

## Media Release

### Supply Nation partners with SBS and NITV to promote Indigenous business success

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Supply Nation is pleased to announce Special Broadcasting Service (SBS) as the exclusive Media Partner for Connect 2025, the nation's largest and longest-running event for the Indigenous business sector. Central to this partnership is National Indigenous Television (NITV), created by, for and about First Nations Australians and proudly part of the SBS network.

Connect 2025: Beyond the Horizon will take place on 20 and 21 August 2025 at ICC Sydney on Gadigal Land, bringing together Aboriginal and Torres Strait Islander businesses with corporate, government and non-profit procurement specialists. Over two days, this flagship event will foster strategic commercial opportunities, highlight the growth and impact of the Indigenous business sector, and recognise outstanding achievements through the Supplier Diversity Awards.

"We are extremely pleased to be partnering with SBS to promote Indigenous business success and celebrate the diversity of the sector. Given SBS's longstanding commitment to Indigenous storytelling for all Australians – with NITV at its heart – it's a natural fit for Supply Nation," said Supply Nation CEO and proud Awabakal woman Kate Russell.

"Aboriginal and Torres Strait Islander-owned businesses are contributing significantly to the economy and the prosperity of all Australians. This partnership allows us to promote Indigenous business success with authenticity, reaching a wide audience.

"Connect 2025: Beyond the Horizon promises to be bigger and more exciting than ever. It's wonderful that through SBS and NITV we can share the energy and passion with as many people as possible," said Ms Russell.

"SBS is proud to partner with Supply Nation to support Connect 2025. It's a powerful opportunity to celebrate the growth of the Indigenous business sector and to showcase stories of Blak innovation and resilience," said SBS Director of First Nations and proud Birri and Guugu Yimidhirr woman Tanya Denning-Orman.

"SBS and NITV play a pivotal role in elevating Indigenous voices and perspectives for diverse Australian audiences. We're pleased to amplify First Nations business excellence and build awareness about opportunities for deeper connections."

Opening with the Knowledge Forum, business owners, corporate and government procurement experts, entrepreneurs, academics, and thought leaders will ignite important conversations on the current state of the sector, its successes and challenges.

Over 270 exhibitors are expected to showcase at the Indigenous Business Tradeshow on day two, attracting thousands of attendees looking to source products and services from verified Indigenous-owned businesses. That evening, the winners of Supply Nation's Supplier Diversity Awards will be announced at the Gala Awards Dinner.

In 2024, Supply Nation celebrated its 15-year anniversary. Since its inception, Supply Nation has facilitated over \$20 billion in procurement spend from its corporate, government and non-profit member organisations into verified Indigenous businesses.

For more information and to purchase tickets visit: [Connect 2025](#)



*(L) Kate Russell, Supply Nation CEO; (R) Tanya Denning-Orman, SBS Director, First Nations*

### About Supply Nation

Supply Nation is Australia's leading supplier diversity organisation. Since 2009, Supply Nation has worked with Aboriginal and Torres Strait Islander businesses and procurement teams from government and corporate Australia to help shape today's rapidly evolving Indigenous business sector. Supply Nation's robust verification process provides peace of mind by ensuring that all businesses listed on Indigenous Business Direct are not only Indigenous owned but are regularly audited for changes in company structure. Supply Nation's support, combined with a range of business tools, helps our members develop their supplier diversity practices, and build a strong, successful, and sustainable Indigenous business sector.

Supply Nation has a zero-tolerance approach to any commercial fraud, dishonest or anti-competitive behaviour that impacts the successful growth and reputation of Aboriginal and Torres Strait Islander owned businesses. Allegations of fraudulent behaviour, including the unauthorised use of Supply Nation's brand and logos signifying Certified and Registered business will be investigated. In the year 2023/2024, Supply Nation enabled over \$4.6 billion to the Indigenous economy. To find out more, visit: [Supply Nation](#)

### About SBS and NITV

SBS holds a unique place in the Australian media, inspiring all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to an inclusive and cohesive society. From its beginnings in 1975, SBS has evolved into a contemporary, multiplatform and multilingual media organisation with a free-to-air TV portfolio spanning six distinctive channels in SBS, National Indigenous Television (NITV), SBS VICELAND, SBS Food, SBS World Movies, and SBS WorldWatch; an extensive audio content network providing more than 60 culturally and linguistically diverse communities with services in their own language; and an innovative digital offering, including leading streaming destination SBS On Demand, providing a world of programming and live channels to Australians anytime, anywhere. Learn more: [sbs.com.au](https://sbs.com.au).

NITV is Australia's leading platform for First Nations storytelling and home to the only national Aboriginal and Torres Strait Islander television news service. NITV helps all Australians to connect with First Nations peoples, cultures and histories. Whether news and current affairs, documentary, drama, entertainment or sport, NITV is created by and for Aboriginal and Torres Strait Islander peoples, for the benefit of all Australians. Learn more: [nitv.com.au](https://nitv.com.au)

### The Sleeping Giant Rises Research Report

Supply Nation's recently released pioneering research found that Indigenous businesses create \$42.6 billion of social value each year for Indigenous business owners, their households and Indigenous employees.

Social value refers to the positive changes seen through an Indigenous lens of wellbeing. This value includes improved agency and control over life, expanded aspirations, financial security, pride, physical and mental

wellbeing and stronger connections to Community, Culture and Country. A copy of the report is available [here](#).

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