



Supply Nation



Waalitj Hub

State of Indigenous business WA Insights Report

An analysis of Indigenous procurement spending
patterns in Western Australia 2024–25



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Acknowledgement of Country

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, skies, waters and community. We pay our respect to them and their cultures; and to Elders past and present.

Artwork story

The artwork in this report was created by Aboriginal artist Sara Riches on Whadjuk Noongar Country in Perth. It tells a story of community, culture and connection across Western Australia.

Local flora and fauna are woven throughout the design to ground it in Country. The goanna symbolises guidance, resilience and belonging, native plants express growth and renewal, and meeting place symbols, footprints and handprints represent gathering, shared voices and collective strength.

Together, these elements celebrate the coming together of people from different regions, sharing their skills, stories and aspirations, and the role Supply Nation plays in helping these connections thrive.

About Supply Nation

Supply Nation is Australia's leader in supplier diversity. Since 2009, we have worked with Aboriginal and Torres Strait Islander businesses, along with procurement teams from government and corporate Australia to shape today's Indigenous business sector.

Supply Nation maintains Indigenous Business Direct, Australia's largest national directory of verified Aboriginal and Torres Strait Islander businesses. Our five-step verification process ensures all businesses listed on Indigenous Business Direct are Indigenous-owned and regularly audited for changes in company structure and ownership.

Supply Nation partners with members from the government, corporate and not-for-profit sectors to include supplier diversity in procurement policies. We work with our members to develop and support supplier diversity aligned with global best practice, which enables greater participation of the Indigenous business sector.

We have developed our research function to deliver evidence-based programs that strengthens our advocacy for the needs and benefits of Indigenous business and procurement. One focus is understanding the contours, trends and contributions that the Indigenous business sector makes to the broader national economy, as well as its contribution to Indigenous well-being and self-determination.

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About Waalitj Hub

Since 2020, Waalitj Hub has assisted the Indigenous business sector to thrive in Western Australia by supporting First Nations people to start, grow and sustain their businesses. We provide a culturally safe place to connect with expert advice, grow business capability and access new markets.

Waalitj Hub was developed by the Waalitj Foundation, which exists to empower First Nations Australians through individualised support programs that influence positive outcomes. Our focus is on Closing the Gap through our commitment to creating lasting impact in areas including education, employment and economic development.

The Waalitj Foundation delivers programs that are designed and developed by Aboriginal and Torres Strait Islander people. Our programs:

- increase the retention of Aboriginal and Torres Strait Islander students in school
- assist Aboriginal and Torres Strait Islander jobseekers into sustainable meaningful employment or further vocational training or study
- cultivate competitive and resilient Aboriginal and Torres Strait Islander businesses
- support and mentor young people in touch with the youth justice system
- provide employment services to assist in the reintegration of individuals back into the community after leaving prison.

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Definitions and acronyms

Term	Description
Certified Supplier	A business that is 51% or more Aboriginal and/or Torres Strait Islander-owned, managed, and controlled.
Registered Supplier	A business that is 50% or more Aboriginal and/or Torres Strait Islander-owned. This category caters for equal partnerships with non-Indigenous owners ¹ .
Indigenous business	An Aboriginal and/or Torres Strait Islander-owned business, including Registered and Certified Suppliers.
Indigenous Business Direct	Supply Nation's publicly available, national online directory of Aboriginal and Torres Strait Islander businesses.
Spend	A Supply Nation member's procurement spend with Indigenous businesses.
Supply Nation member (purchasing organisation)	A corporate, government or not-for-profit organisation that pays a membership fee to Supply Nation and commits to purchasing goods and/or services from Indigenous businesses.
Female-owned Indigenous business	An Aboriginal and/or Torres Strait Islander business that meets the Indigenous ownership criteria and is majority-owned by women.
Small- to medium-sized business	Small businesses have zero to 19 employees; medium businesses have 20 to 199 employees; and large businesses have more than 200 employees, according to the Australian Bureau of Statistics.

Acronym	Description
AIMSC	Australian Indigenous Minority Supplier Council
FY	Financial year
IJV	Incorporated joint venture
IPP	Indigenous Procurement Policy
NFP	Not-for-profit
NMSDC	National Minority Supplier Development Council
ORIC	Office of the Registrar of Indigenous Corporations
RAP	Reconciliation Action Plan

¹ Federal definition as of March 2026

Foreword from Supply Nation

This State of Indigenous Business report draws on annual procurement spend data to highlight trends specific to Western Australia (WA). Supply Nation has had a long-standing relationship with Waalitj Hub and we are very pleased to partner with them to produce this report.

Supply Nation and Waalitj Hub represent two components of the broader Indigenous business sector and by collaborating, we aim to ensure all Indigenous businesses achieve their unique aspirations.

Supply Nation's WA-based corporate, government and not-for-profit members play a critical role in supporting procurement from Indigenous-owned businesses given the state's strengths in resources and energy. Across Australia, the mining sector consistently ranks at number one for procurement spend with Indigenous businesses; and in the 2024–25 financial year, mining recorded \$1.65 billion in procurement spend, closely followed by construction with \$1.26 billion. The total spending for all members in that year was \$5.83 billion, an increase of \$1.23 billion.

WA-based members across all sectors were responsible for \$1.4 billion in total procurement spending, demonstrating the scale and influence of the WA market. Pleasingly, \$708 million of this was received by businesses owned by female entrepreneurs. This clearly shows that Indigenous women are having a profound and significant impact on economic empowerment and prosperity.

In recent years, Supply Nation has strengthened our commitment to WA, recognising the state's critical contribution to the national Indigenous business sector. We have reopened our Perth office and expanded local staffing, enabling a more visible and responsive presence on the ground. This year, we are proud to take Connect, Australia's largest and longest-running business event for the Indigenous business sector, to Boorloo.

