.76	0.44
Now that you have finished the KIIPP:		
I am satisfied with the presenters of the workshop	4.80	0.45
I am satisfied with the coaching I received as part of this program	4.80	0.45
I am satisfied with the tutoring I received as part of this program	4.80	0.45
In general, I am satisfied with the program	4.80	0.45
During the program I was able to interact with people from a variety of cultural and religious backgrounds	4.00	1.41
I developed networks and contacts with Australian-born people of British and European origin who will help me start a business	3.40	1.82

Table 12 - Time 2 data

Constructs & Perceptual Data

Data collected for the constructs and perceptions of participants is presented next.

Table 13 presents both Time 1 and Time 2 data collection common to both surveys to facilitate comparison.

	Time 1, n=29		Time 2, n=17	
	Mean	Standard deviation	Mean	Standard deviation
Indicate the extent to which you agree				
I feel confident/safe to participate in the City of Melbourne life	4.93	0.26	4.71	0.77
I feel comfortable interacting with people from different cultural and faith backgrounds.	4.69	0.54	4.76	0.44
I feel confident interacting with Australian-born people from UK and European backgrounds	4.69	0.47	4.88	0.33
I feel confident interacting with people of Aboriginal or Torres Strait Island backgrounds	4.34	0.81	4.71	0.59
I feel I would face discrimination when trying to set up a business	2.97	1.18	N/a	N/a
Put a cross in the box that best describes the extent to which you are interested in doing the following				
Start a business myself	4.03	1.12	4.29	0.99
Purchase a small business for myself	1.86	1.38	1.71	1.26
Start and build a high-growth business	3.41	1.66	4.00	1.66
Purchase and build a company into a high-growth business.	2.34	1.65	2.35	1.93
Interact with mainstream organisations.	2.59	1.21	3.59	1.18
How confident are you to (Entrepreneurial Self Efficacy scale)				
Identify new business opportunities.	3.00	1.22	3.88	0.99
Create new products.	3.00	1.44	3.53	0.80
Think creatively.	3.48	1.18	4.00	0.94
Commercialise a new idea or product.	2.69	1.17	3.65	0.79

Table 13 - Time 1 & Time 2 data comparison

Interview data

Seven participants expressed interest in participating in an interview, comprising three from the English-speaking cohort and two each from the Spanish and Mandarin cohorts. Ultimately, three interviews were conducted – one with an English-speaking participant and two with Mandarin-speaking participants. The remaining interviews could not be arranged due to scheduling conflicts or non-responsiveness from potential interviewees.

Interviews were audio recorded and transcribed, with transcripts subsequently being de-identified and names replaced with ‘participant 1’, ‘participant 3’, and ‘participant 4’.

Key interview findings suggest the program:

- facilitates a greater sense of belonging in the broader Melbourne community.

- provides important emotional support for participants.
- helps enhance networks and build connections, particularly across cultures.
- provides new and validates existing business knowledge.
- helps recognise the need to change and adapt with and to the needs of their customers.

Summaries of findings from the three interviews conducted follow.

English speaking cohort - participant 1

Participant 1 found the program highly beneficial, drawing attention to how it helped them:

- build connections, particularly across different cultural and ethnic backgrounds.
- improve their understanding of different customer needs (different customer = those with different cultural backgrounds to themselves).
- learn new skills.
- recognise the need to change and adapt with and to the needs of their customers.
- develop knowledge.
- understand the importance of communication.

One challenging area was making time for participation, given other commitments. Participant 1 also suggested that resources be shared earlier on.

Mandarin cohort – participant 3

Participant 3 found the program highly beneficial, describing it as:

- providing valuable new business knowledge.
- validating their own prior knowledge.
- facilitating networking connections, particularly across different cultural and ethnic backgrounds (deemed valuable for both business and personal needs).
- pivotal to their own integration into Melbourne more generally, they were particularly appreciative of the
 - support systems offered by the program, and
 - the people involved in it, and how they made them feel welcome rather than rejected (a comment perhaps made reflecting their experience in the wider community).

Participant 3 suggested the program could benefit from the introduction of a follow-up program or a clear pathway after it. Participant 3 felt this may help maintain the group connection and continue the valuable learning and networking opportunities that the program offers.

Mandarin cohort – participant 4

Participant 4 greatly appreciated the program, primarily due to:

- the networking and connection opportunities it presented, especially with individuals of similar backgrounds.
- its flexibility, enabling them to fully engage despite initial timing challenges.
- the guidance and mentorship it offered, which in turn bolstered their confidence in their own ideas.
- its positive contribution to their own sense of belonging in Melbourne.

Analysis

Next, we present the analysis of results.

Quantitative data analysis

1. Demographic Insights:

- In terms of participation, the program saw robust engagement across the three language-based cohorts: Spanish-speaking, English-speaking, and Mandarin-speaking. The Spanish-speaking cohort had the highest number of total registrants (38 individuals, 17 family groups), followed by the English-speaking cohort (27 individuals, unknown number of family groups), and the Mandarin-speaking cohort (13 individuals, 2 family groups).
- The program recruited a reasonably diverse set of participants, with 31 individuals from various countries of origin. The age distribution of the participants was skewed towards the 31-40 age range, which suggests this age range may be a critical period in which individuals are seeking new opportunities or changes in career paths.
- The gender distribution was fairly balanced, with a slightly higher number of females.
- With a total of 29 family groups represented, it is noteworthy that the majority (55%) were husband-wife relationships. Nine participants self-reported as individuals.

2. Participation and Progression Rates:

- The Spanish-speaking cohort had a high participation rate in the Big Ideas Workshop (68% of program registrants) with a 69% progression rate to the Business Builder Workshop.
 - It is noteworthy that this cohort had the highest number of registrants, which could imply a strong community or network encouraging participation.
- The English-speaking cohort had a lower attendance in the Big Ideas Workshop (52% of program registrants) but showed a higher progression rate (79%) to the Business Builder Workshop.
 - Within this English-speaking cohort the largest subgroup was those born in China (n=5), with the remaining six participants born in five different countries.
- The Mandarin-speaking cohort, whilst smaller in size, had 100% attendance of program registrants attended the Big Ideas Workshop. This was followed by a lower progression rate (54%) to the Business Builder Workshop, but full participation in coaching.
 - The drop to Business Builder may indicate a need for the program to better address the specific needs of the Mandarin-speaking community.

- The attendance at the Big Ideas Workshop indicates a good level of interest among these participants, and 100% attendance at coaching sessions suggests high levels of commitment. Those who do attend are committed to learn.
- Coaching session attendance was strong, especially for those who made it past the Business Builder Workshop, indicating that once engaged, participants were likely to remain committed.

3. Employment and Business Interests

- Before joining the program, 27% of the participants worked in the service industry, 16% in general corporate, and 13% in social media or digital. This could indicate that many participants are seeking to transition from service-based roles to owning businesses.
- An important percentage of participants had family members who owned businesses, suggesting a familial inclination and/or influence towards entrepreneurship.
- Over half of the participants had started their own business at some point. This demonstrates that many participants were not absolute novices and may have been looking for skills to further develop existing entrepreneurial endeavours.
- Participants identified numerous business opportunities, with the Spanish-speaking cohort identifying the most. This suggests that the program may have tapped into a latent entrepreneurial spirit among these participants.

4. Perceptual Shifts and Confidence Levels (Time 1 to Time 2)

- There was a general trend of increased confidence in various aspects after participation in the program. Notable increases were observed in participants' ability to identify new business opportunities, commercialize a new idea or product, and interact with mainstream organizations.
- Positive shifts in the participants' comfort level interacting with diverse cultural backgrounds were observed after participation in the program.
- Particularly striking is the increase in the intention to 'interact with mainstream organizations', suggesting the program helped to break down barriers and built confidence in interacting with the broader business community.
- The decreased interest in purchasing a small business and the relatively stagnant interest in purchasing and building a company into a high-growth business suggests that the program's content may be more aligned with starting new ventures as opposed to acquiring existing ones.

5. Program Effectiveness

- The data suggests that the program was effective in improving the confidence levels of participants in entrepreneurial activities.
- The high progression rates, especially from the Business Builder Workshop to the Coaching Sessions, are an indicator of the program's ability to keep participants engaged.
- Overall, the analysis of data shows the effectiveness of the program in engaging participants from diverse backgrounds, facilitating their progression through the program, and enabling positive shifts in their attitudes and intentions towards entrepreneurship. The program seems to be an important step towards empowering migrant families with the tools, skills, and confidence to establish and grow their businesses, and integrate more effectively into the local community and economy.
- However, the data also shows areas that need further investigation. For instance, the reason for the lower progression rate from the 'Big Ideas Workshop' to the 'Business Builder Workshop' among the Mandarin-speaking cohort needs to be understood and addressed. Similarly, understanding why there was a decrease in the intention to purchase a small business over time and little change in the intention to purchase and build a company could provide insights into the specific challenges or obstacles participants perceive in these paths to entrepreneurship.

Qualitative data analysis

1. Cultural Integration

The quantitative results indicated that there was an increase in mean scores for cultural integration and comfort in interacting with people from different backgrounds. The qualitative results provide depth to this by explaining that the program facilitated networking connections across cultural and ethnic backgrounds and contributed to a sense of belonging in the broader Melbourne community. This is consistent with the goals of the program and affirms the positive trend indicated in the quantitative data.

2. Entrepreneurial Knowledge and Adaptability

The quantitative data showed an increase in entrepreneurial intentions and self-efficacy. The qualitative results lend insight into why this might be the case. Participants in the interviews spoke about how the program provided new business knowledge and validated their existing knowledge. They also expressed that the program helped them recognize the need to adapt to customer needs, which may be an indicator of increased market awareness and strategic thinking. This suggests that

the program effectively provided tools and insights that bolstered participants' entrepreneurial skills and confidence.

3. Emotional Support

One of the key findings from the interviews was that the program provided emotional support to participants. This aspect was not directly captured in the quantitative data. This finding from the interviews suggests that the program's impact is not just on business acumen but has potential to have an impact on participants' well-being.

