

good
return



MAGANDA MAKERS CASE FOR SUPPORT

Empowering Indigenous Entrepreneurs



Maganda Makers
Empowering Kimberley Indigenous Women
to build wealth through Business

MAGANDA MAKERS

Maganda Makers is a community of women who lift each other higher, to gain strength, inspiration and skills to build wealth through business. They believe economic independence has the power of transformation for any woman, her family and community.

Vision

A club of Kimberley Indigenous women who use the vehicle of enterprise to build wealth as a means to drive social and economic transformation.

Mission

An Indigenous women-led grassroots initiative nurturing, championing and supporting Kimberley Indigenous women in business (aspiring, emerging, established and growing).





CREATING A MORE EQUITABLE WORLD

Now is the time to bring economic independence and long-lasting inter-generational change for Indigenous women through sustainable business development. Woman to woman, mother to daughter, generation after generation - the cycle is continued.

Being an Indigenous woman entrepreneur in Australia is often not an easy path. Historical and gendered inequalities, and a lack of access to resources, education and training has made it difficult for Indigenous women entrepreneurs to participate in the economy and build financial security.

Good Return has partnered with the Kimberley Jiyigas and Menzies Foundation to support sustainable change within the Indigenous community. We have started in Western Australia in the Kimberley region with an innovative collective - the Maganda Makers Business Club.

What we're doing is different. The Maganda Makers work with experienced Indigenous businesswomen who guide, nurture and upskill emerging women entrepreneurs. We do this through a business club, podcasts and support for specific projects.





SHE IS LEADING THE WAY SO OTHERS CAN FOLLOW

Founded on a deep respect for Indigenous culture, the voices of Indigenous women drive the development and implementation of the Maganda Makers Business Club.

The program places Indigenous women in the driving seat, using their perspectives and insights to define the goal posts and guide the process. A community-centric, trauma-informed lens is applied across all aspects of the initiative.

Good Return is leveraging our experience to help drive this program. We are at the forefront of innovation in social finance and business skills training. For over twenty years our specialists have worked within local systems to change behaviour, and provide impact investments that bring the excluded into the economy. At the same time, we support local entrepreneurs to build skills and create opportunities to grow their business and take control of their futures. This has a compounded and generational impact.

Real change

- The Business Club started in 2021 and already has over 100 members.
- Powered by Club Captain Natasha Short, the Club is providing peer support, resources, opportunities, and connections to all members.
- The types of businesses emerging from the Club include fashion, arts and design, cultural tourism, bush tucker, bush medicine products, a range of consultancy businesses and more.
- The Club has a team of experienced business leaders called the 'Business Builder Navigators' who support and mentor other Indigenous women in their business journeys.
- The club model can be contextualised to other remote Indigenous communities.

"I get support and mentoring, new ideas to bounce off, and they have put me in touch with other business people who can help me market my business".

Jodie Bedford,
Maganda Makers
member



PARTNERING WITH GOOD RETURN

We are looking for partners, sponsors and donors. We are calling for fellow champions (individuals and corporates) of Indigenous women's entrepreneurship to support and donate to this network of emerging Indigenous business leaders.

Ethical alignment and ESG objectives

For corporates, we will work with you to build an offering where you can align your funding with your company's values and ESG objectives.

Some of the benefits which you can draw from include:

- **Corporate responsibility:** Your organisation will deepen its contribution as a corporate citizen
- **Employee engagement:** We can involve your staff and enable them to share in the good you are doing through events and contributions
- **Awareness and brand:** Be recognised in associated media and channels as a supporter.

The program is aligned with the four pillars of World Economic Forum, in particular 'People' and you will be contributing to the efforts to achieve the United Nations' Sustainable Development Goals - (1) No Poverty, (4) Quality Education, (5) Gender Equality, (8) Decent work and Economic Growth and (17) Partnerships for the goals.

You will be connected to Good Return, a organisation highly regarded within the Australian and International development sector.





HOW YOU CAN HELP

What we need

Right now, we need to support our business mentors 'Business Builder Navigators' as they travel the Kimberley region to meet women entrepreneurs face to face.

We need help to build a digital ecommerce platform for our entrepreneurs.

We want to build capital and infrastructure for a bush medicine business collective.

Real value

\$10,000

would set up
four women with
e-commerce platforms

\$50,000

will provide ongoing
business mentoring
support to 40 women

\$25,000

will fund two Business
Builder Navigators
for a year

\$100,000

will fund a
comprehensive
program of personal,
financial management
and business support to
all club members

Your impact

- Financial and economic independence built through sustainable businesses led by Indigenous women.
- More Kimberley Indigenous women with the resources (tools and money), confidence and leadership strength to drive social and economic transformation for their households, families and communities.
- Kimberley Indigenous communities are financially stronger and more empowered due to the ripple impact of Kimberley Indigenous women in business using their wealth for good.



INVEST IN GOOD

Good Return brings the excluded into the economy to create a more equitable world. We break down barriers to finance and enable women and those who are marginalised in our region to build financial security and contribute to their families and communities. This has a positive and compounded impact on the world in which we live.

Good Return has been at the forefront of innovation in social finance since the early 2000s. We are specialists in what we do and we leverage our experience to target transformational change. We work with local partner agencies and within existing financial systems to deliver sustainable and scalable impact. By supporting our work, you are supporting generational change.



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**Talk to Good Return about
Indigenous entrepreneurship:**

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Project page:

goodreturn.org.au/indigenous-entrepreneurship