While there is much to celebrate in the depth, resilience and success of the Indigenous business sector in WA, we know that there remains significant opportunity to further accelerate growth and broaden its impact. Encouraging our young people to pursue a career in business, alongside targeted incentives that foster innovation and entrepreneurship, will be critical to sustaining long-term success. Time and time again, evidence shows that strong Indigenous businesses deliver positive change – by driving economic independence, employment and better social outcomes for individuals, families and communities.

I would like to thank everyone who contributed to compiling this report, particularly Waalitj Hub for their efforts in helping us bring this important report to you.



Kate Russell

CEO, Supply Nation

Foreword from Waalitj Hub

At the Waalitj Hub, our mission is to empower First Nations entrepreneurs to build strong, sustainable businesses that create jobs, strengthen communities, and drive economic independence. This State of Indigenous Business report reinforces what we see every day. First Nations businesses thrive when opportunities are accessible, capability is recognised, and partnerships are genuine. In doing so, they strengthen the whole economy.

The insights captured in this report highlight not only the growth of Indigenous business activity in Western Australia (WA), but also the depth of innovation and cultural leadership present in our business community. These businesses are not just participating, they are shaping industries, creating value, and defining new standards. WA contributes significantly to the national economy and continued growth and development of First Nations businesses in WA is critical to sustain this.

The Indigenous business sector in WA has grown significantly over the past decade, driven in part by procurement policies and increased commitment from industry and government. This growth brings enormous opportunity, but it also brings pressure, particularly for businesses still building their experience, networks and capacity. Understanding these dynamics is essential for strengthening Indigenous participation in supply chains.

The vision we hold is simple but powerful: An Indigenous business sector that is thriving, sustainable and central to the WA economy. A sector in which First Nations businesses of every size can access the support, networks and opportunities they need to succeed. When this happens, the benefits ripple outward to increased employment, stronger communities, and greater economic independence.

I extend my thanks to Supply Nation for their collaboration and commitment to making WA-specific insights accessible, and for continuing to help shape the Indigenous business sector in Australia.



Nicole Grubb

General Manager, Waalitj Hub

Executive summary

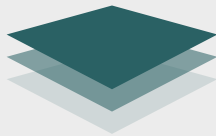
Procurement trends FY24–25



Procurement with WA-based suppliers accounted for 36% of total national spend with Supply Nation suppliers, totalling **\$2.1 billion** in FY24–25



87% of WA procurement spend in FY24–25 was with small-to-medium-sized businesses totalling **\$1.8 billion** in FY24–25



Based on FY24–25 data, there was a **total of 142 Supply Nation members and 368 Indigenous suppliers** in WA



Certified Suppliers received more transactions, while **Registered Suppliers** received higher total spend totalling **\$1.15 billion**.

Transaction trends FY24–25



WA-based members accounted for **\$1.4 billion** in spend across all jurisdictions



The construction sector had the largest **number of suppliers (479)**, and construction suppliers received the highest total value of transactions (**\$719 million**)



WA-based suppliers received 306 transactions valued at more than **\$1 million each – more than any other jurisdiction**



\$708 million received was spent with female-owned businesses



Mining was the leading sector for transactions with female-owned businesses, totaling **\$572 million**



Urban-based suppliers received **65%** of all transactions totaling **\$1.6 billion**

Recommendations to ensure the long-term sustainability of the WA Indigenous business sector

- Prioritise increased spend with female-owned businesses.
- Increase spend with smaller suppliers (i.e. with annual revenue below \$10 million).
- Strengthen spend with suppliers in remote and rural areas.
- Leverage emerging industry opportunities including AUKUS, clean energy and advanced manufacturing in the region.
- Increase spend from federal and state governments.
- Encourage spending across a wider range of industries.
- Increase the value of transactions with Certified Suppliers.

1. Introduction

This report explores further the insights presented in our 2024–25 State of Indigenous Business Report, with a specific focus on Western Australian (WA). Supply Nation’s data was analysed to understand trends in WA-based procurement spending and identify areas to increase engagement between industry and Indigenous businesses. This report also includes qualitative insights and case studies from Waalitj Hub and presents a snapshot of the opportunities and challenges for the WA Indigenous business sector.

The analysis presented in this report outlines several key areas of difference for Supply Nation’s WA-based members and suppliers relative to national trends. Particular variations include female-ownership, supplier verification status, Indigenous employment, and Supply Nation members’ industries.

WA-based members made a significant contribution to national Indigenous procurement, with \$2.1 billion in transactions or around 36% of total national spend with Supply Nation suppliers. The scale of the WA market underscores the importance of closely understanding procurement trends and identifying opportunities to further strengthen the Indigenous business sector. Given the scale and influence of the WA market, even small changes in procurement behaviour can have a material impact.

As expected, the Mining sector dominated procurement activity, with Supply Nation members in mining recording \$1.1 billion in spend, accounting for approximately 52% of total WA spend in FY24–25. The Construction and Government sectors followed, with \$251 million and \$152 million respectively. The scale and concentration of mining-led procurement reinforces its critical role in driving Indigenous economic participation and opportunities in WA.

Procurement by Supply Nation members favoured suppliers with larger annual revenues of more than \$10 million. However, suppliers in WA have generally been operating for a shorter period than those in other jurisdictions, indicating a younger and less mature supplier ecosystem relative to the national average. Despite this, transaction values in WA were higher than the national average, driven in part by a greater concentration of high-value contracts. WA-based suppliers received 306 transactions valued at more than \$1 million – more than any other jurisdiction. Notably, 73% of these high-value transactions were awarded to female-owned businesses, compared to 58% nationally. Overall, female-owned suppliers in WA received \$708 million, or 47% of all national spend with female-owned Indigenous businesses.

