



Trade Routes
Indigenous Global Growth Program

TRADE ROUTES

Building Global First Nations Enterprises

POWERED BY



SUPPORTED BY



RMIT Activator is the University's growth engine for impact-driven innovation and entrepreneurship.



Since 2017, RMIT Activator has been unlocking entrepreneurial potential across founders, innovators, educators and student talent.

We play into RMIT's strength as a global university of technology, design and enterprise and enable the conditions, capabilities and collaboration to drive innovation and sustainable venture creation.

Our experiential approach aims to create unique opportunities for industry engagement and delivers talent advantage, brand value and positive impact for all stakeholders.

Melbourne
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Vietnam



Barcelona
Office
Spain



Singapore Institute of
Management



RMIT Activator presents: Trade Routes



Supporting First Nations Founders & Enterprises



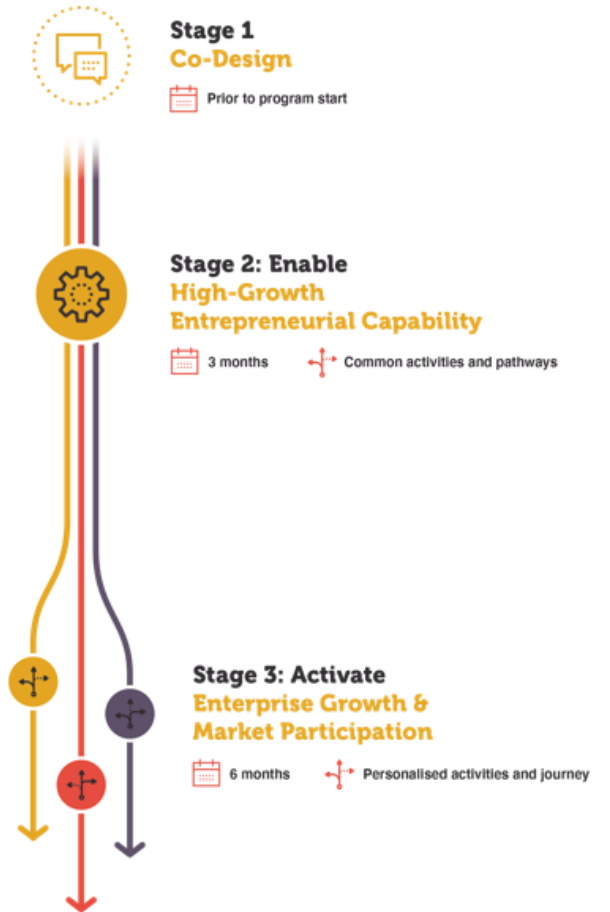
Play:
[Trade Routes](#)
[Launch Event video](#)

Trade Routes

A focus on outcomes

Trade Routes is a practical and outcomes-focused enterprise growth program, co-designed with First Nations business and community leaders to unlock global ambition and growth potential within the Indigenous business community.

Participating Indigenous businesses attend a mix of weekly workshops and progress sessions, to help build business growth capacity and design a tailored expansion plan for their operations. Businesses received a tailored market entry report to aid market understanding and decision making. In addition, businesses are connected to a wide variety of global experts and networks across a range of topics from e-commerce to branding, and export channels to emerging technologies.



Co-designed with Community

Strong Steering Committee & Community Partnerships



Authenticity and accountability are defining principles of the Trade Routes program. Extensive consultation and co-design with First Nations business and community leaders was undertaken and an experienced and respected Steering Committee put in place to provide ongoing support and governance and bring together expert knowledge, practical experience and an extensive network of connections



Bevan Mailman
Managing Principal,
Jaramer Legal



George Di Scala
Acting Director,
International Market
Development Global
Victoria



