

iCapisce Foundation

Indigenous Language Preservation Project

Project Plan - October 2016

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Extract

The goal of this project is to preserve Aboriginal languages in a form that facilitates teaching current and successive generations.

This project supports a strong push by Aboriginal groups to preserve languages as a means of restoring culture and building esteem in the reconciliation era. More than 200 languages have been lost since Federation and the remaining 100 are critical to restoring cultural identity and addressing underlying social concerns.

This project will capture eight main languages in an accelerated learning tool and make them available to “stakeholders” including elders, young people, students and allied health and education service providers. The digitised information will be stored securely in the cloud and made available to community groups with tribal-elder approval.

Australia has a growing lexicon of indigenous words that are benign to the learning process. iCapisce offers a mechanism to learn those words, and the phrases they form, in short bite-size, repeatable topics. iCapisce uses multi-modal learning techniques to build strong and reliable vocabulary that can be used by both indigenous and non-indigenous people.

An initial pilot program in Bunbury will test the language capture process before proceeding to the next seven centres in Western Australia. The pilot has three distinct phases spread over four weeks:

1. Program introduction and engagement of elders and champions
2. Author training and allocation of topics
3. Refinement and approval of topics

The Bunbury pilot program will cost \$21,498. The ratio of indigenous to non-indigenous hours is 81:19. The pilot will produce 200 terminology topics (2,000 words) and 50 phraseology topics (3,000 words)

Following a pilot review, it is proposed to repeat the process in Geraldton, Carnarvon (see note below), South Hedland, Broome, Halls Creek, Kununurra, Kalgoorlie. This will be done in three successive phases. Those phases form a change-management program that will ensure better engagement by the local people and effective adoption of the technology.

An allocation of \$11,750 is made for each language group for the completion of 250 topics, costed at the rate of 100 topics per month over 3 months. A bonus of \$1,000 will be paid for timely completion.

The total cost of the Indigenous Language Preservation Project is ...	\$196,672
The project duration is twenty one weeks spread over six months ...	21 weeks
Indigenous FTEs : Non-indigenous FTEs	81:19

Summary:

- This project will preserve the indigenous languages of the major language groups in WA.
- More than half of the committed funds will pay for indigenous people.
- Workers in each Language Centre will gain contemporary computer skills.
- The investment will generate ongoing jobs and opportunities for Indigenous people.
- Benefits accrue to non-indigenous service providers (Health, Education, and Emergency Services) by way of better communication with indigenous people.

N.B. The Carnarvon Language Centre was closed in September 2016 due to Government funding cuts. There is still a strong local population that should be approached to determine if the initiative can proceed.

Index

Section 1. Project Charter

Section 2. Scope Management

2.1 What's In Scope

2.2 What's currently not in scope

Section 3. Schedule Management

3.1 Project Gantt Chart

Section 4. Cost Management

4.1 Single-site budget (bottom up budget)

4.2 Multi-site annual budget (top down)

Section 5. Quality Management

Section 6. Human Resources Management

Section 7. Communication Management

Section 8. Procurement Plan

Section 9. Risk Management

Appendices

1. Gantt Chart

2. Project Logistical Budget

3. Annual Operating Budget (extrapolation)

Section 1. Project Charter

Introduction

There are strong correlations between the restoration of culture and the saving of language. There is a vast difference to thinking in an Aboriginal language than there is to thinking the same thought in English. Aboriginal languages are contextual because of the relatively small number of words available so words can take on different meanings according to the situation being discussed. The cultural cues and rituals designed to sustain Aboriginal Law and Culture are all in the language of the local area.

The Aboriginal culture has an oral tradition. Much of the recorded information has been done by well-intentioned, non-Aboriginal people. In recent times Aboriginal People have taken ownership and responsibility for retaining existing information and for collecting and disseminating newly produced information to successive generations. One of the most important areas managed by them is that of the recorded languages from all the regions across the country.

