



Guide to **Black Coffee** Indigenous Business Networking 2022

For hosts, attendees, and stakeholders

What is Black Coffee?

Black Coffee is a grassroots Indigenous business networking gathering held in regions around Australia each month. Originating in Queensland, the goal of the Black Coffee movement is to provide a platform to connect micro and small business owners around Australia.

Indigenous business owners and professionals, along with their supporters, get together and yarn with the aim to build relationships and grow networks.

Black Coffee runs on a very simple event model - find a cafe, pick a date and time and we'll all meet there!

But Black Coffee can be more than that. Some regions will host one-off events, while others are held monthly or bi-monthly. Hosting may include the occasional industry event or targeted gatherings.

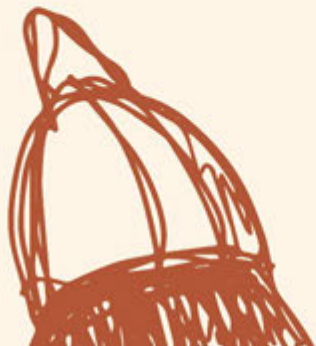
Explore the 2022 Guide to Black Coffee to find out the different types of events you can host. Feel free to get in touch with us at any time.



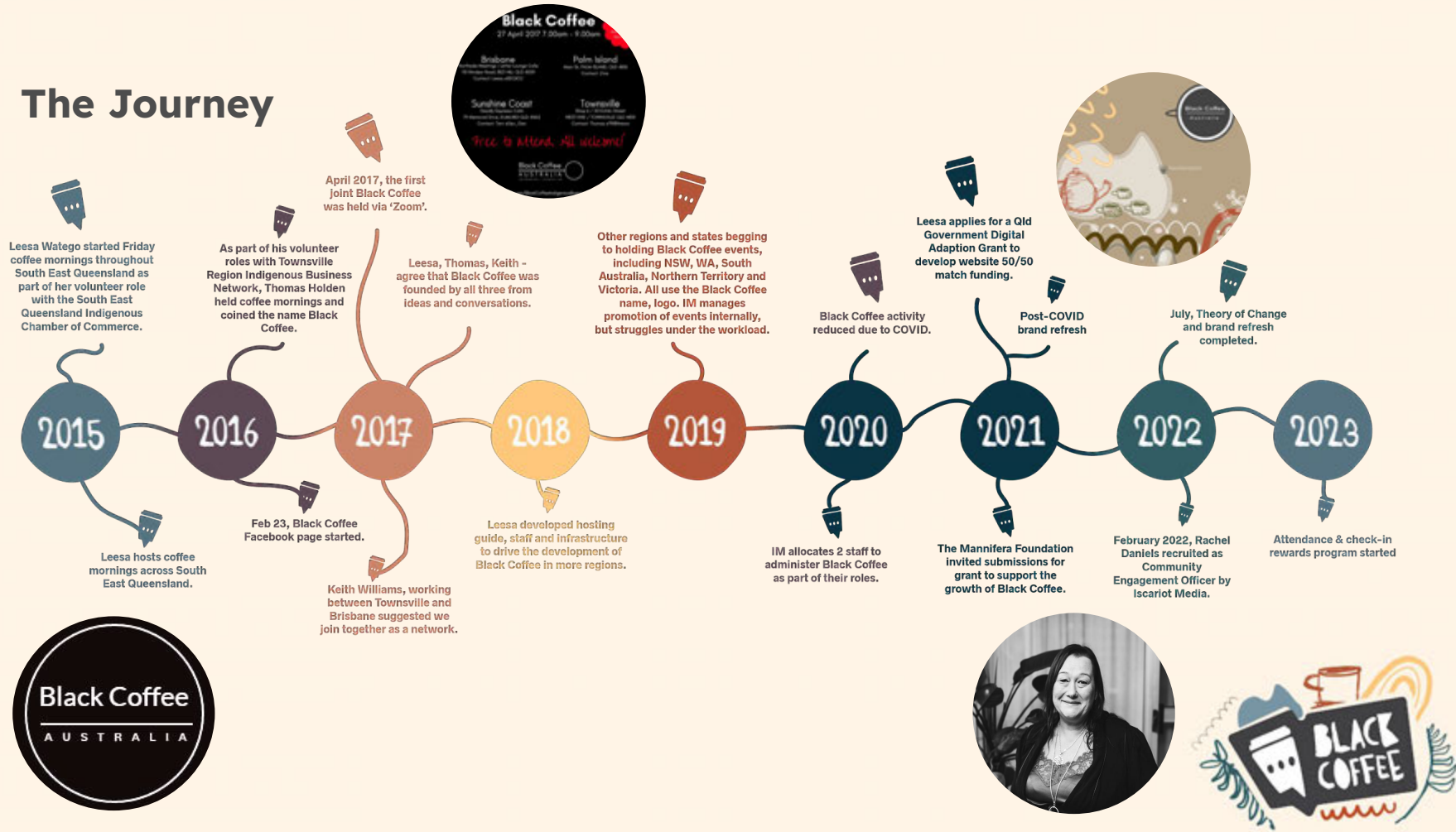
Powered by **im.**
WE DO PROJECTS



BLACK COFFEE WILL
GROW WHEN WE
ALL WORK
TOGETHER



The Journey





Theory of change

Our vision: A connected and prosperous Indigenous business sector.

What we do	We have fun and informal meetings that build networks, relationships and strengthen local Indigenous business communities.
Why this is important	Supported and proud Indigenous businesses lead to wellbeing, business growth and community prosperity.
What we achieve	<ol style="list-style-type: none">1. Wellbeing for Indigenous entrepreneurs and businesses.2. Enriching the voice of Indigenous businesses.3. Opportunities for Indigenous business development.4. Opportunities to strengthen partnerships between Indigenous businesses and the community.
The impact this makes	A connected, supported and enriched Indigenous business sector creates strong local and regional communities.

Our values and approach

- **Participation.** We provide workplaces and communities that are safe for Aboriginal and Torres Strait Islander people. We celebrate identity and experience, customs, knowledge, aspirations and respectful relationships with Aboriginal and Torres Strait Islander peoples.
- **Place based.** We focus on local needs, local solutions, and the unique attributes of place and community. We value working together, building leadership, capacity and resilience within a community.
- **Self-determination.** We create a space for Aboriginal and Torres Strait Islander people to be in charge of their own economic, social, and cultural self-determination for themselves, their families and communities.
