



BlackBiz

Media Release
For Immediate Release

3 May 2012

Indigenous “Accidental Inventor” and artist– Evette Morgan launches her revolutionary and globally unrivalled product, Jabidi, thanks to her business supporters BlackBiz and Black Pages

On Friday 30 March 2012, over 200 people representing cultures, from the desert to the sea, experienced the beat of the feet of Aboriginal dancers at the Message Sticks Festival in the Opera House forecourt, whilst they were surrounded by a shimmering glow created by hung paintings on a new and unrivalled silk canvas, Jabidi.

Evette Morgan, Australia’s first Indigenous female inventor to patent a product is a Gubbi Gubbi and Dunghutti woman. After a mishap in her studio, with glue spilling onto her silk, fusing it to her canvas, she thought she would wait for the glue to dry to see what would happen. She enjoyed painting on silk, but always found it difficult to work with. Once the glue dried and with some further experimentation with friend and business partner Diana Guisa, they created an ideal and superior painting surface.

Evette, or Bibi, as she is affectionately known, contacted Paul Newman from BlackBiz after reading the January/February 2012 edition to discuss ways in which she could promote her product. Co-incidentally, Paul, was already considering BizLaunch, his idea for helping new Indigenous businesses and entrepreneurs promote their business through this magazine, BlackBiz.

BizLaunch, is a new and permanent feature of BlackBiz. With a growing readership and plans for the magazine to reach a global market, namely through other Indigenous publications world wide, BizLaunch is an ideal platform to showcase up and coming Indigenous businesses.

With regards to Jabidi, Paul was so impressed with the product, both he and Bibi decided it really needs to be seen. They took advantage of the timely Message Sticks Festival and with thanks to Paul’s companies, and Jabidi’s major sponsors BlackBiz and Black Pages, Bibi was able to launch her new product and company to Indigenous artists, as her first step.

The BlackBiz 3rd edition features BizLaunch’s and Jabidi’s debut. BlackBiz is looking to help Indigenous entrepreneurs and hopes to receive further contact from those who need assistance in promoting their new ventures.

Bibi will be working very closely with Paul Newman’s business consultancy Black Pages for the next stages in her business planning and business success.

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BlackBiz P/L – Australia’s Leading Indigenous Business eMagazine –
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