



KINAWAY MEMBERSHIPS

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Kinaway Chamber of Commerce acknowledges the traditional owners of the land that we work and travel on and we pay our respects to Elders past, present and emerging.

OUR NEW MEMBERSHIP PROGRAM

Kinaway Chamber of Commerce (Kinaway) is the leading Victorian organisation dedicated to supporting Victorian Aboriginal and Torres Strait Islander business owners.

Kinaway is named from the Gunnai/Kurnai language word, meaning “exchange.”

Our focus is on changing Aboriginal and Torres Strait Islander peoples’ lives through a strength-based model of business ownership and participation in the Victorian economy.

Through membership with Kinaway, Aboriginal and Torres Strait Islander businesses are supported via:

- Advocacy and promotion in the Victorian economy
- Guidance and training in business, administration, and marketing
- Networking, training and partnership opportunities with corporate and government partners
- An essential framework to promote and support the ongoing operation of Aboriginal businesses

Kinaway Chamber of Commerce fosters and develops partnerships with government, corporates and academia to build procurement opportunities and facilitate support to Aboriginal businesses.

In alignment with our vision of economic empowerment and self-determination, Kinaway is implementing a paid membership. We look forward to continuing to serve you and your business and driving Kinaway towards a bigger and better future.

MEMBERSHIP OVERVIEW

Kinaway certification is an asset. For government and commercial organisations committed to their Reconciliation Plans and achieving their social procurement targets, Kinaway certification provides them with the assurity that they are procuring goods and services from verified Victorian Aboriginal or Torres Strait Islander businesses.

To become a certified Kinaway business, the applicant business must:

- Be owned by an Aboriginal and/or Torres Strait Islander who has at least a 51% share in the business
- Be able to demonstrate that the owner is an Aboriginal and/or Torres Strait Islander with a certificate of Aboriginality or documents attesting to mob affiliation and acceptance,
- Prove that the business is operating in Victoria,
- Be able to demonstrate that the Aboriginal and/or Torres Strait Islander owner is a bona fide owner and business operator,
- Have a plan to recruit Aboriginal and/or Torres Strait Islander people and be able to demonstrate this over time, and
- Pay the annual membership fee or discuss an alternative offer the memberships team.

Membership will take place in October of each year, with membership services starting from November 1 to 31 October of the following year.

We look forward to providing the business support afforded to you in your chosen membership package.

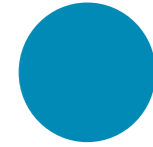
Please contact the memberships team on membership@kinaway.com.au

MEMBERSHIP TIERS



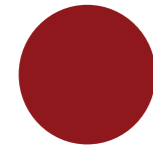
Ancient Gold Dust

In acknowledgement of our ancient trading routes as the first entrepreneurs, our long journey, and our coming together with many nations.



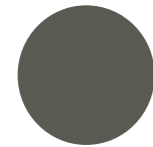
Sapphire Teal

Recognizing the Aboriginal girl's band from Cummeragunja mission who rocked Vietnam during the 1960's.



Desert Dusk Red

Acknowledging our long walk across country as ancient custodians of land and sea and the changing times of day.



Deadly Black

In honour of First Nations people from around the world.

Membership Tier	Ancient Gold Dust	Sapphire Teal	Desert Dusk Red	Deadly Black
Annual fee	\$150	\$300	\$750	\$5,000

ANCIENT GOLD DUST

This membership tier is in acknowledgement of our ancient trading routes as the first entrepreneurs, our long journey and our coming together with many nations.

This membership level is tailor-made for small businesses and ambitious entrepreneurs who seek support in every facet of establishing, growing, and managing their ventures. When you become an Ancient Gold Member, you'll forge a close partnership with your dedicated Kinaway representative, someone who not only understands your unique business aspirations but is also committed to helping you realize them.

