

# BIO

## Jennifer Joi Field, Cultural Mapping Specialist 1980s – 2010

### EDUCATION

**CURRENT:** Master of Professional Geographic Science  
Curtin University of Technology, Perth, Australia

2003 Master of Arts (Community and International Development)  
Deakin University, Victoria, Australia

2002 Practitioners Certificate in Mediation and Conciliation  
Institute of Arbitrators and Mediators, Australia

2003 Certificate IV Training and Assessment  
William Angliss Institute, Melbourne, Australia

### OTHER COURSES and INTERESTS

2008 Language of Documentary  
Australian Film Television and Radio School, Melbourne, Australia

2000 Certificate IV Small Business Management  
Kangan Batman TAFE, Victoria

1991 Group Leadership Training  
Department of Health, Canberra

1988–90 Diploma of Social Science in Welfare  
Reid TAFE, Canberra

1987–88 Certificate IV Horticulture  
Canberra

During the period between 1989 and 2005, Jennifer undertook many workshops and courses in community service delivery and community development practice. Jennifer has also developed several **community arts projects** and facilitated the establishment of **cultural organisations** for communities.

### PUBLICATIONS

*Written in the Land, the Life of Queenie McKenzie.* Melbourne Books, 2008

*Community Mapping: A Study into Australian Indigenous People's Participation in Cultural Mapping.* Research report, Curtin University of Technology

### AWARDS

2004 Rural Women's Leadership Award, Melbourne, Australia

### PROFESSIONAL MEMBERSHIPS

Interpretation Australia,  
Executive Member and Coordinator State Chapters

International Council of Monuments and Sites (ICOMOS), Australia

Surveying and Spatial Sciences Institute, Australia

### CAREER PORTFOLIO

No one thing we do defines us professionally: we are like an artwork or piece of music – each note creates the melody. We continue to change what we build or create, morphing and rebuilding our careers with each new experience.

Jennifer's entrepreneurial career began when, as a young mother in the early 1980s, she successfully mobilised the local community to lobby the government for better childcare services. From the beginning of her 'social entrepreneur' career in the early 1980s, Jennifer's sense of humanity and love of nature informed her work.

Jennifer began establishing tourism ventures that provided (1) customers with an educational experience and organic products, such as the live bee display in her Village Pantry, (2) which was Jennifer's first attempt at 'interpretation' or educative storytelling. Through these experiences Jennifer learnt how to engage customers in a total experience, and observed the pleasure they gained from learning about the products and their origins.



Beyond these entrepreneurial business ventures, such as establishing **Candelo Bulk Wholefoods** in the **Bega Valley** and **Bungendore Village Pantry**, Jennifer went on to study Social Sciences and began to professionally develop her earlier passion for community work. During this early period of community work Jennifer undertook roles in crisis intervention and family support, and worked on promotional aspects of the Child Poverty Campaign for the Australian Council of Social Services in the Australian Capital Territory. (3)

*Jennifer was a prime mover in the ACT Child Poverty advertising campaign which was so successful that it became a model for similar exercises in other states.*

Kass Hancock,  
Australian Council of Social Services 1990

Throughout her career, Jennifer has undertaken many other projects, including planning and developing crisis accommodation and 'Safe Houses' for multicultural groups in remote areas and mining towns. To achieve this, Jennifer drew on her early experience of working in the area of domestic violence intervention in Australia's national capital. She then moved into planning, development and implementation of community-based organisations such as implementing a second Jobline Casual Work Agency – a community-based employment agency to support the chronically unemployed. (4)

Early on, Jennifer discovered her passion for planning and facilitating training programs that strengthen disadvantaged people, such as a program she planned and facilitated to deliver building skills to disadvantaged women as part of a Healthy Cities program. (5)

*Jennifer always insured that the process was empowering for all of the women with whom she worked. Her warmth and caring for others is reflected in her open, honest communication. Yet she is not afraid to address difficult issues when this is necessary. I found it tremendously rewarding to be able to stand back and watch Jennifer develop this Project so capably and in a way which went well beyond my expectations.*

Marie Jamieson, Director, Healthy Cities Canberra

It was the creative skills workshops she later developed for Aboriginal women that helped Jennifer to finally identify the real value that training could bring to struggling communities. As well as providing new career pathways, training also provided a tool for Indigenous elders to pass their cultural knowledge on in a way that meets the needs of the younger generations.

Jennifer left her urban lifestyle in 1990 and, on a long journey across Australia, she found her way to the East Kimberley, where she began a long-term relationship with the area and its Indigenous people, some of who continue to mentor her today. (6) 1991–1996 Here Jennifer established an Aboriginal art gallery(10), based on a model of a community agency, to provide a venue

to support local Indigenous women and their communities to develop their arts enterprises. The gallery also became a venue for the women's cultural expression. During the operation of the gallery, Jennifer supported the Indigenous women to establish their own enterprises based on their cultural strengths. She facilitated one woman's involvement in an ABC animated stories program, and also secured funding for another woman to attend her first International women's conference in China. Many programs were developed by the gallery, including facilitating cultural tours (7) for senior cultural leader Peggy Patrick to help the communities to earn income from doing what they loved most: teaching others about their culture.