Interestingly, procurement spend in WA was weighted more heavily towards Registered Suppliers (\$1.15 billion) compared to Certified Suppliers (\$980 million). This is a clear departure from the national spend, where Certified Suppliers received the greater share of spend (\$3.6 billion nationally, compared to \$2.2 billion for Registered Suppliers). A similar divergence from the national trend was observed for Indigenous employment. Across all business types, WA-based suppliers generally employed a lower proportion of Indigenous employees compared to the national average. To ensure that increased procurement with Indigenous businesses translates into stronger social, cultural and economic outcomes for Indigenous people, there is a clear need to strengthen efforts to attract, employ and retain an Indigenous workforce. These findings should be considered in the context of the rapid growth of the Indigenous business sector in WA and the increasing scale and complexity of contracts being awarded. As businesses expand to service larger, high-value opportunities, targeted workforce development will be critical for sustained economic growth.

This report analyses the transaction data for Supply Nation members and WA-based suppliers, highlighting the critical importance of WA to the national Indigenous business sector. It identifies key strengths, as well as opportunities to further enhance procurement outcomes and accelerate economic self-determination for Indigenous businesses and communities.

The analysis incorporates transactions involving members located both within and outside WA where procurement occurred with WA-based suppliers. To ensure transparency, each section clearly specifies the location of the member or supplier.

2. Key findings

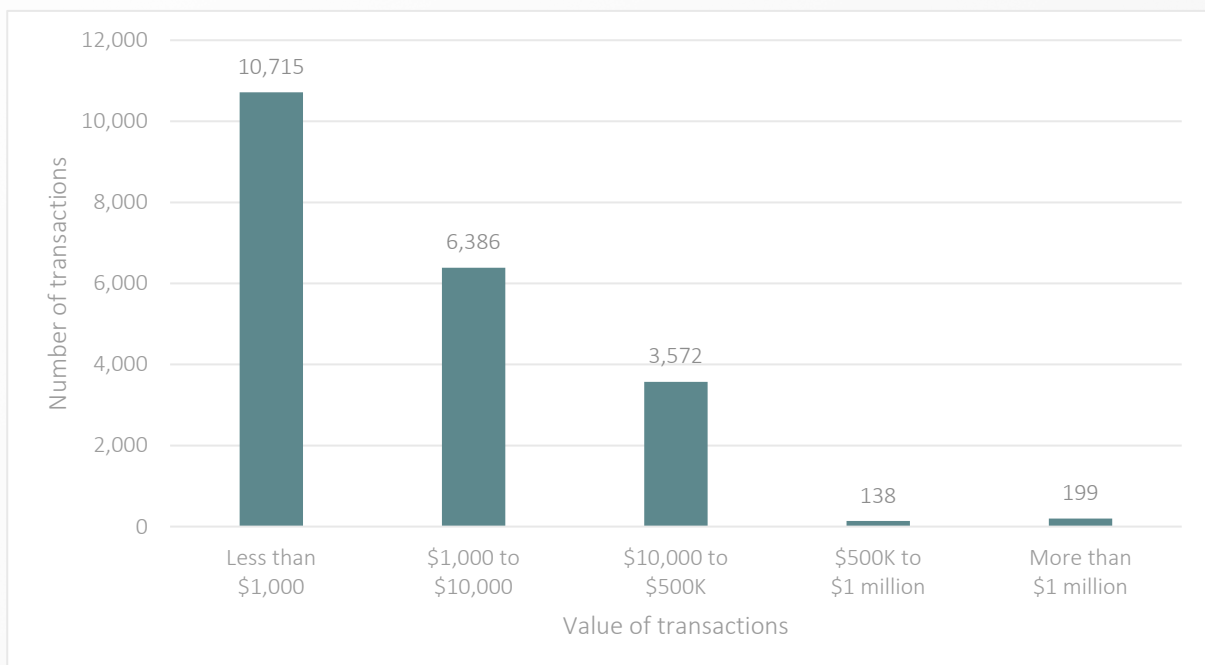
2.1 Indigenous business growth

Procurement with WA-based Indigenous suppliers reached a significant \$2.1 billion in FY24–25, contributing 36% of the total \$5.8 billion achieved nationwide that year. Spend by WA-based Supply Nation members for FY24–25 achieved a total value of \$1.4 billion. This indicates that during the FY24–25 period, WA-based Indigenous suppliers received more transactions from Supply Nation members nationally.

WA-based members make fewer, but higher-value transactions

In FY24–25, WA-based members had a smaller total proportion of transactions worth less than \$1,000, with this variation distributed across higher value categories. Additionally, the number of total transactions were fewer, mirroring the observed variation of total transaction value between WA-based Indigenous suppliers and WA-based members.

Figure 1: Breakdown of the spend value by transactions for WA-based members in FY24–25.