Here are some of the exclusive benefits that come with this membership:

- **Business profile:** Feature your business prominently on the Kinaway website, enhancing your visibility and brand awareness.
- **Personalized support:** Engage with your dedicated Kinaway representative, who will invest time understanding your unique business needs and aspirations.
- **Comprehensive review:** Receive a thorough business discovery and review session, tailored to identify key areas for improvement and growth.
- **Guided support:** Benefit from two hours of personalized support throughout the year, ensuring you have expert guidance at your fingertips.
- **Networking opportunities:** Enjoy invitations to both online and face-to-face events, fostering valuable connections within the business community.
- **Access to resources:** Benefit from a wealth of online resources designed to enhance your skills and knowledge, empowering you to make informed business decisions.
- **Corporate Partnerships:** Gain introductions to Kinaway's corporate partners, opening doors to potential collaborations and opportunities.
- **Social media spotlight:** The opportunity to be featured on Kinaway's social media platforms, amplifying your reach and engaging with a wider audience.

SAPPHIRE TEAL

Inspired by the trailblazing Aboriginal girl's band from Cummeragunja mission who rocked Vietnam during the 1960s, the Sapphire Teal membership tier at Kinaway is an exclusive offering tailored for visual and digital artists. This distinctive membership package not only recognizes the historical legacy but also propels artists into the global spotlight, fostering growth, opportunity, and well-deserved recognition.

Sapphire Teal builds upon the foundational benefits of the Ancient Gold Dust tier and offers a unique set of advantages:

- **Artist spotlight:** Enjoy a dedicated feature on the specialist artist pages on the Kinaway site, showcasing your uniqueness and expertise to a broader audience.
- **Pricing support and advocacy:** Gain eligibility for Kinaway's art brokerage service, ensuring your artwork receives the recognition and value it deserves in the market.
- **Connections to overseas galleries:** Explore pathways to global exposure with curated connections to overseas galleries, enabling your art to transcend geographical boundaries and reach international art enthusiasts.
- **Welcome pack;** Including business certification, letter from CEO, Kinaway membership booklet and welcome gift
- **Business discovery/review session:** Introductory and/or follow up session(s) with a Kinaway business support officer for your business to understand your current business goals and needs

DESERT DUSK RED

Acknowledging our long walk across Country as ancient custodians of land and sea and the changing times of the day.

As a Desert Dusk Red Member, your business is already established or a medium-sized enterprise, and our membership benefits are tailored to fuel your growth and scaling ambitions. Building upon the solid foundation of our Ancient Gold Dust membership, the Desert Dusk Red Membership takes your journey to the next level with an array of exclusive features, including promotions, marketing strategies, and media exposure, as well as valuable industry-specific introductions.

Here are some of the key benefits of Desert Dusk Red Membership:

- **Business reviews:** Two comprehensive business reviews throughout the year to refine your strategies.
- **Business support:** Five hours of dedicated one-on-one business support to address your specific needs.
- **Industry-specific forums:** Invitations to exclusive industry-specific forums, fostering valuable networking opportunities.
- **Special feature:** An advertisement to promote the services of your business in a seasonal catalogue
- **Deadly stories:** Inclusion in our prestigious Deadly Stories podcast, allowing your unique journey to be shared with a wider audience.

DEADLY BLACK

In honour of the First Nations people from around the world.

The Deadly Black membership tier at Kinaway offers an exceptional array of benefits and opportunities that take your business to the next level. This prestigious membership is designed for businesses ready to expand their horizons, whether that means operating nationally, trading internationally, or striving towards export success. In addition to all the incredible features of the Desert Dusk Red Membership, Deadly Black members enjoy:

- **Personalized business support:** Benefit from ten hours of dedicated one-on-one business support, tailored to your specific needs, guiding you towards sustainable growth and success.
- **Strategic business reviews:** Engage in quarterly reviews designed to establish short-term goals and craft comprehensive business plans, providing a clear roadmap to your aspirations.
- **Leverage Corporate Partnerships:** Gain access to Kinaway's extensive network, facilitating introductions to our corporate partners and international member organizations for potential collaborations and lucrative opportunities.
- **Exclusive industry forums:** Receive invitations to industry-specific forums, fostering invaluable networking opportunities within your sector, creating pathways to enhance your business connections.
- **Promotion and marketing:** Enjoy extensive visibility with two newsletter features, three complimentary advertisements, and two podcast recordings for our Deadly Stories program, ensuring your business reaches a broader audience.
- **Event recognition:** Exercise your right to name an event, establishing your brand's presence in our community and beyond.
- **Victorian Aboriginal Business Awards:** Be part of the celebration of excellence with two tickets to our prestigious November event, an evening dedicated to honoring outstanding achievements in Aboriginal businesses.
- **CEO briefings:** Stay ahead of the curve with quarterly invitations to our CEO Briefings, where insightful discussions and industry updates pave the way for informed decision-making.