According to the Aboriginal Language Foundation there were once more than 300 Aboriginal languages in Australia and now there are around 100 still in use today. In NSW and Vic languages are being reintroduced. The Aboriginal Language Foundation has strongly stated the importance of the preserving the languages that remain by creating dictionaries with sound libraries to secure these languages. This is a worthy goal on its own and is intrinsically connected to the goal of rebuilding culture.

These goals are supported by the iCapisce Foundation through the Aboriginal Language Preservation Project. The use of the iCapisce accelerated learning tool will establish competent conversational levels in the shortest possible time. And it can be done in parallel to the development of dictionaries.

iCapisce captures the indigenous lexicon as both terms and phrases and stores them in short bite-size topics for rapid learning using three dominant modalities - sight, sound and touch. It is these modalities that allow people with lesser levels of literacy to learn rapidly and more reliably.

The iCapisce Foundation proposes to engage the Aboriginal Elders, Academics, Teachers and Students in the initial creation of two hundred terminology topics (2000 terms) and 50 phraseology topics for each language group. Those topics will be used by the aboriginal people to teach successive generations. They will also be used by allied service providers such as medical personnel to provide better diagnostic and prescriptive services.

iCapisce has sought advice and support from experienced Aboriginal people and non-Aboriginal people where necessary to ensure appropriate context and content for all our work.

Objective

- Equip Aboriginal people with smart education technology to capture their language and pass it on to successive generations
- Preserve, revitalise, and maintain indigenous languages - Terminology, Phraseology, Stories
- Train non-indigenous service providers in the local indigenous language
- Become a trusted repository of all [Australian] indigenous languages

Target Market

There are two distinct audiences for Aboriginal terms and phrases:

1. the Aboriginal people
2. non-Aboriginal people engaged in allied health, education and service provision.

Products & Services

Scoping studies

A data-set will be compiled in each region that will include government services, private services, missions, telecommunications, population demographics and population trends.

Software

iCapisce software uses multi-modal (sight, sound, touch) learning techniques in a learn-practice-test pedagogy to build fast-access memory around terms and phrases using images, sounds and repetitive matching techniques.

Training - Authors, Teachers, Students

Training will be provided to topic Authors in phase 2. The software is relatively intuitive and there are tips and video clips to aid/remind users. There will also be training opportunities arranged for schools and other educational institutions in the commercial roll-out of the product

Low-cost tablets & charging racks

It is one of the core goals of the iCapisce Foundation to make the educational software available to all levels of society. Where financial hardship is an issue, The Foundation has researched and tested a range of low cost tablets which can be made available to any community or group of students.

Project management services

Schedule management
Cost management
Performance reviews

Regional desktop design and support integration

Customised desktops designed for each identifiable language group.

Standard Process Overview

1. Engage regional consultant
2. Preliminary regional scoping study
3. Connect with regional language centre
4. Project and product overview
5. Introduce the role of the local champion
6. Finalise scoping study
7. Train authors
8. Collect terms, phrases and stories
9. Generate topics
10. Edit and approve topics
11. Local end-user training - Schools, VTEC, Community Groups
12. Local support hand-over

Report to Stakeholders

Monthly progress reports will be made to

Benefactors

Local language elders and councils

iCapisce Pty Ltd and iCapisce shareholders

Australian Government through the RAP process

Local schools and universities

Key Project Personnel include:

Project Lead - Doug Robertson Former Director of Wesley Mission Community Services

Community Liaison (Noongar) - Alison Nannup Noongar Woman and Linguists Student

Community Liaison (Yamatji) - Tash Ryan Language Teacher (Wadjari)

Community Liaison (Kimberley) - to be confirmed Neil Fong

Community Liaison (Desert) - to be confirmed

MarComms - Alex Rough

Consultant - Professor Leigh Straw - Notre Dame University

Project Manager - Harvey Rough

Section 2. Scope Management

2.1 What's in Scope ?

Indigenous language groups in Western Australia will be engaged in the following order:

1. Western Australian and Northern Aboriginal Alliance.
2. Noongar Boodjar Language Cultural Aboriginal Corporation - Bunbury
3. Bundiyarra Aboriginal Community Aboriginal Corporation - Geraldton
4. Wangka Maya Pilbara Aboriginal Language Centre - South Hedland
5. Mabu Yawuru Ngan-ga - Broome
6. Kimberley Language Resource Centre - Halls Creek
7. Mirima Dawang Woorlab-gerring Language and Cultural Centre - Kununurra
8. Goldfields Aboriginal Languages Project - Kalgoorlie

Each language group will have a local champion. The champion will connect the iCapisce team with the language centre's key contacts and conduct a scoping study. The scoping study will identify and nominate local people who will be trained in iCapisce and then allocate a range of topics to each author.

The nominated champion will then assist with:

1. Product training.
2. Topic authoring
3. Topic editing and approval
4. Local marketing and communications
5. Broader education back into the local community
 - School training
 - 1 hour Principal pitch (plus senior staff)
 - 2 hour Teacher training pitch
 - 45 minute student tutorial
 - Vocational Employment Training Centres
 - 1 hour Principal pitch (plus senior staff)
 - 2 hour Teacher training pitch x 2
 - 45 minute student tutorial
6. Follow-up support
7. Social media coverage

A project review with local stakeholders will be conducted at the end of each regional language campaign with lessons learned being applied to the next campaign.

Infrastructure

1. Low cost iCapisce-specific tablets ?
2. Charging racks?
3. Wifi connectivity?

2.2 What's Not In Scope?

Services currently not in the scope of this project include:

- Providing broadband or satellite links for outlying communities
- Training in outlying communities.
- Tablets for local users
- Marketing into eastern states
- Networking with Eastern States
- Professorial oversight
- Evidence based testing

2.3 Scoping Study - Template

The following scoping study will be undertaken in each regional language centre.

- the document can readily be adapted to accommodate local differences.

Centre / Town			
Region/Town	Bunbury Region		
Language Group	Pindjarup		
Language Council	Noongar		
Population	Indigenous	Non-Indigenous	Total
0-5			0
5-12			0
12-18			0
18-25			0
25+			0
60+			0
		0	0
			0
Schools & School Systems			
Vocational Training Centres			
Existing Services			
PCBC? YMCA?			
Existing Utilities			
240v power			
WiFi Connectivity			
Local technical expertise			
Key Contacts			
Name	Roll	Region	EMail/Phone

Section 3. Schedule Management

See Gantt Chart Appendix 1.

The project is broken down into seven distinct steps:

1. Preparation of 250 common topics - 200 term topics, 50 phrase topics
2. Pilot Implementation Study in Bunbury consisting of
 - a. Scoping Study and Project Introduction
 - b. Author training, topic generation and quality control
 - c. End-user training
 - d. Follow-up coaching
3. Post pilot process and efficiency review
4. Project Introduction tour to the six Indigenous Language Centres in:
5. Author education and user training at each centre
6. Follow-up coaching visit to each centre
7. Three step implementation in Kalgoorlie

The assumptions behind the proposed schedule include:

1. Standardise the basic set of topics to simplify the process and fast-track adoption by non-indigenous service providers
2. An Indigenous consultant will be engaged to assist with building relationships in each area
3. Provide a template for each topic and then train indigenous people to localise each one
4. Test the methodology close to home and minimise travel and accommodation costs
5. Get each Language Centre started and then revisit to encourage them to do more

Variations:

It is possible that the Pilot Implementation will yield factors that we have not taken into consideration. We may need to adapt the schedule and accommodate a greater level of change-management (training, coaching, topic editing). We may also find that a fourth (coaching) visit may help produce a more lasting commitment to the project.