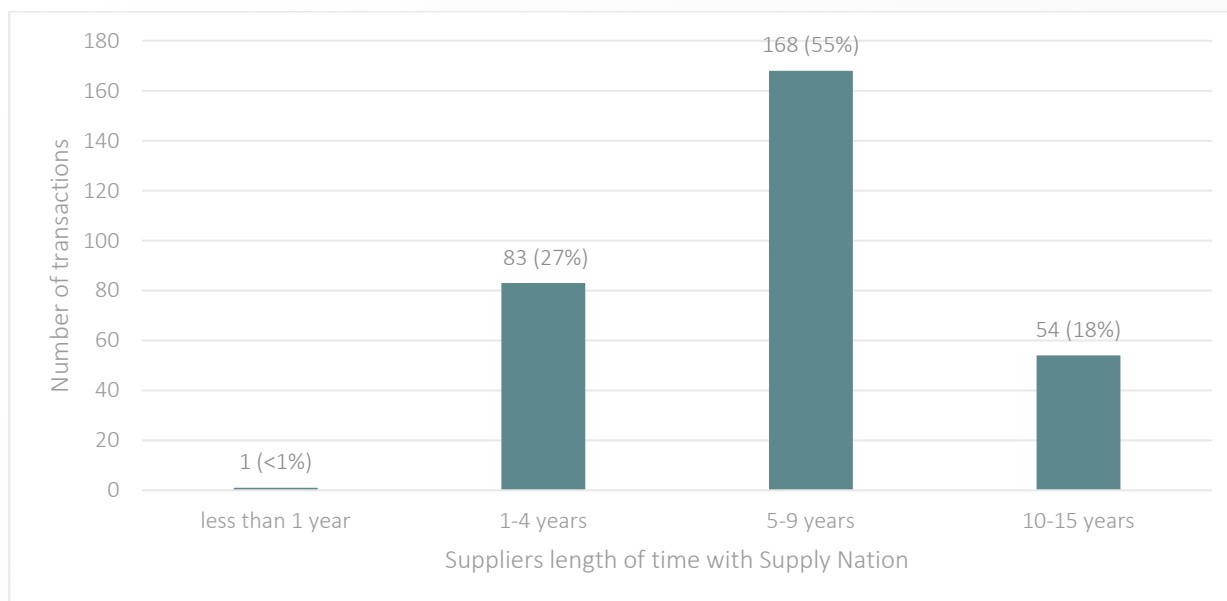
We are proud to support the Indigenous business sector. It is both a privilege and a responsibility we hold with deep respect. First Nations businesses enrich our work, strengthen our communities, and deepen our connection to Country.

– Supply Nation member, WA



Indigenous suppliers in WA were less likely to have been with Supply Nation for more than 10 years compared to the national average. Only 18% of WA-based suppliers have been with Supply Nation for 10 years compared to 37% nationally.

Figure 2: Suppliers' length of time with Supply Nation in FY24–25.



WA-based suppliers receive the greatest share of high-value transactions

Despite their relative immaturity, WA-based Indigenous businesses had a significant proportion of total transactions greater than \$1 million in value. In FY24–25, WA-based Indigenous businesses received 36.8% of the total number of transactions worth more than \$1 million nationally.

WA-based Indigenous suppliers who received transactions worth more than \$1 million were more likely to be Registered Suppliers and not Certified Suppliers. However, the difference in total transaction numbers was not materially different – 159 transactions for Registered Suppliers and 147 transactions for Certified Suppliers.



I want to keep pushing the business, keep creating opportunities for Indigenous people and suppliers as well.

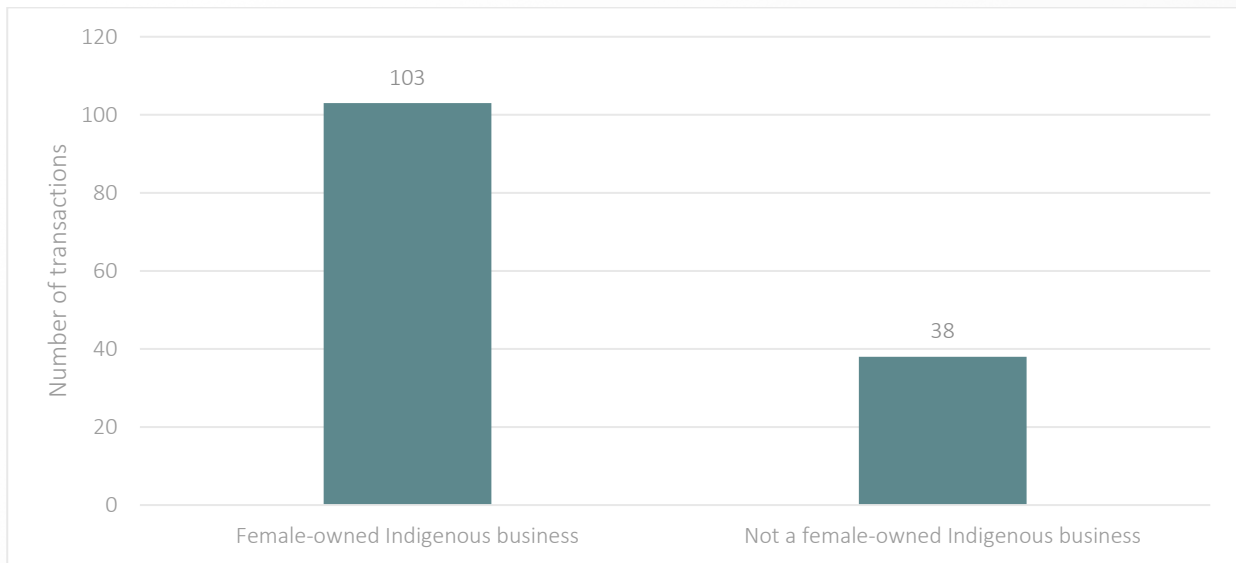
– Joel O’Driscoll, Bidi Facility Services



WA-based female-owned Indigenous businesses receive the majority of high-value transactions

A greater difference was observed for female-owned Indigenous businesses. For transactions valued more than \$1 million, female-owned Indigenous businesses received almost three times the total number of transactions as non-female-owned Indigenous businesses.

Figure 3: Suppliers who won transactions worth more than \$1 million compared to their level of female ownership in FY24–25.