- **Future focussed.** We like to identify and develop ideas in order to create a better future for Indigenous businesses. We believe that we all prosper when we work together to achieve our goals



From the outset, my vision has been twofold, that wherever you are on this continent, on the last Thursday of the month you can connect with other Indigenous business owners, people who understand the journey you're on. And secondly, that Black Coffee is a vehicle to drive the development of regional Indigenous Chambers of Commerce and business networks. The voices of Indigenous business across the continent need to be heard. Black Coffee can help activate the conversations.

Leesa Watego





The Black Coffee Menu



Simple Black Coffee

Keep it simple.

Pick a date, choose a location, let us know. We will list it on socials and away you go.



Special event

Go the extra mile, find some local sponsors, to celebrate a special event like NAIDOC, Indigenous Business Month, or Christmas.



Meet-the-Buyer Black Coffee

An identified sponsor wants to meet a group of potential suppliers, pays for the venue, catering, and has an opportunity to pitch to the Indigenous businesses who attend.



Building Capability

Use Black Coffee to support a small business training program delivered alongside Black Coffee.



The text is centered on a solid blue background. It is framed by two horizontal, hand-drawn wavy lines in a lighter shade of blue, one above and one below the text.

SIMPLE BLACK COFFEE



Simple Black Coffee

This simplest and easiest Black Coffee on the menu.
Choose a date, pick a venue, let us know.

Jobs of the coordinator:

1. Find a venue, a local cafe, preferably with good parking and everyone friendly. The cafe doesn't need to be an Indigenous owned cafe however, if it is an option it is preferred
2. Send us the details, we'll post your event to all Black Coffee social media platforms
3. Ensure that Black Coffee is always free to attend, with attendees being able to purchase from the venue a beverage or a feed if they wish
4. Ask attendees to check-in using the provided QR code.



Toowoomba, May 2019





SPECIAL EVENT

Black Coffee Special Event

As your region grows, you may wish to hold an annual Signature Event or Excursion. You might arrange catering, performances or panel discussion.

This will take resources to organise therefore we encourage regions to plan for only 1 or 2 per year (maximum). Different states have business support opportunities.

