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The Home Entrepreneur Systems Model:
A Grounded Theory of
Home-based Business Needs and Practises

Thesis submitted by
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for the degree of Doctor of Philosophy
in the School of Arts & Social Sciences
James Cook University

Statement on the Contribution of Others

Declaration on Ethics

The research presented and reported in this thesis was conducted within the guidelines for research ethics outlined in the *National Statement on Ethics Conduct in Research Involving Humans (*1999*)*, the *Joint NHMRC/AVCC Statement and Guidelines on Research Practice* (1997*)*, the *James Cook University Policy on Experimentation Ethics, Standard Practices and Guidelines* (2001), and the *James Cook University Statement and Guidelines on Research Practice* (2001). The proposed research methodology received clearance from the James Cook University Experimentation Ethics Review Committee. (Approval number H 2172).

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Ron Pierce-Lyons   07/09/2009

Statement of Sources Declaration

I declare that this thesis is my own work and has not been submitted in any form for another degree or diploma at any university or institution of tertiary education. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references is given.

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Ron Pierce-Lyons   07/09/2009

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ABSTRACT

The aim of this research was to enhance understanding of home-based business at both an individual level and a societal level. Since the 1980s the working environment in Australia has undergone significant change. Traditional full-time employment has steadily declined while the number of small businesses and self-employed people has steadily increased. Home-based businesses make up an estimated 67% of all small business in Australia and estimates of their numbers continue to rise. They now play a significant role in the Australian economy and have attracted the interest of academics and policy makers alike. While existing empirical research has mapped out many of the general demographics of home-based business operators and of the sector, there are no grounded theories which offer deeper understanding of the home-based business phenomenon.

A review of existing home-based business literature identified four areas of concern: a lack of theory underpinning home-based business research; a narrow research focus across studies; sampling difficulties due to the hidden and inaccessible nature of home-based businesses; and inconsistent definition and consequent lack of conceptualization of home-based businesses across studies. This research sought to address these concerns. The findings are presented as a theory which is grounded in data which consisted of direct accounts of the experiences of home-based business operators. Qualitative interviews were conducted using storytelling techniques in order to ensure a broad research focus while examining a wide variety of home-based business experiences. Purposive and theoretical sampling was used to enhance the sample diversity and capture data that were as rich and varied as possible. And finally, to explore the conceptualisation of home-based business, this research did not limit research participation to those who met an a priori definition, but was open to anyone who self-identified as a home-based business operator.

The research question, which was refined as the qualitative study evolved, became: What needs are met through the operation of a home-based business and how do these needs

interplay with home-based business practise? Grounded Theory methodology was employed in all stages of this research, so that analysis and theory construction took place throughout sampling, interviewing and transcribing, coding the data, describing the coded data, modelling and writing the findings. Data were gathered through 19 semi-structured interviews with home-based business operators practising in the Cairns area of Far North Queensland. The participants were drawn from a growing pool of home-based business operators (final count 127) who volunteered to be interviewed. The volunteer pool was established through media releases, industry partner contacts, requests made at industry-sponsored, home-based business seminars and through snowballing. As volunteers were added to the pool they were contacted and further information regarding their personal and business circumstances was gathered. This information was used to inform purposive and theoretical sampling and also helped demonstrate the diverse nature of home-based businesses. When interviews were conducted they were transcribed and analysed for themes; as themes were identified they were assigned codes and data from existing transcripts was grouped together under the emerging codes. Coded data was continually reviewed to look for new themes and connections between themes to develop theory. A coding system was eventually developed through iterative cycles of description, conceptual ordering, and theorising. Interviews continued until data reached a point of theoretical saturation, where no new data were found which could not be fully authenticated through the emergent theory.

The findings of this research are presented in the form of a systems model of needs entitled the *Home Entrepreneur Systems Model.* This model relates to home-based business operators who seek more than 'making money' through the practise of their home-based businesses. The model consists of two features. The first is a dynamic multifaceted home-based business *practise* which is located at the core of the model. Four unique dimensions of *household, business, family* and *home* were identified as essential constructs which all contribute to the experience of home-based business practise. With the dynamic nature of these dimensions, home-based business is better understood as the verb 'practise' rather than as a noun. The second feature of the model contains five interconnected lifestyle needs which orbit home-based business practise.

These needs were identified as *security, autonomy, balance, meaning* and *community*. The last two of these needs do not appear in previous home-based business research. All elements of the model are interrelated and considered to be part of a system which is held together by a focus of *home entrepreneurship*.

The *Home Entrepreneur Systems Model* presents a holistic view of home-based business and offers a new approach to conceptualising and understanding home-based business. The model contributes to understanding the home-based business phenomenon in several ways. It allows greater conceptualisation of home-based business which has important implications for future HBB research. Recognising a home entrepreneur focus as separate from a traditional business entrepreneur focus has implications for future directions of entrepreneurship theory and its integration with HBB research. The model also offers insights into the diverse range of home-based businesses and how they are often part of mixed income sources. It highlights the need for future research into the growth of home-based business as an income supplement rather than the sole livelihood of operators. This research provides a theory which will need to be examined across cultural, gender and class differences within Australia as well as overseas. As the research was conducted in a region where tourism is a dominant part of local industry, the theory should also be examined across regions with varying economic activities and lifestyle concerns to test the transferability of the *Home Entrepreneur Systems Model* and gain a deeper understanding of home-based business.

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Chapter1: Introduction

In recent decades the working environment in Australia and around the world has changed significantly. Large employers have become more inclined to outsource work and minimize the number of their full-time employees; consequently the number of small businesses and self employed people have steadily increased (Handy, 2002; Pink, 2001; Schaper, 2006). Home-based businesses (HBBs) make up an estimated 67% of all small business in Australia and estimates of their numbers have grown rapidly (ABS, 1995, 2004). They now play a significant role in the Australian economy and have attracted the interest of both academics and policy makers (Earles, Lynn, & Pierce-Lyons, 2006; Standen, 1998). Current research does provide a broad overview of many of the characteristics of the HBB sector such as its relative size, the demographics of HBB operators and some gender differences amongst them (Earles, et al., 2006; Houghton & CREEDA, 1999). However, our understanding of the HBB phenomenon and its implications remains limited and consequently there is a policy vacuum surrounding HBB (Australia Parliament Senate Employment Workplace Relations and Education References Committee, 2003). As HBB research appears to be still in its infancy, most of the research to date could be considered to be what Watkins-Mathys and Love (2005) refer to as *pre-paradigmatic* research which focuses on understanding structure and pattern but does not attempt to interpret meaning. This thesis seeks to go beyond a pre-paradigmatic focus to create grounded theory which explores the meaning of HBB from the point of view of those who engage in it.

Research Aim

The aim of this research was to enhance our current understanding of HBB practices at both an individual level and at a societal level.

Research Question

The grounded theory developed from this study addresses the question: *What needs are met through the operation of a HBB and how do these needs interplay with HBB practise?* A preliminary grounded theory research question was developed during the

research proposal and used as a methodological tool throughout the research process. This preliminary question was: What HBB belief systems and practices exist? This original research question was designed to explore the meaning of HBB to HBB operators and to enhance conceptualisation and understanding of HBB. While it can be argued that this preliminary question has been answered in the findings, the final research question listed above represents a more meaningful query in regard to the inherent answer produced by the findings.

Methodology and Design

Grounded theory methodology was employed throughout the design and analysis of this research. As is typical of grounded theory, analysis took place during the literature review, sampling, data collection, data manipulation, mapping of the findings and throughout the thesis write-up (Charmaz, 2006). In short, grounded theory methodology was employed throughout all stages of this research. (See pages 38 to 60 for details of grounded theory techniques used in this research.) Data were gathered through semi-structured interviews with HBB operators practising within the Cairns region. Storytelling techniques were employed during interviews, encouraging participants to tell stories about their experiences of HBB. Purposive and theoretical sampling was used to capture as diverse a sample as possible to enhance the richness of the data. The only essential criterion for research participation was that participants self-identified as HBB operators.

Rationale for Methodology and Design

Existing HBB research has been conducted across a range of academic disciplines as well as levels of government. A review of this literature has identified four areas of concern (See pages 33 to 37 for detailed examination of the four concerns.) The first was a lack of theory underpinning HBB research. In response to this lack of theory, this project utilised a Grounded Theory methodology. The second concern was with the narrow research focus across studies. In order to broaden the focus of HBB research beyond economic concerns, the diverse experiences of people engaged in HBB were accepted and recorded

as data, and analysed. The third concern was the inconsistent conceptualisations and lack of a definition for HBB across studies. In order to widen our conceptualisation of HBB, research participation was open to anyone who defined themselves as a HBB operator. Thus the approach used was to contain the research focus to HBB experiences but not to limit it to preconceived ideas held by the researcher or by the industry partners. (See following section for industry partner details.) The fourth concern was with the way in which the hidden and inaccessible nature of HBBs may have affected sampling methods across previous research. The lack of a HBB database, compounded with the hidden nature and limited accessibility of many HBBs, has made it difficult for researchers to find a representative sample group, and consequently may have obscured our understanding of HBBs. The current research made no attempt to find a representative sample; rather it used purposive and theoretical sampling in order to enhance the sample diversity in the hope of capturing theory-informing data that were as rich and varied as possible.

History of the Research

This project has grown out of a preliminary HBB research project undertaken in 2004 by James Cook University's (JCU's) School of Social Work and Community Welfare (SWCW) in conjunction with the Far North Queensland Area Consultative Committee (FNQACC). The project involved an extensive literature review on HBB as well as conducting research into local conceptualisations of HBB. The outcome of that project was to publish a series of HBB discussion papers and to establish an agenda for further research (Earles & Lynn, 2004). This research has taken on that agenda and has been a university and industry collaborative effort. It was jointly funded by JCU, the Australian Research Council, FNQACC and Cairns Region Economic Development Corporation (CREDC). Both FNQACC and CREDC received government funding to promote economic development and hoped this research would help them to better understand part of their client base.

Ethical Considerations

This project was approved by the ethics committee which governs JCU's research procedures. It is classified as a Category One project which necessitated that the research follow guidelines to ensure that it would not involve significant psychological distress or physical discomfort to participants. Similarly, it could not use deception. (See Appendix A for a copy of Ethics approval.) To adhere to these guidelines, all participation had to be voluntary with no direct solicitation from the researcher. This ensured that no person suffered psychological stress from a perception that an investigation of their business was being sought. An Informed Consent form needed to be signed before any participation began and, before signing, participants were informed of the nature of the research, of their rights to withdraw at any time, and also details of where they could lodge a complaint if necessary. To avoid psychological distress, no questions were ever asked regarding income, home ownership, business registration or taxation. Similarly, participants were guaranteed confidentiality. In order to protect participant confidentiality, all data has been kept in a secured location (to be destroyed after five years), and none of the participant's names or the names of their businesses have been revealed. Participants have been given pseudonyms in the thesis and, in cases where they might have been identifiable through the nature of their occupations, the occupations have been modified and placed inside square brackets.

Positioning of the Researcher

The researcher began university study in the Social Sciences as a mature-aged student with a diverse history of employment. The researcher's work history included occasional ownership and partnering of small businesses, most recently a Bed and Breakfast with an attached Café operated as a HBB, which was sold in order to attend university. The researcher's undergraduate studies included subjects across a wide range of Social Sciences and culminated in an honours degree in psychology. The researcher came to this project with no previous experience in qualitative research. Consequently, the qualitative research methodology and design were frequently reviewed and carefully documented as part of socialisation into interpretist paradigms and qualitative methodologies. As

mentioned above, this project was partially commissioned by two industry partners whose primary interest was to promote economic development. They both hoped to gain a better understanding of the local HBB sector, as they saw it as a source of future clients. Before starting this project the researcher was unaware of the existence of either industry partner and had had no involvement with any economic development organisation. Both industry partners offered financial services and incentives for small business and consequently had a strong focus on economic issues. Their interest in this research was to find ways in which they could engage with and promote the HBB sector. As a doctorial student in the Social Sciences, the researcher's focus was to develop research skills and to explore the social world of HBB operators.

Clarification of Terms

There are three levels of critical terms which are used frequently throughout the thesis and which need to be clarified.

The first level of term is the *core subject* of this research which is the HBB.

Home-based Business (HBBN): As mentioned above, there is no accepted definition of this term across literature, and in this research HBB was not defined for the purpose of sample selection. This research did not limit research participation to those who fitted a predefined criterion; rather research participation was open to anyone who self-identified as a HBB operator. (See page 41 for further details of sampling.) Within this research an emergent conceptualisation of HBB as a multi-faceted phenomenon is articulated.

The second level of terms includes *theoretical constructs* used in this research to examine core components of HBB practise. To enhance current understandings of HBB as a multi-faceted phenomenon, four constructs which are theoretical dimensions of HBB experience have been introduced. They are *Household, Business*, *Family* and *Home* and within this thesis, when they are used to describe dimensions of HBB experience, they have specific definitions. The use of these constructs to describe the HBB practise

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components is emergent from this research. It is important to acknowledge that the model presented in this thesis does not stand on the precise definition of any of these constructs, but rather on their existence and interaction. The important contribution of these constructs is that they demonstrate that HBBs are multifaceted systems which are influenced by many dimensions of experience. While each construct focuses on one dimension of HBB experience, they can each be viewed as containing all the other constructs so that the household contains the business, family and home; the business includes the household, family and home; the family construct encompasses the household, business and home and the experience of home includes the household, the business and the family.

Household: is defined as a physical construct which includes the physical dwelling, the people who reside there, their income and their assets. (See page 197 for more details.)

Business: is defined as a social construct surrounding the activity of work. (See page 200 for rationale of this construct.)

Family: is defined as a biological construct held together by emotional, genetic and legal bonds. (See page 202 for discussion of biological predispositions which support the line of reasoning for viewing family as a biological construct.)

Home: is defined as a psychological construct dependent on individual experience. (See page 208 for the rationale of this construct.)

The third category of terms is *emergent* terms which have taken on a more specific meaning through the grounded theory analysis.

HBB Practise: The large diversity found across the four theoretical constructs listed above offers insight into previous difficulties of conceptualising or defining HBB. Because of the dynamic and multifaceted nature of HBB, which involves continual interplay between these four constructs, HBB has been described as a 'practise' (verb)

rather than a 'practice' (noun). This protocol is used throughout the remainder of the thesis.

Lifestyle Needs: Five specific lifestyle needs (or values) were identified through data analysis and are presented in the findings under the following five headings: security, autonomy, balance, meaning and community. Use of the term lifestyle needs in this thesis is limited to these five topics.

Home Entrepreneur: The definition of the term entrepreneur varies across studies. (See page 179 for discussion of the conflicting views on entrepreneurship.) In relation to the Home Entrepreneur Systems (HES) model which emerged from this study, the term entrepreneur is used to describe anyone who applies continual focused attention toward creating a successful enterprise. The term home entrepreneur emerged to describe individuals whose enterprise encompassed all aspects of their experience of home. This term differentiates a home entrepreneur from a business entrepreneur whose focus is on business and from a social entrepreneur whose focus is on social issues (Dees, 1998). A home entrepreneur then has a continued focused attention on all of the four constructs which make up a HBB.

Research Considerations

Grounded theory takes an interpretive approach to research and acknowledges that truth / meaning is co-created by both the researcher and the research participants. (See pages 64 to 67 for discussion of the philosophical assumptions underpinning this research.) Therefore, in order to ensure the transparency of this research, it was important to disclose any known influences which could impact on the findings of the research. The following subsections describe conditions and events which could conceivably have influenced this research. No attempt has been made to measure or analyse these influences; they are acknowledged here purely to help the reader judge the validity of the research findings.

Local Demographics in Context

The Cairns region is known internationally as a tourist destination and is promoted as a lifestyle experience in a relaxed tropical setting with close proximity to rainforests and the Great Barrier Reef (Queensland Government, 2009). In June 2006 the resident population was estimated to be 137,000 (ABS, 2006b). However, during the tourist season of June through August, this population typically increases by an estimated 30,000 (Geoscience Australia, 1999). With an economy dependant on tourism Cairns is often described as having a transient population. This is not due solely to annual migrations of tourists and tourism workers; the resident population also fluctuates periodically with a history of boom and bust cycles tied to national and international economic and political factors affecting the tourist industry. Throughout 2006 and much of 2007 the Cairns region was experiencing severe housing shortages. There was a near zero vacancy rate in rental accommodation and property values were at an all-time high. This could be partially explained by a rapid increase in population within the Cairns area which grew by 3.9% in 2006 following a 3.6% increase in 2005 (ABS, 2006b). However, despite the above average population growth in Cairns, the housing shortage was experienced in all regional centres across Australia.

Economic and Political Events in Context

During the course of this research, significant economic and political changes were taking place in Cairns as well as across Australia and around the world. The economic rise of China and India lowered the cost of new technologies and manufactured goods, making it difficult for Australian companies to compete in manufacturing. Perhaps the most significant effect of the booming Asian economies was the subsequent commodities boom which resulted in record profits for the mining industry in Australia (Dalli, 2007). At least partially driven by this mining boom, the Australian economy had shown steady growth over the previous ten-year period. Although this windfall for the mining sector was not distributed evenly across the Australian economy, it was credited by many as contributing to the lowest unemployment rate recorded over the past thirty years (ABC News Online, 2006).

In November 2007, despite the reportedly strong economy with record low unemployment, the Australian public voted out a Liberal government which had held office for almost twelve years. The Australian Labor party was swept to victory in what was reported as a landslide victory which recorded the largest voter swing in a federal election over the past 27 years (Parliment of Australia, 2009). This election took place after most of the research interviews were conducted and could be of interest because it suggests that anti-government sentiment was prevalent across the population.

Other significant events which heralded change included the airing of the television documentary 'Peak Oil' in July 2006, which predicted oil shortages beginning in 2010 and highlighted the total dependence of Western society on the use of oil. Of equal concern was the growing evidence of global warming and climate change with much of Australia's farming community suffering severe drought and many regional centres experiencing water restrictions with very low levels in water reserves.

The extent to which any of the above events may have impacted on the findings of this research cannot be determined. Perhaps more significant then any single event listed above is the uncertainty produced in the face of so much change at so many levels. This uncertainty was definitely experienced by the researcher and most probably by the research participants.

Structure of the Thesis

The thesis is structured into chapters, sections, and subsections. Each of these levels of structure are identified in the aforementioned terms throughout the theses. Below the sub-section level, any further levels of structure are identified according to its content. (For example: topic, aspect, dimension, theme, etc.) Levels of structure are denoted by the following fonts and paragraph styles:

Chapters

Sections

Subsection

Topic, aspect, dimension, theme etc.

Quoted material is presented in three different styles. Text taken from other literature is presented within quotation marks, unless it is over three lines long when it is presented as a paragraph with indented margins. Quotations taken from interview data are presented in italics, as paragraphs with indented margins, regardless of their length. Such italicised quotations are restricted to chapter 4 which offers the research findings.

This thesis contains six chapters which include: *Introduction, Literature Review, The Research Process, The Home Entrepreneur Systems Model, Discussion* and *Conclusions.* Chapter 1 has introduced the thesis by stating the research aim and questions followed by descriptions of: the methodology and design, the rationale for methodology and design, the history of the research, positioning the research, a clarification of terms used in the theses, and the structure of the thesis.

Chapter 2 presents a preliminary literature review which provides some background information of HBB and offers a justification for the research. While HBBs are recognised to make up the majority of all small businesses they have not always been recognised as distinct from other small businesses and are therefore considered to be a subset of small business, consequently the review of HBB includes small business literature. The chapter contains three sections. The first section contains subsections

which are ordered in historical sequence and help provide a larger view of the current climate under which HBB operates. The second section reviews major indicative studies of HBB in Australia to provide a broad overview of the findings. It contains two subsections: the first reviews a range of studies which have focused on mapping HBB characteristics; and the second subsection reviews studies which have focused on understanding the economic importance of HBBs. Finally the third section justifies the need for the current research. It identifies four areas of concern with existing HBB research and offers the current study's research design and methodology as a tool for overcoming these concerns and providing greater understanding of the HBB sector and of the individual experience of HBB.

Chapter 3 describes in detail the techniques employed throughout the research process, offers a justification for their use and outlines the stages of theory development which occurred. It contains two sections. The first section describes four elements of the research process: the design, the methodology, the research paradigm and the underlying philosophical assumptions. These detail how the research was done and offer a rationale for why the process was adopted. The second section of the chapter describes in detail how the theory evolved. Consequently, the second section introduces the findings by describing how the main themes within the findings were arrived at through using the design methods described in the first section.

Chapter 4 presents the research findings in the form of a grounded theory of HBB needs and practises. The theory is described through the Home Entrepreneur Systems Model. The chapter is divided into three sections. The first section describes the participants in terms of four different constructs within the model and the second section describes other elements of the model and presents evidence of HBB experience which supports their existence. And finally the third section offers a philosophical analogy which helps to understand the dynamics within the model.

Chapter 5 positions the emergent HES model in relation to existing literature on the different elements which make up the model. It contains five sections. The first section

discusses the title of the model and argues for the use of the term 'home entrepreneur' to encompass HBBs which may not be compatible with pre-existing notions of entrepreneurship. The second section looks at the HES model as a theory of needs and compares and contrasts it with other theories of needs. The third section discusses the dynamism of four theoretical constructs found at the centre of the model and offers insight as to how this dynamism can be understood within a theory of needs. The fourth section discusses other elements of the model in relation to existing literature, and the final section reflects on the HES model in a changing world.

The final chapter addresses aspects of the HES model across four sections. The first section addresses the research question. It reviews concerns with existing HBB research which the research question addresses, reviews the methodology used to pursue the research question, articulates the main points of the model and comments on the revised research question. The second section outlines the contributions which the HES model adds to knowledge and the third considers the implications of the model for future HBB research. And finally, the fourth section discusses the limitations of this research and offers suggestions for future research which could address these limitations and deepen our understanding of HBB.

Chapter 2: Literature Review

This chapter provides a review of existing literature which informs HBB practise. It contains three sections. The first section offers an historical account of self-employment, small and medium size enterprises (SME)/entrepreneurship literature, changing economic and political trends and policy development favouring HBB. The second section reviews the scope of existing HBB literature and is divided across headings which describe two broad research platforms; the first platform includes research which has focused on mapping the characteristics of HBB operators and the second focuses on studies which have examined the economic importance of the HBB sector. The third and final section provides justification for the current research.

The historical account presented in the first section of this chapter reviews topics which are not inherently linked (beyond their impact on HBB practise) and which occurred globally. Therefore the search criterion for this section covered a broad spectrum of literature; it was not strictly confined to research publications and covered topics which occurred both overseas and within Australia. A more rigorous search strategy was employed when reviewing the scope of the literature (the second section of this chapter). The search criterion for this section focused on designed studies of HBB within Australia and only included overseas research to highlight gaps in Australian research focus. The literature reviewed in the final section which justifies the current research is confined to published academic works. When discussing research methodologies it includes overseas literature but focuses heavily on Australian studies to justify the need for this project.

HBB in a Changing World

HBBs and other forms of self-employment are by no means a new phenomenon. What is relatively new is the increase in HBB and self-employment. This section contains the following subsections: the fall and subsequent rise in self-employment; the changing patterns of unemployment and industry practices; the rise in entrepreneurship literature and education; the recognition of HBB as the dominant form of self-employment; and subsequent HBB policy development. These subsections can be seen to be interrelated

when considered in relation to HBB, and help to provide a larger view of the current climate under which HBB operates. Each of these topics is discussed separately as a subsection. While the subsections are ordered in historical sequence, no suggestions are offered regarding causal relations between them. For instance, unemployment cannot be explained simply as a result of changing industry practice as many other factors are involved with unemployment, such as change in the demographics of age which results in a greater or less percentage of the population seeking work at a given time (Houghton, 2006). Similarly, no causal relationship is implied between self-employment and unemployment. While it appears logical that many people could be pushed into self-employment when it is difficult to find regular employment, evidence suggests that self-employment increases as unemployment drops (Blanchflower, 2000).

The Fall and Rise of Self-employment

Reviewing the data on labour force trends in America and across countries with developed economies, Blau (1987) noted that, since the labour force shifted away from agriculture, self-employment steadily declined. This decline was not limited to those involved in agriculture but was also seen across most non-agrarian enterprises (Blau, 1987; Bradley & Roberts, 2004). The decline in self-employment was understood to be the result of mass production making it difficult for individuals to compete against larger firms (2004).

Blau (1987) reported that the downward trend in self-employment occurred for at least one hundred years prior to 1970. Similarly, when reviewing self-employment in America, Bradley and Roberts (2004, p. 37) reported that "the portion of the labor force accounted for by nonfarm self-employment, having declined steadily between 1870 and 1973, generally has been expanding since 1976". The reversal of this long-established trend of declining self-employment has been viewed as a new era of economic development; as noted by Blau (1987, p. 447), it "strongly suggests that a change of a fundamental nature has occurred in the advanced industrial nations that has made self-employment more attractive and/or competitive".

Changing Patterns of Unemployment, Industry Practice, and the Decline of Full Employment

To appreciate the many dynamics involved with the rise in self-employment it is important to review trends across the more traditional forms of employment. As noted in the introduction (See page 8.), at the time this research project was undertaken, unemployment was at a thirty-year low. However, this period of low unemployment was a reasonably recent and short-term event. During the three decades preceding the year 2000, unemployment had been viewed as a major concern for societies across the globe (Beck, 2000; Handy, 1984).

The rise in unemployment was associated with changes within many industry practices. Job losses during the 1970s and 80s were often credited to "changes in technology, consumer demand, international competition" as well as economic recessions; during the 1990s corporate downsizing was seen as a major source of job loss (Kletzer, 1998, p. 115). Reviewing the economic and social forces impacting on recipients of the Australian welfare system, Macdonald and Siemon (2000) found that a steady decline in full-time employment over the preceding two decades was a major contributing factor to an increased reliance on social security. They reported that the unemployment rate of over 8 percent across Australia for almost all of the 1990s was complicated by global changes which saw a decline in full-time manufacturing-based employment and a dramatic increase in part-time, temporary and casual employment throughout developed Western economies. While low-paid employment had previously been seen by many as a "stepping stone" to better employment, OECD reports from 1996 suggested that much of the work force found themselves on a revolving door of under-employment and unemployment. (OECD 1996 as cited in Macdonald & Siemon, 2000, p. 4).

Changing industry practices have occurred at many levels for a variety of reasons, with many authors noting that these changes have resulted in a decline of traditional full-time employment. Reviewing the motivations of professional British career women who shifted to self-employment, Mallon and Cohen (2001, p. 217) reported that, "in the face of globalisation and other competitive pressures, organizations have slimmed down and

de-layered, thus removing the structures that supported the traditional career". The complex web of social, political and economic changes which threaten traditional ideas of career and full-time employment, while possibly not fully understood, are well documented. According to Beck (2000, p. 1), "The unintended consequence of the neoliberal free-market utopia is…the spread of temporary and insecure employment, discontinuity and loose informality into Western societies that have hitherto been the bastions of full employment". Reviewing the global decline in full-time employment Beck concluded that, "The 'job for life' has disappeared…rising unemployment can no longer be explained in terms of cyclical economic crises; it is due rather to the successes of technically advanced capitalism" (Beck, 2000, p. 2). Similarly, Robertson (1986, p. 85) suggested that, "The possibility cannot now be ignored that employment may be becoming an uneconomic way of getting much important work done, just as slavery became uneconomic in its time". While there is no consensus on what the future of employment may be, this short review of the literature indicates that ideas of 'traditional' employment are changing dramatically.

The Rise in Entrepreneurship Literature and Education

While employment with large organisations has declined since the 1970s, employment with SMEs has increased (Dennis Jr., 2005, p. 212; Stevenson & Lundstrom, 2005). The growth in SMEs has generally considered to have been the result of entrepreneurship and consequently a plethora of entrepreneurship literature has been published which promotes entrepreneurship as the dominant paradigm for future employment and economic growth (Gibb, 2000). Entrepreneurship has been credited with/as: "the very cause for the dynamics of economic development" (Pichler & Thurik, 2005, p. 26); "spur[ing] business expansion, technological progress, and wealth creation" (Lumpkin & Dess, 2005, p. 83); " reduc[ing] unemployment in an economy" (Stevenson & Lundstrom, 2005, p. 177); "major contributors to job creation and economic growth" (Amit, Glosten, & Muller, 1993, p. 815); "the Napoleon of our economy controlling its direction and its strength" (Churchill, 1995, p. 159), and "the most potent economic force the world has ever experienced" (Kuratko, 2005, p. 577).

Bradley and Roberts (2004, p. 38) equated the growth in self-employment with the growth in entrepreneurship and noted that "entrepreneurship, measured as the number of commercial firms per capita, nearly has tripled between the late 1970s and the mid 1990s and is significantly higher than at any time in the past hundred years". They further noted that, "According to some observers, the contemporary period is the 'era of the entrepreneur', in which the entrepreneur is viewed increasingly as a folk hero" (Bradley & Roberts, 2004, p. 38).

Paralleling the growing praise of entrepreneurship (and perhaps driving it), has been the rise in entrepreneurship literature and the growth of entrepreneurship education. SME literature can be traced back to a 1960s study which investigated the structures of organisations in relation to their size (Torres, 2003). Since that time there has been a steady growth of SME literature which has merged with the field of entrepreneurship, resulting in a proliferation of academic journals dedicated to entrepreneurship and SME research (Hill & McGowan, 1999). The International Council for Small Business, which formed more than 50 years ago with the aim to promote entrepreneurship and small business, currently has affiliations in 11 countries and a focus on sharing research knowledge of entrepreneurship (Van der Horst, King-Kauanui, & Duffy, 2005).

Alongside the growth in entrepreneurship literature there has been a growth in entrepreneurship education. Katz (2003) reports that the first entrepreneurship course held in America was in 1947 with 188 students attending the Harvard Business school; by 1994, students of entrepreneurship schools across America exceeded 120,000 and estimates of the numbers in 2000 had grown to close to 200,000. A similar growth rate of entrepreneurship education was evident in the UK and throughout most European countries (Galloway & Brown, 2002). Australia has also had a similar history of expanding entrepreneurship journals and education programs (Hindle & Rushworth, 2002).

While entrepreneurship literature recognises the role entrepreneurs play in continued economic growth, many sociologists believe it ignores fundamental social and economic

changes which are sweeping the globe. According to Beck (2000, p. 4), "insecurity prevails in nearly all positions within society…this may be symbolically covered over – discursively 'sweetened' as it were – by the rhetoric of 'independent entrepreneurial individualism'". Although issues of social change have been raised, the dominant paradigm adopted by governments around the world has been the pursuit of economic growth through the promotion of self-employment (Walker, 2004).

The Recognition of HBB and Subsequent Policy Development

As academic interest in entrepreneurship and self-employment grew, research revealed that the majority of small businesses was conducted at home. One of the earlier reports acknowledging the possible importance of HBB was prepared in America by Pratt and Davis (1985) in which they proposed a methodology for investigating the economic importance of HBB. Early Australian studies that focused on gender differences within home enterprises were among the first to recognise the growing number of HBBs (Dawson & Turner, 1990; Walker, 1987). Peacock (1991) produced one of the earliest Australian papers to recognise the economic importance of HBB. He referred to HBB as an 'iceberg' of home workers which played a much larger role in the economy than was commonly recognised (Peacock, 1991).

The growth of HBB and the increasingly important role it played in the economy was also noted in overseas research as early as 1992 (Furry & Lino, 1992; Good & Levy, 1992). Throughout the 1990s Australian research into HBB was often funded by government agencies with the aim of gaining a better understanding of the size and characteristics of HBB and the potential of this growing sector to be a source of future employment (Houghton & CREEDA, 1999). Commenting on the growing contribution which HBB made to both Australian and global economic growth, Schaper (2002, p. 3) reported that, "home-based firms constitute one of the fastest growing groups of all business enterprises in Australia. In recent years, the rate of increase has significantly outstripped the general growth in all small businesses". Similarly, Walker and Webster (2004, p. 405) reported that, "HBBs are the fastest growing business sector with an

annual growth rate in 2001 of 16 per cent, compared to 11 per cent for small business in general, thus making them an important contributor to the national economy".

As HBB became widely recognised as the largest percentage of all small business in Australia, studies of HBB were often published with SME/entrepreneurship literature. Consequently, HBB operators have often been portrayed both as 'heroic' entrepreneurial figures, and as having had idealised, flexible lifestyles with a perfect balance between work and family. This portrayal took place not just in academic literature but was also widely used in popular media (Mirchandani, 2000).

Another development which may have impacted on HBB practise in Australia was the implementation of government policies to assist small and HBB by offering a wide range of support programs such as training schemes, increased access to funding and employee relations information and support (Australia Parliament Senate Employment Workplace Relations and Education References Committee, 2003). The 2003 Australian Senate review into small business employment (referenced above) made dozens of recommendations to increase and improve small business support. However, at that time there were already many government programs providing assistance to small and HBB; as noted by Jay and Schaper (2003, p. 136), "Over the last 20 years, governments across Australia have spent considerable funds attempting to provide support for new small firms, principally through the establishment and maintenance of advisory agencies for small business operators". Similarly, in 2005 the Australian Federal government established a $50 million 'Regulation Reduction Incentive Fund' which provided incentives for local governments to make regulatory compliance easier for "small business and in particular home-based business" (AusIndustry, 2005).

Policy changes designed to encourage HBB in Australia occurred at all levels of government, with most municipal councils "increasing flexibility in local government zoning and regulations" (Schaper, 2002, p. 3). Government policy to assist HBB and SMEs was not unique to Australia: as noted by Wren and Storey (2005, p. 231),

"Virtually all industrialised countries now utilise taxpayers' money to offer 'soft' business support to small and medium sized enterprises".

At the time of this research, FNQACC (an Industry Partner in this research) had received Federal government funding to conduct free HBB seminars which offered training information and networking opportunity to local HBB and small business operators. (See page 3 for details of Industry Partners). During 2007, the amount of published information on HBB start-up, management, training, and promotion could only be described as overwhelming for anyone who wished to utilise all the support available to HBB operators. (See Appendix B for a list of some of the available literature and support services.) Despite the wealth of information and assistance available to HBB operators, studies have shown that few operators actually use these services (Jay & Schaper, 2003). These findings highlight the need for a greater understanding of the beliefs and practises of HBB operators.

The Scope of Existing HBB Literature

This section reviews major indicative studies of HBB in Australia to provide a broad overview of the findings. Australian studies have been funded and/or partnered through a variety of sources which have most often included Commonwealth Regional Assistance Program grants. These government-funded studies were specifically targeted to contribute understandings toward policy development at various levels (Dawson, Breen, & Satyen, 2002; Hitech Marketing Services Pty. Ltd, 1998; Houghton & CREEDA, 1999; Patterson, 2000). The reliance on government funding for research into areas of policy concern was also typical across much of the overseas HBB research (Christensen, 1988; Fitzgerald & Winter, 2001). Despite being largely driven by the need for government policy (or perhaps because of it), the scope of HBB literature to date covers a wide range of economic topics.

Australian research into HBB has focused both on studies of the sector and on the experience of individual businesses. In Australia, studies have been undertaken by industry and university partnerships (Holmes, Smith, & Cane, 1997); business enterprise

and research centres (Patterson, 2000; Walker, Loughton, & Brown, 1999) and regional local councils (Hitech Marketing Services Pty. Ltd, 1998). The majority of these Australian studies are contained within the disciplines of business management, commerce and economics, and occasionally include aspects of sociology (Lynn, Swan, & Earles, 2004a).

The existing knowledge base of HBB, and consequently the "understandings of the HBB sector in Australia are heavily influenced by the desire and need for policy knowledge", and the subsequent policy platforms which framed various research projects (Lynn, et al., 2004a, p. 24). There are a number of platforms underpinning Australian HBB research. Two of the more prominent research platforms have been identified as having: a focus on mapping HBB characteristics; and a focus on understanding the economic importance of HBBs (Lynn, et al., 2004a; Lynn, Swan, & Earles, 2004c). In order to systematically review these platforms, this section is divided across two subsections. The first subsection reviews a range of studies which have focused on mapping HBB characteristics; and the second subsection reviews studies which focused on understanding the economic importance of HBBs.

The Characteristics of HBB Operators

There are a number of classificatory studies that provide descriptions of the HBB sector in terms of the characteristics of HBB operators. Literature reviewed in this subsection includes studies which have focused on understanding the following characteristics of HBB operators: their numbers, general demographics, gender differences, motivations and ideas of success.

The Numbers

Estimates of the size and general characteristics of the HBB sector are complicated by the following issues: the hidden nature of and accessibility to HBBs (Australia Parliament Senate Employment Workplace Relations and Education References Committee, 2003; Jay & Schaper, 2003), the disparity in definitions of HBBs used in different surveys

(Standen, 1998), and the subsuming of HBBs under the broad categories of micro business and small business (Houghton & CREEDA, 1999).

There are variations between studies about the size of the HBB sector. Australian Bureau of Statistics (ABS) (2003), while cautioning that their figures were estimates only, reported that there were 778,000 HBBs operated by some 999,000 owner/managers which made up 67 percent of all small businesses in Australia. The Australian Senate Workplace Relations and Education References Committee's (2003) comprehensive study of small business indicated that at least one in ten homes across Australia hosted a HBB. This is lower than the estimations made in four regional studies (Hitech Marketing Services Pty. Ltd, 1998; Holmes, et al., 1997; Houghton & CREEDA, 1999; State Training Board of Victoria, 1996), with each of these studies suggesting that around 12 percent of households were hosting HBBs within their region.

Despite the conceptual issues in counting the actual number of HBBs in Australia there has been general agreement both in Australia and in other countries that HBBs are an important part of the small business sector (Houghton & CREEDA, 1999).

Demographics

Reviewing HBB literature, Jay (2003) found conflicting reports on whether the HBB sector was dominated by males or females. He concluded that studies which provided empirical evidence demonstrated that the majority of HBBs were operated by males. However these empirical studies produced estimates which varied between 56 to 70 percent of HBBs being operated by males. Jay cautioned that, while characteristics of HBB operators appear relatively stable across different geographical areas of Australia, "there are clearly some significant changes in this sector over time, making comparisons of studies across time more problematic (Jay, 2003, p. 2). Although there may be disagreement on the percentage of HBBs operated by women, there is agreement that a higher proportion of women own HBBs than women who own small businesses which are not home-based (Jay & Schaper, 2003).

Reviewing HBB literature Jay and Schaper (2003, pp. 137-138) identified the following HBB demographics which have been supported across studies: there was a higher proportion of HBB operators who held degrees or post-secondary education qualifications than operators in other SMEs; the majority of HBB operators were between 30-50 years and only worked part-time in the enterprise; most owner/operators had no formal management training; HBBs were more often funded entirely from the operator's own personal finances; approximately seventy percent of HBBs had no staff and the use of technology was much lower than in other larger firms.

Gender Differences

There has been considerable research on SMEs that has compared and contrasted the characteristics of owners and their businesses on the basis of gender (Roffey, et al., 1996). However, the literature on the gender differences of HBB operators has produced conflicting results (Walker & Webster, 2004). Reviewing literature on gender differences in small business, Still (2002) reported that consistent findings across studies in different locations with different samples enabled profiles of the characteristics of women and the nature of their businesses to be developed. However, Stanger (2000) argued that specific profile information on women in HBBs, their differences or similarities to women in other forms of small business and HBB gender comparative data are very limited.

To highlight the disparities between research findings, two Australian studies which examined gender differences in HBB are reviewed. Results from Holmes et al.'s (1997) large scale telephone surveys of HBB operators across different geographical areas of Australia found a range of significant differences between genders. However, Walker and Webster's (2004) study of gender differences in HBB operators across two different geographical locations of Western Australia came up with quite different findings.

The two studies reported different findings with employment practices. Walker and Webster (2004, p. 408) found that men had hired employees more often then had women and the difference was statistically significant. In contrast, Holmes et al. (1997, p. 69) reported that women had more people assisting with the business, with 21 percent having more than two people assisting, compared with nine percent of male HBB operators.

When examining gender differences across education levels the studies reported opposite findings. In Walker and Webster's (2004, p. 408) sample group, 15 percent of women had a university degree compared to 8 percent of men, however they did note that this difference was not statistically significant. On the contrary, Holmes et al. (1997, p. 69) reported that a significantly lower percentage of female operators had tertiary level education, with 26 percent of the women having tertiary level education, compared to 52 percent of the male HBB operators.

Walker and Webster (2004, p. 407) did not report on the demographic of age but they did state that 92 percent of their sample were families with children and most of those had dependent children. They found no gender differences between HBB operators with dependent children. Holmes et al.'s (1997, p. 69) reported a significant difference across the demographic of age; on average, female operators were younger than males with 41 percent of male operators over fifty, compared with only 14 percent of female owners over fifty. This finding correlated with the gender differences across life stages, with 60 percent of females having children living at home compared with 37 percent of males having children living at home, and females were less likely to be in business after the children had left home (p. 69).

Some similarities were noted between the two studies. Both reported significant differences between the types of business operated across genders. Holmes et al. (1997), found that women dominated catering and business support services while men dominated computing and maintenance services; similarly, Walker and Webster (2004) reported more men were involved in trade, transport, retail and wholesale while more women had businesses in personal services or business services. Walker and Webster (2004, p. 407) also examined business types in terms of whether work was conducted at home or from home and found more women (40 percent) working at home compared to 25 percent of men whose business was done from home. These findings do not conflict with those on business types, as catering and business support services could be done at home whereas maintenance services, sales and transport are more likely to be done from

home. Both studies also reported no statistically significant gender differences in hours worked in the business.

The discrepancies noted across these designed studies highlight the methodological difficulties in locating representative samples of HBB operators.

Motivations

A number of Australian studies have identified and discussed the motivators for operating a HBB (Hitech Marketing Services Pty. Ltd, 1998; Holmes, et al., 1997; Houghton & CREEDA, 1999; Patterson, 2000; Standen, 1998; Stanger, 2000; Walker, 2003) These studies suggest a combination of extrinsic and intrinsic motivators in both economic and social spheres which include but are not limited to: lower overheads, life-style choices, family needs, limited employment options, an alternative to unemployment, and pursuing an interest.

Houghton and CREEDA (1999) noted that reasons for operating a HBB differed depending upon the nature of the business. Gender differences have also been noted in motivations to operate a HBB. For example, Holmes, et al (1997) found that, while males more often begin HBBs in response to specific critical incidents in their lives, such as retirement, women predominantly start HBBs as a response to family issues, such as spending more time with children. Similar findings were reported by Walker and Webster (2004). Overseas research also suggests that family responsibility and the opportunity to combine earning income with child-care and performance of household duties is a more important motivation for women starting a HBB than for men (Christensen, 1988; Gringeri, 1994).

As noted by Walker (2004), there has been little attempt to understand the motivations of HBB operators beyond classification. Consequently, she conducted a comprehensive study of HBB across two different settings in Western Australia and used factor analysis to examine the relative strength difference of motivations among HBB operators (Walker, 2004). After conducting 30 qualitative interviews Walker and her colleagues developed a

list of common motivations for starting a business and common reasons for choosing to operate a business from the home. A subsequent quantitative study of HBB operators which involved mail out questionnaires in which participants ranked the relevance of these motivations and reasons to themselves was conducted. The results demonstrated that the strongest motivations for business could be explained by a personal internal factor, the second strongest factor was described as family balance, the third factor was financial and the least relevant factor was described as negative external (feeling pushed into self-employment). Factor analysis which focused purely on the reasons for operating from home identified a further four factors, and the strongest of these was described as risk averse (Walker, 2004).

Ideas of Success

Across studies of HBBs there is broad agreement that previous business expertise is advantageous to the success of HBB; however, there appears to be little agreement on the definition of success (Lynn, et al., 2004c).

Patterson (2000) measured success primarily on economic measures; however, in an exploratory study of the non-financial measure of success for HBB operators, Walker (2004) found that, while respondents generally agreed that making money was necessary, it was not the primary measure of success; other personal and altruistic measures, such as lifestyle and autonomy were more important to their respondents. Similarly, in a small overseas study of factors indicative of a successful HBB amongst textile artists, Soldressen, Fiorito, and He (1998) also found non-financial factors to be important. These factors included enjoying the work they did, having a supportive family, profit, and having a self-supporting business (Soldressen, et al., 1998).

While Australian studies do occasionally make reference to possible social benefits of HBBs, these benefits have seldom been the subject of research (Lynn, et al., 2004c). However, findings from a comparative overseas study of micro-business households in the United Kingdom and Norway indicated that, where the business was combined with

other activities to generate household livelihood, household members enjoyed strong wellbeing (Oughton, Wheelock, & Baines, 2003).

The Economic Importance of HBBs

The economic importance of the HBB sector has been a topic of interest to policy makers and consequently has been the focus of many Australian studies. This subsection reviews literature on the economic importance of HBBs in terms of: performance; sales; employment potential; benefits to communities; the effect of existing regulations, policies and programs; impediments and barriers to HBB; and strategies to encourage sustainability and growth.

Performance

The measurement of performance of SMEs has received considerable research attention, and while HBB make up the majority of this group, few comparisons have been made between the performance of HBB and other SMEs (Lynn, et al., 2004c).

Stanger's (2000) review of SME literature identified a number of factors in relation to size and profitability (profit and profit to sales) that could influence performance of HBBs. These included gender, family responsibilities, financing, government regulations, technology, business expenses, proportion of expenses spent on labour, hours worked, degree of formal planning, outsourcing or sub-contracting, age of business, industry sector, household location, usefulness of networking organizations, owner self-funded super coverage, bartering, similarity of previous work experience, sales and employment.

Oughton and Wheelock's (2003) research of British HBBs noted that complex social environments impact on the decisions affecting performance and that these environments are structured on the basis of power relations and norms. They maintain that it is important to recognise that the crucial unit is not the individual but the household, and therefore the performance of HBBs cannot be studied in isolation from the household and communities in which they are located (Oughton & Wheelock, 2003). Overall the unit of analysis for research in Australia has typically focused on owner/operators (Hitech

Marketing Services Pty. Ltd, 1998; Holmes, et al., 1997; Houghton & CREEDA, 1999; Stanger, 2000); or a combination of the HBB sector and owner/operators (Standen, 1998).

Sales

Sales are the most commonly reported measure of performance for HBBs, although direct comparison is difficult due to variations across studies (Lynn, et al., 2004c). Stanger's (2000) research found that 30 percent of Australian HBBs reached annual sales of over $105,000 with the next most common income group being $5,001 to $15,000 (11 percent); the mean level of sales was $87,062. There are limited findings available on HBB profit performance; Stanger (2000) indicates that profit earned is generally not large and likely to be less than that of SMEs operated outside the home. Due to the paucity of research into HBB performance, coupled with the wide variety of business types within the sector, the profit to sales ratio across HBBs varies considerably with very little information about influencing factors or reasons for the variation (Lynn, et al., 2004c).

Employment Potential

HBB literature incorporates studies which found wide variations among individual operators on their aspirations to become employers and the perceived potential of HBBs to employ others; these range from untapped growth potential and job creation to a proportion of the sector that has no intention of growing or expanding their business beyond certain limits (Strategic Economic Solutions & CREEDA, 2005; Walker, 2004). The Australia Parliament Senate Employment Workplace Relations and Education References Committee (2003) indicated a need for increased research into factors affecting the growth potential of HBBs. However, the levels of HBB employment reported in studies in Australia and in other countries are complicated by factors such as: variability in the reporting format, the definition of paid employee, the use of non-representative convenience samples, variations in the national and international economic conditions, and the differences in the definition of HBB (Earles, et al., 2006).

Reviewing HBB employment levels in Australia and overseas, Stanger (1999) found that Australian HBBs have a much lower employment rate than HBBs in other countries. In

Australia HBB employment was reported to be between 0-3 persons with means between 0.6 and 1.66 where as overseas studies report employment levels of 0 to 50 persons. Stanger (1999) found casual work, both unpaid and paid is the most common form of HBB employment in Australia. In his examination of performance measurement, Stanger's (1999) suggested that a small increase in employment for the average HBB could create a significant number of jobs nationally.

Other studies have been more cautious about the employment generation capability of HBBs (Patterson, 2000). Issues that work against employment growth in HBBs include lifestyle, geographic constraints, competitive forces that can soak up available demand, entrepreneurial styles and competence, and domestic factors (Patterson, 2000).

Benefits to Communities

Both overseas and Australian studies have reported a considerable number of economic and social benefits that are derived from HBBs (Heck, Owen, & Rowe, 1995; Pratt & Davis, 1985; Queensland Small Business Corporation, 1992, 1994; Stanger, 2000; Walker, Weigall, & Horgan, 2004). Stanger (2000) identified benefits such as: creating employment with the wages and salaries of owners and employees contributing to the disposable income of a community, stimulating the local economy, and acting as micro incubators by assisting new small business to survive and grow through reduced overheads. Similarly, Walker, et al (2004, p. 7) suggested that HBBs benefit their community through: contributions to employment options within the local community, "which in turn support[s] local business", retaining earnings within the community, as well as reducing local traffic. They further suggest that HBB facilitates, "community cohesion, individual well-being and social activity as well as protecting communities from economic downturn" (p. 7). Stanger (2000) also reported that HBBs have a high survival rate and therefore may reduce the financial, economic and social costs of failure. He further suggested that HBBs contribute to the increasing size of the services sector, stimulate the economy by increasing output and reducing prices, bring new perspectives in the delivery of goods and services, and that they service small and new markets that are uninteresting, and unprofitable, to larger firms (Stanger, 2000).

Research into the social and economic benefits which HBB may offer local communities, has been visited by some UK and Canadian researchers (Doucet & Merla, 2007; Oughton, et al., 2003), however these topics have been of limited interest for Australian research (Lynn, et al., 2004a).

Regulations, Policies and Programs

There have been limited Australian studies conducting detailed examinations on the effect government regulation has had on small business (Lynn, et al., 2004c). Despite recommendations of the Australia Parliament Senate Employment Workplace Relations and Education References Committee (2003) to review the implications of existing policies, there has been no significant analysis of the effectiveness and impacts of HBB policies in terms of social inclusion and wellbeing (Lynn, et al., 2004c). Although the Commonwealth, State and local governments are all involved in the policies and programs for support of the small business sector, their respective roles are not well defined in relation to HBBs; and consequently, HBB programs and policies are piecemeal and lack an overall framework (Australia Parliament Senate Employment Workplace Relations and Education References Committee, 2003).

Amongst Australian regional studies there was no consistent agreement about the effect of local Council regulations; this may have been due to the significant variation between local authorities in attitudes towards HBBs (Australia Parliament Senate Employment Workplace Relations and Education References Committee, 2003). Houghton and CREEDA's (1999) study across two regions of Australia found that some HBBs were concerned with local government levels of service and decision-making capabilities which resulted in difficulties in completing registration processes, as well as with the consistency and clarity of regulations. The Australia Parliament Senate Employment Workplace Relations and Education References Committee (2003) recommended that the Commonwealth, states and territories, in consultation with local government, develop national model legislation for HBB. It also recommended the need to consider ways of improving understanding of HBBs in order to develop appropriate policies and programs.

The 'Regulation Reduction Incentive Fund' was later introduced in order make local governments regulations easier for HBB to comply with. (See page 19 for more details.)

Impediments and Barriers

A number of Australian studies have identified that policies, regulations, accessibility to training programs, management, and location can act as barriers/constraints to growth and/or sustainability of HBBs (Australia Parliament Senate Employment Workplace Relations and Education References Committee, 2003; Houghton & CREEDA, 1999; Patterson, 2000). Although some studies have focused on the negative factors associated with operating a HBB, it is unclear whether these are simply negative factors about the experience of operating a HBB or factors that may also be an impediment to growth/sustainability (Lynn, et al., 2004c). Holmes, et al. (1997) identified that the most significant negative factor for women was social isolation. Their research also reported that having children at home where limited childcare was available had affected female HBB operators on several levels, one of which was the way in which it may have limited training (Holmes, et al., 1997). Gender and the age of children in the household have also been found to be determinants of sales, with younger children having a negative impact for female operators and a positive effect for males (Heck, et al., 1995).

Strategies to Encourage Sustainability and Growth

In Australia, considerable attention has been given to the establishment of small business development corporations and other government-sponsored support agencies to increase the quantity of advice and support available for small and HBBs (Jay & Schaper, 2003). Notwithstanding, Australian studies have identified other strategies to maximise employment and or growth potential within the HBB sector (Hitech Marketing Services Pty. Ltd, 1998; Patterson, 2000). For example, in his regional study Patterson (2000) recommended strategies such as: maximisation of trading efficiency, improvement of market penetration, resolution of home/family conflicts, skills in relating with employees, and development of business management skills. However Lynn, et al. (2004c) observe that the strategies identified across studies appear to be inconsistent and suggest that this could be due to the lack of information that exists in relation to HBBs. Similarly, the

Australia Parliament Senate Employment Workplace Relations and Education References Committee (2003) suggested that effective strategies to increase employment in small business require a better information base.

Patterson (2000) identified the need for HBB coalitions that could strengthen the business operations of HBBs in a given area. He suggested a coalition group could choose to develop a structure that "allowed maximum responsiveness to opportunity, with respect for the individual character of the participating businesses" (Patterson, 2000, p. 31). The model engaged a series of values, perspectives and practices that were seen to be relatively novel to HBBs. Numerous benefits were seen as being able to flow from the formation of an association that was self-organising, with the core organisational element being a networked communication system primarily using Website and e-mail connection (Patterson, 2000).

Other more general strategies appear to be primarily focused on changing the attitudes or behaviour of the individual in relation to their business through market development, promotion of business support programs, training and assistance (Lynn, et al., 2004c). Entrepreneurship has also been promoted as a means of growing the small business sector. In rural and regional areas, entrepreneurship and equipping communities to be more entrepreneurial are offered as key strategies for their survival in the face of industry restructuring (Earles, et al., 2006). Reviewing British policy which promotes entrepreneurship, Oughton, et al. (2003) observe that it is often based on the notion of seeking opportunity with a focus on individual enterprise rather than household livelihood (Oughton, et al., 2003). Similarly, Lynn, et al. (2004c) suggest that Australian entrepreneurship research also fails to address issues such as poverty, the wellbeing of household members and social capital.

Justification for the Current Research

Current research does provide a broad overview of some characteristics of the HBB sector such as its relative size, the demographics of HBB operators and some gender differences amongst them. However, a close examination of the scope of existing HBB literature (reviewed above), revealed four areas of concern. The first was a lack of theory underpinning HBB research. The second concern was with the narrow research focus across studies. The third was the inconsistent conceptualisations and lack of a definition for HBB across studies and the fourth concern was with the way in which the hidden and inaccessible nature of HBBs may have affected sampling methods across the research. The following subsections outline why these issues were of concern and offers the current study's research design and methodology as a tool to overcome these concerns and provide greater understanding of the HBB sector and of the individual experience of HBB.

Creating Theory Grounded in the Data

Research into HBB is a relatively new endeavour, and consequently, there is a very little evidence of scientific theory across current HBB literature (Earles, Swan, & Lynn, 2004b). Reviewing overseas research into entrepreneurship and small business (which are both aspects of HBB), Gibb (2000, p. 30) suggested that there has been "a growth of ignorance alongside the growth of academic work", and that there were many assumptions or myths about entrepreneurship and small business that went unchallenged by current research which often lacked a coherent theory. While many researchers stated their hypothesis, there was little attempt to ground these hypotheses to theory; rather, the hypothesis merely re-enforced existing myths (Gibb, 2000). Hypothesis testing which does not incorporate theory does little to develop understanding or improve scientific knowledge (Serlin, 1987).

Gibb (2000) suggests that SME research needs theory which is derived from the experiences of the business operators and not from the assumptions of academics and policy makers. As with overseas SME research, the need for theory is equally apparent for HBB research in Australia (Earles, et al., 2004b). The need for greater understanding

of the HBB sector has been recognised by the Australia Parliament Senate Employment Workplace Relations and Education References Committee's (2003) review of small business employment. In order to achieve greater understanding and go beyond mapping HBB characteristics it is necessary to begin developing theory which can account for the various characteristics of HBB operators; help evaluate the economic importance of the sector; and provide insights into the social significance of HBB which has been largely overlooked in existing research (Lynn, et al., 2004c).

In response to the current lack of theory found in HBB literature, this research project was designed to create theory. A Grounded Theory methodology was employed in order to ensure that a theory grounded in HBB data would emerge from this study. Grounded Theory methodology was chosen as it is "among the most influential and widely used modes of carrying out qualitative research when generating theory is the researcher's principle aim" (Strauss & Corbin, 1997, p. vii). For more details of grounded theory methodology see page 60.

Broadening the Research Focus: hearing their stories

In their early inquiry into the growing HBB phenomenon, Pratt and Davis (1985) suggested there may be many social benefits of HBB which had gone undetected. Since that time, the majority of HBB research has been done by Schools of Business and Economics and consequently the understandings of motivations, benefits, and ideals of success, which HBB operators may share, have often been reduced to economic analysis (Earles, et al., 2006). Australia's practice of promoting business entrepreneurship as the best way to develop the HBB sector does not give sufficient attention to the importance of the household, "issues of poverty, increasing self-esteem and social capital; [or] the relationship between self-employment, HBB and different lifestyle needs" (Earles, et al., 2006, p. 6). Current policy has been shaped by the available knowledge base; this available knowledge may be limited by the research focus which has currently been limited to economic issues.

In order to broaden the focus of HBB research beyond economic concerns and gain a richer knowledge base, it is important to examine the experiences of people who are actually engaged in HBB. Identifying the beliefs and practices of HBB operators was the main focus of this research. The most direct and arguably the most appropriate method to identify belief systems is to listen to the people involved. Therefore data for this research was gathered through in-depth interviews with HBB operators. (See pages 45 to 48 for more information on interview techniques.)

A qualitative research paradigm was chosen and interviews with HBB operators were conducted using storytelling techniques. These techniques were designed to ensure that data was derived from the experiences of research participants and not from preconceived ideas or assumptions held by the researcher. Participants were not asked specific questions during the interviews; rather, they were encouraged to tell stories of their experiences of HBB. (See page 47 for more details of storytelling techniques.) Their stories covered topics which went beyond economic issues, and included (at the outer extremes) travels through South-East Asia, outboard motor repairs, as well as difficulties with child birth.

Overcoming Definitional Issues: criterion for research participation

The lack of a widely accepted definition for HBB has been problematic across HBB research (Jay, 2003). The ABS (1997, p. 83) definition which was used to estimate HBB numbers from 1997 until estimates ceased in 2003 describes HBB as either a business "where most of the work of the business was carried out at the home(s) of the operator(s) … 'businesses operated at home'"; or as one which "has no other premises owned or rented other than the home(s) of the operator(s) … 'businesses operated from home'. While this dual definition may have given some insights into the relative influence HBB had on transport infrastructure, which was a concern for policy makers at that time, it complicated the accuracy of estimates (A. Bartlett at ABS, personal communication, February 7, 2008). Across the existing HBB literature there is no widely accepted definition of what constitutes a HBB with the result that HBB research has often been embedded in SME research (Peacock, 2000). This lack of subject definition has made it

difficult to recognise the effects (whether positive or negative) of having work and home at one location. The number of disparate definitions of businesses (for example: small business, micro-enterprise, self-employed home-workers, consultancies or contractors) which may encompass HBB, highlights the present lack of conceptualisation of what a HBB is and how they may differ from other forms of business venture.

In order to widen our conceptualisation of HBB, yet still contain the research focus to HBB issues, the present research did not limit research participation to those who fitted a predefined criterion. No attempt was made to create a definition of HBB; rather research participation was open to anyone who self-identified as a HBB operator (See page 41 for details of sampling methods). Following this strategy allowed the conceptualisation of HBB to come from people who defined themselves as HBB operators and not from any preconceived ideas held by the researcher or by the industry partners.

Sampling Methods for a Hidden and Inaccessible Group

As there is no widely accepted definition of a HBB, there is no way to distinguish them from any other business and consequently there are no public databases which list only HBBs. The lack of a HBB database compounded with the hidden nature and limited accessibility of many HBBs has made it difficult for researchers to find a representative sample group and has obscured our understanding of HBBs (Australia Parliament Senate Employment Workplace Relations and Education References Committee, 2003; Jay, 2003). Investigating such a hidden and inaccessible group complicates research, especially quantitative research which requires random sampling in order to produce reliable statistics. As mentioned earlier, the bulk of existing HBB research has sought to map HBB characteristics as well their economic importance and consequently much of this research has employed quantitative methods with data often gathered through questionnaires sent out by mail. Much of this research struggled to achieve external validity due to low response rates and other difficulties associated with selecting a representative sample group.

In order to avoid these difficulties, the current research made no attempt to find a representative sample; rather it used purposive and theoretical sampling in order to enhance the sample diversity in the hope of capturing theory-informing data that was as rich and varied as possible. These sampling techniques are consistent with grounded theory methodology. (See page 41 for details of sampling methods.)

Chapter 3: The Research Process

This research utilised a grounded theory methodology. Details of the methodology are discussed later in this chapter; however it is important to understand that theory construction took place throughout the entire research process and the results or findings from this methodology are presented in the form of a theory. While many research methodologies attempt to prove, disprove, improve or challenge existing theory with new data, grounded theory presents a new theory which has been grounded in data gathered through the research process. Modelling is a common practice within grounded theory which aids in theory development and in communicating the concepts of the theory to others (Charmaz, 2006). As such, neither the grounded theory emergent from this research nor the grounded theory model which depicts the theory are held to be predictive, they are exploratory and offer original insights into the needs and practises of HBB.

Nineteen semi-structured interviews with HBB operators were conducted throughout the course of this research (See Table 4.1 on page 87 for details of participant demographics). Data from these interviews were reviewed for themes which were conceptually ordered within a coding system. Through many iterative cycles the coded data was analysed for deeper meanings which formed the foundations of a grounded theory. This chapter describes in detail the techniques employed throughout the research process, offers a justification for their use and outlines the stages of theory development which occurred.

This chapter contains two sections. The first section describes four elements of the research process: the design, the methodology, the research paradigm and the underlying philosophical assumptions. These detail how the research was done and offer a rationale for the why the process was adopted. The second section of the chapter describes in detail how the theory evolved. Consequently Section Two introduces the findings by describing how the main themes within the findings were arrived at through using the design methods described in Section One.

The purpose of Section One is to provide rich description of the research process in order to demonstrate that the research techniques employed throughout the research conform to recognised standards. The purpose of the Second Section is to leave an auditable trail of the both the research process and the consequent theory development.