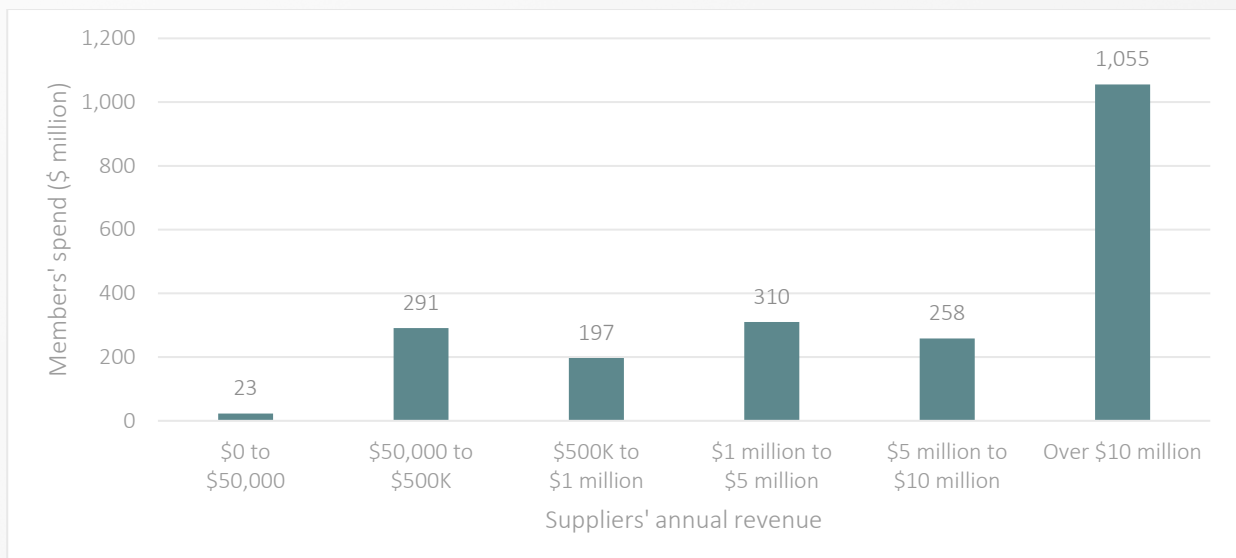
2.2 Employment and revenue

In WA, sole traders had the highest proportion of Aboriginal and Torres Strait Islander employees (49%). This was followed by trusts (33%) and partnerships (30%). Incorporated joint ventures employed 25% and not-for-profits, corporations and Aboriginal corporations all employed at 20% on average. The representation of Aboriginal and Torres Strait Islander employees across all ownership structures was lower in WA compared to the national average.

Supply Nation members prefer procurement with WA-based suppliers with high annual revenue

Supply Nation members were more likely to procure from WA-based suppliers with annual revenues exceeding \$10 million, reflecting a preference for larger and more established businesses. This pattern mirrors the national distribution of procurement spend, where suppliers in the highest revenue segment also account for the largest share of transactions. There is a clear opportunity to further understand the barriers faced by lower revenue suppliers in accessing procurement opportunities.

Figure 4: Members’ spend compared to WA suppliers’ annual revenue in FY24–25.



2.3 Industry sectors

Mining is the powerhouse of WA

In FY24–25, Supply Nation members who had the greatest total spend with WA-based suppliers were in the following industry sectors:

- Mining: \$1.1 billion
- Construction: \$251 million
- Government: \$152 million
- Energy: \$88 million
- Facilities management: \$69 million.

Mining had the largest industry spend with WA-based Indigenous suppliers. Mining contributed \$1.1 billion of a total spend of \$2.1 billion across all sectors. WA's mining industry accounted for more than 87% of total national spend in the Mining sector.

In FY24–25, WA-based Indigenous businesses in the Construction sector received the highest value of procurement transactions at \$719 million, consistent with the observed national trend. Other WA-based supplier industries with significant procurement included Civil Engineering (\$236 million), Mining (\$116 million), Human Resources (\$79 million) and Professional Training and Coaching (\$64 million).

2.4 Business structure and ownership

WA-based corporate buyers are the primary drivers of procurement

WA-based corporate buyers were the largest procurers from Indigenous businesses in FY24–25, totalling \$1.2 billion; followed by government buyers at \$165 million; and not-for-profit buyers at \$2 million. Compared to the national distribution, WA-based corporate buyers had a greater share of total spend than government buyers. WA-based Indigenous businesses who received the most spend, broken down by organisation type were:

- Company Pty Ltd (\$1.7 billion)
- Incorporated joint venture (\$322 million)
- Trust (\$29 million)
- Not-for-profit (\$37 million)
- Aboriginal corporations (\$16 million)
- Sole traders (\$3 million)
- Partnerships (\$0 million).



Working with Indigenous-owned businesses is simply good business. They are chosen on merit, deliver best-in-class goods and services, and create tangible value for us, our customers, and the communities we serve.

– Supply Nation member, WA



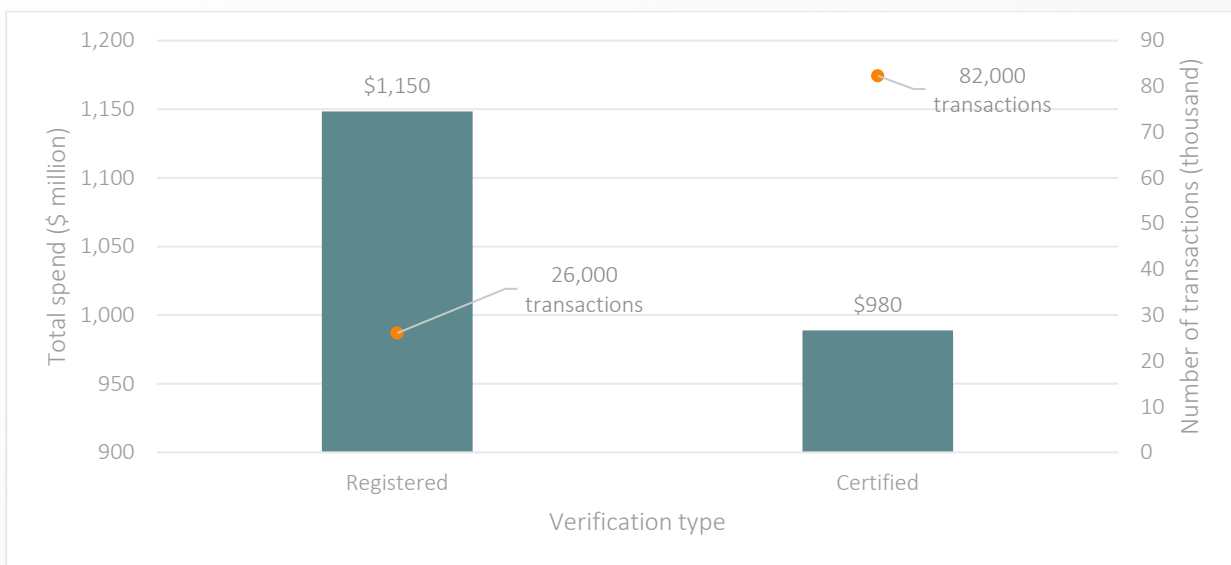
Indigenous majority-owned suppliers receive more transactions