SISTAS IN BUSINESS

Sistas in Business program supports activities and projects to address the significant challenges of Aboriginal women getting into and sustaining viable businesses.

We aim to not only grow the number of Aboriginal and Torres Strait Islander businesses in Victoria but create opportunities for female-led businesses to become more aware of and connected to business opportunities.



KIN FASHION

The Kinaway Fashion & Textiles Program is a program that supports Victorian First Nations artists and business owners in developing and growing a fashion and textiles-based business.

The program aims to develop fashion and textile design, manufacturing and production skills, business operations and commercial outcomes through a range of programs, workshops and events that help to engage and develop opportunities in fashion and textiles.

MEMBERSHIP SERVICES

Membership Tier	Ancient Gold Dust	Sapphire Teal	Desert Dusk Red	Deadly Black
Business certification (Can publicise that you are a Kinaway Certified Business)	✓	✓	✓	✓
Welcome pack (Including a certificate, letter from CEO, Kinaway membership booklet, Kinaway branded gifts)	✓	✓	✓	✓
Business directory (Digital profile created on Kinaway Business Directory)	✓	✓	✓	✓
Additional consulting/mentoring hours	2 Hours per year	2 Hours per year	5 Hours per year	10 Hours per year
Use of Kinaway assets for marketing collateral (Logo to apply to website, RAPs, marketing materials)	✓	✓	✓	✓

MARKETING AND MEDIA

Services that allow Kinaway members to increase awareness of their business.

Membership Tier	Ancient Gold Dust	Sapphire Teal	Desert Dusk Red	Deadly Black
Advertising in newsletter/socials (Feature article)	1 Social media post per year	1 Social media post per year	1 Newsletter feature per year 2 Social media posts per year	2 Newsletter features per year 2 Social media posts per year
Business spotlight (Preferential advertisement placement on Kinaway website and opportunity to advertise in seasonal Kinaway catalogue)			1 Per year	3 Per year
Podcast episode (Guest star on an episode of Deadly Stories Podcast, presented by Kinaway)		1 Episode per year	1 Episode per year	2 Episodes per year
Event sponsorship naming rights (One event per year)				✓
“Special Offer” Advertisement opportunity (The chance to advertise promotional pricing within our network)				✓

BUSINESS CAPABILITY SERVICES

Services that provide Kinaway members with a range of supports to build sustainable businesses.

Membership Tier	Ancient Gold Dust	Sapphire Teal	Desert Dusk Red	Deadly Black
In-person business growth Workshops/Training	✓	✓	✓	✓
Access to online business Growth Webinars	✓	✓	✓	✓
Access to Kinaway intellectual property, research and data				✓
Hot desking in Kinaway office/access to Training Rooms	✓	✓	✓	✓
Invitation to quarterly CEO briefings (Hear straight from the source about updates in the Indigenous Procurement space)			✓	✓

KONNECTION

Kinaway's Konnection services provide all Kinaway members with the opportunity to meet online and in person with other members, corporate partners, and buyers.

Membership Tier	Ancient Gold Dust	Sapphire Teal	Desert Dusk Red	Deadly Black
Access to member only facebook group (Online community with other Kinaway Members)	✓	✓	✓	✓
Invitation to member events (Black Coffees, Markets, Expos, etc)	✓	✓	✓	✓
Victorian Aboriginal Business Awards tickets (Held in November)				2 Free tickets
Corporate referrals (Where relevant, refer your business to Kinaway Corporate Partners looking to procure)	✓	✓	✓	✓
Invitation to connect at industry-specific forums (Industry focused forums to connect like-minded individuals)			✓	✓
Friends of Kinaway introductions (Facilitation of connections with other Chambers of Commerce, and other leading organisations)		✓		✓
Invitation to participate on Kinaway panels with industry executives				✓



CONTACT US

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For more information about who we are and
what we do, head to our website today!

www.kinaway.com.au