



THE **PAWA** PLACE OF LEARNING

A CULTURALLY GROUNDED LEARNING EXPERIENCE
FOR THE MUSIC & CREATIVE INDUSTRIES



BIGSOUND 2026 PREVIEW EDITION



WE ARE PAWA HAUS CREATIVE

● Culture at the centre ● Creativity in the mix ● Change as the outcome ●

Pawa Haus Creative is a Torres Strait Islander-led creative and cultural agency working across music, culture, education and industry change.

We create spaces where people can have the conversations that matter...the good yarns, the uncomfortable (but empowering) yarns, the curious yarns and, most importantly, the yarns that lead somewhere.

Our work brings together **cultural capability, creative practice, strategy and real-world industry experience** to help artists, organisations and leaders build stronger relationships with Aboriginal and Torres Strait Islander peoples and communities.

Learning about culture is **not** a compliance exercise

It should feel **human. Relevant. Challenging. Practical.**

Whether we're working at a festival, a record label, a recording studio, or a boardroom, our approach is grounded in culture, connection, respect and the belief that meaningful change happens when people feel safe enough to **listen**, brave enough to **reflect** and empowered enough to **act**.

CULTURE

Grounded in cultural integrity and respect.

CONNECTION

Relationships above transactions.

CREATIVITY

Learning doesn't need to be boring.

CHANGE

Awareness means little without action.

A LITTLE YARN FROM OUR FOUNDER



Will Pawa-Oui (he/him)

Erubam Le Kemer Kemer Meriam, Zenadth Kes (Torres Strait Islander)

Cultural Creative Producer & Strategist
Founder, Pawa Haus Creative

**Ka iabi nasaimeretlare kikem,
able gedkemle uridli, uader baumi,
a uader pe mena idid uridli, a
uader ia otarakasir.**

Acknowledgement of Country in Meriam Mir



Listen to the
Acknowledgement here

I was inspired to create **Pawa Haus Creative** through my own lived experience, and the stories and experiences that people have trusted enough to share with me.

My lived experience has involved a journey of understanding. The understanding that I come from communities that were often not well understood and judged for being different. I later come to realise, that being different was (and is) a strength.

From performing music about life, love and culture, to getting married to my beautiful husband on a social media series that would reach the world, and to becoming one of the most influential Cultural Educators in the QLD state healthcare system on Kombumerri Country (Gold Coast), I now choose to use my voice to empower others through education and continued creative practice.

Will Pawa-Oui
Founder, Pawa Haus Creative



THE PAWA FRAMEWORK

A practical approach to cultural capability in the music and creative industries.

The PAWA Framework is Pawa Haus Creative's learning approach for the music and creative industries. It is practical, culturally grounded and designed to empower people move from good Intentions into better ways of working with a positive and lasting impact.



● WEAVING CONNECTION ● CREATING CHANGE ●



A LEARNING OFFER BUILT FOR THE INDUSTRY

This guide introduces practical suite of learning experiences designed specifically for the (so called) Australian music and creative industries. This training also considers the evolving direction of the music and creative industries by taking into account key policies, research and sector reform priorities, including the National Cultural Policy, Towards Equity research, cultural reform research, and guidance around cultural capability.

WHAT MAKES THIS TRAINING DIFFERENT

What makes this training different is that it is designed to meet people where they are in their learning journey. Rather than a one-size-fits-all program, teams or organisations can choose a standalone 60-minute workshop, combine a few topics into a half-day experience, or build a deeper full-day journey across **Grounding**, **Exploring** and **Immersing**.

Each session is practical, conversational and tailored to the realities of the music and creative industries. We know people are busy, so the learning is designed to be flexible without losing depth or quality. Whether you have one hour or a full day, the focus remains the same: building knowledge, strengthening relationships and turning learning into confident action.

Workshops are intentionally designed to bring people together in person, creating a more connected and engaging learning experience. Face-to-face delivery allows for richer conversation, body language, shared reflection and the energy that comes from learning together in the same room.

Virtual delivery can also be considered where it better suits your people, location or circumstances.

Book a discovery meeting and we'll yarn about the best learning option for you.

THE LEARNING

JOURNEY

We believe that the learning journey is fluid. At times we need **grounding**, at times we're ready to **explore**, and sometimes we want to reconnect with each other by **immersing** ourselves in something that inspires us.

Start with one topic –
Or build a bigger journey

Our workshops are designed to be modular and grounded in the **PAWA Framework**.

We recommend starting with grounding, this sets the foundation to explore. Once you've explored, you can then dive deeper and immerse yourself.

Mob-only sessions are for Aboriginal and Torres Strait Islander creatives/arts workers.

01

GROUNDING

EXPLORING WAYS
OF KNOWING.



Grounding in shared knowledge, defining the vocabulary, and what's needed to learn in confidence.