Jennifer was frequently told by the elders – her mentors – of the importance of 'two way' learning:

*We got black law coming up behind us, and you, you got your own law, coming up behind you too.*

Hector Djandaloo, 2004

Soon after she developed her first relationship with Indigenous people, Jennifer understood that her role in life was to facilitate the celebration of difference, through people's stories.

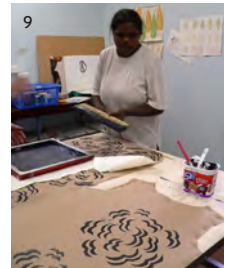
Indigenous elders had repeatedly expressed to Jennifer their concern that their youth were no longer listening to their stories. The elders were restricted from accessing their birth lands, which meant they could not take the children onto their traditional lands to teach them about the land, as their grandparents had done with them.

From her work with the gallery, Jennifer realised the value of connecting international and local tourists with Indigenous people to foster better understanding and appreciation of each other's differences. (8,11)

See **Case Study 8** on the Cultural Mapping website for the full story about the gallery.

After many years of working with the elders and learning about their critical needs, Jennifer was determined to find more ways to support them and make a difference. To this end, she undertook postgraduate study in Community and International Development, which allowed her to integrate her experiences with theory. During this study, Jennifer recognised that the lack of value given to cultural identity within a development context, at least in Australia, represented a missed opportunity in the development sector.

At this time Jennifer began to work with the women in the Kimberley to identify potential partnerships for them. This led to involvement with the Red Cross and the development of their first Indigenous Program in Victoria. For the full story, read **Case Study 5** on the Cultural Mapping website. (12)



Jennifer also planned and implemented the opening of the Culture Centre in Derby, Western Australia. She then went on to open a second gallery in Broome, Western Australia. As it was the first Aboriginal art gallery in the famous town, it seeded an interest, and other galleries soon followed.

On completion of her postgraduate studies, Jennifer began a six-year Cultural Heritage Research Project in partnership with the women and their community to document the life and cultural legacy of their deceased cultural leader, who had also been one of Jennifer's mentors. (14)

See **Case Study 1** on the Cultural Mapping website for more information.

It was through this long research process that Jennifer became involved in the spatial sciences (13), after developing an innovative software program to manage all of the data collected during her research. Realising the value of this type of program led Jennifer to investigate spatial education, and to then develop her program further.

*I write in personal support of a very valuable language and cultural mapping program developed over a long period of time by Jennifer Field, a hard working and culturally respectful person of some note. The Cultural Mapping tool is an innovative and ground-breaking program with immense potential to Aboriginal Communities.*

Lester Coyne, committee,  
Federation Aboriginal Torres Strait Islander Languages

By taking on a six year responsibility of researching and developing a manuscript to depict the life and cultural legacy of Queenie McKenzie (14), Jennifer created an opportunity where she could 'give back' to the women who had mentored her for so long. The women had taught her about their sense of loss of leadership and the impact on their cultural expression due to the many interventions from Government and new settlement and the development of a diamond mine on top of one of their significant sacred sites. See the website [www.writtenintheland.com](http://www.writtenintheland.com) and **Case Study 6**.

Combining her knowledge of cultural heritage, community development, the needs of at-risk or disadvantaged communities, enterprise development, and the value of appropriate and effective training, Jennifer then turned her attention to assessing how sustainable cultural mapping programs really are, and who benefits from them. Jennifer began to question whether cultural mapping could provide new business or career opportunities for disadvantaged communities.

For more information, see **Case Study 4** on the Cultural Mapping website.

Jennifer then undertook a 12-month research project on cultural mapping, which revealed that cultural mapping was providing little benefit to

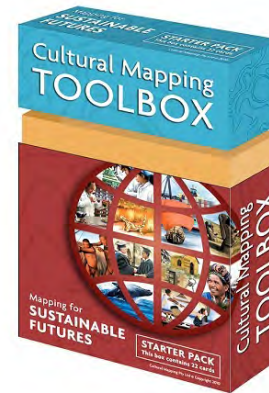
disadvantaged communities. Yet she knew from her own achievements with the mapping of Texas Downs (**see Case Study 1**) that this type of program could greatly benefit communities and their stakeholders. Jennifer identified a missing link in cultural mapping programs and undertook to find a way to address this.

Today, in June 2010, Jennifer has completed this work and is now ready to release a **new training program and set of tools** that will ensure that cultural mapping programs benefit communities and their stakeholders, and that they create sustainable outcomes for the participants.

*The other important aspect of this course, which is a world class system, is that it provides a method that supports the owners of that data to utilise it to create new partnerships, enterprises or career pathways.*

*This new concept is being developed as a result of many years of research, work, and observation (and considerable mentoring by Indigenous elders) by the course developer Ms Jennifer Joi Field.*

Dr Peter Woodgate CEO,  
Cooperative Research Centre for Spatial Information



To read more about Jennifer's achievements with cultural mapping and to view all of the case studies visit **[www.culturalmapping.com](http://www.culturalmapping.com)**

To find out about the new **Training Program** and to follow its progress visit **[www.mapyou.org](http://www.mapyou.org)**