How the Research was Conducted: design to operationalisation

This section contains four subsections, each of which describes an element of the research process. The four elements include: the *design* which lists the techniques and procedures used to collect and analyse data; the *methodology* which describes the overall strategy guiding the design; the *research paradigm* which describes the theoretical perspective or school of thought which is consistent with this methodology; and finally the *philosophical assumptions* which describe how knowledge has been conceptualised, and justify the theoretical perspective and consequently the methodology and design.

While it may be a more common practice to describe qualitative research methodology in the reverse order and begin by discussing the philosophical assumptions, this thesis format begins with a description of the design. This layout was adapted from Crotty's (1998, p. 2) suggestions of considering 'four elements' of the research process in order to construct a research proposal. This format was chosen for ease of description and comprehension; as noted by Crotty (1998, p. 3), terms which describe the methodology, theoretical perspective or philosophical assumptions are often "lump[ed]…together without distinction", and consequently are not easily understood. By first describing and justifying the design, it is possible to describe the remaining elements in terms of the present research design, with a minimum of philosophical abstraction. Similarly, readers unfamiliar with qualitative research may not appreciate the relevance of discussing philosophical assumptions until they are familiar with the method.

The Design

Administrative and ethical considerations which defined how and why specific procedures were employed to accomplish these tasks are discussed throughout this subsection. Other topics described in this subsection include the methods used for the

tasks of: sampling, interviewing, transcribing and summarising, coding the data, describing the coded data, and modelling and writing the findings. There was an inherent order in these tasks, in that no data collection could be done before some sampling was done, and no data could have been coded until some had been collected. However in the day-to-day operation of the project, the tasks were seldom performed sequentially, and before the last interview was coded a typical day might have been spent attending to any one or all of these tasks.

Most elements of the design were cyclical and followed iterative cycles of seeking, sorting and making sense. This pattern is consistent with established qualitative research processes and has been suggested by many authors. For example, Dey (1993, p. 31), describes qualitative analysis as a circular process of "describing, classifying and connecting", while Strauss and Corbin (1998) recommend cycles of description, conceptual ordering and theorising. (See Figure 3.1 for a diagrammatic view of these iterative cycles used when coding data.) As analysis is ongoing during all stages of grounded theory research the process of following iterative cycles permeated this entire project. Iterative cycles were followed in order to obtain what Minichiello, Aroni, Timewell, and Alexander (1995, p. 250) describe as "increasingly deductive accumulative knowledge".

Apart from interviewing participants the research work was done across three locations: the industry partners' office in North Cairns (See page 3 for industry partner details.); James Cook University's post graduate study rooms; and at the home of the researcher. Ethical considerations of participant confidentiality (See page 4 for more details.) were addressed by keeping all data on a laptop computer which was password protected. Files were backed up on flash drives kept in secure storage and by using online storage at weekly intervals. To ensure confidentiality, no files were saved to any other computers except a home computer which was also password protected.

One of the first undertakings upon commencement of this research project was to establish a working environment at the industry partners' office complex. It was agreed that approximately two days a week would be spent there in order to ground the research

in current small business concerns. Both industry partners worked closely together and shared a two story building with few spatial divisions of work areas. Consequently the researcher was party to a bevy of information on local politics and business organisations as well as hearing the advice given to anonymous clients regarding issues such as business start-ups, taxation inquiries or legal obligations and/or restrictions on a range of business issues.

Sampling

To maximise exposure to as large a range of belief systems as possible, participants were chosen from a diverse range of business types, family types, social groups and individual demographics such as age and gender. As noted by Earles, Swan, and Lynn (2004b) there are no existing databases which list HBBs as entities separate from other forms of small business. Therefore, before any sampling could be done, it was necessary to build a pool of potential participants willing to share their experiences and to gather enough information about them so that an informed decision could be made as to whether the sample drawn from the pool was diverse. In order to comply with the ethical guidelines and minimise potential psychological distress (See page 4 for more details.), no direct solicitation was used to build the pool of participant volunteers. Telephone calls to unknown individuals asking if they would be willing to have their business investigated could have caused psychological stress to many people, therefore this was never done. All research participation was voluntary.

Four strategies were used to establish the pool of volunteer participants without direct solicitation. The first strategy was a series of media releases resulting in local papers publishing articles containing information on the research with a call for volunteers. As part of earlier industry partnership projects (See page 3 for details.) some of the media releases were done prior to the commencement of this research, so that when the project began there were already volunteers willing to participate. (See Appendix C for media publications.)

The second sampling strategy was a request for voluntary participation from FNQACC's Small Business Field Officers (SBFOs) to clients on their databases. Emails describing the research and the need for volunteers operating a HBB were sent out through the SBFO's networks to their small business clients.

The third strategy was to ask for volunteers at a series of HBB seminars conducted by FNQACC in conjunction with the Queensland State Development Initiatives Program. The seminars were conducted in Cairns, as well as Mossman, Port Douglas, Mareeba, and Innisfail (Far North Queensland townships surrounding Cairns). They were free to the general public and provided a variety of influential speakers with unique insights into operating small businesses. Most of these seminars lasted for more than eight hours with lunch and dinners provided. Before each lunch break, a short presentation was given by the researcher which presented information about this research project and asked for volunteers. At the close of the seminar attendees were asked to fill in a short questionnaire with a range of questions on their businesses, the type of information they found useful and one question which asked if they would be willing to participate in future HBB research. This questionnaire was a standard format used at all FNQACC seminars and was required by the Federal Government in order to demonstrate an interest in the seminars and to secure funding for future seminars. (See Appendix D for copy of HBB questionnaire.) Those who were willing to participate in the research and provided their contact details were added to the pool of volunteer participants.

The fourth strategy has been referred to as snowballing (Corbetta, 2003, p. 222). This required enthusiastically handing out as many business cards as possible to participants, friends or associates and asking them to pass them on to anyone they knew who operated a HBB and might be interested in volunteering for research participation. Interested volunteers then could make contact by phone or email. This was done actively over the first eighteen months of the research at the HBB seminars and at any of the frequent FNQACC functions or in any circumstance where the topic of HBB research was introduced. This proved to be very useful, particularly in finding participants whose circumstances or business ideals differed from those of previous participants.

Initially an excel spread sheet was set up to record the volunteers who responded to media campaigns and to log the phone records of when they were contacted and further details of their circumstances. However, it soon became evident that a more sophisticated database was needed to keep track of all the volunteer details and contact information. A licence to use 'Maximizer Enterprise' (a business development software used by both industry partners) was purchased for its capacity to create a database with user-defined fields attached to all entries as well as a record of email and telephone contacts. Maximizer's user-defined fields allowed the creation of tables to categorise much of the information gathered on individual participants. Questionnaire sheets gathered at the HBB seminars provided specific details such as age range, business types and internet use. This type of information tended to be slightly more personal and much more specific than information collected from the other sampling techniques. For instance the questionnaire asked the age group of participants, which is seldom an appropriate question to ask in general conversation. Therefore, not all user-defined fields were completed for all volunteers. (See Appendix E for details of volunteer user-defined fields.)

As the database was being established, volunteer participants were contacted to confirm their willingness to participate and they were provided with further information about the nature of the research. Following the recommendations of Flick (2002), details of the interview process were also discussed at this time to avoid future problems which could arise during interviews if participants' expectations were violated. Making contact with volunteers was also used to build initial rapport. As suggested by Witz (2006) rapport building was an important part of these early communications and participants came to realise that their experiences were valued and were encouraged to feel that they were allies in producing the research. When contacting volunteers, more details surrounding the nature of their business as well as their personal circumstances were also gathered and included on the database either on user-defined field tables or as notes attached to their file.

Building the pool of volunteers, storing relevant information of their circumstances on the database and selecting the most appropriate participants were ongoing tasks throughout the first eighteen months of the project. The 22 participants who eventually took part in an interview were chosen from 127 volunteers whose details were recorded on the database. Three interviews were conducted with couples who shared the same residence and were both involved in HBBs, so that 19 interviews were conducted in total. Not all volunteers were contacted after being placed on the database. There was a variety of reasons for not contacting volunteers. Some contact details were wrong and the volunteer could not be found in the telephone directory or through an internet search. Sometimes the information volunteers had given was inconsistent, such as the IT consultant who didn't use the internet because it was too expensive. Often there was an over-representation of certain business types and it would probably have limited the scope of data if, for instance, twenty bookkeepers had been interviewed. Finally, many of the volunteers were still in the process of starting a HBB and had limited experience of actually operating a business from their home. However, no one was ever removed from the database and all volunteers were considered potential participants until the interview process was complete.

The majority of volunteers on the database were contacted and further details of their circumstances were obtained and recorded on the database. Two strategies were employed to select participants from the volunteer pool: *gradual selection* and *theoretical sampling*. Gradual selection was purposive and aimed for maximum variation in the sample, seeking to explore all cases including the extreme as well as the typical (Flick, 2002, p. 68). All of the initial interview participants were determined through gradual selection, which sought a balance in gender, a large range of business and family types and also included participants from minority groups such as: indigenous people, new immigrants, single parents, and those living with a disability. While members of these minority groups may have been included as subjects in some of the existing research they are seldom if ever identified and are most likely under-represented in previous HBB research (Foley, 2006).

As suggested by Glaser and Strauss (1967), theoretical sampling was used later in the research process after consistent themes had begun to emerge from the data. The purpose of theoretical sampling was to generate theory by exploring and testing these emergent themes (Glaser & Strauss, 1967, p. 45). Theoretical sampling was also used for a negative case analysis where a potential volunteer reported experiences contrary to those of most other volunteers. As described by Minichiello, et al. (1995, p. 163), the negative case analysis helped develop theory by giving insights into the significance of emergent themes. (See page 159 for details of negative case analysis in this project.) Sampling for a negative case analysis has also been referred to as discriminate sampling by Strauss and Corbin (1990, p. 187); they note the importance of negative case analysis as a means of testing which is an "integral part of grounded theory".

Another important consideration when choosing which volunteers to interview was their availability. Many volunteers were unable to commit to an interview until several months in the future and others would ultimately never commit to a specific time or date. Ethical principles of avoiding psychological stress were also considered when volunteers had difficulty in committing to an interview time. (See page 4 for details of ethical considerations.) To avoid possible psychological distress which might have arisen from a perception that the researcher was pestering or harassing volunteers, the following precautions were taken: on occasions when volunteers were unable to answer phone calls, messages were left on their answering machines; if the volunteers failed to respond to the message a polite email was sent as a reminder, and if these emails were again unanswered no further contact was sought by the researcher.

The above strategies and constraints were all considerations that needed to be taken into account when selecting the sample group.

Interviewing, Transcribing and Summarising

With the exception of the information gathered for the volunteer pool, all qualitative data gathered throughout this project came from in-depth interviews. Before conducting the interviews some preparation was necessary. *Information sheets*, *informed consent forms*

and *interview guides* were constructed to ensure that the interviews complied with JCU's ethical standards and maintained a consistent level of quality.

As directed by the Ethics Committee which governs JCU research protocol, research participants were provided with a copy of an information sheet outlining details of the research project and their rights and obligations as participants. (See Appendix F for copy of the information sheet.) After participants had read the information sheet and were aware of its contents, they signed an informed consent form to confirm that they were aware of the nature of the research, knew their rights and obligations and agreed to participate. (See Appendix G for a copy of the informed consent.) Although it had been anticipated that participants might be reluctant to sign a legal document before conducting a voluntary interview, none of the participants expressed any concern about giving written consent or what the information might be used for.

An interview guide was constructed to help direct the researcher through the interviews and to ensure that all interviews maintained a similar attention to detail. Use of an interview guide, especially for inexperienced interviewers (See page 4 for details of researcher's experience.), has been recommended by many qualitative researchers (Kvale, 1996; Miles & Huberman, 1994; Minichiello, et al., 1995). The guide contained three major components: procedure for opening the interview, a list of anticipated topics that the interviews usually covered, and procedure for closing the interview. (See Appendix H for a copy of the interview guide.)

The interview guide began with reminders of simple courtesies to ensure that the interview was always opened in a similar style, the information sheet had been read and understood, and the informed consent form was signed before the voice recorder was turned on. Following Charmaz's (2006, p. 29) recommendations for inexperienced interviewers, the interview guide was used as a tool to help maintain a naturally flowing conversation while covering a range of topics. The guide adopted Kvale's (1996) typical format and contained a list of anticipated topics of HBB experience. During the interviews it was anticipated that stories about home, family, household, and aspects of

business (financial issues, marketing, regulations etc.), might be told, and these and other relevant topics were listed on the interview guide. Following the recommendations of Neuman (2000), as these anticipated topics were discussed they were crossed off the list so that any overlooked anticipated topics were easily identified. Because participants were encouraged to tell stories of their own HBB experiences, they led the direction of the conversation. The interview guide was not used to direct the participants' opinions by asking leading questions, but rather to steer the conversation away from repetitive topics or to keep the conversation flowing if one topic had been exhausted with no obvious direction for further discussion (Kvale, 1996; Minichiello, et al., 1995; Neuman, 2000). In order to keep momentum in the discussion, it was useful to have this quick reference list of overlooked HBB topics readily available so that open ended-questions could direct the conversation to the areas which had been overlooked (Kvale, 1996). For example, if a participant was inclined to talk a lot about their product, with no emphasis on the implications of creating or marketing it from a HBB, the interviewer could look at the list of anticipated topics and if the topic of family had not been covered, an open-ended question could be asked, such as, "What does your partner think about your working from home?" This type of question opened the way for stories about family life, but did not direct the topic or offer an opinion. While the interviews were conducted using an interview guide, it should be noted that the guide was used as a tool to help participants tell their stories and not to direct them to answer specific questions. Finally, the interview guide outlined closing the interviews with standard questions to ensure that no important administration details or formal courtesies were forgotten.

In order to elicit information containing themes and concepts novel to HBB research, *storytelling techniques* were employed throughout the interviews. As described by Minichiello et al. (1995), the object of the storytelling approach was to let the participants tell their own HBB stories, and the strategy used to encourage storytelling was to ask questions in such a manner that participants responded with a story. While an interview can often be perceived as an interrogation, the interview techniques employed throughout this research sought to turn each interview into a storytelling arena, as suggested by Johansson (2004, p. 275). Using a storytelling approach allowed participants to share

their experiences of HBB in the belief that "the shortest way from experience to knowledge goes through stories" (Johansson, 2004, p. 273). Interview techniques employed throughout this research borrowed from Witz's (2006) Essentialist approach which he describes as interviewing for feeling rather than interviewing for information, so that the nature of the interview was that of a conversation with a friend. In accordance with Witz's (2006) views, the researcher believed that this research was part of larger human concerns and participants were viewed as allies in an endeavour of important exploration. As noted by Minichiello et al. (1995) and Witz (2006), achieving a sound level of communication requires enormous trust and good will on behalf of the participant. Establishing this level of trust required continually building rapport from the initial contact right through the entire interview process (Johansson, 2004; Minichiello, et al., 1995; Strauss & Corbin, 1998; Witz, 2006). In order to achieve the best possible results, the researcher followed the recommendations of Miles and Huberman (1994) and endeavoured to demonstrate an active interest and genuine empathy for all the HBB research volunteers and participants during the interview and throughout the entire research project.

The interviews began in early September 2006 and were completed in just under one year when the data reached what Strauss and Corbin (1998, p. 212) refer to as *theoretical saturation,* and no new data was found which could not be fully described and validated through the emergent theory. Individual interviews lasted approximately ninety minutes and were conducted at the home of the participant (except on three occasions when they took place in a Café). As recommended by Minichiello et al. (1995, p. 77), interviews were always opened in a similar way: immediately after obtaining informed consent the researcher turned on the voice recorder and made a comment similar to: "So there is no set topics to discuss, most people begin by talking about why they started their business." At that point most people launched into a story which ranged from past employment to how they met their spouse. When conducting the interviews it was often not known if one or two people would be at the interview; often one partner would be away and the other would speak freely about their partner's history, feelings and motivations; this was accepted as first-hand information.

It was attempted to conduct one interview per week which resulted in conducting the first seventeen interviews over a period of twenty-three weeks. Two final interviews were conducted almost five months later, to explore the emergent themes. These final interviews proved very useful in confirming the emergent theory and demonstrated that the data had reached a saturation point as no new codes were needed to describe the data.

Despite extensive preparation for conducting interviews, the early interviews were occasionally clumsy and awkward. Displaying some of the typical faults of inexperienced interviewers described by Minichiello et al. (1995, p. 1), the researcher's nervousness and over-enthusiasm often resulted in interruptions and changes to the natural flow of the conversation. As suggested by Strauss and Corbin (1998), immediate review of the interview was very beneficial, both to examine emergent themes and to analyse the interview style. Close scrutiny of the interviews revealed if and when the interviewer had introduced a topic rather than the participant. Reviewing the interviews proved to be a positive learning experience and revealed counter-productive interview practices which could be avoided in future interviews, as well as providing the opportunity to contemplate phrasing open-ended questions which would not suggest a particular opinion.

Transcription was an important part of both the data collection and analysis. As recommended by Strauss and Corbin (1998) it was done as soon as possible after the interview. Worchel, Cooper, Goethals, and Olson (2000) report that much of human communication is non-verbal; therefore it cannot all be captured on a voice recording. Accordingly, the interviews were transcribed at the earliest possible opportunity while these non-verbal cues were still fresh in the memory of the researcher. (See pages 78 to 79 for evidence of non-verbal clues in interpreting the data.) While it was always attempted to finish transcribing an interview before another was conducted, occasionally this was not possible as interviews had been postponed and rescheduled so that two interviews were conducted on consecutive days.

Early interviews were given *full transcriptions* which included all spoken words with details of vocal expression as well as pauses and stutters which can convey a lot of information as to how strongly the participant felt about certain topics (Strauss & Corbin, 1990). Following the recommendations of Miles and Huberman (1994), these transcriptions were printed out leaving wide margins for comments. The left margin was used for comments on interview technique while the right margin was used to explore themes and note possible codes. Writing these comments was an important step in the data analysis, as it focused attention on specific topics and the attitude the participant held toward those topics.

As the interviews progressed the transcriptions changed from full transcriptions to *partial transcriptions.* This was a gradual change which occurred over time as important themes had been identified and the interview style was better developed and didn't require as much critique. Partial transcriptions seldom included non-verbal information from the participant and much of the interviewer's dialogue was left off unless it related directly to the participant's story. This did not occur in any significant way until emergent themes were reviewed at an industry partner seminar. (See page 57 for details of the seminar.)

Transcriptions were generally completed within four days of the interview and copies of these original transcripts were saved separately to avoid the possibility of data being lost in the coding process or through problems with computer softwares. Occasionally when new themes arose, original voice recordings were reviewed to ensure that no data was omitted through partial transcription. This checking process occurred on several occasions but no omissions were found and no initial transcriptions were ever altered.

Upon completion of each interview transcript, a contact summary sheet was written. Following the guidelines of Miles and Huberman (1994, pp. 51-55), the contact summary sheets contained: descriptive details of the interview; a list of topics discussed; comments on new conceptualisations of HBB; a list of emergent codes evidenced with data; insights gained from the interview; and thoughts for future interviews. Initial contact summaries were descriptive and relied heavily on the researcher's emotional reaction to the

interview. Throughout the interview process the content of the summaries gradually shifted from initially describing the researcher's intuitive ideas about themes emerging from the interview to actually identifying data from the interview which fitted into or challenged the existing conceptual frameworks and the emerging themes. Saving this data on the contact summary as quotes which supported the existence of emerging themes provided the initial framework of the coding system. (See Appendix J for copies of early and later Contact Summary forms.) As well as helping to develop a coding system, the summaries proved to be a useful exercise which allowed the researcher to gain a deeper understanding of each participant by summarising the issues which they introduced. The contact summaries were reviewed regularly throughout the coding process and used as an information source to construct lists compiling and comparing many different areas of interest. (See page 56 for examples of the use of contact summaries.)

Coding the Data: iterative cycles

As noted by Flick (2002, p. 177), coding data was inherently a part of data collection as it was at this point that text from the transcriptions was selected as being illustrative of emergent themes. Coding followed what Strass and Corbin (1998) describe as iterative stages of *description, conceptual ordering and theorising.* Description began when a recognisable theme was interpreted from the transcript data; these emergent themes were conceptually ordered by assigning them a code. The code functioned as a symbolic name, under which all data supporting that emergent theme was grouped (conceptually ordered). Theorising about relationships within and across emergent codes (conceptually ordered data) occurred throughout the research. Theorised relationships were themselves described and assigned a new code. All transcript data were then reviewed again for evidence which supported or opposed the new code and this data was conceptually ordered under appropriate codes and was reviewed further for theoretical relationships. This iterative process of description, conceptual ordering and theorising began with the process of coding and continued throughout all analysis until a grounded theory emerged. (See Figure 3.1 for diagram of iterative coding cycles.)

Describing
(Themes)

Description of emergent themes
identified in data

Qualitative

Analysis

(Coding the
data)

Theorising
(Theory)

Conceptual
Ordering
(Codes)

Building theory through
conceptualising possible
relationships within and
between coded data

Conceptual ordering of
data supporting or
opposing emergent
themes under code
names
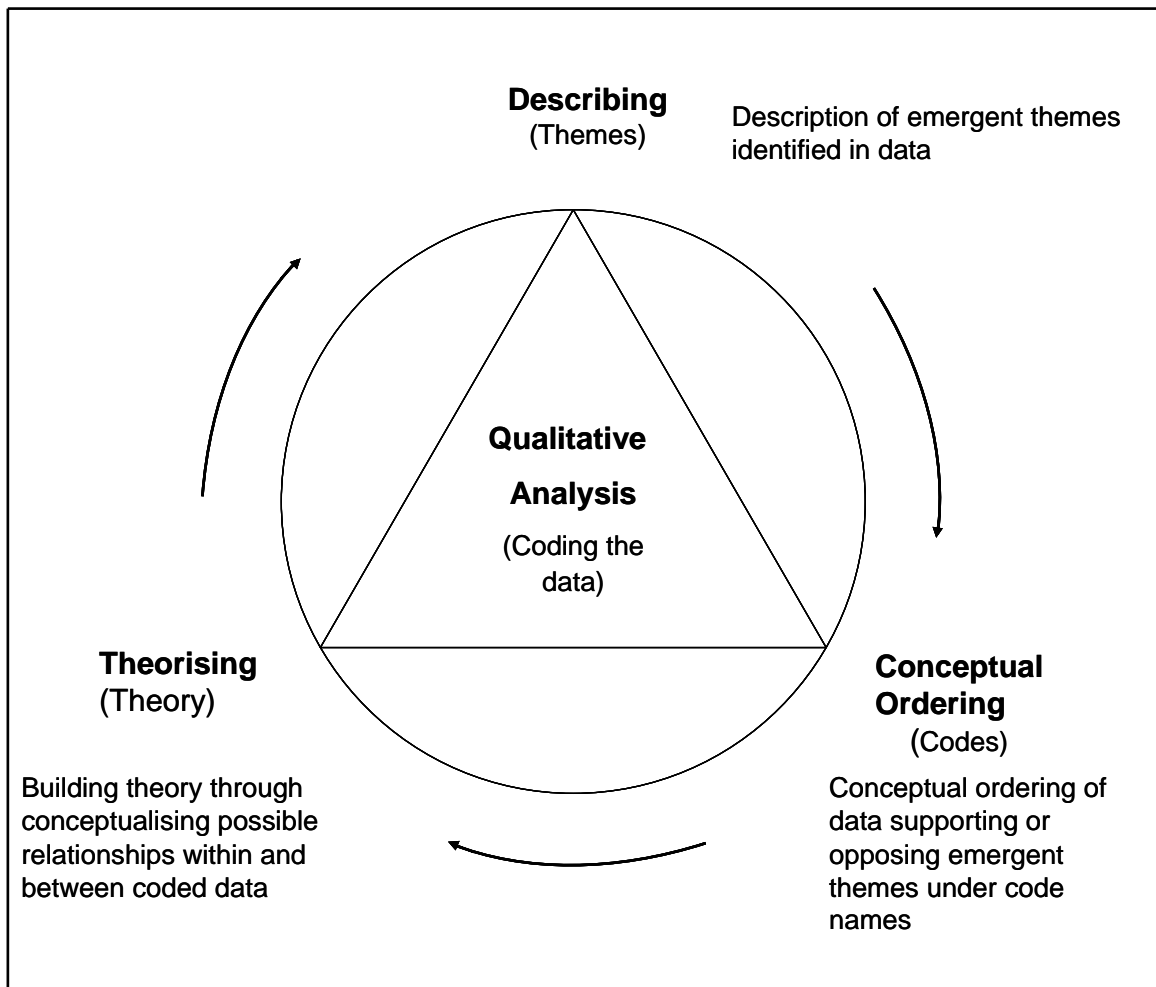
Figure 3.1
Iterative cycles of coding the data
(adapted from Dey, 1993, p. 31)

Coding the data was not a linear process beginning at a specific point in time with the initiation of a specific task. As Sarantakos (1993, p. 347) points out, within grounded theory, "data analysis is here a dynamic process which incorporates several elements of the research process, and is certainly not deferred until after data collection is fully completed". Ideas of possible codes had evolved from the genesis of the project with the earliest ponderings of what data analysis might reveal about HBB practise. Throughout the literature review possible codes and themes were always being considered and, during this earlier phase of the research, novel conceptualisations of HBB were proposed as possible analytical tools used to group data. These early conceptualisations formed a

preliminary basis for coding data as well as providing novel approaches to understanding the dynamics surrounding HBB. (See pages 68 to 72 for description of early conceptualisations of HBB.)

The initial steps in establishing the coding system involved highlighting dialogue on the first transcription sheets and assigning these pieces of data a code name. These early codes came from the proposed HBB conceptualisations or from newly discovered themes which appeared to stand out as unique areas of interest. A list of these emergent codes was kept on a coding sheet which was continually being updated with newly identified codes. Initial coding sheets were compiled as Word documents and contained a list of all possible codes with a description of what the code meant. The coding sheet grew with the completion of every transcript. (See Appendix K for a copy of initial coding sheet.)

After the first fifteen interviews had been transcribed the coding sheet was copied onto an Excel spreadsheet. The spreadsheet allowed coded data to be placed in the column adjacent to its code name so that all the data grouped under one code could be viewed together in order to look for theoretical relationships. Sometimes emergent theory found two or more recognisable themes within one code, and at other times emergent theory found a similar theme across a group of codes. Consequently, when following the iterative cycles described earlier (See Figure 3.1.), the number of codes expanded and contracted as themes identified within the data developed into theory with "increasingly deductive accumulative knowledge" (Minichiello, et al., 1995, p. 250). This process of exploring and developing themes was repeated until the avenue for new conceptualisations appeared to be exhausted and all apparent themes were identified and assigned a code. This iterative process of coding and reviewing data continued throughout the final stages of writing the findings chapter.

Cutting data from word documents and pasting it into excel sheets proved useful for developing an initial coding framework but was time intensive and required a high level of focus. (See Appendix L for examples of coding on Excel spreadsheets.) Due to the inefficient and repetitive nature of this method, it was rejected and a licence was

purchased to use Nvivo software. Original transcripts were then copied to an Nvivo project file and the coding process began again and was done entirely with Nvivo software. This system proved to be an effective tool for developing an efficient coding framework. However, despite a superior display and ease of moving data between code names, the actual process was no different, and required carefully examining all data for evidence of emergent themes.

Another change of practice that occurred as the themes became more developed, and the interview technique had become more consistent, was reviewing the transcripts on a computer screen rather than making notes in the margins of printed copies. This occurred after the first seven transcriptions. Comments regarding interview technique or emerging themes were added in the main text and separated with brackets, thereby eliminating the need for wide margins. This practice proved useful when coding was done with Nvivo as these comments were still visible on the transcript during coding.

The coding and analysis methods used in this research were adapted from different sources. There are many textbooks written on qualitative analysis, each containing many different techniques all of which can be useful in coding qualitative data. Rather than adopting the ideas of a single author and following specific steps throughout the coding process, this research used an eclectic coding style, utilising techniques gathered from a variety of different authors. This is an accepted practice when using grounded theory methods. Charmaz (2006, p. 9) suggests that grounded theory methods should be used as "flexible guidelines, not methodological rules, recipes and requirements". Other qualitative methods employed throughout this research which facilitated the coding process included the use of: *memos, lists, constant comparisons, peer review,* and *enhancing theoretical sensitivity.*

As suggested by Richards' (2005), memos were written frequently as new ideas for the project emerged. This practice was helpful in all aspects of the study but was particularly useful when searching for codes as it helped to categorise the data into relevant themes. Following Richards' (2005) suggestion, memos were written whenever and wherever

ideas occurred so they would not be lost. They were written on scraps of paper, in electronic documents, and included in journal entries. A daily diary was kept throughout the project to organise appointments and to record important events and ideas. Information from all these sources was reviewed regularly throughout the coding procedure in order to develop codes which could identify and explore any phenomenon contained in the data.

Following the recommendations of Strauss and Corbin (1990), many lists were made on a wide variety of emergent themes. During the sampling, interviewing, transcriptions and writing of the contact summaries many lists of possible codes and their associated meaning were generated and added to throughout the entire coding process. A list of possible codes was initially saved on a series of Word documents. Throughout the process of developing a coding system, codes were continually re-evaluated; sometimes two or more codes were collapsed to a single code and often codes were discarded as they were specific to only one piece of data. To ensure that discarded codes could always be retrieved, the list was continuously saved under a new name so that none of the possible coding categories were ever lost. Similarly, lists were constructed to record all the issues raised in the interviews and other lists of all the themes these issues suggested. One list described the nature of work involved in each of the businesses discussed in interviews. Themes which arose from this list were later separated into four unique occupation styles. (See pages 95 to 96 for detailed description of identified occupation styles.) A list of theoretically inspiring quotes from each interview was also made and regularly reviewed to develop theory. (See Appendix M for list of inspiring quotes.) Other lists included motivations, working styles, and the researcher's intuitive feelings about what important issues were standing out in the data. (See Appendix N for examples of typical lists and memos.)

A practice of constant comparison was adapted from Strauss and Corbin's (1990) constant comparison method. This involved continually reviewing the themes within and across all codes. Regularly reviewing and analysing memos, as well as lists and contact summaries, also lead to comparisons which were helpful in identifying possible

theoretical relationships within the data. Contact summaries provided a good source of information which allowed easy comparisons across topics such as individual demographics of age, gender or business type, or other topics raised in interviews. When a comparison revealed possible unexplored relationships within the data, more comprehensive searches of the interviews were conducted to look for any other supportive or opposing data. This required continual re-reading of the transcripts to compare data relating to emergent themes found in other transcripts.

Similarly, lists of emergent themes were regularly used to compare across individual participants as well making comparisons between the themes to look for underlying theoretical concepts which could lead to a deeper understanding of the HBB phenomenon. In this way, constant comparison required continued use of the iterative cycles described in Figure 3.1.

As suggested by Padgett, Mathew, & Conte (2004), a strategy of peer review was helpful in developing a comprehensive coding system. Focused discussion at regular meetings with the university project supervisors provided important feedback on the evolving coding system as well as providing new insights into emerging themes which might help gain a deeper understanding of the HBB phenomenon. Similarly informal discussions with the industry partner project supervisors and staff helped to clarify themes throughout the research. Regular contact with other post-graduate students, particularly those engaged in grounded theory research, was also beneficial as they provided both a source and a sounding board for techniques of qualitative data analysis relevant to this project. Three seminars were conducted during the project which provided rich feedback from peers. Two of these seminars were required by the university in order to demonstrate that the thesis could achieve a high quality. The first of these was the *confirmation of candidature* which required a full disclosure of proposed research methods as well as a justification for the research, followed by questions and discussion of the topic and possible themes (codes). The second university seminar was a *pre-completion seminar* where the findings were presented with a review of the research and a description of the proposed thesis chapters, again followed by questions and discussion. The coding had

been completed at this point, and some of the major theme changes which occurred during coding were discussed and the soundness of the coding system was supported. Both of these university-based seminars provided a useful exchange of ideas and were beneficial in completing the project. An industry-based seminar was also held after the first sixteen interviews had been transcribed in order to facilitate development of the coding system. This seminar was held with university supervisors, the industry partner supervisors, FNQACC SBFOs and other interested parties. It was a one-hour seminar held at the industry partners' office and was broken into two sections and chaired by the principal university supervisor. The first section consisted of a short presentation of the emergent themes supported by some insightful quotes taken from the data. This was followed by an open discussion of those themes. The process was very useful in providing more questions and revealing aspects of data analysis which had been previously under-explored. As a result of this discussion and the further analysis which it prompted, theoretical sampling was conducted to explore some previously under-explored themes.

Another coding procedure which proved to be very useful was what Strauss and Corbin (1990) describe as enhancing theoretical sensitivity. The purpose of this procedure was to develop theory by reviewing data and looking for the answers to very specific questions. The recommended questions were: "Who? When? Where? What? How? How Much? and Why?", and, when important, these answers included temporal (time-related) and spatial (space-related) themes (Strauss & Corbin, 1990, p. 77). This procedure was used to develop the coding system beyond early categorical lists of data and helped bring out the themes used for the development of theory. (See page 76 for more detail.)

Describing the Coded Data: iterative cycles

When all the transcripts had been coded, the central theme of each code was fully described in written text which incorporated all the coded data. Each piece of data was carefully described in terms of the way in which it supported the central theme of the code to which it had been assigned. Describing each piece of data in terms of one central theme proved difficult and very often the central theme of the code needed to be

described again in an expanded form. Often this led to the code's being divided into more than one central theme or upon careful reading it was deemed that the data was more indicative of another existing code. When data couldn't be described easily in terms of the central theme of its code it was either archived, moved to another existing code, where it supported the central theme, or placed under a new code with a unique central theme. In all of these cases another iterative cycle of describing, ordering and theorising was initiated. (See Figure 3.1 for details.)

Describing all the data was a long process and again involved many iterative cycles. As data was being reviewed it was frequently moved to another code and often the code to which it was reassigned had already been described in terms of its data. This meant returning to previously described themes and adding new data to the theme which often expanded that theme yet again, and sometimes required that codes be divided in two and that more description of the two central themes was necessary.

Through this process all data was carefully reviewed and theories of how the codes were connected also evolved and were continually being described and analysed.

Modelling and Writing the Thesis: iterative cycles

Writing the thesis took place over the entire period of study although much of the earlier work was confined to writing the literature review and making notes in a journal to record which research methods were used and why. Much of the literature review was done early in the first year when writing a conference paper entitled "*Characteristics of home-based businesses: Essential background for future research*" (Earles, et al., 2006). *Chapter Three: The Research Process*, was written over time, often as journal notes recording what steps were taken in the research process and why they were needed. No attempt to write the discussion chapter was made until the findings chapter was completed. Consequently, the first chapter to be written as a completed draft was the findings chapter. This process took much longer than anticipated with many themes which seemed important in the coding process being dropped or merging with other themes during the writing phase. A written text must introduce new information in a

logical progression so that it connects with previous information. To be informative it must continually build meaning which leads to a greater understanding of the subject; consequently the physical act of writing forced a sense of order on to the emergent theory that did not previously exist (Glesne, 1998).

A major breakthrough in the analysis came when constructing a diagram which could present the emergent themes which had been described through coded data. Before drawing the model it was evident that there were many themes which were clearly related or interrelated. While it was quite easy to say that themes were related it was considerably more difficult to demonstrate their relationships in a diagram. Paying attention to details of the relative size of components within the model, as well as the relative position of which components were either right or left, above or below, inside or outside, of other components proved to be an important exercise in determining exactly how the many themes within the findings were related. It was the act of drawing the diagram which forced an order on to the findings so that they could be described as a theory. Drawing the model began with rough sketches which were later reproduced as electronic copies, constructed with computer drawing software.

Although it may be obvious that a diagram is in fact a model, it came as a huge revelation that, once the findings were presented as a diagram, then 'simply' describing the diagram in terms of the collected data created a model or theory which was grounded in data. A final revelation of the meaning (or at least a greater understanding) of 'grounded theory' emerged as the model continually changed when describing the model in terms of the data. When early versions of the model were drawn, they inferred relationships between different themes; however, when the data was carefully searched for evidence of these proposed relationships, it was frequently the case that little or no data could be found to support the proposed model. At this point the diagram needed modification to fit the data. Consequently the diagram continually changed when initial theoretical arguments were not actually supported by the data. This phase of analysis through modelling also involved iterative cycles, as it was not apparent whether the model would be grounded in the data until actually using the data to describe the model.

The modelling process took much longer than anticipated, with many themes merging into others or being archived when a picture of the related findings began to emerge. Regardless of how intriguing a theme appeared, if a supportive or challenging relationship between it and the emergent model could not be demonstrated, then it was of little immediate value in creating a grounded theory. As the model developed and was described though examples found in the data, many themes were archived as there was no evidence to demonstrate how they might be related to the emergent theory. Archived themes were later reviewed for possible use in future research. (See page 248 for suggestions of future research.) Writing the theory in a coherent and orderly fashion required carefully re-reading all the data and describing how it enhanced the emergent model. Throughout this final iterative process of determining how all the relevant findings were interrelated, a grounded theory emerged.

The Methodology

As defined by Crotty (1998, p. 3) methodology is the "strategy… linking the choice and use of methods to the desired outcomes". While grounded theory methodology was employed throughout the entire research project, the methodological approaches contained in *phenomenological* and *hermeneutical inquiry* have also been integrated into this project. This eclectic approach to qualitative research is widely accepted in grounded theory practice and follows Charmaz's (2006, p. 9) suggestion to use grounded theory methodologies as "guidelines with [other] twenty-first century methodological assumptions and approaches". This subsection describes why and how aspects of these three methodologies were used.

Grounded Theory

As mentioned earlier (See page 34.), the intent of this research was to produce a theory grounded in the experiences of HBB operators. Grounded theory recognises "the relevance of theory, grounded in data, to the development of a discipline and as a basis for social action" (Strauss & Corbin, 1998: 9). "[Grounded theory] is based on creating new concepts and ideas and the relations between them (in other words theory) from observations of social settings. This contrasts with an approach that starts with theory and

then seeks empirical examples" (Seale, 2004, p. 77). While grounded theory offers a plethora of research methods and techniques (many of which are employed in this research), its methodology offers two assumptions which have guided this research.

The first assumption is the need for flexibility. Grounded theory stresses the need for researchers to be flexible and open, with the realisation that the social world is steeped with ambiguity, and that meaning is continually being created in response to perceived problems, and that meaning is further refined with every interaction, including the interaction of the researcher with the data (Strauss & Corbin, 1998). As noted by Neuman (2000, p. 89) grounded theory offers a flexible approach to theory building that allows "conceptualisation and operationalization [to] occur simultaneously with data collection and preliminary data analysis. It makes qualitative research flexible and lets data and theory interact". Similarly, Sarantakos (1993, p. 118) observed that, "primary experience is very significant for the development of grounded theory, which is marked by the parameters of openness and flexibility". Consequently, a flexible approach was utilised throughout the entire project and influenced all aspects of the research. Flexibility is evidenced throughout the design techniques previously listed and the analysis process outlined in the upcoming section.

The second methodological assumption adapted from grounded theory is the "need to get out into the field to discover what is really going on by actively engaging with the people concerned" (Strauss & Corbin, 1998, p. 9). Not only does a theory need to be grounded in the data but the data needs to be grounded firmly in people's experiences of the phenomenon of interest (Strauss & Corbin, 1990). Evidence of grounding this research within the HHB experience has been previously demonstrated in the descriptions of sampling and interviewing techniques. (See pages 41 to 49.)

Phenomenological Inquiry

While grounded theory methodology has been demonstrated as an effective strategy for building social science theory, aspects of a phenomenological approach were helpful to achieve the aim of this study which was to enhance current understanding of HBB

practises. One way to gain deeper understanding of HBB practise is to closely examine how operators experienced the phenomenon of HBB and this is the subject of phenomenological inquiry. Grounded theory methodology does require that research be embedded in the lived experiences of people; however the techniques for understanding the experiences of others are not always evident.

The influence of phenomenological inquiry is evident with the storytelling interview techniques used in this research. As noted by Cope (2005, p. 172), "phenomenological research bears a strong resemblance to grounded theory" but is set apart by an "explicit and coherent philosophical basis for suspension of one's prior theoretical beliefs and preconceptions" and therefore has "many similarities with storytelling methodologies".

Finding themes during data analysis was also facilitated by following a phenomenological approach which involved focusing heavily on the actual experiences of participants rather than seeking answers to existing debates. Therefore a dominant feature of phenomenology which influenced this research is what Cope (2005, p. 171) describes as its "focus on discovery rather than on justification".

Hermeneutical Inquiry

Freeman's (2006) insights into *dialogic hermeneutics* influenced the interview techniques employed in this project. (See page 47.) One of the basic assumptions of dialogic hermeneutics is that we construct our understanding of reality through language; "we are meaning making organisms despite ourselves" (Freeman, 2006). Therefore hermeneutics is not the exchange of meaning; rather, it is the creation of meaning through conversation with another where ideas are exchanged (Freeman, 2006).

The hermeneutic tradition has its roots in interpreting meaning from text (Kvale, 1996). Hermeneutics highlights the importance of knowing the author's intentions, cultural history, and personal history as well as the relationship between the author and the interpreter; it suggests that careful interpretation of text can furnish a deeper understanding of meaning than the original author held (Crotty, 1998: 91). The dominant

theme of hermeneutics is that text and dialogue are a form of complex symbols created by the human desire for knowledge, to communicate, to understand each other's perceptions and to share a higher consciousness. This concept is inherent in the fundamental hermeneutical rule: "that one should understand the whole from its parts and the parts from the whole" (Betti, 1990). This has also been described as a *hermeneutic circle*, where the interpreter must view the text within the social and historical background of the author, reconstruct the world as it appeared to the author, situate the text in that context, then bring that understanding into the world of the interpreter (Crotty, 1998: 95). "The interpretation of meaning is characterized by a hermeneutical circle" (Kvale, 1996, p. 47).

Hermeneutical inquiry was inherent in all the analysis and theory building undertaken throughout this research. Having many texts (transcription files) to compare, with the intention of interpreting meaning from them, involved following the logic of the hermeneutical circle. Again this methodology is compatible with grounded theory analysis which relies heavily on what Strauss and Corbin (1998) call *microanalysis*, an in-depth analysis of data involving close examination the use of specific words in order to explore meaning from the author's position. Similarly, as themes emerged from the data it was often difficult to separate or describe them as they often blended into each other. Understanding the relationship between themes often required applying the logic of the hermeneutic circle. (See page 90 for an example.)

Research Paradigm

As outlined in the introduction (See page 1.), the preliminary research question which served as a focal point to explore HBB practise was: What HBB belief systems and practices exist? This is a complex question and cannot be answered with either yes or no. To answer this question requires gaining insights into the HBB phenomenon by capturing "the 'lived experience' from the perspective of those who live it and create meaning from it" and can only be done through the use of qualitative research methods (Padgett, 1998, p. 8). As mentioned in the above design and methodology subsections, in-depth interviews were chosen as the best way to explore HBB experience. While methods of qualitative data collection can vary depending on the nature of the research, qualitative

interviewing is best suited to explore "complex issues such as values and understanding" (Seale, 2004, p. 182). Accepting that qualitative interviewing is the best approach to explore HBB belief systems predetermines which paradigms can be used. Interpretation is an inherent part of qualitative interview research and, as noted by Minichiello, et al. (1995, p. 4), "The theoretical antecedents of in-depth interviewing coalesce in what is known as the interpretive tradition". A defining aspect of the interpretive paradigm is that it "looks for culturally derived and historically situated interpretations of the social life-world" (Crotty, 1998, p. 67).

In order to appreciate the need for an interpretive approach it is important to have an understanding of the data itself. As the data originated from interviews we must then acknowledge Richards' (2005, p. 34) observation that qualitative data only becomes data when "the researcher makes them data by selecting them and using them as evidence in an analysis". Data in this project was selected from voice recordings of research participants telling stories about their experiences of operating HBBs. These stories were told by participants because they interpreted them as relevant to their HBB experience. The stories described years of lived experience condensed into 90 minutes or less. Further interpretation was required to select which parts of these stories would become data; this required the researcher to interpret which data was relevant to the research questions. The data at this point was still in the form of stories and constructing the meaning of these stories required still further interpretation by the researcher.

Philosophical Assumptions

Accepting that meaning can be interpreted requires accepting certain philosophical assumptions about the nature of knowledge and reality; these assumptions guide the research paradigm and the selection of compatible methodologies (Miles & Huberman, 1994). Understanding how philosophical assumptions relate to the methodology and corresponding data analysis requires first reviewing the nature of the data. The data gathered in this project covered a limitless number of topics all of which contributed some level of information about the participants' many belief systems.

Unfortunately, the data was seldom if ever in the form: "I believe …"; more often, reflections were expressed in the form "I chose to start working from home because …". This partial statement reflects one possible belief: that that the participant had felt free to make a choice and had picked what seemed to be the best personal option. Conversely, a reflection that began, "I had to start the business because …" could be interpreted as indicating that the participant had perceived having little choice but to start a HBB. Two specific problems arising from interpreting empirical evidence are of deciding, first, if these interpretations reflect real beliefs (*How can we decide what is real?*) and second, how to ascertain if these interpretations are true (*How can we know things?*). These problems are not specific to this research, being well-established debates in scientific and philosophical circles, and have been termed *Ontology* and *Epistemology* respectively. As noted by Crotty (1998, p. 10), "Ontological issues and epistemological issues tend to emerge together … writers in the research literature have trouble keeping ontology and epistemology apart conceptually". To ensure that these assumptions are both clarified, they are defined and discussed separately, followed by a discussion of how they fit into the research perspective.

Ontology

The definition of Ontology used in this research comes from Crotty (1998, p. 10): "Ontology is the study of being. It is concerned with 'what is', with the nature of existence, with the structure of reality itself". The significance of ontology in social research is that it questions whether the "world of social phenomena is a real and objective world endowed with an autonomous existence outside of the human mind and independent from the interpretation given to it by the subject" (Corbetta, 2003, p. 12). The ontological position of this research is that of *realism* and is consistent with the following views of Miles and Huberman;

> … that social phenomenon exist not only in the mind but also in the objective world – and that some lawful and reasonably stable relationships are to be found among them … From these patterns we can derive constructs that underlie individual and social life. The fact that most of

these constructs are invisible to the human eye does not make them invalid. (1994, pp. 3-4)

This is not to say that social phenomena does or does not have a physical form, only that it does exist and that there are consistent relationships within it which can be better understood through empirical research. An important aspect of this realist ontology is that it differs from *idealism,* "a philosophical view that what is real is somehow confined by what is in the mind" (Crotty, 1998, p. 64). Just as humans beings exist in the objective world, so does the social phenomena which guides their existence.

Epistemology

Epistemology is defined as the study of "the nature of knowledge, its possibility, scope and general basis. [It is important as it provides] … a philosophical grounding for deciding what kinds of knowledge are possible and how we can ensure that they are both adequate and legitimate" (Crotty, 1998, p. 8). As Corbetta (2003, p. 12) points out, the significance of epistemology in social research is that, "It regards the knowability of social reality and, above all, focuses on the relationship between the observer and the reality observed". The epistemological position of this research is of *social constructionist* and is consistent with Crotty's (1998, pp. 8-9) view that, "Truth, or meaning, comes into existence in and out of our engagement with the realities in our world. There is no meaning without a mind. Meaning is not discovered, but constructed". The construction of meaning however is not done purely by the researcher; it is co-constructed by both the researcher and the participants so that it is a social construction and reflects a reality that goes beyond the individuals involved.

Discussion: interplay across ontology and epistemology

At first glance a constructionist epistemology appears to conflict with the ontological assumption that social reality does exist beyond the parameters of the mind. However, as Cope (2005, p. 165) argues, there is an "ontological dichotomy within the areas of philosophy between an inner world of 'private experience' and an outer world of 'public objects' [and a]…perceived ontological separation between consciousness and matter". The apparent conflict between realism and social construction may lie in our desire for

physicality, and the assumption that objective reality must have physical form. The conflict surrounds the question of whether phenomena in the mind can have an objective existence. The debate of whether mind or matter has primacy has continued since the days of Ancient Greece and continues today (Leitch, et al., 2001). Without engaging further in this debate, the assumption underpinning this research is that, regardless of primacy, the inner and outer worlds of human experience are inherently linked, and that truth and meaning are created through individual engagement with the outside world and exist among a realm of social phenomena which can be experienced and understood by those who wish to engage with it. Or more simply put, all knowledge is socially constructed; it is not constructed individually by one mind but comes as a social agreement. From this perspective there is no conflict between realism and social constructionism. As Crotty (1998, p. 63) concludes, "To say that meaningful reality is socially constructed is not to say that it is not real". Therefore "Realism in ontology and constructionism in epistemology turn out to be quite compatible" (Crotty, 1998, p. 11).

One further aspect of this social constructionist epistemology needs to be addressed. As pointed out by Crotty (1998, p. 63), "Social constructionism is at once realist and relativist". Views on relativism can vary widely from the extreme postmodern view that every individual creates their own reality, to a more moderate position with the idea of a shared culture among groups (Corbetta, 2003). This research holds the view that there are more similarities across people than differences. While all people have a unique perspective due to their physical make-up and personal history, they all go through similar development stages of birth through to death and share common physical and emotional needs. Social agreements (knowledge) can be constructed between persons provided both parties are willing to acknowledge (not necessarily agree with) the other's point of view. The implication for social research is that truth (meaning) surrounding a specific social phenomenon can be interpreted from empirical data. The meaningfulness of the interpretation however is dependent on the research paradigm, its corresponding methodologies and the research design.

How the Theory Evolved: from conceptual frame to findings

This section contains five subsections which describe how theory evolved. The subsections include: the initial conceptual framework; going from concepts to codes; interpretation of data; describing the data; and modelling and writing the theory.

Initial Conceptual Framework

Early theorising during the initial stages of this project produced a conceptual framework which could be used as an analytical tool to explore HBB practise. Three conceptualisations or levels from which to view HBB were proposed. These included exploring HBB from a societal, individual and cultural level. The societal and individual level were derived from the research aims: to enhance our current understanding of HBB at both an individual level and a societal level. And the cultural level was derived from the research question: What HBB belief systems and practices exist? Figure 3.2 depicts these three initial conceptualisations.

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┌────────────────────────────────────────────────────────────────────────┐
│   Conceptual Framework                                                   │
│                                                                          │
│  ┌──────────────────┐  ┌────────────────────────┐  ┌──────────────────┐ │
│  │ Societal Level   │  │ Experience (Individual │  │ Beliefs (Cultural│ │
│  │                  │  │ Level)                 │  │ Level)           │ │
│  │   •State         │  │    •Home               │  │   •World views   │ │
│  │   •Market        │  │    •Household          │  │   •Ideologies    │ │
│  │   •Household     │  │    •Family             │  │   •Self concept  │ │
│  │                  │  │    •Business           │  │                  │ │
│  └──────────────────┘  └────────────────────────┘  └──────────────────┘ │
└────────────────────────────────────────────────────────────────────────┘
```
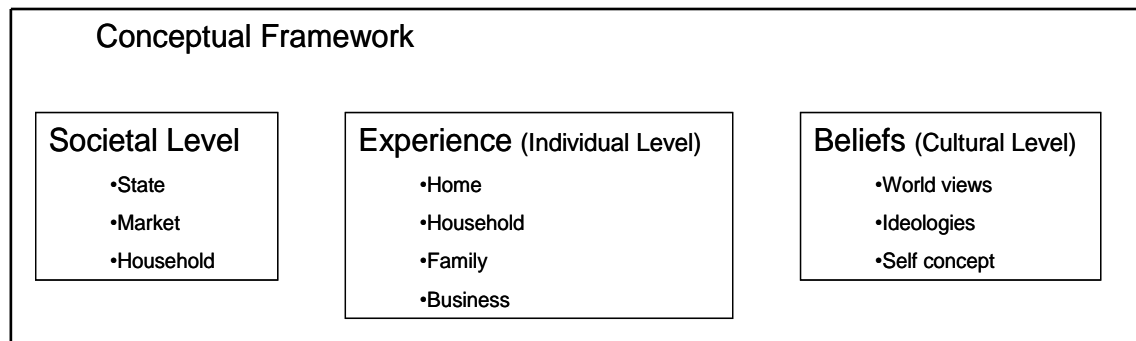
Figure 3.2
Initial conceptual framework for seeking deeper insight into HBB practise

This subsection describes in detail the three conceptual levels which provided a framework for early data analysis.

HBB Concept at a Societal Level

From the societal level the positioning of HBB was considered in relation to the way in which it might be impacted by or interact within a tension field existing between the dynamics of the state, the market and the household sector. (See Figure 3.3.)
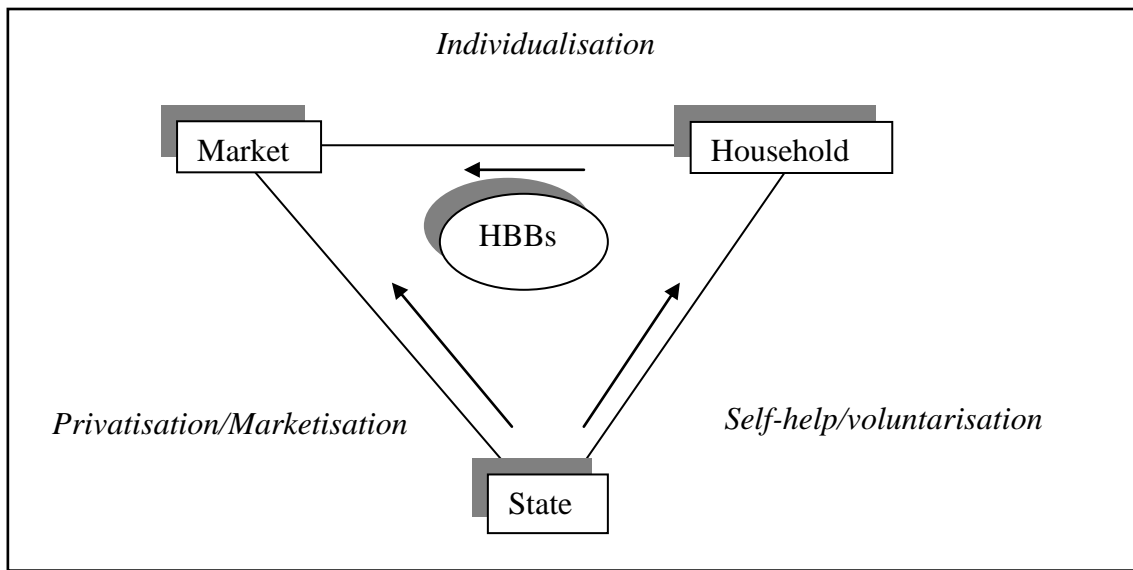
Figure 3.3
HBBs within the tension field between state, market and households
(adapted from Earles, Lynn, & Swan, 2004a, p. 136)

HBB as Individual Experience

At the individual level, HBB experiences were theorised as complex socio-spatial systems (Lynn, Swan, & Earles, 2004b). Four systems were identified and mapped on an adapted version of Wilber's (1997) four quadrants of existence. Each of these theoretical systems/experiences was mapped in relation to two continuums of consciousness as depicted in Figure 3.4. One continuum ranged between the **Interior** (inner world of subjectivity) and the **Exterior** (outer world of objectivity) depicted as a horizontal dimension. The second continuum ranged between experience as an **Individual** being (agency) and experience as a **Communal** being (social identity) and was charted on the vertical dimension. Viewed from this perspective the experience of HBB had a four-dimensional nature and could exist across the realms of home, household, family or business as shown in Figure 3.4.
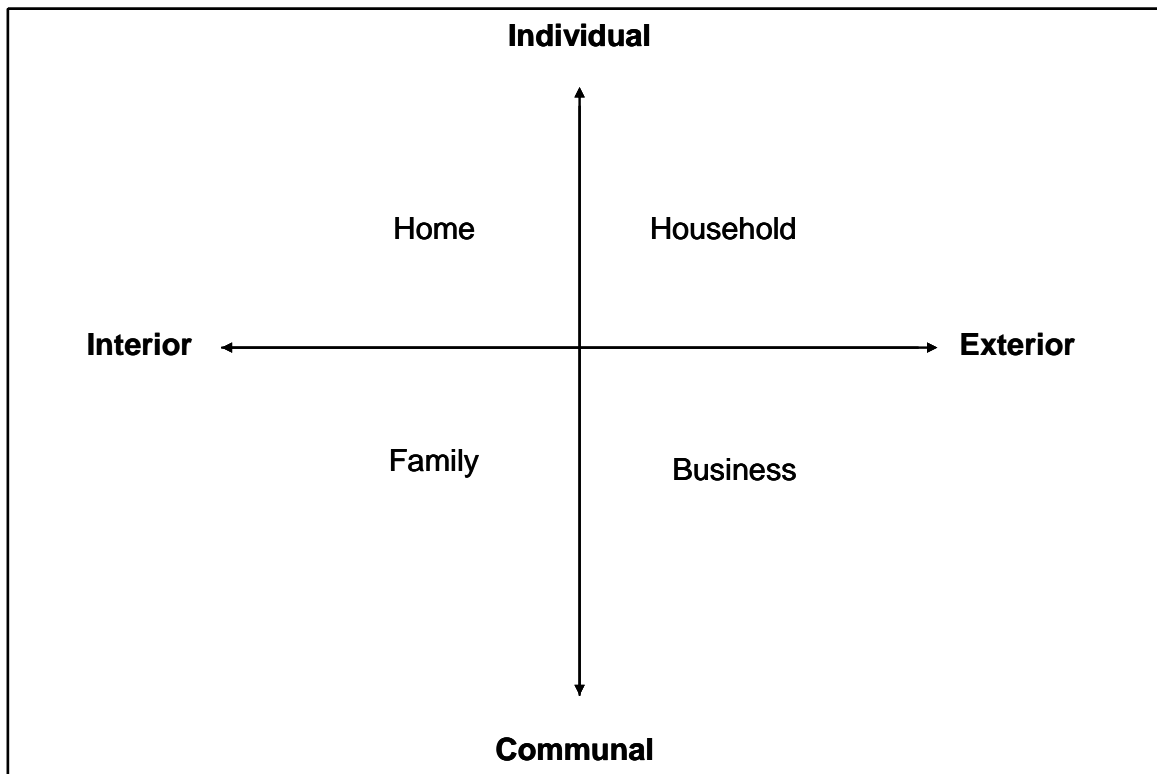
Figure 3.4
Four dimensions of home-based business as a socio-spatial system
(adapted from Earles, et al., 2004a, p. 137)

Cultural Level of Beliefs

Between the societal and individual levels, a cultural level was conceptualised which contained aspects of both society and the individual. This cultural level was based on specific types of human beliefs which were identified through a brief literature review of belief systems. Initially the analysis of belief systems was confined to three levels of belief relevant to HBB research: *Worldviews*, *Ideologies* and *Self-concept.*

Worldview is a concept from cultural anthropology emphasising the ideas, beliefs and attitudes of a group or an individual within a group. Mendelson (1968) describes worldview as an individual's beliefs on how the world actually is. Worldviews are generally held by an entire community so that they appear indisputable to individuals within that community.

Ideology differs from worldview in that it always disputes other beliefs found in the same society. Ideologies arise within a culture to change the culture by making it purer, fuller or to realise some value type (Shils, 1968). "All ideologies – whether progressive or traditionalistic, revolutionary or reactionary – entail an aggressive alienation from the existing society" (1968, p. 68). They are always concerned with authority and therefore are always political; whether religious or not they are always concerned with the sacred. Shils (1968) maintains that ideologies arise when individual needs are not met by the societies' prevailing outlook.

Self-concept has been described as the beliefs individuals hold about themselves around which they construct their own personal identity (Elliott, 2001). The idea of an inherently fractured self-concept with many narratives of the self, changing to adapt to multiple relations with society, culture and knowledge, is a common theme within post-modern literature (Elliott, 2001). There is an inherent contradiction within the social sciences concerning the concept of identity; it is viewed as both a core component around which an individual personality is formed and also as something very malleable which a person can change or reinvent whenever they choose (Bendle, 2002). Despite the apparent dichotomy of these two views, there is evidence to suggest that, while a sense of identity

is essential to psychological wellbeing, both internal emotional constructs of identity and social norms moderate self-concept (Elliott, 2001). It was considered that searching data for individual self-concepts in conjunction with worldviews and ideologies might improve the conceptualisation of HBB.

From Concepts to Codes

While the initial conceptual framework did provide an analytical tool for examining the interview data, no clear themes appeared. In order to make greater sense of the data, it had to be coded so that consistent themes could be recognised within it. Developing a workable coding system was an iterative process which took place over a period of seven months. During that period 17 interviews were conducted, transcribed, and contact summaries were written. The initial steps in developing a coding system involved creating a coding sheet which contained a list of descriptive codes which sought to capture all data which might offer insights into the world of HBB operators. Occasionally new codes were identified during the interviews but generally they were found while reviewing the transcripts and writing the contact summaries. Initially the conceptual framework was used to provide headings for descriptive codes which described many different themes within the data which could be loosely grouped under one heading. For instance 'Beliefs' was a heading with three subheadings of Worldview, Ideology and Self-concept. This heading and consequent subheadings came straight from the Conceptual Framework and provided an easy way of grouping data, as most comments could be interpreted to fit a specific type of belief. After the first 13 interviews were transcribed and analysed for possible codes, a fourth level of belief was identified and a fourth subheading of Values was added to Beliefs.

Other headings on the coding sheet derived directly from the conceptual framework were: 'Big Picture' with subheadings of State, Market, and Household, and 'Experiences' with subheadings of Family, Home, Household, and Business. As analysis progressed more codes were added to the coding sheet and grouped under other headings when appropriate. (See Appendix P for an early copy of the coding sheet.)

Within this initial framework there was redundancy in the headings (which left data fitting into two or more codes) and a lack of headings which left a lot of emergent descriptive codes with no heading under which they could be placed. For instance the code of household appeared under both headings of 'Big Picture' and 'Experience'. This redundancy however did not cause any difficulty as very little data emerged which could be coded under household; rather, participants spoke in terms of their home rather than talking specifically about the physical household. As a result, the code of household was dropped from the 'Experience' heading and changed to HBB under the 'Big Picture' heading. Another source of redundancy which proved to be quite confusing in early coding was the overlap between beliefs and experiences. As mentioned earlier it was easy to interpret whether any topic reflected a Worldview, Ideology, Self-concept, or Value and so almost all data could be placed under the heading of 'Belief'; however much of this data also fell under the headings of 'Experience' and 'Big Picture' so that early data was often double coded. Emergent themes were added to the coding sheet as soon as they were identified and were either grouped under a new heading or left as open codes to be grouped later. After the first 13 interview transcripts had been reviewed, no clear picture had emerged from the data; rather there appeared to be an ever-expanding number of codes with no obvious connections to each other. In order to make sense of the data coded under these descriptive codes, deeper analysis was required.

In order to gain deeper insight into the data, many different lists were constructed and cross referenced. (See page 55 for details of this strategy.) One of the early lists was called 'Gut Feelings'; it was derived from a review of the first 13 contact summaries and listed in one short sentence an impression of the most important thing that each participant gained from operating a HBB. (See Appendix R for copy of 'Gut Feelings' list.) Later versions of the 'Gut Feelings' list added a 'mode of operation' (MO) theme which contained sub-themes identifying whether the HBB operators worked independently or communally; later versions expanded MO to include whether they were engaged in creative endeavours, skill-based endeavours, and whether they worked alone or in collaboration with others. From this analysis of individual MOs a list of four different occupation styles emerged. (See pages 94 to 96 for details of identified

occupation styles.) As well as MOs, motivations were added to the gut feelings list providing a snapshot from each of the first 13 contact summaries which listed three characteristics of each HBB. Typical snapshots of two participants are listed below.

#1 Searching for ideal work-life balance (motivation: material achievement and work-life balance) [MO –individual - organised, practical antithesis of artist – beauty is enhanced not created] (Specialist)

#2 Work is identity – it must be meaningful (motivation: personal satisfaction, through creativity and sense of community) [MO – communal – seeks out and creates evolving group projects] (Artist)

Two other lists which helped push the analysis to a deeper level should also be noted. The first list was generated by copying the list of 'Topics Discussed' from the first 16 contact summaries. Following a review of that list of topics, another list of 'possible themes' was created by choosing topics which ran through many interviews. As these themes were identified quotes were pulled from the transcripts which informed and illuminated these emergent themes. Four main themes were identified and each of these had subthemes. The first was a theme of Balance, with subthemes of Family, Work and Home-life. The second emergent theme was Creativity, with subthemes of Self-fulfilment and Community. The third emergent theme was Ecological, with subthemes of Non-materialist, Harmony, Self-sufficiency, Downsizing, and New technologies. And finally the theme of Outsider was identified with subthemes of Seeking, Contradictory-views, and Need to Justify.

This list of themes (See Appendix S for list of possible themes.), along with interview data which supported them, was presented at the industry seminar held at the industry partners' office in order to get feedback from peers. (See page 57 for details of industry seminar.) In the general discussion that followed it was apparent the SBFOs who advise HBB operators were quite unaware of these themes and had believed that the primary concerns of HBB operators focused on financial issues. Throughout the discussion it was noted that none of the participants interviewed at that time were employers and it was agreed to investigate these themes across HBB operators who employed staff.

Following the seminar it was decided to experiment with organising the codes into a coding system before proceeding with further interviews. An initial attempt to further develop the emergent themes began with assigning categories of: age, gender, business type, occupation style and MO to each participant, and each of these categories was examined against all of the emergent codes. For example, the category of gender was checked against all themes and subthemes to see if males or females were more inclined to exemplify specific themes or subthemes such as balance, creativity or downsizing. This process was used to look for possible relationships between all of the emergent codes. This was a long process which eventually found no evidence of any patterns within the data which could be described through relationships between these easily identified categories and the emergent codes. While this information was not helpful in developing the coding system, it did demonstrate the uniqueness of each HBB and bring into question the likelihood of finding any common belief systems or practices. (See section one of Findings chapter for details of uniqueness and diversity found across HBBs.)

As the data was further reviewed, the theme of community was elevated to a theme of its own rather than being a subtheme of creativity. Similarly, as a result of peer feedback at the seminar, a theme of Financial was added to the list of major themes which now numbered six. When these six themes were reviewed, it was theorised that the theme of outsider could be viewed as opposing the theme of community and all data from a larger theme of Engagement could be mapped on a continuum between these two themes. Similarly data from a larger theme of Personal Freedom could be mapped on a continuum between Balance and Creativity, where balance was viewed as planning and order, while creativity was indicative of spontaneity and chaos. Finally it was theorised that data from the theme of Ecological could be mapped on a continuum between subthemes of Sustainability and Financial which could be viewed as opposites, with Sustainability encompassing long term goals focusing on a positive future and Financial focusing on short term commitments to building economic security. As these major shifts in the coding system were being considered, there was still the problem of whether to code data as a level of belief or into one of the emerging themes, as much of the data fitted under

both categories. The solution to this dilemma came as an epiphany with the realisations that the theme of Engagement was directly related to Self-concept, the theme of Personal Freedom was indicative of Values and the theme of Ecological encompassed opposing Ideologies. In order to retain all four levels of belief, Worldviews were considered to be on a continuum between positive or negative views on the emergent themes of change, big-business and technology. Figure 3.5 depicts the structure of this initial coding system.

