

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



Tuesday, 5 July 2022

IMPROVING ECONOMIC PROSPERITY FOR ABORIGINAL VICTORIANS

The Andrews Labor Government is supporting the prosperity of Aboriginal Victorians, bringing employment and business initiatives altogether to achieve wealth creation and economic parity within a generation.

Minister for Employment Jaala Pulford and Minister for Treaty and First Peoples Gabrielle Williams officially announced Yuma Yirramboi, a \$25 million Aboriginal Employment and Economic Strategy.

Yuma Yirramboi – ‘Invest in Tomorrow’ in Woiwurrung language was developed in partnership with the Koori Caucus of the Victorian Aboriginal Employment and Economic Council and the Aboriginal community.

The Labor Government backed self-determination plan, will support First Nations businesses, employment and wealth creation by improving the economic participation of Aboriginal young people, women, those living with a disability and those in regional Victoria.

The strategy prioritises culture, people, business, wealth creation, jobs, and accountability and will address ongoing injustices by creating new opportunities for Aboriginal businesses.

Yuma Yirramboi will also strive to protect Aboriginal cultural and intellectual property and create culturally safe workplaces by reducing racism and removing barriers preventing Aboriginal people from economic success.

In Victoria, 14.2 per cent of the Aboriginal community is experiencing unemployment - more than triple the rate of non-Aboriginal Victorians.

National data indicates Aboriginal Australians are more likely to be working part-time and in low-paid, low-skilled roles than non-Aboriginal Australians.

The Government will work with Aboriginal communities, business, and industry to deliver the strategy and more information is available at djpr.vic.gov.au/aed.

Quotes attributable to Minister for Employment Jaala Pulford

“I want to thank and congratulate all Aboriginal Victorians who have contributed to this important strategy – it will map a path for supporting Traditional Owners, Aboriginal entrepreneurs and businesses to realise their economic and employment aspirations.”

“Progressing Aboriginal employment and economic development is a long term priority, and this strategy is enabling Aboriginal communities to take control of the matters affecting them.”

Quotes attributable to Minister for Treaty and First Peoples Gabrielle Williams

“This strategy has been developed against the backdrop of Victoria’s nation-leading efforts in Treaty, truth and justice.”

“Yuma Yirramboi acknowledges without greater wealth and prosperity, we will never improve the life outcomes of Aboriginal and Torres Strait Islander people in Victoria.”

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