4. Network Building

Although the quantitative data did not directly measure network building, the interviews showed that this was a highly valued aspect of the program. Networking and building connections, especially across cultures, can be instrumental in business success, particularly for migrants who may not have an established network in their new country.

5. Recommendations for Improvement

The interviews provided valuable feedback for improving the program, such as sharing resources earlier and introducing a follow-up program and/or clear pathway after the completion of the program. This feedback is important for the program's continued development and success.

General Observations

Choice and selection of participants is an area for further consideration. The demand for the KIITF program was highest with Spanish-speaking cohort, and lowest for Arabic-speaking cohort. The largest subgroup within the English-speaking cohort were those born in China (n=5) and together with the Mandarin-speaking cohort created a participation cohort of 18 for people born in China (n=13+5). This suggests that after migrants from Latin American countries the next largest cohort of migrants seeking entrepreneurship education in the City of Melbourne (CoM) may be those born in China. This is consistent with the profile of the CoM whose largest migrant population group is Chinese with those born in Colombia identified as an emerging group (The City of Melbourne, 2022) to be particularly seeking out pathways to economic engagement.

The program was delivered within its budgetary constraints, and examination of KIITF records affirm it was delivered in keeping with the project proposal provided to the City of Melbourne. Programs' start dates were delayed from initial plans to allow more registrations, but once confirmed were delivered on time. The same training process was repeated with each cohort, and participant ratings indicate they found the training rooms utilised for the program were high quality and fit for purpose.

The program attracted participants living in the CoM who had migrated from ten different overseas countries. The CoM is home to around 140 cultures (The City of Melbourne, 2023), and the program was designed to attract three specific language-speaking cohorts and one mixed language-speaking cohort where all participants were comfortable in English. This mixed cohort had migrants from six different countries, and attendance was under capacity.

In general, attendance at the KIIF program was less than anticipated, but registrations to the program were 97% of the total planned. The “no show” rate was 32% of those who registered, suggesting an interest in the program by the target cohorts. There is no data available on why registrants did not convert to attendees.

There were no dropouts from the Business Builder component, suggesting participants all understood and were benefitting from this component of the program.

The program was challenged in reaching one of its target groups (Arabic-speaking) or that group was not interested to attend such a program. The community most engaged were the Spanish speaking cohort (n=38), then mixed cohort of English-speakers (n=27), then Mandarin (n=8), then Arabic (n=3).

Examination of data against objectives

Primary Objective: Impact Assessment

Startup activity encouraged & count of nascent or early startups & number of jobs created by the startup - The data does not provide explicit information on this. However, the observed increase in confidence for identifying new business opportunities and high levels of intention to start a business suggest the program has likely encouraged startup activity.

Count of decisions to not startup - The data does not provide a direct count of this but there is a general increase in intentional to start a business on completion of the program. On inspection of the data all participants indicated they were very likely to start up with the exception of two who were indifferent. Equally there is a decline in the intention to purchase a small business suggesting that on completing the program the interest of participants shifted to starting their own business in preference to purchasing an existing business.

Timeframe for starting-up businesses - The available data does not include information on this metric.

Causes of impacts

Assess choice and selection of participants - The program managed to engage a reasonably diverse

set of participants, with 31 individuals from various countries of origin and 25 family groups.

Assess engagement level of participants (i.e., attendance at activities) - The program saw positive attendance rates across workshops with some variation, and an overall high engagement level in the Coaching Sessions.

Assess if the participants actually could startup a business (generate good ideas, write a successful business plan, know how to act as entrepreneurs) - The participants demonstrated a high level of ideation, producing 61 business ideas. Confidence levels in entrepreneurial abilities generally increased over time, suggesting that the participants acquired knowledge and skills that could potentially be used for starting a business.

Secondary Objectives

Program Planning Evaluation - The program was delivered within its budgetary constraints, and met or exceeded the expectations of participants who rated it very highly in the survey data. Cohort programs were delivered on time, following a consistent process repeated with each cohort, and physical facilities were high quality and fit for purpose. The program was executed in accordance with the proposal approved by the CoM.

Monitoring the program operated in conformity with its design and reached the target group - The program was successful in engaging a culturally diverse group of 31 participants, most of who were in the 31-40 age range. The costs to participants were limited to their opportunity costs (for example, time; undertaking this program rather than some other activity), and there were no dropouts from the program over time.

Discussion & Conclusion

In evaluating the impact and effectiveness of the "Keeping it in the Family" program, this discussion considers the three guiding research questions of this study: how the program has developed the necessary mindset, skills, and knowledge for entrepreneurial activities among migrant families; its role in overcoming economic and social exclusion experienced by these families; and the facilitation of intercultural relationships and confidence.

The first research question addresses the program's efficacy in developing the entrepreneurial mindset, skills, and knowledge required for migrant families to start their own ventures. From the analysis of the feedback received by participants, the program has shown a positive impact in this area. Participants highlighted the program's role in fostering growth in business knowledge, validating existing knowledge, and promoting the importance of understanding diverse customer needs. Furthermore, the program's emphasis on adaptability to customer needs has encouraged a dynamic entrepreneurial mindset among participants. However, a suggestion for an earlier distribution of resources implies an opportunity for the program to enhance its information delivery. This could augment its effectiveness in developing entrepreneurial competencies.

The second research question delves into how the program has assisted migrant families in overcoming economic and social exclusion - two prominent challenges faced by this demographic. Based on participants' accounts, the program has served as a robust platform for promoting a sense of belonging and providing crucial emotional support. These elements address social exclusion and foster an environment conducive to entrepreneurial pursuits. Additionally, the program's focus on networking and building connections across diverse cultures has helped overcome economic exclusion by opening doors to new business opportunities.

The third research question explores the program's role in facilitating intercultural relationships, other potential positive outcomes, and promoting confidence among participants. Participants expressed that the program had successfully created a space for building connections across various cultural backgrounds. This is vital in a multicultural city like Melbourne. In addition, the program has fostered a greater sense of belonging and integration among migrant families. This is a significant and unanticipated positive outcome. Importantly, the program's mentorship has boosted confidence in participants' ideas and abilities. This is a crucial factor in their successful connection into, and sense of belonging with, the Melbourne community.

Despite these positive outcomes, the research also illuminated areas for improvement. Some participants found time management challenging, and suggested sharing resources earlier in the program. Another constructive suggestion was the introduction of a follow-up program and/or a

clear pathway post-completion, which could help maintain the connections built and continue the learning process.

The generalisability and robustness of these findings are limited due to the small sample size, selection bias, lack of longitudinal data, and other methodological limitations. Future research could benefit from a larger and more diverse sample, a longitudinal study design, and further enhancement of the mix of quantitative and qualitative methods. This would provide more comprehensive and reliable insights into the program's impact. Despite these limitations, the results of this evaluation provide important insights into the KIITF program, including suggestions for future developments, and also provide a base for future evaluations.

In conclusion, the "Keeping it in the Family" program has demonstrated strong effectiveness in fostering an entrepreneurial mindset, facilitating intercultural relationships, and mitigating social and economic exclusion among migrant families in Melbourne. Through providing updated and validating existing business knowledge, enhancing multicultural networking, and encouraging adaptability to diverse customer needs, the program has succeeded in creating an inclusive, empowering environment for its participants. Moreover, the emotional support provided, coupled with increased confidence from mentorship and validation of participants' ideas, has promoted an increased sense of belonging in the Melbourne community. The program can further enhance its impact, however, by improving resource distribution and establishing clear pathways for continued group connection and learning post-program. Despite these areas for improvement, the KIITF program's overarching success in assisting migrant families in their entrepreneurial journey is evident. The study affirms that such programs can be vital tools in aiding migrant families' integration and success in new communities.

Appendices

Appendix A – Ethics documents and data collection instruments

A-1 Swinburne University of Technology Human Research Ethics Committee Approval certificate

Swinburne University of Technology Human Research Ethics Committee Approval certificate

09/02/2022



The ethics application for your project Keeping it in the Family has been approved.

Chief Investigator: Rosemary Fisher

Ref: 20226142-9189

Approved Duration: 09/02/2022 to 09/02/2025

I refer to the ethical review of the above project protocol by Swinburne's Human Research Ethics Committee (SUHREC) or its sub-committees.

I am pleased to advise that, as submitted to date, the project may proceed in line with standard on-going ethics clearance conditions outlined below.

- The approved duration is as shown above unless an extension request is subsequently approved.
- All human research activity undertaken under Swinburne auspices must conform to Swinburne and external regulatory standards, including the National Statement on Ethical Conduct in Human Research (2018) and with respect to secure data use, retention and disposal.
- The named Swinburne Chief Investigator/Supervisor remains responsible for any personnel appointed to or associated with the project being made aware of ethics clearance conditions, including research and consent procedures or instruments approved. Any change in Chief Investigator/Supervisor, and addition or removal of other personnel/students from the project, requires timely notification and SUHREC endorsement.
- The above project has been approved as submitted for ethical review by or on behalf of SUHREC. Amendments to approved procedures or instruments ordinarily require prior ethical appraisal/clearance from SUHREC for approval. SUHREC must be notified immediately or as soon as possible thereafter of (a) any serious or unexpected adverse effects on participants and any redress measures; (b) proposed changes in protocols; and (c) unforeseen events which

might affect continued ethical acceptability of the project.

- At a minimum, an annual report on the progress of the project is required as well as at the conclusion (or abandonment) of the project. A duly authorised external or internal audit of the project may be undertaken at any time. Please forward this approval certificate to relevant members of the project team.

This research project was approved during COVID-19 restrictions. The conduct of the research during this period should reflect any changes in relation to university and government COVID-19 mandates in the relevant jurisdictions. To ensure you have accommodated these mandates please refer to the Swinburne Ethics COVID-19 website [here](#).

The following investigators have been approved to work on the project:

Chief Investigator

Rosemary Fisher

Associate Investigators

Tafadzwa Leroy Machirori, Glenda Ballantyne, Tim Marjoribanks, Richard Laferriere

Please contact the Swinburne [Research Ethics Office](#) if you have any queries.

