

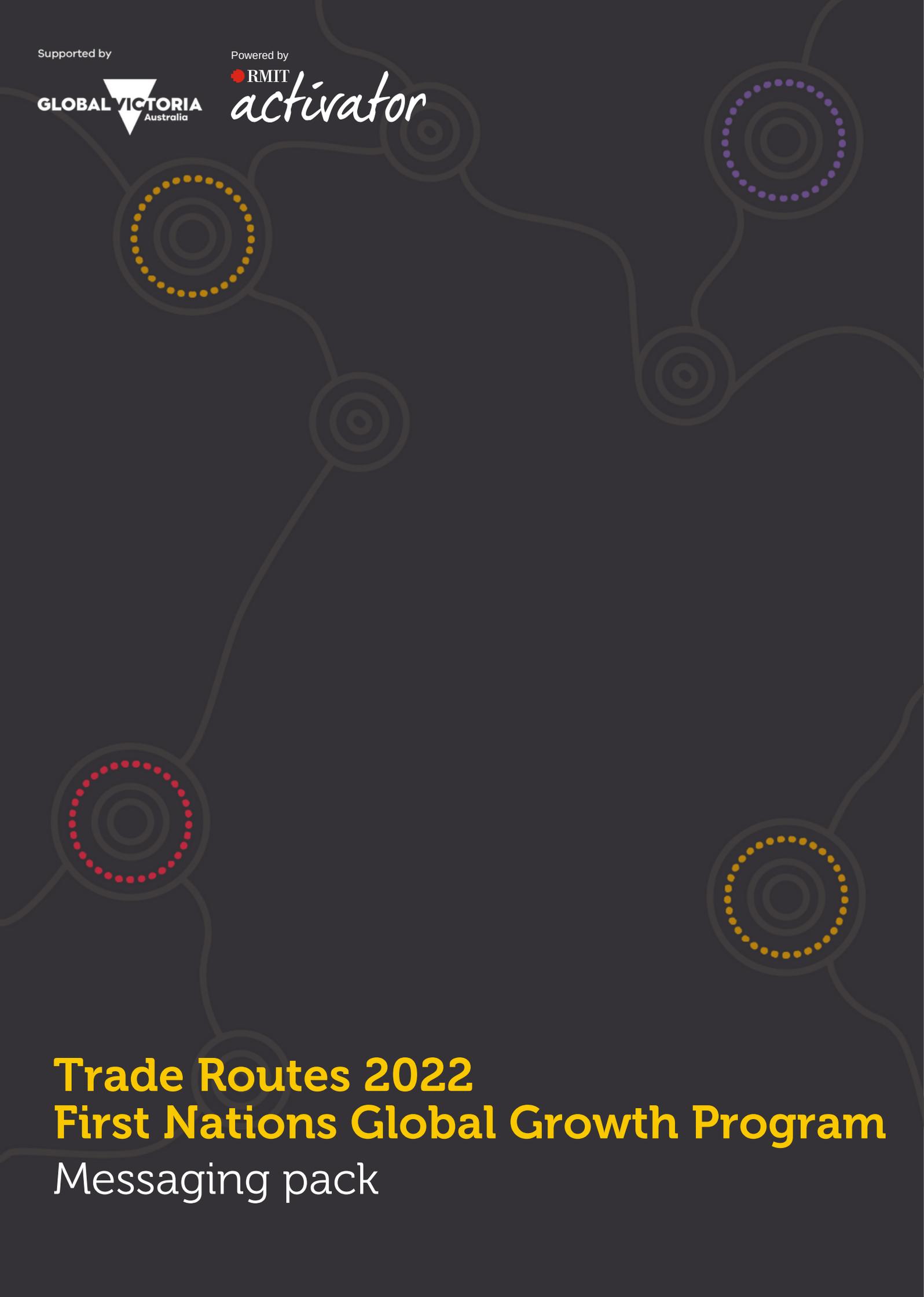
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*activator*

A dark grey background with a network of light grey lines connecting several circular nodes. Some nodes are highlighted with dotted borders in yellow, purple, and red. The overall aesthetic is modern and technological.