```
┌─────────────────────────────────────────────────────────────────────────┐
│ Initial Coding System                                                     │
│                                                                           │
│ ┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐ │
│ │ Worldviews       │ │ Values           │ │ Ideologies       │ │ Self-concept     │ │
│ │                  │ │                  │ │                  │ │                  │ │
│ │ Positive or      │ │   • Balance      │ │  • Economic      │ │   • Outsider     │ │
│ │ negative views   │ │                  │ │     Growth       │ │                  │ │
│ │ toward:          │ │    • Home        │ │   • State        │ │   • Community    │ │
│ │                  │ │                  │ │                  │ │                  │ │
│ │   • Change       │ │    • Family      │ │   • Market       │ │                  │ │
│ │                  │ │                  │ │                  │ │                  │ │
│ │   • Big Business │ │    • Business    │ │   • Environment  │ │                  │ │
│ │                  │ │                  │ │                  │ │                  │ │
│ │   • Technology   │ │  • Creativity    │ │                  │ │                  │ │
│ └──────────────────┘ └──────────────────┘ └──────────────────┘ └──────────────────┘ │
│                                                                           │
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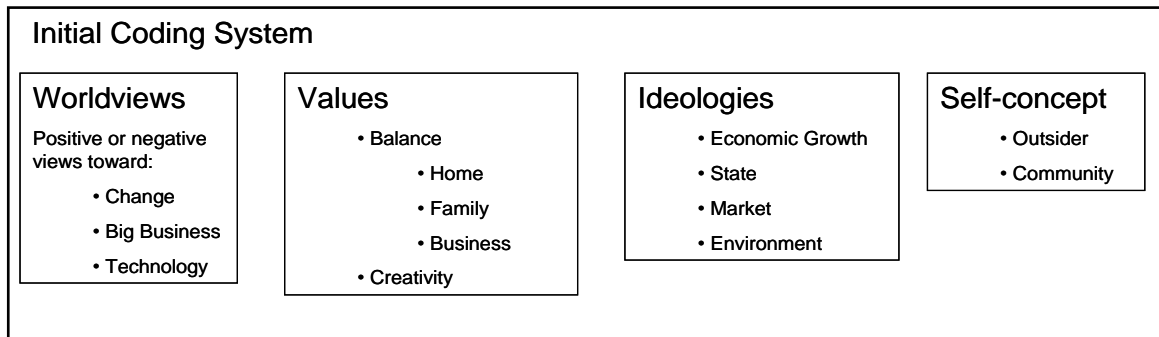
Figure 3.5
Major themes with respective subthemes used in initial coding system

With this framework an initial coding system was constructed on an Excel spreadsheet and three transcripts were completely coded. (See Appendix L) for examples of early coding system.) The three transcripts first coded were chosen for their diversity and each represented a different occupation style. As the transcripts were being coded the idea of mapping data on a continuum was discarded as it proved to be far too subjective and unmanageable. However keeping the four levels of Belief as dominant themes with the emergent subthemes below worked well, and a plethora of new descriptive codes were created to account for emergent themes. After the first three transcripts were completely coded, data from the spread sheets were printed out in order to analyse the evidence for each code and verify whether the codes supported the themes under which they were placed. Reviewing this initial attempt at coding was discouraging, as very little commonality could be found across any of the codes or themes. In order to push the analysis to a deeper, level Strauss and Corbin's (1990) strategy to enhance theoretical sensitivity was employed and each piece of coded data was questioned. (See page 57 for details the strategy.) This process initiated another major structural change to the coding system with the central theme of each level of belief morphing into broader topics. The dominant data under Worldviews were interpreted as issues surrounding Change, the

dominant themes under Values were interpreted as Needs, the dominant theme under Ideology was interpreted as Power and the theme of Self-concept changed to Identity. So the new structure of the coding system retained four dominant themes, although there was no attempt to define them as a specific level of belief. As a result of this change of focus within the four major themes many of the subheadings were regrouped or shifted to the other major themes. For example, all of the data under Worldviews did not remain under the heading of Change. Similarly the existing themes often divided into two subthemes or different subthemes combined under a new single subtheme, so that the coding system had almost no similarity to its initial structure. With this new coding system in place, three more transcripts were fully coded and during this stage the coding system was under constant revision. Throughout the initial process of coding all the transcripts, these four major themes were not altered. After the first 17 interviews were coded, two more interviews were conducted using theoretical sampling to explore the emergent themes of Entrepreneur and Employees. No new codes were required to account for the data from these interviews and it was decided that the data had reached a point of theoretical saturation so that no more data was needed in developing this grounded theory. Figure 3.6 depicts the structure of the coding system at the completion of this coding.

Coding System at Completion of Coding			
Change	**Identity**	**Needs**	**Power**
•Gender Roles	•Creative	•Community	•Higher
•Lifestyle	•Entrepreneur	•Control	•Relationships
•Opportunity	•Outsider	•Health	•Interpersonal
•Priority	•Personal History	•Financial Security	•Money
•Social	•Self Worth	•Meaning	•Public
•Technology		•Priority	•Structures
•Workplace		•Consumerism	•HBB
		•Family	•Employees
		•Time Management	•Location
		•Work/Life Balance	•Start and Grow
			•Learning
			•Market
			•State

Figure 3.6
Major themes and respective subthemes at completion of coding

Interpretation of Data

Throughout the continual iterative cycles of searching for meaning within the data, which included reviewing the coding sheets, the transcripts and occasionally the original voice recordings, an intimate familiarity was formed with the data. With this familiarity came an odd sensation that research participants were old friends. Gaining this level of intimacy with the data was necessary in order to interpret meaning from the plethora of rich data found within the transcripts. If someone read an interview transcript for the first time (hypothetically speaking, as all data is kept under lock and key to protect participant confidentiality) it is doubtful that they would interpret the major themes which emerged after years of careful analysis. As participants seldom spoke directly to the dominant themes which did evolve, it may be useful to review how these themes were interpreted from the data. Of the four major themes shown in Figure 3.6 only the theme of Needs remained relatively stable throughout the analysis; therefore it is of no interest to discuss how the discarded themes were interpreted. (Details of why other major themes were discarded are discussed in the up coming subsections.) Under the major theme of Needs, the five dominant subthemes of *security*, *autonomy*, *balance*, *meaning* and *community* emerged and remained robust throughout the analysis. Techniques for interpreting these dominant subthemes varied across the data. The remainder of this subsection reviews some of the subtle nuances which helped to identify the major subthemes of Need.

Security

Security contained three subthemes of *money*, *personal abilities* and *business reputation*. Generally, when speaking of personal abilities and business reputation, participants appeared proud and confident, often to the point of being boastful, secure with things which they knew and which were in their control. Money was seldom spoken of with the same demeanour but occasionally with an opposite demeanour demonstrating a feeling of insecurity. Nevertheless, all three subthemes were often reflected in the demeanour of the participant.

Autonomy

Autonomy was a theme which appeared early in the coding process and remained robust. It was one theme which participants spoke directly to. Although they did not use the word

'autonomy', they spoke of their need for flexibility, the need to make their own decisions and often of their dislike of having to answer to authority in the workplace.

Balance

The need for balance was often expressed through telling stories of life events that were important to the participants and how they prioritised these important events. While some participants did speak directly to the topic of balance, many others told stories of time management or raising children which demonstrated the importance of balance in their lives.

Meaning

Understanding the importance of meaning as a need in participants' lives required varying degrees of interpretation. A few people spoke directly about their search for meaning, but most phrased their need for meaning in terms of the satisfaction they got from the things they did, or had done, or the lack of satisfaction they found in past working environments. Often people spoke at length on one topic which implied that they attached importance to it, but to ascertain if they found meaning in a topic required determining their level of satisfaction or excitement about the outcome. Many people spoke at length about various aspects of marketing or technology required for their business, which had been very important for them to find out, but it had no other intrinsic meaning for them other than giving them a greater sense of security. However when people spoke about things which were intrinsically meaningful to them, they spoke with elements of excitement, urgency or a sense of purpose rather than just stating facts. For most participants this was evident when they spoke of raising their children, aspects of their personal relationships or creating and maintaining their households. Many attached meaning to social changes they saw, wished for, or planned to implement or be involved with at some level. While the need for meaning was evidenced in all the four other subthemes of Need, it was often expressed in terms of the need for job satisfaction.

Community

Throughout the interviews few participants used the word 'community'. But the theme was evident in stories of networking, establishing or belonging to groups, the dynamics of social contact, avoiding isolation or maintaining friendships and other caring and collaborative relationships.

Describing the Data

After all 19 interviews were coded, all the coded data were described in detail to demonstrate that it supported the theme it was placed under and to gain a deeper understanding of that theme. Again this initiated another stage of iterative cycles as deeper understanding of a theme and its relation to emergent theory often required reordering the thematic structure of the codes. When changes to the thematic structure occurred, all the data had to be described again in light of the new theme of which it was indicative. During this stage of describing codes the structure of all the major themes changed significantly. The theme of Change was dropped, with some of its subthemes moving to an emergent subtheme Post Materialism. Similarly the theme of Identity gave way to the emergent major theme of Entrepreneur. The major themes of Needs and Power remained robust although the structure of their subthemes did alter, with a good deal of data shifting across the major themes and subthemes or being placed under emergent themes of which their content was more indicative. Figure 3.7 depicts the thematic structure after all the coded data had been described in relation to the themes of which they were indicative.

Thematic Structure after Written Description of Codes

Entrepreneur	Post Materialism	Needs	Power
•Opportunity	•Lifestyle	•Control	•Relations
•Outsider	•Social	•Autonomy	•Interpersonal
•Self Worth	•Technology	•Health	•Money
•Priority	•Workplace	•Balance	•Public
•Personal History		•Family	•Structures
		•Time	•Day Care
		•Work/Life	•Learning
		•Meaning/Community	•HBB
		•Financial Security	•State

Figure 3.7
Major themes after coded data were described to demonstrate meaning of themes

Modelling and Writing the Thesis

Once all the coded data had been described and all the major themes been verified with empirical evidence, it was possible to create a theory about HBB practise. As discussed earlier in the design subsection (See page 58.), drawing a model of the findings and writing the theory was an iterative process which involved continual reference to the data. An early attempt at drawing a model which could include as many empirically evidenced themes as possible is shown in Figure 3.8.
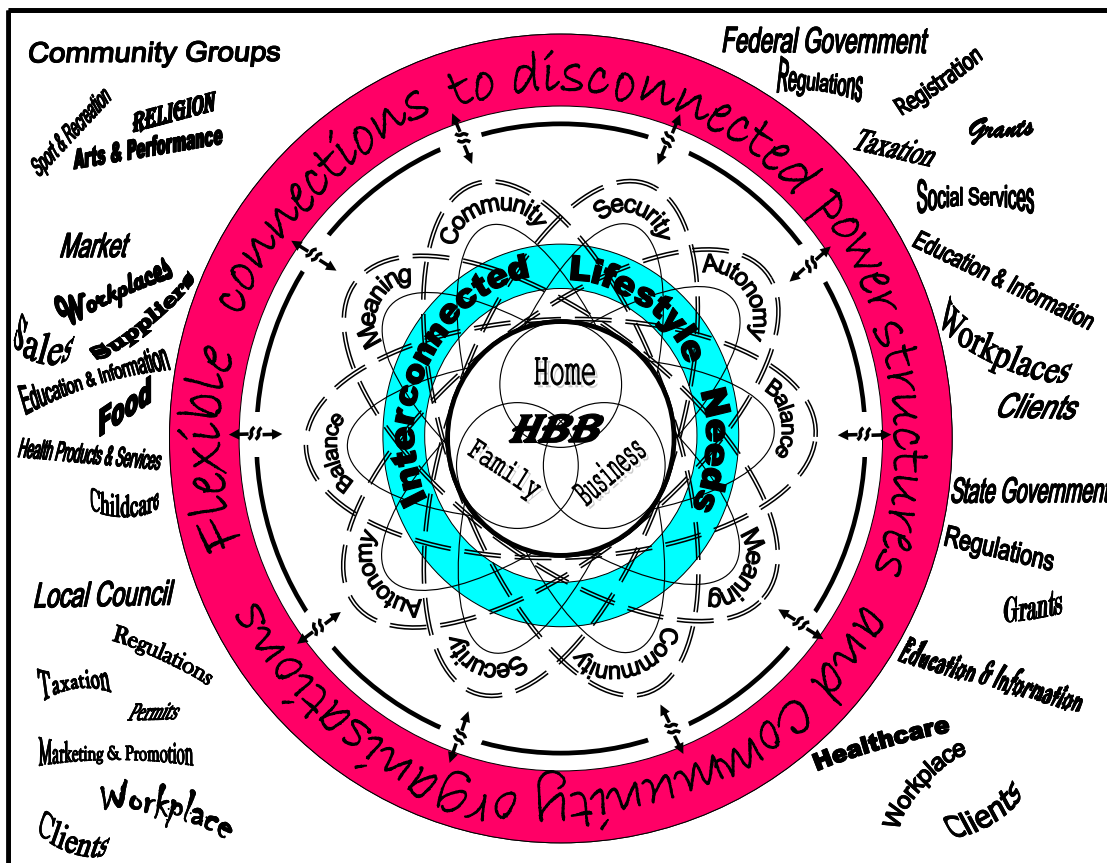
Figure 3.8
Early model including as many evidenced themes as possible

While the model shown Figure 3.8 included as many themes as possible and included theoretical relationships between them, it was not possible to ground all this theory in data. The interactions between HBBs and the greater community were depicted as flexible connections and, while this structure may have been sought by many of the participants and would make a good argument for an evolving network society, a careful

review of the data found no evidence to suggest that the participants within this research interacted with the wider community much differently than did other members of the general population. Therefore the outer layer of the early model was not utilised in the final model and most of the data from the major theme of power was archived to be considered as topics for future research. (See page 248.)

Similarly the depiction of HBB at the centre of the early model did not account for the diversity found across the HBBs reviewed in this study and many attempts at depicting this diversity were made before reaching the final model which presents a theory grounded in data. Describing HBBs in terms of the findings was the most difficult part of the analysis and consequently was the last piece of the model to be completed. The difficulty in depicting HBBs as entities was due to the great diversity among them. There were no common themes of HBB structure to be found in the transcripts and consequently there was no coded data to describe the diverse nature of HBBs. So the problem lay in grounding the diverse nature of HBB in data when no coded data to support this diversity could be found. Once this problem was recognised, the solution became apparent. While no coded data supported this diversity, the data contained within the database of volunteer participants clearly demonstrated the diverse nature of HBBs and careful analysis of this diversity yielded four dimensions across which HBBs varied. See Figure 4.1 in the findings section to see the final model which depicts the diverse nature of HBB practise and the lifestyle needs which surround them.

Chapter 4: The Home Entrepreneur Systems Model

This chapter presents the research findings in the form of a grounded theory of HBB needs and practises. The theory is described through the *Home Entrepreneur Systems* (HES) *model* depicted below in Figure 4.1.
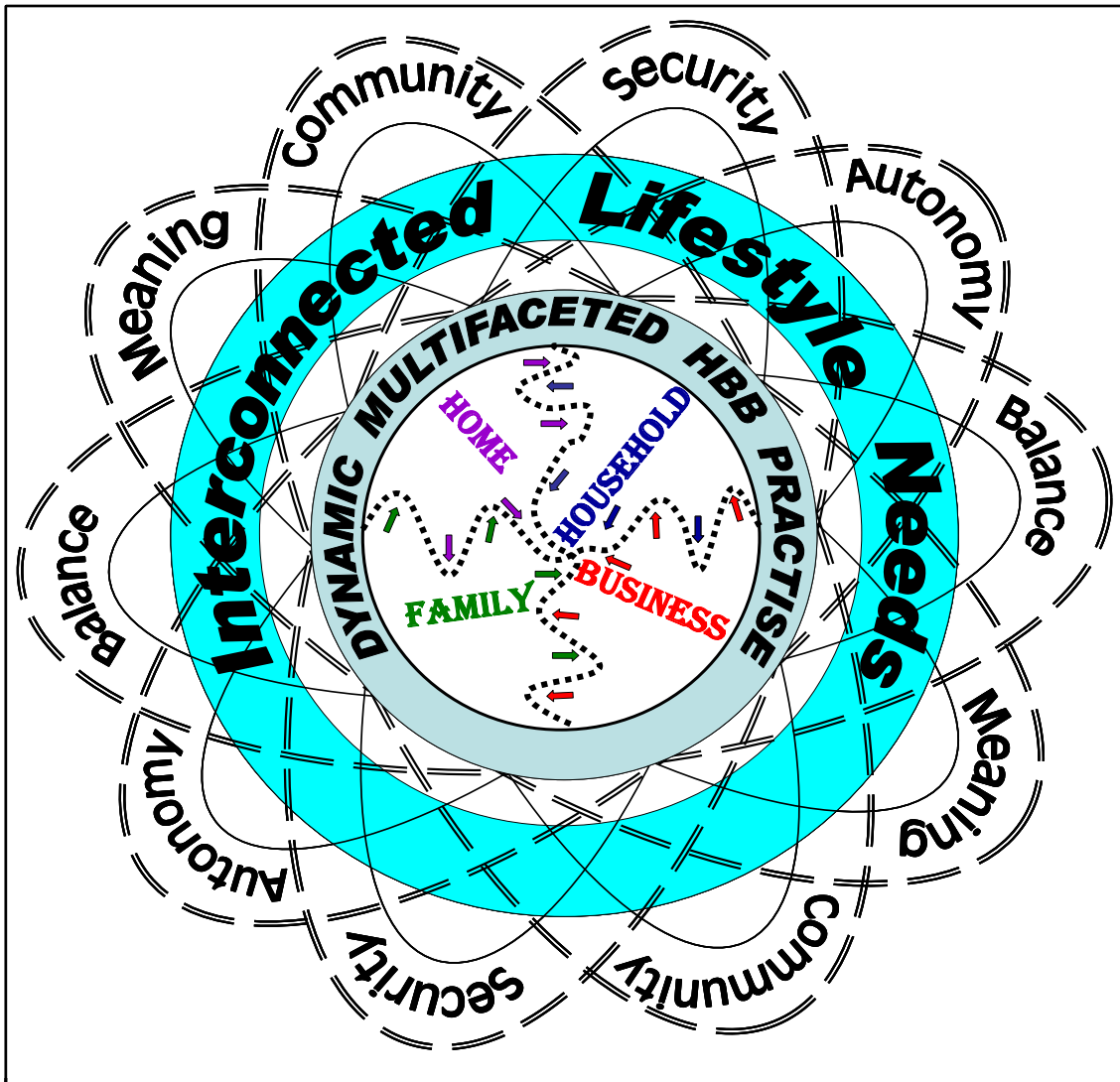
Figure 4.1
The Home Entrepreneur Systems Model

The HES model consists of two main features, the dynamic multifaceted HBB practise which is located at the centre of the model and the interconnected lifestyle needs which orbit HBB practise. Similar to a planetary system, there is an interplay between the HBB practise and the system of interconnected lifestyle needs which orbit it. Consequently, changes within any of the four elements which make up the dynamic multifaceted HBB practise effect changes to the orbiting needs, and changing needs effect change to the HBB practise.

This chapter is divided into two sections. The first section describes the participants in terms of the four constructs found at the centre of the model and presents evidence to demonstrate the dynamic nature of the four constructs. The second section describes the five lifestyle needs which orbit the HBB practise by presenting evidence of HBB experience which supports their existence and demonstrates how their non-hierarchical, interrelated nature can best be understood as a part of a holistic system.

Evidence from interview data is presented in this chapter in the form of quotes. These quotes are presented in a different style from quotes presented in other chapters which were taken from a range of literature. (See page 10 for details on the sources of text and presentation styles.) Quotes from interview data are all italicised and have indented margins regardless of the length of quote.

The Centre of the Model: multifaceted dynamic HBB practise

The primary feature of the HES model is HBB practise which is located at the centre of the model. This section describes the sample group and identifies important features which influence HBB practise. It is divided into three subsections; the first describes various demographics of the sample which demonstrate the complex and diverse nature of HBB operations. The second subsection describes the sample in terms of four dynamic constructs which influence HBB practise. The final subsection presents an overview of the holistic nature of HBB practise and offers suggestions for conceptualisation of HBB practise which may offer greater insight into this phenomena.

The Complex and Diverse Nature of HBB

As discussed in the literature review, the nature of HBB is not well understood despite its being a subject of research for two decades. (See pages 20 to 32 for details.) Attempts at categorizing HBB have been confounded by the diverse range of practises which fall under the broad understandings of HBB. Even the ABS's estimates of HBB numbers in Australia have been discontinued since 2004; this was due in large part to the illusive nature of the HBB phenomenon (A. Bartlett at ABS, personal communication, February 7, 2008). While the purpose of this research was never to create a definition of HBB, it was hoped that examining the beliefs and practices of participants who self-identified as HBB operators would give greater insights into the nature of HBBs. Evidence from the findings suggest only one insight into the nature of HBBs, and that is that they are infinitely diverse. This subsection presents a range of participant and household demographics, and a brief summary of work histories, stated motivations, and intentions for growth, all of which were found to influence HBB practise.

Individual Participant and HBB Demographics

In the course of this research nineteen interviews were conducted with participants who self-identified as HBB operators. (See page 44 for more details on participant selection.) Three of these interviews were conducted with couples so that 22 participants were involved in the research. Participants ranged in age from early thirties to late sixties. There were 11 females and 11 males. All of the participants had good communication skills, most spoke of having some tertiary education and two mentioned that they had not finished a formal year-twelve education. While sampling was purposive and no deliberate attempt was made to match the participant demographics with those representative of the greater community, the demographics of age, gender and educational level found in the volunteer pool was consistent with HBB demographics found in larger Australian studies. (See pages 21 to 25 for details of Australian HBB demographics found across literature.) The majority of participants made no mention of their ethnicity and appeared to be of European descent. However, some participants did identify themselves as culturally and linguistically diverse (CALD), with one participant identifying as an Australian Aborigine, one as Maori and one participant as having Hmong heritage. Other

minority/marginalised groups included among the participants were two single mothers and one participant living with a chronic illness.

Table 4.1 lists the participants and some of their demographics which were important in understanding the dynamics of HBB practise. While age, gender and business types have been noted in many previous studies, other dimensions found in this study that were found to influence the HBB practise are listed in Table 4.1. These influences include dimensions such as: the family type (couple or single and the number of dependent children); whether more than one business was operated at the one household; whether the HBB was the main work focus for the entire practise; whether a HBB was shared with other household members; and a typology of HBB occupation style. These dimensions were found to influence individual HBB practises.

Table 4.1
Demographics of Individual Participants and HBBs

Name	Age	Sex	Family type	Multi-HBB	Major HBB	MWF	Shared	Style
Ellen	35ish	F	Cple 1 dep	No	Consultant	No	No	Specialist
Kym	35ish	M	Cple 0 dep	Yes	Performing Arts	Yes	Yes	Artist
Nora	40ish	F	Cple 2 dep	No	Sales	No	Yes	Networker
Sally	50ish	F	Cple 0 dep	Yes	Multiple Ventures	No	No	Artist
Sara	35ish	F	Cple 2 dep	No	Canvas Repair	Yes	Yes	Specialist
Vicky	40ish	F	Cple 2 dep	No	Jeweller	Yes	Yes	Varied
Scott	40ish	M	Cple 2 dep	No	Motor Repairs	Yes	Yes	Specialist
Ralph	60ish	M	Cple 0 dep	No	Consultant	Yes	No	Specialist
David	35ish	M	Cple 3 dep	No	Cleaning Services	Yes	Yes	Networker
Amy	50ish	F	Cple 5 dep	Yes	Online Tutor	No	No	Specialist
Noel	50ish	M	Cple 5 dep	Yes	Vehicle Broker	No	Yes	Networker
Sean	70ish	M	Sgle 0 dep	No	Consultant	Yes	No	Networker
Nick	45ish	M	Cple 2 dep	No	Consultant	No	No	Specialist
Edna	55ish	F	Cple 0 dep	Yes	Editor/Publisher	No	No	Networker
Ken	55ish	M	Cple 0 dep	Yes	Writer /Artist	No	Yes	Artist
Anita	45ish	F	Sngl 1 dep	Yes	Multiple Ventures	Yes	No	Specialist
Olive	50ish	F	Sngl 0 dep	Yes	Mediation	Yes	N/A	Varied
Eric	55ish	M	Cple 0 dep	Yes	Landscaper	Yes	Yes	Specialist
Chai	50ish	M	Cple 7 dep	No	Marketeer	No	Yes	Networker
Zelda	30ish	F	Sngl 1 dep	Yes	Graphic Artist	Yes	N/A	Artist
Neil	35ish	M	Cple 2 dep	Yes	Videographer	Yes	Yes	Varied
Rita	35ish	F	Cple 2 dep	Yes	Videographer	Yes	Yes	Varied

Notes: **Name** is a pseudonym, two names in one cell indicates the participants were couples sharing the same residence and interview. **Age** is an estimate only. **Family type** describes operators as: *Cple:* denoting married couple or defacto relationship; *Sngl:* one adult residing at HBB location; *dep:* dependant children residing at HBB location. **Multi-HBB** indicates whether more than one HBB was operated from same address. **Major HBB** provides a description of the primary HBB at residence. **MWF** indicates whether HBBs were the major work focus of all household members, ie. partners did not have full-time employment outside the home. **Shared** indicates whether other family members were actively involved with the major HBB. **Style** Occupation Style (See pages 95 to 96 for more information.)

Columns four, five, seven and eight of Table 4.1 highlight the diversity found across individual HBB practises. The diversity across family type is shown in Column four. As noted in Column five (entitled multi-HHB), some practises had only one business while others had two or more businesses operating from the same residence. This was further complicated by the fact that some of these practises had multiple work focuses (shown in Column seven as 'MWF'), and these other work focuses provided extra household income which may have changed the dynamics within the HBBs. As household income is generally shared among family members, having an income from outside sources may have impacted on the focus of a HBB, shifting it away from a need to be profitable. One further factor which adds to the complexity of the HBB practise is noted in Column eight of Table 4.1 and is entitled 'Shared'. This factor involves ownership and the degree to which the HBB operation was shared among household members. Whether HBB operations were shared and the degree to which they were shared among household members also contributed to the diversity across HBBs.

Motivations, Work and Lifestyle Histories, and Desire for Growth

Three of the participants indicated that they began their businesses at their residence because it appeared to be their best option to earn money. The remaining nineteen participants mentioned that the desire for a better lifestyle had influenced their choice to start a HBB.

Approximately 20 percent of participants indicated that they had no significant employment history in terms of following a career path. Some of these spoke of having many casual work experiences and others recounted being self-employed for most of their lives. However, the majority of participants spoke of having had permanent employment which they chose to leave in order to start a HBB.

Approximately half of those who told of leaving permanent employment also had stories of making a significant lifestyle change which resulted in their seeking work which could provide a sufficient income to live off and also provide some kind of satisfaction that they were unable to find in their previous workplace. This lifestyle change often included

relocating to Far North Queensland as a preferred environment. The other half of those leaving permanent employment recounted choosing a business they could operate from home so they could maintain an income while taking more control of their lifestyle choices; all of this group had new babies or very young children, and most were women.

Some participants were adamant that they would not expand their businesses as their present workload and income were adequate to maintain their chosen lifestyle. Many others did not discuss growth but appeared quite content with their current circumstances. Five participants spoke of growing their businesses as large as possible with plans to either franchise or employ others. This is consistent with past research which reported approximately 20 percent of HBBs in Australia plan to expand. (See page 183 for details.)

Four Constructs Which Explore HBB Experience

While it is not difficult to understand that demographics of individual HBBs are diverse and dynamic, it is difficult to form an overall understanding of HBB practise by looking for commonalities amongst their individual experiences. In order to gain deeper insight into individual experiences, HBBs were conceptualised as multifaceted practises containing four separate constructs. The four constructs are: *Household*, a physical construct which includes the physical HBB dwelling, its individual members (not necessarily family members) plus the combination of their assets; *Business*, a social construct surrounding the activity of work; *Family*, a biological construct held together by emotional, genetic and legal bonds; and *Home*, a psychological construct dependent on individual experience. These constructs are displayed below in Figure 4.2 as influential components of HBB practise. As mentioned earlier these constructs are not mutually exclusive as each one can be understood as containing all four constructs (See page 6 for definitions and description of relationships of the four constructs.) As each construct appears to be a point of focus for participants they are perhaps best understood as enterprises which participants engaged in.
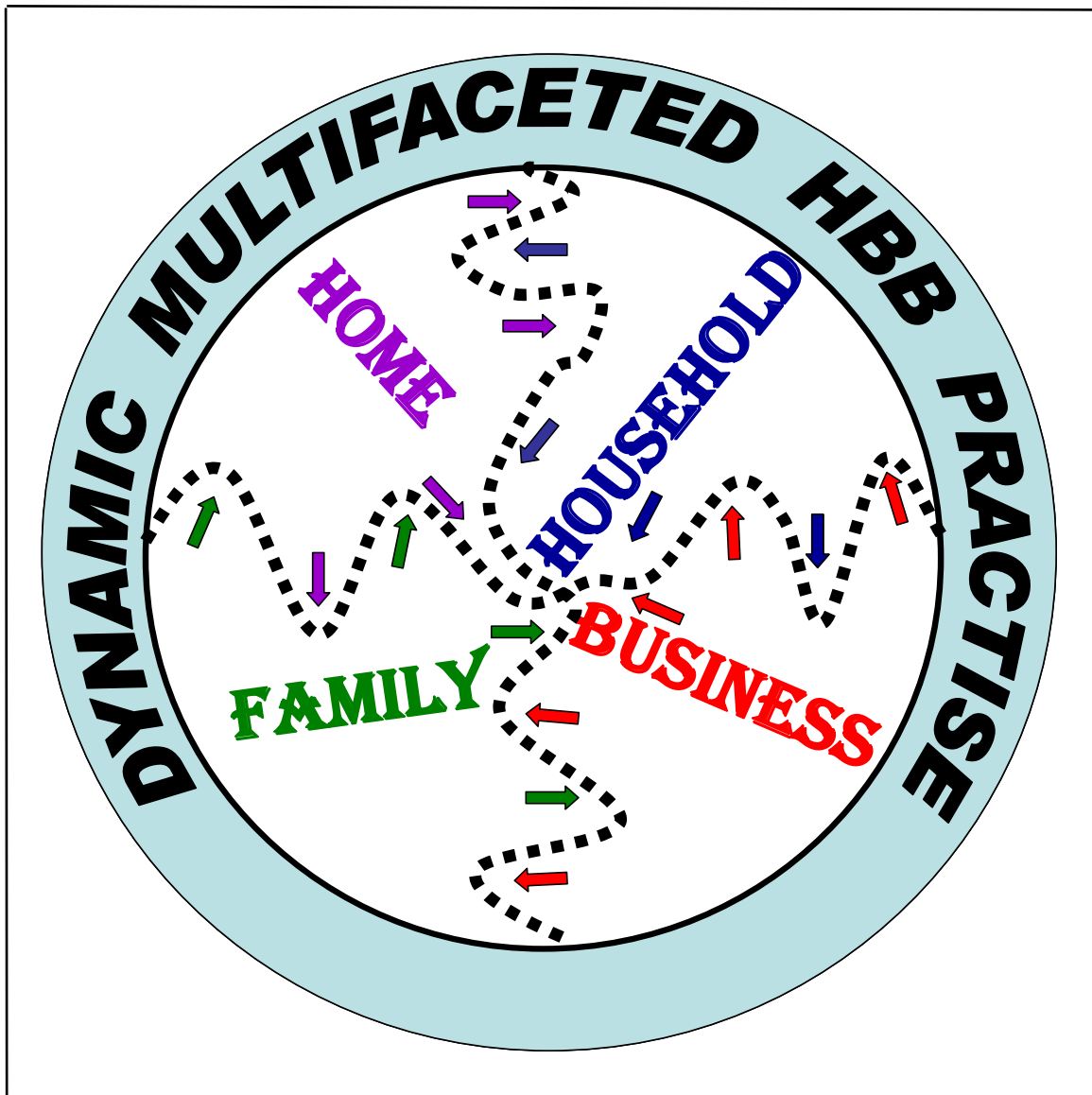
Figure 4.2
HBB: the core of the Home Entrepreneur Model

While the four constructs exist on separate dimensions of experience, they do contain overlapping and interrelated themes, so that the influence of one construct is experienced across all. The utility of hermeneutics, and the logic of the hermeneutic circle (See page 63 for details.), proves beneficial when conceptualising HBB as a multifaceted phenomenon. Each facet needs to be fully explored in relation to the whole so that the

whole experience of HBB practise can be understood in terms of each of the facets. Understanding that a HBB practise consists of physical, social, biological and psychological dimensions is important to the discussion of HBB as it discourages the singular focus on specific economic issues that has dominated past SME and HBB research (Earles, et al., 2006; Lynn, et al., 2004c; Oughton & Wheelock, 2003; Wheelock, 1992).

Appreciating the multifaceted nature of HBB practise makes it difficult to find commonality across the HBB sector. (See pages 22 to 27 for details of differences across the characteristics of HBBs.) Similarly, within this study it was difficult to find commonality across the HBB practises of the 22 participants. (See Table 4.2 for details of diversity across participants.) Not only did the experience of each of these constructs differ across participants but the relative influence that each construct had on HBB practise also varied. This variation in levels of influence is depicted in Figure 4.2 by the wavy dotted lines which separate the four constructs and the small arrows either side which are intended to highlight the dynamic nature of these constructs. The relative size of each construct displayed in Figure 4.2 reflects the relative level of influence that it had on the overall HBB practise and this level of influence was never static. As denoted by the arrows in Figure 4.2, the influence that each construct has on overall HBB practise increased or decreased due to a range of lifecycle factors as well as external factors. (See pages 100 to 177 for examples.)

Not only did the relative influence of each construct vary across the individual HBB practises, but it also varied within individual HBB practises as their circumstances changed over time. For example, the importance of household dwellings and surrounding property appeared to vary across participants. HBB operators who identified as being homeowners spoke more frequently of, and with more pride about, their dwellings and property than those who disclosed that they were renting their accommodation. Thus it appeared that the importance attached to the household construct (and its relative influence on HBB practise) may have been related to homeownership. Due to ethical considerations of limiting possible psychological stress, this topic was never fully

explored, not all participants disclosed whether or not they owned their homes and no attempt was made to ascertain ownership status. (See page 4 for more information on ethical considerations.) Similarly, the experience of the family construct appeared to be of greater importance to participants who were raising children and appeared to be a lesser consideration to other participants, some of whom lived alone. As this research comes from a social science perspective it is important to note that the business construct has been defined as a social construct surrounding the activity of work (See page 6.), which should not be confused with differing understandings of business which may come from a commerce perspective. Experiences within the business construct were also found to vary across participants. (See pages 94 to 96 for findings of diversity across the business construct.) This was due in part to the wide variety of business types which required different skills and practises as well as their involvement with different industries and the inherent differences in work cultures. However, perhaps the biggest difference in the business construct across all the HBBs was the relative contribution of a HBB to the total household income. Some households depended on a single business as the sole source of household income; consequently these businesses often required considerable time and effort to operate and were a central focus of the HBB practise. Conversely, other households had multiple income sources, some of which were derived from multiple HBBs and some from outside employment. Again, ethical considerations prevented gathering data of specific incomes, but from the information which was volunteered it was apparent that both the amount of household income and the sources of household income varied across participants. This difference in household assets and income streams (which falls in the physical construct) directly affected the experience and the importance attached to the business (a social construct). Finally, the experience of home is theorised to be a psychological construct, and as such it was difficult to report specific findings through a single interview with often only one household member present. (See page 248 for the need of future research to strengthen theorised constructs.) However there was no doubt that the home construct varied considerably across participants. (See page 97 for evidence.)

The remainder of this subsection provides evidence that demonstrates the dynamic and diverse nature of each construct within and across the research participants.

Findings from the Physical Construct of Household

Most of the participants lived in suburban neighbourhoods within a 45 minute drive from the centre of Cairns. Two participants were located more than two hours from the centre of Cairns on rural properties with no visible neighbours. Only one of the HBB dwellings examined in this study had signage to indicate the presence of a business. There were no common features amongst these HBB dwellings which could be used to categorise them in terms of size, shape, age or level of maintenance. The HBB dwellings ranged from large homes with ocean views and well-manicured lawns to small brick units in poorly maintained neighbourhoods. However, while there was diversity across the participants' dwellings, they were not discernibly different from the dwellings of non-HBB operators.

The diversity across HBB dwellings was highly visible; however, diversity across individual earnings and assets was perhaps greater although less visible. A few participants indicated that they used one Australian Business Number (ABN) to account for a wide variety of income streams. For ethical reasons (See details of psychological stress on page 4.), it was not asked directly if participants had an ABN or how many. Some participants did volunteer that they had business names which were not registered; again, due to ethical considerations, specific details were never asked, but many participants described businesses activities that were not a primary source of their income, and were clearly not independent entities with separate titles or bank accounts and would best be described as secondary income streams rather than specific businesses. These income streams sometimes included contracting their time at an hourly rate across different industry groups, gaining income from manufacturing and selling various products and services, or from return on capital investments.

Understanding and describing the household construct was further complicated by the fact that multiple businesses often took place at the same residence and were often intertwined with each other. Some businesses were operated jointly by husband and wife

teams and sometimes with other family members whose roles were loosely defined. In many cases, different family members operated different businesses, some of which were shared and some of which were operated solely by one family member. And finally, some participants reported sharing the operation of a business while keeping the business registered in only one partner's name (usually the man's) as a sole trader, to simplify their bookkeeping requirements.

Understanding the complex nature of mixed incomes was further complicated by the fact that many HBBs took place in households which also had multiple sources of income: some from conventional employment and some from HBB income streams of different household members. While it was apparent that many of the HBBs were in fact made up of multiple income streams and that many households operated more than one HBB, many HBB households also had income from family members employed outside of the home.

Outside employment or income from capital investments may have provided a sense of financial security for some of the participants which could have shifted their focus from making a profit to making a lifestyle. Despite this anomaly many participants did report that their HBB was their sole source of income and in almost all the interviews participants made it clear that operating a business from their home was primarily a lifestyle decision; this was emphasised the most by the participants who stated that they could increase their income through finding outside employment.

Findings from the Social Construct of Business

The HBBs interviewed in this study generated their income by selling products or services to the general public, private businesses or government institutions. It was apparent that most participants received payments from many different sources, with only two indicating that they had only one source of income (i.e. a company or government department). Some attempt has been made to categorize HBBs as to whether they are conducted at or from the home (ABS, 2003). This arbitrary definition was not a useful way to categorise participants in this study. A few participants described their work as

being conducted almost exclusively at home while some recounted working almost exclusively away from home; but the vast majority were on a continuum between the two, and the amount of time spent either at home or away from home continually shifted with seasons, workload, and the nature of work undertaken.

As a way to gain a better understanding of the nature of the work performed by the participants they were grouped according to an occupation style defined by social aspects of their work. Four styles of occupation were identified amongst the findings. These included *Specialist*, *Artist*, *Networker* and *Varied*. These terms are not intended to be used as variables which can be analysed in relation to other data, but rather as a preliminary classification system that offers greater insight into some of the many social differences across the HBB occupations.

Occupation styles categorised as Specialist were focused on providing specific products or services which required specialised skills or knowledge in their field of endeavour. These participants manufactured products or simply marketed their skills. Participants with a specialist occupation style generally worked independently. They operated in both white and blue collar occupations and offered services which varied from supplying domestic services through to apprenticed tradesman and technicians as well as business consultants and managers. Eight of the 22 participants were identified as having a specialist occupation style. These included: business consultants who marketed their services to governments and to private industry; operators who manufactured and repaired canvas products; a manufacturer of hemp products; a naturopath; a mobile motor repairman; an on line tutor; and a landscaper.

The second occupational style was Artist; participants with an artist occupation style were almost entirely self-focused and relied on channelling their creative energy into their work which they saw as an expression of themselves. Creativity was central to their work and to their lives as well. Four participants were classified as having an Artist occupation style: their enterprises included work in the performing arts, as a craftsperson, and as graphic artists and writers. All of the participants identified as having an artist

occupation style engaged in more than one endeavour and were frequently involved with several projects simultaneously. Most of their work was done individually with occasional collaborative projects.

The Networker category involved occupations which were communally focused. Their work always involved interaction with others, with the focus often more on the exchange of ideas or on building social networks rather then on a specific product. While Networkers often had some specialist skills, their main focus was on communication with others. Seven participants were classified as having a Networker occupation style and their businesses activities included: network marketing, marketing indigenous employment services, brokering used vehicles, managing a business development organisation, providing mediation and other social work services, and buying fruit and vegetables and selling them at weekend markets.

The final occupation style of Varied covered occupations with a mixed focus. Their focus was never solely on a product, a communal group or creative expression. Often, due to the nature of operating their own business, participants needed to both produce and market a product which required their focus to be split across two or all three of the occupation styles. Four participants were classified as having a varied occupation style, their businesses included: the manufacturing and selling of jewellery made from natural materials which they gathered, business coaching, and producing specialised videos.

Findings from the Biological Construct of Family

Family types amongst the participants covered the range: sole occupants of a dwelling, single parents with dependent children, couples with no dependent children and couples with dependent children. The number of dependant children ranged from one to seven, with two being the modal amount. (See Table 4.1 for details.) None of the participants in this study shared a dwelling with anyone other than family members, except one couple who supplemented their income by acting as a host family to overseas students. More than 75 percent of participants were involved in long-term relationships and lived with their spouses. Just over 50 percent of the participants lived with their spouses and

dependant children. Two participants were single mothers and both had one dependant child in their care. And finally two participants were the sole occupants of their residences and both of them were divorced and had mature-aged children who no longer lived at home.

Findings from the Psychological Construct of Home

Having only data from a single interview with each participant precluded any attempt to form a detailed account of the participant's psychological experience of home. Participants' experiences of home were described in many ways; for some it was described as a sanctuary with frequent references made to gardens and pets. For others it was a place for family activities and events, and for others it appeared to be a reflection of themselves, with conversation often including household décor from past settings and experiences. The only observation that could be made on participants' apparent experience of home was that each appeared unique. A deeper understanding of the experience of home may help to strengthen the HES model but was beyond the scope of this research. (See page 248 for discussion of the need for future research.)

HBB Practise and Home Entrepreneurship

While HBB practise is multifaceted and can be understood as existing across four dimensions, it is perhaps best understood as practise with a single focus; and that focus is on making all four dimensions of the practise successful enterprises. Within the HES model that single focus is defined as 'home entrepreneurship'. (See pages 179 to 185 for further discussion on the concept of home entrepreneurship.) As suggested earlier in this section, fully appreciating the nature of HBB practise requires applying the logic of the hermeneutic circle (See page 63 for details.); that is, understanding the focus of HBB practise (home entrepreneurship) by understanding the four dimensions on which it focuses; and by understanding each dimension by understanding the focus of HBB practise (home entrepreneurship).

This section has described the four individual dimensions theorised to exist within the focus of HBB practise; or to use the terms of hermeneutic inquiry, attempted to

understand the whole in terms of its parts. While some attempt has been made to demonstrate the interconnected nature of these dimensions, the following section provides further evidence of how the need to maintain each of these dimensions is met through meeting the needs of all four dimensions. The purpose of the following section then is to understand the parts in terms of the whole. Therefore the proposition of the HES model is that the nature of HBB practise can only be understood as a holistic system.

Interconnected Lifestyle Needs Which Structure HBB Practise

In Figure 4.3 five interconnected lifestyle needs which orbit HBB practise are depicted. The HBB practise creates its own micro-system to fulfil these interconnected lifestyle needs. While the nature of HBB was found to be infinitely diverse, the needs which participants hoped to meet through the operation of their HBBs were not diverse. Five major HBB lifestyle needs were identified in this study: *security*, *autonomy*, *balance*, *meaning* and *community*. These needs are not specific to HBB operators and may be universal human experiences; what separates HBB operators from other members of the general public is that they seek to fulfil these needs, partially or wholly, through the operation of their HBBs.

The lifestyle needs were often expressed in multiple forms. The need for security was expressed as both a physical and a psychological need. The need for autonomy was expressed as both a need for freedom and a need for control. The need for balance contained features of time management, shifting priorities to accommodate raising children, and the need for a process to moderate tensions between commitments to work and family and to fulfilling the other lifestyle needs. Meeting the needs for meaning and community was sought through active strategies of engagement as well as tactics of avoidance of negative and unfulfilling circumstances.

Not all participants had the same experience of lifestyle needs; the need for community appeared to vary considerably across the participants, with some referring to a very small communal group with which they felt secure and others expressing the need to feel

connected with all people of the world. Despite the mix of different needs among the participants, the same five lifestyle needs arose repeatedly throughout the analysis.
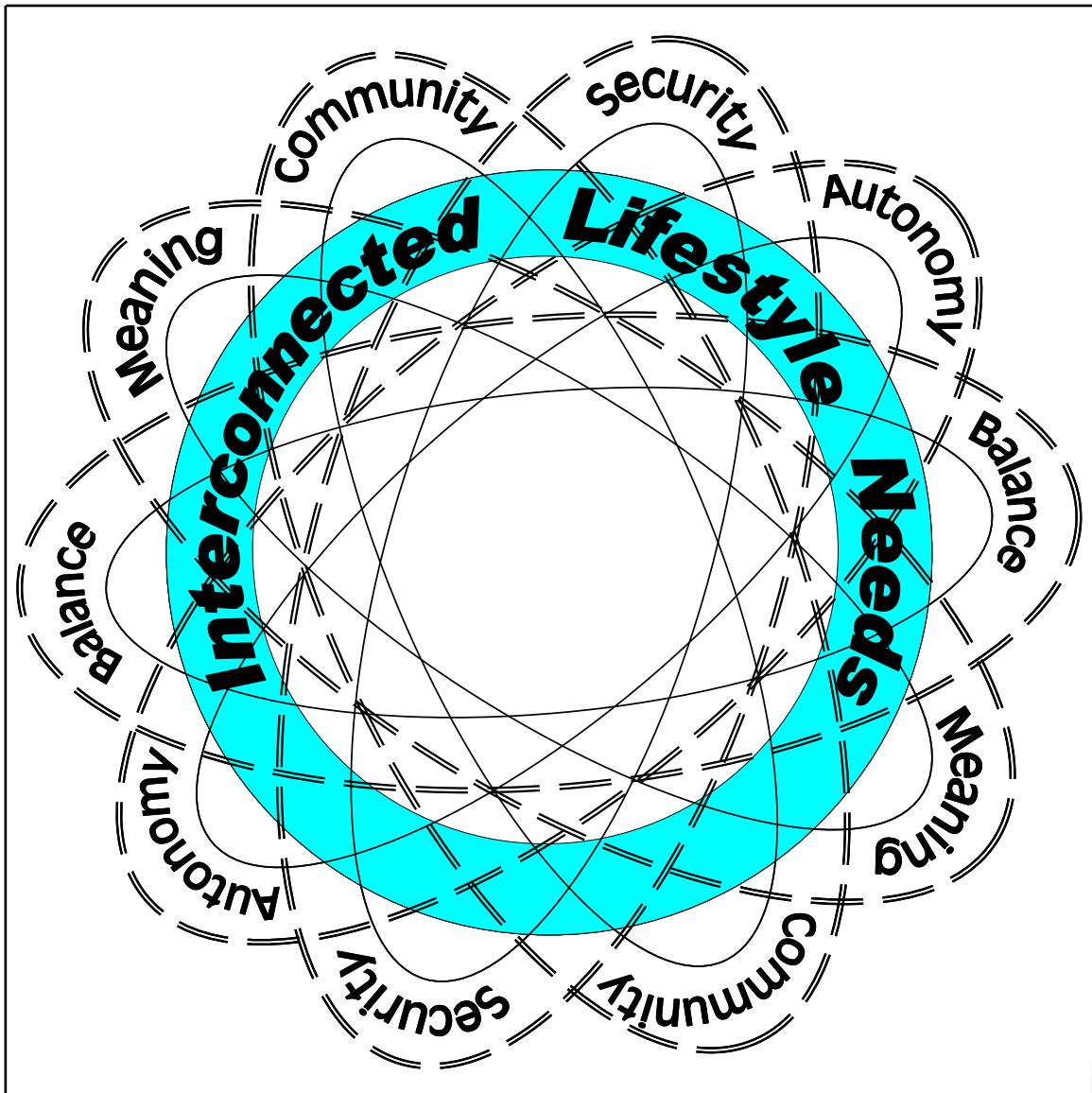
Figure 4.3
The HBB micro-system – meeting the interconnected lifestyle needs.

While these five needs appear to have distinct and separate themes, they are all inherently linked. None of the lifestyle needs could be met without satisfying one or more of the other lifestyle needs. Participants did not meet their need for security without having some sense of meaning or community. Similarly it was necessary for participants to have

a sense of meaning and security in order to achieve a sense of balance and the process of balancing their different commitments to work and life could not begin without fulfilling their need for autonomy. Fulfilling one lifestyle need was often contingent on fulfilling another lifestyle need, so that fulfilling both needs complimented each other. However lifestyle needs were just as often not complimentary and a tension existed between fulfilling two or more lifestyle needs whose importance often shifted during the changing life cycle of individual participants as well as the changing demands of their businesses. This interconnection of lifestyle needs and the tension between them is indicated in Figure 4.3 by the overlapping ellipses which encompass all the lifestyle needs depicted within the micro-system.

The following five sections provide evidence which supports the existence of these lifestyle needs and demonstrates the many different approaches that participants employed to fulfil their lifestyle needs.

Security as a Lifestyle Need

The need for security was intimately connected to the other four lifestyle needs: having the autonomy to make their own decisions, having a balanced home and family life, engaging in meaningful activities and being part of a community did give the participants a sense of security. However, the need for security also went beyond these other lifestyle needs in that it was often focused on something more physical than psychological. It was communicated as a desire to have some guarantee that physical needs could always be met. The need for security is quite likely shared by everyone it was only unique to participants in that they frequently sought to fulfil it through the operation of their HBB. While the findings indicate that many participants felt more financially secure operating their own business, this was not the case for all of them, however all participants sought to fulfil their need for security through their HBB, even those who expressed a belief that they could have more financial security in traditional employment.

Participants described feeling a sense of security through focusing on one or more of the following topics: *money, personal abilities* or *business reputation.* These three topics all

relate to security in that they are all concerned with ensuring that both the businesses and the households remained sustainable. Money provided a physical symbol which allowed a secure form of exchange between the business, the household and the community. The need for money was sometimes interconnected with other lifestyle needs but was more frequently in conflict with them. Conflict was often evident between the need for money and the lifestyle needs of balance, meaning and autonomy. The topics of personal abilities and reputation appeared frequently during analysis and were interpreted as fulfilling the lifestyle need for security through focusing on maximising business productivity and sustainability. (See page 78 for details on interpretation of data.)

As with all the lifestyle needs, the need for security is not limited to people who operate a HBB, but the HBB operators who participated in this study all used their HBBs as a medium through which they could fulfil their need for security.

Money

Across all the participants, earning money appeared to be fundamental to the operation of their HBBs, and with most it was expressed as an inescapable element of feeling secure. Despite the importance of earning money however, none of the participants indicated that that their sole focus was on making money. Rather than expressing desire for money, most participants expressed a desire for a steady income. While a few participants indicated that earning money complimented their other lifestyle needs, most expressed feeling a tension between the need for money and meeting other lifestyle needs.

Some participants recalled focusing almost entirely on the quality of the goods and services they offered when they had begun their business; and the need to focus on earning money came as something of a revelation. Scott recalled attending a business seminar which helped him make this realisation and increase his profit margins:

> *… the Managing for Profits one showed … to know where the money's coming from and where it's going and that sort of thing, and that I thought was really good so I could work out my profit margins, my mark ups and percentages and that sort of thing, and it made me realize every*

*time I give something away I think I'm giving it away out of my turnover
amount, where it doesn't mean much, but that's completely wrong,
because I'm giving it away out of my profit ... it's a little bit different now
because I can see my actual profit margins a lot more than what it was
last year because I'm charging properly now ... I'm still doing the same
amount of work, but the numbers on me bank account started going [up].*

After having lost money on some jobs Scott realised that earning money was a fundamental component of having a HBB and he began to let his clients know that he needed to earn a living:

*I sort of make sure they know that I'm in it to make a profit, I'm not in it
to fix peoples [motors] now, I'm here to make money, just the [motors] is
just a tool in which I utilize to make the money.*

Neil and Rita had a similar realisation when they started their business. Initially their entire focus was on their service but they soon realised that their service was not difficult to provide and their focus shifted to selling and promoting their service in order to earn more money:

*... we thought that the [service] was the business when it wasn't, the
business is getting the business, the actual business is us getting
customers to book us, that's, that is the product, and the [service] is the
by product just something we just do.*

Almost all participants indicated that it was important to have a reliable source of disposable income. However, for many participants having money did not appear nearly as important as avoiding not having money. It was seldom stated that having a steady income provided a sense of security; rather, it was more often discussed in terms of how not having a steady income brought tremendous insecurity. For Sara and Frank the insecurity of casual work was an incentive to start their own business:

*... because he worked on a full-time wage ... and the money was bad,
when he was working casual ... the money was fine, but that was casual,*

and it wasn't secure, so then we hit another gear and I said okay lets take

a risk and do the business.

However, starting a HBB did not immediately provide a secure income. When they first started their business the stress from an insecure income combined with the difficulties of a newborn baby all contributed to a serious illness for Sara:

We were just starting out, and sometimes we would have fifty bucks in the bank ... I had post natal depression with the first baby, now the doctor thinks that that could have been numerous things, I had an emergency delivery, I couldn't feed the baby myself and so there was numerous factors, and the business came into it as well, as a stress, financial stresses and everything always got paid but it had to be spent wisely ... but that of course is in the past now, everything is great, but that was the start of the business ... The changes to the family, having a baby in the house, what I expected from Frank and then he still had to go out and earn the money, which I wasn't used to. I was actually quite liking knowing what I was getting every week, like [when he had full-time employment];it's really stressful, so the advantages of having him at home when I wasn't myself, like I had immense joy for the kids, but Frank was doing my head in, but that was because of the stress of the business, not knowing what was coming in, and then I learned to get over that, because the phone might ring an hour later 'ah go ahead', and all that stress and arguing was for nothing you know.

It was evident that maintaining a steady income was also important to Neil and Rita: when they started their HBB Neil stayed with his previous employer until the income from their business surpassed his employment income:

... all I had to do was cover the same, my idea was all I had to do was basically get what I was earning ... if I could do that ... I didn't really realise that it wasn't enough that I was making, cause we'd never been ahead as much as we have been now so ... it was enough to keep us going but we weren't going forward, we weren't saving any money ... this is

only our second year and really I only stopped working for [the old company] in May; this May was the first time. I worked for them on commission basis so I was always, they could ring me, I'd go out and see clients, but it's only in May that I turned round and said, first of May was when I sat down and said look I can't work for you any more because I'm too busy in my own business.

Most participants described earning money as an inescapable element of feeling secure, but for some, money was described as merely a form of social exchange. Anita had many business ventures operating simultaneously and was intent on earning money; however, she had a philosophical viewpoint on the role of money and was adamant that earning money was not necessary to her success or to her survival:

… see people will just do anything for money because that's what they think they need to survive … but money isn't what makes you survive, I could virtually live on this land and not even go to town and I could live totally a hundred percent from what's there and I've planted in the ground and people can come to me, if they can't give me money they can exchange … cause all money is is a form of energy, a form of exchange.

Sally also had multiple business ventures and indicated that she hoped to earn a lot of money. As with Anita she expressed the belief that she didn't need money to survive but that having money was necessary to promote positive change within the world:

I think you have to have capital behind you to be able to do some good, you can't sit on a meagre amount of money and try and get noticed, you know it's really nice to do that peace and harmony thing and live on mung beans, but if nobody is going to take notice of you, if there is certain aspects of your life that nobody sees, for me to get out there is to sort of … to network, you have to have money to network.

