

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



Wednesday, 13 July 2022

FIRST NATIONS BUSINESSES BUILD LINKS THROUGH TRADE DELEGATION

A Māori trade and business delegation visiting Melbourne this week has built opportunities and relationships with Victorian First Nations businesses.

Minister for Employment, Jaala Pulford welcomed the delegation, which is led by New Zealand's Parliamentary Undersecretary for Trade and Export Growth (Māori Trade), Rino Tirikatene MP.

The mission aims to build understanding, trust, and connections between First Nations businesses from New Zealand and Victoria.

It includes business matching, visits to culturally significant sites, and tourism and agriculture sessions to identify potential opportunities that celebrate First Nations cultures and connections to land and water.

Delegates also attended a dinner with Victorian businesses, representatives from the First Peoples' Assembly of Victoria, the Federation of Victorian Traditional Owner Corporations, and Kinaway Chamber of Commerce - Victoria's Aboriginal chamber of commerce.

The Andrews Labor Government recently launched Yuma Yirramboi, a strategy to support wealth creation and economic parity for Aboriginal Victorians within a generation.

Yuma Yirramboi, which means 'Invest in tomorrow' in Woiwurrung language, captures the state's long-term vision to self-determined economic outcomes and the wealth and prosperity of Aboriginal Victorians.

Treaty formed an integral part of the two-day program, recognising Victoria's nation-leading Treaty process currently underway and learning from New Zealand's Treaty experiences with the Treaty of Waitangi.

New Zealand is the third largest export market for Victorian goods and a major source of international visitors.

The Labor Government, through Global Victoria, is strengthening trade links with New Zealand. Global Victoria also hosted the New Zealand Prime Minister, Jacinda Ardern, and a delegation of more than 30 New Zealand businesses during a visit to Melbourne last week.

Quotes attributable to Minister for Employment Jaala Pulford

"Victoria has almost 500 Aboriginal businesses registered with Kinaway, our Aboriginal Chamber of Commerce."

"This trade delegation will support them to build ties with First Nations businesses in New Zealand, increasing employment and business opportunities for Aboriginal Victorians."

Quote attributable to Minister for Treaty and First Peoples Gabrielle Williams

"Progressing Aboriginal economic development is long-term work, that is central to self-determination. That's why we are supporting programs that back First Nations businesses."

Quote attributable to Kinaway CEO Scott McCartney

"International trade routes have been happening for 1000's of years between our mobs. Conversations like these are extremely important to re-establishing these trade routes."

Media contact: Stephanie Hobbs 0429 275 437 | stephanie.hobbs@minstaff.vic.gov.au