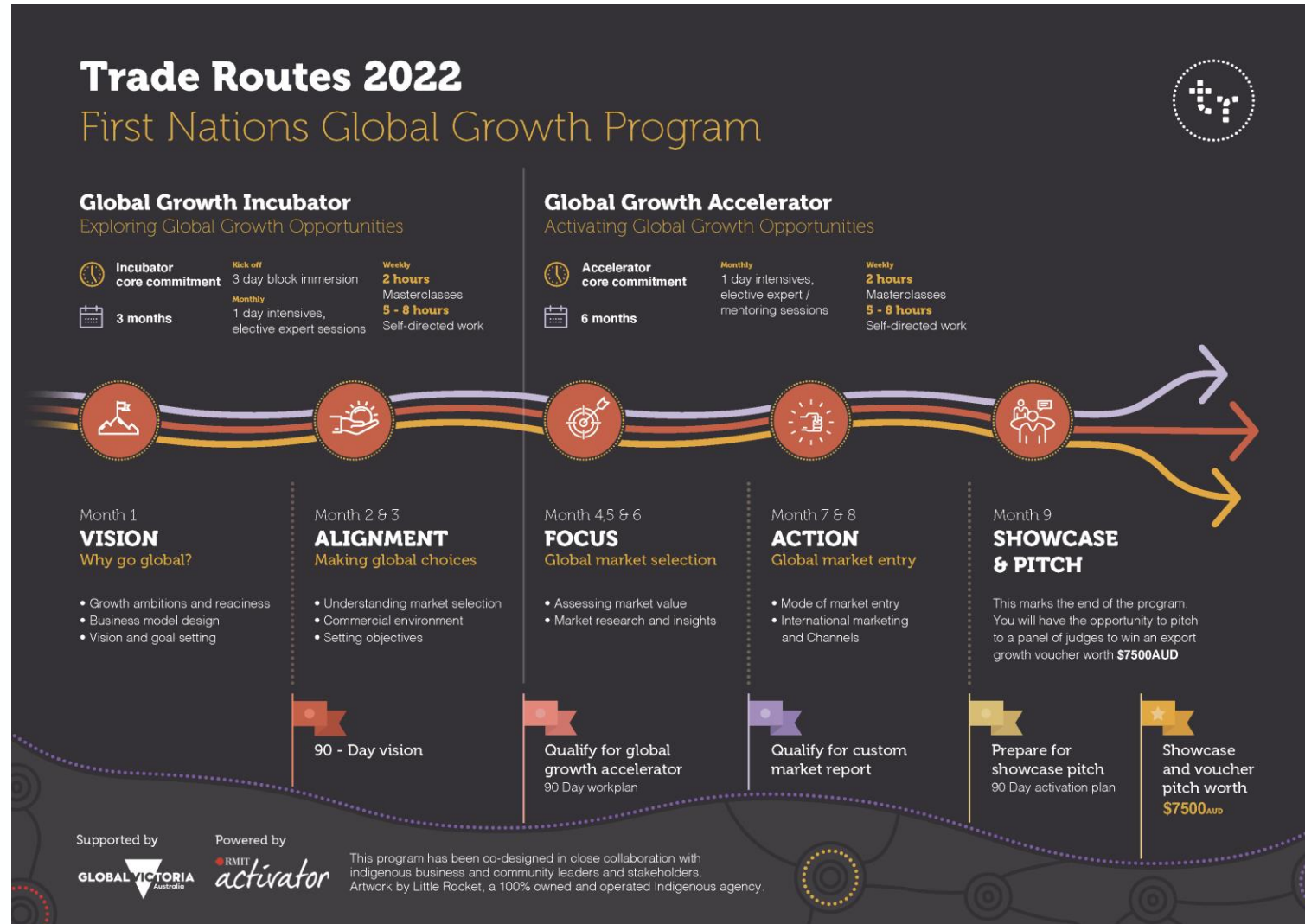
Leslie Delaforce
Indigenous
Entrepreneurship
Director, Minderoo
Foundation



Liz Liddle
Manager, Economic
Development at
Kinaway Chamber of
Commerce

Trade Routes - Program Overview

Building Capability, Capacity and Connections



Program Objectives & Outcomes

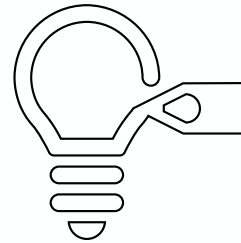


Strong foundations for successful and sustainable growth, locally and globally



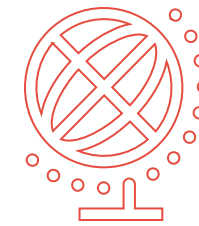
MINDSET & BEHAVIOURS

- Global Ambition & Mindset
- Internal Locus of Control
- Experimentation
- Bias-to-Action
- Empathy
- Accountability



COMPETENCIES

- Critical Thinking
- Opportunity Generation
- Horizon & Environmental Scanning
- Strategic & Commercial Judgement
- Stakeholder and Conflict Management
- Cross Cultural Communication
- Leadership & Collaboration



TOOLKIT

- Business Model Innovation
- Market Opportunity Due Diligence
- Product & Market Strategy
- Customer Segmentation & Development
- Commercial Environment Fit
- Market Selection & Entry Strategy
- Market Sizing & Positioning
- Pitching and Presenting

