

Media Release

Sales open for Australia's premier Indigenous business event

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Supply Nation is pleased to announce ticket sales open today for Australia's premier event for the Indigenous business sector – Connect. This year's event will be held on the lands of the Whadjuk people of the Noongar Nation in Boorloo on 11 and 12 August 2026 at the Perth Convention and Exhibition Centre.

Tickets can be purchased on the Connect website [here](#).

Consisting of a Knowledge Forum, Indigenous Business Tradeshow and Gala Awards Dinner, Connect is Australia's largest and longest-running business event supporting the growth of Aboriginal and Torres Strait Islander-owned business through meaningful procurement collaboration.

It stands as a powerful celebration of Blak excellence, innovation and leadership.

The Tradeshow will attract more than 200 businesses exhibiting a diverse range of products and services with thousands of attendees looking to secure contracts with verified Indigenous-owned businesses while the Knowledge Forum will present an opportunity to discuss challenges and the future outlook but also learn from best practice.

Winners of Supply Nation's Supplier Diversity Awards will be announced at the Gala Awards Dinner on Wednesday 12 August as part of the two-day event.

Indigenous-owned businesses are active across all sectors of the economy and are contributing to jobs growth, innovation and positive economic and social change.

"Given the strength of industry in Western Australia, particularly the resources and energy sectors, it's natural that we should bring Connect to Perth. The number of our Registered and Certified Suppliers in WA is strong with some very large businesses supporting the resources and construction sectors", said Kate Russell, proud Awabakal woman, and Supply Nation CEO.

"Continuing to build commercial momentum through Connect, we are creating opportunities for Indigenous-owned businesses that lead to economic empowerment and self-determination for Aboriginal and Torres Strait Islander peoples right across Australia," said Ms Russell.

Supply Nation's 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 into 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 national milestone, recording more than \$5.83 billion in procurement spend with Indigenous businesses. Female-owned Indigenous businesses received over 26% of this spend, totalling \$1.52 billion and highlighting the critical role Indigenous women play in driving economic participation and creating opportunities within communities.

Supply Nation is pleased to have [Business Events Perth](#) as our Destination Partner for Connect 2026.

Supply Nation acknowledges:

Tradeshow Platinum Sponsor – Woolworths Group

Gala Awards Dinner Gold Sponsor and Official Airline Partner – Qantas

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.

Media contact:

Paul Sanda
Media Manager, Corporate Affairs and Engagement
media@supplynation.org.au