FOUNDATIONS

02

EXPLORING

DEVELOPING WAYS
OF DOING.



Being realistic about the journey of learning, developing practice with the understanding of how things may impact working with Aboriginal and Torres Strait Islander peoples. Understanding the value of building relationships and ways to approach this.

INDUSTRY PRACTICE

03

IMMERSING

EMPOWERING PEOPLE
IN BEING.



Going deeper into who we are, and how our identities can flourish in different contexts to maintain relationships, skills and knowledge. Learning how to be culturally more responsive in real-time.

SPECIALIST

04

MOB-ONLY

SPACES FOR MOB,
BY MOB.



Spaces created to empower mob through knowledge growth, avenues for connection and support, building and maintaining skills through self-determination and navigating systems and Aboriginal and Torres Strait Islander affairs, staying resilient in exercising cultural authority / governance protocols.

MOB ONLY

THE LEARNING OPTIONS



Pawa Haus Creative's learning options are designed to be woven around where your team or organisation is at in its cultural capability journey. You might be **Grounding** in shared knowledge and understanding, **Exploring** how that learning translates into practice, **Immersing** in deeper reflection and organisational change, or creating a **Mob-only** space focused on self-determination, cultural authority and empowerment.

From there, we can shape the right learning format, whether that's a standalone workshop, a half-day experience or a full-day learning journey. Rather than following a fixed pathway, the content and format can be woven together to reflect your people, priorities, context and readiness for learning.

GROUNDING

WAYS OF KNOWING

Grounding is the essential first step in the learning journey. These workshops set the foundation for learning to develop a shared understanding around the context.

This particularly sets the foundation for culturally responsive practice moving forward.

01

CULTURE ISN'T A CHECKBOX

From cultural awareness to cultural capability – and why the distinction matters.

PAWA FRAMEWORK CONNECTIONS



Place & Perspective



Awareness & Accountability



Action & Impact

LEARNING OUTCOMES

- 1 Distinguish between cultural awareness, cultural capability and culturally responsive practice.
- 2 Recognise cultural capability as an ongoing learning journey rather than a completed task.
- 3 Reflect on your own position, assumptions and responsibilities when working with First Nations people.
- 4 Identify practical actions you can take to continue developing your cultural capability.

02

WE ARE ONE; AND WE ARE MANY

Exploring culture, identity and diversity across Aboriginal and Torres Strait Islander peoples.

PAWA FRAMEWORK CONNECTIONS



Place & Perspective



Awareness & Accountability

LEARNING OUTCOMES

- 1 Recognise Aboriginal and Torres Strait Islander peoples as distinct and culturally diverse peoples, communities and Nations.
- 2 Understand how identity, connection, place and cultural expression can differ between people and communities.
- 3 Recognise why First Nations identity cannot be reduced to stereotypes or assumptions.
- 4 Reflect on how your own knowledge and perspectives may influence the way you engage with First Nations people.
- 5 Approach conversations about culture and identity with greater curiosity, respect and cultural humility.

03

GOOD WAYS BUSINESS

Respect, relationships and culturally responsive ways of working with First Nations people and communities.

PAWA FRAMEWORK CONNECTIONS



Ways of Working



Awareness & Accountability



Action & Impact

LEARNING OUTCOMES

- 1 Identify principles that support respectful and culturally responsive engagement with First Nations people.
- 2 Understand the importance of relationships, reciprocity, cultural authority and local context.
- 3 Recognise when cultural advice, cultural permission or community engagement may be required.
- 4 Apply more culturally responsive approaches to communication, engagement and decision-making.

It is recommended that all Grounding workshops are completed before moving onto exploring and immersing.

EXPLORING WAYS OF DOING

After completing all the grounding workshops, it's now time to explore.

These workshops focus on real-world applications, tools and strategies to strengthen culturally responsive practices.

04

WORKING WITH FIRST NATIONS ARTISTS

Building stronger and more culturally responsive artist relationships from the first conversations through to long-term career support.

PAWA FRAMEWORK CONNECTIONS



LEARNING OUTCOMES

- 1 Recognise cultural considerations that may shape the experiences of First Nations artists.
- 2 Identify practices that support trust, respect and culturally responsive artist relationships.
- 3 Consider cultural responsibilities alongside commercial, creative and contractual expectations.
- 4 Identify ways industry workers can strengthen their everyday practice.

05

TURNING TRANSACTIONS INTO CO-CREATION

Moving beyond transactional deals towards reciprocity, shared decision-making and meaningful relationships.

PAWA FRAMEWORK CONNECTIONS



LEARNING OUTCOMES

- 1 Recognise transactional engagement vs genuine co-creation.
- 2 Understand the role of reciprocity, trust and shared decision-making.
- 3 Reflect on how power and control can influence partnerships.
- 4 Identify opportunities to involve First Nations people earlier and more meaningfully.
- 5 Apply approaches that shift towards creating with.