Despite its importance however, earning money was never reported to be the sole reason that participants operated a HBB and it was rarely cited as being the most important

reason for operating a HBB. All participants spoke of being motivated to earn money but being financially secure was never described as their only motivation. David, who had recently revived his mother's cleaning business, could recall three different reasons for starting a HBB, with only one relating to money:

> *... if people ask me why, why did I start, it's hard for me to define just one reason. I can't say because there is lots of money in it, you know, I can't have one simple reason like that, there's a whole range of ... there is probably three reasons ... the third reason was the desire to make money, the desire to make money, I know that there is a lot of money in training indigenous people, there's a whole lot of money, and I want some of it.*

While participants frequently expressed a need for financial security, they often spoke of a tension between the need to earn money and meeting the other four lifestyle needs. Having a HBB gave Scott the autonomy to choose how much time he spent at work. He described feeling a conflict between the need to earn money and with meeting his other lifestyle needs:

> *... whereas last year I'd just go to the reef overnight and come home with all these fish fillets. I didn't do it this year because I was concentrating on, could sort of see the numbers going up and I got excited and said yes I can do that, yes I can do that, not worrying about going fishing with the family and stuff, you can't really have everything eh? You can't have the money and the lifestyle.*

Although Scott clearly enjoyed the autonomy of operating a HBB he was considering taking up a teaching position so that he could have a steady income with more secure benefits for him and his family:

> *... she likes the idea of having regular money that we can rely on, that we can budget for ... we know that this much is coming in with the budget for that, and it's more money than we've ever made in our lives and with five weeks of proper holidays a year ... superannuation and all that sort of stuff, workers compensation and all that sort of stuff.*

Similarly, Ellen preferred to work at home but recalled occasionally being tempted to go back to working in an office in order to secure a steady income. While she found that the benefits of operating her own HBB outweighed the security of a steady income she acknowledged that there was a tension between the need for a regular income and meeting the other lifestyle needs.:

> *I have thought about it and probably the only thing that would get me back working in an office is having that steady income ... obviously being self-employed, it's always up and down, however I think the benefits of working from home and having that flexibility out weigh that steady income ... for me anyway.*

Vicky also described the tension between earning money and fulfilling a need for balance that she and her husband had experienced. They consciously chose to work solely within their HBB and not to look for outside employment. This required lowering their financial expectations in order to enjoy a richer more balanced family life:

> *... it's full on, and you think what have I been doing you know, I just been with the kids, that's what I've been doing an hour and a half just running around finding this little boy or whatever, you know what it's like, yeah it's great, love it, and that's why with the business, that's why we thought we'd cut out any other thing, you know my husband getting a job or me working full-time, just trying to make this work, and lowering our expectations financially, and once you come to grip with that, you go okay, you realize this is the kind of money your going to save, this is the kind of money you can spend, and we've gone lets do it.*

Vicky also described a tension between earning money and meeting their need for autonomy. She posited that they could have a larger, more secure income from their HBB if they followed a rigid business plan with more clearly defined hours of operation. However, she preferred to have a more flexible approach which gave her greater autonomy:

> *... a friend of mine who is doing the same as me, working at home with her own business, she did a business course, now she has it all*

regimented, she wants to earn this amount, she has her bench mark, she has created one, she will not do it for less, she's earning this amount, she buys something she has it all technically worked out, it's working yeah, yeah, she's just set her own wage, set her own amount of profit, everything, she's just done it all, it's like working for somebody this piece of paper is her boss and she abides by the guide lines, she's worked out how much per hour she is on, it's like ... my first job ... when I was fourteen was told how much I earned, I was told, and then I got a raise and so you always had this thing, whereas your own business is nothing you know, my girlfriend has invented her own, and it's just like a boss, and I think I don't want to do that.

Nick also discussed feeling a conflict between earning money and meeting other lifestyle needs. He had gone from operating his own consulting business, which he recalled had left him with feelings of financial insecurity, to accepting a well-paid contract to work from his home with a large organisation. Despite meeting his need for a secure income he found that the working conditions associated with this contract conflicted with his need for meaningful work:

I've tried working for myself and I was lucky I kept really busy ... I dropped my business cause, you know, I didn't like the insecurity of that anyway ... it certainly wasn't easy ... the insecurity was really bad when you were doing it for yourself, this one here I know till June next year I'm on this reasonably good salary, I've got a company car that's fully provided and all that sort of stuff, and so it's really cushy in terms of remuneration but the work is ... I'm just not happy where I am ... if I was running my own business I would be much busier I am sure, all I know is that when I ran my own business I was quite busy to the point of working weekends and after hours and so forth, I wasn't making much money though, cause the clients weren't paying a lot, so I had a lot of work and less money, this job I've got lots more money and ridiculously low work load, but you know when I look back, when I was consulting for myself I

think I was professionally more content, even though financially I was not
as well off I was still getting by.

Nick's conflict between earning money and finding meaning in his work is discussed further on page 159 under the lifestyle need of meaning, as well as on page 163 under the need for community. It is introduced here to highlight the tension between earning money and meeting the other lifestyle needs. This tension was a common finding throughout the analysis and consequently most of the evidence which supports it is presented in the following sections which discuss the other lifestyle needs individually.

Personal Abilities

Another source of security for almost all participants was the confidence that they could draw on their own unique abilities, which had either been developed through exposure to a range of experiences or were considered to be innate talents. This focus on what participants perceived as their own strengths helped provide a sense of security through adding sustainability to their business. For many participants operating a HBB allowed them to take advantage of a wide range of skills rather than focusing only on the skills required by a single employer. Discussion of their past experiences revealed a wide range of acquired skills among participants. Many participants shared the belief that they possessed skills which they were able to capitalise on through the operation of their HBB. Participants often described how working for themselves gave them an added sense of security as they indicated that they could work to their full potential.

Most participants indicated that they felt secure with the abilities they had developed through past work experiences. Often they had gained experience in many different fields and with many different types of skill through engaging in a diverse range of workplaces. Edna commented that her experience of working as a nurse had given her the organisational skills she needed to work from home:

I had been a nurse - so I did nursing which is where you get
organizational skills.

Noel described how his experience of being raised on a farm had helped give him the confidence to operate his own business:

I grew up on a farm myself so [the] farm rural scene is a home business, in itself ... and it is your lifestyle too ... it is your life, and so for me coming from a rural background, to start my own business was not a big deal, was not a major - not a leap in the dark because you've seen your parents do it - you want to create it yourself.

Olive spoke confidently of the many abilities that she had acquired through a varied employment and education history. This background had given her an extensive range of experience:

I had owned my own restaurant ... when I left school I had done secretarial work, so I had been in those sorts of jobs in public relations, and then I came to Cairns and decided I would go to Uni, to do psychology ... out of uni I went into ... [a] peak body for the local government of Aboriginal local government ... and I was there for five years and I was director of that body for a few years ... I worked with the director of the new [government branch] ... and then they decided to set up a branch within [a government department] here in Cairns and she asked me would I leave where I was and set that up, so ... I moved over and established the, set up the [department] that still goes today.

Olive recounted that, while accomplishing many goals and receiving many promotions in her varied careers, she was suffering from a chronic health condition which made travelling to and from an office and sitting at a desk for an extended length of time difficult. When her health deteriorated further she began working from her home so that she could work at a pace which would not put added stress on her health. Her wide range of abilities allowed her to operate many different HBBs simultaneously, so that she had a range of different contract work which she could choose from to suit her flexible schedule:

... it was the end of two years of running that, that I realised that my body was not going to do it anymore ... I do three jobs, all from home so ... and

they evolved you know, I already had my own business with a partner ...
[I] chose how many hours a week I would do that ... I am fortunate in that
way, some people have to stay where they don't like.

Zelda recalled that she had always felt she was an artist but postponed her artistic pursuits while she worked in a variety of management positions where she gained valuable skills which were necessary for the successful operation of her home-based graphic design business:

I tried the struggling artist thing for many years ... I ended up going into
retail part-time to balance that out and it just turned out that when I was
working I was offered promotion after promotion and after a little while I
just thought if anything it is going to do me a lot of good to spend a few
years in management, getting skills so thought of the point that it would
benefit doing my own thing later, it was never an option, it was never I'll
just go back and do this yeah, so I went up to high level management in
[two large firms], I was in management for three years and so that gave
me a lot of, hiring and firing and training and financials and all sorts of
things that I had never touched before and that gave me heaps.

Participants with an artist occupation style (See page 95 for details.) often described how operating their HBB gave them a sense of security from utilising their artistic talents in a productive way. Before starting a HBB, Kym had had many creative interests which served only as recreational pursuits. He was initially drawn to a career in construction but was disappointed that it did not utilise his creative abilities; eventually he began his HBB providing multiple services within the performing arts industry:

I started busking when I was sort of at the beginning of doing any
performance stuff, playing the guitar, so I started playing the guitar, I
always liked drawing and painting and making things, and the making
things was part of me becoming a [tradesman]as well, cause I used to
make electrical things, and lego and motors and ... pull the bits out and

make something and this and then I became an [tradesman], but that wasn't really it, and played music yeah anything creative.

Zelda recounted that as a graphic artist she had many clients who came to her because they liked her unique style. She expressed concern that if she expanded her business it might have lost that uniqueness:

… I want to keep it a home-based business, I have been working with a mentor as such, who's constant advice to me is to hire more people, hire more people and my response to that is always the same, the work that we do and the reason people come back to us and the reason that people say they love us is and it sounds sort of wrong but it is because it's my work and I can't train someone to do what I do, I can train them to skill rise to it, but I can't train them instinctually and creatively to do the same thing, there is always something - not missing, but something different.

Most participants whose work required an artist occupation style indicated that they fulfilled some need for security through pursuing what they believed were their natural talents, as well as fulfilling their need for meaning through creative expression. Consequently more evidence which supports the lifestyle need of security can be found on page 156 where it is used as evidence to support the lifestyle need of meaning. The ability of one activity to satisfy more than one lifestyle need demonstrates the interrelatedness of the lifestyle needs and the holistic nature of the HES model.

Many participants described themselves as entrepreneurs and revealed that they felt secure in their ability to operate their own businesses, as evidenced by the following quotes:

Rita*: We're both pretty entrepreneurial, we knew we wanted to do something but uh, and Neil had got into it as a hobby.*

Amy: *Noel's an entrepreneur in his thinking, when he was working as a manager, it was good, cause there's a job that needs to be you go do it, so he could use his own way of doing it, where as sometimes if you are*

> *working for a wage it's like this is what you have to do and this is the way*
> *you are going to do it, and this frustrates Noel's' personality … so for us*
> *it sort of suits our personality to run our own business too.*

Sally spoke confidently of having a natural sense for business which she utilised through operating her HBB:

> *I seem to be able to figure out what's going on, what's coming on, and*
> *starting up a business … it's been good, because I've been able to do it*
> *with very little capital, they always says you should have lots of capital*
> *when you start a business, I've done things like set up a time share*
> *instruction centre, where I've rented out offices.*

Anita referred to herself as an innovator rather than an entrepreneur; working for herself and engaging with her many interests appeared to give her a great sense of security:

> *… originally I'm a naturopath and then I wanted to start building*
> *monolithic dome structures … I just wanted to create buildings that were*
> *more suitable to human beings, instead of square buildings, so I wanted to*
> *do this stone structure and I have been researching a lot … apart from it*
> *being a nice feeling to be inside of a dome they actually are the strongest*
> *structure there is … that's why I got into growing hemp, cause I wanted*
> *an alternative to concrete and steel, and hemp is four times stronger than*
> *steel and as it petrifies it becomes harder than concrete and it does not*
> *break down it actually becomes harder … that's why I started growing*
> *hemp … because nobody had any and so I thought oh well I'll grow it*
> *myself, okay so then I became a hemp farmer, then I find out as a*
> *nutritionist that there's enormous valuable properties in hemp oil, so as I*
> *discovered that I thought God I've got to have this stuff too and market*
> *that and make that a publicly available commodity … so my whole thing is*
> *I am an educator and also I'm an innovator …*

Neil referred to himself as an entrepreneur and expressed confidence not just in his ability to create an income but also in his proven ability to learn new skills:

... basically, we didn't do any research into the business, it sort of played on our mind for a while ... a lot of people do loads of research and never do the business, if you are going to do it, do it and then learn it as you go, the same with telecommunications I did not know anything about that, I just learned as I went, I've done lots of jobs, I've travelled around a lot, and I had to adapt, get the job and find out if I could do it or not, so I talked my way into the job and then I had to learn it quickly, sink or swim basically.

Pursuing personal abilities often appeared to fulfil the lifestyle need for autonomy as well as the lifestyle need for security. David expressed confidence in his ability to be proactive, so that operating his own HBB fulfilled both these needs:

I was sort of sick of what I was doing, working with government agencies and trying to get proactive programmes and stuff happening on the ground, that was frustrating to me, and I had other ideas on how to do things ... so basically I resigned ... making things happen on the ground is different than sort of talking about things from a theoretical side ... I just think, I'm a practitioner ... my senses of knowing how to make things change on the ground is just different, is different in the sense of I feel the engagement of people ...

Reputation

As well as describing a focus on utilising their personal abilities many participants demonstrated a sense of security gained from promoting the reputation of their HBB. The following evidence demonstrates that a sense of security was achieved through business reputation and that it was often interconnected with the security gained from meeting the lifestyle need of community. (See page 166 for evidence of the need for community.)

For many participants the business reputation focused on meeting the need of a secure cash flow by generating 'good will' through their business activities. Neil revealed that word-of-mouth referrals due to a good reputation were essential to their business:

… a lot of word-of-mouth, that's the biggest business in the wedding industry, word- of-mouth, who did your wedding?

Zelda recalled feeling a sense of security from the business relationships she had developed with different business advisers who often recommended her work to clients needing a graphic designer:

We have set up a few relationships where we work with advisers who will send us clients from time to time and it gives them a bit a I guess comfort in that they know a designer and they know our work and if someone does need a designer they can actually opt for someone and there is a fairly big response to that.

Kym also spoke about feeling secure from building a good reputation but, working in the performing arts, it was not just his business reputation but the reputation of the characters which he had created and kept alive through media coverage and a presence on his web site that was important:

Getting a good reputation takes so long, and I think it's a lot to do with Cairns, close-knit you know, it's taken years, it just takes a while for people to catch on, we did … the first job … was to make four characters, superheros in white lycra outfits - you may have seen them … some years ago, we made these characters, I was one of the characters, and we did a show, the idea was that we'd become the face of [major event] … so we did this stuff and we did heaps of promotion it was all good, and the first year nothing really happened, the second year it picked up, and after two full years it was, can we get these guys because they are the face of it, but it took that long, and the costumes were dead and gone by then you know … everything is all worn out and that's how long it takes, so that's kind of how I'm looking at this thing now, we make these characters and we get them out there and put them in the newspaper, like the [other characters], we've had them, they were in the paper this year for the Amateurs. We had had one gig last year with the [other characters], this year we have had two gigs, we did the Cairns Cup and the Amateurs, and next year we

will probably get more, the only thing with that is making these characters, we have to store them so we've got problem with storage and stuff ... but that's something that's evolving that I haven't really thought about, as you just have all these characters build up, you're building up a repertoire, so that's put on the web site then you look at the web site and you can flick through and go 'oh yeah I'm doing a Hawaiian party on a boat what do I need'... look through, get those guys, so that's sort of building up.

Sara recounted doing some independent market research in order to find a secure market. She concluded that much of their business came from word-of-mouth and was dependant on their reputation for producing a good product:

I started asking people when they went ahead with their jobs how'd you hear about us ... and a lot of it is flow on, like someone - like you did a [job]next door, or you did a [job] for my brother, so that's a lot of work, and he's a perfectionist too which helps, because people know that.

She also posited that their reputation was enhanced by their image as a HBB providing for a young family, as well as demonstrating their ability to provide sound advice on methods of installation:

... when they come out here and see the set up ... they can see how professional it is - seeing the young kids helps us, because they know that we've got a young family and they want to support that ... we've had no one burn us financially ... it's been really good, and Frank is a really nice guy too, he's got lots of ideas and people get quotes of course of numerous people, but the advice that Frank gives them is an extra mile, other people will be doing quotes as well, and because Frank has real vision ... he can see things how they would look good, so other people have been there to quote the jobs and he'll come up with other ideas, and generally Frank will get the job ... and they see his product and then word-of-mouth gets him other work.

Autonomy as a Lifestyle Need

Autonomy was a theme identified repeatedly during analysis and was expressed in multiple forms. There were two main focuses found within the need for autonomy and they appear to be polar opposites and yet also two expressions of the same need. One focus was *the need to be free from the control of others*, and its opposite focus was *the need to take control of various aspects of work, family and lifestyle*.

The focus on being free from the control of others was mostly expressed as a rejection of workplace authority, and was often described as being no longer willing to tolerate being told what to do by others. This was the case for Frank, whose partner Sara indicated that his primary motive for being self-employed was that he did not like being told what to do. Franks' need for autonomy was very apparent to Sara; as she explained, he had managed to maintain an element of autonomy even when serving in the Navy:

> *... the SE, see he was survival equipment, so that's called SE, there was only one SE on the ship, so again he still had, he really didn't have a lot to answer to, he done his own thing, he went to the war zones and stuff, the big ships, he served the Australian navy, and if there was something he didn't want to do, because in the quiet times you got to scrub the deck, paint the deck - where he would tell his superior I've got survival equipment to do, you know, he's a good worker, not a hard worker.*

Despite maintaining some level of autonomy during his time with the navy, Sara recalled that the experience left him resenting taking orders from anyone:

> *Frank did ten years in the navy, and he was just sick of being told what to do and everything, so he thought, 'right' would never iron his clothes again because in the navy he had to, yeah very anti, just sick of it.*

Olive also expressed resentment of having to follow workplace schedules over which she had no control, and proposed that most people share her view:

> *I'm sure people don't want to go into an office and have someone direct how they spend their day - to tell them that at 10:30 it's morning tea time and at 3:30 they can have a cup of afternoon tea.*

Many participants appeared to have the perception that most organisations, whether operated by government or by private interests, maintained an outdated management style of 'command and control', where by employees were encouraged to follow rules rather than think for themselves, and that most people in management positions felt it was their responsibility to control employees. Neil had worked for a telecommunication company as a salesman; when he started his HBB he did not resign his position but changed his employment status from working regular hours at the office to working independently on a commission only basis. Neil recalled that in his first year working on commission his sales were the highest they had ever been. However, despite this success, the company hired another salesman; he suggested that their main motivation to hire another employee was to have someone in the office under their direct control:

> When I was working from home I was getting commission and their response to that was hire another salesman because I was not under their control, I was on commission they didn't have any control over me, they were happy [with sales] but they were not happy, they needed to have control over the staff, they don't come from that, where a lot of companies would be grateful not to have the burden of the staff member.

Ralph was an advocate for privatisation and proposed that any employee-employer relationship was inherently flawed and that most legislation supported a 'command and control' style of management:

> I think the basis of the employee-employer relationship is always dare I say a step away from the master slave relationship, and it's many decades since that was really relevant, but a lot of the legislation still continues towards a lot of the thinking ... it's the old command and control.

Ralph described his experience in corporate restructuring, which led him to believe that most government employees had had the understanding that they were employed to follow instructions rather than to have the autonomy to use their own skills productively:

When we were restructuring government departments, one of the wonderful things to see was the vast majority of people believed, there was no question about it, they went into work to apply a process to do things, to follow a book, and the most dramatic change that we really made in effect was to say you're not here to follow process, you're here to achieve your own result, output, objective, and we're not that interested in how you do it, your qualified, you've got these tools and things, we're going to measure you by what you achieve, but bringing accountability for results as opposed to a big requirement to follow a process. It probably sounds a bit simple and obvious but it was actually a revelation to a civil servant to find out that they weren't being told what to do, weren't being told how to do it, they were being told we require you to produce this result, go where it is - the result, and do what you want…

When discussing his own employment history and the reasons he chose to work from home, Ralph recalled feeling oppressed by the lack of autonomy he had had when he worked for a large accounting firm:

I never particularly enjoyed working … for accountants because of the various strictures and accountant thinking.

Ralph recounted occupying many senior management positions in which he had felt uncomfortable with having to be responsible for employees, as well as having to answer to his employers. He described his decision to work from home as being more about removing himself from both the position of being in control of others and of being controlled by others:

It wasn't so much wanting to be at home, it was really getting rid of the negatives, I didn't want to be an employer, I didn't want to work for someone else…

Vicky dismissed the idea of going back to paid employment and intimated that she was not willing to give up any of her autonomy which included the freedom to stay home, to chose what clothes were suitable to wear and to be her own boss:

... it's full on, work - and it takes you away from the home ... it would have to be, you know, for a start a whole new wardrobe for working ... I don't think I could work for any one else again either.

When reviewing the multiple roles he has taken on within the performing arts industry, Kym described being an independent entertainer as more rewarding (both financially and in the satisfaction he got from being autonomous) than working in a management position:

I've got that little bit of management stuff but I don't really want to push for that, the best money and least stress is doing the entertaining, just doing entertaining I made [a good income] ... and I don't have to talk to anyone, don't have to answer to anyone and everything is mine and there is no costs other than petrol.

While being autonomous and not having to answer to a workplace authority were important to many participants, the need for autonomy also manifested as the need to take control of many different aspects of their own lives. Common topics which participants discussed were their needs to take control over their use of time, the way they raised their children and their ability to have a balanced lifestyle. Again, these topics demonstrating the lifestyle need for autonomy are interrelated with the lifestyle need for balance and are presented on page 125 under the heading of Balance as a lifestyle need.

Other aspects of participants' lives which they expressed the need to control were issues surrounding their own health. Many participants expressed the belief that their ability to maintain a healthy lifestyle was frequently compromised when working in mainstream employment. Eric stated that one of the reasons for started his HBB was that he believed it was a more healthy lifestyle as he had greater autonomy over how long and how hard he needed to work:

I chose a home-based business because I felt like it was healthier for me, I had more, a bit more choice of when I went to work and when I came home, and how hard I worked when I was there, and I could please myself

more, it did give me a greater sense of achievement than being told what
to do, and I am not really in favour of the job idea.

Despite Eric's desire for a healthy lifestyle he felt a tension between his need to earn money and his ability to avoid the workplace toxins he was exposed to. To be competitive as a landscaper, he frequently used materials which were chosen by his clients. This often meant being exposed to toxic substances when constructing fences out of materials coated with poisonous substances:

I do structural landscaping that is definitely just mainstream industrial
sort of small building ... building retaining walls out of poisonous
substances, and things like coppers logs and stuff, and fencing the same,
and steel that has been mined and, but I do have exhibits of rock walls
and things I've built, I've built say retaining walls out of rock, I grow
living fences.

Many participants felt uncomfortable about being in a workplace where they were exposed to dangerous toxins, especially when they had limited knowledge of, and no control over what toxins were there. Olive (who had already been diagnosed with a chronic illness) related how she got chemical poisoning from an unknown cleaning agent used at her workplace, and the following cover-up and denial of the whole event:

I was there for a year and got chemical poisoning on the job... it was in
the office and they refused to take any responsibility for it because, see me
and fifteen others were ill and put in incident reports; the cleaner had
used this spot cleaner, it was very toxic ... and he had done this great
area where we sat. I went in and was within about fifteen minutes was
dizzy ... and another girl could not see and another one got asthma, and
we said 'what is going on', so they did some investigation and found that
he had used this spot cleaner, they said what was it and suddenly he did
not know, and he said that there was no cover on the container, someone
had given it to him and there was no label so he did not know what it was
so he could not tell us, then the next thing you found the cover and it was
very environmentally safe, so the container he bought in was an

environmentally safe ... I was off work for weeks and weeks, I kept coming
back and trying different offices and would work in different places, as
soon as I walked into this one I was ill again, another girl actually passed
out. They said that's there is no way we could prove, this is work cover,
there is no way we could prove that it was the workplace's responsibility
because the stuff the cleaner showed them was environmentally safe and
... they were saying to me that the investigator was saying to me 'you
could even drink it' and I said well I'd be really happy to sit here and
watch you drink it and so in the end I just left and it actually brought on a
vertigo manias thing, it actually brought that on and I had that for months
and months and months I still have it now it doesn't go ... but it meant I
couldn't do anything, I couldn't work, so then my body deteriorated more,
so it was then, I needed more to find something, work I could that I was
physically able to do.

Olive recounted how the incident had left her disillusioned with working in an environment where she could not control what toxins or electro-magnetic radiations she might be exposed to. She indicated that she was much happier working at her own home, where she could regulate conditions which impacted on her health:

I find that a lot of people are now, myself included but I hear this from a
lot of people, have an awareness about the effects of air conditioning,
fluorescent lights, and computers everywhere on their health; and so they
prefer to be in their home where they can actually determine their
environment and make it a healthier one if they need it to be.

Before starting his HBB Kym had worked [as a tradesman], one of the reasons he left that trade was of the high safety risk and constant exposure to toxins which were inherent within the industry. Now working in the performing arts he recognises that there are still some inherent safety concerns but he has some control over them and actively pursues the manufacture and use of safe equipment:

... one thing is that I stopped doing, being [a tradesman was] because of
health and safety issues, that was quite a big thing, my long term health, I

think was being destroyed through insulation and lead and PVC and all
these chemicals that you have no option, other than to hold onto and work
with all the time, and constant safety. Saying that but now, I am
[performing stunts] and that's dangerous, not as dangerous as
[construction work], but it is. I've just been thinking about new
characters, to build in helmets we want to build in to future costumes with
more safety, which is to use helmets as part of the costume, and you know
you can get around it with some costumes.

Many participants revealed that stress was also a health concern for them; consequently they chose to work from their homes partially because they perceived that it gave them greater control over the level of stress in their lives. Anita was a naturopath and expressed the belief that stress was a major source of illnesses, and that many people were suffering from trying to live up to impossible workplace expectations. She described the health benefits she experienced from working at her HBB where she could work to her own schedule without having the stress of trying to conform to the expectations of a 'boss':

… so that's one of my things that drives me is that I observed the
imbalances and sickness in human beings and I know that it's because of
how they live, stress, so they're stressing because they are trying to do all
these ridiculous feats that are creating enormous amounts of stress for
their body; for example if I wake up and I feel like crap – which doesn't
happen very often, but if I do, I have the luxury to stay in bed and I don't
have a boss and I don't go to work cause I'm my boss and I work here.

Olive also spoke of her awareness of the negative effects of stress on her health, which were compounded by years of managing her chronic illness. While it was evident that she had enjoyed many aspects of her work, the stress had had a very negative effect on her health and she found she needed to be working from her home where she could have more control of the many negative health concerns she was faced with in the workplace:

…there was the stress of … politics, which are very stressful and it was
the end of two years of running that that I realised that my body was not

going to do it anymore ... so I left full-time work and I was just a sessional ... and did training for them just a few things like that, and then went back and did three days a week and then left ...

She proposed that the only way to combat her chronic illness was to keep busy and get regular exercise; consequently she planned her work day around her exercise schedule. Working from home and having control over her own flexible work schedule allowed her to get the exercise and rest she needed to maintain her health while still being productive in her work. Olive's description of one of her typical working days demonstrates that no mainstream office or workplace could provide the autonomy she needed and got through operating her HBB:

I'll have in a day, I have to make time in that day to exercise, because I have to exercise my body everyday, or I choose to because that's why I'm still walking, because I do that, I use a walking stick so if I have to do anything in the morning I try to make it either first thing or, like I need about an hour somewhere in there where I get in the pool cause the pool is the only place I can do it because of the buoyancy, so I get in the pool and I've got lots of rubber thing that I do things with and I, so I make sure there's time in the day for that, I also must rest, I have about two hours rest because my body, I can only go for so long now, I'm really tired and then to have capacity in the afternoon I have about two hours rest in the middle of the day, so I find I'll say to people 'oh look can we meet at such and such' and because it's not socially acceptable to say no I'll be having a little nap then, you go, you say 'I'm unavailable between twelve and two, I've got other appointments or other commitments and so I'm not available, I can do it after 3' or something like that ... so my day has to sort of be around that, so I have to, I can never say 'Oh look I'll give, I'll just sit all day and work on that and get that done' I will always plan ahead, I have to do a lot of planning, so if I have to have a report in I have to know I have a good amount of time because I can only do a couple of hours at a time, and the other thing is sitting in front of the computer, my neck muscles are very weak and so holding my head up I

ache so I have to keep moving away and so I've got all of those I suppose things that I have to think about and that determines my work, however I still have quite a good output.

As mentioned frequently throughout the findings, the lifestyle needs are all strongly interconnected. Another aspect of autonomy which is strongly linked to balance is the need for individual autonomy within the family unit. While this need is certainly not unique to HBB operators it occasionally appeared to be heightened in the cases where two or more household members spent the majority of their time working from home. The following vignette demonstrates that autonomy is not guaranteed through the operation of a HBB and is continually negotiated. Ken and Edna had operated HBBs for more than twenty years; for much of that time they operated the same business but, in more recent times, had pursued their individual business interests which meant they both spent a good deal of time at home and found they had each claimed workspaces at opposite ends of their home with a common living area in between. Despite their independence and years of successfully working together as a team, there was still the subtle need for some feeling of autonomy:

Edna: ...at the far end of the house yeah, Ken works at this end of the house and I work at that end of the house and the living is in the middle so when you come together for meals, yeah so it's even spatially worked out that we are in our own workstation, yeah.

Ken: The interesting thing there is that while we work at opposite ends of the house, Edna does go out a lot, a lot more than I do, to meetings and the office and all that sort of stuff down in Cairns, I don't go out very often at all, and when Edna is home she really loves it when I go out, even though I'm over here and she's way down there, to have the whole place to yourself.

Edna: Like when does my head space actually get to occupy the whole building, like it's so rare and it's quite an emancipating feeling, and so

you know, I'm very keen for Ken to go out, occasionally, because it does change it some how, I don't know quite know why.

Ken: It must be very subtle in nuance but Edna has expressed this and I know I feel a little bit the same way because I mean I play backgammon on my computer at lunchtime and Edna sometimes thinks I play too many games on my computer.

Balance as a Lifestyle Need

The topic of balance as a lifestyle need covers not just meeting all the lifestyle needs and maintaining a balance between them but also includes maintaining balance across the constructs of household, business, family and home. There was no 'one size fits all' formula for maintaining balance. Maintaining commitments to a HBB as well as to nuclear family members, extended family members, to different community organisations and to individual creative goals varied tremendously across the range of participants and also across their individual lives as they moved through the stages of their lives. Whether the focus was childrearing, attending to personal psychological and physical needs or to the needs of others, the need to balance all aspects of a continually changing and evolving lifestyle was a driving force for all participants.

The need for balance was often expressed through telling stories of life events that were important to the participants and how they prioritised these important events. All participants expressed some need for balance in their lives; however balance appeared to be more of a process then an actual goal. The need for balance was conveyed through stories about new or changing priorities and how HBBs were structured or restructured to accommodate these priorities. (See page 78 for more details on the interpretation of data.) Different priorities were discussed across the individual participants in the study and these priorities appeared to differ again across the stages of their personal lives and the lives of their businesses. Three broader topics relating to the need for balance are included in this subsection. The topics placed in this subsection include: *Time Management*, which examines some priorities of balance and strategies for achieving them; *Raising Children,* which examines the shifting of priorities and strategies for

achieving a balanced family life; and *Balance as a Process* which examines how participants view the pursuit of balance as a continuing process and not a specific goal.

Time Management

References to time and time management were made repeatedly throughout the interviews as many participants discussed different aspects of time which were important to them. One possible reason that the topic of time management was so prevalent in the interviews was the importance it held for many HBB operators who had to juggle multiple administrative tasks such as ordering supplies, meeting clients and customers, delivering goods and services and being available to the public as well as maintaining the domestic side of their households. Ideas surrounding time management were wound throughout the participant's beliefs and practises and were an essential element in their quest for balance.

Four separate aspects where identified within the topic of time management. These were the *essence of time*, the *ownership of time*, the *use of time,* and *controlling time*.

For most participants the essence of time was not static and it was noted that some times were better than others for specific activities. For some the essence of time changed with the seasons as well as with the time of day. Ellen used the term 'quality time' to describe what appeared to be an important essence of time for her. She operated her consulting practise at home while her partner engaged in full-time employment; however, they were both actively involved in child raising. The lifestyle they chose involved spending quality time with their daughter both individually and as a family:

> *… after I had her I went straight to work part-time and my husband was working part-time at that stage so we took turns being Mum or Dad at home … he's now - for two years he's been working full-time again so … even with the work that my husband does he's not one of these fathers whose not there in the mornings and doesn't get home until seven o'clock at night, he's generally there sometimes he'll pick her up from school …*

he's home early enough to spend that quality time as well and, I guess
having the home business is a family - a lifestyle choice for us.

Another essence of time found during analysis was creative time. Participants with artistic occupation styles (See page 95 for details of occupation styles.) often described spontaneity in working hours to be of particular benefit, as they could work when they felt most creative; this was often late at night and not during the traditional nine to five working day. As a home-based graphic artist, Zelda found that her creativity often peaked in the night and she enjoyed being able to work during these creative times. She did not want her workspace to be at an office outside her home as she would loose the flexibility of choosing when she could do her work:

I guess being creative you have moods, and I do the two o'clock in the
morning wake up with an idea and do it, and I do that with my work as
well, and if I have an office and a three-year old and no partner and I
wake up at two with an idea - I could do it at home if I had a separate
computer at home which I would have but it's just - not that flexibility.

A third essence of time found during analysis was seasonal time. With the tropical climate dictating much of the local tourist economy, some participants found their work was seasonal and managed their time around the local climate. (See page 8 for details of local climate and industry types.) Vicky manufactured a unique range of jewellery made from natural rainforest materials, which she sold at the local markets. She recounted that her work schedule was partially dictated by the tropical climate and its effect on the tourist season as well as on the natural growing seasons:

…it's fairly busy, we have great days and good days and sometimes we
have quiet days, but it's very seasonal, it's getting towards the end of the
season now, but it kind of, we go all year, but quiet season is December,
January, February which is where we get to breathe and drill our seeds,
don't know, it sounds a relaxing lifestyle, and we go to Melbourne and see
our family, kids are on school holidays, it's not as frantic, we've just come
off the frantic season, it's just been mad this year.

Seasonal time influences involved natural growing seasons as well as tourist seasons. Vicky and her family gathered natural materials from the rainforest which required gaining knowledge of different harvest times and scheduling their time around the natural growing seasons:

> *...they're all seasonal so you have to know, we do have a lot of friends with properties, and a lot of the seeds just grow like crazy here, so they're not hard to find so with our friends, they will say 'the red bead tree is going mad', and we're like 'yep we'll come up for the weekend' and we'll grab their seeds, oh look I do have a schedule, so when they are all popping up and out and about we know when, so we'll say next week the seeds should be around we'll go and have a look, or give someone a call if we know they have a particular tree, whenever, during the week, yeah we just try and keep the business during the week, or I do, and then weekends we've got markets.*

Another aspect of time found during analysis was the ownership of time; this was a common concern among the participants and often reflected their need for autonomy. (See page 116 for evidence on the need for autonomy.) Evidence identified within this topic included demands that were made on participants' time, selling time, and having time. Sean recalled past employment when he had experienced extended working hours with no time for his personal life. It culminated with his personal world falling apart as he tried to keep up with the impossible demands on his time:

> *... the point was I left there because I was working around the clock, and, they were very demanding ... and they certainly get their pound of flesh if you want to call it that, and it, my marriage broke up as well and it was just the, it just all disintegrated.*

Neil described time as a precious commodity which could be sold but could never be bought back. He likened working for someone else to 'selling your time':

> *...sell your time, you have sold your time, forty hours a week, you can't get any more than that, you have sold it...*

Vicky expressed pride in the fact that she had time to help others and to do the things she thought were important. She recalled choosing a HBB in order to have a lifestyle in which she would have time to herself. Despite her obvious pleasure in having control over her time she expressed the belief that there was a trade-off between having time and having money:

> *…it keeps the power on, and the food in, and sometimes a bit extra aside, but the freedom is great, you know like, you know like when you asked me to do [the interview], first thing I thought is I don't have time, but I have got time, and I thought well normally I'd just be doing something, stuff in the office, or I'd be at the soccer with the kids, well I have got time, you've got to remind yourself that you actually do have, that's why you've got this lifestyle, you have got time to help other people or do things extra, for the kids or even just for yourself you know, but financially , I … yeah it's not strappingly…*

A third aspect of time found during the analysis involved the use of time. This topic covered travel time, which was seen as wasted time, scheduling time and working double time by assuming dual roles within a HBB. Many participants spoke of time wasted by driving to work through rush-hour traffic. They expressed pleasure in the fact they could work from their homes and travel if and when they wanted to. Vicky recalled working long days which included extensive travel time, and she expressed no desire to do it again:

> *I guess there's just things that I know that I don't really want to do again, and that whole sitting in traffic, starting work at 8.00am knocking off at 6.00pm …*

Anita was adamant that travel time was wasted time and that people should be able to find the resources they need close to their homes. She proposed that creating traffic jams while travelling to work in a distant community was completely nonsensical:

> *You should be able to live without having to go, you know like people in Sydney they drive from Bondi Beach out to Liverpool cause they got some*

> *job out there in a shop or something, well why don't they work where they*
> *live, and then there's this traffic jam thing going on … it's just an insanity*
> *… it's just all madness …*

Anita had a 'five minute' philosophy in which no one should need to travel for more than five minutes from their home. She recalled that not wanting to waste her time by travelling to and from work was one of the reasons she chose to operate a HBB:

> *My whole philosophy is that you should be able to make enough money -*
> *that you can live anywhere in the world - within five minutes of your*
> *house you should be able to have anything you need or contacts or people*
> *or … within five minutes of where you live, everything you need should be*
> *there that's why I always try to work at home … like that guy that just*
> *phoned me, he lives five minutes drive and he's now looking for help.*

Scheduling time was a topic frequently identified within discussion of the use of time. As well as needing time to operate the household and attend to tasks specific to their businesses many participants found that operating their HBB came with multiple levels of administrative duties, all of which required time. Despite schedules which often sounded rigorous, all participants who talked about their time schedules did so with a sense of pride and satisfaction as the schedules were their own and had been carefully worked out to help their lives run smoothly and minimise the stress of indecision over what to do first.

Olive operated multiple businesses from her home, which required her to be very organised; however, as well as making time to attend to her HBBs and maintain her household, she needed to organise her day around a flexible program of gentle exercises which allowed her to maintain her energy levels and physical strength in the face of a chronic illness. She took pleasure in planning a detailed schedule and found that she maintained a high level of productivity:

> *I will often do a list, I'll get a piece of paper and I'll go and this is really*
> *detailed but it's the way you know: 7.30 breakfast, 8.00 something else,*
> *phone such and such, 8.30 start report, do report till 10.00, 10.00 stop for*

as long as you need, get in the pool have an hour off 11.00 to 11.30 go back, phone such and such, and so if I actually follow that fairly well, when it comes time to actually have my rest or whatever or finish the day I am happy with what's there.

She found that working to a schedule was only productive when she allowed ample time for her breaks from work as well as making realistic estimates of the amount of work she would accomplish in a set period of time:

… what you do is you leave yourself good amounts of time for other than work, so you won't go half an hour break and half an hour is not enough so you miss another half an hour of what you have put as your work and you get all stressed, I give myself good breaks even more than I need sometimes, so that if I go back a bit earlier I have done well, I am ahead of the goal, and if I can meet that contract with myself I can get up and walk away still with heaps of work to do because that's all I have contracted to do in that day, and I think working at home those sorts of strategies are really important, so that you actually achieve what you need to but also achieve what you want to too.

Sara recounted a comfortable family schedule which had evolved around meeting the requirements of their business as well as their lifestyle needs:

Frank tries to come in at 5:00 pm every night, he quite likes the 5 o'clock news, so - and at that time I'm getting dinner ready, the kids all have a bath, we've got a huge bath, Frank and the kids will have a bath together, and that's the end of the day, so that's the end of his day. Saturday he likes to play golf so the start of his day might be 8.00 am and he'll finish at midday, and he'll go to golf. Sunday he does stuff around the house.

Another topic concerning the use of time, which was mentioned frequently by participants, was the necessity to balance the different roles required within the home-base with the requirements of the business. For many participants taking on dual roles of both HBB operator and full-time parent amounted to working double time. This was a

common practice for parents (particularly mothers) with small children, who maintained a housekeeping/parenting role while actively working at their HBB. Many participants' stories indicated that they accommodated working at this double capacity by either *separating time* or by *synchronizing time.*

Separating time involved taking on different roles in different time periods. Vicky recounted separating her role as an HBB operator from her role as a mother to the point where she felt that her children were almost unaware that she had a business:

> *… it does surprise me how the business is quite separate, it doesn't, I think because we do a lot of the business during the week, the children get dropped off, then I will come back and look at my orders and start making it, and assess and work, then I will knock off at 2.30pm and go and get the kids, and I've knocked off then, so they don't really see, it's not very often that they would say oh Mum's got to go in and do some work, you know they're not particularly aware it , wouldn't be, they know, they do know, but it's not, they don't see a lot of it because we don't, one of us goes, we do the markets on the weekend.*

Zelda, the graphic artist who found she was most creative late at night, also recalled managing her dual roles of parenting and operating a HBB by separating her time. Her stories revealed that she did most of her artwork at night and spent time during the day nurturing her young daughter:

> *I did it and I've managed to stay home with the little one and the nature of the job means that I can work in, late at night and that sort of thing, and spend the days with her.*

Similarly Nora enjoyed the flexibility of being able to be a caregiver and HBB operator simultaneously but preferred to keep the two roles temporally separate, with the daytime devoted to her family and time in the evening devoted to her business:

> *… well it's more like gives you the flexibility, and your time, and it's like I can be at home like doing stuff on the internet or whatever, and my children can be here, I try to keep it a little bit separate, I still try to keep*

that I have my family time, it's sort of like a time management thing. I do
a lot of my work I do after eight o'clock at night, checking e-mails, or if
I've got to register someone.

Ellen also spoke of separating her time, and the conscious effort she made to structure her HBB so that she could maintain a sense of work-life balance. She revealed that structuring her day around her daughter's school hours ensured that she could retain this balance:

The other thing I guess is privacy too, trying to separate the home from
business home and business, you need that cut off point in the beginning I
found it hard to switch off because my office was here ... and then even
when you do, okay that's it, I've finished working for the day the phone
can still ring... so even though you finished work you haven't finished
work there is still that work-life balance. I turn off my computer when I go
to pick up my daughter, generally, unless I'm busy, and that's my cut-off
point sometimes it might be that I have to address it, there and then but
generally I can say okay I'll deal with that tomorrow.

Synchronizing time was another strategy which some participants used to cope with assuming multiple roles simultaneously. While Ellen separated the time she spent with her daughter from the time spent operating her HBB, she synchronised the time required to do household chores and office work. As evidenced in the vignette below, she found it more time-efficient to do those tasks simultaneously:

… but the flexibility definitely, to be able to work school hours or even
downloading Emails or printing stuff out, I can go and do some washing
and stuff like that.

Sara and her partner Frank described synchronizing their time when operating their HBB while raising two small children. Frank did manufacturing and installations during the day and occasional paperwork in the evening, while Sara acted as the primary caregiver as well as doing the majority of the administrative duties for their business. Their office

in the back shed was out of bounds for the children so they both actively tried to make sure that their children were not neglected while they did their office work:

> *... also with the business at home you know we've got to do the quotes ... we've got to do the stuff in the office, and we've got to be conscious on not always saying, not now kids we're busy; so I'm conscious on that, that the office is out there so we're always conscious of the time ... we don't definitely make excuses for 'not now kids we're busy', we are doing something we need to do, they are not allowed in the office, and if I'm on the computer I quickly do what I've got to do, and again that's structuring my time, I'll get on there, do everything I'm going to do and I'm off ...*

Neil and Rita recalled that, when they began their HBB, it literally required working double time for Neil. In order to retain the income from his full-time work, which he did Monday to Friday, they operated the HBB on weekends. Neil described separating his time between regular weekly work and the weekend HBB work which he did simultaneously with his role as father of two:

> *We didn't really want to do it, I was put off by having to work Saturdays, particularly with a nine to five job. I wasn't really happy, but I didn't want to sacrifice working Saturdays and work more even though the money was there. I couldn't see, looking at it I couldn't see how you could make a living out of it, because it's only Saturdays.*

The final aspect of time found during analysis was controlling time; this involved participants not just making schedules for themselves but setting schedules which affected the interaction with others, so that other people worked around the operation of the business rather than having the business operating at the perceived demands of others. Sara recalled that, when they began their business with canvas products, her partner Frank was anxious to get new clients and went out to give estimates whenever a client called. She recounted coming to the realisation that setting aside two days a week to measure up for estimates required much less time and saved money on fuel:

… he spends Wednesdays and Saturdays quoting so the other four days, that was me, because he'd be out quoting I'd say to Frank you're out quoting all day and you're not turning the work over, so he does listen to my advice too, and so we then do just those two days, cause he saw that it worked … and that way he's going everywhere … and those two days he will see what quotes he needs to do and maybe a Wednesday he'll be that side of town and Saturday that side of town, and I convinced him that people will work around you, he can't be going to Trinity Beach 10:00 am to get to Earlville at 11am, it's crazy, the running of the car is a loss …

Sara recalled that as the business progressed they also began to control the time when quotes were calculated and mailed out to clients. Consequently they had set aside one night a week to write up and send the quotes which saved time and allowed easier customer relations:

… he could be out in the office - we've got the office out here - to ten or eleven at night doing quotes, now he only does that on a Monday night, not every night, like if people are ringing up for their quotes, he will say I'll get it to you on Tuesday, cause he just puts it away for that Monday night, so that's another time, we've worked that time out now so we've worked the timing out for the quotes to be more productive.

On a similar tack, Sara described how they learned to control the time expectations of clients by giving a standard time estimate of seven weeks. This served the dual purpose of letting clients know they were a business in demand and saved the time and embarrassment of responding to telephone enquiries about the status of individual jobs:

… when we got that roller door in, the guy said it would be seven weeks, and I thought whoa, and because I knew that, I went ahead and said thank you I'll have it, I knew seven weeks so I never stressed out, never chased for it, and I said to Frank, because I hate having to ring people, like if I'm waiting for something, 'where's this? where's this?', it makes them look really stupid, I said to Frank 'always give them a longer due date', cause that way they are not ringing you up, and they're not thinking you're

useless, or don't go with them they're really slow, so now we're actually
saying seven weeks because we are so busy, and then if they get the job
before hand they think it's good.

Zelda described how she had also gone through a stage of working to a schedule that catered to the perceived demands of both clients and her staff. Eventually she took control of her own time so that she could work at her best:

... primarily that I work better at night. I went through stages of thinking I
have to get into the normal world and I have to start doing a nine to five, I
went through one, having to do it for the clients to be available at better
hours for them, and the staff. I chose to fix that, so basically the office is
now manned nine to five, and I may not be there nine to five, but there is
someone there who can help them.

Raising Children

More than half of the participants had dependant children at their HBB. (See Table 4.1 for details.) For those participants, raising their children was described as an important aspect of their lives, which often required a continual balancing of their priorities and the structure of their HBB. Evidence indentified as falling under the topic of raising children includes three specific themes: *Structuring HBBs around the needs of children*, *children being the impetus for HBB start-up* and the *teaching of values through the operation of a HBB*.

Structuring the HBB around the needs of children was a theme introduced by many participants. For Vicky and her partner this meant structuring their HBB to be the sole source of income. As discussed on page 94, many HBB households had multiple income streams which included any combination of full-time, part-time or casual employment, as well as one or more HBBs, all contributing to the income of a single household. Typical of this multi-income scenario, Vicky and her partner had many small sources of family income before structuring their HBB to be their sole source of income which allowed them to be more involved with raising their children:

... we decided to make it a business, and give up, cause we had little other part-time things going on, especially my husband, and it sort of turned into... well this is getting bigger, but we still had two children, and you're working and I'm working like something has got to go, so did you want to do the [HBB] thing or just do one thing or two things, the children and the business. Look it's great, you go to sports days and I'm on the P and C at school, and I read at the school on a Tuesdays, and so it's probably more of lifestyle choice than a financial choice.

Many participants who structured their HBB around the needs of their children described how, as their children grew and entered different stages of their lives, the business structure also changed to accommodate different circumstances and needs. As noted on page 36, the only criterion for participants to be included in the sample was that they self-identify as HBB operators, and no significance was attached to where they actually worked. Consequently, many participants operate their business from home but actually do most of their work away from their home. This was the case with Scott's motor repair business, where the business address was his home address but he spent most of his working day away from home. While his children were too young to attend school, he deliberately restricted the days he would work so that he could spend as much time at home with his children despite having a greatly reduced income:

Sandra's starting pre-school but it's only a couple of days a week, I don't work Mondays, and rarely do I work Fridays, that's ... I realize I've got to work to make money and not only do I have to work I have to charge for it, I was really enjoying my life and working bugger all, it's been great ... just been even keeping your head above water and it's been fine, and it's all I wanted to do whilst the kids were so young.

Similarly, Amy described home-schooling her children while operating her online tutoring business. She knew she could have expanded her business with Distance Education schools, and was tempted by the extra money she could have earned, however she chose to limit her work load until her children had finished school:

It could expand, at the moment I am actually trying to pull it back, no I'm trying to pull it back at the moment, they are trying to expand me and I'm saying no I'm not ready for that, because I've got five kids at home still, I said my whole priority will get out of whack if I do that, well I could easily turn it full-time, I've already been offered to turn it full-time, and I don't advertise for private consultancy work, but it's coming in all the time, and sometimes it is more than I want, so right now I'm sort of telling the Distance Ed. schools don't give me any more than what I have already allocated, cause it will actually get my family priorities out of whack, I want to educate the kids first and then I'll think about going full-time ... It's sort of tempting to do it now, cause the opportunity is there but as a mother, I have a priority to raise my kids first, I have set that goal for myself over making big money right now.

Nora also limited the time she spent developing her network marketing business so that she could care for her young children:

... on a very part-time basis and so I do really, because I have to work it around my two children, one's still at home, three [years old and the other is at] ... kindy two days a week ...

As mentioned under the topic of time management, Frank and Sara developed effective strategies for using and controlling time in order to get some balance in their lives. As Sara recalled, the main motivation for improving the structure of their HBB was that Frank could be more involved with raising the children:

... we've learned in the three years that it was crazy it was never stopping, inefficient for the business and inefficient for the family, like it would just be all the time, and then I would get upset – it's not worth it Frank, the family is more important, everyday these kids are doing something different, go work for wages for five years - because he was missing out on so much, so then we had to keep the structure.

Structuring the HBB around children involved not only organising specific times and activities around them, but for many participants it also required organising the spatial structure of the HBB. For Frank and Sara, structuring their HBB around raising the children went beyond structuring time and work commitments and included physical structures around the home or at least setting firm boundaries. Soon after starting their HBB they discovered that manufacturing their product at home required limiting their children's access to certain work areas:

> *... and having the kids at home with Frank we nearly had to put a fence up between the house and the shed to keep the kids away, cause Henry got to a big black permanent marker, to a job one day, he was only two and didn't know the wrong in it, that was detrimental because the people were chasing that job, and Frank was on a deadline and it wouldn't come off, and he had to redo it, you know a thousand dollar job from Henry getting to it with a texta.*

Similarly, Vicky endeavoured to maintain a spatial separation between her home and her clients. She sold her jewellery only at the markets, online, or through occasional visits to clients' holiday accommodation. Despite having many clients who wished to visit her workshop she was determined to keep her home as a place for her family and not let it become a public shop or gallery:

> *I don't want people coming here, it's just not my thing, it's a home - yes, it's where I make my jewellery and if I was to entertain or service clients in that way, I would want an office, outside somewhere, or even a set up like another building or a you know - at the moment our home is set up as a home, you've walked in, you wouldn't know there was a business here because it doesn't have an office, so it's just not set up you know. In my office, I've got all this stuff hanging up, that remind me of nice things and it's my office, it's not really a public office really, I mean, I'll take you in there, so I'm not really set up for the public coming in, I don't want people in my private home that I don't know, no interest and we don't need to, because all the interaction I do with people is at the markets, and they have already met me talked to me anyway, so the rest gets done by*

phone, there was a client from Lightening Ridge who wanted a private viewing, and we did that for her, but I didn't like it, I just didn't like her coming, I had to get all my stuff out, I thought nah I'm not a shop and I've got kids' bikes everywhere, she came and bought a heap of stuff, but I would have quite happily have done without it, we've got skateboards here, and I've got jewellery and I'm like no that's not what I want to do, it's only happened a couple of times, in fact I basically say no. It's all at the markets so come to the market or e-mail me or whatever, so it's not really a big issue, I'm not a shop, and I don't profess to be so.

Another theme in the topic of raising children, which was found repeatedly during analysis, was that of children being the impetus for HBB start-up. While it was never stated explicitly, it was clear that for many participants, women particularly, it was important to be at home to spend time with babies and young children. This desire to be at home with their children led many participants to find a HBB which would provide them with an income while allowing them remain at home with their children This was the case with Nora who began looking for a HBB after the birth of her second child:

… basically three years ago, I was a teacher, I have two young children, when I had my second one I did not want to go back teaching, so I started researching and doing looking at what other options I could have, so I could stay at home and be with my children, and also earn income, the teaching income without losing too much of the income, because that is a big drop, and came up with the business I am involved in …

Similarly, having a newborn baby was the reason Zelda decided to work from home. Having the baby also gave her the inspiration to work as a graphic designer:

I had a little girl in 2003 and I was on maternity leave and from a retail job, I was in retail management and, I was trying to find ways of staying off work to stay with the little one rather than jumping back into the work force, I started the business when I actually had Nancy. I did a birth card and sent it out everywhere just to celebrate. I sent it to family and friends and I just got an overwhelming response of , 'what are you doing in retail,

why aren't you doing something in graphic design', and I had dabbled in
it before and I had worked at a graduate design job, and I had worked in
printers prior just part-time and things and at the time I did not like the
idea of graphic design at all ...

Despite the encouragement from her peers, she did not start her graphic design business simply because it offered a better alternative than continuing at her old workplace. Her primary motivation was to stay home and nurture her newborn child:

... my partner at the time was very, uh, very money conscious, we had a
fair bit of money but he always wanted to make sure we had more than
enough coming in, where as I was the opposite, where I wanted, I valued,
he wanted to put the little one into child care when she was very, very
young and I valued having her at home and giving her the nurturing that
she needed ...

Ellen also described wanting to be at home with her newborn baby girl. However she saw staying at home as an opportunity to follow her dream of starting a HBB, rather than as an added responsibility:

... basically I set up my HBB because I wanted the flexibility to be at
home when I had my daughter ... I'd always wanted to start my own
business and I just saw it as an opportunity to ... it was always a goal to
have my own business.

Neil and Rita acknowledged that they had always planned to have their own business at some time. However, Neil recalled that not seeing his son grow up and not having the opportunity to spend time at home with his preschool children became a big motivator for him to start working from home as soon as possible:

Rita would say, this is what happened today - we went and did this today
and I am like stuck at work, it's a huge catalyst. I had that opportunity
because Duncan had not started school so I said I don't want to do it after
he goes to school, and I am sitting here and they are at school, at least I
get some time with Duncan now ...

Raising a child also provided Sally with the incentive to start a home-based business even though her son was then a young man. She created her first home-based enterprise in order to give him work experience rather than have him become dependent on government unemployment benefits:

... the year that my son left school, the teacher actually showed him how to fill in a dole form, and I said that's ridiculous you've never paid tax and as far as I'm concerned you pay tax, you've earned the dole, so I said there is no way that you are going to go on the dole, so we went down to Sydney and bought some T-shirts and he was good at painting, so I said paint some T- Shirts, he knew nothing about screen printing or nothing like that, and we just started doing the markets and that was such fun, working in the markets at Port Macquarie and it just grew from that, I started buying professional T-shirts, copying professional T-shirts, and then shifted to Sydney, and I got some stands at Paddy's Markets, and started doing really well, because in those days there was no Sunday trading in the shops.

Sally's story differed from the others in that her son was no longer a child. The need Sally sought to fulfil was the need for a value system which could give her son some strength and security. The belief that sharing the operation of a HBB with children, or at least exposing them to it, would help them to develop a sound value system was a common finding and is the final theme within the topic of raising children. The topic of raising children then involved not merely balancing priorities in the present, but also instilling in children the value of having balance in the home and in their lives.

Most participants with children expressed the belief that having a home-based business was a positive experience for their children as it would help them learn to be self-sufficient. Scott wanted to ensure that his daughter would always have the assets and the abilities to look after her own best interests:

... she's got to know how to save and invest properly, so when the future comes if she's done the right thing, when she's early she won't have to

> *keep on, if someone is treating her like shit at work, she can say wop that*
> *up your arse cause I don't need this, I'm going to do what I'm going to*
> *do, so that she's got a better life.*

Noel and Amy had a long history of operating multiple HBBs, often with the aid of some or all of their seven children. Amy expressed the belief that her children all benefited from being involved with their HBB and that they learned valuable communication skills as well as general business skills. She recalled noticing a big difference in her eldest son after he started helping his father manage a cattle property:

> *… he became very confident socially, but he wasn't before that - because*
> *he was confident in himself, hey I am good at some stuff, and he would go*
> *everywhere with Noel, he'd go to the farmers meetings, he'd go to the fire*
> *brigade meetings, he'd go to the auctions, you know the stock auctions, he*
> *actually learnt all these social skills from copying his Dad, so now as a*
> *business man, I mean I see him doing business and he does what he*
> *learned off his Dad, he knows how to go to the bank manager and apply*
> *for a loan for a business he knows how to go up to strangers and sort of*
> *start a business conversation, be all those business skills he learned off*
> *his Dad, apprenticeship type style.*

While the position of property manager could be considered to be more as full-time employment than operating a HBB, the concept of teaching children business values at the home was common to HBB participants, so this vignette is included in the findings. As noted in the justification section on page 35, there is no formal definition of a HBB and therefore the only criterion necessary to be a participant was to self-identify as a HBB operator, and Amy included this story in her interview because she saw it as relevant to a discussion on HBBs.

When drought forced the closure of the station which Noel had managed, he saw a temporary HBB opportunity as a livestock broker. Noel and Amy saw an opportunity to earn some money with the help of five of their children who were still living at home.

However, they did not insist that their children be involved but gave them the choice of being members of a HBB:

> *It was an option, we sat them down and said this is how it's going to be, do you want to be in it or not, you have a choice, and they said we're in it and we're prepared to take the risk with you, we'll give it a go and if it doesn't work well we gave it a shot, and if it does work we'll come out with some cash at the end.*

While the intention of starting their livestock brokering venture was to make money it was also seen as an opportunity to instil values in their children and demonstrate to them the importance of living a balanced life:

> *We thought it would be the best way for us to be able to earn some money and achieve the other goals we want to do which is family and stuff, we want to be the main influence in our kids life and things like that, and be our own boss and have a bit more control over your time and that sort of thing ... and it's, that's - that sort of governed our decision to encourage our family to be close together, as a family, because we feel that is our priority that we feel is important and the fact that family business is going to encourage that then we'll do it.*

Operating their HBB as a family-run business required all the family members to learn to balance their roles within the family with their working roles within the business. This required structuring the business around the family as well as structuring the family around the business:

> *We were talking with the kids about it this morning and I think it was Lydia said what's the big deal, Dad is the director and we're just employees, and sort of saw what they did; that was the first time she commented like that; she didn't see it as a family, it was that when we're doing business we all had our roles, and Dad was the boss, you know, and we kind of worked together that way, and it was different to being a family, in a sense, you didn't bring your family into your business, you didn't take your business into your family, in the sense of attitudes, I mean*

like if John and Ryan, part of their job was manual labour, because they had to go and feed the sheep every day, it was part of their job and if they argued over who's going to drive or who's going to shovel the feed and stuff that was a business argument, it wasn't a family argument, and so when you came home and you were brothers again.

Maintaining dual relationships which separate work life from family life is not unusual; however this was complicated when family members all worked as business partners in their family-run HBB. Amy recalled more of the family dynamics when they operated as livestock traders and added further examples of the dual roles her children undertook and how they learned to balance these elements of work and life:

I think it's in your attitude, I mean you function as a family and your lifestyle is your business, so that your family and your home are all functioning together, but your attitude has to be a little bit separate, like Hannah was when we had the business, she looked after all the hospitality cause agents would come out and potential buyers, and because we were remote you actually had to look after them you had to feed them and so she looked after all the cooking, so she'd ask in the morning anybody coming today, there will be someone here for morning tea, someone will be here for lunch, so she would prepare food for, she was buttering up the buyers you know. So she would need to know what was going to happen, and fit that into her lifestyle, but if she disagreed with the director, well hang on that's your job you have to do that today, you're employed to do this you have to do it, you can't sort of say I don't feel like doing that today ... you got two relationships happening you know, as a daughter you can say, 'look Dad, I don't want to do this today', or 'can we go do something different', and sure, and this is a work related expectation, so you're an employee you need to do what you've committed yourself to do, if you don't want to be a part of this you don't have to.

While almost all participants with dependant children spoke of the importance of being home to raise their children, there was little or no discussion about children carrying on the business. Generally, participants described their HBBs as mediums which served to meet their lifestyle needs and often to help give their children a sense of values as well as expanded opportunities. However, no participants expressed the desire to establish their HBBs lasting establishments which could be passed on through future generations. When discussing the possibility of having her children working in the HBB, Sara was definite that she hoped her children would have greater opportunities than to remain working from her home:

> *... when the kids are older ... I would like them to do something a little bit more professional, not more professional but, like I'm back at uni myself next year if I get accepted to do nursing ... so that will be a big thing for me, but no I'd like the kids to do something else.*

Balance as a Flexible Process

As previously mentioned, findings from the analysis suggest that the need for balance was more a need for a flexible process than a desire to obtain an actual goal. When talking about why they started their home-based businesses, participants revealed a myriad of reasons, most of which involved the desire for a more balanced lifestyle. The stories participants told reflected their need for a flexible process to manage the changing priorities which they faced in their daily lives, and it was apparent that most participants saw their HBBs as mediums through which they could achieve this flexible process. As described on page 85, the HBBs examined in this study were diverse, despite sometimes sharing similar occupation styles, family types or other demographics. (See page 87 to 97 for details of participant demographics.) Consequently, the process of achieving balance was different for each participant, as they all had their own sets of interests and obligations which they endeavoured to balance through the operation of their HBB.

Many participants spoke about the importance of balancing different aspects of their lives. This did not mean simply having a schedule which separated these aspects into distinct activities with a time and place set aside for each; it meant having a more holistic

approach which allowed concerns to be attended to or catered for without negating other lifestyle needs. Olive described a very holistic approach to maintaining balance in her life and was determined that her approach to work should compliment the other important aspects of her life:

> *… because I do have a spiritual focus I like to wake up in the morning and not jump up, shove food in and jump in the car and drive in peak-hour traffic to work. I like to wake up and meditate for a bit, I do some simple yoga, like for me life is like not just mind, it's mind body and soul or mind body and spirit and if I can't balance those three then for me I'm not living and so my work has to enable that balance, and when it does I feel good about myself and about my day.*

Eric identified three priorities in his life which he hoped to balance: upholding ideologies which he was passionate about, the need to earn money and his desire to have success in his personal life. These were important concerns for him as he demonstrated by announcing them in the very first sentence of his interview:

> *I probably come from a Permaculture perspective, profitability perspective and a running a successful life perspective.*

However, trying to maintain a balance between these perspectives appeared to be an ongoing task. His ideologies included finding an environmentally sustainable lifestyle through food production at a local level which nurtures both families and communities; however, keeping his landscaping business profitable often appeared to violate many principles of environmental sustainability as well as exposing Eric to toxic substances (This evidence was presented in the lifestyle need for autonomy. See page 120 for details). Similarly, Eric's description of a successful life included spending more time at home with his children than he had previously been able to. He was one of only two participants whose work was done almost exclusively away from his home (See page 94 for details on participants and the nature of their work):

> *I wanted to be home, but in fact I went out a lot, even though it's a home-based business my work is not actually at home, and so in fact my kids*

have not seen me at work much at all, the only work they have seen me do

is building gardens and helping me build this.