Jobs of the coordinator

1. Coordinate the event and event team.
2. Talk to Black Coffee HQ if you need help. We are developing templates to help you organise your event.
3. Ask attendees to check-in using the provided QR code.

Ensure that Black Coffee is always free to attend, with attendees being able to purchase from the venue a beverage or a feed if they wish.



Celebrating Queensland Small Business Month. Brisbane June 8 2019 Funding: QSBM Funding, Advance Queensland



Toowoomba 2019. Visit to a local significant site, included catered breakfast. Sponsored by a local corporate.





MEET-THE-BUYER

Meet the Buyer

Time to get focused. A buyer has put up their hands. They want to meet Indigenous businesses for their supply chain.

Jobs of the coordinator

1. Help facilitate the event by working with the sponsor, finding a venue, and identifying local Indigenous businesses who could supply.
2. Work with Black Coffee HQ to promote the event.
3. Ask attendees to check-in using the provided QR code.

Ensure that Black Coffee is always free to attend, with attendees being able to purchase from the venue a beverage or a feed if they wish. BC HQ can assist in organising this event if required.

Corporates may be asked to pay a small fee to assist us to keep Black Coffee going into the future.



Corporate Meet QIC events held in Brisbane in May & July 2022. The event was sponsored by QIC and Advance Qld. All local businesses are invited to attend, but target service areas were specially invited.





A note to corporates

As Indigenous business owners we are very conscious and mindful of Indigenous business event fatigue. Too many of our folks are invited to events held by *well-meaning* corporates, with no or few outcomes. Our businesses feel like we are turning up because we are ticking a *Reconciliation box*.

If non-Indigenous corporates are truly committed to engaging Indigenous businesses in their supply chain, they should be able to demonstrate the following -

1. A history of attending Indigenous business events.
2. A history of activities with Indigenous business events.
3. Be able to identify clear opportunities for work in the region the proposed Black Coffee will be held.
4. Demonstrated commitment to support Indigenous-owned businesses to navigate through their corporate systems.
5. Be prepared to provide Black Coffee with a summary of Indigenous business engagement following their Black Coffee event.

Please contact Rachel to discuss further.





BUILDING CAPABILITY



Capability Building

Where additional funding has been sought, Black Coffee can be used to help build the Black Coffee community and the local Indigenous business sector.

Black Coffee Headquarters have a team of Indigenous business trainers who can facilitate delivery of a focused small business training program over a period of time.

From August 2022, we will be running a pilot program in the Cassowary Coast, Queensland in partnership with One Business which is a program delivered with TAFE Queensland, delivering small business training and Black Coffee events.

Ask attendees to check-in using the provided QR code.



CHECK-IN AND GET REWARDED





Check-in and get rewarded!

Commencing July 2022, Black Coffee Attendees who register and check-in each time they attend a Certified Black Coffee will be eligible for rewards.

Attend and check-in 5 Certified Black Coffees
Receive a free and exclusive gift.

Attend and check-in 15 Certified Black Coffees
Receive a free and exclusive gift.

How do you check-in?

Look for the QR Code at the event, complete the Form and click Submit.

No QR-Code present?

Check with your Black Coffee host to see if they're a Certified Black Coffee.



VOLUNTEERING IN THE REGION





How much time will it take to be a Black Coffee Coordinator?

The amount of time you will put in will depend on you and your region. Some coordinators just find a venue, confirm the date and time and email us. **It can be that simple.**

Other coordinators look for potential partners, invite the local Mayor, speakers or plan signature events. It's much easier to go big if your business is of a particular type or you have managed to build a team around you.





What can I expect?

Local promotion of the Black Coffee gathering to attract interest. Coordinators of regions often become known as the face of Black Coffee in the region and a touch point for Black Coffee HQ.

Coordinators can expect to become an advocate for Aboriginal and Torres Strait Islander businesses in their regions. They are often asked, in person and email to suggest Indigenous businesses in different industries.

Some people find this daunting. We encourage all volunteers to work with others to share the load. We also welcome regions to use Black Coffee HQ team!





Do I have to do it on my own?

It's much easier if you create a team of people to help manage and build your Black Coffee region. Sharing is caring!

One of our goals with Black Coffee is to activate locally-based Indigenous Chambers of Commerce.

