

Media Release

The Hon Jaala Pulford MLC

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



Thursday, 3 March 2022

ABORIGINAL JOBS AND BUSINESS HUB SETS UP SHOP IN GEELONG

A first of its kind business and retail hub for Aboriginal entrepreneurs will be established in Geelong in partnership with the Andrews Labor Government.

Minister for Employment Jaala Pulford today joined Member for Geelong Christine Couzens in visiting Ngarrimili, a Geelong-based organisation supporting First Nations businesses, artists and creatives.

The Labor Government is providing \$850,000 to Ngarrimili so they can establish a cultural hub at Westfield Geelong, for Aboriginal and Torres Strait Islander people.

The cultural hub will take the form of a retail shop front and feature a café for training and employment opportunities, while also serving as a co-working space for Aboriginal people grow their businesses and seek employment assistance.

The retail store will also sell and showcase local First Nations businesses and their products, from clothing to skin care.

Minister Pulford today also announced the Geelong Aboriginal Employment Taskforce will receive \$400,000 to create employment and upskilling opportunities.

The Taskforce brings together local Aboriginal community representatives, employers, groups and businesses to reduce barriers facing Aboriginal people looking for work and drive better employment outcomes.

The \$1.25 million investment in Aboriginal employment support in Geelong is another example of the Government's support for self-determination approaches to improve prosperity for Aboriginal communities.

Quotes attributable to Minister for Employment Jayla Pulford

"This initiative will ensure Aboriginal Victorians are supported with the services they need to realise their potential and career goals, and we are proud to support it."

"Both the Ngarrimili hub and the work of the Geelong Aboriginal Employment Taskforce will be a launch pad for the next generation of Aboriginal people living in the Geelong region."

Quote attributable to Minister for Aboriginal Affairs Gabrielle Williams

"We're supporting Aboriginal organisations, so that they can create more employment pathways and opportunities for First Nations Victorians. I look forward to seeing the Ngarrimili cultural hub open soon."

Quote attributable to Member for Geelong Christine Couzens MP

"Aboriginal community control is vital to improving employment outcomes and I'm proud the Government is doing that here in Geelong through this type of self-determination focused engagement."