Many participants spoke about maintaining the things which brought balance to their lives. For Ken and Edna, the property which they had worked on and maintained for many years, appeared to provide a source of balance in their lives. They expressed pride in the beauty and tranquillity of their home and yard which were nestled in the rainforest and surrounded by lush foliage, birds and butterflies. They describe their home as a sanctuary:

> *Ken: We've renovated it, we've renovated it, but that was there and I just*
>
> *went, and the yard wasn't anything like this either but, I just came up here*
>
> *and went wow, a bit like you did when you walked in, when people walk*
>
> *here they go aaaahh.*
>
> *Edna: It's a sense of sanctuary to come here.*

For them, just being at home fulfilled some of their need for balance so that their home-based work provided balance in that it allowed greater opportunity to maintain and enjoy their home.

Similarly, Scott related that he felt a sense of balance from maintaining his property. As with Eric, he worked almost exclusively away from his home so that although operating a HBB did not allow him to stay home he could chose the hours which he did spend away:

> *It is great, I love it here, and I don't want to leave, I don't want to get into*
>
> *the car and go to work, and it's really hard if the lawn is not mowed, I'll*
>
> *stay home and mow the law before I go out on a job all the time, it's more*
>
> *important to me that my house is nice and neat.*

While his home appeared to provide a sense of balance, Scott revealed that he experienced a stronger sense of balance from his role as a father and a husband. As mentioned earlier, he was considering going back to paid employment to provide greater financial security for his family. (See page 105 for more details.) Scott could see that, beyond earning more money, the position he was interested in could possibly bring a

greater sense of balance to his life as he would have time off work during his daughter's school holidays:

> *Me and my family and wife comes before most things ... the benefit is that*
> *when my eldest daughter, when she's on school holidays so will I be,*
> *that's massive ...*

While Scott was willing to give up the autonomy he enjoyed while operating his HBB, he was adamant that he would only stay with full-time work as long as it provided more balance in his life:

> *... if I'm there and I feel in anyway threatened or if I feel in any way that*
> *I'm not enjoying it for whatever reason, I'm just going to go, I just don't*
> *want that sort of stuff in my life and I don't have to have it in my life, but I*
> *don't care how much money they are going to offer me to do it, I don't*
> *give a shit, it's got to be good for me.*

It is interesting to note that Scott was still operating his HBB two years later, while this thesis was being completed.

Finding a sense of balance through a safe and nurturing home and family life was a common theme found during analysis that was also expressed by Vicky, who operated her jewellery business both at and from her home:

> *Home is where I live with my husband and my children, where we eat,*
> *where we talk and where we play, and where we get close, and listen to*
> *each other and be a family, that's what this home is all about.*

David recalled that, when starting his HBB, a big consideration for him was maintaining balance within his extended family by supporting his mother while she went through the grieving process. In order to help his mother re-engage with her community, he had revived the cleaning business she used to operate and included her in the business management:

> *We lost Dad about two and a half years ago and rather than Mum being*
> *lost and you know, and not sort of, engaging in anything and you know,*
> *because she was mourning and stuff so, one of the reasons why I started,*

or revived this business again was because she ... would have went through the mourning process would have been, you know huge, so one reason was for that.

However, despite his attempts to restore balance to his extended family, David's HBB initially disturbed the balance within his nuclear family. As with most families, maintaining balance required a flexibility, and David described how this process was still being negotiated at the time of the interview:

... that's the other thing, I had my office set up at home ... I'd find myself working all day and then coming home and sitting in front of the computer and not even being proactive, just sitting in front of the computer for like four hours and getting about one hours worth or half an hours worth of work done, because it would be so much time you know, you felt as if it was your responsibility to go home and sit in front of the computer, and it causes tensions and frictions because, I suppose it gets to be a bit of an excuse sometimes, 'why don't you cook tea?', 'no, I'm doing work', I'm sitting on the computer you know, so but um ...

The need for balance often overlapped the need for meaning as many of the priorities expressed by participants (particularly raising children) were things which they found meaningful. (See page 134.) However, it was apparent that with some participants there was a tension between the need for balance and the need for meaning, as evidenced in the following vignette:

Ken: ... and you know Edna knows what she is doing every day for the next six months, twelve months ... I mean Edna is - works an eighty-hour week and no weekends, no time off no nothing, because she works, works, works, works ... she knows she works ... this is that identity thing, I mean for me, [the publication]is Edna McDonald and Edna Mc Donald is [the publication and if[it]collapsed Edna would collapse, initially.

Edna: or the other way round.

> *Ken: and the other way round too, but my role in this partnership, I mean we started up as a partnership but our paths have forked in terms of Edna's interests and obsession, I mean we acknowledge it's an obsession, and what I do, and sometimes that creates frictions between us because Edna has sort of, hasn't got time to scratch herself, whereas I wake up in the morning and go what am I going to do today.*

> *Edna: ...my mother was a workaholic as well and so, and no one goes to the grave as they say, saying I should have spent more time at the office.*

Edna's story speaks more of imbalance than of balance and is included here because it demonstrates the dynamic nature of balance which is perhaps best understood as an ongoing flexible process.

Meaning as a Lifestyle Need

The need for meaning was intimately linked with all the other lifestyle needs and was often directly associated with the need for balance and community (See page 149 for an example). As with the other lifestyle needs, most participants sought to fulfil their need for meaning through the operation of their HBBs. Many participants who had left the workforce reported feeling little or no job satisfaction from previous employment. This lack of satisfaction often provided motivation to start a HBB which was perceived as likely to be more meaningful. As with the need for balance, fulfilling the need for meaning was often more of a process than an actual goal. The need for meaning was conveyed through many different topics (See page 79 for details on how data on meaning was interpreted.): for some it was described as an *active process* which involved consciously searching for and creating meaning and was often interconnected with spiritual practices or creative expression. However, for many participants the need for meaning was addressed through more *passive processes* such as avoiding meaningless situations which they had experienced in past employment or by avoiding circumstances which negatively affected their motivation.

Finding Meaning Through an Active Process

For some participants consciously and actively exploring meaning through religious study and practice had always been an integral part of their lives. For those participants, operating a HBB appeared to enhance their belief systems and their sense of meaning and purpose. Noel spoke of how his family found meaning through their religion which directed all important decisions in their lives. They expressed the belief that their religious practice was enhanced through having their own business which encouraged them to stay close as a family and to maintain ethical relationships with others:

> *Christianity, you know being a Christian, born again Christian, with - that's the focus in our life really, all these other businesses is just aside really, you know just to help us live, but our Christian faith is our basis for our life ... that sort of governed our decision to encourage our family to be close together, as a family, because we feel that is our priority that we feel is important and the fact that family business is going to encourage that, then we'll do it. Home schooling encourages a close family network, and it also, that relationship we have with God governs how we will treat people in our business, you know, integrity, honesty, we are not going to have a shoddy product, so they are the sort of things that will help govern our lifestyle, our decisions we make, so it's not a business with a bit of religion it's our entire life is governed, you know decisions we make in our life, in our business, and our family, are governed by our relationship with God.*

Olive also recalled how she had actively sought meaning throughout her life. Despite being disillusioned by her early religious teachers, she had sought meaning in many different spiritual practices. While she still had an active interest in spirituality she did not confine her search for meaning to any single religious practice:

> *I'd had a religious upbringing ... and I just thought it was all rubbish and then in my late twenties ... I just knew there was more somewhere and started I guess what you call your journey ... it was the Eastern sort of religions or beliefs and philosophies that were pulling me ... you know Buddhist teaching ... probably going backwards and forwards ... I don't*

follow specifically just Buddhism because I find there are limitations in
the Buddhist teachings.

Olive related how, after operating her HBB for some years, her search for meaning went beyond seeking it merely through religious practice and actively sought to create meaning through her work. She told of making a conscious decision to choose clients and work environments which would bring a greater sense of job satisfaction and fulfil her need for meaning:

… can I say too, about work, that for me now work has to feel good, it has
to be, how do I describe it, it has to fill me with, I have to feel like I am
enjoying it and that I'm doing something I want to be doing, engaging me,
when I say filling me it's like giving me something that feels good, it's an
achievement - success, I know when we do the investigations, as funny as
it might sound, and I do those reports and I assess, and I feel like that's
been really in-depth it's really looked at everything, we have got a good
outcome we've done well and I've enjoyed it, I've enjoyed the exercise of
doing it … the reason I am giving up [working for a specific client] is that
I am not enjoying that anymore … I walked out and I thought I don't have
to do that, there is actually no reason I have to put up with that anymore,
I'm better than that, like in myself I like myself more than I would if I kept
doing it you know, so those are all considerations for me too, is, does this
make me happy, does this fulfil me, does it feel good, when it starts to feel
bad or stressful then I look into it and I wonder why I am doing it and
whether I do have to.

As with many participants, Olive described meaningfulness in work as bringing job satisfaction, however she felt her work could also provide a much deeper and more spiritual meaning as it often contributed to a greater good for humanity and could potentially raise the level of a collective consciousness:

… it's very fulfilling to watch someone move from that into something
totally different that actually makes their life work better for them, and
watch someone have that aha moment, where it's opening doors and then

they step through and yeah, so there is that fulfilment of knowing that when someone walks out of that room they might actually do life differently and better because of the time they have spent exploring something with you, so you are not actually just doing a job and getting some pay for it, you feel like you are contributing to, I don't know whether it is the collective conscious, I am saying that with humility ... because it's the wonder I have around it all, is seeing people make that step themselves, all they needed was for someone to help them pull aside that wall that they could not get through and I think that what I love about each of the jobs I do have that element about them ...

Sally recounted experimenting with many HBB ventures which gave her much satisfaction, but her need for meaning went beyond job satisfaction. Her ultimate goal was to link her businesses under one company which focused on promoting world peace, an idea which came to her through what she described as a special gift. She told of finding meaning in the things she heard in everyday life and sought to share these ideas with the world:

... so I just, I don't know whether I have my ears open to businesses that are going. I am clairaudient, I hear things and I kept on getting this get on the peace train, get on the peace train started singing the peace train song all the time.

Other participants also indicated that they were consciously and actively seeking meaning; however their source of meaning came through exploring their own creativity rather than focusing on a spiritual source. Zelda recounted that she had been an artist for as long as she could remember and had produced art in many different mediums. Being an artist appeared to provide a source of meaning for her as it gave her a strong sense of identity as well as giving her an avenue to express her personal beliefs. However, she indicated that she found it difficult to equate the meaning she put into her art with a dollar value and got more satisfaction as a home-based graphic artist which allowed her to express her creativity with less exposure to public criticism:

... my parents are both visual artists ... born and bred visual artist ... I tried the struggling artist thing for many years of producing and selling visual arts, and then doing it in the form of tee shirts and trying to find ways to make it in some way supportive, but it is very hard to do that, it is very soul defeating, because what you are doing is very personal and things that you believe in and if they are out there - they are out there sort of criticized and analysed and the other thing is the value to me is very very different to the value anyone says, it's really quite nasty.

Similarly Kym described fulfilling his need for meaning through being creative:

... anything creative, that's what I've sort of decided is I'm just going to keep the dream alive or whatever ... I've just sort of decided you know it's all or nothing ... I've survived so far, and hopefully ... if I can make a living being creative I think I've achieved something, which at the moment is working ...

He described working in an environment where he engaged in a wide variety of creative, performance-based activities and suggested that there was no other occupation which would allow him to pursue his diverse range of interests:

I'd rather be working from home. I can't think of who would employ me to do the things I do really.

Olive, who was mentioned earlier because of her history of actively seeking meaning through both religious and work practices, also described finding meaning through successful communication, which she described as a very creative process:

... you will talk to someone and you will sit down and that person will have all the body language of 'you're not getting any thing out of me' and I'll find within ten minutes that's all changed, they are telling me everything, just by understanding human nature and being okay with where that person is at, and allowing them their defences if they need them, and acknowledging the need to have the defences, and acknowledging how hard this must be for them, and it's just using those

creative interactive skills those communication skills and watching this whole change in peoples you know the way they are, and the same with conciliation or mediation, cause you will go in and you will have people of at least one party saying I'll come but there is no way I'm changing how I think, and at the end of it you have got this amazing agreement, that this person has done this three-sixty turn around, and you feel like well my skills actually helped that happen, that person made the change and then you appreciate your skills and you work on honing them and you, it's the creativity, communication is a really creative pastime.

Sara expressed the belief that being creative was one of the most meaningful parts of having a HBB for her partner Frank, who manufactured and installed canvas shade-cloths. She posited that through using his creative ability to visualise and design attractive and practical structures, Frank gained a strong sense of job satisfaction as well as an advantage in business:

… he gets immense satisfaction out of rigging it … he's got lots of ideas and people get quotes of course of numerous people, but the advice that Frank gives them is an extra mile, other people will be doing quotes as well, and cause Frank has real vision, and he's quite clever with visions, I can't vision anything … I see things, I can copy it… but he can see things how they would look good, so other people have been there to quote the jobs and he'll come up with other ideas, and generally Frank will get the job, because they think because of his advice, oh he must be good, and they see his product and then word of mouth gets him other work.

Vicky also spoke of the pleasure she got from being creative when designing her jewellery; she described a fun-based approach which did not involve any design strategies:

… always creating new things, always yeah we ... do favourites, yeah we do keep making favourites, we have favourites that sell very well and work well, and always making new things, so that the favourites sometimes go out as the new stuff comes in and they become favourites, and moves all

the time ... and it keeps it interesting too, it does I love it, I've got my
office and I love – 'what am I going to make today?', I just get it out, and
go this okay and we'll do that and I'll double drill that one, and it's great
- absolutely love it, but if I think I was doing the same thing ... just think
about them, think about it ... I have them all round me and I just have a
think and ...that's all right, and I start to go, that's great, oh where am I
going to put that, oh yeah, and it's all just, it's fun, it not educated at all
there's no strategy, there's no technological sort of reason why and why
not.

While she described her work as fun it was apparent that it also provided her with a sense of meaning; this was evident in the importance she attached to maintaining a high standard of work:

I have seen ... stuff made by someone ... it's woeful ... but then I'm, you
know, you would probably see another piece of another person, and think
they were the same, because I'm really fussy so I think it was just me
anyway, there is no way I would put that there and that's a bent seed, and
that seed sticks out cause it's not really the same, so that's all just my
thinking just probably perfectionist probably or whatever.

Avoiding Meaninglessness

The need for meaning was most evident when participants described work experiences which were not meaningful. Many participants did not mention the need for meaning in their HBB, indicating that it was not a concern for them; however they often told of previous employment which they described as negative, frustrating, unsatisfying or just something they hated doing. They indicated that the meaningless they had experienced in past employment was a strong incentive to start their own HBB.

Neil recounted that, when he started his HBB, he felt the need to escape a workplace which he found to be devoid of meaning. He remembered all of his past workplaces as being full of negativity and posited that discontent was the norm in most workplace

environments. He recalled that, when he was employed by others, he found it almost impossible to be unaffected by it:

I have not worked anywhere where it has not been like - that it's - you have got this group of people day in day out and the negativity starts, everyone seems to be down, even if you are really happy someone can drag you down, at least you have got that [to fit in] you just shut up and just whinge with the rest of them.

When Ken spoke about his work as a writer, photographer and graphic artist, he didn't speak about meaning; but he recalled working at a profession and in an environment that he described as devoid of meaning:

I was getting sick of working in high rise office buildings in policy development that you never saw anything long term and it was really getting to me, it was sort of you know like twenty-year planning and stuff, all over the horizon stuff you never see results with it ...it was still sort of into the future basically even though I was in an organization that was running the buses in Brisbane, and indirectly with the Queensland Rail and all that sort of stuff, but it was still the sixteenth floor of the office tower and I'd go up there in the morning and I'd feel like a caged bloody animal pacing my office floor just before I'd start to work.

Sean recalled a time when he realised that he could not stay in employment that was not satisfying and was drawn to work which provided some sense of meaning:

... then with my second marriage break up, I came up here to my daughter...and started looking around and then that's when I got the job with an accountant. I was only there for about three months doing tax, trust audits and I was dissatisfied in what I was doing, so that's when I got involved in business coaching, and then I had the opportunity of joining this group and I'm taking on the Franchise for Cairns, Tablelands and Port Douglas.

Kym recounted a conversation which left a big impression on him and helped him to realise the importance of finding meaning in his work:

> *I was in a band with, I was living in a share house, and the guy I was playing music with and he was on the dole and not working, I was working as a [tradesman] full-time getting up at 5.00 and working all day, we would play music on the weekends and stuff like that, I said to him you need to get a job and get some money, and he said I am never, because he was washing dishes as well, I'm never washing dishes again, I don't care if I have to beg, I just want to be a muso, and then three years later he got an Aria award cause he was busking with John Butler and he became his base player, and got an Aria award and did his own thing and now he's doing another band and that's the way I remember him, and just thought yeah, I should stick with that, because I hated being a [tradesman].*

The Importance of Meaning

The following case supports the argument for meaning as a lifestyle need, but is not typical of the research participants. Nick was the only participant in the volunteer pool (See pages 41 to 44 for details of the volunteer pool.) who had initially reported not enjoying working from home and was selected as a negative case to fully explore lifestyle needs. (See page 45 for details on the use of negative cases.) This vignette of Nick's HBB was included to demonstrate the importance of meeting all of the five lifestyle needs. Nick operated a home-based consultancy business contracted to a government department to supply a free service to a small number of businesses for the period of one year. Nick's story indicated that the operation of his HBB met his lifestyle needs of security and autonomy but left his need for meaning unfulfilled. Consequently, he was anxiously waiting for his contract to end. This case highlighted the need for all five lifestyle needs to be addressed simultaneously through the operation of the HBB.

Nick's contract required him to work from home; while he had operated a HBB before accepting the contract, most of his work had previously been done either at clients'

offices or venues other than his home. When he first started the contract he was looking forward to having all the lifestyle benefits associated with working from home but soon found the small workload left him very unfulfilled and, rather than feeling any sense of job satisfaction, he felt a sense of guilt:

I've never worked from home before and I thought, this would be all right, I thought 'you beauty', I thought this will be great, cause I had no expectations about workload, I thought they must understand what sort of work load we're going to have here, it must be enough to keep me going, but working from home gives me a bit of flexibility so I can do odds and ends, so yes this will be fine, subsequently it's turned out that the workload is really really low, they pay me really well, it's given rise to a little bit of, I guess I feel a little bit guilty, and that certainly was the case for the first few months, I felt 'Gees - what am I going to do?', so I scratched around trying to find things to do, when I get out and work I find it really great, I feel some great job satisfaction once I have done something with someone, but it's too infrequent for me to keep that side of me bolstered up, I'm an achiever and I always pride myself on being probably one of the best in the region in what I do, and I have demonstrated that over and over again.

Nick acknowledged that, while his lifestyle needs for security and autonomy were met, other important needs in his life were not fulfilled. His lifestyle appeared not to provide the meaning that he used to find through work:

… when I ran my own business I was quite busy to the point of working weekends and after hours and so forth, I wasn't making much money though, cause the clients weren't paying a lot, so I had a lot of work and less money, this job I've got lots more money and ridiculously low work load, but you know when I look back, when I was consulting for myself I think I was professionally more content, even though financially I was not as well off, I was still getting by … you need an incentive, yeah look I'm not hungry I've got shelter, I've got income, all those needs are met

whether I get out of bed in the morning or not basically, what's the other

thing, the important things are not there.

Rather than talk about a lack of meaning, Nick spoke in terms of motivation and identified his needs in more goal related terms:

I am the type of person, I think I need to have some pressure and a target

and some sort of direction.

He recalled that, with no clear sense of direction, he his motivation was continually spiralling downward; he explained his lack of motivation as partly a desire to conserve what little meaning he did get from his work:

… there's not much to do, and when I say that I put things off it's not an

unwillingness to help people out, it's more of a desire to spread out my

work load so I have got something to look forward to.

Nick described how his unfulfilled need for meaningful work and his subsequent lack of motivation spilled over into other areas of his life and negatively impacted on his lifestyle needs of balance and community. He recounted how his lack of motivation affected his ability to maintain interest in the activities which had previously provided him with a sense of balance in his life:

I don't know if there is a last residual amount of feeling guilty that stops

me totally going into going out and mowing the lawn or painting the

house or something; or general laziness is washing over every part of my

life. The same as the physical body getting out of tone, I imagine your

brain gets out of tone in the same way, and that would have to be the spill

over into my private life where I'm starting to find that I'm just generally

more apathetic towards things like reading or my music than I have ever

been in my life.

Similarly, Nick's lack of motivation led to an increased sense of isolation and heightened his need for community. While the isolation Nick felt from being at home all day with no one to communicate with is addressed in more detail in the following subsection of Community as a lifestyle need (See page 162.), the following excerpt is included here as

it demonstrates the interconnectedness of the lifestyle needs in that if one is not met it impacts on all the others. Nick described how, with the lack of meaning and consequent downward spiral of motivation, he isolated himself even more by delaying contact with clients as long as possible:

> *I get phone calls and I think I'll deal with that tomorrow even though I am not busy, and it's just this general mind set I've got into now, of which is not good, and I have never been like it, I have always been someone who prized myself on getting speedy responses to people and fixing everything. Mr fix-it of business, and I have had some great successes in really big organisations being in that position in fairly senior management positions doing it, but here I've got to that point now where I have not had any calls over the past two weeks for example if I get one I think - well this is not going to be urgent I'll deal with it tomorrow, and I probably will deal with it tomorrow, but ideally I should be going 'you beauty' and jump in, but it is not happening.*

Community as a Lifestyle Need

The need for community was a common topic raised by participants although it wasn't expressed with the sense of urgency as the other lifestyle needs. Most participants spoke of multiple strategies they employed outside the operation of their HBB for fulfilling their needs for community; these were indicated through references to school groups, sporting clubs, less formal recreational groups and/or religious groups, which were noted during the analysis, but are not discussed further in the findings. The need for community is common to all people and is in no way unique to HBB operators, but is included in this model as it was a strong need for most if not all participants and was frequently fulfilled, at least in part, through the operation of their HBBs. Fulfilling the need for community appeared to be important to the success of the HBB in that it was implicit in meeting the other four lifestyle needs.

Few participants used the word community when discussing the operation of their HBB; it was most often spoken of in terms of networking, establishing or belonging to a group,

social contact, avoiding isolation, or maintaining caring and collaborative relationships. (See page 78 for details on how data was interpreted.) Interestingly, in the few cases where participants did use the word 'community', it was used in a more general sense of a need for a sense of community within society at large. This subsection, community as a lifestyle need, is divided into the following four themes for closer analysis: *the importance of community*, *conceptualising and operationalising community through the HBB*, *seeking alternative communities*, and *issues confronting marginalised communities*.

The Importance of Community

While no participants spoke about the need for community as a consideration when starting a HBB, having a sense of community appeared to be essential to the success of the HBB. The importance of fulfilling the need for community was demonstrated in the case of Nick, who was included as a negative case to explore the importance of meeting all the lifestyle needs. (See page 159 for more details.) As previously described in the subsection of Meaning as a Lifestyle Need, Nick's consultancy business had a one-year contract which came with a very small workload, a factor which left his need for meaningful work unfulfilled. Nick's stories revealed that working at home with such a small workload also failed to provide a sense of community. He described some of the difficulties he experienced with the isolation of always being at home and craving the social contact and sense of community he used to get from an office environment. Nick revealed that his unfulfilled need for community had a negative impact on his psychological and physical well-being; consequently, his HBB was unsustainable and he was looking forward to his contract finishing:

> *I guess the other thing that I don't like about working from home, is just being isolated all day, and not having someone to talk to. I'm a very social person, when I am at work I am a very social person, just the nature of my work, but also just me personally, I just like to get on with people and hang out you know and joke around and collaborate with people, I really enjoy that side of it and even though we have a bit of a phone network it is really stretched a bit to get any sort of collegial atmosphere going you know, we get together once every six months and*

it's, 'who are these wankers?', so that's a problem, and if the kids are home they get on my wick a bit, but at least it's someone in the house but I sort of hang around in the afternoon waiting for my partner to get home from work so that we can sit down and talk, talk with a grown-up, the social contact is very important and even just professional interaction in the work environment is really important, so I don't get any of that. I'm on phone contact for any of the clients and you know I really enjoy when I get a phone call from one of them that's got a problem and work through it with them and it might take a couple of days of backwards and forwards, but that sort of turns my brain back on, and I'm sort of engaged and that's good, that's good, but then you sort of drop back, I don't know if - physically I think it's affecting me, I think I'm certainly getting lazier than I have ever been in my life.

The lifestyle need for community often appeared to be interconnected with the lifestyle need for balance. Fulfilling the need for community and having an acceptable level of social interaction was expressed as being important to participants, and if this was not met through the operation of the HBB then it was frequently sought outside the HBB. Sara described her role in the HBB, which she shared with her partner, as being the primary caregiver for her two young children as well doing most of the administration for the HBB. She indicated that, while she enjoyed these tasks, she did not have a sufficient level of social interaction to meet her need of community. She revealed that working part-time outside the home was the best way for her to fulfil the need for community which in turn allowed her to maintain a sense of balance in her life:

I work one night a week, four till eight, Frank was dead against it because he had to stop work on fifty dollars an hour for me to go do thirteen dollars an hour, but he was missing the fact that I needed it for stimulation, so that was a conflict for him to stop out there, only an hour earlier, but it works now, he sees that I'm a lot happier and stuff like that.

Having a specialist occupation style which often left him working independently, Ralph recognised that social contact was essential for him. He recalled that the nature of his HBB contracts had always involved a sufficient amount of social interaction with his clients, to the extent that he often had a workplace at their office:

> *… lack of social contact, it's not been an issue for me because I've always had contacts … I've done a couple of long projects … and I was in their office for some of the time, but it was still more at home, so there was adequate social contact, another one I did for a small telephone company here, but I was in their office all the time.*

Conceptualising and Operationalising the Need for Community through HBB

The stories told by participants generally concentrated on one specific focus of their need for community, yet it was apparent in the interviews that the need for community generally covered a combination of the need for a business network, social contact and also an arena to create and maintain close personal relationships. As mentioned above, few participants spoke of a need for community; rather, it was more often expressed in terms of the importance of social engagements which did or did not take place through the operation of their HBB. Social engagements varied in both the degree of intimacy and the source of social contact. The degree of intimacy of an engagement ranged from collecting business cards and establishing business networks down to creating and maintaining close personal friendships. The sources of social contact included: membership of business and entrepreneur clubs, colleagues from the same industry, clients, customers, partners and employees.

Networking was a term which came up frequently among the participants; for some this was done through joining a business group with like-minded people and for others it was done through less formal social engagements. Ellen spoke of joining a local business club which fulfilled her initial need for social interaction and led to more personal involvement at an administrative level, as well as giving her access to valuable business contacts and local information, thus fulfilling both her need for security as well as her need for community:

I was a member with the club for a couple of years and I've only just recently gone on to the committee ... being on the committee now, has opened up a lot of more opportunities for me as well uh ... I see it as a marketing tool ... working from home, that you're not really always out there ... it's getting that chance to network.

Sally also spoke of an awareness that isolation could be a problem when working from home, and indicated that she attended business seminars whenever possible. She actively sought a HBB network as a way of developing a sense of community for herself and other HBB operators. She preferred to do business with members of her local community and recognised the difficulty of finding a HBB within her own community:

I think probably the hardest thing and you probably find this with all the other people that you talk to is that communication thing, 'There isn't isolation is there?', it was good to go to those seminars and stuff, I think the networking is the only way that you can, there must be a lot of people who are in isolation, like, I can remember when I first started out working on my own, working from home, I never knew half the things that were available ... so why don't we set something up here, a physical business network for home-based business. I'm trying to get, in this area, our own Chamber of Commerce because there is a lot of business energy up here, so many business people, but just knowing how many businesses that are operated through here or and business owners in this area here, I was trying to find an accountant in Holloways, thinking I'll support the local, I know of the solicitors, but I couldn't find the accountants.

Neil and Rita recounted how they had established a business network within the local wedding industry where they had no previous experience and no contacts. They told how they had actively promoted their business by creating and maintaining social connections to a network of businesses within their close-knit industry:

Rita: One of the first things we did was every wedding we would get cards from everybody that we came into contact with and talk to them about our product and invite them to come in and see it and meet us.

Neil: We had a big wine and cheese night here and had about thirty people show up, and we showed them some of our stuff ...photographers, florists anyone that's talking to brides and grooms cause we figured if we get them talking about us, they talk to the people we want to do business with, and we networked that way ...

Similarly, Kym recalled actively creating a business network for local entertainers and artists who also tended to form close-knit communities. He mused that when working in the performing arts it was important to promote his local industry as well as himself in order to maintain strong social connections within the industry. While he didn't refer to it as networking, he described creating a communal website to help strengthen the network of local entertainers and artists by offering them all free listings. While this served to promote his HBB as well as other entertainers, it also provided the opportunity for greater social contact with others in the industry:

I set up the website as a communal website, just to list all the entertainers and artists in Cairns, that was my plan, it wasn't for myself. I was doing it for myself, but doing it for myself but listing everyone for free, there is still a free list on there, you can put stuff on for free, getting a good reputation takes so long, and I think it's a lot to do with Cairns, close-knit you know, it's taken years, it just takes a while for people to catch on ...

The need for community went beyond the need for business contacts and escaping a sense of isolation; many participants described forming close personal bonds and meaningful friendships through the operation of their HBBs. The origin of these close relationships varied among participants, with friendships reported as having been formed with business partners, employees and colleagues.

Olive's stories indicated that she was aware of the benefits of collaboration and community. She recalled a previous business partnership that she had made with a friend, which had mutual benefits for both parties as they were able to focus on the type of work which suited them both:

> I'd come to Cairns and done, I'd been here a bit and I just worked doing the markets and things, cause my kids were little and I did not want to be at work all day, so I did markets and did things like that … I'd do about three of them, I'd do Port Douglas and Rusty's and there's Kuranda, there was one they had at the Raintrees shopping centre, they had a market then, and I used to - I had a friend who was a potter and I'd buy his kiln load, he loved to do the potting but he hated doing the marketing.

She revealed that, after chronic illness forced her to leave a management position in a conventional workplace, she formed a similar partnership through one of the several HBBs she operated. She described how, through operating the business with a partner, they had learned to work well together, with each doing the tasks that were best suited to them. She disclosed that her partner also operated several HBBs, so that working as partners provided them both with a sense of community. She indicated that their partnership went beyond a business relationship and became a close and caring personal relationship:

> [My business partner] is very very aware and caring of my physical capacity, so when we do an investigation she goes out and does all the leg work, so we'll get an issue, I'll make all the preliminary phone calls to just get a handle on it, get names of people to be interviewed get whatever details I can, I give that list to [her], [She] makes appointments and goes out and does all the face to face driving, it might be the Tablelands it might be wherever the workplace is, and she will do all that running around and as she takes notes she does the interviews and then she'll just come back and just hand me all the notes, I think I am the only person in the world that can read [her] writing, it's dreadful, but I have learnt through necessity - I then make sense of the notes and I do up the reports so I then sit at home, so I haven't had to leave the home at that point, and

I will sit at home I will do all the reading I then start the report and I
start, and I might have to do follow up phone calls to people to just check
on an issue to expand it a bit further, and I'll do up a report and they are
usually quite big reports and I will get to the point where we are making
our conclusion ...

Another source of community found during analysis was through friendships formed with HBB employees. Zelda described how, as a graphic artist and single mother working alone at her HBB, she had felt the impact of isolation. She recalled hiring a friend who was also an artist to help in her expanding business; the benefits of this social contact went beyond companionship and included both emotional support and an exchange and stimulus of creative ideas:

... the other reason I employed was the isolation ... not so much the
isolation as in company although that is nice, but the isolation as in ideas
and support to an extent, on occasion we have got a disgruntled customer
have a little hoohah about something and if you are on your own and your
sitting there and you cop it all, it can really affect you, but if you have got
someone next to you, you can put down the phone and go, 'oh my God'
and have a talk about it, it lessens the personal impact so that - and also
creativity, you have got someone next to you and you go 'what does that
look like?', you have been looking at it for three hours and it looks wrong,
so isolation is a big thing too, I don't get out much being a single Mum, so
there is the companionship too, of having staff around.

Finally, a sense of community was also found among clients and colleagues at public markets. Vicky reported getting a strong sense of community from selling at the weekend markets where she had social contact, public feedback on her product and the opportunity to network with clients:

The good thing about this business, is that we do interact with the public
big time, but it's done at the market, so it's terrific because you get all the
interaction and the feed back, from markets, I get a lot of work from, well

all my clients are from the markets, because a lot of them are business
people who are travelling who have galleries, so I get, well all my
business from there, I mean every week there will be somebody who will, I
mean I just did a delivery yesterday, a lady came to the market bought
some stuff phoned me and said I want this that and that, can you bring it
to the hotel. Yes so lots of business from markets, because a lot of big
business people come up here, Port Douglas especially, I do the Port
Douglas markets ...

She expressed the belief that weekend markets provided a much greater sense of community than shops or more established markets which operated every day of the week. She described how the shared act of setting up, closing and packing up of stalls with colleagues she saw only once a week provided a closer communal bond then she had experienced in any other workplace:

... those guys are kind of there every day, and it's like a shop, it's not like
get your tent set up situation, every body hasn't seen every body for a
week, you're high, everyone's getting coffees – it's your turn this week,
and the crack that happens in the morning as you're all setting up ready
for the days trading, and then you're packing up at one or two, that's all
part of the buzz and everything, whereas you go up to Kuranda and I'm
like, these people kind of trot in everyday, and I dunno... it's not a market
I'll do at all, no way, I'd rather go back to work than do something like
that, it's not really what we do.

The sense of community Vicky experienced at the markets went beyond finding social and business contacts; Vicky described developing many friendships among her colleagues at the markets and how she enjoyed the camaraderie and the sense of belonging in a positive work environment:

... [in summer] it's generally pretty stinking hot at the markets, and you
just hang out with your pals and eat mango, you know, frozen mango and
sell a bit here like and you know, it's a bit like that, but it's okay you
know, so that's always fun, and the thing is people are on holidays,

everybody's in a great mood it's always a cheery day, it's very rare
somebody's grumpy, and if they are it's kind of funny if they're grumpy
you know, sort of giggling to yourself, oh like goodness me, but it's so
rare that anyone is remotely rude or insulting, it's so rare it's just
hilarious.

Seeking Alternative Communities

As mentioned earlier, participants who spoke of community most often spoke of a lack of community. They expressed dissatisfaction with modern society which appeared to have little or no sense of community, this often led to forming or seeking alternative communities in which people shared some common values. Edna spoke with pride of her experience of living in an alternative community which began more than forty years ago and continues today. She recalled that, when the community first formed there was strict adherence to the common ideologies which bonded the members as a close-knit community:

When we first moved here as a community from the beach we were pretty
closed and we had quite strict mores, about what you could and couldn't
do - all the way to - you don't drink booze, cause that's a lush, you know
like you got to have the bantam hens and you've got to grind your own
wheat and so it got kind of almost heavy handed, in terms of the mores,
that and the peer pressure too, to keep it together like that.

Edna reflected how her ideology shifted as her alternative community had changed from having a focus on sustainable living toward a focus on independence and then promoting the Arts and ultimately tourism. Edna recalled that acting independently was a feature of her community and, after building their own homes amongst the rainforest many people started their own HBBs to follow their interests in Art and Craft. The common bond which held the community together appeared to be the rejection of the perceived values of modern society in order to form a counter culture:

... that 'do it yourself thing' isn't only us, it is also a feature of the
community ... that was about the people who built the amphitheatre, that
hired the train that got the tourism going, that began the Chamber of

Commerce, so it's all the same thing it's actually about the communitarian values here were quite a part of that 'do it yourself' ... [It] is full of people that came out of the 'Can-do' culture, and that can-do attitude ... and also the relationship with Arts and Crafts and the amphitheatre being music, because of the handmade houses, you know everyone built their own home, everyone created the tourism, everyone hired the train, everyone ran the concerts everyone ... and a communitarian ethos that brought that about, you're talking about a village, so it's not about us as being the nuclear family running a business, opting out of the 9 to 5 it's about that everyone was doing it, everyone was doing it, [a neighbour] started his own business and you know everyone has got their own business and a lot of it is at home, almost as ... peer learning as a statement of counter culture.

Many of the members of this informal HBB community lived on communally owned property with a 'tenants in common' title. Edna and her partner had lived successfully on their communally owned property for many years; she observed that communally owned properties were only successful when there was a sense of community and shared values among the residents which went beyond the desire to own land:

This tenancy in common came out of the fact that we had already forged out community on the beach and so we were already partners when we went into the land. Now there are other tenancy in commons that I was involved in like at Bloomfield River, which was kind of like a land rush if you like, and the partners who were in it were not bonded before they bought, and it was full of acrimony and, similarly with the another one out there, so they fell apart they ended up being big legal headaches and big heart burn for the people involved ... so they can go bad and do ... it wasn't to make money it was people getting onto land cheaply, but they did not have any communitarian bond or any mores ... most of them thought they would go and live there ... mainly it was to get onto land cheaply and be a home owner.

Other participants who spoke of the need for community expressed feeling a lack of connection with others and suggested that a sense of community was lacking throughout society. As mentioned earlier (See page 147.), Eric spoke of his support for Permaculture ideologies and expressed the belief that most people lacked a sense of belonging and that society would function better if people had simpler, more holistic lifestyles which combined social and cultural events with working at home or within the local community:

> *People are looking to have a sense of belonging, they look at the old Italian, you see the old Italian village life was very popular they wrote songs, farmers wrote poetry you know, they celebrated a lot, they didn't have to work much, we have to work so much, we have to work eight hours a day five days a week usually and more … the most successful communities on earth and I mean fully holistically successful, people worked four hours a day.*

Eric spoke of his desire for social change which he thought might come through HBBs' becoming more engaged with social enterprises which benefit the community. He expressed the belief that local food production was essential for sustainable communities as well for individuals to have healthy, sustainable lifestyles:

> *I suppose the thing I am interested in … is on home-based businesses and slightly bigger than home-based businesses that are not conventional commercial enterprises - I think there is a stepping stone between home-based businesses that are partly involved in the community … there is all sorts of initiatives like apart from just gardening, but gardening is one of the key ones, because we need the food, we eat three meals a day … what I am really interested in is home-based businesses growing out of community gardens, neighbourhood centres and like the shed concept [concept of communal sharing of tools and resources] … now just for instance like I could have this business I run, and I could be part of a social enterprise business like [a] food cooperative … I could have a part time job in there, I could buy my food there and I can also have social contact which would probably bring business back to my house…but as*

far as home-based business, I really think that we ought to have, we can have home-based businesses that are based on a community engagement on a small scale.

Similarly Anita expressed the opinion that present work practices do not serve the public because they lack a sense of caring and community. She spoke hypothetically of operating a factory as a community where more of people's needs could be met:

I might have a big factory but I would conduct it as a community, I would conduct the factory as a village where everybody is, I would make sure everybody gets a massage every week, I'd make sure everybody has adequate food to eat at the factory ... I would insist that all the people in the factory bring all their children to the factory especially little ones that are preschoolers, and have them taken care of at the factory...

Issues Confronting Marginalised Communities

The importance of community and the need for change within the greater community were important issues for participants with both Indigenous heritage and culturally and linguistically diverse (CALD) backgrounds and, while the operation of a HBB did meet some of their need for community, many of the topics raised in those interviews went beyond the scope of this research. While a need for community was expressed by the two participants with non-European cultural heritage, their individual circumstances varied considerably from each other's and from the other participants'. To understand the ramifications of HBB or business in general among either of these cultural groups would require further studies which could explore the backgrounds of their rich cultural heritages.

David was the only participant who identified as being an Indigenous Australian. Having worked in community development he described how he was continually confronted with the struggles that Indigenous people have endured in the past and the difficulties they still face in assimilating into Australian society:

... and that's the thing about [racism and social injustice] I could still be a victim of it, or you could accept what's happened, not forget what's happened, just say, 'I've moved on', and play your part in the real economy, for every body.

David's need for community was expressed differently from that of participants of European heritage as he indicated that he had no need to find or create a sense of community. He strongly identified himself as a member of the Indigenous community and his need was not to belong to, but to serve his community. He saw his HBB as a starting point from which he could help other Indigenous Australians and, unlike most other participants he did not plan to remain home-based; rather he intended to grow his business as much as possible:

This is a stepping stone to something more ambitious ... we're already researching the market down in Townsville, the first step will be to move into all of Far North Queensland ... I'm going to go out and gain the skills to come back and be more beneficial to my people by actually doing it myself, so I feel as though you know, in two years time once I've got the business established and I'm still monitoring and the managers are in place or whatever, I'm going to be able to go back into the communities and if not from a point of view of actually being employed ... or something like that, I'm going to have the expertise and skills to go back and have input back into helping other people establish businesses.

David's expressed need to serve his community was focused on the need for security: but not security as a lifestyle need for himself but as a lifestyle need within the entire Indigenous community:

I'm hoping to enter into partnerships with other[Indigenous] people who want to franchise in, so they franchise in and it then becomes their responsibility to put money in their pockets to pay their bills, and pay their house off and put food on the table for their kids at the end of every week.

David's role as a HBB operator appeared to satisfy, at least partially, his need to serve his community in that it gave him a sense of pride that he provided a positive role model:

> *I feel really good, I feel a lot of other Indigenous people look at me and they see a business man or they see somebody having a go.*

The other participant with a non-European background was Chai. He had immigrated to Australia seventeen years ago and still appeared to retain a very secure sense of community with other immigrants who shared his Hmong cultural heritage. Many other members of the Hmong community had similar HBBs to the one he shared with his wife, which involved selling produce at weekend markets. Similarly to David he expressed the need to serve his community and had acted as both a translator and mediator in order to help members of the Hmong community comply with government legislation:

> *… we have many meetings about that and I encouraged all the stall holders to come together and I said 'We must do what they told us to do, it is nothing easy in this country but everyone must do it', so everyone learn how to do it and the taxation also had a workshop, training about taxations … I translate to them and also the fair trade officials also came and they also asked the Hmong people to buy the scales … and the Hmong people they have a problem, everyone has a problem about those scales … they have mathematic problems.*

Chai considered that, while Hmong immigrants have formed a very tight-knit community, they were disadvantaged by remaining isolated from the greater Australian community. He also indicated that, while language difficulties and cultural differences made assimilation difficult, Hmong people have traditionally lived in isolated villages and will have to make fundamental changes to their attitudes before they can feel like members of Australian society:

> *… they are isolated from … the general community, they don't go to like the Catholic church or go to the other church and they just go to their church; and also the Hmong is ancestor they keep what they have and they don't go to other communities, so they are isolated and I can see that's why the Hmong parents their knowledge grows very slow because*

they are not involved with people, they don't mix with other people, they don't go because they can't speak the language. Some people they can speak the language but they are not confident to go, they just keep to themselves isolated from other.

While most participants found an opportunity to create a sense of community through the operation of their HBB, Chai expressed the belief that many within the Hmong community felt limited to only selling produce at the markets and would prefer to work in more mainstream employment:

The Hmong people are selling food, they aren't selling clothes because it's difficult for them to import something like that ... I think business like that is very hard because they believe themselves that they can't do anything, they can't work so only in that thing they can do because the ladies they can't speak the language, they can't get a job ... Many people don't like it but they have no choice, because English block them to take a job.

The findings surrounding the need for community coming from the two interviews with participants with a non-European cultural heritage are markedly different from those of participants with a European cultural heritage. Fully exploring these differences is beyond the scope of this research; however the obvious difference between participants with different cultural backgrounds demonstrates the important role that culture plays in shaping the lifestyle needs expressed by all participants.

The HES Model: closing the hermeneutic circle

This chapter has presented empirical evidence to support all the individual components of the HES model. Using the analogy of the hermeneutic circle, (See page 63 for a definition.) each of the parts has been described; however they can only be fully understood in terms of the way in which they relate to the entire model. Throughout this chapter evidence has been presented to demonstrate the interrelatedness of the lifestyle needs and the four constructs which are dimensions of HBB practise. In order to fully

appreciate the HES model, the experience of HBB has to be understood as a holistic system of home entrepreneurship which includes dimensions of experience interwoven with a system of lifestyle needs. Seeking to make the four constructs successful enterprises involved attempting to fulfil each of the lifestyle needs. And fulfilling a lifestyle need required that all four constructs were experienced as successful enterprises. As the lifestyle needs were often in tension with each other, the focus of home entrepreneurship was an on going process rather than being set on achieving one specific goal.

Chapter 5: Discussion

This chapter positions the emergent HES model in relation to existing understandings of entrepreneurship, household, business, family, home, security, autonomy, balance, meaning and community. It contains five sections. The first section discusses the title of the model and argues for the use of the term 'home entrepreneur' to encompass HBBs which may not be compatible with pre-existing notions of entrepreneurship. The second section looks at the HES model as a theory of needs, and compares and contrasts it with other theories of needs. The third section discusses the dynamism of the four theoretical constructs found at the centre of the model and offers insights as to how this dynamism can be understood within a theory of needs. The fourth section discusses the lifestyle needs of security, autonomy, balance, meaning and community in relation to existing literature; and the final section reflects on the HES model in a changing world. Literature discussed in this chapter often includes that identified in chapter 2 (the literature review) and also introduces new literature which was identified through searches related to the key concepts discussed in this chapter. Sources of the new literature include: Australian Government Reports, Entrepreneur Theory, Economic Theory, Organisational Studies, and a range of Social Sciences.

What's in a Name?

This section focuses on the title of the model and argues for the use of the term 'home entrepreneur' to encompass HBBs which may not be compatible with pre-existing notions of entrepreneurship. The following discussion of home entrepreneurship highlights the importance of the four constructs which make up the dynamic multi-faceted HBB practise found at the core of the model. (See Figure 4.2.)

As mentioned in chapter 1 (the introduction) and chapter 2 (the literature review), the majority of all small business is conducted at the owners' residence; consequently when literature discusses small business it should be understood that the majority of these are HBB. As the number of people engaging in small business enterprises (and therefore HBB) has increased in Australia and across much of the world, there appears to be a need

to find an all encompassing term which can describe and illuminate this growing phenomenon. Gerrish and Leader (2005) invented the term 'soloist' to describe independent professionals or owners of micro/small businesses. They report that the number of soloists in Australia has increased from fewer than 300,000 to more than 800,000 in the six years following 1997 (p. 1), and they predict the term soloist will soon appear in the dictionary as "an individual who runs their own enterprise"(p. 6). Similarly, in America, Pink (2001) coined the phrase 'free agency' to account for the growing number of 'free agents' who work on their own or who have formed very small enterprises. In Britain, Handy (2002) coined the term 'going portfolio', which encompasses a combination of casual employment and self-employment as a way of earning a living. The titles suggested by both Gerrish and Pink focus on motivations of freedom and autonomy while Handy's use of the term 'portfolio work' focuses more on the need to have multiple streams of income in the changing workplace environment. While these descriptive forms of address suit the authors' intentions, they give no indication that the majority of these enterprises are conducted at home and therefore do not normally encompass the relationships between HBB practises and the lifestyle needs that were identified in this study. Similarly the term HBB implies only a common business and residential address and offers no insight into the relationship between work practice and lifestyle needs.

The term 'home entrepreneur' is used because it emphasises home as both a place and a focus of entrepreneurship. In this instance, the definition of the term 'home' is not confined to the psychological construct as defined in the introduction on page 6, but is an umbrella term to encompasses the more common but complicated understanding of the word 'home' which Mallett (2004) describes as a multifaceted phenomenon encompassing a physical dwelling and family life as well as a psychological experience.

The use of the term 'entrepreneur' also needs to be carefully articulated as its definition has been a contentious issue across the field of entrepreneurship research. One of the few things that can be agreed upon amongst the growing number of authors in this field is the lack of a suitable definition for the term 'entrepreneur' (Amit, et al., 1993; Bull &

Willard, 1995; Casson, 1982). Shane and Venkataraman (2000, p. 217) go so far as to claim that the study of entrepreneurship theory lacks a conceptual framework "and has become a broad label under which a hodgepodge of research is housed". They concur that, "The largest obstacle in creating a conceptual framework … has been its definition" (p. 218), and, following the example of many previous entrepreneurship authors, they then proceed to offer yet another definition to the debate. Across entrepreneurship literature there appears to be only one common denominator, and that is that entrepreneurs engage in an enterprise.

Within entrepreneurship theory to date, the type of enterprise which entrepreneurs engage in has been split across two broad categories: business entrepreneurship and social entrepreneurship (Dees, 1998). However the findings of this research suggest that there is a third category of enterprise which can perhaps be best understood as home entrepreneurship. While business entrepreneurship focuses on improving the enterprise of business and social entrepreneurship focuses on improving social enterprises (Dees, 1998), home entrepreneurship, as explicated in this study, can be seen as the enterprise of meeting individuals' lifestyle needs through a combined focus on the household, business, family and home.

The concept of social entrepreneurship is a recent addition to entrepreneurship theory and has "struck a responsive cord" (Dees, 1998, p. 1); consequently there is a wide consensus on its definition as engagement in a social mission with "business-like discipline, innovation, and determination" (p. 1). However within the study of business entrepreneurship there is little or no agreement of what a business entrepreneur is. One of the more common understandings of a business entrepreneur is related to business ownership, "the simplest kind of entrepreneurship is self-employment" (Blanchflower, 2000). Sternberg and Wennekers (2005, p. 193) propose that entrepreneurship has "at least two meanings … the occupational notion …[which includes] self-employed or business owners…[and the] behavioural notion of entrepreneurship". While Sternberg and Wennekers (2005) omit any discussion of what might constitute entrepreneurial behaviour, it has been suggested that entrepreneurial behaviour includes the use of:

"intellect, imagination, critical judgement, capacity for direct action and sustained effort, courage, and detachment" (Hebert & Link, 1982, p. 4). Similarly, Schaper (2004, p. 36) reports that there is "an almost endless list of entrepreneur traits" which have been identified through the study of entrepreneurial behaviour. Perhaps the one common denominator of the long list of traits assigned to entrepreneurs is that they portray the entrepreneur as an heroic figure who brings prosperity to all through almost supernatural abilities and dedication (Bradley & Roberts, 2004; Gibb, 2006; Mirchandani, 2000).

Central to the discussion of an appropriate definition for business entrepreneurship is the debate as to which small business owners should be counted as entrepreneurs; as Baumol (1995, p. 18) points out, there are "two uses of the term 'entrepreneur'… [the first being] someone who creates, organises and operates a new business firm … the second takes the entrepreneur as an innovator". The need for a deeper understanding of business entrepreneurship is evident across the current literature and was outlined in Gibb's (2006) paper in which he argues for a paradigm shift in the way entrepreneurs are conceived. He identifies two models of entrepreneurship currently being used: a more dominant "traditional model …[with a] corporate business school approach … [which is] almost exclusively business management focused" (p. 7), as opposed to a "societal model…constructed to meet the needs…of societal pressures" (Gibb, 2006, p. 2). Gibb (2006, p. 19) argues against what he describes as "the Schumpeterian notion of the exceptional and somewhat heroic nature of the entrepreneur…[that has led] many authors to argue for a distinction to be made between the owner manager and the entrepreneur".

Contrary to Gibb's view of all business owner managers as being entrepreneurs, Schaper (2004, p. 88) argues for a distinction between a small business owner manager and an entrepreneur on the basis that "entrepreneurs have a vision for growth, a commitment to innovation, persistence in gathering necessary resources, and an overriding need to succeed". Similarly, Friar and Meyer (2003) argue that entrepreneurship can be separated into business activities which can be described as either high-growth ventures or micro-

businesses. They define micro-business as being "independently owned and operated, does not dominate either its local or national field, and tends not to engage in innovative practises" (p. 146).

It would appear that the Global Entrepreneurship Model (GEM), which monitors the rates of entrepreneurship in 37 countries around the world (Hindle & Rushworth, 2002), may also make a distinction between small business owner managers and entrepreneurs. Estimating entrepreneurship in Australia from 2001 to 2002, the GEM Australia project reported a significant decline in entrepreneurship across Australia (Hindle & Rushworth, 2002). However, the ABS reported record growth in the HBB sector during this same period (Schaper, 2002; Walker & Webster, 2004). Apparently a large majority of the HBB sector did not meet the GEM criteria for entrepreneurship. While making no attempt to differentiate entrepreneurs from non-entrepreneurs or high growth ventures from micro-firms, Strategic Economic Solutions and CREEDA (2005, p. 3) state that;

> Research has shown that only about 20% to 30% of home-based, micro
> and small business operators genuinely want to grow their businesses …
> the remaining 70% to 80% of business operators seem generally happy
> with their current situation, whether it is for lifestyle, business, family or
> other reasons.

Reviewing the proliferation of micro-businesses across Europe, Clermont and Goebel (cited in Beck, 2000, p. 55) remark, "These one-man or one-women businesses have only a limited amount in common with traditional notions of entrepreneurship. Besides, their objective is much more likely to be the moulding of a life of one's own than the conquest of the world market". This apparent disinterest in financial growth was also found across the majority of participants in this study and may account for the omission of many Australian HBBs from the GEM entrepreneur count. The GEM does account for both 'opportunity based entrepreneurship' (taking advantage of a business opportunity) and 'necessity based entrepreneurship' (no better choices for work) in their data collection (GEM, 2001); despite this inclusion there still remains a large discrepancy between the GEM's entrepreneur count in Australia and the ABS estimate of HBB numbers.

Two other entrepreneurial practises which have been debated across the literature, yet are widely accepted as components of business entrepreneurship, are innovation and risk taking (Amit, et al., 1993; Hagedoorn, 1996; Palmer, 1971; Schaper, 2004; Schumpeter, 1961). Within the current study of HBB operators, no evidence to support the existence of these traits was found in the data. Rather than seeking innovation and change, participants in this study expressed the desire for sustainability, as evidenced within the findings of autonomy and balance. (See pages 116 to 151.) Similarly the research participants expressed a strong desire for security and could be described as risk averse rather than risk takers. (See pages 101 to 107 for evidence within the findings.) While HBB operators in this study do not fit into what Gibb (2006) refers to as a traditional model of entrepreneurship, they do fit Gibb's societal model of entrepreneurship based on meeting needs. Gibb (2006) argues that ownership plays a key role in the societal entrepreneurship model, including psychological ownership which includes ownership of events, networks and knowledge. This societal model of entrepreneurship was evident throughout the findings and is perhaps most clearly demonstrated through examples of the way in which personal abilities and business reputation fulfilled a need for security. (See pages 108 to 115 for more detail.)

In summary, the majority of HBB entities researched in the current study do not fit into a traditional model of business entrepreneurship. They do however share the entrepreneurial trait of focused attention toward creating a successful enterprise, which has been credited to both business and social entrepreneurs. Due to their growing numbers and their increasing economic and societal significance, they require some form of recognition. The findings of this study suggest that the focus of most HBB entrepreneurial activity is on meeting the needs which arise from maintaining the four constructs at the centre of the HES model (See Figure 4.2.), and this focus can perhaps best be best summarised as home entrepreneurship.

It should be noted that home entrepreneurship and business entrepreneurship are neither mutually exclusive nor mutually inclusive. While it seems unlikely that a business could be located at the operator's residence without the three other constructs exerting influence

on many aspects of the business, a home entrepreneurship focus is not a prerequisite for operating a HBB. Many businesses begin at home because of economic considerations and are relocated away from the operator's residence when they are economically viable. Similarly a strong business entrepreneurship focus could conceivably be integrated with meeting needs within the dimensions of household, family and home.

Exploring Theories of Human Need

The grounded theory which emerged while exploring the question of HBB belief systems is a systems theory of human needs. This section compares and contrasts the HES model with four other theories of need which have gained prominence across academic literature. This review does not contest the validity of existing models but discusses them in relation to the HES model as a means of gaining a deeper understanding of the HES model and highlighting the importance of meeting needs. This section contains seven subsections: the first re-presents the HES model, subsections two through five review each of the established models separately, the sixth subsection discusses the similarities across all four established models and the HES model, and the final subsection discusses how the HES model differs from the four others.