Looking at the ownership control of Supply Nation’s suppliers, approximately \$1 billion went to businesses with Indigenous ownership between 51% and 59%; followed by \$610 million in transactions awarded to businesses that were 100% Indigenous-owned. This demonstrates that majority-owned Indigenous businesses received a greater share of total procurement value.

WA-based Registered Suppliers receive fewer but higher-value transactions

WA-based Registered Suppliers (50% Indigenous-owned) received a total of 26,000 transactions valued at \$1.15 billion, whereas Certified Suppliers received around three times more transactions (82,000) valued at a total of \$980 million. This indicates that Indigenous majority-owned businesses received more transactions, however businesses that were 50% Indigenous-owned received larger transaction sizes. This result is a departure from the national average, where Certified Suppliers received the majority of transactions and value in FY24–25.

Figure 5: Number of transactions and total value received by WA-based Registered and Certified Suppliers in FY24–25.



2.5 Supplier and member locations and length of time with Supply Nation

Members from WA procured primarily from WA-based Indigenous businesses. This trend was not observed for Victoria, Queensland or New South Wales.

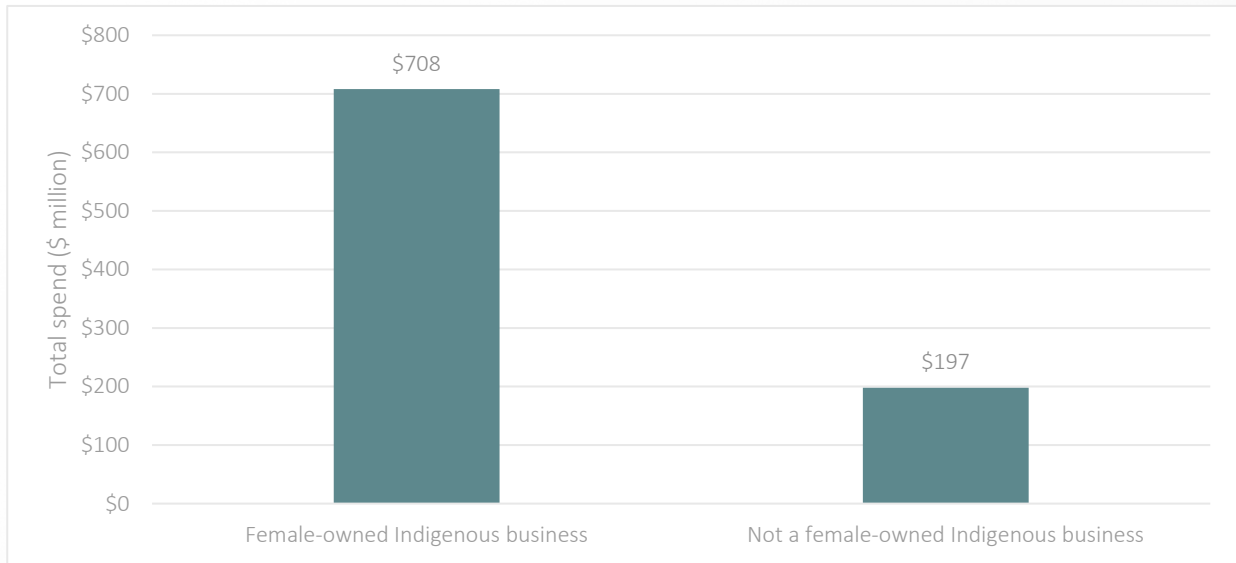
Geographically, procurement spend was concentrated in urban areas in WA, with \$1.6 billion directed to suppliers located in cities. In contrast, \$546 million went to Indigenous businesses in remote and rural areas.

2.6 Female-owned businesses

WA leads the way with transactions for Indigenous female-owned businesses

In FY24–25, WA-based female-owned Indigenous businesses received \$708 million in procurement spend, compared to \$197 million for businesses that were not female-owned. Spend with WA-based female-owned businesses accounted for almost half of the national total (\$1.5 billion). Overall, most businesses reported annual revenues between \$50,000 and \$500,000, indicating a strong presence of small- to medium-sized enterprises in the Indigenous business sector.

Figure 6: Spend received by WA-based female-owned Indigenous businesses in FY24–25.



The leading sectors that procured with female-owned businesses are traditionally male-dominated, including the Mining, Transportation and Logistics, Real Estate, Energy, and Construction sectors. The Mining sector led with a total procurement spend of \$572 million, followed by Transportation and Logistics at \$37 million, and Real Estate at \$27 million. The remaining \$28 million was spent with suppliers across 23 additional sectors, including Facilities Management (\$8 million), Financial and Insurance Services (\$7.5 million) and Food and Hospitality (\$3.5 million).