06

CULTURE IS NOT CONTENT

ICIP, consent, cultural permission and responsibility in music, media and creative practice.

PAWA FRAMEWORK CONNECTIONS



LEARNING OUTCOMES

- 1 Understand ICIP and its relevance to creative practice.
- 2 Recognise that access does not equal permission or rights.
- 3 Understand consent, attribution and cultural authority.
- 4 Identify key questions to ask before using cultural material.
- 5 Consider how culturally responsive practice strengthens creative decision-making.

07

BEYOND THE LINE-UP

Culturally responsive practice across festivals, touring, venues and live events.

PAWA FRAMEWORK CONNECTIONS



LEARNING OUTCOMES

- 1 Recognise inclusion goes beyond artist representation.
- 2 Identify opportunities across programming, production, backstage, hospitality, marketing and audiences.
- 3 Recognise barriers to participation.
- 4 Identify practical ways to embed culturally responsive practice across event delivery.

08

CURATING ENVIRONMENTS FOR STORYTELLING

Creating the conditions for First Nations stories to be shared respectfully, appropriately and on the storyteller's own terms.

PAWA FRAMEWORK CONNECTIONS



LEARNING OUTCOMES

- 1 Recognise storytelling begins with environment and relationships.
- 2 Understand consent, context, cultural authority and agency.
- 3 Identify how media and marketing shape stories.
- 4 Recognise risks of tokenism, stereotyping and deficit framing.
- 5 Apply approaches that create respectful conditions for storytelling.

IMMERSING

WAYS OF BEING

After completing all the grounding and exploring workshops, it's now time to dive deeper and immerse yourselves.

These workshops bring more opportunity to participate through yarning, have challenging conversations that empower us and inspire positive and lasting change.

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AI, CULTURE & THE FUTURE OF FIRST NATIONS MUSIC

A facilitated exploration of generative AI, voice, data, cultural material, creative, consent and the future of music.

PAWA FRAMEWORK CONNECTIONS



Place & Perspective



Awareness & Accountability



Ways of Working



Action & Impact

LEARNING OUTCOMES

- 1 Explore emerging cultural and ethical considerations associated with generative AI in music and creative practice.
- 2 Hear and consider different First Nations perspectives on AI, cultural authority, voice, likeness, data and creative consent.
- 3 Examine real or emerging scenarios through yarning circle discussion.
- 4 Reflect on whose knowledge, culture and creative material may be used in AI systems.
- 5 Collectively identify questions, principles and safeguards for culturally responsive tech use.

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ANTI-RACISM IN MUSIC

A deeper conversation about racism, power, responsibility and what active anti-racist practice looks like across the music industry.

PAWA FRAMEWORK CONNECTIONS



Awareness & Accountability



Ways of Working



Action & Impact

LEARNING OUTCOMES

- 1 Explore how racism can operate at interpersonal, organisational and systemic levels in the music industry.
- 2 Listen to lived experiences and perspectives that may challenge assumptions.
- 3 Reflect on the difference between being "not racist" and actively practising anti-racism.
- 4 Examine power, privilege and bias and how they shape opportunities and experiences.
- 5 Identify practical actions to respond to racism and contribute to more culturally responsive practice.

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TURNING GOOD INTENTIONS INTO CHANGE

A leadership immersion exploring accountability, decision-making and organisational change.

PAWA FRAMEWORK CONNECTIONS



Awareness & Accountability



Ways of Working



Action & Impact

LEARNING OUTCOMES

- 1 Explore the role of leaders, boards and decision-makers in creating culturally responsive organisations.
- 2 Hear perspectives that illuminate where intentions and lived experiences may not align.
- 3 Examine how power, governance and policy influence First Nations participation and outcomes.
- 4 Reflect collectively on where good intentions can fail to create meaningful change.
- 5 Identify tangible priorities, commitments or actions to strengthen accountability and culturally responsive practice.

MOB ONLY

WORKSHOPS

These workshops are designed for Aboriginal and Torres Strait Islander creatives, artists and arts workers.

This is a space to grow, connect, share, and build on their own terms.

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PROTECTING YOUR STORY

ICIP, rights, cultural authority and making informed decisions about what you share.

PAWA FRAMEWORK CONNECTIONS



Place & Perspective



Awareness & Accountability



Ways of Working



Action & Impact

LEARNING OUTCOMES

- 1 Strengthen understanding of ICIP and its relevance to creative practice.
- 2 Identify cultural, personal and commercial considerations when sharing stories or cultural material.
- 3 Recognise questions to ask before giving permission or entering creative agreements.
- 4 Identify ways to maintain agency and cultural authority over your work.

13

STAYING TRUE TO YOU

Navigating opportunity, expectations and the music industry without losing sight of who you are.