Consider what steps this might take? For example, over a couple of years you could start with Black Coffee Coordination, then form a Indigenous Business Owners Group or Network, then a Regional Indigenous Chamber of Commerce.

What are some of the roles that you would need to get the job done?

Over the next year Black Coffee HQ will be developing resources to share and help groups set up.





Simple Black Coffee - Jobs to do

Before the gathering:

- Locate and confirm with venue (assume a minimum of 10 seats in a single table formation to be reserved)
- Ensure the correct physical address is sent to Black Coffee HQ admin@blackcoffee.net.au so the event can be published on the Website, Instagram, LinkedIn and Facebook Page.
- Share the event from the Black Coffee platforms with all your networks (We'll be sharing too!)
- Grab your Coordinator's Kit!

During the gathering:

- Greet all your attendees, get them to check-in on the official QR-Code. We have a manual check-in sheet for folks who can't use the QR Code.
- Be your DEADLY self
- If possible, take photos of the event (smart phone images are great) and make these available to share across media networks afterwards by texting or emailing to Black Coffee HQ. If you send us images, we will create an album on the Facebook page for your region.
- Yarn to attendees, introduce any new faces and discuss what may suit the next gathering - the when and where

After the gathering:

- Any manual check-ins - take a photo of the check-in sheet to Rachel so we can manually add their names to the attendance register.
- If you've taken photos, please SMS, email, or Drop them to Rachel.
- Start planning for the next one!
- If there were any issues where you may need to complete an incident report, please call Rachel.





Making the most of your hosting experience.

Black Coffee provides Coordinators with the opportunity to showcase their business or organisation. Approved ideas you might like to try:

- Having events booked in advance, so they can be shared widely.
- Providing the Black Coffee team with images to showcase the venue
- Sharing Black Coffee through their networks
- Bring marketing materials, including flyers and business cards
- On the day, “work” the room, get to know everyone - it’s your networking experience too, take advantage of it.
- Get attendees to check-in on the official QR-Code (so their attendance is registered!)
- **Optional:** After the gathering, send out an email to everyone who attended (and whose business cards you were given), and tell them more about your business if appropriate and ASK if they’d like to connect with you via your newsletter, LinkedIn profile, Facebook or Twitter.
- Add Black Coffee - Coordinator to your LinkedIn “experience”

Please note: It is not in the Black Coffee ethos or supported by administration that individual Region Coordinators state on their self-generated collateral “This Black Coffee was sponsored by <your business name>”.



SHARING THE BLACK COFFEE STORY,
EVENTS, AND OPPORTUNITIES



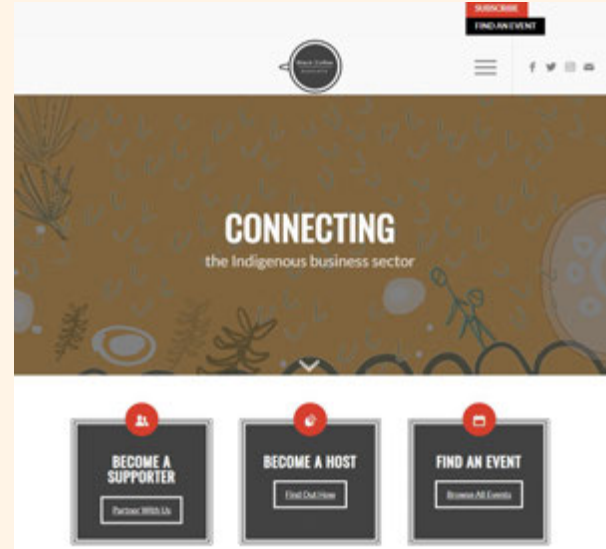
Sharing the Black Coffee story - The Website

Black Coffee was enabled by social media, in particular Facebook. But we recognise that not everyone is on social media, and not everyone sees every post made on social media. We also know that some people are unable to see Facebook posts from their work devices.

As a result we invested in the development of a website with an event plug-in. All events are listed on the website. You can click RSVP, and Add Event To Calendar.

We want to encourage as many people as possible to access events through the website.

If you need a list of attendees for your event, please contact Rachel.