# **Trade Routes 2022**

# **First Nations Global Growth Program**

## Messaging pack

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# 03 Overview

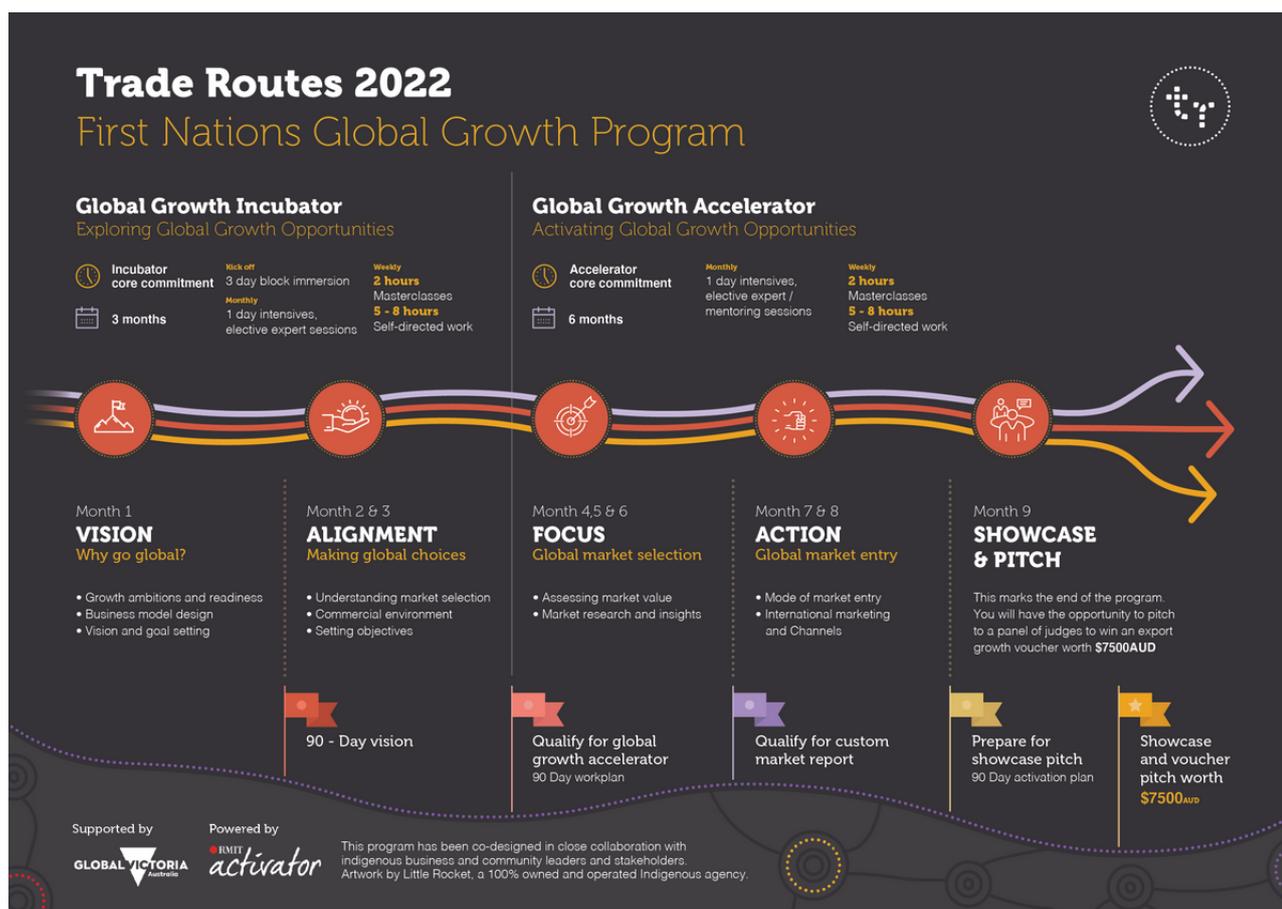
## Trade Routes timelines:

- Applications open: November 2021
- Applications close: March 2022
- Program starts: April 2022

Trade Routes is a hands-on, outcomes-focused program, uniquely co-designed with First Nations business and community leaders to unlock the ambition and potential for global growth within the indigenous business community.

Supported by Global Victoria and powered by RMIT Activator, Trade Routes brings together expert knowledge, practical experience and an extensive network of connections to deliver a program that builds the foundations and capacity for international trade and global growth for each participating First Nations business.

Trade Routes is a Proud Partner of the Global Victoria Trade Alliance (GVTA).



**Using the messaging in this pack:** Please use the following prompts to promote the program to your networks. The call to action is to submit an application via this link:

Trade Routes applications 2022: <https://bit.ly/3o10x7d>

# 04 Long text/EDM

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## EDM or longer post

**Hi there. Don't miss this incredible opportunity from Global Victoria and RMIT Activator: Trade Routes 2022.**

Seeking First Nations-owned and run businesses who want to accelerate their growth in global markets.