Regards,

Ms Leah Barham

on behalf of

Research Ethics Office

Swinburne University of Technology

P: +61 3 9214 8145 | E: resethics@swin.edu.au

A-3 Ethics Approval Modification October 2022

17/10/2022



Ref: 20226142-11279 : Keeping it in the Family

Approved Duration: 09/02/2022 to 09/02/2025

Chief Investigator: Rosemary Fisher

I refer to your request to modify the approved protocol for the above project. The request was put to a SUHREC/SHESC delegate for consideration.

I am pleased to advise that, as modified to date, the project may continue in line with standard ethics clearance conditions previously communicated and reprinted below. Please note that information on self-auditing, progress/final reporting and modifications/additions to approved protocols can now be found on the Research Ethics Internet pages.

Please contact the Research Ethics Office if you have any queries about on-going ethics clearance, citing the project number. A copy of this correspondence should be retained as part of project record-keeping and forwarded to relevant members of the project team.

This modification was approved during COVID-19 restrictions. The conduct of the research during this period should reflect any changes in relation to university and government COVID-19 mandates in the relevant jurisdictions. To ensure you have accommodated these mandates please refer to the Swinburne Ethics COVID-19 website [here](#).

As before, best wishes for the project.

Yours sincerely,

Dr Astrid Nordmann

Research Ethics Office

Swinburne University of Technology

P: +61 3 9214 3845 | E: resethics@swin.edu.au

A-4 Ethics Approval Modification January 2023

17/01/2023

Ref: 20236142-12264 - Keeping it in the Family

Approved Duration: 09/02/2022 to 09/02/2025



Chief Investigator: Rosemary Fisher

I refer to your request to modify the approved protocol for the above project. The request was put to a SUHREC/SHESC delegate for consideration.

I am pleased to advise that, as modified to date, the project may continue in line with standard ethics clearance conditions previously communicated and reprinted below. Please note that information on self-auditing, progress/final reporting and modifications/additions to approved protocols can now be found on the Research Ethics Internet pages.

Please contact the Research Ethics Office if you have any queries about on-going ethics clearance, citing the project number. A copy of this correspondence should be retained as part of project record-keeping and forwarded to relevant members of the project team.

As before, best wishes for the project.

Yours sincerely,

Ms Leah Barham

Research Ethics Office

Swinburne University of Technology

P: +61 3 9214 8145 | E: resethics@swin.edu.au

A-5 Project Information Statement

Project: Keeping it in the Family



Investigators (from Swinburne University of Technology):

Chief Investigator - Dr Rosemary Fisher

Co-Investigators

Professor Tim Marjoribanks

Dr Richard Laferriere

Dr T. Leroy Machirori

Introduction to Project and Invitation to Participate

You are invited to participate in a research project that evaluates the efficacy of the *Keeping it in the Family Big Ideas and Pre-Accelerator program* you have joined.

What this project is about and why it is being undertaken

This project seeks to conduct an evaluation of the success of the program.

The City of Melbourne requires this program to be evaluated as part of funding this program.

Project and researcher interests

The researchers will use the results of the study to produce a report to the City of Melbourne on the program, and peer-reviewed journal and conference publications in the discipline fields of Entrepreneurship & Innovation and Sociology.

The research data will not identify any individual program participant or family, and therefore this information will not be identifiable in any published outcomes from this research.

What participation will involve

To participate in this project, you will complete two surveys (each takes approximately 15 minutes) and will be invited to attend a 45-minute interview.

Participants in this project can receive a \$25 Wish Gift E-Card redeemable at any Woolworths or partner store for participating in both surveys.

Participant rights and interests

No risks of participating in this project are anticipated for you. However, the time you spend

completing the survey and/or participating in the interview may inconvenience you.

You have the right to withdrawal at any time without any consequences or penalties. If you withdraw after you have completed the survey, it may not be possible to identify your data to remove it as all data is de-identified. If you withdraw after participating in an interview, your data can be withdrawn at any time up to the point when the interview data has been analysed.

Furthermore, participation in this research will be cognizant of religious observances or cultural practices and flexible in regard to time commitment.

Participant rights and interests – Free Consent/Withdrawal from Participation

Participation is voluntary and you may withdraw at any time without explanation or penalties. There will be no effects to you (personal or program-related) by either participating in or withdrawing from this project.

Participant rights and interests – Privacy & Confidentiality

Your data will be securely managed at Swinburne University of Technology via encrypted password protected files stored on a secure server (Onedrive), and secure lockable cabinets in a locked office of the chief investigator. It will be retained for a period of 5 years after any publications/published outcome then securely destroyed.

Access to your data will only be available to the research team named at the top of this information statement. Any researcher engaged in this project who has a perceived or actual relationship with you, or any of the Program stakeholders, will be excluded from accessing any identifiable data. Data collected will not be reused in future projects or made available for use by other researchers in future projects.

Research output

Aggregated data will be used for analysis and individuals will not be identifiable. The data will be used to write a professional report, journal publications, and conference presentations. The aggregated data may also be used for the purpose of improving the *Keeping it in the Family Program*. Additionally, the results may be used in applications for future grants. Publications will be made available to project participants via their email.

Further information about the project

If you would like further information about the project, please do not hesitate to contact:

Dr Rosemary Fisher, Swinburne University of Technology, 03 9214 5479, rlfisher@swin.edu.au

Concerns/complaints about the project – who to contact:

This project has been approved by or on behalf of Swinburne's Human Research Ethics Committee (SUHREC) in line with the *National Statement on Ethical Conduct in Human Research*. If you have any concerns or complaints about the conduct of this project, you can contact:

Research Ethics Officer, Swinburne Research (H68),

Swinburne University of Technology, P O Box 218, HAWTHORN VIC 3122.

Tel (03) 9214 3845 or +61 3 9214 3845 or reethics@swin.edu.au

A-6 Data collection tools

Survey Time 1 (Ex ante)

Keeping it in the Family

First Questionnaire

This first survey asks you about yourself, your experiences living in Melbourne and with business ***before*** you start the *Keeping it in the Family Program*.

Some questions are just about yourself and your work experiences.

Other questions ask you to indicate the extent to which you agree with a statement by selecting the box that most closely resembles what you think today. The answers range from a low level of agreement with the statement to a high level of agreement with the statement.

All questions are optional.

1. What is your name? _____ (your name will be removed from the data to ensure confidentiality of your information; it is only used to match your responses to the beginning and ending surveys)
2. What is your gender? Female, male, other (_____), prefer not to answer
3. What relationship do you have with ***each*** person who has joined you in doing this program? Tick in the correct box/boxes

Relationship	Person 1	Person 2	Person 3	Person 4
Husband/wife				
Parent				
Sibling				
Cousin				
Grandparent				
In-law				
Step relation				
Other				

4. Which age group do you fit into?
 - 18-20
 - 21-30
 - 31-40
 - 41-50
 - 51-60
 - 61-70
 - 71+

5. In which country were you born? _____
6. How many years have you in Australia? _____
7. What employment have you had whilst living in Australia?
8. Do you have a close family member who has started their own business? Yes/No
9. If you do have a close family member who has started their own business, where do they have their business?
10. If you have started one or more businesses, on your own or with a partner/s, where are these businesses located (eg one in Melbourne city, one in Dandenong, two in Wodonga, five in Canberra, etc)?
11. List the ideas for a business you think you could start up today.

Indicate the extent to which you agree with the following statements, by putting a cross in the relevant box:

Item	Disagree	Slightly disagree	Neither agree nor disagree	Slightly Agree	Agree
I feel confident to participate in the City of Melbourne life.					
(I have networks that will be of help to me starting a business.)					
I have networks with migrant individuals and groups from different backgrounds to mine that will be of help to me starting a business.					
I have networks with Australian-born people from UK and European backgrounds that will be of help to me starting a business.					
I feel I am resilient.					
I feel confident interacting with people from different cultural and faith backgrounds.					
I feel confident interacting with Australian-born people from UK and European backgrounds					
I feel confident interacting with people of Aboriginal or Torres Strait Island backgrounds					
I feel I would face discrimination when trying to set up a business					

Put a cross in the box that best describes the extent to which you are interested in doing the following:

Item	Not at all interested in doing this	Slightly interested in doing this	Interested in doing this	Very interested in doing this	Extremely interested in doing this	Don't know

Start a business myself.						
Purchase a small business for myself.						
Start and build a high-growth business.						
Purchase and build a company into a high-growth business.						

How confident are you that you could do the following:

Item	Not confident at all	Slightly confident	Confident	Very confident	Completely confident
Identify new business opportunities.					
Create new products.					
Think creatively.					
Commercialise a new idea or product.					
Interact with mainstream organisations.					

THANK YOU!

For taking the time to complete this survey.

If you would like to enter the random draw for a \$25 Wish Gift Card, please enter your email address here: _____

Survey Time 2 (Ex-Poste)

Keeping it in the Family

Final Questionnaire

This final survey asks you about your experiences with the *Keeping it in the Family Program*, as well as what you **now** think about yourself and business.

All questions are optional.

What is your name? _____ (your name will be removed from the data to ensure confidentiality of your information; it is only used to match your responses to the beginning and ending surveys)

Thinking about your time in this program, indicate the extent to which you agree or disagree with the following statements:

Items	Disagree	Slightly disagree	Neither agree nor disagree	Slightly Agree	Agree
I learned new knowledge and skills.					
I liked how I was taught.					
The program was well organised.					
The teaching spaces were suitable for the purpose of my learning.					
This program met all my expectations of it.					

Thinking about what you have learned from participating in this program, indicate the extent to which you agree with these statements:

Item	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very likely
I will use what I have learned to start a business in the next 6 months.					
I will use what I have learned to look for paid work in the next 6 months.					
I will use what I have learned to solve problems in my life.					
I will use what I have learned to access startup capital.					
What I have learned in this program will be useful to me.					

Now that you have completed the program, how do you feel?