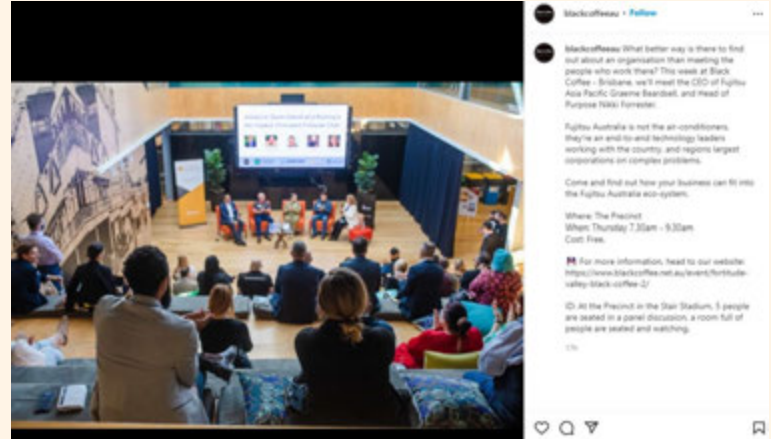
Sharing the Black Coffee story - The Socials

We know how hard it is when you go to all the effort of creating an event and only a few (or no) people turn up. The more time we have to promote your event, the more chance we have of getting the greatest reach.

If we have 6 weeks notice we can -

- List your event in the monthly newsletter
- Create social tiles for your event and schedule them for posting 4 weeks, 2 weeks & 1 week from the event.

Black Coffee is on LinkedIn, Facebook, Instagram, Twitter. Please like and share so we can get the biggest reach.





Sharing the Black Coffee story - Our Monthly Newsletter

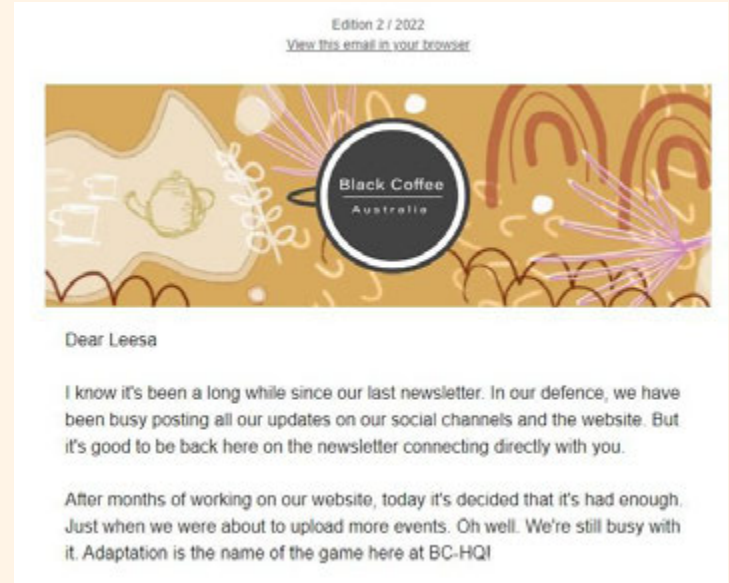
We close all submissions to the Black Coffee Newsletter on the last Friday of each month. It will be finalised and published on Wednesday.

Newsletter sections:

- Upcoming events
- News and stories from the Black Coffee Network
- News and updates from the sector

As we introduce check-ins to BlackCoffee events we will capture more attendees to the newsletter list.

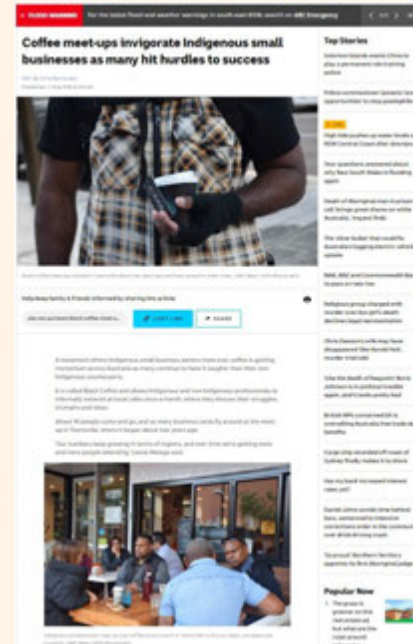
**The more time we have to promote your event,
the more likely we will reach more people.**



Sharing the Black Coffee story - The Media

Let us write about you and your deadly peeps:

- We would love to write stories about our members and their new products or initiatives.
- Every post we write is shared repeatedly over time across all our social media channels. We can also publish stories on www.blackcoffee.net.au.
- Help us to feature your work and business, by providing us with all the information, including images to write an interesting story/feature article.