Saltwater, songlines and the space between: the evolution of Mitu Wines

When Florence Drummond founded Mitu Wines, she became Australia’s first Indigenous woman to own a wine label. Raised on Thursday Island (Waiben) in the Torres Strait (Zenadth Kes), Florence is a Saltwater Woman, grounded in cycles, connection and the rhythm of Sea Country. That rhythm eventually guided her from a high-pressure career in the global mining sector to the calm, coastal surrounds of Margaret River – a landscape where she says her connection back to her songlines “finally felt in sync again.”

Mitu – meaning “me and you” in Torres Strait Creole – was built around this philosophy of connection. It is a brand that invites people to slow down, celebrate small moments and experience wine with meaning and intention. Today, Mitu Wines partners with respected growers and winemakers to craft small batch, premium yet accessible collections.

Mitu Wines' Supply Nation certification has been instrumental in the brand's early growth. Florence credits the organisation with strengthening her operational foundation, building national visibility, accessible avenues for engagement with corporate partners and equipping her for future export opportunities. “Supply Nation has genuinely walked alongside us,” she says. “Their support helped me propel a dream into a business with a laser focus and scalable potential.”

As Mitu Wines grows, their next chapter Mitu House is taking shape. Rather than a traditional cellar door, Mitu House will be a curated library and immersive studio – a space that brings together wine, literature, global networks and the region’s growing slow-tourism movement.

“We’re not just creating a brand; we’re building the foundation for Mitu House – a place of learning and belonging that will shape how people connect, create and remain curious into the future, grounded in the simple truth that we are here to celebrate moments together.”



2.7 Suppliers without transactions

In FY24–25, 51% of WA-based Indigenous suppliers listed on Indigenous Business Direct did not record any procurement transactions with Supply Nation member organisations. This highlights a persistent challenge in achieving equitable engagement across the Indigenous business sector.

The data reveals that despite the construction sector being a high-value industry, 106 Indigenous suppliers in that industry did not receive any transactions from Supply Nation members. As the dataset used for this report only captures spend between Supply Nation members and suppliers, it is possible that suppliers received contracts with organisations outside of the Supply Nation network.

WA-based Indigenous suppliers were more likely to receive transactions if they were Certified Suppliers (rather than Registered only). During FY24–25, just 72 suppliers recorded no spend compared to 204 who did receive spend.

This pattern indicates a clear preference among members for businesses with verified Indigenous ownership, management, and control. The findings underscore the need for targeted strategies to broaden procurement distribution, improve engagement with underrepresented industries, and support suppliers in regions with low transaction activity.

“

We've always supported the communities in everything we do, so wherever we transact, we tie back into Traditional Owner groups or organisations. Our goal is to be the most impactful company in Australia so the next phase for us is to expand those community initiatives nationally.

– Chris Schmid, Woollahra Group

”

“

When Indigenous businesses thrive, Culture, Community and Country thrive alongside them. Supporting Indigenous enterprises isn't just good business – it's investing in legacy, leadership and lasting change.

– Supply Nation member, WA

”

3. Conclusion

Analysis of procurement activity between WA-based Indigenous businesses and Supply Nation WA-based members in FY24–25 demonstrates the significant contribution that WA makes to national Indigenous procurement outcomes, while highlighting unique differences, strengths and opportunities.

Total procurement spend with WA-based suppliers reached \$2.1 billion (36% of total national spend), underscoring the depth and strength of relationships between Supply Nation members and WA-based Indigenous businesses. Small- to medium-sized enterprises continued to play a vital role in this success, contributing to 87% of the total spend. This reinforces the need to ensure growth opportunities are sustained and accessible across businesses of all sizes.

WA-based female-owned Indigenous businesses also made remarkable progress, receiving \$708 million in total spend, with 73% of transactions worth more than \$1 million. However, significant disparities persist in supplier engagement across WA's regional and remote areas compared to urban areas, with \$1.6 billion spent in urban areas and \$546 million in regional and remote areas.

The Mining and Construction sectors have driven much growth, while other industries, particularly creative and niche sectors (such as Broadcast Media and Pharmaceuticals), remain underrepresented. There is a clear opportunity for diversifying procurement engagement in WA.

Mining and resources will continue to be a cornerstone of the WA economy. However, as Australia progresses through the renewable energy transition, growth opportunities are expected to expand beyond the traditional mineral extraction to include wind and solar energy projects. At the same time, increased demand for housing (6.2%) will likely drive continued growth of infrastructure and construction across regional and metropolitan areas.

Under the 'Made in WA' plan, the WA Government is investing in job-creating industries and projects, including advanced manufacturing, clean energy initiatives, and AUKUS-related programs. These investments present significant opportunities for Indigenous businesses to leverage large-scale opportunities in the state. Nationally, the care economy, particularly through the NDIS, presents a growing area of opportunity. Given the higher prevalence of disability among Indigenous peoples, the care sector offers strong potential to align entrepreneurship with Indigenous values of care and Community.

Despite these opportunities, most procurement transactions in FY24–25 was awarded to suppliers with annual revenues exceeding \$10 million. This highlights the need to better understand how transaction opportunities could be expanded for smaller Indigenous businesses and reinforces the importance of Supply Nation's business matching and capability building support. Collectively, these findings underscore the ongoing need to address geographic, sectoral and scale imbalances, while building on key areas of demonstrated strength to ensure future growth is sustainable and broadly shared.

