Communication
Guide

Together, Together

Indigenous Business Month
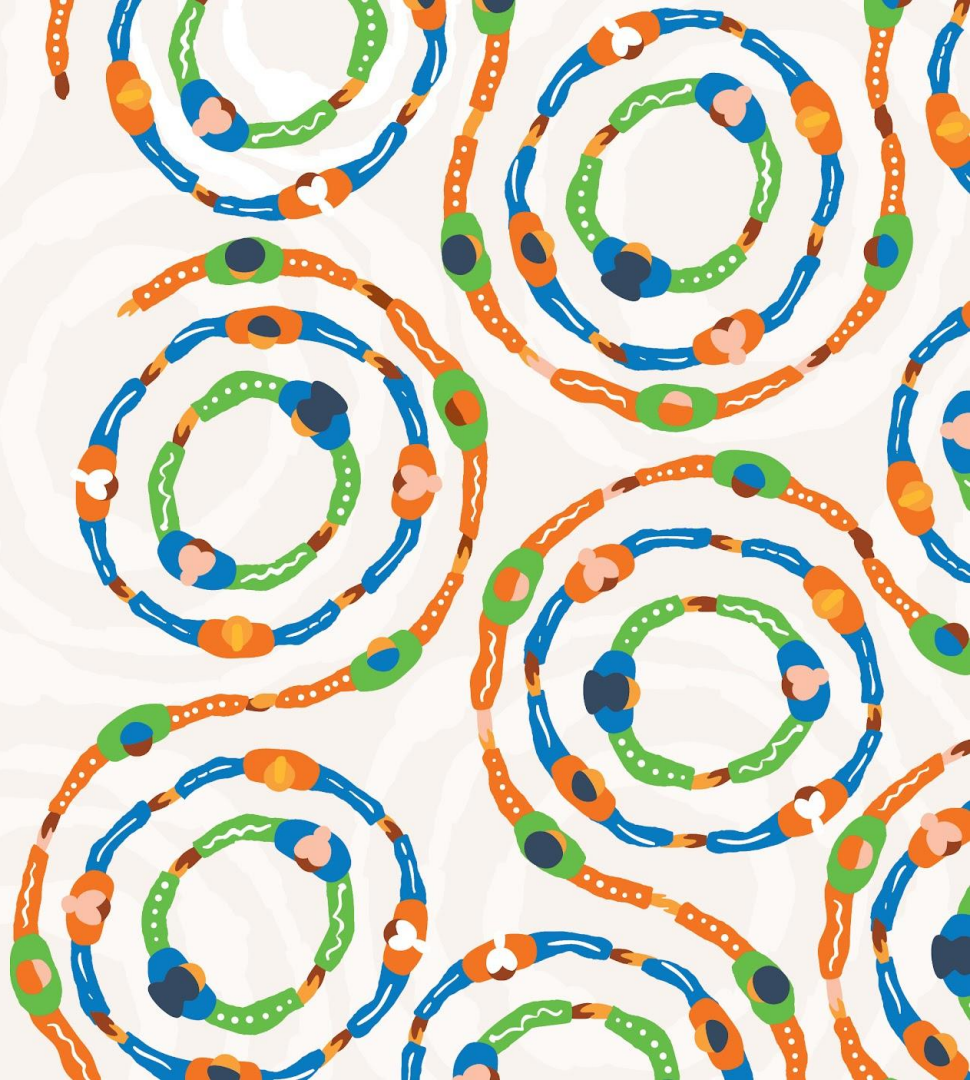
2023 Communication Guide

This October, Indigenous Business Month (IBM) celebrates nine years of showcasing the talent and depth of Aboriginal and Torres Strait Islander entrepreneurs from diverse business sectors.

Indigenous business month aims to ignite conversations about Indigenous business, and encourage and foster relationships and connections.

We encourage Indigenous businesses and supporters to celebrate through events across the country and online, that showcase the strength, breadth and diversity of Aboriginal and Torres Strait Islander businesses.

This Communication Guide and resources are designed to support you to create content that encapsulates this year's theme To Gather, Together.

We would love for you to let your social media networks (Facebook, Twitter, Instagram, LinkedIn and Threads) know about your IBM event and to raise awareness of IBM to your local business community.

We have created this guide to assist you. You will find:

- About the 2023 Theme
- The 2023 Design
- Registering your event on the IBM Calendar
- Sharing and creating IBM posts
- 2023 Templates and resources
- Suggested copy
- IBM channels and links

2023 Theme - To gather, together.

Gathering is at the heart of building relationships. We gather to seek solace, to seek feedback, to find information and ideas, to generate friendship and connection. These spaces we create together, when we gather, are exceptionally significant. Gathering spaces both can uplift us in times of stress and pressure as well as challenge us to think anew and act differently. For your business gathering, you make time in your busy schedule to attend training or trade shows, to conference and seek new business relationships to grow and expand your business.

Strengthening our Indigenous business sector requires place-based gathering to expand relationships at the local level. This is done by bringing together local communities and exploring the cross overs between what's happening in our businesses, in the community and in our personal lives. There is a collective source of pride generated by gathering, seeing each other making a difference through our business ventures. A rich tapestry of connections, information, ideas, and feeling is woven each time we gather.