<https://www.abc.net.au/news/2018-08-11/black-coffee-meet-ups-help-indigenous-business-owners/10012462>



FREQUENTLY ASKED QUESTIONS





How will the Black Coffee HQ help promote your event?

It can be disheartening when only 1 or 2 people turn up to your much anticipated gathering, but it does happen and that is OK. We are only a small team but we will promote your event by posting on all our social media pages, and adding new contacts to our mailing lists, and talking-up Black Coffee wherever possible. In some regions it will take time for your Black Coffee to ‘take off’. Patience and resilience are required in these instances.

We can only promote Black Coffee events which are listed on the Black Coffee Facebook page and have followed the proper listing process.





How can I help promote Black Coffee on social media?

Everyone can help promote Black Coffee on social media by having professional social media accounts and by using the right hashtag.

We currently use #BlackCoffeeAU.

We can also help to promote other regions by promoting those Twitter accounts on ours. Use **#BlackCoffeeAU** and **#IndigenousBusiness** on Twitter and Instagram.





Can we connect with other gatherings via Zoom?

One of the original goals of having a Black Coffee event in multiple locations was to video conference together. This is still a goal that is occasionally hampered by technology limitations. To prepare for this, you should aim to have a laptop, mobile internet, video camera ready.

Note: Unfortunately this initiative hasn't been as successful as we'd like, due to internet difficulties. We will continue to pursue this feature over time.





Can we live-stream off the Facebook page?

The simple answer is **Yes**.

If you would like to Livestream from your Black Coffee, we can coordinate times to do this. Contact BCHQ so we can assist you and work out the logistics if there are multiple gatherings in progress.

You will need to be granted access to the Black Coffee Facebook page and have a smartphone that can handle Facebook Live.





I'm the Region Coordinator and I can't make it to the planned gathering this time. What should I do?

There's two ways to approach this:

- Contact BC-HQ as soon as you can so we can update our social media channels.
- Encourage your community to use Twitter or Facebook, request they check the Black Coffee socials for updates that way we can notify them that you won't be able to make it and the gathering is cancelled.
- If possible, be prepared and work conjointly with an Assistant Region Coordinator to help - Many hands make light work, having a few helpers take the pressure off.





How do I approach my local cafe?

Most events have no more than 10 attendees so are able to be catered for by most cafes.

At the end of this document, we've attached an email template that has been successful in approaching cafes. Please feel free to copy, change the names where appropriate and send them to your local cafe.





Do you need to be an Indigenous business owner to attend?

Every region is different and the many types of people who attend are diverse from multiple backgrounds and industries.

While we encourage everyone in the Indigenous business sector to attend, the focus SHOULD always be Indigenous business owners therefore following the Black Coffee ethos it is important to manage the attendance of “Corporates” over individual business owners.

Black Coffee is an event aimed at Indigenous business owners, Indigenous professionals and those who support Indigenous business, promotion of a safe sharing space for all is paramount in the success of any Black Coffee gathering.





Does it have to be the last Thursday of the month from 7:30 - 9:00 am?

No.

The original idea of holding Black Coffee on the same day was so that we could all Zoom together.

The time (7.30 - 9.00am) is designed to allow those workers and business owners to do their networking before the work day starts. That said in this ever changing working environment it is so important to remain flexible, so if your region feels it more appropriate to host another day or another time, that's perfectly fine. Just let us know so that we can properly prepare and promote your event.

Historically Black Coffee gatherings are not held in December or on any public holidays.





Can Black Coffee host a joint/combined gatherings with neighbouring regions?

Some regions are physically located close to each other so occasional joint/combined gatherings can be worthwhile. These can be held a couple of times each year. You may like to host signature events as combined events following the many hands make light work theory.

The Black Coffee administration team are happy to assist you to coordinate events, however it is mandatory that date, region location and venue is submitted to HQ well before any RSVP cut-off dates are required.





I'm travelling this month, can I go to another Black Coffee?

Yes. Absolutely.

We actively encourage people to go to as many Black Coffee events around Australia as you can, and connect with other regional coordinators on your travels.

