

NITV LAUNCHES NEW *BY MOB FOR MOB* SERIES IN PARTNERSHIP WITH NRMA INSURANCE

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National Indigenous Television (NITV) has launched a new short-form video series *By Mob For Mob*, highlighting how First Nations entrepreneurs are building successful, values-led businesses that create positive outcomes for community.



Photo: Uncle Michael McLeod Co-founder of Supply Nation (left) and By Mob For Mob Presenter Matty Mills

The series, created in partnership with NRMA Insurance, is hosted by proud Kamilaroi man Matty Mills who interviews a range of First Nations business owners about their business strategies, the gap they saw in the market, the role of culture, Country and community in their enterprise and their advice for others looking to succeed in the business world.

“We’re excited to share this series with NRMA Insurance because it celebrates the incredible contribution of the growing and thriving blak business sector,” said Rhanna Collins, Head of Commercial, Brand and Digital, NITV.



“Our mob are building one of the country’s fastest-growing small business communities, driven by innovation, resilience and a strong sense of purpose. These businesses support families and communities and are creating generational opportunities. Matty Mills shares honest conversations and real experiences that we hope will inspire other First Nations entrepreneurs to back themselves and build a business of their own.”

Among the First Nations business leaders featured in the series are Yaala Sparkling’s Tara Croker, Winya Indigenous Commercial Furniture’s Aunty Debbie Barwick, The Unexpected Guest’s Aunty Jenny Khan, Gali Swimwear’s David Leslie and Message Stick’s Uncle Michael McLeod.

Series host Matty Mills added: “Working on this campaign has made me realise behind every First Nations business is a story of resilience, courage and community. I hope more mob see what’s possible when you back yourself, build with purpose and ask for help when needed.”

By Mob For Mob is a commercial partnership between NITV and NRMA Insurance, who has been a major commercial supporter of NITV and First Nations media in Australia. [In 2023 it began a landmark partnership which saw the brand commit 3% of its broadcast media spend as part of the Beyond 3% initiative.](#) In the years since, NRMA Insurance, together with its media agency Initiative, has continued to build on this commitment. Their Weekend Weather Updates was a channel first initiative launched in July 2025 which connects Australians to Indigenous weather knowledges and practices, using First Nations Place Names and sharing cultural weather seasons to talk to audiences about weather preparedness.

“This is an incredible partnership, done in conjunction with NRMA Insurance, designed to celebrate the diversity and strength of Blak enterprise across Australia,” said Anna Dancey, National Sales Manager, NITV. “NRMA Insurance has been an incredible partner of NITV over many years and in partnering with us on this series they are showcasing the amazing work that can be done in collaboration with our commercial partners.”



“We’re proud to continue our partnership with NITV and our support of the Beyond 3% initiative,” NRMA Insurance Indigenous Engagement Manager Darren Hammond said. “Over the past three years, our partnership has demonstrated the power of investing in Aboriginal and Torres Strait Islander storytelling and ensuring First Nations voices are heard, celebrated and supported.

“*By Mob For Mob* is a natural extension of that commitment. This series is about putting First Nations businesses in the spotlight and creating opportunities for their stories, insights and experiences to reach broader audiences. We’re proud to stand behind these business owners and work with NITV to strengthen connections across the First Nations business community and inspire future generations of entrepreneurs.”

Series participant Co-founder and Chairman of Message Stick Communications and Co-founder of Supply Nation Uncle Michael McLeod commented on why he was proud to be part of *By Mob For Mob*: “I wanted to prove that an Aboriginal person can own a business and do business. Aboriginal people and businesses will employ their own people, and help and build their communities way beyond anything that corporate Australia could possibly do.”

To view the first episode of *By Mob For Mob* click [here](#).

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For further information and interview requests please contact:

Jessica Parry | Jessica.parry@sbs.com.au | 0428 767 836

Emma Blong | emma.blong@sbs.com.au | 0421 008 517



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