No year do we need to focus on local, place-based gathering and connection than this year. This year is asking a lot of our communities. This year of our national conversation and deliberation about constitutional reform.

Therefore, this year, Indigenous Business Month calls upon Indigenous businesses to gather, together. Gather and connect in your communities, in your towns and cities. Gather together to share and celebrate and dialogue about how you are going during this time of change. We encourage as many localised IBM gatherings as possible and urge mob to use IBM as a vehicle to showcase the diversity of the way we gather across our many and varied nations.

Indigenous Business Month

TOGATHER, TOGETHER

2023 Approach

As a result of the impending Referendum, the Indigenous Business Month founders have chosen to take the opportunity to focus this year's celebration within communities. While still maintaining a national presence, we wanted to provide all communities with the chance to connect and build relationships with each other. As a result there will be no Indigenous Business Month awards in 2023.

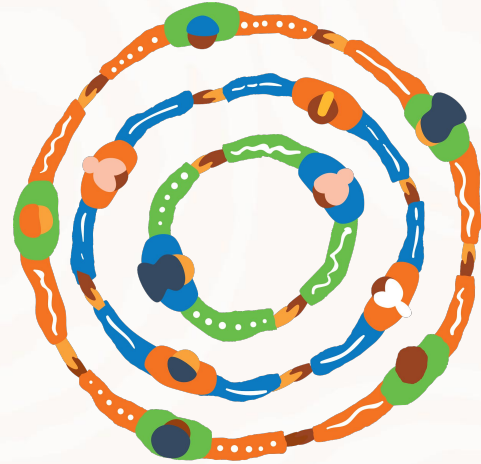We look forward to 2024, when we get to celebrate 10 years of Indigenous Business Month.

This year's design

Connection, Solidarity, Continuity

This design embodies the essence of this year's theme, *To Gather, Together*, which encourages place-based gathering, creating a sense of togetherness, prosperity and continuity.

Depicting a group of people come together, hand in hand with a shared purpose. Each circle represents the diversity and strength of our communities, in business and beyond. Everyone brings their own story, knowledge and expertise to the gathering and through points of connection, creates cohesion for the whole.

The concentric circles reference the multiple events we hold throughout Indigenous Business Month and symbolise the layers of connection and support we aim to foster through this movement.

Registering your event on the IBM Calendar

The IBM National Events Calendar allows the IBM team to promote events across the country as well as to allow us to track and monitor the reach of this month.

Businesses, organisations and networks are invited to submit their events to the Indigenous Business Month calendar that is on the website.

To allow us to quickly upload the information and to ensure readers have all the information they need, please provide the following ›

- Event title
- One or two sentences that best describe the event
- Details - time, venue, cost, bookings information (phone number or email address).
- Any other information that may be needed (parking, accessibility)
- (Optional) A sentence or two that direct readers to your social media accounts and/or website. Please make sure you provide us with the correct web address for each account. *For example, Follow us on LinkedIn and Facebook.*

More information about events is available in the 2023 Hosting Guide.

Indigenous Business Month

TOGATHER, TOGETHER

Sharing and creating your IBM Posts

Sharing and creating posts that are consistent in how they look and the tags we use allow us to increase our reach to existing and new audiences.

Sharing IBM Posts

As much as possible, please tag the Indigenous Business Month social media channels and use the 2023 hashtags. This allows us to monitor the audience reach and impact of Indigenous Business Month.

Website: www.indigenousbusinessmonth.com.au

Hashtags: #IndigenousBusinessMonth #IBM2023 #ToGatherTogether

Creating IBM Posts

As Indigenous Business Month is a national event, it's really important to include your location. This allows the IBM audience to know straight away if that event is for them.

What type of information you should include on your event posts?

- Venue location
- Event date, start time and end time.
- Link to your event registration page.

IBM 2023 Templates and resources

We have created a suite of templates and resources with 2023 branding.
These are available for you to use and adapt for your own events and social media posts.

Click on the folder to download the resources.

IBM 2023 Suggested copy

Many people struggle to create post captions. Here are a few ideas for you to copy, paste and adapt.

Join us for the 9th annual Indigenous Business Month celebrating and bringing our community together. #IndigenousBusinessMonth #IBM2023 #ToGatherTogether

What are you doing to Indigenous Business Month? Gather with us this year as we celebrate Indigenous business. Where: …. When: …. #IndigenousBusinessMonth #IBM2023 #ToGatherTogether

Want to find out more about Indigenous business? Join us for our upcoming seminar on …. Where: …. When: …. #IndigenousBusinessMonth #IBM2023 #ToGatherTogether

Did you know that IBM is 9 years old this year? Join us as we celebrate Indigenous business in our region … Where: …. When: …. #IndigenousBusinessMonth #IBM2023 #ToGatherTogether

IBM channels and links

Promoting Indigenous Business Month is a group effort. We are across most of the major social media channels. We look forward to connecting with you.

Social media

@IndigenousBusinessMonth

@IndigBizMonth

Website
www.IndigenousBusinessMonth.com.au

Enquiries:
ibm@iscariotmedia.com

Any further questions, please reach out to **ibm@iscariotmedia.com**