Item	Disagree	Slightly disagree	Neither agree nor disagree	Slightly Agree	Agree
I feel confident to participate in the City of Melbourne life.					
I feel confident to start a business.					
I have new networks that I feel will be of help to me.					
I feel the program has led to positive					

changes in me.					
I feel I am resilient.					
I feel confident interacting with people from different cultural and faith backgrounds.					
I feel confident interacting with Australian-born people from UK and European backgrounds					
I feel confident interacting with people of Aboriginal or Torres Strait Island backgrounds					

Put a cross in the box that best describes the extent to which you are interested in doing the following:

Item	Not at all interested in doing this	Slightly interested in doing this	Interested in doing this	Very interested doing this	Extremely interested in doing this
Start a business myself.					
Purchase a small business for myself.					
Start and build a high-growth business.					
Purchase and build a company into a high-growth business.					

How confident are you that you could do the following:

Item	Not confident at all	Slightly confident	Confident	Very confident	Completely confident
Identify new business opportunities.					
Create new products.					
Think creatively.					
Commercialise a new idea or product.					
Interact with mainstream organisations.					

Now that you have finished the *Keeping it in the Family Program*, indicate the extent to which you agree with these statements:

Items	Disagree	Slightly disagree	Neither agree nor disagree	Slightly Agree	Agree
During the program, I was able to interact with people from a variety of cultural and faith backgrounds.					
During the program, I developed networks and contacts with Australian-born people from UK and European backgrounds that will be of help to me starting a business					
I am satisfied with the workshop presenters.					

I am satisfied with the coaching I received as part of this program.					
I am satisfied with the mentoring I received as part of this program.					
Overall, I am satisfied with the program.					

1. List the ideas for a business you have today.
2. What did you like about this program?
3. What do you suggest could be changed or improved in this program?
4. Please add anything else you would like to let us know about the program and its effect on you and your family.

THANK YOU!

For taking the time to complete this survey.

If you would like to enter the random draw for a \$25 Wish Gift Card, please enter your email address here: _____

Qualitative Interview Questions

1. What is it about the program that has helped you, if anything, and how has it helped you?
2. Has anything stopped you from fully participating in the program or stopped you being fully engaged with the learning process?
3. During the program, did you have the opportunity to connect with people from other cultural and faith backgrounds?
 - If so, was this interaction valuable? In what ways?
4. During the program, did you gain insight into how to tap into networks of people with different cultural or faith backgrounds?
 - If so, do you think this will be valuable? In what ways?
5. What is the most significant change you have experienced from having completed this program, if any, and why is it significant?
6. Now that you have completed the program, do you feel you are included or belong in Melbourne and why do you feel this way?
7. Is there one particular/specific improvement to the program you would recommend?

A-7 Covering letter for Ex Poste survey

Date Month, 2021

J B Citizen

Business Pty Ltd

Dear Name

Research Project: Keeping it in the Family - Evaluation

Congratulations on finishing the Keeping it in the Family Big Ideas and Pre-Accelerator Program.

You may remember at the beginning agreeing to participate in research into this program. This email invites you to participate in the final evaluation of the program.

I am available to answer any questions you have about this research. If you have any questions, you can contact me rlfisher@swin.edu.au and I will respond to you.

If you would like to participate, please follow this link (link) to commence the final survey where you will find further information about the project and your rights.

Yours sincerely

Dr Rosemary Fisher BA MBA (Melb), MPA, PhD

Lecturer, School of Business, Entrepreneurship & Law

Swinburne School of Business, Entrepreneurship & Law

Phone +61 3 9214 5479

Appendix B – Spanish-speaking cohort

The Spanish Cohort – Pilot findings

High level take outs from the Spanish Cohort, in relation to the research questions are:

- There is a suggestion from participant responses that the project has positively impacted the skills and knowledge needed for migrant families to startup their own ventures, however inferences cannot be drawn from this small data set.
- At this stage in the process the data cannot not shed light on the capacity of the project to:
 - a. Assist migrant families to overcome the experience of economic and social exclusion, in part because this cohort appears not to experience these feelings
 - b. Facilitate intercultural relationships
- The data does indicate other positive outcomes in terms of participants believing they gained new and useful knowledge through the program and found participation in the program to be a satisfying experience.

Fourteen of sixteen program participants completed the survey. The majority of survey participants were husband/wife pairings (81%), aged 31-40 years (75%), born equally in Colombia or Mexico, and having lived in Australia an average of 6.6 years. 71% of participants had never started their own business, but 57% had a family member with a business, and of these 62% of that family member/s was located in either Colombia or Mexico.

At the commencement of the program:

- The data suggest participants are comfortable and confident engaging with CALD peoples; do not feel they would experience discrimination in setting up a business; and perceive themselves to be highly resilient.
- The data suggests participants are interested in starting and building their own business; not interested in purchasing a business that would grow; and are perhaps indifferent about their capacity to interact with mainstream organisations.
- The response rate is too low to say anything about overall level of entrepreneurial self-efficacy (ESE) at the commencement of the program. However, the means of individual scale components suggest participants feel more confident they could *create new products* than *commercialise new products*; and overall, their ESE could be described as average to below average. There is a slight increase in the ex-post results relating to ESE, but this is unlikely to be due to participation in the KIITF program (see ex-post data collection Table 5 below).

At the conclusion of the program:

- Participants unanimously believe they learned new knowledge in the program and that this knowledge will be useful to them.
- Participants appreciated the teaching methods used, program itself, teaching spaces and felt the program met all their expectations.
- Participants tend to think they will use the learning from the program to start a business in the next 6 months, but less so for looking for work. Participants may use the learning to find seed funding and solve problems in their life.
- Participants were very satisfied with presenters, coaches, tutoring and the program overall.
- To an average extent, participants found the program a means of interacting with people from a variety of cultural and religious backgrounds and developing networks and contacts with Anglo Australians and Europeans for the purposes of starting a business.
- There was little difference in participant confidence to interact with other cultural/faith groups; although the ex-post respondents believe themselves to be more comfortable interacting with Aboriginal and Torres Strait Islander people after participating in the program than before.
- The ex-post group does seem to report slightly higher levels for the ESE scale items, although this should be read with caution given the low numbers. The items exploring participant confidence to *identify new business opportunities* and *commercialise a new idea or product* did receive a higher mean in the ex-post survey. However, on closer inspection of participant responses, no inference can be drawn that this increase was due to completing the KIITF Program as two out of 5 survey participants had not completed the ex-ante survey. The three respondents who completed both ex-post and ex-ante surveys showed:
 - an increase in the rank chosen for 75% of items (Participant 14)
 - a decrease in the rank chosen for 75% of items (Participant 9).
 - No change in the rank chosen for 75% of items (Participant 12).
- These participants were less interested in listing their ideas than the ex-ante participants or had fewer ideas to list.

Two participants have made suggestions about changes to the program, and lessons learned from the Spanish Cohort with respect to the data collection are identified for discussion with iGen.

Lessons learned for future cohorts

1. Collect ex-ante surveys in person using hard copy survey forms.
2. Offer a prize incentive for the ex-post survey.

3. Consider finding a way to distribute the ex-post survey in hard copy to the participants.
4. Consider having a random prize incentive for participation in interview.
5. Establish the data that is needed to be collected by iGen and a process for so doing – perhaps have a checklist of data needed.
6. Ensure people that spend two weeks of, but do not complete the Business Builder workshops are given an exit survey via RF.
7. More detail about the 6-week program is needed.

Detail on the data

Next follows more details on the data that has been collected from this cohort.

Facilitators and presenters

The program consists of: Big Ideas Workshop, 6-week education program, 3 x 1 hour coaching sessions per family group. To have coaching, families needed to attend an education program conducted over 6 weeks.

Program Facilitators (all Spanish speaking except Lynda Ford):

- Carlos Renteria – entrepreneurship educator & innovation strategist located in Mexico, lead facilitator and only coach
- Lynda Ford – iGen Foundation, entrepreneur
- Teyra Jasso –from Jesuit Social Services, Bachelor degree in Psychopedagogy (Mexico), Master’s Degree in Education (Mex, 2015) and Diploma of Community Services (Au, 2021)
- Vero Duran- from Jesuit Social Services, B. Psychology

Presenters and/or panel judges:

- Yaritza Salazar from YS Accounting
- Monica Bratuti, Co-founder Global Women Fresh
Andres Alvarez, Wine import / export entrepreneur in Colombia
- Jose Alonso from Insight Academy
- Juan Ardon from Aral Group
- Carolina Talero from Sonido Café Restaurant
- Alvaro Baron from Dardy’s Detailing

Program Participation

Period of program – 28 May 22 to 27 July 22

The workshop was held from 10 – 2.00pm on 28 May 22 at Insight Academy Level 1/209 Lonsdale

Street. The program was intended to run from 10 – 2.00 each Saturday but participants asked for the time to be changed from 10-1.30 from Week 2 onwards.

A participant is classified as having dropped out of the program if attending two or more weeks of the Business Builder workshops. Based on this criterion, although attendance was not 100% throughout, Carlos Renteria advised via email that there were no dropouts.

Participants are not identified by name, given ethics requirements.

Activity	Numbers	Purpose	Comment
1 x Big Ideas Workshop Saturday 28 May, duration – 3 hours Held on the premises of Insight Academy, Lonsdale Street Melbourne.	14 families, comprising 24 participants; 2 participants were online, bringing the total to 26 Inclusive of the 2 online, 8 participants did not continue to the 6-week program. The experience of similar iGen programs is that more people will attend the Big Ideas workshop than self- select to continue on to the longer program	To introduce creativity, problem-solving, customers, opportunities. Not mandatory for 6- week program engagement.	Overall participation was lower than expected. Of 3 planned Big Ideas Workshops, on Tuesday afternoon, and Wednesday evening only 1 was conducted on Saturday which was important to ensure that people who attended would be able to attend Saturday workshops.
24 x Business Builder workshops, constituted of 6 workshops of 4 hours each 3 held on the premises of Insight Academy, Lonsdale Street Melbourne with three sessions held on zoom	18 participants attended all 6 workshops with one not attending two workshops and one not attending one workshop? (10 families) 2 people began with a family member but due to other commitments, the family member did not progress to the longer program. It was decided that in each case, it was better to have one person participate and share knowledge with the other than neither participating and not receiving any knowledge 9 participants (including one above) did not attend the last pitch session.	Focuses on personal resilience, business networks, tools, skills, and mindsets needed for entrepreneurship.	65% of starting participants (individuals) completed the full workshop program. 100 % of families
Coaching/Mentoring Sessions 17 June to 27 July	3 sessions per family, one hour duration. All 10 families were eligible for the coaching as they had continued on from Week 1	To continue motivation with developing the business and final session was to create and/or review a business road map.	Conducted online by Carlos Renteria. Session 1 – 7 families (70% of those eligible) Session 2 – 5 families (50%) Session 3 – 3 families (30%)

We held a 1 hour zoom info session on 14 May with 13 people attending. The information session

was requested by potential participants so they

Number of registrants: 38 individuals, 17 families

Number in Big Ideas Workshop – 26 participants, 14 families

Number in Business Builder Workshop – 18 participants, 10 families (two online)

Number in Coaching

Session 1 – 7 families 70% of those eligible)

Session 2 – 5 families 50%)

Session 3 – 3 families (30%)

69% progressed from Big Ideas to Business Builder 10 families from 14 progressed.

