



Media Release

Supply Nation announces Trade Fairs in Tarntanya and Naarm

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Supply Nation is pleased to announce Indigenous Business Trade Fairs have been scheduled for Tarntanya (Adelaide) and Naarm (Melbourne) early in the new year of 2026.

Commencing in Adelaide on 17 February 2026, the Trade Fair will then move to Melbourne on 19 February 2026. The roadshow follows an extremely successful Meanjin (Brisbane) Trade Fair held last month.

It is expected that each location will attract over 80 Indigenous-owned businesses presenting their products and services to buyers from corporate, government and not-for-profit sectors.

Indigenous-owned businesses are active across all sectors of the economy and are contributing to jobs growth, innovation and positive economic and social change. The Trade Fairs will host businesses representing food and beverages, information technology and cybersecurity, construction and civil engineering, recruitment services, fashion and beauty, office supplies and transport services, to name a few.

“Trade Fairs remain a mainstay of the practical services we can offer to support Indigenous-owned businesses, and it is important we provide this opportunity outside of our major Connect event held in August each year,” said Kate Russell, proud Awabakal woman and Supply Nation CEO.

“Face-to-face yarns and business discussions build trust and strong relationships – the key ingredients to successful and long-term sustainable commercial partnerships,” said Ms Russell.

Supply Nation’s recently released report *The Sleeping Giant Rises* found that for every dollar of revenue produced by Indigenous-owned businesses, \$3.66 of positive economic and social value was generated in the Australian economy.

Social value refers to the positive changes seen through an Indigenous lens of wellbeing – one that encompasses people, Country and Culture. This value includes improved agency and control over life, expanded aspirations, financial security, pride, physical health and mental wellbeing and stronger connections to Community, Culture and Country. Indigenous businesses create this value purely by operating as a business; it excludes any formal or informal support or other philanthropic programs.

In the 2024-25 financial year, Supply Nation’s corporate, government and not-for-profit members achieved a new national milestone, recording a total of over \$5.83 billion in procurement spend with Indigenous-owned businesses. Female-owned businesses were responsible for around a fifth of that figure, with \$1.52 billion in transactions going to those businesses. Construction was the leading sector for female-owned Indigenous businesses.

"The growth of the Indigenous business sector, its contribution to the national economy and the positive social change it is bringing is one of Australia's great untold stories. We hope that through these Trade Fairs and other marketing initiatives we can show more Australians the quality products and services as well as the power and passion of Indigenous businesses to drive positive change and economic empowerment," said Ms Russell.

"If you are looking to source products and services from verified Indigenous businesses, attend one of our Trade Fairs or check out the more than 6,000 businesses listed on the national database – Indigenous Business Direct. From cookies and chocolates infused with native botanicals to cybersecurity, from geospatial mapping and environmental services to facilities management, we have it all," said Ms Russell

Supply Nation's annual flagship event Connect will next be held on the lands of the Whadjuk people of the Noongar Nation in Boorloo (Perth). Connect 2026 will take place on Tuesday 11 and Wednesday 12 August 2026 at Perth Convention and Exhibition Centre.

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 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.

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