Section 4. Cost Management (Budget)

Cost budgets have been developed (i) bottom-up (ii) top down and then analysed for any unforeseen differences. The average cost per language centre is \$15,795 in direct project charges and \$8,750 in direct indigenous labour charges for 250 topics plus completion bonuses of up to \$3,000.

Topic templates have been prepared pro-bono by Doug Robertson

The Bunbury pilot study will cost \$9,748.

Plus the Indigenous labour cost for topic production - \$8,750 + \$3,000 bonus

The unit cost for each of the northern language centres is:

\$ 15,795 in direct training and support - including travel and accommodation

\$ 8,750 in indigenous topic production costs

\$ 3,000 topic completion bonus spread over three months

Ideally, it would be wise to lobby for an additional grant from either government or private sources to pay Indigenous people to generate additional topics in years 2, 3, 4 and 5. Topics take 1 hour to complete using a template or 2 hours from scratch.

Appendix 2. [Phased Logistics Budget](#)

Appendix 3. [Annual Cash Flow Budget](#)

Assumptions

The assumptions behind all three budgets include:

1. Australian dollars
2. Not For Profit Foundation
3. Test in South West
4. Seven Language Centres in Western Australia
5. Train champions in each centre to capture the local language
6. Return later to expand the circle of influence into regional towns
7. AirBNB bookings wherever possible to reduce hotel charges
8. Expand nationally after one year of operating experience

Section 5. Quality Management

There are multiple initiatives required to ensure the quality of service delivery:

1. Project messages and introductory letters will be pre-prepared and edited prior to dissemination.
2. Doug Robertson and Alison Nannup will require product and presentation training before they start work in Bunbury..
3. Presentations will need to be prepared, rehearsed and timed prior to departure.
4. Doug will need to prepare and rehearse answers for FAQs
5. Training notes will need to be customised for the indigenous audience
6. Training sessions will be rehearsed, reviewed and refined prior to delivery
7. Content will be reviewed and modified if necessary in the post implementation review

There are multiple initiatives that can ensure the quality of topic production:

1. A default list of 250 topics is being produced to fast-track topic production with common terms and images. This will be checked and passed by the Language Centres.
2. Those topics will be allocated to individuals at each centre and periodically checked for accurate completion. If topics are not completed to the required standard, they will not be approved and returned to the author for completion.
3. Completed topics will be made available for peer review by local champions and regional elders before being made available to local, national and international audiences.

Software process controls also provide an element of quality control:

1. Unique user identification and password authentication (Two-point authentication COULD be implemented to prevent password sharing.)
2. The topic approval process employs a quality star-rating system and prevents incomplete work being viewed by students
3. Topic approval locks off topics from future changes and ensures consistency of content
4. Topic distribution controls CAN prevent topics being viewed by the wrong eyes.
eg. reproductive organs and sexual health matters in the reach of minors
5. Topic classification systems can also restrict the availability of topic subject matter to the appropriate audience.

Section 6. Human Resource Management

Project Lead

The Indigenous Language Preservation Project is a legacy activity for both Doug and Francesca Robertson. It is one more initiative on their behalf for the benefit of our society.

Given their age and levels of health we will need to monitor their workload and manage stakeholder expectations accordingly.

The project schedule breaks each phase into three or six week blocks. Each phase requires about 2-3 days per week at a reasonably leisurely pace. There is time for walks, rests and developing community connections.

A project review at the end of each assignment will determine how they're tracking and whether any adjustment is necessary.

Once the project is established and recognised by the broader Indigenous community it is incumbent on both Doug and Francesca to find Project Leads in other Land Council Regions and help facilitate more conversion work in parallel.

Indigenous Consultant

The Indigenous Consultant is expected to work beside the Project Lead for the duration of the assignment. Their minimum availability is about 37.5 hours per week for each phase. However, they could also get more closely involved in topic generation and increase both their skills and their financial reward by writing topics.

