



Kinaway
Chamber of Commerce
Victoria Ltd

KINAWAY

STRATEGIC PLAN

2022 – 27

WHO WE ARE

'Kinaway' is Gunnai for exchange.

The Kinaway Chamber of Commerce Victoria (Kinaway) is the peak body representing certified Aboriginal and Torres Strait Islander businesses in Victoria. We are a trusted advisor for and partner with Aboriginal and Torres Strait Islander businesses.

Our Vision

Our Vision is 'to empower Aboriginal and Torres Strait Islander businesses in Victoria to achieve economic independence for this and future generations'.

Our Purpose

Our purpose is 'to provide business support and advice to Victorian Aboriginal and Torres Strait Islander people, and to help improve the visibility and networks of Aboriginal and Torres Strait Islander businesses to strengthen relationships and create opportunities.'

Our Aim

Our aim is for Aboriginal business owners, individuals, and communities to become economically independent and thrive.

Our Values

Our values are to be honest and transparent, always exhibit integrity, and focusing on the success of our members and partners.

What We Do

- **We are problem solvers** – delivering business support, strategic assistance, and professional development.
- **We are advocates** – speaking and standing up for Aboriginal and Torres Strait Islander businesses and communities.
- **We are networkers** – creating opportunity by connecting governments and corporations and Aboriginal and Torres Strait Islander businesses.
- **We are leaders** – working for Reconciliation and the self-determination of Aboriginal and Torres Strait Islander businesses and people.

Our value proposition

We have value propositions for our three key stakeholder groups – members, corporate partners and government.

For members:

1. Support to problem solve and grow.
2. Visibility on grants.
3. Understanding of business.
4. Advocacy with government.
5. Access to opportunities.
6. Professional development

For corporate partners:

1. Access to Aboriginal and Torres Straits Islander businesses.
2. A trustworthy partner.
3. A pathway to Reconciliation.
4. Culture change.
5. Networking opportunities.

For government:

1. Access to Aboriginal and Torres Straits Islander businesses.
2. Influence and relationship management.
3. Networking opportunities.
4. A gateway for resource deployment.
5. A partner for economic development.

Our strategic objectives

For members:

1. We want to help more Aboriginal and Torres Straits Islanders create successful, sustainable businesses – and, in the process, make our communities economically independent.
2. We want to give Aboriginal and Torres Straits Islander businesses more influence in policy development and industry planning – and, in the process, advance their economic interests.
3. We want to make it easier for Aboriginal and Torres Straits Islander businesses to get started and grow by creating an ecosystem of opportunity – a network members can rely on for support and services.

For our team:

1. We want to keep strengthening our team of highly-skilled staff so we can keep improving member support and advocacy – and, in the process, help more Aboriginal and Torres Straits Islander businesses succeed.
2. We want to become more independent by relying less on government grants for our income and more on the growth and success of our members – earning the right to grow by ensuring our members succeed.
3. We want to be lean and agile – keeping up with changing needs of our members and delivering them the services and supports they need when they need them.

Our future

Kinaway's membership more than tripled in the two years to 2022 –jumping from 120 to 452 members. We are planning for growth.