Now in its second year, Trade Routes unlocks the global growth ambition and readiness of emerging leaders in the First Nations business sector. Over nine months, Trade Routes is split into a three month Global Growth Incubator, followed by a six month Global Growth Accelerator.

Supported by the Aboriginal Economic Development (AED), Trade Routes takes a strategic and pragmatic approach to your global market strategy. Over the nine month duration, you'll make progress via modules in a unique program that was co-designed with leading First Nations export businesses. Learning outcomes include:

- Business model design
- Understanding market selection
- Assessing market value through research and insights
- Mode of market entry and international marketing and channels...

...and much, much more. If you're ready to see your product flourishing in global markets, take the next step with Trade Routes - it's an intensive but intensely rewarding experience, designed with practical outcomes in mind.

Most importantly, work with facilitators and mentors who understand global export isn't just about your bottom line - it's an acknowledgement of your quality craftsmanship and unique products. It's a way to teach the world about your culture and what it means to Australia's story too.

Ready to join program alumni like Ngarga Warendj, Ngali, Yarn Strong Sista and Mwerre?  
Applications close Friday 4 March, 2022, get started using this link <https://bit.ly/3o10x7d>

Trade Routes is a Proud Partner of the Global Victoria Trade Alliance (GVTA).

*Note: Trade Routes has been co-designed in close collaboration with indigenous business and community leaders and stakeholders. All of the artwork you see was commissioned to Little Rocket, a 100% Indigenous owned and operated agency.*

# 05 Short text

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**Use these suggestions for posts on social media or for shorter mentions in newsletters etc. Please use these as a starting point and edit according to your audience.**

## **Option #1**

Trade Routes is on the look out for their next intake of leading First Nations-owned businesses who are ready to explore global markets. If you're ready to form your global export strategy, Trade Routes First Nations Global Growth Program is your starting point.

Over nine months, progress through a unique program co-designed with leading First Nations business owners and leaders in export. Find your market entry channels and take your product further. To find out more about Trade Routes and if it's the right choice for you and your business, submit your application before Friday 4 March, 2022.

Trade Routes applications: <https://bit.ly/3o10x7d>

*Note: Trade Routes has been co-designed in close collaboration with indigenous business and community leaders and stakeholders. All of the artwork you see was commissioned to Little Rocket, a 100% Indigenous owned and operated agency.*

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## **Option #2**

Ready to join program alumni like Ngarga Warendj, Ngali, Yarn Strong Sista and Mwerre and prepare a global growth strategy for your business?

Powered by RMIT Activator and supported by Global Victoria, Trade Routes First Nations Global Growth Program is the next step in your global market strategy. Over nine months, Trade Routes is delivered by facilitators and mentors with proven export experience, to help you achieve learning outcomes that help you crack the global market.

If you're ready to find out more, start by submitting an application here <https://bit.ly/3o10x7d>

*Note: Trade Routes has been co-designed in close collaboration with indigenous business and community leaders and stakeholders. All of the artwork you see was commissioned to Little Rocket, a 100% Indigenous owned and operated agency.*

# 06 Assets

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Use the assets sent with this pack to accompany your EDM or social post.

Let us know if we can tailor something specifically to suit your platform - reach out to [charlotte.du.rieu@rmit.edu.au](mailto:charlotte.du.rieu@rmit.edu.au) with your request and we'll get back to you as soon as possible.

The following descriptions explain each assets and when/where to use them.

**Program overview:** a visual journey that captures the work and learning outcomes for Trade Routes participants. As it's text heavy, we recommend you use it on LinkedIn or Facebook, or attached to an email. It's not suitable for Instagram.

**Trade Routes social tiles:** eye-catching and simple, use these across all social media platforms. If posting to Instagram, feel free to tag @RMITactivator and mention that the link to the EOI is in our bio.

**Trade Routes EDM tile:** designed for use in a generic email client platform.

## + Let us know how you can help.

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**Trade Routes is a unique program, that suits a niche demographic ready to explore global markets.**

Because of this, we are looking for avenues that help us communicate directly to First Nations-owned businesses that are a good fit for the program.

If you have an idea or a connection that you think could be a good option, please get in touch with us so we can personalise an outreach strategy with you! We are keen to engage with audiences according to preference, which could include panels, exhibitions at expos or events or even just a coffee (virtual or in-person) with a business founder who you think would be a good fit.

Reach out to Activator's marketing team with your ideas: [charlotte.du.rieu@rmit.edu.au](mailto:charlotte.du.rieu@rmit.edu.au)