Trade Routes – Pioneering Participants



A diverse mix of emerging and established indigenous businesses and owners from the Arts to EdTech, Consumer Products and Professional Services.

ngali



GAMMIN
THREADS



tjsaccounting



DHUWA
/ D E E : W A H /

Founder & Business Benefits



Trade Routes delivers tangible benefits from commercial business outcomes to personal development and confidence

“I really appreciated the strategic learning. If I didn’t have access to [this program], I would have wasted a lot of time within my business”

Liz Liddle, Mwerre Skin & Beauty

“[The program content was] Fantastically laid out tailored data, giving us an invaluable eye opening experience to global growth”

Donald Betts, Jaramer Legal & Norton Rose Fullbright

“What this program has done is create a drive. We have come up with three impact driven products. We have become more proactive, creative and competitive. It’s been fantastic to be involved in this program”.

Bob Sax, Yarn Strong Sista

“In some ways it’s given us more drive to really create new products. This is mainly due to us feeling visible and our voice been heard”.

Nicole Harding, Ngara Warendj – Dancing Wombat

“This has a lot of potential for the future of Indigenous business”.

Shawn Andrews, SupplyAus & Dhuwa Coffee

Case Study: Yarn Strong Sister



Yarn Strong Sista is an Indigenous education consultancy established more than two decades ago.

The company has an early learning focus, running classroom art and storytelling workshops, as well as advising teachers on incorporating First Nations cultures into the class environment. A range of toys and other resources have been created to support this work.

Yarn Strong Sista had built relationships with educators in the United States and, following their positive feedback, wanted to explore export opportunities.

The company participated in the inaugural Trade Routes program in 2021, leveraging the connections, resources and expert insights to guide and refine their export plans.

Yarn Strong Sista hopes to launch a new export product – children’s Indigenous-themed book packs – in the United States in the first half of 2022.

*“What this program has done is create a drive. We have become **more proactive, creative and competitive.** It’s been fantastic to be involved in this program”.*

*“We looked at **defining the market, logistics, the need to get a foothold in our market...**Trade Routes brought all those things to the surface and set us on the right path. But of course, **they could guide us but we needed to do the work!**”*

*“It kickstarted what we really wanted to do – we are really looking forward **to launching our products in the United States this year.**”*
**Bob Williams, Company Secretary,
Yarn Strong Sista**

Discover more about Trade Routes



Click the links below the image to find out more about Trade Routes via various platforms.

Trade Routes: Overview

Trade Routes is a nine-month practical and outcomes-focused program, co-designed with First Nations business and community leaders to unlock ambition and potential within the Indigenous business community.

The program brings together expert knowledge, market experience and an extensive network of connections to deliver a program that builds the foundations and capacity for international trade and growth for First Nations businesses.

Participating Indigenous businesses engage with experts on a wide range of topics from e-commerce to export channels to emerging technologies, and attend weekly group check-in sessions, to help design a tailored expansion plan for their operations.

A key aim of Trade Routes is to stimulate an honest appraisal of where a business is at in its development journey, and guide decisions around how an organisation can continue to grow. This includes a robust assessment of export-readiness and, if a business is not yet ready to expand globally, whether there are governance, market or product aspects that need attention.

This unique program is actively recruiting creative, ambitious and innovative businesses for its next intake round.

The Trade Routes Journey and Outcomes:
Trade Routes is really a journey, and the journey for each participant will be different. While all participating businesses begin with a view to global growth, the program is carefully designed to challenge every part of that plan, and ascertain whether export is both viable for the business and the most appropriate way forward.

- Capacity building**
Identification and prioritisation of global growth opportunities.
- Personalised support**
A business mentor designed to give you clarity and focus on key strategic market targets.
- Networks**
Build relationships that contribute to a strong business foundation.
- Accelerated growth**
Development and personalisation of growth plan and trade routes.

[Trade Routes Program Overview](#)

A video thumbnail for 'Trade Routes Expo' featuring a dark background with colorful icons of buildings and people. The text 'Trade Routes Expo' is prominently displayed in the center. Logos for 'RGA WARENDJ', 'MWERRE', 'ngali', and 'NGALI' are visible. A video player interface at the bottom shows a play button and the name 'ONIVERZO'.

[Trade Routes Expo Tour Video](#)



[Browse the Trade Routes website](#)



Trade Routes
Indigenous Global Growth Program

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