100% progressed from Business Builder to Coaching

Ex-ante data collection

Ex-ante survey was distributed by hand and collected (either completed or not) by Rosemary Fisher before the start of the Big Ideas Workshop.

Demographics: n = 14; 8 women, 5 men, 1 other, (there were four other people, two online, and two people from Chile, but not data was collected for them)

Participants with other family members = 11, individuals = 3:

- Relationships: solo= 1; n/a = 1; father = 1
- Other combinations for Relationship: friend/daughter = 1 pair; in-law/son = 1 pair; husband/wife = 9 pairs

Age group: mean 3.29 ie age group 31-40 yrs;

- 31-40 yrs = 11; 41-50 yrs = 2; 51-60 yrs = 1.

Birth country: Colombia = 7, Mexico = 7 Chile = 2 (Data not collected for those online)

Years in Aust – mean 6.61 years, range 3 to 12 years

Jobs in Australia – 28 jobs listed, of which cleaner (n=5) most frequently listed:

Listed job	Count of instances
Management consultant	1
Business & data analysis leader	1
Data analyst	1
Cleaner	5
Admin assistance finance	1
Graphic designer	1
Content manager	1
Social Media manager	1
Comms specialist	1
Brand ambassador	1
Construction labourer	1
Digital account manager	1

Digital producer	1
Hospitality	2
Barista	1
Restaurant staff	2
Events planner	1
Supply chain (various)	1
Garden planner & designer	1
Facilities management	1
Delivery driver	1
IT support officer	2
Retail	1
Project officer	1
Telecom	1
Engineering	1
Tester	1
None listed	1

Family member with a business – yes = 8 (57%), no = 6 (43%)

Location of relative with family business:

Location	Count
Colombia	3
Melbourne	1
Mexico	2
South Bank	1
Uncles/aunts/self-years ago	1
N/A	6

Started own business:

N/A = 10 (71%)

Overseas = 1 (7%)

Colombia & still active there = (7%)

Melbourne = 2 (14%)

Idea count - range 0-4 ideas, mean 2.36 ideas per person.

Participant	Ideas today	Count of ideas today
1	Nil	0
2	<ul style="list-style-type: none"> • biodegradable bases protectors of infections to put in the base of the toilet <ul style="list-style-type: none"> ○ create a company that develops an autocles program covering the passion or hobby in life • create an apprenticeship program based on multiple intelligences 	3
3	<ul style="list-style-type: none"> • natural cleaning products • ?personalise refrigerators with gce images cover the ship? • Support for non-digital people 	3
4	<ul style="list-style-type: none"> • street Taquerias • pack and sell a room 	2
5	<ul style="list-style-type: none"> • dance academy • translation services 	4

Participant	Ideas today	Count of ideas today
	<ul style="list-style-type: none"> financial advisor for Latin communities injury prevention via movement classes 	
6	<ul style="list-style-type: none"> animal pancakes restaurant or café with Latin food animal bread party 	3
7	<ul style="list-style-type: none"> Catering Camping Online ?? 	2
8	<ul style="list-style-type: none"> catering Commercialisation of products from my country 	2
9	<ul style="list-style-type: none"> Landscape design for sustainable housing Crafting Sustainable housing construction 	3
10	<ul style="list-style-type: none"> videogame development/design APP/Software development 	2
11	<ul style="list-style-type: none"> video games demolition of apps 	2
12	<ul style="list-style-type: none"> artjanates online textile store makeup artist Mexican folklore dance academy 	3
13	<ul style="list-style-type: none"> Sell clothes 	1
14	<ul style="list-style-type: none"> digital marketing consultant coffee shop travel consultant 	3

Quantitative Data collection: Collected to meet City of Melbourne information requirements and for the ESE scale (Zhao, Seibert & Hills, 2005). Table 5 presents both the ex-ante and ex-post data collection for questions common to both surveys to facilitate comparison over time.

	Ex-ante, n=14		Ex-post, n=5	
	Mean	Standard Deviation	Mean	Standard Deviation
I feel comfortable interacting with people from different cultural and faith backgrounds.	4.71	0.46	4.80	0.45
I feel confident interacting with Australian-born people from UK and European backgrounds	4.64	0.49	5	-
I feel confident interacting with people of Aboriginal or Torres Strait Island backgrounds	4.36	0.92	5	-
I feel I would face discrimination when trying to set up a business	2.93	1.14	n/a	n/a
I am resilient	4.50	0.76	n/a	n/a
Start a business myself.	4.29	0.72	4.0	1.22
Purchase a small business for myself	1.92	1.32	1.0	-

Start and build a high-growth business	3.79	1.42	3.8	2.17
Purchase and build a company into a high-growth business.	2.50	1.50	2.0	2.24
Interact with mainstream organisations.	2.57	1.15	3.8	1.10
Entrepreneurial Self Efficacy Scale items				
Identify new business opportunities.	3.00	1.30	3.80	1.10
Create new products.	3.21	1.31	3.20	0.45
Think creatively.	3.50	1.22	4.00	1.00
Commercialise a new idea or product.	2.79	1.12	3.40	0.55

Ex-post data collection

Ex-post surveys were completed over the time period 29 July to 1 August. The ex-post survey was emailed to 21 participants on 27 June; a reminder was sent out on 10 August. Five participants responded to the first mail out (response rate 24%), none to the reminder. Three participants had also completed the ex-ante survey; the remaining two participants filled in only the ex-post survey.

Ex-ante		
	Mean	Standard Deviation
Thinking about <u>your time</u> in the program:		
I learned new knowledge	5	-
I liked how I was taught	4.8	0.45
The program was well organised	4.6	0.89
The teaching spaces were adequate for the purpose of my learning	4.8	0.45
The program met all my expectations	4.6	0.55
Thinking about what you have <u>learned</u> in this program....		
I will use what I have learned to start a business in the next 6 months	4.4	0.89
I will use what I have learned to look for paid work in the next 6 months	2.2	0.84
I will use what I have learned to solve problems in my life	3.8	0.84
I will use what I have learned to access seed funding	3.2	1.30
What I have learned in this program will be useful to me.	5	-
Now that you have finished the KIIPP:		
I am satisfied with the presenters of the workshop	4.80	0.45
I am satisfied with the coaching I received as part of this program	4.80	0.45
I am satisfied with the tutoring I received as part of this program	4.80	0.45

Ex-ante		
	Mean	Standard Deviation
In general, I am satisfied with the program	4.80	0.45
During the program I was able to interact with people from a variety of cultural and religious backgrounds	4.00	1.41
I developed networks and contacts with Australian-born people of British and European origin who will help me start a business	3.40	1.82

Idea count - range 0-2 ideas, 60% did not list any ideas

Participant	Ex-post ideas	Count	Ex-ante ideas	Change over course
15	<ul style="list-style-type: none"> Food crafts 	1	n/a	n/a
09	<ul style="list-style-type: none"> Handmade products Garden design 	2	<ul style="list-style-type: none"> Landscape design for sustainable housing Crafting Sustainable housing construction 	-1
17	Nil	0		
14	Nil	0	<ul style="list-style-type: none"> digital marketing consultant coffee shop travel consultant 	-3
12	Nil	0	<ul style="list-style-type: none"> artjanates online textile store makeup artist Mexican folklore dance academy 	-3

In terms of comments about the program, direct quotes from each of the three ex-post participants are as follows:

What do you suggest could be changed or improved in this program?

1. Very good program
2. Talk a little more in depth on the part of the finances that is one of the most important parts for the development of the business. Perhaps do a specific exercise on the subject and invite a person specialized in the subject.
3. I didn't really like the program. Could you suggest programs for moms: work from home ideas, to learn another language, learn a job.

What did you like about this program?

1. practical and easy to understand.
2. Q was in Spanish and the topics were explained regarding our business ideas and I was able to

realize the pros and cons. And that one should not cast with a single idea.

3. I liked everything, well organized, flexible hours, meeting friends.

Add anything else you would like to say about this program:

1. We liked it and we hope soon to put what we learned into practice.
2. Supporting each other as a family gives us a great advantage because it unites us more and for a business it is much more reliable to have a family member as a partner than someone you do not know.
3. Very happy to have been on the course, it helped me a lot to occupy myself and resume my working life, the effect on me and my family has been wonderful, I am recovering, and I feel that I contribute to my family with these types of courses.

Interview data

Two participants indicated a willingness to participate in an interview. Of these, one has not responded to emails to arrange a time. The second has not yet managed to identify a time that is suitable for them, but all indications are this person remains willing to be interviewed.

Appendix C – English-speaking cohort

The English-speaking cohort – interim findings

High level take outs from the English-speaking cohort, in relation to the research questions are:

- Participants perceived themselves to be resilient and had ideas for starting a business when they came into this program, were interested to so do but may not have believed they had the right contacts or networks to get a business going.
- Participants felt comfortable in the multicultural context of the City of Melbourne and did not feel discriminated against.
- Participants experienced an improvement in their entrepreneurial self-efficacy as a consequence of participating in this program, and increased confidence to interact with organisations in the pursuit of their own business activities.
- Those who completed the final survey were overwhelmingly satisfied with all aspects of their learning experience.
- Those interviewed expressed:
 - The program raised their awareness of the benefits in moving beyond known networks or cohorts in thinking about customers and provided growth experiences from “aha” insights stimulated by the perspective of course members with different cultural understandings and expectations.
 - They gained “clarity” about what and how they should do things in order to get their business idea going.
 - They appreciated the government’s efforts to help migrants get support to grow their business in Melbourne.