The HES Model

For ease of comparison, Figure 4.1 which depicts the HES model is shown again here.
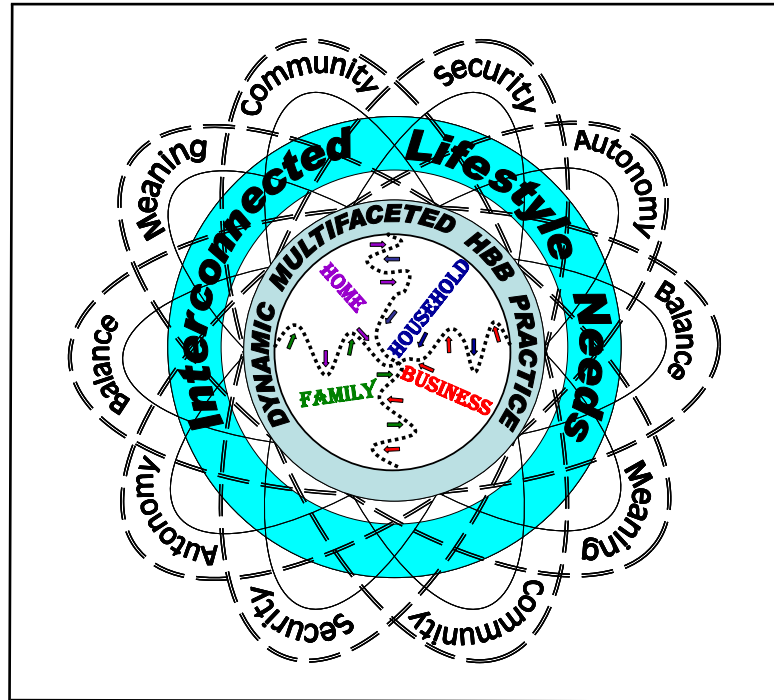
Figure 4.1
The HES model

Maslow's Hierarchy of Needs

One of the earliest and best known theory of needs is Maslow's hierarchy of needs (Gleitman, Fridlund, & Reisberg, 2000). Maslow identified five levels of needs which he represented in the shape of a pyramid with lower order needs at the base which needed to be satisfied before higher order needs were sought. (See Figure 5.1.) While this hierarchy of needs has been widely accepted, there is little empirical evidence to support the separate categories of need or of a hierarchy through which they are satisfied (Kalat, 1990). Maslow's theory has also been widely criticised for its hierarchical nature which would appear to exclude creativity from anyone who was not well fed, loved and accepted within their society, a position which is clearly indefensible (Gleitman, et al., 2000; Kalat, 1990).
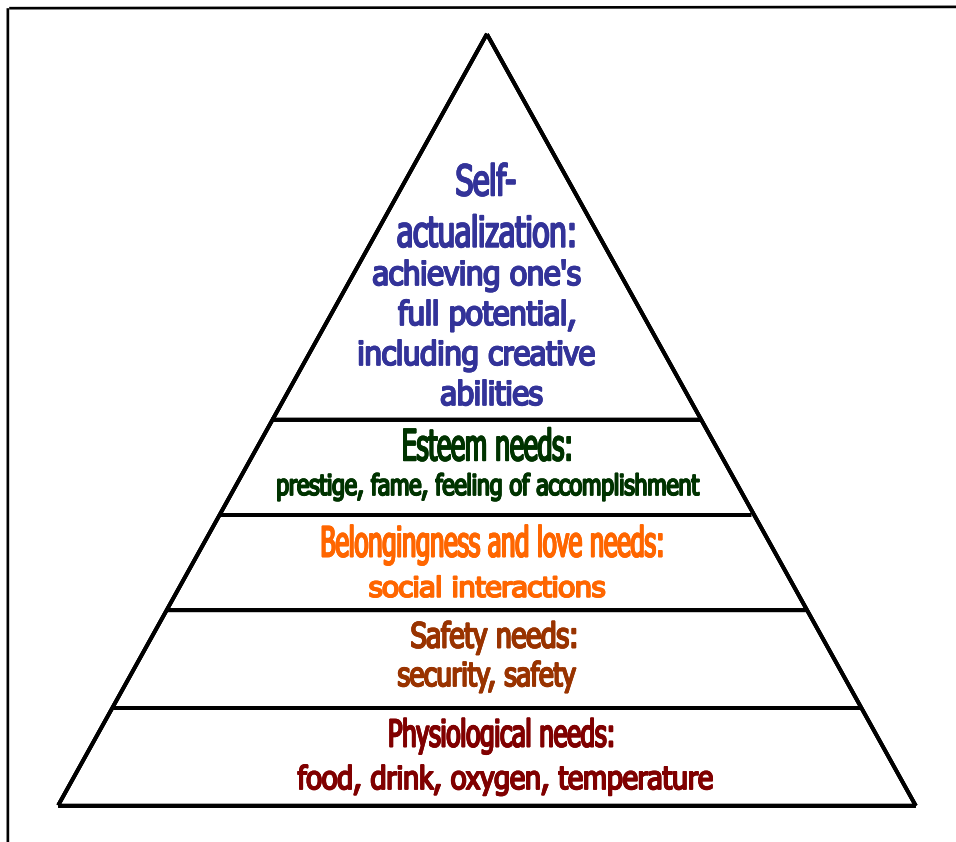
Figure 5.1
Maslow's hierarchy of needs
(adapted from Kalat, 1990, p. 382)

Kamenetzky's Set of Needs

Kamenetzky (1992) postulates that certain needs are common to all humans across all societies and that these needs should not be confused with desires, as desires are socially constructed. Kamenetzky suggests that there are four levels of need: biological, bio-psychological, psychological and socio-cultural. (See Figure 5.2 for more detail.) As with Maslow's theory, Kamenetzky's set of needs are hierarchical, with biological needs having primacy, although the needs are seen to overlap rather than being completely separate. Kamenetzky (1992) is less concerned with how needs are met than he is with the consequences of not meeting these needs which, he suggests, are demonstrated in many of the dysfunctions and pathologies seen across contemporary Western societies.
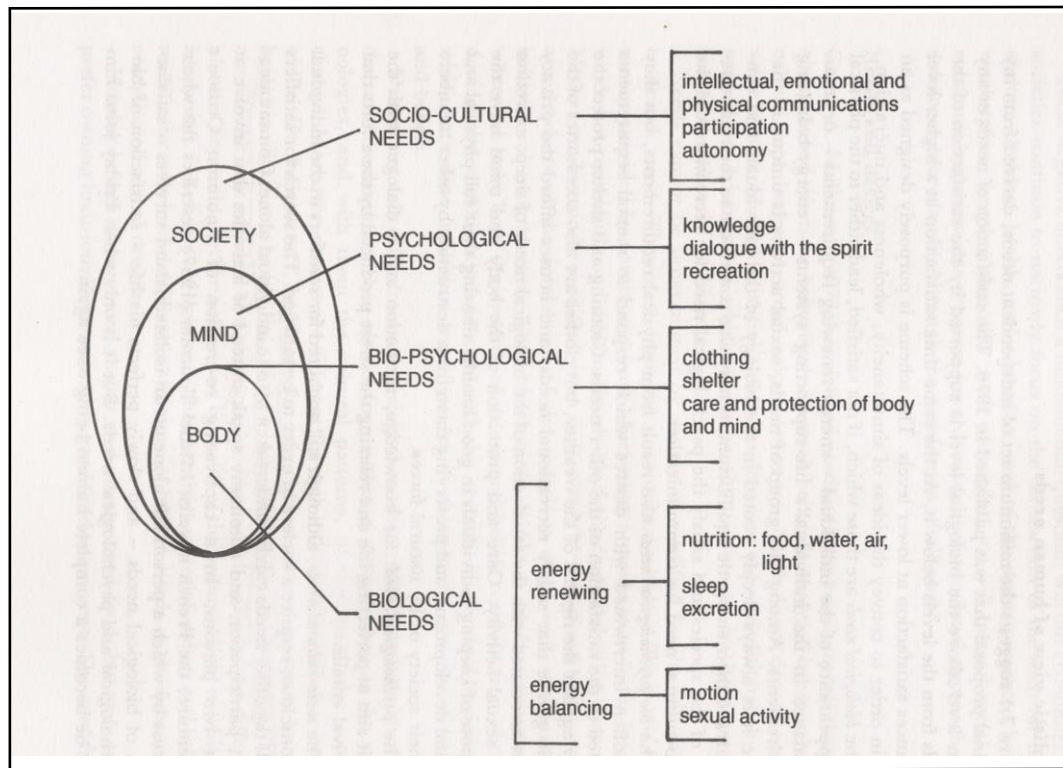
Figure 5.2
Kamenetzky's four levels of human need
(displayed in Ekins & Max-Neef, 1992, p. 184)

Doyal and Gough's Theory of Human Needs

While too complex to cover here in any detail, Doyal and Gough's theory (See Figure 5.3.) differs from most others in that they place a much greater emphasis on the degree to which humans are a product of their social environment (Ekins & Max-Neef, 1992). Doyal and Gough propose that there is only one basic human need, which is for individual capability of action; meeting this basic need is dependent on lesser social needs or requirements (Ekins & Max-Neef, 1992). This theory can be seen as similar to Maslow's if individual capacity of action is equated with self-actualization; however the intent of the model is not to explain human motivation but to examine how political and social policy lead to positive or negative outcomes for individuals as well as the entire society.
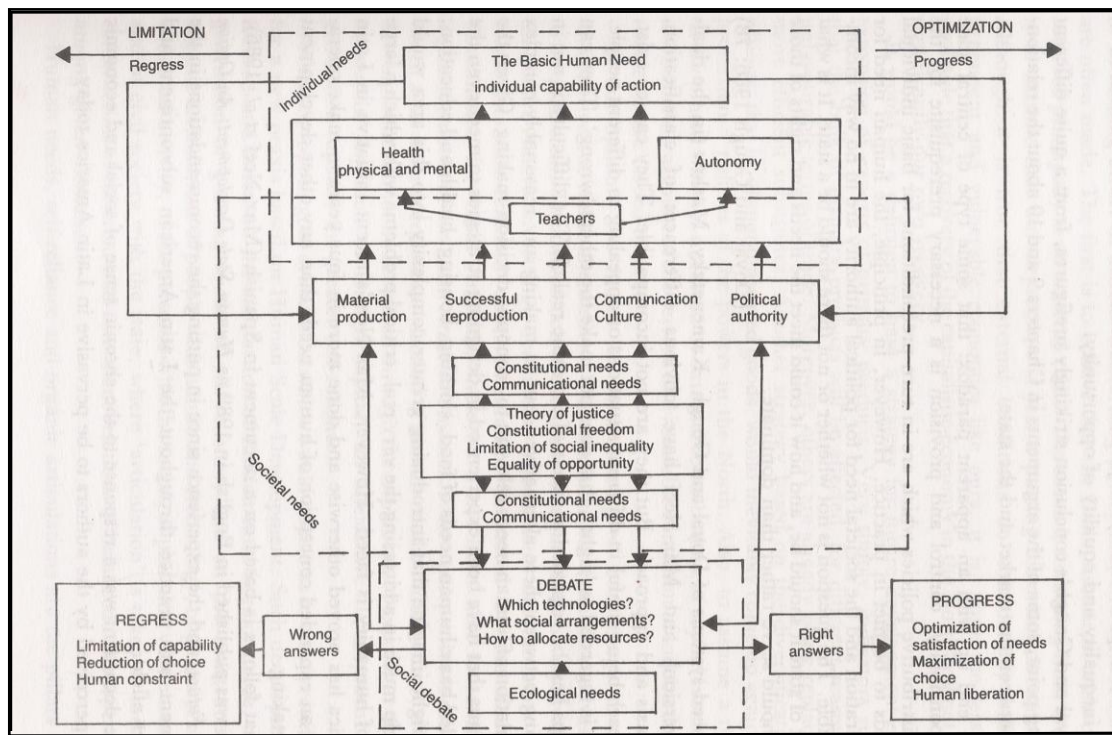
Figure 5.3
Doyal and Gough's 1986 theory of needs
(displayed in Ekins & Max-Neef, 1992, p. 195)

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Max-Neef's Human Scale Development

Max-Neef's work on human needs is also politically motivated with the intent to encourage political courses of action whereby economic development can be in line with meeting human needs (Max-Neef, Elizalde, & Hopenhayn, 1991). According to Max-Neef, the practice of measuring human development in terms of gross domestic products is outdated and inadequate. He maintains that the only real measure of human development is the degree to which human needs are met; therefore he does not refer to his work as a theory of needs but as *Human Scale Development* , "a theory of human development" (Max-Neef, et al., 1991, p. 14). As with Kamenetzky, Max-Neef maintains that there are a finite number of human needs which are shared across all cultures. While Kamenetzky contrasts universal needs with socially constructed desires, Max-Neef suggests that it is the satisfiers of needs that are culturally and socially constructed; he identifies a range of different satisfiers, some which serve to benefit humanity by offering long term sustainable methods for meeting needs and other short term satisfiers which ultimately lead to social pathologies (Max-Neef, et al., 1991). In his Human Scale Development, Max-Neef organises needs into categories of either existential (which pertain to activities specific to human existence), or axiological (which have both physiological and psychological origins). Max-Neef maintains that, in order to avoid both individual and social pathologies, each axiological need must be satisfied across each existential need and vice-versa. As evident in Table 5.1, many satisfiers meet more than one need, a point Max-Neef makes to highlight the argument that human needs are interrelated and interactive and can only be understood as a system (Max-Neef, et al., 1991).

Table 5.1
Max-Neef's Matrix of Needs and Satisfiers
(adapted from Max-Neef, et al., 1991, pp. 32-33)

		Needs according to existential categories			
		BEING	*HAVING*	*DOING*	*INTERACTING*
Needs according to axiological categories	*SUBSISTENCE*	1/ Physical health, mental health, Equilibrium, sense of humor, adaptability	2/ Food, shelter, work	3/ Feed, procreate, rest, work	4/ Living, environment, social settings
	PROTECTION	5/ Care, adaptability, autonomy, equilibrium, solidarity	6/ Insurance systems, savings, social security, health systems, rights, family, work	7/ Cooperate, prevent, plan, take care of, cure, help	8/ Living space, social environment, dwelling
	AFFECTION	9/ Self-esteem, soliderity, respect, tolerence, generosity, receptiveness, passion, determination, senuality, sense of humor	10/ Friendships, family, partnerships, relationships with nature	11/ Make love, caress, express emotions, share, take care of, cultivate, appreciate	12/ Privacy, intimacy, home, space of togetherness
	UNDERSTANDING	13/ Critical conscience receptiveness, curiosity, astonishment, discipline, intuition, rationality	14/ Literature, teachers, method educational & communication policies	15/ Investigate, study, experiment, educate, analyse, mediate	16/ Settings of formative interaction, schools, universities, academies, groups, communities, family
	PARTICIPATION	17/ Adaptability, receptiveness, solidarity willingness, determination, dedication, respect, passion, sense of humor	18/ Rights, responsibilities, duties, privleges, work	19/ Become affiliated, cooperative, propose, share, dissent, obey, interact , agree on, express opinions	20/ Settings of participative interaction, parties, associations, churches, communities, neighbourhoods, family
	IDLENESS	21/ Curiousity, receptiveness, imagination, recklessness, sense of humor, tranquillity, sensuality	22/ Games, spectacles, clubs, parties, peace of mind	23/ Daydream, brood, dream, recall old times, give way to fantasies, remember, relax, play	24/ Privacy, intimacy, spaces of closeness, free time, surroundings, landscapes
	CREATION	25/ Passion, determination, intuition, imagination, boldness, rationality, autonomy, inventiveness,curiosity	26/ Abilities, skills, method, work	27/ Work, invent, build, design, compose, interpret	28/ Productive and feedback settings, workshops, cultural groups, audiences, spaces for expression, time
	IDENTITY	29/ Sense of belonging, consistency, differentiation, self-esteem, assertiveness	30/ Symbols, language, religion, habits, customs, reference groups, sexuality, values, norms, historical memory, work	31/ Commit oneself, integrate oneself, con-front, decide on, get to know oneself, actualize oneself, grow	32/ Social rhythms, everyday settings, settings which one belongs to, maturation stages
	FREEDOM	33/ Autonomy, self-esteem,determination Passion, assertiveness Open-mindedness, boldness, rebelliousness, tolerance	34/ Equal rights	35/ Dissent, choose, be different from, run risks, develop awareness, commit oneself, disobey	36/ Temporal, spatial plasticity

Similarities across Models

There is a good deal of agreement across the established models outlined above and the HES model. Table 5.2 follows the format of Max-Neef's matrix of needs and satisfiers to highlight the similarities. As with Max-Neef's model it has two dimensions. The horizontal dimension offers a comparison between the four constructs (dimensions of HBB experience) found at the centre of the HES model, with the four levels of need proposed by Kamenetzky, and the four existential needs proposed by Max-Neef. In the vertical dimension a comparison is made between the five lifestyle needs from the HES model with Maslow's five levels of need and Max-Neef's nine types of axiological need. In line with the HES model, Max-Neef (p. 17) proposed that human needs can only be understood as an interrelated and interactive system.

Although the lifestyle needs found in the HES model are not all explicitly named in Maslow's hierarchy, there is a good deal of similarity between the models. For instance, security is listed as a safety need, autonomy could be seen as an esteem need, balance and meaning as self-actualization needs, and community as a belonging need. Both Maslow's needs and the HES lifestyle needs also overlap considerably with Max-Neef's axiological needs, as can be seen in the vertical dimension of Table 5.2.

The four existential needs identified by Max-Neef can be overlayed on Kamenetzky's four levels of need without any major conflicts. The existential need of *Being* can be viewed as psychological, *Having* as physiological, *Doing* as socio-cultural and *Interacting* as bio-psychological. Similarly, a home entrepreneurship focus on the enterprises of Home, Household, Business and Family can also be seen as an expression of existential needs which operators endeavour to satisfy, so that Home represents not just a psychological construct but a psychological (Being) need. Household seen as a physical construct represents a physical (Having) need. Business seen as social construct represents a social or socio-cultural (Doing) need. And finally, Family seen as a biological construct can be seen as a biological or bio-psychological (Interacting) need. These similarities are shown in the horizontal dimension of Table 5.2

Table 5.2
Similarities Across Theories of Need

Overlay of HES lifestyle needs with Maslow's needs and Max-Neef's axiological needs ↓	Overlay of 4 Constructs (HES), 4 Levels of Need (Kamenetsky) and Existential Needs (Max-Neef)			
	Psychological construct of Home (HES) *Psychological need* (Kamenetzky) *Existential need of Being* (Max-Neef)	*Physical construct of Household* (HES) *Physiological need* (Kamenetzky) *Existential need of Having* (Max-Neef)	*Social construct of Business* (HES) *Socio-cultural need* (Kamenetzky) *Existential need of Doing* (Max-Neef)	*Biological construct of Family* (HES) *Bio-psychological need* (Kamenetzky) *Existential need of Interacting* (Max-Neef)
Lifestyle Need of Security (HES) Safety need *(Maslow)* Subsistence & Protection *(Max-Neef)*	Infinite number of possible culturally constructed satisfiers. Kamenetzky, Doyal & Gough, and Max–Neef hold that many culturally constructed satisfiers are largely influenced by a capitalist consumer society. Doyal & Gough emphasise that origins of culturally constructed satisfiers are within social and policy context. Satisfiers seen in the HES model as in a continual state of negotiation under a focus on home entrepreneurship.			
Lifestyle Need of Autonomy (HES) Esteem need *(Maslow)* Freedom *(Max-Neef)*				
Lifestyle Need of Balance (HES) Self-actualization need *(Maslow)* Participation, Idleness & Creation *(Max-Neef)*				
Lifestyle Need of Meaning (HES) Self-actualization need *(Maslow)* Understanding, Creation & Identity *Max-Neef)*				
Lifestyle Need of Community (HES) Belonging need *(Maslow)* Protection, Affection, Understanding & Participation *(Max-Neef)*				

Viewing the four constructs at the centre of the HES model as existential needs makes the HES model remarkably similar to Max-Neef's Human Scale Development. The five lifestyle needs of the HES model are held to be interactive and interrelated both with each other and with the four constructs at the centre of the model. The five lifestyle needs of the HES model can be shown to encompass all the axiological needs listed by Max-Neef. (See vertical dimension of Table 5.2.) Max-Neef's needs of Subsistence and Protection are elements of the HES lifestyle need for Security. Elements of Max-Neef's needs of Protection, Affection, Understanding and Participation are encompassed in the HES lifestyle need for Community. Elements of Max-Neef's needs for Participation, Idleness and Creation are encompassed by the HES lifestyle need for Balance. The HES lifestyle need for Meaning encompasses elements of Max-Neef's needs for Understanding, Creation and Identity. And finally the HES lifestyle need for Autonomy overlaps with Max-Neef's axiological need for Freedom.

The four constructs which make up HBB practise at the centre of the HES model were not originally considered to be needs and do not have to be described as needs in order to give the model utility. They represent dimensions of HBB practise which interact with lifestyle needs. However, viewing them as expressions of existential needs, which require the satisfaction of axiological or lifestyle needs to be met simultaneously, helps create a visual analogy of the orbital nature of interaction between the five lifestyle needs and the HBB practise.

Differences between HES and other Models

Of the established theories of need described above and integrated in Table 5.2, all but Maslow's theory are concerned with political and social structures and the consequences of not meeting human needs. In this sense these models view all human endeavour as either progressing or digressing. The HES model perhaps differs from established theories of need in that it is concerned only with the medium through which needs are satisfied rather than with identifying specific satisfiers of need or possible consequences if needs are not met. The HES model takes a holistic approach where the nature of HBB

practise is seen to be in a continual state of modification. (See page 137 for evidence in the findings which demonstrates that lifestyle needs structure HBB practise.)

The purpose of the HES model is to explore how lifestyle needs can be met within HBB practise; it is not explicitly politically motivated. Rather, it takes a more functional approach in that home entrepreneur systems evolve because they serve the function of meeting human needs. While many functional approach theorists might argue that they take an apolitical approach, they often support the dominant political structure by claiming that it is has evolved naturally to function in a way that meets the needs of its citizens (Wrong, 1959). While the HES model functions within capitalist societies, it can be argued that it represents a rejection of the perceived values of a consumer society which may be an inherent consequence of capitalism. (See pages 172 to 174 for evidence which supports this argument.) Further, the HES model could function in almost any political system which allowed some degree of individual rights to property, goods and services. The HES model can be seen as apolitical, in that it does not look for a political solution to meet human needs but relies on human interaction within the individual households to negotiate which satisfiers will meet their current needs. (See page 105 for evidence on negotiating satisfaction of needs.) As with Max-Neef's model, some of these satisfiers of HES lifestyle needs may only serve to meet needs for a short term, but because the HES model is in a continual state of modification, when the chosen satisfier no longer meets a need another more sustainable one is sought. (See page 140 for evidence of changing needs and satisfiers within the findings.)

Constructs at the Core of the Model

This section discusses the constructs at the core of the HES. It positions the constructs across the different dimensions within which these constructs are experienced; i.e. the household as a physical construct, the business as a social construct, the family as a biological construct, and the home as a psychological construct. It discusses how the existing literature on these constructs supports the notion that each of the experiences of the constructs is in a state of dynamism across time as well as across individuals.

Viewing these constructs as expressions of universal existential needs as described by Max-Neef (See page 190 for details.) helps to appreciate the interconnectedness and interrelatedness of these four constructs. Similarly, this viewpoint leads to interpreting the recent changes found across the constructs as changes in the culturally constructed satisfiers of these existential needs. (See Table 5.2 for exploration of culturally constructed satisfiers.) Or simply put, the changes noted within the HES model can be positioned as both a reaction to, and a part of, broader social change.

As with the logic of the hermeneutic circle (See page 63 for details.), one cannot appreciate home entrepreneurship without examining each of the four constructs which combine to form the HBB entity; similarly one cannot appreciate the individual constructs without examining how they fit into the entire HBB entity under the integrated focus of home-entrepreneurship. Across literature the constructs of home, household and family become conflated so that these terms are often used interchangeably (Mallett, 2004). It is only in the study of HBB that the topic of business (and the related topic of work) also merge with these constructs. In their study of micro-business households, Oughton and Wheelock (2003) conclude that it is not possible to understand the micro-business enterprise as separate from the household. While all four constructs are conflated at the core of the HES model, in that they become a common focus for home entrepreneurship, they are not, and never can be totally integrated as they exist within distinctly different dimensions. To underscore this point each construct has been described as existing within a unique dimension of human experience: physical, social, biological, or psychological. The titles assigned to these dimensions are open to interpretation: the experience of home could be described as an emotional dimension rather than a psychological one; similarly the description of family as a biological dimension may prove difficult for some readers. (See page 202 for the detailed rationale of this term.) The model does not stand on the interpretation of any of these constructs; rather it stands on the premise that HBB practise involves four independent dimensions of human experience. The trait which most participants in this study shared was an integrated focus on all four of these constructs. This focus is the subject of home entrepreneurship.

Household as a Physical Construct

Viewing household as a physical construct expands the topic beyond a mere focus on a physical dwelling. Physical elements which were inescapably part of the HBB practise include the shared expenses necessary to purchase the physical goods and services which are consumed by household members. Therefore the physical construct includes personal incomes which contribute to the household consumption, as well as the house, land and other assets, and the household members. (See page 93 for evidence of the complexities within the household construct.) While these elements of household have physical form they are not static and are subject to change from social and economic influences as well as through lifespan development. Similarly they varied across individual households where the interviews took place. (See page 93 for details on the differences between households.)

The findings section presented evidence of diversity across the settings, sizes, shapes, and level of maintenance of HBB dwellings, as well the in the number of household members. Similarly diversity was noted across the structure of HBB incomes and assets. (See pages 93 to 94 for details.) The following section reviews the changing demographics of these household elements across the general population of Australia. The purpose of this discussion is to highlight the fluid nature of the household construct, not just for HBB operators but for the general population and to examine the implication of changing household demographics within the HES theory of needs.

The Changing Size of Dwellings and the Number of Occupants

Findings within this study demonstrated the dynamic nature of households across individual HBBs (See page 93.) Part of this dynamism was across the size of individual dwellings. While stories of growing families indicated growth in the number of household members over time, the absence of longitudinal data did not permit any exploration into the change in dwellings over time. However literature on the household construct revealed that it was in a state of change across Australian society.

A government review of the ABS 2006 census reported that the vast majority of Australians lived in private dwellings and that 74 percent of private dwellings were detached houses (ABS, 2007a). Results from the Cairns region did not vary significantly from these national findings (ABS, 2007a). It was noted that, while population had been the main driver behind the growth in the housing market over the past hundred years, the number of private dwellings had increased at more than twice the population rate. This was due in large part to the steady decline in the number of household members per dwelling, with the average number of household members falling from 4.5 in 1911 to 2.5 in 2006 (ABS, 2007a). Despite housing fewer household members, the average size of private dwellings had increased significantly with an average area of new dwellings increasing by 31 percent during the twenty years leading to 2006; similarly, the number of houses with four or more bedrooms increased from 15 to 28 percent (ABS, 2007a). Pleffer (2007b) reported that the size of the average Australian dwelling more than doubled in the period between 1970 and 2007. This trend toward larger households was evident in detached houses as well as in semidetached dwellings and flats (ABS, 2007a).

Household Assets and Trends in Household Consumption

While ethical considerations (See page 4.) did not permit focused inquiry into household assets, it was evident that diversity existed across both the size and structure of participants' household assets. (See page 93). Literature on household assets and consumption (expenses which are tied to assets) for households across Australia, demonstrates that change across the household construct has also occurred across individual households and over time (2007a).

Results from the 2006 census also showed that 70 percent of households held title to their own home, and this ownership rate had been relatively constant over the past 40 years (ABS, 2007a). While some aspects of housing and households had remained stable, others underwent significant change. As well as getting bigger, Australian houses were on the receiving end of what Besley (2002) describes as an obsession with home-improvement; she reported that 40 percent of Australian dwellings underwent major renovations every year with the aim of many home renovations being to add value to the

house. This idea is consistent with the ABS (2007a) finding that the house of residence is the largest asset of most households. Median house prices rose dramatically across Australia from 1976 to 2006, and so too did the equity of households who held title to their dwellings (ABS, 2007a). However as household equity increased, the median monthly loan repayment increased from $459 to $1300 (ABS, 2007a). This increase not only reflected the increased cost of purchasing but was also a result of the growing trend of extracting equity through housing-secured debt, a trend which began in the early 1980s (Schwartz, Hampton, & Norman, 2006). McCrindle (2007a) reports that within Australia the average cost of housing has increased by 800 percent in the 25 years following 1982.

Many physical assets such as purchased goods and services are shared across the household, as are the associated expenses. ABS (2007a) record an increase in median household expenditures from $10,000 in 1960 to $26,000 in 2006. These calculated expenses include: rent and dwelling services, food, transport, communication services, furnishings, electricity, gas and fuel, and recreation. Based on research commissioned by the Australian Ministerial Taskforce on Child Support, Percival and Harding (2007) report that the absolute cost of raising a child in Australia could not be calculated but "estimated costs of raising a child increase with household income, and generally decline with income level". As average weekly earnings are reported to have increased three-fold over the past 25 years (McCrindle, 2007a), then the cost of raising children must also have increased by a similar margin.

If we consider the household as an expression of the existential need of having (See page 192 for justification.), then the recent increases in physical size and value of dwellings could suggest that this need is not being fulfilled across much of contemporary Australian society. This could help account for the growing interest in home entrepreneurship which has an integrated focus seeking to meet household needs while also fulfilling other needs.

Business as a Social Construct

Business has been described as a social construct surrounding the activity of work. While, across developed countries, business (and the related topic of work) are largely viewed as necessary components of a vibrant economy with an ever increasing productivity, in many cultures "economic activities like choosing an occupation, cultivating the land or exchanging goods are understood as ways to enact that particular social drama in which the members of the community happen to see themselves as the actors" (Sachs, 1992). The idea that work and business represent 'social drama' and are socially constructed is born out by the MOW International Research Team's (1987, p. 8) conclusion that "if we know anything about the world of work, we know that it is manmade". Similarly, Surman (2002) traces the origins of the home-work divide through the process of industrialisation and argues that while it is a social construction the divide now brings structure and meaning to many workers. If the division between work and home is a social construction then the transition from work as an employee to work operating a HBB can also be viewed as a social construction. Being social constructions, business and work practices are fluid and reflect changes in social and economic structures as well as values.

Evidence in chapter 4 (the findings), indicated the diversity of business and work practises found across participants. This diversity was evident in varying numbers of HBBs operating from a single residence, the varying number of household members involved in the business, and the varying importance of the business to household revenue. (See Table 4.1.) Similarly, the variation in occupation styles demonstrates the diversity of work practises undertaken within HBBs. (See page 95 for details of occupation styles.) The following review of literature reveals that much of this diversity is mirrored across Australian society and the Western world. While many of the broad changes in employment practices which occurred both globally and within Australia have been discussed earlier (See pages 15 to 16.), more specific statistics of the Australian workforce are discussed below.

Watson, Buchanan, Campbell, and Briggs (2003, p. 64) report that 90 percent of the Australian work force was engaged in full-time employment through most of the 1960s;

however this ratio had dropped to 74 percent by 1988 and by 2002 had reached 61 percent. Alongside the decline of full-time employment there has been a rise in casual employment from 19 percent in 1988 to 27 percent by 2001 (Watson, et al., 2003, p. 75). Another declining tally is the average tenure which employees spend with one employer. McCrindle (2007b) reports that the average length of tenure has fallen from 15 years during the 1960s down to 4 years in 2007. He estimates that the workforce leaving school now is likely to engage in at least six different careers (McCrindle, 2007b).

The ABS (2006a, p. 159) suggest that "Each generation of Australians has had different employment experiences, which have been shaped by the economic and social conditions of the day". Among these are the "changes in how society views women's roles and the choices available to them" which has led to their increased participation in the workforce (ABS, 2006a, p. 159). Similarly, "jobs have become more technical and complex, requiring a more highly educated workforce. As a result, young people are increasingly likely to stay in education for longer and older people are more likely to return to education" (ABS, 2006a, p. 159). One other significant change in occupations has been the growth of employment within service industries, with the ABS (2006a, p. 166) reporting that from 1966 to 2006 the percentage of 30–39 year-olds employed in service industries increased from 48 percent to 70 percent. Another statistic that demonstrates the changing work environment has been the increasing prevalence of people working more than 49 hours per week, a practice which has been on the rise over the past twenty years across the Australian population. While the increase in part-time employment means that working hours have not increased across the board, another aspect of increased work which steadily encroaches on almost all households is what Milliken and Dunn-Jenson (2005) refer to as work creep. Work creep is driven by higher expectations of production due in part to new technologies, including what Towers, Duxbury, Higgins, and Thomas (2006) refer to as work extending technologies (WET). These new technologies such as pagers, mobile phones, and a variety of IT products all make working at home with 24 hour-a-day contact with employers and clients possible. Ultimately these technologies, which give a competitive edge to those who use them, blur any boundaries that may have existed between home-life and work-life (Towers, et al., 2006).

Finally another significant change in business practice which impacts on household activity is what has been described as online trading. Trendwatching.com (2005) reports that 724,000 Americans stated that eBay was either their primary or secondary source of income, with a further 1.5 million saying they supplement their income through eBay sales. The phenomenal growth in eBay trading is not limited to America, with Australia showing similar rates of use as America and other European countries (Schonfeld, 2005). Similarly online trading is not limited to eBay; Trendwatching.com (2005) reports that 25 percent of all small business are what they describe as 'web-driven entrepreneurs'.

Taken together these figures demonstrate considerable change in work/business practices globally and across Australia. The expanding use of WET and other IT innovations has many unknown social implications. As work has been demonstrated to occupy a central role in the construction of social identity (Doucet & Merla, 2007; Leidner, 1991), it should be considered that these changes in work/business practice are both driven by and are the drivers of social change. If we view work and business as an expression of an existential need for doing, then the recent changes away from permanent full-time work outside of the home residence, toward an arrangement where the boundaries of home and work are blurring, could be interpreted as individuals taking much greater responsibility for the doing of work. Or, in the case of home entrepreneurship, the move away from work as employment toward work as HBB can be seen as seeking fulfilment for the existential need of doing.

Family as a Biological Construct

Family is presented as a biological construct held together by emotional, genetic and legal bonds. Across literature, biological explanations for human experiences are often controversial (Mutti, Zadnik, & Adams, 1996). The description of family as a biological construct within the HES model need not involve accepting a position on the nature versus nurture debate. Whether or not family is viewed as a biological construct, the importance of family was evident in this research and was discussed by almost all participants, including those who lived alone (See page 158 for evidence within the

findings.) While family types found in this research were identified as nuclear families, people living alone, or single parents, the family construct used in the HES model could apply to any arrangement where household members viewed themselves as members of a family.

Viewing family as a biological construct is compatible with viewing it as an expression of Max-Neef's existential human need of interacting. (See Table 5.2.) Regardless of whether participants formed family units due to a biological predisposition or otherwise, they expressed the importance of belonging to a small, tightly knit group which they experienced as family. While the majority of participants belonged to traditional nuclear family types, there was still a wide range of family size and types which impacted on the experiences in all other dimensions of HBB practise. (See Table 4.1 for variations of family type and size.) As with the other constructs within the HES model, the family construct is dynamic across HBBs and within individual HBBs over time (as families go through stages of lifespan development). However, longitudinal changes across family type are not due solely to lifespan development. This subsection discusses literature on Australian families, which demonstrates significant longitudinal changes in family types across Australia. Diversity in family type found in this study is mirrored by changes found in families across Australia. These changes are discussed through the topics of social change, changes in marital status, changes in relative age of family members, and changes in the way children are raised.

Social Change

In their report on the welfare of families, Mathur, Kim, Hunter, and Penhaligon (2007, p. 20) state that, "Families continue to be the cornerstone of Australian society as they provide the environment in which children are cared for and young people are supported as they grow up". Families Australia, a non-profit organisation funded by the Australian government, reported record attendance in both 2006 and 2007 National Families Week events which took place across all states and territories "prompting individuals to remember that they are part of families and that the family unit itself, as well its members, needs special tending if it is to be strong" (Families Australia, 2007). Despite

the apparent increased value placed on the family unit "Many of the social, economic and technological changes occurring in society have direct effects on families…[and as a result] Australian families have changed markedly over the last 30 years" (Mathur, et al., 2007, p. 20). One notable change across families is an increase in single parenting: increasing change is not only taking place across families but also within families, as Mathur, et al. (2007, p. 22) note, "Families with children are not static …[with a recent study finding that] among a cohort of 18 year-olds, although only five percent were born to a lone mother, around 27 percent had lived in lone-mother families at some point in their lives". Another social change which appears to be taking place within some families is the changing (or perhaps just more active) role which fathers are taking in the parenting process (Doucet & Merla, 2007). In a cross-cultural study exploring how families create work life balance in the more prevalent work environment of two income families, the authors examine how men construct a masculine identity while taking on the role of primary care-givers to young children (Doucet & Merla, 2007). Evidence of men's taking a more active role in parenting was also found in the current HBB study and is included in the findings section which reports on the need for balance. (See pages 126, 141, and 142.) This change within gender roles can be viewed as men's attempting to fulfil an existential need for interacting. (See Table 5.2.)

Changes in Marital Status

The ABS (2007a, p. 2) reports that a "decline in marriage rates and increase in divorce rates has led to a decrease in the proportion of the population that is formally married". They note that the proportion of Australians who are married has decreased from 60 percent in 1986 to 55 percent in 2001 (ABS, 2007a, p. 2). Looking at marriage rates over a twenty-year period, Mathur, et al. (2007, p. 21) found that the crude marriage rate had declined from 7.3 per 1000 in 1981 to 5.4 per 1000 in 2001. The ABS (2007a, p. 1) note that the proportion of babies born to couples who cohabit without a registered marriage provides evidence of "changing family structure within Australia…[and] registered marriage as the traditional social institution for family formation is declining". Mathur, et al. (2007, p. 21) cite evidence that the percentage of 'defacto' relationships had increased from eight percent in 1991 to 15 percent by 2006. Social changes involved with the

values of traditional marriages are evident in the growing rate of cohabitation before marriage, which has increased from 29 percent in 1980 to 76 percent by 2005 (Mathur, et al., 2007, p. 21). Viewing the family construct as an existential need for interacting, and considering the degree of social change occurring across families suggests, it would seem that this need is not being met within many families.

Age as a Component of Family Change

While much of the literature on our currently ageing society focuses on the subject of geriatrics, it is interesting to note how much change within family structures has focused around the increasing age of many different groups. Across Australian society the average person: moved out of the parental home at an increasing age (Pleffer, 2007a), married at an increasing age (McCrindle, 2007a), had children at an increasing age (Mathur, et al., 2007) and died at an increased age (Mathur, et al., 2007, p. 5).

Pleffer (2007a) reported that "The age at which children are leaving the family home has been steadily increasing since the 1980s with almost 60 percent of all Australians under 24 years of age living at their parents home in 2007". Similarly Mathur, et al. (2007, p. 26) reported that across Australia between 1992 and 2003 there was a 41 percent increase in the number of 25 year-olds living with their parents, with single parent families being more than twice as likely to have adult children living in the family home. The authors offered social trends moving toward "staying in education for longer, delayed marriage and parenthood, and the rising cost of housing" as possible explanations for the changes found in family structure (Mathur, et al., 2007, p. 26).

Mathur, et al. (2007, p. 20) reported that the median age of first marriages across Australia has increased from 25 years of age in 1985 to 30 years of age in 2005. McCrindle (2007a) suggested that the declining count of married Australians as a percentage of the population could be largely explained by the increased age at first marriage. He reported that 85 percent of Australian couples were married and that 90 percent of Australian couples with children were married (McCrindle, 2007a).

McCrindle (2007a) reported that the age of mothers at the birth of their first child had also risen, with the median age at first birth, which had been 25 in 1982, increased to 30 by 2007. Similarly the percentage of women who had their first child under the age of 30 fell from 90 percent in 1982 to 30 percent by 2007 (McCrindle, 2007a).

One statistic which has moved in the opposite direction is the average age at which children are enrolled in day care, with women "having fewer children than ever and returning to work after childbirth sooner than ever" McCrindle (2007a).

Other results of the changing demographics of age which had a direct influence on family life were evidenced in the fact that "Today's new parents are nearly a decade older than their parents were when they had their first child", which results in a significantly large age difference between parents and children as well as between grandparents and children (Pleffer, 2007b). Another potential problem associated with those social trends was the difficulties faced by families who provided financial and emotional support to adult children living in the home at the same time that grandparents were reaching an age where they also needed support (Pleffer, 2007b).

The changing demographics of age discussed above all have a significant impact on the family construct. Further research is needed to see how these changes may relate to the HES model; however, it is evident that the diversity of the family construct identified in this research is mirrored by changes in families across Australia at many different levels.

Family and Children

Understandably, the topic of family is often focused on children as "the welfare of children and young people is critically dependent on the family environment in which they are raised" (Mathur, et al., 2007, p. 4). Many participants in this study echoed these sentiments and were motivated to begin a HBB in order to provide their children with a positive family environment. (See pages 136 to 146 for evidence.) The following literature demonstrates that the family environment was changing for many Australians: across Australia, children and young people under the age of 24 made up one third of the

Australian population in 2006 (Mathur, et al., 2007, p. 15), the percentage of children within the Australian population has not been static; Mathur, et al. (2007, p. 17) reported that the portion of Australians under 15 years of age peaked in 1961 at 30 percent and fell to 20 percent by 2006.

One change in family structure which affects children is the increased occurrence of both parents taking employment; Watson, et al. (2003, p. 18) report that the portion of "single breadwinners for families with children" has decreased from 51 percent in 1981, to 31 percent in 2000.

Mathur, et al. (2007, p. 21) report that, while the "proportion of children born outside registered marriage has doubled in the past 20 years [going] from 16 percent in 1985 to 32 percent in 2005…the proportion of all births where the father has not acknowledged the birth has decreased slightly over this period". They estimate that, of the children born in 2001 to unmarried parents, "11 percent were born to lone mothers and 18 percent were born to de facto couples" (Mathur, et al., 2007, p. 21). While divorce rates increased slightly between 1981 and 2001, "the proportion of divorces involving children under 18 years" decreased over the same period (Mathur, et al., 2007, p. 21).

Despite these encouraging statistics, the ABS (2007b, p. 1) report that, over the last few decades, one-parent families increased as a proportion of all families with children and "consequently, a greater number of children spend at least some of their childhood with a lone parent; and many women and some men experience sole parenting, often in difficult financial circumstances". Housing tenure is one way in which many lone parents find themselves disadvantaged with 64 percent living in rental accommodation compared to couples with children, who have a home ownership rate of 63 percent (ABS, 2007a).

Considering current literature and viewing the family as a biological construct which may be seen as an expression of Max Neef's existential need for interaction (See Table 5.2.), it would appear that participants in this research were attempting to fulfil existential interacting needs through HBB practise. This may partially account for the shift toward home entrepreneurship, where meeting this universal need of interaction is part of a focus

on family, integrated with the other dimensions of experience which the family construct interacts with at the core of the HES model. Further research is needed to determine how changes to the family environment impact on the HES model.

Home as a Psychological Construct

Home has been described as a psychological construct dependant on individual experience. This section discusses literature which supports the idea of home as a psychological construct and demonstrates the variety of this experience across all households, particularly those operating a HBB.

Considering home as a psychological construct is not a novel concept, as demonstrated by Sigmon, Whitcomb, and Snyder (2002) in their writing of 'Psychological Home'. In line with the HES model, Sigmon, et al. (2002) approached the construct of home from the position of the individual or as individual experience and described it as a dynamic interaction between a psychological need and physical structures (pp. 25-26). They demonstrated this relationship by quoting the familiar maxim 'it takes a lot of work to make a house a home'. In their empirical studies of psychological home they demonstrated the significance of psychological home to psychological well-being.

Viewing the construct of home from a feminist perspective, Ahrentzen (1997, p. 77) suggested that "The dwellings and places we live in are as much psychological and social constructions as they are physical ones". Her research demonstrated that "women's meanings of home are diverse and multivalent" (p. 77) … even among a relatively homogenous cohort. Similarly, Gorman-Murray's (2007, p. 142) review of three books which examined the experience of home from the perspectives of feminism, post-colonialism and cultural geography, argued that together these works showed home to be a "multi-scalar political force" through which "imaginaries and experiences of home and domesticity were central to … community building and [individual as well as] collective identity".

In a comprehensive review of literature surrounding the topic of home, Mallett (2004) found that many researchers conflated the meanings of 'house' and 'home' and sometimes 'family' to identify the ways in which specific cultures and social norms are reproduced through ideas of home. She discussed examples of academic literature which presented ideas of the ideal home, and how "people's personal and familial experiences as well as significant social change, influenced their perceived needs and desires in relation to house design" (p. 66). She found that "discussion of the ideal home generally focuses on nostalgic or romantic notions of home" (p. 69), and suggested the need for "authors [to] promote a way of understanding home that the real and the ideal or the real and the imagined [are] in tension rather than opposition" (p. 70). Mallet suggested that "people's home histories, including their tenure in any given home, were crucial to their understanding of the meaning of home" (p. 70). Within the literature on home Mallet (2004) cited authors who "suggest that the relationship between home and memory is complex and fluid and must take account of the significance of home experiences and memories at various stages of the life cycle" (p. 70). While Mallet's (2004) review encompassed many aspects of home which demonstrated how different the experiences of home could be, she recognised that across much of the popular literature and media an "idealised ethnocentric view of home", has been presented, in which home was viewed as "a nurturing environment underpinned by stable relationships that provided continuity of care and foster[ed] interdependence while facilitating independence".

In her research on how women manage work and family conflict, Ahrentzen (1990, p. 741) explored the way in which the psychological experience of home could be altered by the introduction of home-employment. She identified the establishment of temporal, spatial, and behavioural boundaries as common tactics used to maintain the psychological well-being of HBB operators and family members.

Reviewing the literature on work-family conflict, Kreiner (2006, p. 487) recommended a more inclusive approach in which the "emphasis on the domain of home [is used] instead of the social group of family". While not using the term psychological, (Kreiner, 2006, p.

485) suggested that the domain of home consists of "thoughts, concerns, [and] physical markers existing on cognitive, physical and behavioural levels".

The idea that the experience of home is unique to almost all people and exists within a psychological dimension has been supported across literature. Similarly, in the current HBB study numerous individual experiences of home are reported throughout the findings and vary across all participants. Viewing the experience of home as a psychological construct is compatible with Kamenetzky's view of psychological needs being one level of basic human needs; similarly, it can be viewed as an expression of Max Neef's existential need for being which interacts with the lifestyle needs. (See Table 5.2.)

The Four Constructs as Practise

All four constructs discussed above were found to be dynamic across and within the HBBs reviewed in this study, and to be in a state of change across much of Western society. To understand these constructs within the context of the HES model requires conflating them as four dimensions of HBB practise. In this context they are experienced simultaneously, although the experience of each one varies over time. To understand how or why these constructs are changing across global societies is beyond the scope of this research. One conceptualisation which has arisen from this research is that these constructs may be better understood as representative of the four existential needs proposed by Max-Neef, et al. (1991). (See Table 5.2) Future research is required to examine how these conceptualisations may relate to home entrepreneurship and to the HES model. (See page 248 for discussion of future research.)

Lifestyle Needs: the micro-system orbiting HBB

According to the HES model, despite outward appearance, the lifestyle needs are not the focus of home-entrepreneurship. As noted earlier, the four constructs at the centre of the model become integrated within the focus of home-entrepreneurship and shape HBB practise. Or to follow the logic of Max-Neef, et al. (1991), fulfilling these expressions of existential needs requires fulfilling axiological needs simultaneously. As depicted in

Figure 4.1, the lifestyle needs form a micro-system which orbits the HBB practise. This system of interconnected needs serves to structure and is structured by the four constructs at the core of the model. As noted in the previous section, the four constructs which make up HBB practise are not static and are in a continual state of flux; consequently the lifestyle needs (while never disappearing) are also in a continual state of flux and interaction. For example, the need for balance is often influenced by changes to the structure of the family, most noticeably with the addition of babies or young children. (See page 140 for an example from the findings.).

The following subsections extend the analysis by examining literature for authentication of the five lifestyle needs and possible contributions to the HES model.

The Need for Security

The need for security in the context of the HES model is a relatively new finding within small business and HBB literature. Within entrepreneurship literature, much has been written about risk taking (Schaper, 2004), but little or nothing about security. Critical of the current push toward entrepreneurial success, Oughton and Wheelock (2003, p. 3) cite the following ideas to underline the growing insecurity associated with traditional employment and for those self-employed in small and micro-enterprises:

> Late capitalism has engaged in a long term process of destroying job security. It has even been proposed that the exceptional figure of the Schumpeter entrepreneur is now served up as an ideal Everyman, where living on the edge has become the daily necessity shouldered by the masses of women and men at work.

Examining the factors involved in the relationship between self-employment and job satisfaction, Hundley (2001) hypothesised that the self-employed would rate job-satisfaction lower because they would perceive it as being less secure than traditional employment. In what they described as a "provocative finding", they found that, "while job satisfaction and perceived job security did have a positive correlation, the self-

employed perceived their employment was more secure than if they were employed by someone else" (Hundley, 2001, p. 312).

Within the current HBB study it was found that the need for security was often met through utilising personal abilities to their full potential. (See pages 108 to 113 for evidence.) These findings are similar to those of Hundley (2001) who found that increased job satisfaction was in part due to greater skill utilisation. They suggested that self-employment may also "provide more opportunities for developing the capabilities necessary for the individual to survive in his or her business" as well as to "facilitate the development of skills that lead to better alternatives in the job market" (Hundley, 2001, p. 312).

Another study which supports the findings of security as a lifestyle need is Walker's (2004, p. 9) investigation into the motivations for home-employment. (See page 25 for more details.) She found that, of the 14 most commonly stated motivations, 'To use my experience and knowledge' ranked third, 'To achieve financial security' ranked sixth and 'To make lots of money' ranked ninth. All of these motivations are representative of experiences related by participants in this study which were interpreted as fulfilling their need for security. (See pages 101 to 108 for empirical evidence.)

The need for security is noted among established theories of human needs; it is listed as one of Maslow's 'Safety needs' (See Figure 5.1.) and overlaps considerably with Max-Neef's axiological needs of 'Subsistence' and 'Protection'. (See Table 5.2.)

The Need for Autonomy

In the findings, autonomy was expressed as the need to be free from the control of workplace authority; and the need to take control of various aspects of work, family, lifestyle and health issues. Autonomy is a popular theme across HBB literature with many studies confirming its importance to HBB operators. Across other literature, autonomy and control have been found to be important to mental and physical well-being, confirming their significance as need rather than simply as a lifestyle preference.

Autonomy and Self-employment

In Walker's (2004, p. 9) investigation into the motivations for home-employment (See page 25 for more details.), she found that, of the 14 most commonly stated motivations, the two ranking highest were 'For a flexible lifestyle' and 'To be my own boss'; both of which reflect the need for autonomy.

Similarly, the results of Hundley's (2001, p. 293) investigation into the relation between self-employment and job satisfaction "confirms that the self-employed are more satisfied with their jobs because their work provides more autonomy, flexibility, and skill utilization and greater job security". Reviewing past literature on job satisfaction among the self-employed, Hundley (2001, p. 294) cites evidence that "Representative U.S. samples generally show that self-employed are, on average, more satisfied with their jobs than the organizationally employed … [and past research has shown that,] the effect of self-employment decreased after controlling for autonomy [which] implies that some of the greater satisfaction of the self-employed is due to greater job autonomy" (Hundley, 2001, p. 294).

In his conclusion Hundley states:

> The enduring tendency of self-employment to provide greater job autonomy contributing to greater job satisfaction is noteworthy. The last three decades have seen many attempts to provide job autonomy of organizational employees through job enrichment and organizational designs intended to be more empowering than the bureaucratic hierarchies that were presumably more pervasive 30 years ago. Nevertheless, the advantages that self-employment has in providing job autonomy and job satisfaction have persisted. (Hundley, 2001, pp. 311-312)

These findings were duplicated in the current HBB study, with autonomy often cited in participants' stories of job satisfaction. Participants expressed the need for autonomy as a motivation for starting a HBB, a desire or psychological need for independence, and a need to maintain physical health. (See page 116 to 123 for evidence within the findings.)

The Importance of Control for Physical Health and Psychological Well-Being

Reviewing literature on the importance of control, Lachman and Weaver (1998, p. 763) note that:

> There is an extensive body of research linking sense of control with both physical and psychological health. Believing that one has control over outcomes is associated with better reported health, fewer and less severe symptoms, faster recovery from illness, and greater longevity.

In their study of 21,290 female nurses in America, Cheng, Kawachi, Coakley, Schwartz, and Colditz (2000, p. 1436) found that "low control in their jobs predicted significant declines in physical function and mental health". Interestingly being in control may not be as important as believing that one has control:

> Perceived control is a powerful construct. Five decades of research have established it as a robust predictor of people behaviour, emotion, motivation, performance, and success and failure in many domains of life.
> (Skinner, 1995, p. 3)

In a recent study of service employees, Meier, Semmer, Elfering, and Jacobshagen (2008, p. 244) found that, " job control attenuated the effects of stressors only for people with an internal locus of control. For people with an external locus of control, job control actually predicted poorer well-being and health as stressors increased."

Reviewing studies comparing health outcomes across the social class gradient, Syme (1998) noted a surprising result: a decrease in health is not spread evenly across the social class gradient. Syme (1998, p. 494) reported that "The surprising revelation to emerge from the study was the existence of a gradient of disease: that is, civil servants in grade 2, a group composed of professional and executives, including physicians and lawyers, who occupied the rung one step from the top, had double the rate of disease experienced by the group at the very top". After reviewing these phenomena, Syme introduced the term 'control of destiny' to help describe the concept that "it is healthy for people to be able to influence the events which impinge on their lives"(Syme, 1998, p. 495). Syme (1998) acknowledged that, while the concept was not a new one and overlapped with the behavioural science concepts of mastery, self-efficacy, locus of control, powerlessness,

competence and hardiness, all of which help demonstrate the link between health outcomes and personal beliefs, it differed from other behavioural science concepts because it did not merely offer an explanation of the phenomenon of inequality in health outcomes, but offered a path of intervention which involved improving "problem solving skills and ability to access resources" (Syme, 1998, p. 498). The control of destiny which Syme (1998) introduced is very similar to the research participants' expressed need for autonomy and desire for greater control over health concerns reported in the findings. (See pages 119 to 123 for evidence.)

The Need for Balance

Work-life balance has been a popular topic across the literature although little of this research has focused on self-employment. This section integrates literature covering themes of family conflict and time management. It also discusses the differences between integrating home and life and setting boundaries between the two. Finally it reviews literature on home-employment which presents findings of both integration and setting boundaries which highlight the need for balance to be a flexible process, which was a key finding within the need for balance in this HBB research. (See page 146 for details).

Maintaining a balanced life while being employed has been a topic of interest in organisation and management literature for the past twenty years (MacDermid, 2005). Reviewing recent developments in Work-family conflict (WFC) research, Kreiner (2006) noted that studies have emphasised: the direction of the conflict; the importance of widening the focus of the research to include workers with non-traditional home and family lives; and the domain of the conflict (which has seen a shift from focusing on family issues to concerns of home). Hammer and Thompson (2005) described work-family conflict as a psychological tension which arises when the expectations of work roles and family roles are incompatible; they list three ways in which this conflict occurs: when the time demands of the two roles are incompatible, when strain from one role interferes with the other role, or when behaviours needed for one role are not suitable for the other. The authors noted that work-family conflict is bi-directional and can be detrimental to families and organisations if unresolved; however they offer no insights

into how the conflict might be resolved other than to research the effectiveness of the different family-friendly policies and practices which have been trialled. In this HBB study, when participants spoke about work-family conflict, it was generally about past issues of conflict which had been resolved. These issues were often related to past employment (See page 128 for evidence.), or were related to family-work conflicts which they had resolved through restructuring their HBB. (See page 138 for evidence within the findings.)

In line with the findings of this research (See page 126.), a popular theme across the literature on the need for balance falls under the topic of time management. The increasing demands of time within the workplace have been documented in research, with new terms such as 'work creep' and 'time famine' being used to describe the experience of many employees who have found an ever-increasing number of demands placed on their working time (Milliken & Dunn-Jenson, 2005). This experience is common in the Australian workforce with many employees having chosen to work longer hours in order to cope with increasing work loads (Watson, et al., 2003, p. 147). Not surprisingly, research has suggested that greater time spent at work was associated with increased family conflict and lower psychological well-being, and that there was "a significant relationship between hours worked and the experience of stress and other [negative] health related outcomes" (Milliken & Dunn-Jenson, 2005, p. 44).

Towers, et al. (2006) introduced the term 'work extending technologies' (WET) to describe the new communication and computer technologies which blur the boundaries between work and home. Reviewing a comprehensive study in which they collected data on more than 33,000 workers, the authors found inconsistent findings, with about 40 percent of the sample reporting that WET provided more opportunity for work-life balance and a similar number reporting WET made balance more difficult. Other findings which were even more difficult to reconcile were that the majority of workers reported that WET "increased their work loads and stress levels" and at the same time, "made them more productive", and "made their jobs more interesting" (Towers, et al., 2006, p. 594). In a follow-up study to further investigate these inconsistencies, they found that

increased use of WET was associated with greater working hours per week. When asked about the level of WET in their lives, 95 percent said that they were happy with the WET level or would like to increase it, and 86 percent had strategies to control their level of WET use, although only 60 percent of the latter reported that their strategies were effective (Towers, et al., 2006). When examining employee opinions of WET use, they found that opinions were almost equally divided on whether the integration of work and family time had a positive or negative effect on home-life balance, and suggested that the appropriateness of WET use is subject to individual differences. This is consistent with Valcour and Hunter's (2005, p. 62) review of studies investigating the effects of technology on work and life integration, which found that "Technology offers both advantages and disadvantages with studies giving no consistent findings". The findings of the current HBB research contain similar accounts of the indefinite nature of balance, with strategies for achieving balance found to vary widely across participants. Consequently, the HES model posits that balance is a flexible process rather than an actual goal.

Since Nippert-Eng (1996) identified the practices of integration or segmentation which have been used to negotiate the boundaries between home and work, many practitioners and academics have recommended policies to encourage the integration of these two domains (Kreiner, 2006). However, in a comprehensive study across a wide range of occupations, Kreiner (2006) found that greater job satisfaction was not always associated with greater home and work integration, and that a person-environment fit and individual differences helped to explain why differing home-work boundaries could be beneficial across different people and different occupations. Explaining the inconsistency across the studies discussed above as the result of individual differences and person - environment fit is consistent with the HES model which identifies the diversity across four dimensions of experience, each of which affects the need for balance. While the HES model is useful to examine HBB practise, the four dimensions of experience are not unique to HBB operators.

Across literature the need for balance has been approached through a focus on: home-work boundaries (Nippert-Eng, 1996), work-family role conflict (Hammer & Thompson, 2003), home-work divide (Surman, 2002), work-life balance (Mallon & Cohen, 2001) and work and life integration (Kossek & Lambert, 2005). While some authors suggest that there are advantages in integrating home and work (Nippert-Eng, 1996), others maintain that clear boundaries between work and home life are necessary to make sense of and bring order to people's lives (Surman, 2002). While many 'family friendly programs' such as job sharing, flexible scheduling, on-site day care, and condensed work weeks have been trialed in order to reduce work and family conflict, these programs have been referred to as 'glitter without substance' and research has found no consistent evidence that these programs benefit individuals or companies (Sutton & Noe, 2005, p. 154). Reviewing the growing literature on work and life integration, Stroh (2005, p. xvii) concludes, "While we now better understand the problems surrounding work-life integration, we are far from providing necessary solutions to create a sense of work-life equilibrium".

Despite the growing literature covering both work-life balance (from organisational research) and self-employment (from entrepreneurship research), there is very little overlap between these two topics. It appears that, as self-employment falls outside of organisational research, and entrepreneurship tends to limit its focus to features of success, the literature on work-life balance among the self-employed is limited. (Mallon & Cohen, 2001). In Walker's (2004, p. 9) investigation into the motivations for home-employment (See page 25 for more details.), she found that, of the 14 most commonly stated motivations, "For a flexible lifestyle" ranked first and "To balance work and family" ranked seventh. Walker's (2004) findings indicate that the need for balance is an important issue for HBB operators.

Exploring how teleworkers maintained work-life balance, Surman (2002) examined the concept of the home-work divide among home-workers. She conducted interviews with teleworkers whose employment with a large UK bank required that they work at their homes rather than in an office. Surman (2002) found that these teleworkers each

employed a range of tactics such as varying the way they dressed and ordering their time, so they could maintain at least a symbolic division between home and work. Surman (2002) argues that, while the divide is a social construction, the belief in this constructed concept of dualism gave structure and meaning to those engaged in teleworking. This interaction between the need for balance and meaning supports the HES model's position that lifestyle needs must be understood as part of an interactive system.

Acknowledging that most research on work-life balance has been done with the understanding that the spheres of work and home occupy separate spaces, Berke (2003) explored work-life balance in HBBs where these two spheres share a common location. The study was confined to women with dependent children, all selling beauty products and franchising to one company; the results demonstrated that all 20 participants negotiated spatial, behavioural, temporal, social, and psychological boundaries between home and family (Berke, 2003). "All 20 of the women interviewed were able to identify and discuss ways in which they separated, as well as integrated, work and family life, both internally and externally"(Berke, 2003, p. 523).

Evidence of the boundaries identified by Berke (2003) were also found in this HBB study: for findings of Spatial boundaries see 'Raising Children' page 136; for behavioural boundaries see 'Essence of Time' page 126 and 'Raising Children' page 136; for temporal boundaries see 'Time management' page 126; for Social boundaries see 'Raising Children' pages 136 to 146; and finally for psychological boundaries see page 124. Generally, the findings across this literature support the HES model.

The Need for Meaning

The quest for meaning, as a need of HBB or other SME operators, was not evident in the literature review and is therefore considered to be a new finding arising from this study. Literature on meaning (or lack of meaning) within the workplace and within life in general is scattered across a wide range of academic disciplines and supported by host of different political and religious ideologies. Consequently, the concept of meaning remains vague and imprecise. Despite its nebulous nature, the topic of meaning appears

repeatedly as a human need which is often sought through the avenue of work (MOW International Research Team, 1987). In Walker's (2004, p. 9) investigation into the motivations for home-employment (See page 25 for details.), she found that, of the 14 most commonly stated motivations, 'For a personal challenge' and 'For personal development' ranked fourth and fifth respectively. While not specifically equated as a need for meaning by Walker, these motivations are typical of the findings within this study which have been interpreted as a need for meaning. (See pages 151 to 162 for evidence within the findings.)

This sub-section discusses literature which investigates the nature of meaning and the diverse meanings which have been attributed to work. It uses the sacred and profane dichotomy to contrast meanings which seek to transcend the individual beyond a physical realm against meanings which relate only to physical existence, and concludes with current concerns of the (in)ability of traditional workplaces to satisfy the need for meaning.

The Meaning of Meaning and the Meaning of Work

Seeking meaning appears to be an unavoidable consequence of being human, with all sensory information interpreted into some framework of meaning in order to structure human experience (Moss & Thompson, 2008, p. vii). "We are meaning making organisms despite ourselves" (Freeman, 2006, p. 84).

The meaning of meaning and whether it exists as a human or divine capacity has been the topic of turbulent debate. In the 'Dark Ages', before the so called 'Age of Reason' when thought outside of Catholic dogma was not permitted, all meaning in life was held to come from a divine force outside of the individual as prescribed by St. Augustine at the dawn of Christianity (Cushman, 1950, p. 271). True knowledge then, only really existed as faith which resided within the individual, and the quest for false knowledge through the act of reasoning was seen as blasphemous (Cushman, 1950, p. 280). With the Age of Reason and the arrival of modernity, science largely replaced religious faith and a positivist approach to knowledge was taken. Knowledge was then seen to exist

independently and externally to human consciousness and could only be gained in limited quantity by careful scientific reasoning of empirical evidence (Habermas, 1995). Meaning, on the other hand, lost its divine status and was seen to be constructed within the individual. The quest for meaning, through faith that some intelligence greater than that of humanity might exist and bring order to the world, was seen as blasphemous to the scientist who had so clearly demonstrated the ability of science to solve problems and bring order (Lyon, 1999). In the present age of post-modernity, where problems can appear unsurmountable and the world in chaos rather than order, knowledge is often considered to be socially constructed, and finding meaning, from whatever source it may be found, often considered to be an individual's responsibility (Hassan, 2001; Lyon, 1999).

Across literature the topic of meaning often falls into the study of religion and myth. Exploring meaning in the wide variety of religious practices found around the globe Durkheim observed that:

> All religious beliefs, whether simple or complex, present one common characteristic: they presuppose a classification of all things, real and ideal, of which men think, into two classes or opposed groups, generally designated by two distinct terms which are translated well enough by the words profane and sacred. This division of the world into two domains, the one containing all that is sacred, the other all that is profane, is a distinctive trait of religious thought. (Durkheim, 1961, p. 52)

Following Durkheim's ideas, Caillois (2001) described the sacred-profane dichotomy in terms of the sacred's having meanings in the domain of hope and fear while profane included any meanings which detracted from the sacred. The idea of meaning created by dichotomies was central to the anthropology of Levi-Strauss who suggested that the meaning of any topic could only be found through exploring its differences from other related topics (Leitch, et al., 2001, p. 1416). Both Durkheim and Levi-Strauss challenged the paradigms of their time. Looking at the structure and meanings found in myths, Levi-Strauss (1955) proposed that all myths (whether from so-called primitive societies or advanced ones) can be shown to follow a common structure which arises from the

common structure of the human brain (universal mind) which can only create meaning through contrasting the elements of human experience. The validity of Levi-Strauss's structural analysis has been widely challenged and, despite no longer being a topic of serious debate, it did herald the end of the long-established ethnocentric tradition of contrasting 'primitive' cultures against European culture (Leitch, et al., 2001). While Durkheim's use of the sacred-profane dichotomy clearly challenged fundamentalist religious doctrines, Douglas (1999) suggested that it may also have been intended to challenge the idea of scientific truth with the concept of socially constructed knowledge.

> Durkheim used the sacred - profane dichotomy to develop a completely sociological theory of knowledge. The theory comes to a halt in his thinking when it reaches objective scientific truth. It peters out when it seems about to conflict with the most widely held beliefs of his own day. Therefore we should take the sacred-profane dichotomy and see if in its most extreme application it does not engulf fundamentalist theories of knowledge as well as fundamentalist religious doctrines. (Douglas, 1999, p. xv)

The debate around whether truth exists externally to human experience or whether it is socially constructed still continues and the understanding of meaning is inherently linked to this discussion. Defending his coherence theory of truth and knowledge Davidson maintains that:

> … what brings truth and knowledge together is meaning …[and] if meanings are given by objective truth conditions there is a question of how we can know that conditions are satisfied, for this would appear to require a confrontation between what we believe and reality… if coherence is the test of truth, then coherence is a test for judging that objective truth conditions are satisfied and we no longer need to explain meaning on the basis of possible confrontation. (Davidson, 2003, p. 117)

The meaning of meaning is further complicated by its nebulous origins. Meaning is derived both individually and as the result of shared experience and consequently the meaning of any topic has an infinite number of interpretations (Moss, 2005). The topic of

work is no exception and holds different meanings for different people. As Moss and Thompson (2008, p. 33) point out, the experience of work for some people is boring, repetitive and often alienating, with the result that it is merely a means to an end with the search for meaning taking place outside of work; conversely for others work is "satisfying and emotionally fulfilling and an expression of who they are".

Not only does the meaning of work vary across individuals; dominant views on the meaning of work differ across cultures and over time. Many authors have suggested that the industrial revolution has fundamentally changed the way meaning is constructed around work (Kumar, 1984; Thompson, 1984; Toffler, 1980). Thompson (1984, p. 1) posited that non-industrial or pre-industrial societies did not separate the meaning of work from other aspects of life so that the spheres of "work, leisure, family and religion" were all contained in their daily activities. However, Sachs (1992, pp. 6-7) describes many cultures in the world today which do not separate the meanings of work from the meanings found in many other aspects of their lives and suggests that it is societies "built on the compulsion to amass material wealth" which separate economic activity from the "rules and rhythms" of their society. Arguing that there is a false duality between work and leisure, Beatty and Torbert (2003) note that concepts of a split between the meaning of work and of leisure can be traced back to the writings of Aristotle. As Aristotle existed long before the industrial revolution, it can be argued that the division between the meaning of work and leisure may have more to do with the divisive nature of European thought which has traditionally separated concepts in order to understand them (Capra, 1997).