Stay up to date with the Black Coffee socials, wherever you are you can connect with Indigenous business.

Promote the importance and opportunity to your attendees so it becomes a 'well known' anyone can attend a Black Coffee anywhere across the nation.





Can I charge an entrance fee for Black Coffee?

No. Black Coffee is free. Always.

If you want to leverage the networks you have created through Black Coffee to host your own event under your personal business name, then you can charge an entry fee. You can also advertise your event via the Black Coffee Newsletter and (the new) Conversation Starters)

Reminder: Black Coffee is about networking and connection and should not exclude any Indigenous person due to economic circumstances. If you want to have a major event that you need to charge for attendance, don't make it a Black Coffee, contact us so we can see if together we can find a sponsor.





Do we need a permanent venue?

Some regions have a regular venue to host their events, while others rotate events in different cafes.

You might build a relationship with a particular cafe or venue who might like to become a regular venue.

We DO NOT encourage individual business owners to host events in their own business premises. Black Coffee should not require a financial outlay from Indigenous business owners.

Black Coffee will always be free to attend - with attendees being able to purchase (from the local cafe) a coffee or a full-breakfast.





**As a Coordinator can I
build a Black Coffee team
to assist me?**

Like most volunteer activities, organising can take time away from your business and personal life.

We encourage Region Coordinators to build a team of helpers to manage the load.





Is Black Coffee free?

All Black Coffee events are free of cost to attend. Participants are to purchase their own coffee and meals.

Finding a cafe where attendees can just buy themselves a coffee makes it affordable. Permanent venues may wish to establish a Black Coffee breakfast price.





Can I promote my involvement?

Yes, you can promote Black Coffee on your own business page, using language such as: *“We were honoured to be part of this month’s Black Coffee event in Cairns”*

Add Black Coffee Region Coordinator (dates) to your LinkedIn profile and follow the Black Coffee LinkedIn Company page to cross-pollinate event details.





Can I make my own Black Coffee Facebook page?

No.

It is expected that only the one channel is used at all times - the official Black Coffee Facebook page is there to promote all events. However it is encouraged that you can share the event through your own networks.





Can I promote that my business sponsored Black Coffee?

Sponsorship of Black Coffee? No.

We ask that you do not create collateral that says “This Black Coffee was sponsored by <your business name>”.

If you would like to promote your business through official channels, we ask you to look at the Black Coffee Newsletter as a sponsorship opportunity.



LICENSING AND SPONSORSHIP





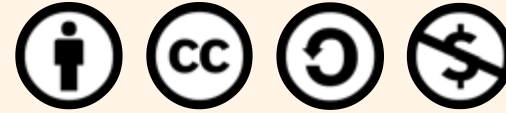
Licensing the brand - you can't 'own' Black Coffee

Over the years some Indigenous business owners have sought to co-brand their regional Black Coffee. We understand why. They've done all the work to get a Black Coffee up-and-running, why should they not get some benefits.

But this runs counter to the Black Coffee ethos. Black Coffee as an Indigenous business networking platform is free for all Indigenous businesses owners to attend, it's not owned by any single business. It's owned by the local community.

Black Coffee is not trademarked as we want to encourage as many people as possible to establish events across the country (the power of numbers).

However, there is a protocol and we ask that all new regions respect the origins and objectives of this initiative. You will note that there are no individual logos on the Black Coffee promotional material (including that of the founders). It is expected that at this point all Region Coordinators are volunteering their time for the betterment of the Indigenous business sector.



As a result, we request that all promotional materials will be created by the Black Coffee Organisers, and all Black Coffee events will be registered on the Black Coffee website.

These conditions do not apply for community organisations such as an Indigenous chamber of commerce. If a community organisation wishes to coordinate Black Coffee in their region, then we will consider co-branding.

The community organisation must be membership-based, and not a privately-held social enterprise.

The Black Coffee brand, her logos and graphic assets are licensed under Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International.





Sponsoring Black Coffee

An organisation pays for the cost of coffee and meals of the event.