Eleven program participants completed the ex-ante survey. Three participants completed the ex-post survey. Two participants participated in an interview.

Lessons learned for future cohorts

1. Recommended to explicitly capture the number of family groups at the commencement of the Big Ideas Workshop?
2. Were there any external presenters or panel judges? If so, need to capture their details.
3. Collect detail of when and where each session is held, e.g. online, f2f (and address), times, etc.
4. Mentoring – did Carlos Renteria do all the mentoring and all online?
5. Care to identify anyone not completing the program and sending them an exit survey.
6. How can we improve the final survey uptake? Prizes seem not to be incentive enough.

7. Need to ensure program facilitators/presenters do not fill in a survey.

Detail on the data

Next follows more details on the data that has been collected from this cohort.

Facilitators and presenters

The program consists of: Big Ideas Workshop, 6-week education program, 3 x 1 hour coaching sessions per family group. To have coaching, families needed to attend the education program conducted over 6 weeks.

Program Facilitators and presenters:

- Lynda Ford (lead facilitator, attended all workshop sessions)
- Carlos Renteria (mentoring only)
- Bridie Hughes-Lobert (background administration)
- Ivy Wang (Week 3)
- Sandra Hannashmony (Week 4)
- Chinmay Ananda (Week 5)
- Melissa Zang (Week 6)
- Sharbel Youkanna (Week 6)

External presenters and/or panel judges - None listed

Program Participation

Period of program: 20 Oct – 10 December 2022. The program was intended to run from each Saturday subject to the size of the cohort and needs of the participants. This cohort's program was conducted over 6 weeks. The program comprises: Big Ideas Workshop (1), Business Builder Startup Program workshops (6 weekly sessions), Coaching/Mentoring (3 sessions per family).

The Big Ideas Workshop was held from 10.00am – 2.00pm on Saturday 29 October in a teaching room of the Council for Adult Education, De Graves Street, Melbourne. Fourteen people attended, of whom eleven completed the ex-ante survey. Dr Richard Laferriere distributed the ex-ante survey prior to the commencement of the Workshop (between 9.30-10.00), and whilst workshop facilitators and staff were absent from the room.

Number of registrants = 27 individuals; number of families this comprises is not recorded.

Number attending = 14 individuals. The number of family groups this comprises is assumed to be the highest number of families reported as attending (9).

Two participants missed the Big Ideas Workshop but attended the Business Builder program; one person appears to have commenced but not completed the Business Builder program.

Three workshops were held online, and four held face-to-face (including the Big Ideas Workshop).

Participants are not identified by name, given ethics requirements for confidentiality.

Activity	Numbers	Purpose	Comment
1 x Big Ideas Workshop Saturday 29 October 22, duration – 3 hours Held on the premises of CAE De Graves Street, Melbourne	14 individuals; number of family groups not collected.	To introduce creativity, problem-solving, customers, opportunities. Not mandatory for 6-week program engagement.	
24-hour x Business Builder workshops, constituted of 6 workshops of 4 hours each 3 held in Melbourne with 3 sessions held on zoom	Between 4 and 9 families attended each session (average 7.14 families across all sessions). Families comprised between 7 and 11 individuals (average 9.4 individuals). Eight families participated in the final pitch exercise.	Focuses on personal resilience, business networks, tools, skills and mindsets needed for entrepreneurship.	Attendance dipped around week 4; largest attendance recorded in final week.
3 x Coaching/Mentoring Sessions	3 sessions per family, one hour duration. All families were eligible for the coaching as they had continued on from Week 1.	To continue motivation with developing the business and final session was to create and/or review a business road map.	Numbers of families attending for each coaching session varied. See below.

Number of registrants: 27 in total.

Number in Big Ideas Workshop – 14 individuals, comprising 9 families (this count for families is assumed based on the highest number of families attending the Business Builder Program).

Number in Coaching

Session 1 – 6 families (67% of those eligible)

Session 2 – 8 families (89%)

Session 3 – 4 families (44%)

9 families comprising 11 individuals progressed from Big Ideas to Business Builder.

6 families progressed from Business Builder to Coaching/Mentoring sessions.

One person commenced the Business Builder and may have attended only one week.

Ex-ante data collection

Ex-ante survey was distributed by hand and collected (either completed or not) by Richard Laferriere

before the start of the Big Ideas Workshop.

Demographics: n = 11; 6 women, 5 men, 0 other

Family groups:

- Relationships indicated: none= 3; friend = 1; husband/wife = 7
- Other combinations for Relationship: daughter

Age groups: 31-40 yrs = 5; 41-50 yrs = 4; 51-60 yrs = 2;

Birth country: China = 5, Malaysia, Philippines, India, Sri Lanka all = 1; Ukraine = 2.

Years in Aust – mean 8 years, range 0.5 to 22 years.

Jobs in Australia – 18 jobs listed, of which childcare worker (n=2) was most frequently listed:

Listed job	Count of instances
Actor	1
Business analyst	1
Broker	1
Casual employment	1
Casual factory work	1
Childcare worker	2
Cleaner	1
Contract Manager	1
Customer service	1
Dog Groomer	1
Graphic design	1
Investment Advisor	1
Photographer	1
Project Officer	1
Security	1
Software engineer	1
Teaching	1
Transport firm	1
None listed	0

Family member with a business – yes = 3 (27%), no = 8 (73%)

Location of relative with family business:

Location	Count
Melbourne	1
Philippines	1
UK	1

Started own business – 9 of 11:

Shanghai 1 (9.1%)

Online 1 (9.1%)

Melbourne	5 (45.5%)
Sri Lanka	2 (18.2%)
N/a	2 (18.2%)
Total	11 (100%)

Idea count - range 0-6 ideas, mean 2.27 ideas per person.

This table captures the ideas for possible business opportunities identified by participants prior to commencement of the program.

Participant	Ideas today	Count of ideas today
1	Relationship app	0
2	<ul style="list-style-type: none"> • Photography • Videographer • Social media marketing 	3
3	<ul style="list-style-type: none"> • Coffee and culture shop/café 	1
4	<ul style="list-style-type: none"> • E-commerce betting products • Restaurant chain 	2
5	<ul style="list-style-type: none"> • Dog day care • Dog grooming salon 	2
6	<ul style="list-style-type: none"> • Mobile apps • Knowledge management automation 	2
7	<ul style="list-style-type: none"> • Speciality chemical • Alpaca farming • Chocolate production 	3
8	<ul style="list-style-type: none"> • Asian supermarket • E-shop • Printing and design • Coffee bar • Organic and vegan market • Machine or system to solve problem of pollution 	6
9	<ul style="list-style-type: none"> • Import business for online e-commerce • Software development 	2
10	<ul style="list-style-type: none"> • Massage (Ayurveda) 	1
11	<ul style="list-style-type: none"> • Beauty Salon • Wellness Centre • Massage Centre 	3

Quantitative Data collection: Collected to meet City of Melbourne information requirements and for the ESE scale (Zhao, Seibert & Hills, 2005). Table 5 presents both the ex-ante and ex-post data collection for questions common to both surveys to facilitate comparison over time. The Table demonstrates that, apart from the first two items, there was an increase in the mean score after participation in the program. This was particularly noticeable in the context of the entrepreneurial self-efficacy scale items. It does need to be noted that 5 participants completed the ex-post survey, compared with 11 who completed the ex-ante survey.

	Ex-ante, n=11		Ex-post, n=5	
	Mean	Standard Deviation	Mean	Standard Deviation
I feel comfortable interacting with people from different cultural and faith backgrounds.	4.82	0.40	4.80	0.45
I am resilient	4.36	0.67	3.80	1.64
Start a business myself	4.00	1.00	4.80	0.45
Purchase a small business for myself	2.00	1.48	3.20	1.48
Start and build a high-growth business	3.45	1.51	4.60	0.89
Purchase and build a company into a high-growth business.	2.30	1.77	3.40	1.64
Interact with mainstream organisations.	2.82	1.40	4.40	0.89
Entrepreneurial Self Efficacy Scale items				
Identify new business opportunities.	3.09	1.38	4.20	1.10
Create new products.	3.00	1.73	4.20	1.10
Think creatively.	3.55	1.37	4.20	1.10
Commercialise a new idea or product.	2.73	1.42	4.20	1.10

	Ex-ante, n=11	
	Mean	Standard Deviation
I feel safe participating in Melbourne city life	4.82	0.40
I have contacts that will help me start a business	3.45	1.37
I have contacts with individuals and groups of migrants from different backgrounds than mine who will help me start a business	3.73	1.01
I have contacts with people born in Australia of British and European origins who will help me start a business	3.36	1.43
I feel confident interacting with Australian-born people from UK and European backgrounds	4.82	0.40
I feel confident interacting with people of Aboriginal or Torres Strait Island backgrounds	4.36	0.67
I feel I would face discrimination when trying to set up a business (reverse scored)	2.82	1.25

Ex-post data collection

Ex-post surveys were completed over the time period 12 December 2022 to 28 December 2022. The

ex-post survey was emailed to 14 participants on 12 December 2022; a reminder was sent out on 20 December 2022 to those participants who had not replied. Three participants responded to the first mail out. Two participants responded to the reminder, giving a response rate of 19%. Of those replying to the ex-post survey, three participants had also completed the ex-ante survey; the remaining 8 participants filled in only the ex-ante survey. Based on a 5-point Likert scale, the mean scores demonstrate that those participants who completed the survey were overall very satisfied and found participation to be beneficial. They also planned to use what they had learned in the program in future business-related activities.

