

Media Release

Australia's largest Indigenous business event kicked off today on Gadigal Land

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Australia's largest and longest running event for the Indigenous business sector opened today at ICC Sydney on Gadigal Land.

Across two days, Aboriginal and Torres Strait Islander businesses and corporate, government and non-profit organisations will meet to foster strategic commercial opportunities and celebrate the success of the sector.

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

AFL legend and proud Adnyamathanha and Narungga man Adam Goodes opened the Forum with Supply Nation CEO and proud Awabakal woman Kate Russell. Their discussion set the scene for the day, with topics including - Bridging Traditional Knowledge Systems and Emerging Industries, Reforms to Indigenous Procurement and Accessing Business Support Services.

Over 280 exhibitors will showcase at the Tradeshow on day two, attracting thousands of attendees looking to source products and services from verified Indigenous-owned businesses. On the evening of the 21 August, winners of Supply Nation's Supplier Diversity Awards will be announced at the Gala Awards Dinner.

Indigenous-owned businesses are active in all sectors of the Australian economy contributing to economic and jobs growth and positive social outcomes.

"This year's Connect: Beyond the Horizon, promises to be bigger and more exciting than ever. We are proud of the achievements of our suppliers and members in contributing to economic empowerment and a more secure future for Aboriginal and Torres Strait Islander people across Australia," said Supply Nation CEO Kate Russell.

"Supply Nation manages the largest national database of verified Indigenous businesses – Indigenous Business Direct. This database now has listed more than 5,800 Indigenous-owned businesses in every sector you can name, from cookies to cybersecurity, from t-shirts and world leading fashion to aerospace, construction to renewable energy.

"Indigenous businesses, their owners and employees are making a big difference to economic and social outcomes for all Australians, and that is worth celebrating," said Ms Russell

Supply Nation is pleased to be partnering with Special Broadcasting Service (SBS) as the exclusive Media Partner for Connect 2025. Central to this partnership is National Indigenous Television (NITV), created by, for and about First Nations Australians and proudly part of the SBS network

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.

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](#)

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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