The Indigenous Consultant will be trained in all aspects of the product and they can go on to develop a consulting work stream if they so desire.

Indigenous Authors

All indigenous authors will be trained in the writing of topics and the general use of iCapisce. After the initial push to generate 250 topics, the Authors will be encouraged to go on and produce more topics at their leisure. Follow-up visits and regular MarComms updates should foster additional topic generation activity.

Foundation Personnel

Foundation personnel will be encouraged to participate in staff training with the commercial entity.

Section 7. Communication Management

Communication is critical to the success of this project.

There are multiple communication points:

Communication	Who	What	Frequency
Notification to Reconciliation Australia	Proj. Lead	Progress Letter	Quarterly
National press for Minderoo Foundation	AR + Minderoo	Press release	Annually
Project Team - plan, schedule, roles, duties, expectations	Proj..Lead	Proj.Plan	Inaugural
Regional Language Councils	Proj. Lead	Introduction	month -3
Regional Councils	Proj. Lead	Stmnt. of intent	month -3
	Proj. Lead	Progress update	
Regional Schools	Proj. Lead	Stmnt. of intent	month -3
	Proj. Lead	Training Invite	
	MarComms	iCap. Updates	
Local Elders	Proj. Lead + Consult	Introduction	Month -1
Benefactors	Proj. Lead	Progress update	Quarterly
Participating Universities	Proj. Lead	Progress update	Quarterly
W.A. Health Department	Proj. Lead	Progress update	Quarterly
iCapisce Directors	Proj. Lead	KPIs	Monthly
iCapisce Shareholders	MarComms	Co. Update	Quarterly

All formal / written communications will be authorised by the M.D. for both form and content. All communications must conform to branding standards.

Section 8. Procurement Plan

The following items will be acquired for project workshops:

Item #	Item	Method	Probable Vendor
1	1 x Laptop	On-line auctions	Grays Online
2	Small projector	Best price	Aliexpress
3.	Google Chrome Key	price/quality/reliability	JB HiFi
4.	4G Hotspot	price/quality/reliability	Telstra
5.	Digitising Pad	price/reliability	JB HiFi
6.	Projector screen	price/reliability	
7.	1 x Apple iPad	price/quality/reliability	Aliexpress
8	1 x Onda Tablets	price/quality/reliability	Aliexpress
9	1 x Samsung Galaxy Tab	price/quality/reliability	JB HiFi
10	Epson Officejet Printer	price/quality/reliability	JB HiFi
11.	Charging cables	price/quality/reliability	Aliexpress
12	Credit card	Personal application	

Section 9. Risk Management

There are several risks in a project of this nature and most fall into the category of human change management.

1. Engaging the commitment of Aboriginal elders.
 - speaking with local Aboriginal elders will take tact and diplomacy
 - engaging the commitment of local Aboriginal elders will require tact and diplomacy
 - communication will need to be low key and very respectful of their ways
 - selecting the right aboriginal consultant will be critical to success
2. Maintaining the schedule
 - the project team will need to manage forward commitments carefully
 - sufficient notice will be required for each and every meeting
 - some invitees will simply choose not to show on the day
3. The ability of the staff to present and train
 - presentation skills training and rehearsals are mandatory
4. Forward planning
 - coordination will be required with H.Q to send preparatory letters
 - coordination will be required to set up presentations and training sessions
 - coordination will be required to set up school presentations and training sessions
5. Finding the right indigenous consultant for each region
 - language groups can be very political
 - finding the right door opener will take good research
6. Continuing to add topics after the initial project is complete
 - periodic visits will be required to keep topic-creation momentum going
7. Doug & Francesca Robertson's years of service
 - this project is the legacy dream of Doug & Francesca Robertson
 - Both Doug and Francesca are in their early to mid sixties
 - we will need to monitor their health and well-being periodically
 - we will need to leverage their experience into eastern states regional councils