Ex-post		
	Mean	Standard Deviation
Thinking about <i>your time</i> in the program:		
I learned new knowledge	5.0	-
I liked how I was taught	5.0	-
The program was well organised	5.0	-
The teaching spaces were adequate for the purpose of my learning	5.0	-
The program met all my expectations	4.67	0.58
Thinking about what you have <i>learned</i> in this program....		
I will use what I have learned to start a business in the next 6 months	4.67	0.58
I will use what I have learned to look for paid work in the next 6 months	4.0	-
I will use what I have learned to solve problems in my life	4.67	0.58
I will use what I have learned to access seed funding	4.67	0.58
What I have learned in this program will be useful to me.	5.0	-
Now that you have finished the KIIPP:		
I am satisfied with the presenters of the workshop	5.0	-
I am satisfied with the coaching I received as part of this program	4.67	0.58
I am satisfied with the tutoring I received as part of this program	4.67	0.58
I feel confident to start a business	4.67	0.58
I have new networks that I feel will be of help to me	4.67	0.58
I feel the program has led to positive changes in me	4.67	0.58
In general, I am satisfied with the program	5.0	-
During the program I was able to interact with people from a variety of cultural and religious backgrounds	5.0	-

Ex-post		
	Mean	Standard Deviation
I developed networks and contacts with Australian-born people of British and European origin who will help me start a business	4.67	0.58

Idea count - only one idea was listed by each participant in the final survey. It could be participants limited themselves to listing the idea they worked on in the program rather than generating a list of ideas that could form the basis for a business.

Participant	Ex-post ideas	Count	Ex-ante ideas	Change over course
20100206	<ul style="list-style-type: none"> User owned digital twin 	1	mobile apps, knowledge mgt automation	-1 idea
20100208	<ul style="list-style-type: none"> A special market for selling my ideas. 	1	Asia supermarket, e-shop, printing & design, coffee bar, organic and vegan market, machine or system to solve problem of pollution	-5 ideas
Unknown	<ul style="list-style-type: none"> cold pressed coffee for sale in high end coffee shops and providores etc 	1	??	
20100210	<ul style="list-style-type: none"> Ayurvedic massage place 	1	Ayurvedic massage place	0

In terms of comments about the program, direct quotes from each of the three ex-post participants are as follows:

Question: What did you like about this program?

- The mentors are very supportive and encouraging.
- People, challenge my thinking, mentoring/coaching, meeting others
- Make my business target clearly, make me more focus on the business.
- Information what they delivered.

Question: What do you suggest could be changed or improved in this program?

- Mention the previous success stories at the beginning of the program to inspire participants.
- More homework to keep focus
- More connecting.
- So far none.

Question: Please add anything else you would like to let us know about the program and its effect on you and your family.

- Better understanding of Australian culture
- Better understanding that because it's Melbourne and Australia which is very multicultural our product should be targeted at different cultures

- We feel much more informed about how to start a business in Melbourne and start up in Australia with laws etc
- Strong Suppliers or supports of lease shops...or more helpful method to get to start the business.

Interview data

Three participants indicated a willingness to participate in an interview. The following is an extract of the first interview. The second interviewee will be available in March; the third is a late respondent to the survey and will be interviewed in Feb 2023.

For those who participated in an interview, benefits of the program included: building connections, including across cultural and ethnic backgrounds; learning new skills; developing knowledge, including around importance of communication. One challenging area was making time for participation, given other commitments. It was also suggested that resources be shared earlier on.

Participant 1

What is it about the program that has helped you, if anything, and how has it helped you?

- Deep dive into the BMC
- Clarify the start-up you are working on, better prepared, and in turn plan out the business with greater clarity.
- Able to provide

Has anything stopped you from fully participating in the program or stopped you being fully engaged with the learning process?

Work during the week, made it difficult. I am really keen on participating, doing assignments and materials. Though sometimes hard to do with the work that I am doing.

During the program, did you have the opportunity to connect with people from other cultural and faith backgrounds? If so, was this interaction valuable? In what ways?

- Yes, everyone was from a different ethnic background, so that was good.
- I did find it valuable, everyone in the program was from a different ethnic background. People from different preferences and see things differently, the mingling of the ideas allowed me to see bigger picture as it is important in Melbourne because more customers from different backgrounds may be in our customer base. People see things differently.
- Need to be more considerate to other customers. Have awareness about different customer segments from different backgrounds.
- Customer segments involve multiple cultures.
- Let's me see more opportunities to explore by involving more different customer bases.

- Population in a constant state of flux because of migration in Australia. As different customer segments grow and or shrink in size
- Have to be consistently aware of these differences to mind your business.
- Reminded me I should not be too focused on a single customer/cultural group and reach out.

During the program, did you gain insight into how to tap into networks of people with different cultural or faith backgrounds? If so, do you think this will be valuable? In what ways?

- Participating in different activities, they are opportunities to engage with communities in public.
- Given me the awareness and motivation to reach out and engage more going forward.
- Inspired me to engage with others. I should find opportunities to help others.
- I can also provide people with my skills. Go and engage and meetups to open up networks.
- I did not initially think engaging outside of my circle allows me to open up my options.
- As an example, I found benefit and a challenge in keeping up with the participants and Lynda. I felt I would run out of ideas and then I would hear other people's ideas and I would say "why didn't I think of it".

What is the most significant change you have experienced from having completed this program, if any, and why is it significant?

- Editing of my project and ability to clearly explain to others.
- My project needs to be explained in simple terms, because really it is a programming language, so there are ideas to explain and a lot of costs involved so it is complicated, but with the help of the team they were able to help me make a good model.
- Improving communication to others – explaining it in simpler terms

Now that you have completed the program, do you feel you are included or belong in Melbourne and why do you feel this way?

- Yes, definitely.
- The efforts of government to ensure that migrants and migrant founders get support and participate and work with our peers
- They appreciate the way we are encouraged to grow our business.
- Working alone, we are able to grow.
- Is there one particular/specific improvement to the program you would recommend?
- There were people who were inspiring and videos that were shared, but these resources should be shared at the beginning.

Appendix D – Mandarin-speaking cohort

Introduction

iGen Foundation Ltd have invited Swinburne University of Technology to undertake an evaluation of their entrepreneurship education project: ***Keeping it in the family: Business training for migrant families*** (KIITF).

The third cohort participating in the project, constituted of Mandarin-speaking migrants, completed the program over the period 25th March 2023 to 29th April 2023.

This document provides an interim report that will form part of the final evaluation of the project. Its purpose is to provide an update on the project outcomes, and to generate discussion and insights relating to the project in the context of this cohort.

Overall findings

The evaluation of the experience of the third cohort provided the following high-level results, which are explored in more detail in this document. It should be noted that the number of people participating in the evaluation was small, so these outcomes are indicative rather than conclusive:

- Participation in the program is beneficial for participants in terms of their entrepreneurial self-efficacy (ESE),
- Participants valued the content provided; the opportunities to consider business and startup opportunities; and the professional networks,
- Participants valued the fact that iGen and the government were providing the program; and they acknowledged the quality of the team delivering the program and the quality of content,
- Participants felt it would be beneficial if (1) further resources could be provided e.g., around legal matters; marketing; and (2) opportunities for follow up could be provided.

In terms of reflections on the program overall, the evaluation team notes the following:

- While the people participating in the program found it beneficial, numbers are small-both in terms of overall participation and in terms of participating in the evaluation.
- Possible reasons for low levels of participation, which could be considered for future iterations, include concern among potential participants about time commitment and about what value will be gained from participating; promotion and marketing of the program. Potentially some of the positive quotes from participants could be used in future promotion of the program.

- The program deliverers did a very good job. Consideration could be given to whether further resources can be provided for participants, accessible through an on-line portal.

Research aims and questions

This project aims to evaluate the efficacy of the Keeping it in the Family project as an education program that delivers the knowledge, skills and self-confidence needed for migrant families to start-up their own businesses as a means of reducing social and economic exclusion.

To achieve the aim, we will be guided by the following research questions:

1. How has the Keeping it in the Family project developed the mindset, skills and knowledge needed for migrant families to start-up their own ventures?
2. How has the Keeping it in the Family project assisted migrant families to overcome the experience of economic and social exclusion?
3. How has the Keeping it in the Family project facilitated intercultural relationships, other anticipated and unanticipated positive outcomes, and confidence?

To explore these questions, we collected and analysed data via survey (ex-ante and ex-post) and personal interview (ex-post). We also worked with data collected by the program for use in the monitoring and evaluation of the program. In this report, we present our interim findings.

The Mandarin-speaking cohort

The small sample of responses to the ex-ante (n=4) ex-post (n=2) surveys limited the opportunity to draw interim findings for the Mandarin-speaking cohort. The program ran from 25th March 2023 to 29th April 2023.

Next follows detail on the data that has been collected from this cohort.

Facilitators, presenters & judges

Program facilitators, presenters and judges were native Mandarin speakers.

The program consists of the following components: one Big Ideas Workshop, a six-week educational program, and three one-hour coaching sessions per family group. Families are required to participate in the six-week educational program in order to receive coaching.

Program Facilitator:

- Melissa Zang graduated from The University of Melbourne with an undergraduate degree in Marketing and Management, and a Master of Applied Commerce. With a background in accounting and translation companies, she has been running her own business since 2020.

Volunteer (Weeks 1, 2, & 6):

- Eddie Huang earned his Master's degree in Finance from Melbourne University. With previous experience at ANZ (banking), KPMG now employs him.

Presenters:

- Week 3: Ivy Wang of Wondering Mind Content Marketing, specializing in social media, promotion, and advertising.
- Week 4: John Wu, a partner at Piper Alderman law firm.
- Week 5: Elaine, a partner at Aznash & Partners.

Judges at Pitch Event:

- Ben Shi, Vice President of the Australia Jiangsu Chamber of Commerce, CEO of Flixon Group Pty Ltd., and Founder of BetterGenes Life Science.
- Will Zhang, Managing Director of Eight Rivers Group, which focuses on investment management, capital raising, and wealth management.

Program Participation

Table 1 outlines the program.