Opportunities

1. **Increase transaction opportunities for suppliers with smaller annual revenues:** Although WA-based suppliers achieved significant transactions, most were for businesses with annual revenue greater than \$10 million. Smaller Indigenous businesses continue to struggle to build procurement with Supply Nation members. Further research is needed to understand this barrier to engagement and appropriate actions should be taken to support suppliers and members in building relationships.
2. **Strengthen rural and remote business engagement:** While urban suppliers accounted for most procurement activities, there is significant untapped potential for growth in rural and remote areas given the strength of the mining sector in these locations. Initiatives to support procurement projects that target these communities should be prioritised to create employment and drive economic opportunities in underserved regions.
3. **Diversify procurement across industries:** Encourage member organisations to expand their procurement beyond the Mining and Construction sectors to include underrepresented industries, such as Skills,

Education and Training, and Arts and Entertainment. This will help ensure a more robust and well-rounded Indigenous business sector.

4. **Increase value of transactions and transactions for Certified Suppliers:** Specific efforts should be made to grow and increase average transaction value. Currently most transactions are less than \$1,000, with limited transactions greater than \$10,000. Despite this, WA-based Certified Suppliers received the greatest number of transactions (82,000) compared to Registered Suppliers, however this did not translate into increased transaction value.
5. **Increase government spend:** With most Indigenous procurement occurring in the private sector, there is opportunity for state and federal governments to consider their spend, particularly in remote and regional communities in WA. By addressing these areas and continually fostering collaboration between procuring organisations and Indigenous businesses, the pathway to sustainable growth, economic independence, and self-determination for WA-based Indigenous communities will become further entrenched and resilient.

Bimba Foods delivers bold First Nations flavour and storytelling in every dish

Bimba Foods is a Perth-based culinary venture led by Indigenous chef and Waalitj Hub client Daniel Lyndon, blending modern Australian cuisine with the rich flavours, stories, and traditions of First Nations culture.

Daniel is a proud Badimaya, Yamatji, Whadjuk, Yued man, with connection to Ngarluma, and Mirning Mob. He combines traditional bush tucker and modern techniques with Aboriginal art and cultural storytelling, creating a style that is uniquely his own. Having been with Waalitj Hub for several years, Daniel reflects on the support he has received. “The Waalitj Hub has given me the right opening, the right doors and steps,” he says.



Through Bimba Foods, Daniel hopes to share his culture and story. Using native ingredients and thoughtful storytelling, Bimba Foods celebrates Country, Community, and the enduring connection between food and identity. “My biggest thing about our products is how they can change the perception of the taste of our food,” Daniel says.

The name ‘Bimba’ comes from a bush lolly – the sap from the Gariya tree in the Badimaya language. Daniel named his business Bimba Foods to honour the idea of bringing family and community together. “As kids growing up in the country, we used to go collect the Bimba bush lolly from the tree, so that’s the whole concept of coming in together,” he says.

With 16 years' experience as a fully qualified chef, Daniel credits his early inspiration to his grandmother, explaining that “my grandma was the influence, she would tell incredible stories with her food”. Daniel hopes to continue this legacy. “My favourite part of the job is storytelling – using our culture to tell stories with food.”

4. Methodology

Our research approach included the analysis of two key datasets. They were:

- SpendTracker™ for members' spend.
- A separate dataset for supplier data.

The above is known collectively as the 'dataset'.

4.1 Quantitative analysis

A condition of Supply Nation membership is that purchasing organisations report their procurement spend with suppliers using the SpendTracker™ tool. Members are encouraged to report quarterly to enable effective and up-to-date benchmarking against their peers. Each member is responsible for entering data into SpendTracker™, including the number of transactions, transaction values, suppliers engaged, and payment dates.

This information allows Supply Nation to monitor changes in members' spend over time, and tailor support to help members achieve their supplier diversity goals.

The findings in this report are primarily based on an analysis of Supply Nation's SpendTracker™ data, which provides detailed insights into member spending patterns. The analysis examines how spend varies by supplier location, industry sector, ownership structure, level of Indigenous ownership (Certified Supplier versus Registered Supplier), and female ownership.

A separate supplier dataset captured information provided by Indigenous businesses about the services they offer. Suppliers can select up to five service types, which are then grouped into categories aligned to industry sectors. Supply Nation determines the primary industry category based on the sector in which the supplier delivers most of its services.

The two datasets were combined to match transactions awarded by members with the industry classification of the suppliers delivering goods and services. This analysis was used to identify procurement trends and highlight opportunities to strengthen engagement between Supply Nation members and Indigenous suppliers.

The dataset utilised includes Supply Nation members and Indigenous suppliers that are not necessarily WA-based businesses but who transacted with WA-based Indigenous suppliers and vice-versa. We have included analyses to understand the differences in spending between WA-based businesses and transactions for WA-based suppliers. Clear indications of geographical location of members or suppliers have been articulated in this report.

In addition to this quantitative analysis, qualitative insights from Indigenous businesses engaging with Waalitj Hub have been incorporated to provide broader context and highlight the lived experiences of entrepreneurs and business owners across the state.

4.2 Limitations

While the SpendTracker™ dataset and the supplier dataset provided valuable insights, there were limitations identified. They were:

- Both datasets relied on self-reported information from members and suppliers. This introduces potential inconsistencies or inaccuracies, as reporting practices vary across organisations.
- Members were responsible for entering procurement data into SpendTracker™, and delays or omissions in reporting may have resulted in incomplete or outdated information.
- The data did not include full records from previous years, which restricted the ability to conduct comprehensive year-on-year comparisons. Where comparisons are presented in this report, they rely on partial or summary data rather than complete historical datasets.
- A significant proportion of supplier records lacked industry classification, which limits the accuracy of sector-based analysis and may result in underrepresentation of certain industries.
- The data received included only billing location details – not trading or operational locations. This may lead to discrepancies in validating WA regional analysis, as billing addresses do not always reflect where services are delivered.
- Inactive or outdated supplier records may be included. This is because the data reflect the status at the time of extraction (15 October 2025) rather than at the time of transaction, which could affect accuracy in active supplier counts.
- There were blank or missing fields for female ownership in some supplier records, limiting the precision of gender-based analysis.

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