PAWA FRAMEWORK CONNECTIONS



Place & Perspective



Awareness & Accountability



Ways of Working

LEARNING OUTCOMES

- 1 Reflect on values, identity, purpose and aspirations.
- 2 Recognise industry, cultural and community pressures.
- 3 Build confidence to set boundaries and make values-aligned decisions.
- 4 Identify relationships and practices that support connection to culture and community.
- 5 Consider what success looks like on your own terms.

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BLACK SPACE

A Mob-only yarning circle for connection, conversation and collective strength.

PAWA FRAMEWORK CONNECTIONS



Place & Perspective



Awareness & Accountability



Ways of Working

LEARNING OUTCOMES

- 1 Connect with other Aboriginal and Torres Strait Islander artists and arts workers.
- 2 Share experiences, challenges, opportunities and what's happening for Mob.
- 3 Learn from the knowledge and perspectives of others.
- 4 Identify shared issues, opportunities and areas for collective support.
- 5 Strengthen networks, relationships and a sense of community.

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STRONG ARTIST, STRONG CAREER

Sustainable creative practice, boundaries, wellbeing and staying connected to culture and community.

PAWA FRAMEWORK CONNECTIONS



Place & Perspective



Awareness & Accountability



Ways of Working



Action & Impact

LEARNING OUTCOMES

- 1 Reflect on what a sustainable creative career looks like for you.
- 2 Identify boundaries and practices that protect wellbeing and creative energy.
- 3 Recognise pressures across culture, community and industry.
- 4 Build strategies to support long-term creative practice while staying connected to identity, culture and purpose.



THE INVESTMENT OPTIONS

WORKSHOP SUMMARY

GROUNDING WAYS OF KNOWING

- 1 Culture isn't a Checkbox
- 2 We are one; And we are many
- 3 Good ways business

EXPLORING WAYS OF DOING

- 4 Working with First Nations Artists
- 5 Turning Transactions into Co-Creation
- 6 Culture is Not Content
- 7 Beyond the Line-Up

IMMERSING WAYS OF BEING

- 8 AI, Culture & the Future of First Nations Music
- 9 Anti-Racism in Music
- 10 Turning Good Intentions into Change

MOB-ONLY SELF-DETERMINATION & CULTURAL AUTHORITY

- 11 Protecting Your Story
- 12 Staying True to You
- 13 Black Space
- 14 Strong Artist, Strong Career
- 15 Mob-Only: Collective Session
(choose your topic)

STANDARD RATES*

STANDALONE WORKSHOP

\$1,850 + GST

Up to 25 participants
(in-person or virtual)
45 – 60 minutes

HALF-DAY LEARNING

\$4,500 + GST

Up to 25 participants
(in-person or virtual)
Up to 4 hours

FULL-DAY LEARNING

\$6,750 + GST

Up to 25 participants
(in-person or virtual)
Up to 7 hours

*Prices may vary depending on your needs, including, group size, location, travel, guest speakers, resources and customisation.

OUR SOCIAL IMPACT FUND

We are committed to creating real and lasting impact for our people.

10% of all fee for service workshop revenue is reinvested into our Social Impact Fund to support free and accessible Mob-only learning, programs and opportunities.

10%

OF ALL FEE FOR SERVICE
WORKSHOP REVENUE

THIS HELPS US:

- Deliver free Mob-only workshops and yarning circles
- Support emerging First Nations artists and arts workers
- Build community-led programs
- Strengthen cultural self-determination



THE BOOKING PROCESS

We'll work with you to create a learning experience that meets your goals, fits your people and delivers real impact.

1

DISCOVERY MEETING

EXPLORE ● YARN ● PLAN

Let's have a yarn. We'll explore your needs, goals, team, budget, timelines, and any specific focus areas. This helps us design the optimum learning experience for you.

2

RECEIVE A PROPOSAL

CLEAR ● TAILORED ● TRANSPARENT

We'll send a tailored proposal, including recommendations, session options, delivery format, investment/quote and next steps.

3

MAP THE JOURNEY

CHOOSE ● BUILD ● PERSONALISE

Select your learning journey option, or propose a customised journey across Grounding, Exploring, Immersing and/or Mob-only.

4

CONFIRM DETAILS

LOCK IN ● ORGANISE ● PREPARE

Secure your preferred date(s). We'll finalise logistics including venue/virtual set up, participants, access needs and special requirements.

5

PREPARE TOGETHER

SHARE ● ALIGN ● CONNECT

We'll share pre-work (if required), participant info and anything your team needs to know before the session.

6

DELIVERY & FOLLOW UP

LEARN ● REFLECT ● TAKE ACTION

We deliver the session(s), creating a practical and engaging space for learning. Afterward, we'll share resources, reflections and opportunities for continued learning.



LET'S KEEP THE YARN GOING



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