Event sponsor	<p>An organisation or person that pays for the cost of venue hire, meals and beverages for a specific Black Coffee event.</p> <p>There is no contribution to the general running of Black Coffee.</p>	<ol style="list-style-type: none">1. Listed in copy on relevant social media posts and on event listing on website.2. If logos are provided, thank you tiles can be created.
Collaborative Project sponsor	<p>A collaborative partner or sponsor on a specific project. For example, a partner may seek to work with Black Coffee to develop events and opportunities in a specific region.</p> <p>This income and/or in-kind support will be used to target relevant regions. May not contribute to the general running cost of Black Coffee.</p>	<ol style="list-style-type: none">1. Listed in copy on relevant social media posts and on event listing on website.2. If logos are provided, thank you tiles can be created.3. If relevant, blog post about sponsorship arrangement.
Black Coffee sponsor	<p>An organisation or individual that contributes cash or in-kind to the running of the Black Coffee initiative. This income is received by Iscariot Media Pty Ltd, and will be used for staffing, resource development, service delivery, merchandise and printing, website and social media costs, promotion.</p>	<ol style="list-style-type: none">1. Logo on the website2. Logo at the bottom of each newsletter.3. If relevant, blog post about sponsorship arrangement.

Note: Region coordinators are NOT considered sponsors.



DATA, PRIVACY AND LEGALS





Who covers insurance?

Black Coffee is a dynamic and informal movement of like-minded people. Attendees do not pay to attend. Black Coffee is not an organisation or business.

As much as possible, events are held in public spaces such as cafes. These cafes will have the relevant third-party insurance. Where a Black Coffee is held in a private venue, such as a hall, they too will have third-party insurance.

Each Regional Coordinator should have their own individual business-owner insurance and/or WorkCover (for employees, that covers their activity as a coordinator).

Iscariot Media does not have an insurance policy to cover regional coordinators attendance at events. Coordinators take on the role in full knowledge of this situation. If this situation changes, coordinators will be notified.

Safety checklist

- Is the event in a public space that would normally be covered by insurance?
- Is the event being held in my own business? Check my public liability insurance is up-to-date.
- Is the event held somewhere safe? Eg. in a cafe or event space.





Data & Privacy

Until July 2022, the bulk of the Black Coffee networks have been held by individual Black Coffee Region Coordinators as part of their own personal networks. Black Coffee has a list of previous coordinators as well as contacts who have opted-in to subscribe to the Black Coffee Newsletter distributed through Mailchimp.

In July 2022, Black Coffee Headquarters commenced an initiative to 'reward' regular attendance. Attendees can 'opt-in' to check-in. This list of attendees is kept confidential by the Black Coffee Headquarters team. When attendees check-in to 5 official Black Coffee events they receive a special gift.

What are you doing with the data?

One of the goals of Black Coffee is about supporting the growth and development of the Black Coffee sector. We will use this dataset to make an analysis of the health of the sector across regions.

Our goal is to create 'heat-maps' of activities across regions. This data will be collated, analysed and presented to the sector, stakeholders and governments for the purposes of ensuring the sector has the support it needs to grow and build.

All data will be held on Iscariot Media Pty Ltd's servers and third party accounts (eg. Google Forms, Mailchimp). All data will be anonymised before it is presented.

Each attendee is welcome to opt-out of future Black Coffee data gathering by not checking-in and unsubscribing.



CONTACTS





Who is behind Black Coffee HQ?



Leesa

Driving Black Coffee as an activator of Indigenous business sector growth.



Rachel

Full-time staff member at IM, is the National Coordinator, and region wrangler.



Helen

Full-time staff member at IM, is the person behind the rewards, working in the warehouse, and is in charge of sending out parcels.





Get in touch with us

Register a region to host Black Coffee and registering individual events

Rachel Daniels

National Black Coffee Coordinator, Iscariot Media

admin@blackcoffee.net.au or racheldaniels@iscariotmedia.com

Phone: 0413997099 **Office:** 07 3297 6080

Website

www.blackcoffee.net.au

Facebook

<https://www.facebook.com/BlackCoffeeIndigenousBusinessNetwork>

Twitter

twitter.com/BlackCoffee_AU

Instagram

www.instagram.com/blackcoffeeau/

Newsletter subscription form

<http://eepurl.com/dzRbHv>

LinkedIn Page

www.linkedin.com/company/black-coffee-indigenous-business-network/





Black Coffee 2021-2023 Partners

mannifera

**Mannifera and the Australian
Communities Foundation**

Black Coffee is proudly supported by
Mannifera and the Australian
Communities Foundation



WoW Festival Australia

With thanks to the Women
of the World Festival.

