

NAB Community
Microenterprise Loans

Case Study – Beagle Bay Bakery

Name: Laurie Cox **Location:** Beagle Bay, Western Australia

Not-for-profit loans assist bakery

A man in a tiny coastal town north of Broome, Western Australia is on a mission to improve the diet and lifestyles of his community by making fresh and healthy food more accessible.

Lawrence Cox, a resident of the Ladjardarr Bay Community for the past 20 years, opened Beagle Bay Bakery to provide the 300 residents of Beagle Bay, plus the 35 Ladjardarr community members, with freshly baked goods daily. Members of the Ladjardarr community are Stolen Generation descendants with links to the Gija and Nimanburu people.

“I want the Bakery to be a good example of healthy eating and healthy lifestyles,” Mr Cox said, “as well as providing jobs and stability for my family.

“I worked for the last 14 years in the oil industry, and have a degree in Community Development, so I wanted to do something which would make a positive impact on the surrounding community.”

Healthy lifestyles are a big part of the Cox family, with Mr Cox’s niece Rohanee Cox becoming the first Indigenous woman to represent Australia in Olympic basketball and recently taking out her third Deadly for Female Sportsperson of the Year.

Mr Cox accessed a \$20,000 Microenterprise Loan via the Indigenous Entrepreneurs Program, a partnership between National Australia Bank (NAB) and Indigenous Business Australia (IBA). The funds helped Mr Cox to open the bakery and purchase a van so he can take his products to surrounding communities.

“I want to set the family up for the future – I have seven children and 14 grandchildren to think about – and down the track I would like to see the Bakery be a centre for on-the-job training for young people and cater for the local school,” Mr Cox said.

“Because our communities are so remote, I need to purchase a vehicle so I can distribute our baked goods to surrounding communities. Further down the track I plan to expand into communities in the Fitzroy Crossing area, so a reliable vehicle is the key to doing that successfully.”



Andrew Whitechurch, NAB’s WA State Manager said providing Indigenous Australians with improved access to financial products and services was part of the financial inclusion commitment made in NAB’s Reconciliation Action Plan, launched in December last year.

“Through NAB’s Microenterprise Loans, we want to build long term, sustainable relationships with Aboriginal entrepreneurs to help them reach their business potential.”

NAB provides Microenterprise Loans to entrepreneurs identified by IBA. In turn, IBA helps each business with their business plan, cash flow projections and advice on how their lives will change once their business opens.

Chair of IBA, Dr Dawn Casey, said IBA played a significant role in helping Indigenous entrepreneurs participate in the Australian economy.

“At Indigenous Business Australia, our role is to help Indigenous entrepreneurs establish their businesses in the mainstream economy through business advice, support and mentoring.

“NAB’s not-for-profit Microenterprise Loans, partnered with IBA’s business support, provide a practical way to encourage financial independence for Indigenous people who have a sound business plan but limited financial resources,” said Dr Casey.

For further information visit: www.nab.com.au/microenterpriseloans