	Date / Duration	Location	Numbers	Purpose	Comment
Big Ideas Workshop	18 March 2023, 6.5 hours	Box Hill Institute, 253 Flinders Lane	2 families/groups, 13 participants in total (1 participant attended briefly)	Introduce creativity, problem-solving, understanding customers, and spotting opportunities. Not mandatory for program engagement.	Participation was lower than expected.
Business Builder Workshops	6 workshops, each 4-4.5 hours	-	7 participants attended most workshops	Focuses on personal resilience, business networks, tools, skills, and mindsets needed for entrepreneurship.	53% (n=7) of initial participants (individuals) completed the full workshop program.
Coaching/Mentoring Sessions	10th – 28th April 2023, 3 sessions per family, 3.5 to 4.5 hours each	Via WeChat	1 family eligible for coaching after completing the 6-week program	To continue motivation with developing the business and reviewing the roadmap.	Sessions were conducted online by Melissa Zang, the Program Facilitator.

Note: Both family groups that presented at the 'Big Ideas Workshop' completed the program,

although individual attendance varied throughout (Table 2).

Description	Individual Participants	Family/Group Participants
Total Registrants	13 individuals	2 families/groups
Big Ideas Workshop Attendance	13 individuals	2 families/groups
Business Builder Workshop Attendance	7 individuals	2 families/groups
Coaching Session Attendance	7 individuals	2 families/groups
Progression Rate from Big Ideas to Business Builder	54%	100%
Progression Rate from Business Builder to Coaching	100%	100%

Ex-ante data collection

The ex-ante survey was distributed by hand and collected by Rosemary Fisher prior to the start of the Big Ideas Workshop, regardless of completion status.

Demographic Breakdown:

- Total respondents: 4 (2 women, 1 man, 1 other)
- Total families/groups: 2
- Total individuals: 4

Relationship Status:

- None: 2
- Parent: 2

Age Groups:

- 21-30 years: 1
- 31-40 years: 2
- 41-50 years: 1

Country of Birth:

- China: 3
- Nauru: 1

Residence Duration in Australia:

- Mean: 8 years (Note: Two out of the four individuals have lived in Australia for less than a year)
- Range: Less than 1 year to 18 years

Current Occupations in Australia:

- Early Childhood Education industry: 1
- Banking: 1
- None: 2

Family-Owned Businesses:

- Yes: 3 (75%)
- No: 1 (25%)

Location of Family Businesses:

- China: 1
- Melbourne: 1
- Not Provided: 1

Started Own Business:

- Yes: 50% (2 out of 4 respondents); Locations: China (1), Melbourne and Nauru (1)

Business Idea Generation:

- 2 from one participant

Quantitative Data Collection:

The data was collected to meet the City of Melbourne's information requirements and for the ESE 5-point scale (Zhao, Seibert & Hills, 2005). Table 3 presents both the ex-ante and ex-post data collection for questions common to both surveys to facilitate a comparison over time.

	Ex-ante, n=4		Ex-post, n=2	
	Mean	Standard Deviation	Mean	Standard Deviation
I feel comfortable interacting with people from different cultural and faith backgrounds.	4.3	0.96	4.5	0.71
I feel confident interacting with Australian-born people from UK and European backgrounds	4.5	0.58	4.5	0.71
I feel confident interacting with people of Aboriginal or Torres Strait Island backgrounds	4.3	0.96	4.0	-
I feel I would face discrimination when trying to set up a business	3.5	1.29	n/a	n/a
I am resilient	3.8	0.50	4.0	-
Start a business myself.	3.3	2.22	4.5	0.71
Purchase a small business for myself	1.8	1.50	1.5	0.71
Start and build a high-growth business	2.0	2.45	3.5	0.71
Purchase and build a company into a high-growth business.	1.8	2.36	1.5	0.71
Interact with mainstream organisations.	2.0	0.82	3.5	0.71
Entrepreneurial Self Efficacy Scale items				
Identify new business opportunities.	2.8	0.50	3.5	0.71
Create new products.	2.3	0.96	3.5	0.71

Think creatively.	3.3	0.50	3.5	0.71
Commercialise a new idea or product.	2.3	0.50	3.5	0.71

Ex-post data collection

Ex-post surveys were completed over the time period 25 April 2023 to 27 April 2023 (see Table 4). The ex-post survey was emailed to 6 participants on 25 April; a reminder was sent out on 30 April. Two participants responded to the first mail out (response rate 33%), none to the reminder. It is not clear which of the participants completed the ex-ante and ex-post surveys.

Ex-post			
	Mean	Standard Deviation	
Thinking about <u>your time</u> in the program:			
I learned new knowledge	4.0	-	
I liked how I was taught	5.0	-	
The program was well organised	5.0	-	
The teaching spaces were adequate for the purpose of my learning	5.0	-	
The program met all my expectations	4.5	0.71	
Thinking about what you have <u>learned</u> in this program....			
I will use what I have learned to start a business in the next 6 months	4.5	0.71	
I will use what I have learned to look for paid work in the next 6 months	2.0	-	
I will use what I have learned to solve problems in my life	4.0	-	
I will use what I have learned to access seed funding	4.0	-	
What I have learned in this program will be useful to me.	4.5	0.71	
Now that you have finished the KIIPP:			
I am satisfied with the presenters of the workshop	3.0	-	
I am satisfied with the coaching I received as part of this program	3.0	-	
I am satisfied with the tutoring I received as part of this program	3.0	-	
In general, I am satisfied with the program	3.0	-	
During the program I was able to interact with people from a variety of cultural and religious backgrounds	3.0	-	
I developed networks and contacts with Australian-born people of British and European origin who will help me start a business	2.5	0.71	

Idea count – 2 from 2 participants. As data is anonymous, we cannot identify if either of these participants was the individual who gave the 2 ideas in the ex-ante survey.

In terms of comments about the program, direct quotes from ex-post participants are as follows:

What did you like about this program?

- Adequate preparation of the lecturer for the course.
- Gain experience and knowledge from coaches from different fields.
- Meet different people, especially those working in the business and entrepreneurial fields. It is very helpful for expanding your network.

What do you suggest could be changed or improved in this program?

- It is suggested to have some extracurricular introduction of entrepreneurial resources. For example, entrepreneurial activities and free or paid resources provided by the government or other organisations.
- If it could cover more about the difference and potential opportunities for entrepreneurship between China and Australia, it would be more interesting.

What did you like about this program?

- Adequate preparation of the lecturer for the course
- Gain experience and knowledge from coaches from different fields.
- Meet different people, especially those working in the business and entrepreneurial fields. It is very helpful for expanding your network.
- Strong interaction and make new friends.

Add anything else you would like to say about this program:

- Great program
- Thank you very much to the government and iGen Foundation for organising this session. Melisa expressed clearly, and she was friendly and easy to communicate with. The atmosphere during the whole session was comfortable. I hope more people will know about this project and join in. It's an honour to participate in this session.
- Establish a community for female immigrants in Australia and provide courses and activities to help them achieve economic independence.

Interview findings

The following is a summary of the key findings from two interviews conducted by Richard Laferriere at the conclusion of the program. Transcripts have been de-identified and names replaced with “participant 3” and “participant 4”.

Participant 3 - found the program to be highly beneficial, offering emotional support, valuable business knowledge, and validation of their prior knowledge. They particularly noted the significant

government support provided for startups. One of the key aspects highlighted by Participant 3 was the importance of networking opportunities that the program facilitated. These interactions, both with local contacts and within their cultural community, were deemed valuable for both business and personal needs.

Participant 3 also reported full engagement with the program. They appreciated the availability of support systems, including advice on local life and startup practices, and highlighted the general helpfulness of people when asked for assistance. The program also played a pivotal role in Participant 3's social integration in Melbourne, helping them establish a sense of belonging. They felt welcomed and did not encounter any feelings of rejection.

However, Participant 3 did make suggestions for improving the program. They proposed the introduction of a follow-up program or a clear pathway after the current program. Their idea was to maintain the group connection and continue the valuable learning and networking opportunities that the program offers.

Participant 4 - greatly appreciated the program, primarily due to the networking and connection opportunities it presented, especially with individuals of similar backgrounds. The flexibility of the program enabled Participant 4 to fully engage despite initial timing challenges.

The guidance and mentorship Participant 4 received from seasoned entrepreneurs played a significant role in bolstering his confidence in his own ideas. Despite having previous experience with similar programs, he expressed a need for more resources and connections, specifically in relation to legal issues and market testing in Australia.

Additionally, the program contributed positively to Participant 4's sense of belonging in Melbourne, further enhancing the overall value they derived from their participation.

Appendix E – Arabic-speaking cohort

Recruitment for the Arabic cohort began in December 2022 for the Big Ideas workshop on 18 February. Despite extensive promotion through Arabic-speaking ethnic community groups and leaders, mosques, local governments, government and non-government organisations and public housing estates particularly in North Melbourne, Carlton, and Kensington there was a low number of registrations by 11 February 2023. After discussing the issue with City of Melbourne, it was decided to delay the start of the program until 6 May and to expand the catchment area from only City of Melbourne municipality to other local government areas.

From 13 February, promotion continued in the City of Melbourne area and extended into greater Melbourne with more local governments, generalist government and non-government organisations, orthodox churches, ethnic community leaders and organisations contacted.

By 1 May with registrations still very low a decision was made by the team and iGen Foundation chair to speak with City of Melbourne to advise of concern that the Big Ideas workshop may have only a small number of participants and the 6-week Business Builder program may not go ahead. City of Melbourne decided that the Big Ideas workshop should go ahead to ascertain interest in the 6-week program and a decision made after 6 May about whether or not to continue the program.

Three participants attended on 6 May. A team meeting was held 8 May with a decision not to go ahead with the Business Builder program, instead to provide support to those participants by way of:

- three business coaching sessions which was an element of the existing program,
- information about where business startup resources could be found e.g., Small Business Victoria, ATO webinars etc.
- via a Pumble channel, providing ongoing information about events, pitches, other business programs they may be eligible for and
- information about other iGen Foundation or Enterprising Partnerships startup initiatives they may be eligible for.

The City of Melbourne agreed to this resolution and the *Keeping it in the Family* program officially concluded on 30 June once the three participants had received business coaching.

No data was collected or included in this report for the Arabic-Speaking cohort.

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