Regardless of the origins, there is little doubt that across European history the meaning of work has been separated from the meaning of non-work activities and has undergone many different constructions. As noted by Beck (2000), the meaning of work in Ancient Greece and Rome was separated by a division of labour which clearly defined people and their roles within society as either citizens or slaves. Manual labour was reserved for slaves who were excluded from society, while citizens engaged in "the art of public exchange, leisure and politics" (Beck, 2000, p. 11). Throughout later periods of European

history the meaning of work has been elevated to the realm of the 'sacred', either as resisting the devil (Beck, 2000, p. 12) , or to the "carrying out of God's purposes" for the capitalist with a protestant work ethic (Hamilton, 1995, p. 148). Examining the protestant work ethic, Kumar (1984, p. 7) noted that:

> Protestantism broke down the barrier between everyday life and spiritual life, between the monastery and the market place. To work diligently and soberly in one's 'calling' became a central requirement of the protestant way of life. It was a spiritual duty. An expression of one's faith and piety.

In their research into *the meaning of work*, the MOW International Research Team (1987, p. 12) acknowledge that, "A well articulated theory of the meaning of working … is not available". And they further posit that, "The meaning of work is by no means self-evident … in modern society it is closely related to the meaning of life …". Despite this nebulous history, the pursuit of meaning, and in particular the pursuit of meaning through the act of working, persists across western society. According to Beck:

> The extent to which work is part of the modern European's moral being and self-image is evident from the fact that, in Western Culture, it has long been the only relevant source and the only valid measure for the evaluation of human beings and their activities. (Beck, 2000, p. 10)

Among participants of this research it was evident that employment provided a sense of meaning. However the need for meaning was discussed most frequently in circumstances where it was not being met. For one participant, the current structure of his HBB with one large client meant that his need for meaning was not being met. (See page 160 for evidence within the findings.) For many other participants the topic of meaning was confined to meaninglessness or unfulfilling work which they had engaged in before starting a HBB. (See page157 for evidence within the findings.)

Sacred and Profane Meanings of Work

In order to view some of the meanings of work discussed within the literature it is convenient to borrow Durkheim's categories of sacred and profane. As noted in Pickering's analysis of *Durkheim on Religion*, "the distinction made between sacred and

profane things is very often independent of the idea of god" (Pickering, 1975, p. 87). While the practice of work does differ from religious practice, there are many social similarities which make these categories useful. Throughout the following section the term sacred is used to describe the meanings of work, which can be viewed to be in some way transcendent of the individual in that these meanings give purpose to human experience which goes beyond a mere need to survive. Perhaps the best way to understand this dichotomy of meanings within the topic of work can be summarised by comparing Handy's two hungers from *The Hungry Spirit*:

> …they say there are two hungers, the lesser hunger and the greater hunger. The lesser hunger is for the things that sustain life, the goods and services and the money to pay for them, which we all need. The greater hunger is for an answer to the question 'why?', for some understanding of what life is for. In capitalist societies however, it has been our comfortable assumption, so far, that we can best satisfy the greater hunger by appeasing the lesser hunger. (Handy, 1998, p. 3)

Using Handy's two hungers as an analogy, the lesser hunger contains the profane meanings of work while the greater hunger transcends individual experience in search of the sacred.

The Sacred Meanings of Work

Envisioning a *Brave New World of Work*, Beck (2000) predicts that the continual decline of full-time work will force industrialized society to re-evaluate its beliefs surrounding the meaning of work. While Beck's view of the work society is clearly not that it offers meanings which can elevate individuals beyond their basic needs, he recognises that the general population across Western societies holds on to the belief that full-time employment is a necessity if they wish to live a meaningful life which transcends basic survival. He likens the faith that many people have placed on the importance of full-time work to that of religious faith:

> Visions that work will progressively disappear as the social norm rebound
> off the faith that most people still have in job miracles and in themselves
> as citizens of the work society. Having lost their faith in God, they believe

instead in the godlike powers of work to provide everything sacred to them: prosperity, social position, personality, meaning in life, democracy, political cohesion. Just name any value of modernity, and I will show that it assumes the very thing about which it is silent: participation in paid work. (Beck, 2000, p. 63)

If the sacred meanings of work are those which are sought in an arena beyond the individual, then the topics of social identity and a place in the greater community gained through the practice of work can be viewed as sacred. Reviewing the work-life debate, Towers, et al. (2006, p. 595) posit that any constructed duality between work and life is inherently flawed as it implies that work is not a part of life, an argument made untenable as work has been demonstrated to be a "crucially important area for the creation and maintenance of identity".

The topic of identity is linked with the topic of meaning and is equally difficult to define, it includes self-identity, cultural identity and social identity and has been shown to be culturally constructed and adaptive to the point of being fluid. (Bendle, 2002). Despite the nebulous nature of identity, it cannot be ignored in the discussion of the meaning of work. Across the industrialized world, employment has been demonstrated to fulfil many essential human needs, such as "a sense of community and social identity" (Nordenmark, 1999, p. 135). This interrelation between the need for identity (meaning) and the need for community supports the HES model's approach that the lifestyle needs must be understood as a system. The need for community is discussed further in the following sub-section.

Exploring the consequences of *Work, Employment and Unemployment*, Thompson (1984, p. 2) proposed that one of the important functions of work in Western society is to provide meaning to individuals by giving them a sense of identity; he posits that the question "Who am I?" is too often answered by the question "What do I do?" and suggests that "identity and occupation are seen to go together". Similarly, Beck (2000) sees lack of identity as a potential problem for many people if we are to move away from a 'work society' which has been based on the availability of full-time employment. After

providing evidence that the work society is in rapid decline, he asks the question, "How will people's social identity be determined, if they no longer have to tell themselves and others that 'what they do in life' is one of the standard occupations?" (Beck, 2000, p. 63).

While the protestant work ethic may have elevated the meaning of work into the realm of the sacred, the works of Karl Marx plunged the meaning of industrialized work into the profane. However Marx did not view all work as profane; rather he held a romanticised view of work before the industrial age where work was sacred and represented a path through which humans could reach their highest potential:

> Human beings … are quite literally made for work … Human beings reach out, gather the materials of nature, and fashion them into objects… or, for that matter, capture a sight or sound that happens to move us… Work of that kind is necessary for humans to fulfil their true nature … [and] develop their slumbering powers. Marx (cited in Erikson, 1986, p. 1)

Although most participants in this HBB research appeared to find their HBB work meaningful, only a few spoke openly of a sacred meaning provided by their HBB. Participants expressed sacred meanings either in terms of religious or spiritual meaning gained from their HBB (See pages 152 to 154 for evidence in the findings.); or from a sense of creativity and transcendence which they were able to express through the operation of their HBB. (See pages 154 to 157 for empirical evidence.)

The Profane Meanings of Work

Using Handy's lesser hunger as an analogy of the profane meanings of work does not necessarily imply a negativity, only that profane meanings of work are restricted to basic human survival needs. Rather than providing meaning which elevated individuals beyond satisfying basic needs, Marx maintained that industrialized labour was the source of alienation, "disconnection, separation – the process by which human beings are cut adrift from their natural moorings in the world as the result of unnatural, alien work arrangements" (Erikson, 1986, p. 2). For Marx, the result of alienation went beyond not providing basic human needs as it ultimately destroyed the foundations of humanity:

It mortifies his body and ruins his mind…leaving idiocy and cretinism in its wake. It makes of the worker 'a crippled monstrosity' – 'mutilated,' 'degraded,' 'stunted,' 'broken,' 'emasculated,' 'stupified,' 'debased'…Marx (cited in Erikson, 1986, p. 7).

While followers of Marx seldom denounce industrial labour with such rancour (possibly because of improved working conditions), the concept of alienation has continued to be a topic of debate across organisational literature. Seeman (1959, p. 786) identified meaningless as a major topic of the alienation concept. In a later paper on alienation he maintains that empty, meaningless lives are an indictment against industrialization where "work [which] is not intrinsically satisfying…is typical of modern society" (Seeman, 1967, p. 273). In their essay *Revisiting the meaning of meaningful work*, Diddams and Whittington (2003) examine how changes in technology have altered not only work practices but also the meaning associated with work. They suggest that the meaning of creativity and self-determination has changed through different historical periods; in the 18th century they were expressed through self-employment, but in the 21st century work is largely done for others with the common result of alienation between worker and the product of their labour. Examining the many ways in which ideology has enforced state control by moulding human subjects, Altthusser (2001) holds that ideology represents an imagined relationship between individuals and their actual existential conditions. Supporting Marx's arguments about the alienation of the workforce he posits that "alienation … reigns in the conditions of existence of men themselves…because these conditions are dominated by the essence of alienated society- *'alienated labour'*" (Altthusser, 2001, p. 1499).

While much of the literature on industrial work supports the idea of the workplace being devoid of meaning, this does not necessarily confine all industrial labourers to a life of meaninglessness. In an American study which examined the perceptions of factory workers, Dubin (1956, p. 140) found that most factory workers perceived their "life history as having its centre outside of work for [their] intimate human relationships, and for [their] feelings of enjoyment, happiness, and worth". Finding meaning outside of

conventional employment is described as a lifestyle need within the HES model, and was found to be inherently linked with the four other lifestyle needs identified in this HBB research.

Whether meaning exists on non-physical or physical dimensions or is defined as sacred or profane is not important; it is highlighted here merely to demonstrate the complexity of the topic of meaning. While people all define and seek meaning in ways which are significant to them, there is evidence within literature that many people seek to fulfil this need from working (MOW International Research Team, 1987). Similarly this HBB study found evidence which suggests that meaning exists as a need and that many people seek to fulfil this need wholly or partially through the act of HBB practise. (See pages 151 to 162.)

Paradoxes and Concerns of the Meaning of Work

In line with the findings of this HBB study, many of the investigations into work discussed above have demonstrated the importance of work as a source of meaning for many people. Despite needing work to provide meaning, the 'work society' which demands full-time employment of all society members appears to be obsessed with what Schumpeter described as the entrepreneurial pursuit of the creative destruction of industry which continually devises smarter technology to reduce the demands of work so that fewer and fewer people are needed to produce the same number of goods (Beck, 2000).

> On the one hand, work is the centre of society around which everything and everyone revolve and take their bearings; on the other hand everything is done to eliminate as much work as possible. … such are the paradoxes of the work centred society. (Beck, 2000, p. 14).

Similarly, in their investigation into *The Meaning of Working* the MOW International Research Team (1987, p. 1) found that "Mankind's age-old archetypical longing to be freed from labour's toil and trouble is instantaneously contradicted by the unshaken conviction (with its similar historical persuasiveness) that it is working, in particular, that creates, defines, and guarantees human existence".

In her investigations into *Working Life* at the end of the 20th century, Ciulla (2000) notes that many of the social structures such as family, friendships, religion, and community which have traditionally been a source of meaning and fulfilment for the general population have eroded, leaving many people to search for meaning and a sense of belonging through their employment. In view of the dominant neo-liberal trend to downsize and outsource employment she poses the question:

> Of all the institutions in society, why would we let one of the more precarious ones supply our social, spiritual, and psychological needs? It doesn't make sense to put such a large portion of our lives into the unsteady hands of employers. (Ciulla, 2000, p. 223)

It would appear that many participants in the current HBB study are no longer willing to give over the part of themselves which seeks meaning through work to anyone other than themselves. (See pages 151 to 162 for examples within the findings.)

The Need for Community

Much has been written about community, particularly the decline and lack of community across Western culture, however, its importance in the workplace has been largely over-looked. Not surprisingly it has not received much attention within HBB literature other than limited discussion surrounding the problems of social isolation for full-time employees who work at home. As noted in the findings chapter (See page 165) the need for community was often encountered in data and used as evidence for meaning, and much of the evidence provided within 'the need for community' section of the findings chapter identifies the need for community within what are commonly thought of as business practices such as networking. While much of the evidence of community presented in the findings is focused around HBB practise, the following discussion broadens the topic of community in order to appreciate its significance as a lifestyle need.

This section discusses literature surrounding the nature of community, and the importance and erosion of community as well as the role which HBB plays in the local community. It reviews the use of internet and business community groups which are

available to HBB operators and finishes with a discussion of the community concerns of Indigenous Australians and cultural groups outside of the Western cultural heritage.

What is Community and Do We Need It?

Across academic literature many different aspects of community have been discussed which has led to sometimes disparate definitions of the term 'community' and consequently there has been a "range of disputes over what kind of social relationships can be communities" (Mason, 2000, p. 17). Within the literature on community there are conflicting opinions surrounding the conceptualisation of community as either a "community of place" or a "community of interest" (Glynn, 1986, p. 343). Advocates for "community of place" argue that neighbourhoods are necessary for important types of community attachment and interaction, while advocates of "community of interest" suggest that, with new communication technologies, a modern understanding of community need not have a geographical reference point (Glynn, 1986, pp. 343-344). In order to investigate what constitutes a psychological sense of community, Glynn (2006) developed the Psychological Sense of Community (PSC) scale and used multiple regression analysis to determine the factors associated with a high psychological sense of community score. Results from Glynn's study supported the need for community of place; his findings suggest that people who include neighbourhood as an important aspect of community are more likely to have a greater psychological sense of community. The study also found that the three strongest predictors of sense of community were: expected length of residency, satisfaction with community, and the number of neighbours known by first names (Glynn, 1986).

A literature review conducted by Royal and Rossi (1996) suggests that "the significance of community as a territorial phenomenon" is declining while "the significance of community as a relational phenomenon" continues to grow with the development of new technologies and lower costs of transportation. In order to explore the relational community concept, Royal and Rossi (1996) investigated workplaces and high schools to see which factors influenced a sense of community in these institutions. After developing a 10 dimensional scale of community, suitable for both high schools and workplaces, they

gathered data from one large workplace and three high schools and performed a regression analysis to determine which factors were associated with a sense of relational community. Results found two different factors associated with a sense of relational communities which differed from previous studies of territorial communities. For instance, the association between length of residence and heightened sense of community, which previous research had demonstrated, was not replicated by Royal and Rossi's (1996) study in which they found that organisational tenure was not associated with sense of community in either the workplace or high-schools. Royal and Rossi's (1996) findings suggested that a sense of relational community while not associated with tenure was associated with personal well-being and performance. The authors offer these findings as having possible positive value to the future for the workplace which has experienced a steadily declining length of tenure across all types of employment (Royal & Rossi, 1996). However, it seems likely that any sense of support from a relational community would be contingent on well-being and performance, both of which are seldom associated with the need for support. If this is accurate then, in a relational community, a sense of community support would only be available if you didn't need it. While the methodologies of Royal and Rossi's (1996) study may be questionable, in particular as to whether schools and workplaces can be seen as relational communities and distinct from territorial communities, their findings do lead to questioning the level of community support available through traditional workplaces.

While there may be limited agreement on the definition of community, there is general agreement that a sense of community has diminished across countries with both developed and developing economies, to the detriment of social well-being for many people. Reviewing the way in which economic changes are affecting work, family and community, Carnoy notes that:

> The workforce is as detached from their workplace as they are from their government and community … Thanks to a communications and software revolution we are more "connected" than ever before - by cell phone, email, and video-conferencing – yet more disconnected than in the past from social interaction. (Carnoy, 2000, p. x)

Similarly, examining the consequences of the hegemonic forces driven by mass media in a changing global economy Nozick laments the loss of local communities.

> Diversity and uniqueness of place are lost in the process of economic globalisation… Community identity dissolves into … the Global Village – a place defined by mass media and global corporate interests … By 'tuning in' to the Global Village and 'tuning out' of our local communities, we have become willing and happy participants in the destruction of our own communities. (Nozick, 1992, pp. 3,5)

HBB and the Local Community

As noted on page 30, the majority of HBB research has focused on the economic contributions of home-employment and consequently there has been little or no attempt to empirically gauge the social contributions which HBB make to the local community. Reviewing literature on community, Glynn (1986, p. 341) reported that "a common theme … has been the erosion of traditional support structures in our communities and the impact of this erosion on the sense of community". Three differing arguments have been put forward to explain a declining sense of community: industrialisation, growth of centralised bureaucracies, and an imbalance between local and centralised structures (Glynn, 1986). Interestingly, HBBs are not associated with mass production or industrialisation, they operate in local communities, and they support a decentralised economy (Schaper & Savery, 2004; Walker & Webster, 2004).

Schaper and Savery (2004, p. 240) suggest that, rather than eroding traditional community structures, HBBs and other small businesses are actually involved in community development "as an unintended by-product of the firms' activities". This community development takes place in many ways, such as making goods and services available, which consequently "decentralise and disseminate economic resources"; similarly they provide resources to families, "provide education, training and skills to employees", and offer opportunities for the involvement of minority groups (2004, p. 240). Similarly, Walker and Webster (2004, pp. 404-405) suggest that the real value of HBBs lies in the social capital which they create within their local communities. They

observe that "…people prefer to shop, socialise and transact close to where they live, not only does the money stay within the local community, there is the potential to foster healthy businesses which in turn can create local employment opportunities". The increased presence of HBB operators within their local community has also been observed in overseas studies. Ahrentzen's (1990) study of the use of space by 'homeworkers' found that, while the general trend in America was for increased leisure at home, home-workers were more inclined to decrease leisure time at home and increase use of immediate community environment. Similarly, Blanchflower's (2000, p. 500) review of self-employment across countries with developed economies noted that, while the unemployed are the most mobile of any labour market group, the self-employed are the least mobile and "appear to be *less* prepared to move neighborhood, town or region than are employees". Blanchflower (2000) suggests that this can be explained by a local customer base and the desire to preserve business and personal relationships.

In Walker's (2004, p. 9) investigation into the motivations for home-employment (See page 25 for details.), she found that of the 14 most commonly stated motivations, the desire for community was not listed. This is consistent with the findings of community as a lifestyle need (See page 165.) in the current HBB study. While many participants spoke about social engagements and arrangements which existed, or had formed, or that they deliberately created around the operation of their business (See pages 165 to 170 for evidence within the findings.); none of the participants spoke of starting their business to fulfil a need for social engagement or any other benefits of community. While starting a HBB may not be the most expedient way to develop a sense of community, the findings of this HBB study demonstrate that in many cases it does offer HBB operators exposure to social interactions.

In a study comparing the perceptions of social performance, health, and personal control between home-based business operators over 55 years of age and other individuals who were fully retired from employment, Kean, van Zandt, and Miller (1996) found that the majority of HBB operators desired social contact more than retirees, and found their HBB to be satisfying.

HBB and Internet Communities

While HBB operators appear to be very involved in their local communities, many are also involved with what has been termed 'relational communities' or 'communities of interest'. Many participants in this study reported being involved with community groups centred on the promotion of business. (See page 165 for evidence in the findings.) The Cairns region supports several of these groups including local chambers of commerce, with members from both small and HBB. One popular group launched in 1984 has grown rapidly with membership increasing at close to 20 percent per annum in recent years (CBWC, 2009). Another form of relational communities which appear to be popular with many HBB operators are internet communities. Home-Based Working Moms (HBWM.com), is an example of a relational community popular with HBB operators in North America. It boasts a growing membership as well as growing affiliates which include: HireMyMom.com, HBWMCanada.com, WorkatHomeKit.com, and eDirectoryofHomeBasedCareers.com. Within Australia, the Small Business Development Corporation (SBDC) in Western Australia initiated an online HBB network through which operators across Australia exchange information, ideas and contacts through an interactive forum (HBBN, 2009).

The (Mis)Understandings of Community

Writing about community development in an age of globalisation, Ife and Tesoriero (2006, p. 98) note that "The definition of community is highly problematic, and the many definitions that have been proposed have very little in common". The authors go on to suggest that anyone using the term should first describe what they mean by it. In the context of the HES model the term 'community' simply refers to the need to belong to a supportive social group; the size and nature of the group is not important. This interpretation was formed through following grounded theory methodology techniques which identified a need among many participants to belong to a supportive social group. (See pages 78 to 79 for details of data interpretation.) However for many people of Indigenous heritage, the need for community and the prevalence of a strong cultural community complicate any simple understanding of community interpreted by people of

Western heritage (Taylor, Wilkinson, & Cheers, 2008). As mentioned in the findings, a full appreciation of the needs for community which are met through operating a HBB, for a person with Indigenous or other CALD heritages, was not possible in the present study. (See page 177.) However, Indigenous entrepreneurship has become an established research topic and forms an important part of the discussion of community as a lifestyle need.

Despite the fact that traditional Indigenous social organisations involve a variety of kinship and religious structures, Indigenous people are now commonly described as communities, an expedient term which serves the European rationale much better than Indigenous knowledge (Foley, 2006; Taylor, et al., 2008). Reviewing the literature on Indigenous business, Foley (2006) notes that it has been predominately focused on communally operated ventures in regional and remote parts of Australia, despite the fact that 70 percent of Indigenous Australians live in urban settings and that the 2001 Australian census reported that over 6000 Indigenous Australians were self-employed. While Foley did not report on the percentage of participants who were home-based, there is no reason to suppose that it would vary much from the reported nation average of 67 percent. In a qualitative study of 50 Indigenous entrepreneurs, Foley (2006) found that, while the majority of participants reported feeling disconnected from Indigenous culture, their predominant cultural value was that of kinship relations, which manifested in the need to provide for family members, both nuclear and extended. In this regard, Foley's (2006) findings on Indigenous entrepreneurship are consistent with the HES model in that both Indigenous and non-Indigengous groups appeared to focus more on home entrepreneurship than on business entrepreneurship. (See page 180 to 185 for differences between home entrepreneurship and business entrepreneurship.)

Despite evidence supporting a home entrepreneurship focus, the need for community in this HBB study appeared markedly different for the participants of Indigenous and CALD heritage than for the remainder of the participants who could be described as having a more European or Western cultural heritage. (See page 174 for details.) More research is

needed amongst culturally diverse groups in order to determine whether the HES model, in particular the lifestyle need for community, can be transferred across different cultures.

Reflections on the HES Model in a Changing World

As noted on page 183 many HBBs may not be compatible with pre-existing notions of business entrepreneurship. Much of existing HBB research has examined HBB under the lens of business entrepreneurship with a focus that has primarily been on economic concerns and with little research into the impact of business on families or households. (See page 30 for details.) Interesting, this critique is not limited to HBB research, but has been noted as a limitation across all economic development research, which has typically focused on the formal economy (Cameron & Gibson, 2005; Davis, 2002; Goldschmidt-Clermont, 1992; Wheelock, 1992). Economic activity can be divided into two broad categories: the *formal economy* (recorded economy) and the *informal economy* (the non-monetary sector of the economy) which contributes to the economy but the value of which can only be estimated and not measured (Goldschmidt-Clermont, 1992). The total of any recorded economy makes up a gross domestic product, a figure which has often been used as a measure of social welfare (Ekins & Max-Neef, 1992). This practice has been heavily criticised as it overlooks the importance of meeting any needs beyond material needs; and the GNP measures all forms of economic activity including those "that have negative impacts on the quality of life equally with those whose contributions are positive" (Miles, 1992, p. 283). Similarly, GNP does not account for the non-monetary sector of the economy, of which, the contributions to social welfare are much more difficult to understand (Goldschmidt-Clermont, 1992). Many authors in the field of economic development believe that the study of economics must account for both the formal and informal economies in order to ensure sustainable economic development. (Ekins & Max-Neef, 1992)

The HES model accounts for activities which can be measured and recorded in terms of economic production, as well as non-monetary activities which contribute to social welfare; therefore it straddles both the formal and informal economies and offers a

conceptualisation of how these two economies function together. A main focus of the HES model is on understanding how home entrepreneurship serves to satisfy needs. The model suggests that the components of both the formal and informal economies are interrelated and cannot be understood in isolation from each other. Therefore measurement of individual components of HBB practise would not be meaningful and the only possible measure of success would be the degree to which lifestyle needs are fulfilled. In this regard the HES model suggests that economic development should be understood in terms of quality rather than quantity.

Findings from this study reveal that the four constructs of household, business, family and home which represent theoretical dimensions of HBB practise were dynamic across all participants. Similarly, a review of literature on the wider experience of these constructs revealed that they are also changing rapidly across much of Western society. How these changes within HBB practise are related to broader changes has not been addressed; however it is clear that change is occurring in the way people are structuring their businesses and the way they are structuring their homes, families and households.

Chapter 6: Conclusions

This chapter addresses aspects of the research and the emergent HES model across four sections. The first section addresses the research question. It reviews concerns with existing HBB research which the research question addresses, reviews the methodology used to pursue the research question, articulates the main points of the model and comments on the revised research question. The second section outlines the contributions which the HES model adds to knowledge and the third considers the implications of the model for future HBB research. And finally, the fourth section discusses the limitations of this research and offers suggestions for future research which could address these limitations and deepen our understanding of HBB.

Addressing the Research Question

The research question, which was used as a methodological guide throughout the research process was: What HBB belief systems and practices exist? This original research question was designed to explore meanings of HBB which have not been addressed in previous research.

Addressing Four Concerns with Existing HBB Research

The review of existing HBB literature revealed four areas of concern. (See page 33 for detailed examination of the four concerns.) The first was a lack of theory underpinning HBB research. In response to this lack of theory, the current HBB research project utilised a Grounded Theory methodology which produced a systems model of the needs and practises of HBB operators.

The second concern was with the narrow research focus across studies. In order to broaden the focus of HBB research beyond economic concerns, the experiences of people engaged in HBB were solicited through story-telling that encompassed diverse experiences and was open to non-economic concerns. The emergent HES model integrates both economic and non-economic aspects of HBB practise.

The third concern was the inconsistent conceptualisations and lack of a definition for HBB across studies. In order to widen our conceptualisation of HBB, research participation in this study was open to anyone who defined themselves as a HBB operator, and consequently the model offers the emergent conceptualisation of HBB as practise.

The fourth concern was with the way in which the hidden and inaccessible nature of HBBs may have affected sampling methods across the research. The lack of a HBB database, compounded with the hidden nature and limited accessibility of many HBBs, has made it difficult for researchers to find a representative sample group, and consequently may have obscured our understanding of HBBs. The current research made no attempt to find a representative sample; rather it used purposive and theoretical sampling in order to enhance the sample diversity in the hope of capturing theory-informing data that were as rich and varied as possible.

The Use of Grounded Theory Methods

Grounded Theory methodology was employed throughout all stages of the research.

Data for this research were gathered through 19 semi-structured interviews with HBB operators practising in the Cairns region. To maximise exposure to as large a range of belief systems as possible, participants were chosen from a diverse range of business types, family types, social groups and individual demographics such as age and gender. As there are no existing databases which list HBBs, it was necessary to build a pool of potential participants willing to share their experiences, and to gather enough information about them, so that an informed decision could be made as to whether the sample drawn from the pool was diverse. (See page 41 for details of how the pool was developed.) Two strategies were employed to select participants from the volunteer pool: gradual selection, which was purposive and aimed for maximum variation in the sample; and theoretical sampling, which was used to generate theory by exploring and testing emergent themes. The initial interview participants were determined through gradual selection which sought a balance in gender, a large range of business and family types and also included participants from minority groups such as: Indigenous people, new immigrants, single

parents, and those living with a disability. Theoretical sampling was used later in the research process after consistent themes had begun to emerge from the data. The purpose of theoretical sampling was to generate theory by exploring and testing these emergent themes. (See page 44 for more details on sampling strategies.)

In order to elicit information containing themes and concepts novel to HBB research, storytelling techniques were employed throughout the interviews. The object of the storytelling approach was to let the participants tell their own HBB stories, and the strategy used to encourage storytelling was to ask questions in such a manner that participants responded with a story. (See page 48 for more details of the interview techniques.) While participants were encouraged to tell their own stories an interview guide was used to ensure that emergent themes could be further explored. (See page 46 for details of the use of the interview guide.) Interviews continued until the data reached a saturation point where no new data were found which could not be fully described and validated through the emergent theory.

Transcription was an important part of both the data collection and analysis. As soon as possible, the interview was transcribed to text and was analysed for evidence of emergent themes. (See page 50 for more further details.) Through iterative cycles of description, conceptual ordering and theorising, a coding system was developed and coded data were saved as evidence to support emergent themes. (See page 52 for details of coding and theory construction.) When all the transcripts had been coded, the central theme of each code was fully described in written text which incorporated all the coded data. Each piece of data was carefully described in terms of the way in which it supported the central theme of the code to which it had been assigned. Describing the data led to new and deeper understandings of the emergent themes which required revisiting all the data to look for evidence that either supported or opposed the newly emergent themes. Through this process all data were carefully reviewed and theories of how the codes were connected also evolved and were continually being described and analysed. (See page 57 for further details of theory building through describing the data.)

Deeper analysis continued through the process of modelling which involved constructing a diagram that could present the emergent themes which had been described through coded data. Paying attention to physical details, such as the relative size of components within the model, as well as the relative position of which components were either right or left, above or below, inside or outside, of other components proved to be an important exercise in determining exactly how the many themes within the findings were related. (See page 58 for further details of the modelling process.) Once the findings were presented as a diagram, then 'simply' describing the diagram in terms of the collected data created a theory which was grounded in data. When early versions of the model were drawn, they inferred relationships between different themes; however, when the data were carefully searched for evidence of these proposed relationships, it was sometimes the case that little or no data could be found to support the proposed relationships. At this point the diagram needed modification to fit the data. Consequently the diagram continually changed when initial theoretical arguments were not actually supported by the data. This phase of analysis through modelling also involved iterative cycles, as it was not apparent whether the emerging model would be grounded in the data until actually using the data to describe the model.

Summary of the Findings: overview of the HES model

The HES model consists of two main features, the dynamic multifaceted HBB practise which is located at the centre of the model and the interconnected lifestyle needs which orbit HBB practise. There was an interplay between the HBB practise and the system of interconnected lifestyle needs which orbited it. Consequently, changes within any of the four elements, which make up the dynamic multifaceted HBB practise, effected changes to the orbiting needs, and changing needs effected change to the HBB practise.

The primary feature of the HES model is the HBB practise located at the centre of the model. This aspect of the model offers one insight into the nature of HBBs, and that is, that they are infinitely diverse. In order to gain deeper insight into HBB experiences, HBBs were conceptualised as dynamic multifaceted practises containing four separate constructs. The four constructs include: *Household*, a physical construct which includes

the physical HBB dwelling, its individual members (not necessarily family members) plus the combination of their assets; *Business*, a social construct surrounding the activity of work; *Family*, a biological construct held together by emotional, genetic and legal bonds; and *Home*, a psychological construct dependent on individual experience. The HES model holds that each construct represents a separate dimension of HBB experience; and that each dimension is experienced differently across individual HBBs, and is dynamic within individual HBBs across time.

The HES model posited that HBB practise creates its own micro-system in order to fulfil five interconnected lifestyle needs which orbit HBB practise. Interconnected lifestyle needs identified within the HES model include: *security*, *autonomy*, *balance*, *meaning* and *community*.

Within the HES model the need for security went beyond the other lifestyle needs in that it was often focused on more physical needs and included topics of: money, personal abilities or business reputation. Money existed as a form of social exchange fundamental to the feeling of security and was often in tension with the other four lifestyle needs. Personal abilities brought security through confidence gained from using learned skills and talents perceived to be innate; and reputation fulfilled the need for security as it appeared to enhance sustainability.

There were two main focuses found within the need for autonomy and they appeared to be polar opposites and yet also two expressions of the same need. One focus was the need to be free from the control of others, and its opposite focus was the need to take control of various aspects of work, family and lifestyle. The focus on being free from the control of others was mostly expressed as a rejection of workplace authority; the need for autonomy also manifested as a need to take control of many different aspects of the participants' personal lives. As well as the need to control aspects which could help balance their lifestyles (covered in the need for balance), participants expressed the need to control issues surrounding their own health. Many participants indicated that they preferred

working at home, where they had control over conditions which impacted on their health, such as exposure to toxins and other safety risks associated with their work.

Similarly, participants revealed that stress was a health concern for them and consequently, they chose to work from their homes partially because they perceived that it gave them greater control over the level of stress in their lives.

The need for balance included balancing all the lifestyle needs as well as maintaining balance across the constructs of household, business, family and home. It covered topics of: time management, raising children, and balance as a flexible process. Four separate aspects where identified within the topic of time management. These were: the essence of time, which was described as 'quality time', 'creative time' or 'seasonal time'; the ownership of time, which included the experience of 'demands on time', 'selling time', and 'having time'; the use of time, which covered topics of 'travel time' (seen as wasted time), 'scheduling time' and 'working double time' (which accommodated working at a double capacity by either separating time or by synchronizing time); and controlling time, which involved both implementing schedules and moderating the time expectations of clients. The topic of raising children included the importance of: structuring HBBs around the needs of children; children being the impetus for HBB start-up; and teaching children values through the operation of a HBB. And finally, the topic of balance as a flexible process indicated that the need for balance was more a need for a flexible process than a desire to obtain an actual goal, and that HBBs served as mediums through which participants could achieve this flexible process.

Within the HES model, the need for meaning was fulfilled through active or passive strategies. For some participants consciously and actively exploring meaning through religious study and practice had always been an integral part of their lives. For those participants, operating a HBB appeared to enhance their belief systems and their sense of meaning and purpose. For other participants, actively exploring their own creativity fulfilled their need for meaning. However, the majority of participants used a passive strategy of avoiding meaninglessness; many participants had left previous employment which they described as negative, frustrating, unsatisfying or just something they hated

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doing. They indicated that the meaningless they had experienced in past employment was a strong incentive to start their own HBB.

The need for community included the topics of: the importance of community; conceptualising and operationalising community through the HBB (which included maintaining business networks, social contacts and close personal relationships); seeking alternative communities, and issues confronting marginalised communities.

The HES model posits that HBB needs and practises can only be understood as parts of a system. Each of the four constructs (dimensions of experience) and five lifestyle needs described above are interconnected and interrelated so that one can not be fully understood in isolation from the model. It is posited that the four constructs are held together by a focus of home entrepreneurship. (See page 7 for a definition of home entrepreneurship.) This focus of home entrepreneurship maintains each of the constructs by attempting to meet all five lifestyle needs. Consequently there is a dynamic relationship between all elements of the model which are held in tension by the common focus of home entrepreneurship.

Reframing the Research Question

As can happen with grounded theory methodology, the research question changed through the course of analysis. The search for belief systems led to identifying common values among participants which were expressed as, and could be better understood as, needs. Therefore the more meaningful question which the findings did address was: What needs are met through the operation of a HBB and how do these needs interplay with HBB practise? The answer to this redefined question was presented in the form of a model of needs entitled the Home Entrepreneur Systems (HES) model. This model related to HBB operators who seek more than merely making money through the practise of their HBB. Findings from this study are consistent with past literature which has revealed that the motivations for starting a HBB are complex and are seldom limited to making money. (See page 88 for evidence from the findings.)

Contributions to Knowledge of HBB

The HES model is a systems model of needs which presents a holistic view of HBB; it offers a new approach to conceptualising and understanding HBB. The model contributes to the knowledge of HBB in several ways.

This research has contributed to HBB understandings by addressing four concerns with past HBB research. It has provided a theory which accounts for the needs and practises of HBB operators. The theory has been grounded in the experience of HBB and can be used as a tool for future research into HBB. (See page 248 for suggestions of future research.) It has broadened the focus of HBB research beyond that of economic concerns, and considers many ways in which HBB fulfils the needs of operators. Consequently, it offers insight into the relationship between the formal economy and the informal economy (See page 237 for discussion of economic development.) It has introduced a novel conceptualisation of HBB practises as multifaceted phenomena, consisting of the four unique constructs of household, business, family and home; each considered to be a dynamic dimension of HBB practise. Using this conceptualisation, the dimensions are understood as being very fluid both across and within individual HBBs which accounts for past difficulties with categorisation and definition of HBBs. (See Figure 4.2 for conceptualisation of HBB practise.) It has also demonstrated a research methodology which can compile and analyse rich data without loosing credibility due to the inability of finding a representative sample group.

A further contribution to knowledge of HBB offered by the HES model is the identification of five lifestyle needs whose fulfilment is continually sought. While the lifestyle needs of security, autonomy and balance have been reported in previous research, there has been little attempt made to understand the nature of these needs or how they are met. (See pages 211, 212 and 215 for overview of past research of these concepts within HBB research.) This research has also identified two other lifestyle needs not recognised in previous HBB research: meaning and community. (See pages 151 and 162 for details of these findings.) The HES model also contributes to knowledge, through a systems approach, as it demonstrates that the needs fulfilled through HBB practise are

all interrelated and interconnected and cannot be understood in isolation from each other. Further, it demonstrates that the five lifestyle needs are part of a system which includes their interactions with the four dimensions in which HBB practises exist.

The HES model also contributes to the knowledge of entrepreneurship. It recognises the appropriateness of regarding HBB operators as entrepreneurs; not simply as business entrepreneurs but as 'home entrepreneurs' with a focus on the integration of household, business, family and home. While there have been attempts to limit entrepreneurship theory to the study of high-growth, innovative practises, the HES model positions HBB practise as an important entrepreneurial contribution to formal and informal development in a changing world. (See page 237 for discussion on formal and informal economies.) The HES model supports the argument for a new paradigm within entrepreneurship theory which can incorporate all small business. (See page 182 for discussion of a paradigm shift within entrepreneurship theory.)

Implications for HBB Research

The HES model has positive implications for future HBB research. It provides a theoretical lens through which to research HBB practise. It offers theory, specific to HBB practise, that will allow future research to go beyond definitional and categorical debates and focus on deeper understanding of the actual practise of HBB. It allows analysis of HBB practise while accepting that it is multifaceted and dynamic. By holding this diversity to be the norm, it goes beyond constructed dualities such as home-life, work-life, and work-family which have dominated much of HBB and organisational research. Similarly, it opens an avenue through which research into HBB can integrate understandings of work with understandings of home, and disaggregate understandings of home to include understandings of home, household and family. Finally the HES model offers new approaches for understanding lifestyle needs, beyond being categories of motivations to start a HBB, to being part of a system which unites the experience of business with that of household, family and home.

Limitations of this Research and Directions for Future Research

This research was geographically based in and around the city of Cairns in Far North Queensland. The Cairns region is known as a tourist destination in a relaxed tropical setting with a transient element to the population which varies across seasons. (See page 8 for further details.) It was not a study of HBB across diverse regions of Australia, although the findings may be transferable within Australia and other counties with similar cultural heritages. While none of the participants' incomes were solely dependant on the tourist market, and many of the participants were born and raised in the area; tourism was the largest component of the Cairns economy and this could have impacted on aspects of HBB in this study. Future research is needed to investigate the robustness of the HES model, specifically the transferability of the five lifestyle needs, across different geographical areas. Previous HBB research has identified lifestyle concerns as significant motivators in regions where lifestyle has been an important characteristic of the region (Houghton & CREEDA, 1999; Patterson, 2000). Lifestyle could be considered as a characteristic of the Cairns region as it is a popular tourist destination. Therefore it is important to establish the transferability of the HES model in areas not associated with tourism.

The sample group was predominantly made up of participants with heritages which could be traced to European origins and therefore could be considered to be culturally dominated by Western thought. While two participants of non-Western heritage were included in the sample group, no conclusive observations could be made as to the influence of culture on the findings. Future HBB research across other cultural groups within Australia is needed to investigate the impact of culture on the HES model. The current research recognised that the need for community, while still important, was different for the two participants with a non-Western cultural heritage.

The sample included both male and female operators with apparently variable asset and income bases although, due to ethical considerations, no direct collection of such data was undertaken. (See page 4 for details of ethical considerations.) The research did not seek to undertake a gender, race or class analysis of HBBs and therefore the HES model

is a grounded theory which at this point has no structural analysis. Future research focusing on the structural analysis of gender, race and class would contribute to understandings of both HBB and the social structure of interest.

Future research is also needed to determine the real extent to which HBB is expanding. As mentioned earlier, the ABS has discontinued its estimates of the number of HBBs, leaving the most recent estimate of HBB numbers in Australia at 2003. (See page 85 for details) This could include the apparent proliferation of disparate income streams within HBB households, as well as investigating the extent to which boundaries between home and work may become further blurred. Estimates of the degree to which HBB expansion takes place within the informal economy would also help provide a deeper understanding of HBB, social change and trends of economic development.

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Appendices

Appendix A: Ethics Approval

JCU — JAMES COOK UNIVERSITY

JAMES COOK UNIVERSITY
Townsville Qld 4811 Australia

Tina Langford, Ethics Administrator, Research Office Ph: 07 4781 4342; Fax: 07 4781 5521

ETHICS REVIEW COMMITTEE **Human Ethics Committee** *APPROVAL FOR RESEARCH OR TEACHING INVOLVING HUMAN SUBJECTS*	

PRINCIPAL INVESTIGATOR	Dr Wendy Earles
CO- INVESTIGATORS	Robyn Lynn, APAI Student, Social Work & Community Welfare Tomas Vieira, Far North Queensland Area Consultative Committee (FNQACC), Steve Oldham, Cairns Region Economic Development Corporation (CREDC)
SCHOOL	Social Work & Community Welfare
PROJECT TITLE	Home-based businesses: belief systems and practice and their implications for policy and development practice

APPROVAL DATE	8 Oct 2005	**EXPIRY DATE**	31 Oct 2008	**CATEGORY**	1

This project has been allocated Ethics Approval Number
with the **following conditions**:

H   **2172**

1. All subsequent records and correspondence relating to this project must refer to this number.
2. That there is **NO** departure from the approved protocols unless prior approval has been sought from the Human Ethics Committee.

3. The Principal Investigator **must advise** the responsible Ethics Monitor appointed by the Ethics Review Committee:

   - periodically of the progress of the project;
   - when the project is completed, suspended or prematurely terminated for any reason;
   - if serious or adverse effects on participants occur; and if any
   - unforeseen events occur that might affect continued ethical acceptability of the project.

4. In compliance with the National Health and Medical Research Council (NHMRC) *"National Statement on Ethical Conduct in Research Involving Humans"* (1999), it is **MANDATORY** that you provide an annual report on the progress and conduct of your project. This report must detail compliance with approvals granted and any unexpected events or serious adverse effects that may have occurred during the study.

NAME OF RESPONSIBLE MONITOR	Galloway, Greta
EMAIL ADDRESS:	greta.galloway@jcu.edu.au
ASSESSED AT MEETING	*Date:* 28 Sep 2005
APPROVED	*Date:* 8 Oct 2005
Associate Professor Peter Leggat **Chair, Human Ethics Committee**	
Tina Langford Ethics Officer Research Office Tina.Langford@jcu.edu.au	Date: 10 October 2005

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Appendix B: Some of the Available Advice Offered to HBB

Source: economicsolutions.com.au 2005

ADVICE FOR HOME-BASED BUSINESSES

Home Business Manual

www.homebusinessmanual.com.au

This home-based business website, developed by the City of Casey in conjunction with South East Development and the Micro Business Network has a twin focus – to help people who want to start a home-based business and to help those who already run their own business.

Checklist for Microbusiness

Commonwealth Department of Education, Training and Youth Affairs (1998, 11pp)

Produced as part of the Small Business Professional Development Best Practice Program this booklet provides a comprehensive, quick and easy yes / no checklist of issues to be considered when setting up a new small business.

The Business Plan for Home-Based Business

Cooperative Extension Service for Arkansas Small Business Development Centre (www.asbdc.ualr.edu/fod , 19pp)

The document presents a step-by-step guide to business planning that is tailored to suit the likely needs and interests of home-based businesses. It includes a basic 'personality test' before taking the user through the steps necessary to develop a business plan. The document is thorough, if a little dense and does not bring much of a sense of fun or creativity to the planning process.

Home truths: Handy Hints for Women in Home Based Business

Western Australia Small Business Development Corporation (2000, 64p)

www.sbdc.com.au and follow the links to *Women in Business* and then *Home Based Business*

The SBDC has produced a comprehensive book designed specifically for women thinking of starting a home-based business. The book covers a wide range of important issues in a lively magazine style format. Issues include: checking the viability of your business idea; setting up a home office; balancing 'home' and 'work' activities; developing a sense of professionalism about your home-based business; basic business planning and accounting; and includes a list of useful contacts and references.

Appendix B cont'd.

Home Based Jobs Research

WA Department of Training Western Australia (1998?, 50 pp)

Based on desk top research on home-based businesses, this publication looks at: the growth in profile of home-based businesses in the US and Australia; the growing economic importance of home-based businesses; local government regulations in WA; the case for government initiatives to support home-based business growth; ways to make home-based businesses grow; and training options. The training options are the core of the publication and, drawing on a wide review of the small and home-based business literature, the booklet recommends training which is practical, down to earth and answers the most immediate needs of home-based business operators.

Home based businesses: Guidelines for setting up a small business at home

AusIndustry, *Managing the small business series no. 39* (15pp)

Identifies issues and offers some guidelines for setting up a HBB, including suitability of home and business, planning processes, neighbours and amenity, marketing, finance and insurance. Concise to the point of not offering enough information or ideas on its own, but clearly set out and useful as a quick overview of issues, procedures, etc. Now quite old but still popular – first published in 1986 with many reprints.

Opportunities from home: Establishing your home business

I Birt (Prentice Hall, Sydney, 1998. 110pp)

Comprehensive and detailed guide to organising and running a profitable home business, including exercises, case studies, calculations, etc. Topics include selection of home business, setting up (legal requirements, resources, company structure), electronic offices, finance, marketing, management, promotion, discipline and stress, planning and tax. Medium weighted in style, but has a strong emphasis on sound financial management and business planning practices.

Planning a home-based business

A Bibby (Eastern House, Vic, 1997. 64pp)

(Self)Educational book can be used as text for accredited course. Includes exercises, tests, etc. Learning outcomes are to be able to: confirm viability of a proposed HBB, plan home/home-workplace, develop transport, access and communication strategies, identify and address possible neighbourhood amenity issues, and explore networking opportunities. Systematic introduction for aspiring home-based business people, whether vaguely interested in the possibility or committed to a particular HBB idea.

Appendix B cont'd.

Your guide to working from home

P Schmideg (Pymble NSW, 1997. 180pp)

Chatty personalised accounts of home-based businesses with emphasis on ways to self-motivate, winning attitudes, goals, good habits, etc. For reading rather than reference, with a strong authorial presence.

Your home business: the essential guide to running your business from home

H Chryssides (Allen & Unwin, St Leonards, NSW, 1997. 230pp)

A chatty but very comprehensive how-to guide for setting up and running a HBB. Topics include adapting the home/home office, finance, presentation, stress, management, franchises. There are case studies, useful contact addresses, etc. A useful book with a read-through rather than reference manual approach.

MicroWorking from home: practical, cheap ideas for mums and other budding entrepreneurs

S Brownlee (1995, 128pp)

An ideas resource book – light in style, emphasis on what to do/make and how to sell it. A page or two on each idea, encouraging but not detailed enough to be a stand-alone resource.

Working for yourself in Australia

De Leuuw and Golzen (Pitman Publishing, South Melbourne, 1995. 228pp)

No nonsense guide for owners of small business (not necessarily home-based), clearly structured with emphasis on financial, legal and planning aspects. Includes checklists and other decision-making help on technology, employing, etc. Hand-holding guide, and very detailed.

Your home-based business (*Small business success* series)

R Peacock (McGraw Hill Book Company, Sydney, 1993. 90pp)

Case studies, checklists, discussion points, etc. Topics include reasons for basing a business at home, basic resources, franchises, marketing, legal and insurance aspects, management, planning, sources of advice and assistance. Part of a seven-book series for small business, it could be used as a course. Like Bibby's book, emphasis is on pre-planning and pre-assessment of a HBB idea, but it is a bit lighter.

Appendix B cont'd.

Hundreds of ways to make money from home.

R Fox, T Stowe (Success in Mind, Narrabeen, NSW, 1990. 171pp)

Some general advice then just a paragraph on each of hundreds of ideas for small scale money-making ideas: from angling supplies, to embedding flowers in plastic, and making fridge magnets to animal grooming. Shallow, but chock full of ideas.

How to run a business from your home

P Vervoorn (Angus & Robertson, North Ryde NSW, 1989. 294pp)

How to find and test ideas for a low-risk HBB and develop the personal, technological and management skills needed for success. Includes sections on planning, SWOT analysis, attitudes, knowledge and skill acquisition, record-keeping, problem solving and decision-making, planning and sources of information and assistance. Down-to-earth practical guide, balanced between checklists, tables, etc and chatty advice.

MEDIA RELEASE
24 February 2006

Study of National Significance begins!

James Cook University doctoral student Ron Pierce has commenced his three-year investigation of Australia's fasting growing sector, home-based businesses.

Representing 67% of all small businesses, the home-based business sector is of interest to project industry partners and local development agencies Cairns Regional Economic Corporation (CREDC) and the Far North Queensland Area Consultative Committee.

Major funding of $72,444 has been provided by an Australian Research Council (ARC) Linkage Grant to James Cook University. Local industry partners are making substantial in-kind contributions to the project.

According to Mr. Pierce "The aims of this project are to develop an understanding of the differing worldviews, beliefs and practices of HBB operators". He also stressed that the project was investigating the implications of current government and industry policies and would inform future policy.

Ron Pierce, along with Dr Wendy Earles and Robyn Lynn from James Cook University's School of Social Work and Community Welfare have co-authored a paper "Characteristics of Home-based Businesses: Essential Background for Future Research" which will be presented by Mr Pierce to an international audience of practitioners, policy-makers and academics at the prestigious International Council for Small Business 2006 World Conference in Melbourne in June.

Mr Pierce will be working closely with home-based business operators in the region and hopes to meet more operators through a series of Home-based Business Seminars currently being run by Far North Queensland Area Consultative Committee Small Business Field Officers. A recent seminar in Mossman was attended by 30 operators.

Appendix C cont'd.

Future Seminars are planned for Cairns, Johnstone Shire and the Atherton Tablelands.

This study is expected to provide invaluable information over the next 3 years to project partners Cairns Regional Economic Corporation (CREDC) and the Far North Queensland Area Consultative Committee, in understanding how best to assist this growing area of the regional economy.

For further information contact:
Tomas Vieira   - FNQACC   ph: 07 40 517836
Steve Oldham   - CREDC   ph: 07 40 404418

Featured in the Cairns Sun, 19/04/2006 in General News

Home work study focus

By STACEY CARRICK

JAMES Cook University doctoral student Ron Pierce has started a three-year study of national and international significance.

Mr Pierce is investigating Australia's fastest growing sector, home-based businesses.

Representing 67 per cent of all small businesses, the home-based business sector is of interest to project industry partners and local development agencies Cairns Region Economic Development Corporation and the Far North Queensland Area Consultative Committee.

Funding of $72,444 has been provided by an Australian Research Council Linkage Grant to JCU. Local industry partners are making substantial in-kind contributions to the project.

"The aims of this project are to develop an understanding of the differing world views, beliefs and practices of home-based business operators," Mr Pierce said.

"I hope to better understand the motivations and aspirations of people establishing home-based businesses.

"A lot of people move to Cairns as a lifestyle choice and start up a home-based business as part of that choice. I want to work out the issues they are facing so we can help stimulate the economy."

Mr Pierce said his study this year would involve research, next year he would interview business operators and his final year of study would involve focus groups.

"If anyone would like their opinions heard and would like their views to contribute towards policy development, they are welcome to contact me," he said.

"I am interested in hearing about their experiences, their reasons for establishing a home-based business, as well as how they juggle their family and work life."

Mr Pierce said he was also investigating the implications of government and industry policies.

He will be working closely with home-based business operators in the region and hopes to meet more operators through a series of home-based business seminars being run by FNQACC small business field officers.

Mr Pierce, along with Wendy Earles and Robyn Lynn from James Cook University's School of Social Work and Community Welfare, has co-authored a paper entitled "Characteristics of home-based businesses: essential background for future research", which he will present to an international audience of practitioners, policy-makers and academics at the prestigious International Council for Small Business 2006 World Conference in Melbourne in June.

The study is expected to provide invaluable information to project partners CREDC and the FNQACC over the next three years to help them understand how best to assist this growing area of the regional economy.

FNQACC executive officer Tomas Vieira said he was looking forward to having a greater understanding of the issues home-based businesses faced. "There is scant information in this area of study anywhere in the world," he said.

"This is a unique study of national and international significance. I am interested in finding out about the issues different genders face and how people juggle home, family and business life under one roof."

Mr Vieira said lifestyle issues contributed towards a desire to establish home-based businesses. "Technology plays a big part – you can take a laptop anywhere," he said.

CREDC chief executive officer Steve Oldham said he hoped to develop a better understanding of this sector of the economy. "I would like to understand how to better interface with home-based businesses," he said.

"I would like to know more about any restrictions and impediments they face, what they are hoping to achieve and how we can assist them.

"This is a part of the economy we don't fully understand.

"I would like to understand it better so we can help operators formulate plans for the future."

■ **For more details about Mr Pierce's study, or if you would like to be involved, phone 4051 7836.**

Appendix C cont'd.

Flyer distributed around Cairns

HOME BASED BUSINESS RESEARCH

The aims of this project are to develop an understanding of the differing ideologies and practices of HBB operators and to explore the implications of government and industry policies on them. If you are interested in learning more about this project or contributing stories of your HBB experiences, please contact Ron as below.

The number of HBBs in Australia has grown rapidly with 67% of all small businesses being run from the home. It has been estimated that more than 1 in 10 Australian homes operate as a business. This represents a shift from the historic thinking of the industrial age, where work and home were kept separate. The changing trend in working conditions has been documented by the Australia Bureau of Statistics and other research projects across Australia - however little is known about the thoughts and motivations of the people who conduct business from their homes and we want to hear from operators.

The School of Social Work & Community Welfare at James Cook University, Cairns Campus, in partnership with the FNQ Area Consultative Committee and Cairns Region Economic Development Corporation, are researching Home Based Businesses v in Far North Queensland, to learn more about the people who operate them and the impact of current government policy on HBBs.

Research Title: Home Based Businesses: 'Belief systems and practice' and their consequences for policy and development practice (Far North Queensland).

Contact Details: Ron Pierce (Researcher)
Phone: 4041 0560 or 0414 275 469
Email: hbbresearch@bigpond.com

An Australian Government Initiative
AusIndustry

Small Business Field Officers

HOME-BASED BUSINESS SEMINAR QUESTIONNAIRE

Your considered response to this questionnaire will provide valuable feedback on issues concerning the Home-based business (HBB) community in general.

Accordingly, it would be appreciated if you could complete this questionnaire before you leave the seminar today. Alternatively, you can send your questionnaire directly to the office by Fax: (07) 4031 8970, or by mail to:

FNQ Area Consultative Committee, PO Box 118N, NORTH CAIRNS QLD 4870.

Your privacy is of great importance to the Office. All personal information collected by Small Business Field Officers is protected by the Privacy Act 1988. *The information you supply will be used by the Office of Small Business, Department of Industry, Tourism and Resources to inform policy development.*

Thank you for attending the seminar today and taking the time to fill out this questionnaire.

Appendix D cont'd

PART A - Information about your business

1. Please **tick** the box of <u>one</u> of the following Australian and New Zealand Standard Industrial Classifications (ANZIC) that best describes your major business activity.

☐	Agriculture, Forestry and Fishing	☐	Communication Services
☐	Mining	☐	Finance and Insurance
☐	Manufacturing	☐	Property and Business Services
☐	Electricity, Gas and Water Supply	☐	Government Administration and Defence
☐	Construction	☐	Education
☐	Wholesale Trade	☐	Health and Community Services
☐	Retail Trade	☐	Cultural and Recreational Services
☐	Accommodation, Café and Restaurants	☐	Personal and Other Services
☐	Transport and Storage		

2. A **Home-based business** is defined as any business that operates from home, at home, or both. Businesses operated 'at home' are businesses where most of the work of the businesses is carried out at the home of the operator(s). Businesses operated 'from home' are businesses where the business has no other premise owned or rented other than the home of the operator(s). Based on this definition does your business operate?

☐ At home
☐ From Home
☐ Both

3. Please describe your business:

_____

_____

2. What is your Postcode?   ☐☐☐☐

3. What is your gender?   Male/Female

4. What is your age group?

☐ Less than 30
☐ 30 to 50
☐ More than 50

5. How long has your business been in operation?

☐ Not a HBB   (If you ticked this please go straight to Parts C and D)
☐ Less than a year
☐ 1 to 3 years
☐ Over 3 but less than 6 years
☐ More than 6 years

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Appendix D cont'd

6. What type of business structure do you have?

- ☐ Sole Trader
- ☐ Partnership

- ☐ None
- ☐ 1 to 2

7. Apart from yourself or your partner/s, how may people does your business employ?

- ☐ None
- ☐ 1 to 2

- ☐ 3-5
- ☐ More than 5

8. How many hours per week do you as the business operator work in the business?

- ☐ 1 to 10 hours
- ☐ 11 to 20 hours
- ☐ 21 to 34 hours

- ☐ 35 to 50 hours
- ☐ 51 to 75 hours
- ☐ More than 75 hours

PART B - Issues Relating to the Operation of Your Business

9. Do you belong to an Industry Association? **YES/NO**

   If YES – please indicate which one

   _____

   If NO – please provide reasons

   _____

10. Do you belong to a business network? **YES/NO**

    If YES – please indicate which one _____

    If NO – please provide reasons _____

11. Do you have a registered Business Name in the state/s in which you operate? **YES/NO**

12. Do you have a registered trademark? **YES/NO**

13. Are you using the internet for your business? **YES/NO**

14. If you answered NO, please give reasons _____

15. Are you using Broadband? **YES/NO**

16. If you answered NO, please give reasons _____

17. What are your main sources of business advice and information?

    _____

18. Has any Local Government regulation had a negative impact on your business? **YES/NO**

    If YES please indicate how _____

19. Has the lack of access to finance had a negative impact on your business? **YES/NO**

    If YES please indicate how _____

20. Prior to this Seminar were you aware of the potential impact of Capital Gains Tax on operating your business from home? **YES/NO**

21. Prior to this Seminar were you aware of the impact of not advising your insurance company that you were operating your business from home? **YES/NO**

Appendix D cont'd

PART C – Your views on the Seminar

22. Please share your comments by <u>circling</u> one of the numbers in each of the categories listed below:

Seminar Organisation	Poor	Satisfactor	Good	Excellent
Registration Process	1	2	3	4
Seminar Format	1	2	3	4
Relevance of Seminar	1	2	3	4

Speakers	Poor	Satisfactory	Good	Excellent
Business Planning	1	2	3	4
ATO	1	2	3	4
Marketing	1	2	3	4
IP Australia	1	2	3	4
Risk Management	1	2	3	4

General Comments:

_____

_____

PART D – Other Issues

23. Would you be interested in joining a HBB Network? **YES/NO**

24. Would you be prepared to participate in any future surveys or focus groups on small business and/or home-based business issues? **YES/NO**

25. Would you be interested in speaking to an Austrade business adviser? **YES/NO**

If you answered yes to these questions please complete the following:

Your Name: _____

Phone Number:☎ | | | _ | | | | | | | | |

E-mail Address: _____

We will only contact you about the matter that you have responded to with a yes.

Appendix E: User-defined Fields for Volunteer Pool

Table Field Values for Business Type

□ Accommodation, Café, Restaurant

□ Agriculture, Forestry, Fishing

□ Communication Services

□ Construction

□ Cultural and Recreational Services

□ Education

□ Electricity, Gas, Water

□ Finance and Insurance

□ Government Admin, Defence

□ Health and Community Services

□ Manufacturing

□ Mining

□ Personal and Other Services

□ Property and Business Services

□ Retail Trade

□ Transport, Storage

□ Wholesale Trade

Business Structure

□ none

□ partnership

□ sole trader

Years in Business

□ 1 – 3 years

□ 3 – 6 years

□ < 1 year

□ > 6 years

Appendix E cont'd

Contact made through

□ AIB (Australian Indigenous Business organisation)

□ Media

□ Pt. Douglas Seminar

□ Atherton Seminar

□ Cairns Seminar

□ Innisfail Seminar

□ Snowball

Age

□ 30 - 50

□ < 30

□ > 50

Gender

□ Female

□ Male

Indigenous

□ No

□ Yes

Multiple HBBs

□ multiple HBBs

□ one HBB

Appendix F: Information Sheet for Participants

Home-based businesses: "Belief systems and practice" and their consequences for policy and development practise (Far North Queensland)
a partnership between Far North Queensland Area Consultative Committee, Cairns Regional Economic Development Corporation and School of Social Work and Community Welfare, James Cook University, Cairns

Information for Participants

The aim of this project is to gather information about the experiences of home-based business stakeholders in Far North Queensland. Interview topics are defined by you and may be, but are not confined to issues such as the advantages of working from home, difficulties you have working from home such as family/work conflicts, policy issues such as complying with government regulations, and your motivations for being self employed (to enhance family relations, freedom to make your own choices, to do something you believe is important, to improve your health and sense of well being or to better your economic opportunities). The underlying purpose of the interview and the research project as a whole is to gain a better understanding of the current shift toward self employment and therefore all information is useful. This study is being undertaken by Ron Pierce as part of his PhD thesis. Findings from this research may be published but names of the interview participants will be kept confidential.

Interviews will take 1 to 2 hours and are completely voluntary, they can be terminated by you at any time during the interview. For the purpose of data collection and analysis, the interviews will be recorded and transcribed to text. The recording and transcription will be kept strictly confidential. All data will be kept at the university in locked filing cabinets and destroyed after 5 years.

Researcher Contact details
For information on this project please contact:
Ron Pierce Ph 4055-0941 or Email hbbstudy@bigpond.com
Dr. Wendy Earles Ph 4042-1191 or Email Wendy.Earles@jcu.edu.au

If you have any concerns in relation to the conduct of this project please contact:
Tina Langford, Ethics Administrator, Research Office, James Cook University, Townsville, Q 4811. Ph 4781-4342 or Email Tina.Lansford@jcu.edu.au

Appendix G: Informed Consent Form

INFORMED CONSENT FORM

PRINCIPAL   *Ron Pierce*

INVESTIGATOR

PROJECT TITLE: *Home-based Businesses: "Belief Systems and Practice"*
                          and their consequences for policy and development
                          practice (Far North Queensland)

SCHOOL   *JCU School of Social Work and Community Welfare*

CONTACT DETAILS

                          Ron Pierce (07) 4042-1028

This project involves individual interviews with home-based business (HBB) stakeholders to gather information of their experiences of HBBs in Far North Queensland.

Interviews will take between one and two hours and a digital audio recording will be made of all interviews.

The identity of all interviewees will be kept strictly confidential.

Findings from the study will be published in a PhD thesis and may also be used for academic and practitioner journal publications. These findings will inform future policy and development practice in FNQ in relation to HBBs.

The aims of this study have been clearly explained to me and I understand what
is wanted of me. I know that taking part in this study is voluntary and I am aware
that I can stop taking part in it at any time and terminate the interview.

Name: *(printed)*	
Signature:	**Date:**

Appendix H: Interview Guide

Interview Checklist

Thank person for their time

Give them a copy of the information sheet

Ask them to sign informed consent

Turn on recorder

Introductory statement: "Tell me something about how you came to be operating a home-based business

State
Market
Household sector

Home-work-life balance
Family
Home
Household
Business
Cultural background
Personal history

Wrap up

Would you like a copy of the transcript   Yes / No

Can I contact you for follow up questions or your thoughts   Yes / No

Would you be interested in participating in a focus group?   Yes / No

What is the best method of contact for you? Email_____; Phone ____

Do you have a business card I can have?

Have you got any questions for me?

Thank-you!!

Appendix J: Contact Summaries

Contact Summary 1

Interview # 1
Business Type: Business management – data bases & quality assurance
Status: Female – lives with husband and 6yr old girl
Setting: 9:30 am. Beautiful home not far from ocean in Kewarra Beach – area is well maintained, beautiful homes and gardens. House – spacious open plan, very tidy and well maintained, beautiful tropical gardens - hard to tell whether you are inside or on veranda, fish ponds, caged birds chirping and soft back ground music, walked past office – large room off entrance, very tidy (immaculate) and organised.
Date: September 6th 9:30 am
Date written: October 6th

Main issues or themes discussed in interview?

> Balancing child rearing and work
> Advantages and disadvantages of working from home
> Changing technology
> Perceptions of HBB
> Separating home & work life
> Isolation and the need to network

Summary of information on target areas of interest

Beliefs

Possible world Views:
work and family (home life) must be separated – important to find balance
important to spend quality time with children
technology allows both housework and office work done together
daycare assists working from home
gender roles are changing and men take larger role in child rearing, increase in HBB reflects also men's desire to be closer to family
HBB is not perceived as important as work away from home
Must be self-motivated to work at home
HBB can be isolating – highlights the need to network

Stated Ideologies:
"having the home business is a family… a lifestyle choice for us"

Stated or implied Self Concepts:
Very organised
Mother
Business networks mix with social life – business contacts are friends

Appendix J cont'd

Committee member of Cairns business women's club
Bringer of change to industry – sometimes met with resistance

Experiences

Household:
'can do washing while downloading files or printing'
very little talk of household although it clearly was important as it was immaculate

Family: 'gives me more time to spend with'
Very equal sharing of roles in child care – no mention of family activities
initially both worked part time and took turns as Mom or Dad

Business:
An opportunity, a goal, hbb don't feel professional (aren't perceived to be)
Need to keep separate from home

Home:
the place to be when I had my daughter
place of privacy – business is public (a difficulty with hbb)

Personal History: "fell into this line of work" no formal education in business
management; learned through employment and training courses – saw opportunity for
self-employment (a long term goal)

Salient, interesting, illuminating or important thoughts arising from interview

Flexibility was mentioned frequently
Mentioned twice that self employment had always been a goal (didn't follow up)
Had applied for QA contract with FNQACC – initial contact with me may have been
motivated by self-promotion, however, was very open and had obviously given some
thought to issues surrounding increasing number of hbbs.

Thoughts for future interviews
Need to listen more carefully and draw out topics which have been introduced
Maybe ask for a definition of home, household, family and business
Want to do a follow-up interview when themes begin to emerge– very insightful person

Contact Summary 10

Interview #: 10
Business Type: Distance education consultant vehicle broker
Status: Married, 7 children (5 at home), children involved in family businesses, Christian pastor, shearer, manager
Setting: Rural home – rented old primary school now operating as honey business
Date: 21 /11/ 06
Date written: 06/ 12/ 06

Main issues or themes discussed in interview?
Family business – separating family issues from work issues
Family values – home schooling, learning to be confident
Personal history and value system – money always second to family and community
Entrepreneurship and need for independence – schools not catering for social changes
Scheduling and priorities
Advantages of home-business
Problems with pay as you go tax
Home business not seen as professional
Too much legislation in starting and running business

Summary of information on target areas of interest

Motivations & Personal History: "I grew up on a farm and was a shearer there for many years, but in Gladstone I was a Pastor of a Baptist church for seven years"

"governed our decision to encourage our family to be close together, as a family, because we feel that is our priority that we feel is important and the fact that family business is going to encourage that then we'll do it, home schooling encourages a close family network… they are the sort of things that will help govern our lifestyle, our decisions we make, so its not a business with a bit of religion its our entire life is governed, you know decisions we make in our life in our business and our family, are governed by our relationship with god."

Home-work-life balance:
"we kind of worked together that way and it was different to being a family, in a sense, you didn't bring your family into your business, you didn't take your business into your family, in the sense of attitudes…"

"you got two relationships happening you know, as a daughter you can say look dad I don't want to do this today, or can we go do something different, and sure, and this is a work related expectation, so you're an employee you need to do what you've committed yourself to do"

Appendix J cont'd

Beliefs

Possible world Views: "schools aren't training people to be entrepreneurs… they still have the industrial revolution mentality… but our culture doesn't work like that anymore, the biggest paying jobs at the moment are the trades"

Stated Ideologies: anarchist? "to my mind there ought to be a reversal to ... you know any body can start any business they are going to stand or fall upon their own credibility… you should be able to operate any business you like… you are either going to fail or your not"

Stated or implied Self Concepts:
Entrepreneurs: "Robin's an entrepreneur in his thinking, when he was working as a manager, it was good, cause there's a job that needs to be you go do it, so he could use his own way of doing it, where as sometimes if you are working for a wage its like this is what you have to do and this is the way you are going to do it", and this frustrates Robin's' personality… it sort of suits our personality to run our own business"

Christians: "being a Christian born again Christian, that's the focus in our life really, all these other business's is just a side really, you know just to help us live, but our Christian faith is our basis for our life"

Experiences

Family: "it was an option, we sat them down and said this is how its going to be, do you want to be in it or not, you have a choice"

Business: "home schooling is a bit like a home business… other than just your normal family life, and you have to actually schedule it…, I've got a separate phone number with an answering machine and I've trained everybody that I'm in my office on Monday and Tuesday afternoons, if you want to ring me, other wise there is a message on the answer machine"
"they are trying to expand me and I'm saying no I'm not ready for that… it will actually get my family priorities out of whack, I want to educate the kids first and then I'll think about going full time"
Home:
Household:
Salient, interesting, illuminating or important thoughts arising from interview
Successful businesses often arise from seeing a need in your field of current employment
Thoughts for future interviews it is a long way to Herberton and back!

Appendix K: Copy of Initial Coding Sheet

Descriptive Codes

Beliefs
  World View
  Values
  Ideologies
  Self Concept

Big Picture
  State
  Market
  Household

Experiences
  Family
  Home
  Household
  Business

Arising Themes
  Balance
  Community
  Creative
  Ecological
  Outsider

Other
  Personal history
  Business start up
  Gender roles
  Feelings

Appendix L: Early Coding of first 3 transcripts on Excel Spreadsheet

Code Names and Descriptions of World Views

World views: dichotomy of security, either [n / p] negative or positive		
Dichotomous Beliefs	sub-themes	Descriptions
[age - p / n]		age
[bb – p / n]		big business
[Chg - p / n]		change
	[tech – p / n]	changing technology
	[soc – p / n]	social change
	[gen - p / n]	changing gender roles
[cnsm – p / n]		thoughts on consumerism
[comp – p / n]		competition
[edu - p / n]		education - likes workshops & business seminars
[grop]		best to belong to a group
[grow – p / n]		growth
[n2f – p / n]		thoughts on 9 to 5
[pece – p / n]		world peace
[plan - p / n]		planning is this the antithesis of creativity?
[pp – p / n]		people power – basic human qualities
[rlg – p / n]		organised religion
[snc - p / n]		science
[solo]		best to look after self
[tox]		working in main stream gov/industry can be toxic to health

Appendix L cont'd: Coded Data on World Views

#	ot	Code	Data
1	spec	bb-p	I'd always wanted to start my own business and I just saw it as an opportunity to … it was always a goal to have my own business
2	rt	bb-p	there's a few directions it can go...I wanna grow as much as possible
1	spec	chg	I guess the work I do to is about change
1	spec	chg- soc-p	Yeah… but I guess the focus nowadays is all about safety and health and safety in the workplace
1	spec	chg-gen-p	even with the work that my husband does he's not one of these fathers whose not there in the mornings and doesn't get home until seven o'clock at night, he's generally there sometimes he'll pick her up from school
1	spec	chg-gen-p	as for the construction industry too you find a lot of female engineers, maybe not so much plant operators but there are some
1	spec	chg-soc-p	I think that's probably one of the reasons there has been an increase for people working from home… having home based business because of family and especially for men as well
15	adm	chg-soc-p	my father did that too [sold his life to fulfill his family commitments], they did not believe there was any thing else they could do, and the difference for us now it that we believe that there is something else we can do, I think we are a generation of people that believe in ourselves and believe in our ability to take new directions, society allows ... before you were doing...a trade or some profession and that's what you were for the rest of your life, nowadays you change about three or four times, its just acceptable, in fact if you have been the same thing for twenty years, you are the exception rather than the rule, and I think that flexibility in our minds and in society and therefore in the work arena like one belief leads to another, and the belief in the work arena leads to the belief in the individual, etc
1	spec	chg-tech-p	with the technology today with Email and all that … you don't need to go into an office

2	rt	chg-tech-p	its huge, it getting more and more … like just having broadband connection you know, I'll show you the web sight its insane what you can do now, like instant screen and wide screen videos straight off the web sight, you just click on it, and you've got a full wide screen video playing of your events, or any promotion you want to do
1	spec	dcr-p	I still use that now during school holidays.. [She] goes to day care or sometimes I might take a week off during school holidays, but with the amount of school holidays I can't put my business on hold for 12 14 weeks of the year
2	rt	edu-p	since that NISE just finished in June, I'm sweet, and my bank account is good … I think that business course really helped … it was worth doing, there's stuff I learned, I couldn't even tell you what though, its just about an idea
2	rt	plan-p	that NISE course makes you do a business plan, and a two year forecast, so just making a two year forecast you have to think about how you are going to make every dollar, where the dollar is going to go and then do that for two years, and then over that first year, I've looked at it and I have exceeded all those expectations which was really surprising, and the moneys come in for different things which I didn't think it would do, but I've got a reference now, and I can look at that and go that was what I thought was going to happen but the reality is that we've got these contracts...
15	adm	pp-p	that person will have all the body language of your not getting any thing out of me, someone's made allegations against me so bugger em you know ...within ten minutes um that's all changed they are telling me everything, just by understanding human nature and being ok with where that person is at, and allowing them their defences if they need them, and acknowledging the need to have the defences, and acknowledging how hard this must be for them, and its just using those creative interactive skills those communication skills and watching this whole change in peoples, you know the way they are
15	adm	rlg-n	I was sort of like so anti all of that cause I'd seen the hypocrisy between the teachers and the teacher you know the priest or whoever it was the minister's opinion and I just thought it was all rubbish and then in my late twenties I just knew there was more somewhere
15	adm	snc-n	and in psychology I guess I wanted to research other levels of what made people do things and I was continually brought back to what the book said
2	rt	solo	I thought, like with the web site when I made that, I thought that would - everyone would give me their leads, and it would become this big thing because everyone wants to be into it, but no one cares; people aren't even into it

2	rt	tox	its dangerous and its really toxic...I stopped doing - being an electrician because of health and safety issues that was quite a big thing, my long term health, I think was being destroyed through insulation and lead and PVC and all these chemical that you have no option, other than to hold onto and work with all the time, and constant safety...
15	adm	tox	I was there for a year and got chemical poisoning on the job...they refused to take any responsibility for it because, see me and fifteen others were ill and put in incident reports...the cleaner had used this spot cleaner it was very toxic and you are only supposed to use, and he had done this great area where we sat
15	adm	tox	I find that a lot of people are now, myself included but I hear this from a lot of people, uhmm have an awareness about the effects of air conditioning, fluorescent lights, and computers everywhere on their health and so they prefer to be in their home where they can actually determine their environment and make it a healthier one if they need it to be

Code Names and Descriptions of Values

Values: *continuum of order, between themes of Balance* [bal] *and Creativity* [crea]		
Themes	Sub-Themes	Description
[bal]		Balance
	[amaz]	Amazonian: business dominated by the woman
	[chf]	children first
	[dcr]	use of day care
	[faf]	family first
	[fort]	home as place of privacy, sanctuary
	[hlth]	health and safety
	[int]	integrate home and work
	[ls>$]	choose lifestyle over money
	[mar2]	multiple partnerships
	[mbs]	work needs to balance mind, body, spirit

Appendix L cont'd: **Code Names and Descriptions of Values**

	[nage]	New Age: not adhering to traditional gender roles in household or work
	[part]	Patriarch: business dominated by the man
	[plan]	make lists to balance home/work
	[Prg]	pragmatic
	[pwe]	protestant work ethic
	[seg]	segmenter - separate home and work
	[sprt]	need to be engaged
	[trtr]	home divided into territories
	[Vchg]	experienced life changing event – change in values
	[Vchg-hbb]	values changed to favour hbb
	[Vchng-bal]	values changed to favour more balanced lifestyle
	[work]	description of work – enjoys work
	[ws]	issues around work space
[crea]		creativity
	[abol]	Abolitionist: Against slavery or forced labour; antiauthoritarian – can't be told what to do
	[ache]	work must provide sense of achievement
	[art]	self expression
	[bo]	bohemian
	[free]	need for autonomy
	[lead]	leadership
	[mef]	me first
	[mot]	maker of things

Appendix L cont'd: Coded Data on Values

#	ot	Code	Data
1	spec	bal-dcr-seg	I still use day-care. We have a family day-care Mom which… once Taylor started to be able to walk and move around and all that I ended up putting her into day-care… even it was just sort of school hours because I couldn't have a child at home and do the work
1	spec	bal-faf	It gives me more time with my family when they're home
2	rt	bal-hlth	but now I am stilt walking and that's dangerous, not as dangerous as being an electrician, but it is ...I've just been thinking about new characters to build in helmets, the heads the only thing, elbows aren't really a problem, your hands and elbows are generally alright, its your knees...we want to build in to future costumes with more safety, which is to use helmets as part of the costume, and you know you can get around it with some costumes
15	adm	bal-hlth	myself included but I hear this from a lot of people, uhmm have an awareness about the effects of air conditioning, fluorescent lights, and computers everywhere on their health and so they prefer to be in their home where they can actually determine their environment and make it a healthier one if they need it to be … putting that stress on you … cause even if your body is healthy it doesn't … it gives you signals … and it doesn't give you signals that its okay to sit in front of a computer for 10 hours a day, the body doesn't do that willingly
15	adm	bal-int	some people say…I don't whether its so good working at home because, I used to be able to go home and turn off where as I can't ever turn off from work because its there… For me it's the opposite, in that I love that I can get up whenever I want and work away from it, walk out to my pool, walk you know, talk to someone
1	spec	bal-l>$	He's home early enough to spend that quality time as well and uhm I guess having the home business is a family/ a lifestyle choice for us
15	adm	bal-m2	I had been married had my two children and then we separated when we had the restaurant … then I had a um another partner who had a daughter and so we took the three children
15	adm	bal-mbs	because I do have a spiritual focus I like to wake up in the morning and not jump up, shove food in and jump in the car and drive in peak hour traffic to work, I like to wake up and meditate for a bit, uhmm I do some simple yoga, like for me life is like not just mind, mind body and soul or mind body and spirit and if I can't balance those three then for me I'm not living and so my work has to enable that balance, and when it does I feel good about myself and about my day

Appendix L cont'd: Coded Data on Values

1	spec	bal-nage	we've only been in Cairns for 8 years so prior to that he's had a complete career change so .. Mark has always been there for Taylor.. very much a hands on Dad as well
15	adm	bal-plan	I will often do a list, Ill get a piece of paper and Ill go and this is really detailed but it's the way you know, 7.30 breakfast, 8.00 something else, phone such and such, 8.30 start report – do report till 10.00, 10.00 stop for as long as you need, get in the pool have an hour off 11.00 – 11.30 go back phone such and such and so If I actually follow that fairly well when it comes time to actually have my rest or whatever or finish the day I am happy with what's there...and what you do it you leave yourself good amounts of time for other than work, so you won't go half an hour break and half an hour is not enough so you miss another half an hour of what you have put as your work and you get all stressed, I give myself good breaks even more than I need sometimes, so that if I go back a bit earlier I have done well, I am ahead of the goal, and if I can meet that contract with myself I can get up and walk away still with heaps of work to do because that's all I have contracted to do in that day, and I think working at home those sorts of strategies are really important, so that you actually achieve what you need to but also achieve what you want to too
15	adm	bal-plan	they are really important things with working at home, they are strategies you have to actually have to make up strategies that you probably would not need out of the work place
1	spec	bal-nage	I went straight to work part time and my husband was working part time at that stage so we took turns being Mom or Dad at home
1	spec	bal-seg	The other thing I guess is privacy too uhmm trying to separate the home from business...home and business, you need that cut off point...In the beginning I found it hard to switch off because my office was here.. and..even when you do, okay that's it I've finished working for the day the phone can still ring…So even though you finished work you haven't finished work
1	spec	bal-seg	no I turn off my computer when I go to pick up my daughter, generally, unless I'm busy and that's my cut-off point
15	adm	bal-vchg-bal	my son and his wife up here think totally differently from what I did at their age, they think more, they put importance on lifestyle and enjoying what they're doing where as I had that work ethic really sort of pounded into me
15	adm	bal-vchg-hbb	And now I've done it I would never even if I had the capacity I would never go back and sit in an office…

Appendix L cont'd: Coded Data on Values

1	spec	bal-work	I still go out to visit clients… but I would say 90% of my work is done from home
2	rt	bal-work	I never winge about going to work
15	adm	crea-abol	people don't want to go into an office and have someone direct how they spend their day uhmm to tell them that at 10:30 its morning tea time and at 3:30 they can have a cup of afternoon tea …
15	adm	crea-ache	can I say to about work that for me now work has to feel good, it has to be how do I describe it, it has to fill me with I have to feel like I am enjoying it and that I'm doing something I want to be doing ...engaging me, when I say filling me its like giving me something that feels good its an achievement success I know when we do the investigations as funny as it might sound, and I do those reports and I assess and I feel like that's been really in-depth its really looked at everything, we have got a good outcome we've done well andI've enjoyed it,I've enjoyed the exercise of doing it
15	adm	crea-ache	those are all considerations for me too, is um does this make me happy does this fulfil me does it feel good, when it starts to feel bad or stress full then I look into it and I wonder why I am doing it and whether I do have to
15	adm	crea-ache	so you are not actually just doing a job and getting some pay for it, you feel like you are contributing to, I don't know whether it is the collective conscious, I am saying that with humility because I, I'm not saying I am really clever
2	rt	crea-art	some complaints about Festival Cairns Street Parade being really boring … luckily they have complained about that, so they have rung me and said can you give me a quote we just want some stilt walkers or something like that, I said you can have stilt walkers, but its pretty boring everybody's seen it and it's boring boring, why don't we get back to you and give you a quote and make some giant puppets, because we've seen em, do a bit of research on the internet looking at other peoples
2	rt	crea-art	I started playing the guitar, I always liked drawing and painting and making things, and the making things was part of me becoming an electrician as well, cause I used to make electrical things, and leggo and motors and … pull the bits out and make something and this and then I became an electrician, but that wasn't really it ...I started busking when I was sorta at the beginning of doing any performance stuff
2	rt	crea-art	and played music yeah anything creative, that's what I've sortta decided is I'm just gonna keep the dream alive or whatever. If I can make a living being creative I think I've achieved something, which at the moment is working and its just only started working...

Appendix L cont'd: **Coded Data on Values**

15	adm	crea-bo	I just worked doing the markets and things, cause my kids were little and I did not want to be at work all day, so I did markets and did things like that
15	adm	crea-bo	so we took the three children just took off for six months, because I knew I would not be able to carry a pack in a few years time and just went off and decided to see every thing I needed to see, mainly India and China and Nepal you know nice countries like that I went through Burma went to New Guinea, that was before the 89 uprising
2	rt	crea-free	…so I've got that little bit of management stuff but I don't really want to push for that, the best money and least stress is doing the entertaining, just doing entertaining I made Thirteen hundred and fifty dollars on the weekend just from doing stilt walking and … for a total of 15 hours work, its nearly $100 per hour and I don't have to talk to anyone, don't have to answer to anyone and everything is mine and there is no costs other than petrol driving, and the money is fucking insane, when its happening
15	adm	crea-lead	and its just using those creative interactive skills those communication skills and watching this whole change in peoples you know the way they are, and the same with conciliation or mediation, cause you will go in and you will have people of at least one party saying Ill come but there is no way I'm changing how I think, and at the end of it you have got this amazing agreement, that this person has done this three sixty turn around, and you feel like well my skills actually helped that happen, that person made the change, but I think that the skills and then you appreciate your skills and you work on honing them and you, it's the creativity, communication is a really creative pastime
2	rt	cre-art	So I was in a band with, I was living in a share house, and the guy I was playing music with and he was on the dole, and not working, I was working as an electrician full time getting up at 5.00 and working all day, we would play music on the weekends and stuff like that, I said to him you need to get a job and get some money, and he said I am never, because he was washing dishes as well, I'm never washing dishes again, I don't care if I have to beg, I just want to be a muso...and then three years later he got an Aria award cause he was busking with John Butler and he became his base player, and got an Aria award and did his own thing and now he's doing another band and that's the way I remember him, and just thought yeah, I should stick with that, because I hated being an electrician
2	rt	cre-bo	eleven or ten months or something, and I travelled around Australia and came back and then I worked for him for another couple of months

Appendix L cont'd: **Coded Data on Values**

1	spec	cre-free	basically I set up my HBB because I wanted the flexibility to be at home when I had my daughter
1	spec	cre-free	the flexibility definitely uhm to be able to work school hours or even downloading Emails or printing stuff out I can go and do some washing and stuff like that
2	rt	cre-mot	I'm a home based business…because I build things here, I make things, and I do do some work from here
15	adm	hlth	so I'll have in a day uhmm I have to make time in that day to exercise, because I have to exercise my body everyday, or I choose to because that's why I'm still walking
1	spec	Vchg-hbb	I've had big lulls for maybe a month or so and I'll just go and get some temp work for a week or two weeks...that's when I've seen how hard it is .. well for me because I'm so used to working from home and having that flexibility .. working full time uhm its hard

Code Names and Descriptions of Ideologies

Ideologies: *continuum of Sustainability and trust from the mundane to the sacred*

Themes	Sub-Themes	Description
[bfi]		business and financial issues
	[ed-ac]	education thru academic institutions
	[ed-emp]	education thru employment
	[ed-int]	education from personal interest
	[ind]	works independantly of others
	[mysc]	money brings security
	[sfg]	seeks financial growth
	[strt evol]	business strategy - evolve to find markets
	[stup-forc]	startup-forced
	[stup-lafa]	startup - Laissez-faire: it just happened
	[stup-lof]	startup - Leap of Faith
	[stup-sm]	startup - saw niche market
	[tim]	time management

Appendix L cont'd: Code Names and Descriptions of Ideologies

[stat]   state

     [anar]   anarchist – against all forms of government

     [anti]   distrust government

     [dupl]   government duplicated on fed, state & local level

     [edu]   seeks seminars & business training

     [glas]   government should be more transparent - accountable to public

     [grat]   looks for government funding

     [GST – P -

     N]   views on GST

     [govn]   working for government smothers the spirit

     [how]   support current gov & policies

     [hs]   home schooling

     [reg – P – N]   views on regulations

     [ss]   school system p / n

     [tol]   tolerate government as necessary evil

     [wedg]   political debate often used to divide

[mark]   market

     [cap]   capitalism

     [cost]   you get what you pay for

     [crea]   desire to create new markets

     [dfcl]   it is difficult to make money

     [flex]   have to be flexible to market conditions

     [imag]   notes importance of image

     [nqb]   north queensland behind the rest of the world

     [ntbus]   don't trust businesses (suspect motives)

Appendix L cont'd: Code Names and Descriptions of Ideologies

[eco]	ecology – belief in powers greater than human
[aha]	desire to facilitate personal growth in others
[call]	calling to a particular cause
[envr]	belief in nature, holism
[ewr]	eco warrior need to save the planet
[mach]	Machiavellian approach
[nwg]	new age – belief in transcendence or spiritual path
[relg]	follow religious practices
[seek]	seek greater understanding
[unit]	desire to unite (include all types of people)

Coded Data on Ideologies

#	ot	Code	Data
1	spec	bfi	I'd always wanted to start my own business and I just saw it (new baby) as an opportunity to...it was always a goal to have my own business
1	spec	bfi-ed-em	I fell into this line of work…(aquired skills) through employment, and training courses
2	rt	bfi-ed-em	(learned web desgn) work for the dole years ago and did three months of web design, in a place
15	adm	bfi-ed-em	he was a contract computer analyst and I did all the book work
2	rt	bfi-ind	I don't work anywhere else, (except home) I subcontract ...I'm contracting to people...there's no permanent work and no space there
2	rt	bfi-ind	they invoice me, we just have a set price...So I get (others) all work for my business, but they invoice me as if they are sub contractors ...I don't pay wages I just pay their invoices...we have our own insurance, we don't have a group insurance...everyone who works for me has an ABN.
1	spec	bfi-mysc	probably the only thing that would get me back working in an office is having that steady income … obviously being self-employed its always up and down

Appendix L cont'd: Coded Data on Ideologies

15	adm	bfi-mysc	I am able to do that because I probably don't need as high an income to live off, I am on my own, I own my home
15	adm	bfi-stup-forc	I suppose it was a forced decision ... first of all I went from full time work, I had a couple of years off because I was pretty low in health wise and then I went back to three days a week and did that for a couple of years and had another set back
2	rt	bfi-stup-frc	I became a subcontractor which was when I started working in a boat factory and you had to be a subcontractor .. it had 800 employees and you had to have an ABN and be a subcontractor to work at the factory...made it much cheaper for them
15	adm	bfi-stup-lafa	I do three jobs, all from home so… and they evolved you know...it evolved to me doing … having that business which was not only mediation but also evolved into doing workplace investigations...we first registered our business probably nine years ago...and so on and off it's gone through a … you know a quite a number or sort of other situations in between
2	rt	bfi-stup-lafa	Its evolving and not really, its manageable, its happening, its still not the ideal, the ideal thing would be to trading as mixed lollies, just that name, have the web site mixed lollies.com, invoice from mixed lollies, account mixed lollies that whole thing, it's a little bit broken apart there's the web site and then there's the business, but its all tied together
2	rt	bfi-stup-lafa	Tasmania has a Summer festival...I would like to set up a season down there, and a season here...it would be great if you had it set up across Australia...Melbourne is right in the middle ...I don't know where it goes, it would be nice if it stayed based here
1	spec	bfi-stup-sm	I always wanted to have my own business uhm, I fell into this line of work and I saw an opportunity...what I do is not so much uhmm business management per se, but setting up quality assurance, occupation health and safety and environmental management systems, not so much like the financial uhm marketing that side of it...Mine is more a control … management control...(learned) through employment, and training courses

15	adm	eco-aha	it very full filling to watch someone move from that into something totally different that actually makes their life work better for them, and watch someone have that aha moment, where...its opening doors and then they step through and yeah, so there is that fulfilment of knowing that when someone walks out of that room they might actually do life differently and better because of the time they have spent exploring something with you so you are not actually just doing a job and getting some pay for it, you feel like you are contributing to, I don't know whether it is the collective conscious, I am saying that with humility because I, I'm not saying I am really clever I can you know, its not that because it's the wonder I have around it all is seeing people make that step themselves, all they needed was for someone to help them pull aside that wall that they could not get through and I think that what I love about each of the jobs I do have that element about them
15	adm	eco-call-indg	that changed my direction, I then got into Aboriginal um issues I suppose and began work with the Aboriginal Coordinating Council
2	rt	eco-mach	It's a fine line you know you have to trick people and make them feel really comfortable and get them into the environment make them feel rich and happy and prosperous and stick it up em and get that message across
15	adm	eco-mach	its almost in a way, it almost can be, not always, some manipulation ...it very full filling to watch someone move from that into something totally different that actually makes their life work better for them
15	adm	eco-nwg	he's such a little person and he had an orange robe that sort of went in the shape of a soft drink bottle but he'd come past and then he'd just turn round and look at you and it was like a hundred thunder bolts went through you...it was just pure love and pure love vibrates at such a high vibration that you can feel your whole, even talking about it I get a emotional, but you can feel your whole body react and tears come out because the body is overwhelmed and crying I guess is the body's way of releasing

Appendix L cont'd: Coded Data on Ideologies

15	adm	eco-seek	I knew I would not be able to carry a pack in a few years time and just went off and decided to see every thing I needed to see, mainly India and China and Nepal
15	adm	eco-seek	in my late twenties I just knew there was more somewhere and started I guess what you call your journey on that spiritual…and it was the Eastern sort of religions or beliefs and philosophies that were pulling me, so part of my travels were you know around all that, you know Buddhist teaching, … visiting temples … searching and uhmm probably going backwards and forwards but…
2	rt	eco-unit	the environment centre shouldn't have that approach (dark green), the environment centre should have that as part of it, you have the feral stage, you also have your suits there and gourmet organic food and Mungali milk products and you know …
2	rt	eco-unit	it's a fundraiser for the environment centre, and they are drinking champagne, making it more approachable for some people, because a lot of people don't want to go and sit in the mud in the Park
2	rt	mark-crea	that's something that evolving that I haven't really thought about as you just have all these characters build up, you're building up a repertoire, so that's put on the Web site
2	rt	mark-crea	while there is a demand for it yeah, it sells...so there is room for lots of characters you know, you sort of have to weigh up how much you can sell them, and how much you can spend to make the costume, and how often you can sell them, and storage of them
2	rt	mark-crea	I haven't seen anything like it a big puppet like that here, I have seen heaps on the internet and they are easy to make, but no one has done it up here, so we are really lucky up here that we've got this, this growth in lots of ways, and not every market, we don't even know what markets there are to tackle, like these giant puppet things, hopefully people have seen this one this year, and next year we will get to do the full five, my idea was to make five of them, but not to make them to subcontract that out, and get maybe I'll get a frame

2	rt	mark-crea	so that might happen next year, that's sort of how I would like the business to grow, just to keep, find out what works you know, and next year we could have workshops to build them, which could be funded by a grant, we've got grant applications at the moment to do, um which is for the Chinese New Year, school holiday programmes, coming up for that, so try and get other people to write grants to get us money, we got to Gordonvale Primary School and we made a music video down there at the start of this year, and they got a grant for that
2	rt	mark-dfct	there is no value in working as an electrician...you can make money if you work for yourself, and you just do the jobs that you want to do, you only choose the type of work you want to do and you have loads of clients and you charge $60 per hour
2	rt	mark-flex	that's all a bit new, we just sort of got thrown into that, we didn't have any warning of confirmation until the day before
2	rt	mark-imag	I put that on there um and charged $25 for a normal ticket and $45 – 60 for a flash ticket and invited the council and all the arts people I know and all the events people and invited them all to this event and gave them nibblies and champagne and the whole thing and it was all as a fundraiser but that market, people were all dressed up, it was a gangstery thing but everyone was dressed up and themed and there was a band outside and it was this really lush party, that would be so not what envirofesta normally does, it really hit that market, I don't know what effect it had, but it showed that CAFNEC wasn't just a bunch of ferals
1	spec	mark-nqb	the focus nowadays is all about safety and health and safety in the workplace… but there is a lack of knowledge and in Cairns still people to control that and monitor it
2	rt	mark-nqb	I don't think there's many people… it's the market is so small, I know everybody… the idea of when I started it was to get all these people and people coming up to Cairns
2	rt	mark-nqb	Getting a good reputation takes so long, and I think it's a lot to do with Cairns, close knit you know, its taken years, it just takes a while for people to catch on

2	rt	mark-ntbs	I don't know, I reckon there's lot of scammy movement of money around with these companies (employment agencies), cause I've seen a few of them close and they run really dodgy they run really cheap
2	rt	mark-ntbs	they have the power, well that's how it was in WA , I think that's how it is here, I remember reading an article a little while ago, the laws are tightened up and the fees have gone up for electrical contractors, um Ergon energy is … they put the prices up and they made everyone re sit tests, cause they are trying to knock out contractors, and Ergon Energy is trying to take all of the work, they advertise for their own services, they employ electricians at the award wage of $`17 dollars an hour, and they try and take every job, they advertise as the electrical contractors, you want the real electrical contractors...to come to Ergon Energy, and they employ nearly every electrician that there is...they can sack, they can take your licence off you if they don't like your work
2	rt	stat-anti	most people haggle with the tax department...I got told by the tax department last time I did a tax return in 2000 or 99, aum they said if you are going to claim more than three hundred dollars in costs in your next tax return, we will audit you...With a warning letter because I have been claiming so much stuff ...And not earning much for the year...I'll probably get audited .. I'll probably get someone wanna check me out
15	adm	stat-glas	It had been highlighted by the community visitor a number of times, they pushed and pushed and they just said we visit and there's nothing wrong basically, then it was leaked to the media and suddenly people were fired and all this stuff because, but there just seems to be this … its hard to describe, I won't go into it now…but it's a culture that's very hard to work with
15	adm	stat-glas	I am giving up the commission...I had to sit in a meeting with Department people the other day, and feel like I was unwelcome, had nothing worth listening to because they don't want to hear what the commission people...
2	rt	stat-gst	I registered for GST at the start as well and then cancelled it, cancelled the thing …the GST thing because I didn't make enough money, and then I left Perth, and I've still been using my ABN then I haven't done any tax
1	spec	stat-reg	other organisations uhm are regulated by government, to get government work they have to have it. They can't tender for certain government jobs without having an accredited management system in those areas...The push is definitely from government legislation

2	rt	stat-reg	then I made a mistake in a job in Perth, and lost my licence, and got fined, and then haven't bothered doing any electrical work since then
2	rt	stat-reg	the electrical companies which is Ergon Energy here, they control … in WA its Western Power, they are in control of the legislation governing electricians and anything electrical, they control the working conditions and the regulations of all the employers, they are a private company, and I am pretty sure that Ergon is private, I think they are a private company but they control, they set the fees for...the fees that he pays annually to be an Electrician

Code Names and Descriptions of Self Concept

Self concept: continuum of engagement, from outsider to community

Themes	Sub-Themes	Description
[com]		engaged with community
	[boss]	I am the boss
	[capb]	confident in capabilities – from past experience or self development
	[cmpl]	interest in community planning
	[f2f]	advocate face to face communication
	[fnq]	FNQ lifestyle
	[indg]	support indigenous community
	[hbb]	identifies self as hbb
	[job]	I am my job
	[loco]	Local: been in local area a long time
	[ms]	identifies with mainstream
	[negh]	importance of neighbourhood
	[nwk]	desire to expand network – belongs to a social network

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Appendix L cont'd: Code Names and Descriptions of Self Concept

	[peol]	need personal contact
	[ph]	personal history
	[pro]	professional
	[sc]	social capital
	[team]	part of a team – has developed informal or formal business partnerships
	[xtf]	belongs to extended famliy
	[xvrt]	Extravert: Self-promoter
[seek]		seeks to form new communities
	[cc]	counter-culture, alternative lifestyle
	[ceth]	seeks community ethos
	[Chgr]	I bring change
	[dcnt]	advocate decentralisation
	[Entr]	entrepreneur – innovation
	[imag – pub - pri]	importance of image – public and private
	[pg]	personal growth
	[pr]	personal responsibility
	[qual]	qualifications, university or through employment
	[rinv]	has or does reinvent self
	[spr]	spirituality
	[talk]	importance of open honest communication
	[insc]	insecurity of being solo – no benefits etc.
	[iso]	isolation
	[lw]	lone wolf
	[mot]	motivational issues

Appendix L cont'd: Code Names and Descriptions of Self Concept

[nclf]   nuclear family – no extended family in region
[newy]   recently located in FNQ
[ntj]   need to justify
[nvrt]   Introvert: product promoter
[perc-nf]   need for public face
[perc-np]   perceptions of HBB - not seen as professional
[perc-nrw]   not seen as real work
[slf talk]   describe nature of work often - need to define self
[unem]   unemployable
[vant – a – d]   list of advantages & disadvantages of HBB

Coded Data on Self Concept

#	ot	Code	Data
15	adm	com-capl	I moved over and established the set up the dispute resolution centre that sill goes today, assisted in training, we trained a panel of thirty mediators and we set that
15	adm	com-capl	unfortunately I'm like a little bulldog …
15	adm	com-capl	so I've got all of those I suppose things that I have to think about and that determines my work, however I still have quite a good output…
15	adm	com-capl	I have quite a lot of skills that are really varied so I can actually switch direction, I have not just got one really specialised skill,I've got quite a range of skills, that can actually fit into a whole lot of different areas soI've had so many different career changes, and so at least I know I am fortunate in that way
1	spec	com-hbb	Uh I'm generally upfront and say it's a home-based business
2	rt	com-hbb	yeah I tell I'm a home based business
15	adm	com-indg	I kept seeking because I always believe there needed to be an indigenous person at the head of an Aboriginal organisation, so we would keep trying to find people to do it and I would do what I could to help and train and work with them
2	rt	com-ms	I'm pretty anti that whole feral thing rainbow family.

1	spec	com-nwk	(reasons for joining business club) Social, I was a member with the club for a couple of years and I've only just recently gone on to the committee...But uh, being on the committee now, has opened up a lot of more opportunities for me as well uh… I see it as a marketing tool...especially working from home – that you're not really always out there...its getting that chance to network
2	rt	com-team	So I get (others) all work for my business, but they invoice me as if they are sub contractors
2	rt	com-team	I've done a bit of management stuff, that's sort of how I got into Cairns a bit more was managing Envirofest...I did that for three years and it got me heaps of contacts and now I've been involved with the Chinese New Year Management for the last 3 years this is year four coming up
15	adm	com-team	I did markets and did things like that...I had a friend who was a potter and I'd buy his kiln load, he loved to do the potting but he hated doing the marketing
15	adm	com-team	that's interesting too, how we run our home-based business with my capacity and hers. How we run it as a partnership...Denise is very very aware and caring of my physical capacity, so when we do an investigation she goes out and does all the leg work, so well get in issue, Ill make all the preliminary phone calls to just get a handle on it, get names of people to be interviewed get what ever details I can, I give that list to Denise, Denise makes appointments and goes out and does all the face to face driving...she will do all that running around and as she takes notes she does the interviews and then shell just come back and just hand me all the notes...so I then sit at home, so I haven't had to leave the home at that point, and I will sit at home I will do all the reading I then start the report ...I might have to do follow up phone calls to people to just check on an issue to expand it a bit further, um and Ill do up a report...
2	rt	out-dif	that's how I come to define it (job description), but I couldn't really…that's the only way I think, the only way I've been able to define it really, because we provide
2	rt	out-dif	I'd rather be working from home...I can't think of who would employ me to do the things I do really

15	adm	out-hcp	it was the end of two years of running that that I realised that my body was not going to do it anymore...it meant I couldn't do anything, I couldn't work, so then my body deteriorated more so it was then more uhmm I needed more to find something, work I could that I was physically able to
1	spec	out-lw	the work I do, a lot of people just have no idea… what its about, which I guess is why I get the work because its put in the too hard basket
1	spec	out-mot	the only thing that would pose a problem for some people and I think I've coped with it quite well is working from home you really really need to be motivated...it is so easy sometimes...just getting in there and doing the work… sometimes its easier to just oh I can't be bothered today , I'll just clean the house or go out for lunch with a friend...sometimes you do go through lulls where its hard to get that motivation to keep going...you got no one pushing you, you got no one watching you and besides ...that good book that you were reading last night is still sitting there … and sometimes its hard to not pick it up
2	rt	out-perc-nf	one thing is the image … business it doesn't have a shop front, if I have a shop front in town I could do more business, so you don't have a public face, other than the internet, that's one problem
1	spec	out-perc-np	what I'm not sure about is uhmm sometimes if I do get a call for business when people learn that you work from home … what they think of that...the professionalism, in their views it could be a negative
1	spec	out-perc-nrw	how people perceive it...especially I guess in Cairns where … all our family is down south… whenever we have visitors … a lot of people see working from home as not really working...that its not as important because you don't go to an office and quite often even with relatives I'm expected to drop everything because… because I'm just working from home I'm not really...a big problem...they tend to think because you work from home you can just drop things...where as you still have deadlines, you still have clients … responsibilities...
2	rt	seek-ceth	I set up the web sight as a communal web sight, just to list all the entertainers and artists in Cairns...it wasn't for myself...I was doing it for myself, but doing it for myself but, listing everyone for free, there is still a free list on there, you can put stuff on for free.

Appendix M: List of Inspiring Quotes From First 15 Interviews

1) "having the home business is a family… a lifestyle choice for us"

2) "I'd rather be working from home… I can't think of who would employ me to do the things I do"

3) "I did not want to go back … so I started …looking at what other options I could have, so I could stay at home and be with my children and also earn income"

4) "After 30 years you become unemployable because you are used to being your own boss"

5) "we learned in three years it was crazy, it was never stopping, inefficient for the business and inefficient for the family…I would get upset, [and say]'It's not worth it, the family is more important, every day the kids are doing something different; go work for wages for five years', because he was missing out on so much, so then we had to keep the structure … I worked out a job sheet"

6) "…its probably more of lifestyle choice than a financial choice… always creating new things, always yeah…keeps it interesting too, it does, I love it" (About business plans) "… this piece of paper is her boss and she abides by the guide lines, she's worked out how much per hour she is on, its like... my first job at Coles when I was fourteen…"

7) "…just sort of fell into it… I just lean towards what's good, and I sort of lean away from what's not as good and I always just seem to drift into my life getting better and better… I love it here, and I don't want to leave, I don't want to get into the car and go to work, and its really hard if the lawn is not mowed, I'll stay home and mow the lawn before I go out on a job all the time, its more important to me that my house is nice and neat…"

8) "I think the basis of the employee employer relationship is always …a step away from the master slave relationship, and its many decades since that was really relevant, but a lot of the legislation still continues … the most dramatic change that we really made in effect was to say, 'you're not here to follow process, you're here to achieve your own result… bringing accountability for results as opposed to a big requirement to follow a process…"

9) "I was walking around Cape York and saying why don't you guys start enterprises, engage in the real economy, you know, and I had never done it … I am not trying to be another welfare programme or … another indigenous business that started but has relied on other government incentives to make this stuff work, I go out and put in for real tenders, I put in for real jobs"

10) **"** we kind of worked together that way and it was different to being a family, in a sense, you didn't bring your family into your business, you didn't take your business into your family, in the sense of attitudes… you got two relationships happening you know, as a daughter you can say look dad I don't want to do this today, or can we go do something different, and sure, and this is a work related expectation, so you're an employee you need to do what you've committed yourself to do"

11) "I think the whole idea is that you are working with a new concept to life, really that is what it amounts to, working from home is a new concept of life because what it is, is giving value to your…"

12) "what appears to be an ideal situation … it's turned out not to be quite so…I'd feel guilty if I sat down and had a bit of a break and a cup of coffee, but that wore off… to the point now where …I have had three businesses to work with this week and they are only two hour interviews and to me now that is a full week… my mind has now made an adjustment to say what constitutes a working week"

13) "…every one built their own home, everyone created the tourism, everyone hired the train, everyone ran the concerts, everyone … and a communitarian ethos that brought that about, you're talking about a village, so its not about us as being the nuclear family running a business, opting out of the 9 to 5 its about that everyone was doing it, everyone was doing it, …almost as a …peer learning as a statement of counter culture…… the counter culture led economically, and then fitted in with the existing structures for such economic activity, that's true yes, and lost all the passion for counter culture"

14) "… we all know the old system didn't really work, the thing where you're employed and you get a wage and you have a house or an apartment and you pay your bills and … you don't really get a head, you don't have joy in your life…we're talking of a consciousness of a species that will move forward in a different way than it has been, that's where I'm looking, and that's the paradigm that I create…"

15) "and because I do have a spiritual focus I like to wake up in the morning and not jump up, shove food in and jump in the car and drive in peak hour traffic to work, I like to wake up and meditate for a bit, uhmm I do some simple yoga, like for me life is like not just mind, [its] mind body and soul or mind body and spirit and if I can't balance those three then for me, I'm not living and so my work has to enable that balance, and when it does I feel good about myself and about my day"

Appendix N: Typical Lists and Memos

March 23rd
Add community as a theme on its own.
Does gender sit in values or world view or??

Does [sep] go in Balance or Values

Expand transcendence and change to include, community, business, consciousness and positive change in values

March 27th
Add financial as an emerging theme.
Can the six themes be collapsed to three continuums?
Sustainability: Financial - Ecological
Engagement: Outsider – Community
Personal freedom: Balance – Creativity

Reading Int 2 is there another theme? Change – good or bad?

Difficult to place int 2 into the themes??

March 28th
Can themes be collapsed to 4 continuum which represent the 4 different types of belief

Sustainability: Financial - Ecological = Ideology???
Engagement: Outsider – Community = Self Concept??
Personal freedom: Balance – Creativity = Values ??
Change: Positive – negative = World Views??

Lets try re-coding under these 4 continuum of beliefs with sub-categories
Coding framework 2

SELF CONCEPT: continuum of engagement between themes of outsider and community codes: [out], [com]

VALUES: continuum of personal freedom, between themes of Balance and Creativity codes: [bal] [cre]

WORLD VIEW: continuum of change, between positive and negative view??? Problematic??? Codes ?? pos and neg???

IDEOLOGY: continuum of Sustainability, Financial (only me)– Ecological (part of greater system) exactly how does critiques of state fit in here??? Fits in sustainability in middle of continuum!!! Codes – [fbi] financial/business issues; [eco] ecological

Appendix N cont'd

Problem: I am creative??? Is this self concept or value (creative)
Value I think
State and market ?? must fit in ideology
** new code [su – ps - pl] Start up – pushed or pulled – sub category – can go in any belief , depending on reasons for push/pull (personal or public etc)

Question??? Many codes are viewed as either a positive or negative ie prot work ethic, so can have p or n. Is it of value to check p and n across categories.
Answer !!! NO you will be comparing apples and oranges.

* occupation type and mode of operation fit under Self Concept

May 8th

Have begun transferring coding sheet to an Excel spreadsheet so they can be listed alphabetically as the sheet is becoming too long and cumbersome. As per supervision

Also created spreadsheets for beliefs – placing all coded data together in appropriate groups for easier analysis.

Question – the desire for freedom which I have coded as creative is often linked with freedom to do home things which is coded as balance???? Clearly creativity and balance are not polar opposites or at either end of a continuum????

May 14th

Am combining Memos with daily diary, it seems hard to keep the two separate as my thoughts and ideas which arise from data also arise from my daily experiences. We are in the process of moving to a new house, the first home my wife and I and 2 young children have ever owned. The stress of choosing a home and finding the finance has been compounded by the fact that people are pouring into Cairns at an ever increasing rate, partly due to drought which is affecting much of Australia bar the wet tropics (our home). Also the current resources boom has allowed seniors and others the financial freedom to make the tempting sea change to live in a tropical paradise. Why they waited I can not understand. Anyway, the current housing shortage, homelessness, rampant development and ever increasing traffic congestion in what has always been a 'quiet laid back town' makes me question the wisdom of Capitalism and look forward to living in the quiet community minded Machan's Beach, still untouched by …. I am not writing a fucking book here.
Point being, my current stressful experiences (also teaching at uni for first time ever and doing work as a research assistant (nonprofit organisations) make it hard to interpret data without being influenced by my own thoughts of constant change and upheaval around me.

Appendix P: Early Copy of Coding Sheet

Beliefs – qualifiers: [di] dichotomous; [opin – S – W] hold opinions strong or weak

World views: dichotomy of security, either [n / p] *negative or positive*
[rlg – p / n] organised religion
[snc - p / n] science
[grow – p / n] growth
[pece – p / n] world peace
[pp – p / n] people power – basic human qualities
[comp – p / n] competition
[bb – p / n] big business
[plan - p / n] planning is this the antithesis of creativity?
[age - p / n]
[edu - p / n] likes workshops & business seminars
[cnsm – p / n] thoughts on consumerism
[n2f – p / n] thoughts on 9 to 5
[Chg] change p / n
        [tech – p / n] changing technology
        [soc – p / n] social change
        [gen - p / n] changing gender roles
[solo] best to look after self
[grop] best to belong to a group

Values: continuum of order, between themes of Balance [bal] *and Creativity* [crea]
[bal] home/work/life balance
        [work] description of work – enjoys work
        [ls>$] choose lifestyle over money
        [pwe] protestant work ethic
        [mar2] multiple marriage
        [faf] family first
        [chf] children first
        [dcr] use of day care
        [fort] home as place of privacy, sanctuary
        [trtr] home divided into territories
        [mbs] work needs to balance mind, body, spirit
        [ws] issues around work space
        [Prg] pragmatic
        [sprt] – need to be engaged
        [seg] segmenter - separate home and work
        [int] integrate home and work
        [amaz] Amazonian: business dominated by the woman
        [part] Patriarch: business dominated by the man
         [nage] New Age: not adhering to traditional gender roles in household or work

Appendix P cont'd

[Vchg] – experienced life changing event – change in values
- HBB] – values changed to favour hbb
- Bal] – values changed to favour more balanced lifestyle

[crea] creativity

[abol] Abolitionist: Against slavery or forced labour; antiauthoritarian – can't be told what to do

[bo] bohemian

[mef] me first

[art] self expression

[free] need for autonomy

[mot] maker of things

Ideologies: *continuum of Sustainability and trust from the mundane to the sacred, between themes of Financial* [fbi] *and Ecological* [eco]

[bfi] business and financial issues

[mysc] money brings security

[tim] time management

[sfg] seeks financial growth

[stup] start up P

[lafa] Laissez-faire: it just happened

[lof] leap of faith

[sm] saw niche market

[forc] forced

[stat] state

[ss] school system p / n

how] support current gov & policies

[anti] distrust government

[tol] tolerate government as necessary evil

[anar] anarchist – against all forms of government

[GST – P - N] views on GST

[reg – P – N] views on regulations

[hs] home schooling

[edu] – seeks seminars & business training

[dupl] government duplicated on fed, state & local level

[wedg] political debate often used to divide

[grat] looks for government funding

[mark] market

[nqb] north queensland behind the rest of the world

[ntbus] don't trust businesses (suspect motives)

[dfcl] – it is difficult to make money

[cost] – you get what you pay for

[cap] capitalism

[crea] desire to create new markets

[imag] notes importance of image

Appendix P cont'd

Beliefs – qualifiers: [di] dichotomous; [opin – S – W] hold opinions strong or weak

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     [chf] children first
     [dcr] use of day care
     [fort] home as place of privacy, sanctuary
     [trtr] home divided into territories
     [mbs] work needs to balance mind, body, spirit
     [ws] issues around work space
     [Prg] pragmatic
     [sprt] – need to be engaged
     [seg] segmenter - separate home and work
     [int] integrate home and work
     [amaz] Amazonian: business dominated by the woman
     [part] Patriarch: business dominated by the man
     [nage] New Age: not adhering to traditional gender roles in household or work
     [Vchg] – experienced life changing event – change in values
          -   HBB] – values changed to favour hbb
          -   Bal] – values changed to favour more balanced lifestyle

Appendix P cont'd

[crea] creativity
        [abol] Abolitionist: Against slavery or forced labour; antiauthoritarian – can't be told what to do
        [bo] bohemian
        [mef] me first
        [art] self expression
        [free] need for autonomy
        [mot] maker of things

Ideologies: continuum of Sustainability and trust from the mundane to the sacred, between themes of Financial [fbi] *and Ecological* [eco]
 [bfi] business and financial issues
        [mysc] money brings security
        [tim] time management
        [sfg] seeks financial growth
        [stup] start up (need to justify)
                [lafa] Laissez-faire: it just happened
                [lof] leap of faith
                [sm] saw niche market
                [forc] forced
[stat] state
        [ss] school system p / n
        how] support current gov & policies
        [anti] distrust government
        [tol] tolerate government as necessary evil
        [anar] anarchist – against all forms of government
        [GST – P - N] views on GST
        [reg – P – N] views on regulations
        [hs] home schooling
        [edu] – seeks seminars & business training
        [dupl] government duplicated on fed, state & local level
        [wedg] political debate often used to divide
        [grat] looks for government funding
[mark] market
        [nqb] north queensland behind the rest of the world
        [ntbus] don't trust businesses (suspect motives)
        [dfcl] – it is difficult to make money
        [cost] – you get what you pay for
        [cap] capitalism
        [crea] desire to create new markets
        [imag] notes importance of image

[eco] ecology – belief in powers greater than human
        [relg] – follow religious practices
        [envr] – belief in nature, holism
        [ewr] eco warrior need to save the planet
        [nwg] new age – belief in transcendence or spiritual path
        [call] calling to a particular cause
        [unit] desire to unite (include all types of people)
        [mach] Machiavellian approach

Self concept*: continuum of engagement, from outsider* [out] *to community* [com]
[com] engaged with community
        [xtf] belongs to extended famliy
        [pro] professional
        [xvrt] Extravert: Self-promoter
        [loco] Local: been in local area a long time
        [ph] personal history
        [boss] I am the boss
        [job] I am my job
        [team] part of a team
        [peol] need personal contact
        [ceth] seeks community ethos
        [sc] social capital
        [indg] support indigenous community
        [nwk] desire to expand network – belongs to a social network (club)
        [fnq] FNQ lifestyle
        [f2f] advocate face to face communication
        [negh] importance of neighbourhood
        [cmpl] interest in community planning
        [capb] confident in capabilities – from past experience or self development
[seek] seeks to form new communities
        [qual] qualifications, university or through employment
        [cc] counter-culture, alternative lifestyle
        [rinv] has or does reinvent self
        [imag – pub - pri] importance of image – public and private
        [Entr] – entrepreneur – innovation
        [dcnt] - advocate decentralisation
        [talk] importance of open honest communication
        [Chgr] I bring change
        [spr] spirituality
        [pg] personal growth
        [pr] personal responsibility

Appendix P cont'd

[out] outsider

    [nclf] nuclear family – no extended family in region

    [hcp] have disability

    [bat] Aussie battler

    [nvrt] Introvert: product promoter

    [newy] recently located in FNQ

    [unem] unemployable

    [ind] independent - don't rely on outside assistance

    [hmbd] homebody – content to stay at home

    [lw] lone wolf

    [ntj] need to justify

        [vant – a – d] list of advantages & disadvantages of HBB

        [slf talk] describe nature of work often - need to define self

        [perc] perceptions of HBB

        -np] not seen as professional

        - nrw] not seen as doing real work

        -nf] need for public face

    [iso] isolation

    [mot] motivational issues

    [insc] insecurity of being solo – no benefits etc.

INFERENTIAL CODES

Occupation type [[ot]

[spec] specialist in one area (works solo)

[adm] works as a communicator

[rt] creative class

Mode of Operation [mo]

[solo] works alone

[com] works with group

[vc] venture capitalist – looks for grants or other monetary support

[whip] Whippet: racing

[beat] Beatle♫: time is on my side♫

[plod] one step at a time - methodical

Appendix R: Gut Feelings From First 13 Interviews

#1 Searching for ideal work/life balance a [MO –individual - organised, practical antithesis of artist – beauty is enhanced not created] {Trades person}

#2 Work is identity – it must be meaningful (motivation: personal satisfaction, through creativity & sense of community) [MO – communal – seeks out and creates evolving group projects] {Artist}

#3 Need for Home/work balance - Positivity and networking so important to success of business that there can be no genuine reflection (mot: material achievement, work/life balance) [MO – creating a community to lead and feed off] {Sales person}

#4 Holistic - purpose in life is to make the world a better (fuller, richer more compassionate and more beautiful) place – need for diversity (mot: personal satisfaction, and need for secure and loving environment) [MO multi levelled across many individual and communal projects] {Artist}

#5 Focused on work/life balance actively creating best life possible – driven by need to be independent (mot - partnership with differing motivations - balancing need for work/life balance & material achievement with personal satisfaction through creativity and self sufficiency)
[MO - both individual – create community through family] {1 artist, 1 tradesperson}

#6 Need to be independent – not follow the morays of society, rejects and embraces dominant values, seeking work/life balance (motivation – work/life balance, material achievement) [MO – individual, everything must be done by her - control freak???] {Tradesperson}

#7 Work hard – follow your own goals – engage with positive influence and disengage with negative (mot: material achievement & work life balance) [MO – individual - work hard and seek opportunities rather than depend on others] {tradesperson}

#8 Concerned with need for independence and respect – for himself and others
(mot: desire for dignity and respect) [MO – individual] {tradesperson}

#9 Consumed with need for recognition of himself and all aboriginal people – to detriment of his own family (mot: live up to *fathers (elders)* expectations, demonstrate and develop the potential of aboriginal people) [MO – leader – seek out all opportunities] {transformational leader}

#10 Serving God through living authentically, personal responsibility above State responsibilities (mot: live a good life (follow God's will)) [MO familial - family operates as a team, democratic decision making, remain open to opportunities] {Entrepreneur}

Appendix R cont'd

11 Need to be involved in community (mot: to be of service to others) [MO individual – be of service to and empower others] {Teacher}

#12 Need job satisfaction to achieve home/work balance (mot: personal satisfaction through interpersonal relations) [MO individual – researcher, problem solver] {tradesperson}

#13 All driven by the need for community involvement and shared vision for community (including individual expression, personal achievement and being independent of the capitalist consumer society)
1 (mot: secure and inspiring community) [MO communal – desktop publishing - initiates communication & idea exchange amongst artist community] {administrator}
2 (mot: desire to explore & understand concepts) [MO individual – photographer/artist, writer] {seeker}
3 (mot: explore human interactions – new communities) [MO communal - endless philosophical discussion and play with computer] { administrator}

Appendix S: Themes Presented at Industry Seminar

Family /Work/Home/Life balance

"having the home business is a family… a lifestyle choice for us"

"I did not want to go back … so I started …looking at what other options I could have so I could stay at home and be with my children and also earn income"

"we learned in three years it was crazy, it was never stopping, inefficient for the business and inefficient for the family…I would get upset, [and say]'It's not worth it, the family is more important, every day the kids are doing something different; go work for wages for five years', because he was missing out on so much, so then we had to keep the structure … I worked out a job sheet"

"…its probably more of lifestyle choice than a financial choice…"

"… if the lawn is not mowed, I'll stay home and mow the lawn before I go out on a job all the time, its more important to me that my house is nice and neat…"

"…for me life is like not just mind, [its] mind body and soul …and if I can't balance those three then for me, I'm not living and so my work has to enable that balance…"

Emerging Themes

- Putting children first, structuring work around children's needs

- often includes daycares, although for some it meant total responsibility of children including home schooling (3 said they had home schooled)

- Changing gender roles, where men are more involved with childrearing

- A need or desire for a better home/work/family balance, this was not restricted to people with children

- Could lead to talking about recreational activities which competed with work time

- Seeking Holism and balancing work with the rest of life so they were not opposing forces

Creativity (self fulfilment, community, freedom)

- ❖ "… always creating new things, always yeah…keeps it interesting too, it does, I love it"

- ❖ "… yeah anything creative, that's what I sort of decided, I'm just going to keep the dream alive or whatever…If I can make a living being creative I think I've achieved something"

- ❖ "…every one built their own home, everyone created the tourism, everyone hired the train, everyone ran the concerts, everyone … and a communitarian ethos that brought that about, you're talking about a village, so its not about us as being the nuclear family running a business, opting out of the 9 to 5 its about that everyone was doing it, everyone was doing it, …almost as a …peer learning as a statement of counter culture…"

- ❖ "I think the basis of the employee-employer relationship is always, dare I say, a step away from the master slave relationship"

Emerging Themes

- Bohemian aspect - seeking fulfilment through self expression

- creating or recreating sense of community with like minded people – creative people don't work in a vacuum but actively seek out stimulation through interpersonal relations

- need to take control of own life and free to follow own interests

- need to be free to make decisions on best way to produce a desired outcome – not to be made to follow a process

Appendix S cont'd

Ecological *(non-materialist, harmony, self-sufficiency, downsizing, new technologies & practise)*

- ❖ "I just lean towards what's good, and I sort of lean away from what's not as good and I always just seem to drift into my life getting better and better…"

- ❖ "… we all know the old system didn't really work, the thing where you're employed and you get a wage and you have a house or an apartment and you pay your bills and … you don't really get a head, you don't have joy in your life…"

"…for me life is like not just mind, [its] mind body and soul …and if I can't balance those three then for me, I'm not living and so my work has to enable that balance…"

"…we only need governments when we can't make our own decisions and manage our own affairs…. as far as planning to supply food to Cairns… that's all left to the agriculture department and they are all spread all over the place like a tin of jam and their bureaucracies are just so unbalanced and lack communication skills and the ability to actually look at things seriously on a holistic basis …I really think that we ought to have, we can have home based businesses that are based on a community engagement on a small scale"

Emerging themes

- Downsizing, reprioritising life - getting away from consumerism but not going back in time and live in a humpy

- about changing community structures and values " this idea of community where everybody's peace loving, brown rice and swapping wife's its not really the way it is…its like you know people are practicing sharing stuff, and the idea that there is common ground"

- Self sufficiency -do it yourself attitude * flows through all themes * want to be able to grow own foods and generate own power and store own water

- New technology – find new technologies to maintain lifestyles but life more in harmony with nature

Outsider *(Seeking, Contradictory views, need to justify, isolation& lack of motivation)*

❖ "After 30 years you become unemployable because you are used to being your own boss"

❖ "I'd rather be working from home… I can't think of who would employ me to do the things I do"

❖ "… the counter culture led economically, and then fitted in with the existing structures for such economic activity … and lost all the passion for counter culture"

❖ "…you can look back… you're getting paid more, you've got more responsibilities your higher up… so you've always got this work bench thing, where … you know that that person who's your boss this year will maybe be just your colleague next year… where as in your own business there's none of that, you just earn your money"

❖ "I'd feel guilty if I sat down and had a bit of a break and a cup of coffee, but that wore off… to the point now where …I have had three businesses to work with this week and they are only two hour interviews and to me now that is a full week… my mind has now made an adjustment to say what constitutes a working week"

Emerging Themes

• Contradiction – (keeping a foot in two camps) - sense of pride in HBB but need to justify it – desire to be outside of mainstream society yet want children to be successful in society – talk about the need to work hard and be productive and also the need go work less and enjoy life – almost as if they are shifting back and forth between value systems

• need to belong to or create a community

• questioning others perceptions of HBB- concerned with how home work appears to other people, sense of worthiness

• unsure of where you stand "you've always got this work bench thing, where … you know that that person who's your boss this year will maybe be just your colleague next year… where as in your own business there's none of that, you just earn your money"

• Isolation???