



Media Release

Supply Nation and SBS/NITV form landmark three-year strategic partnership to champion Indigenous business sector

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Supply Nation and SBS/NITV are proud to announce a landmark three-year strategic partnership to support and elevate Australia's growing Indigenous business sector.

As part of the partnership, Special Broadcasting Service (SBS), together with National Indigenous Television (NITV), will become the exclusive Media Partner for [Connect](#) – Australia's largest and longest-running business event dedicated to the Indigenous business sector.

The announcement comes at a time of continued growth and economic impact for Aboriginal and Torres Strait Islander businesses, with Supply Nation members recording more than \$5.83 billion in procurement spend with Supply Nation Indigenous-owned verified businesses during the 2024–25 financial year.

Connect 2026 will take place from 11–12 August 2026 on the lands of the Whadjuk people of the Noongar Nation in Boorloo (Perth), at the Perth Convention and Exhibition Centre.

Over two days, Aboriginal and Torres Strait Islander businesses will connect with corporate, government and not-for-profit organisations to foster strategic commercial opportunities, strengthen relationships and celebrate the achievements of the sector.

More than 200 exhibiting businesses are already registered, with thousands of participants expected to attend the Connect 2026 Indigenous Business Tradeshow, Knowledge Forum and Gala Awards Dinner.

SBS and NITV have a longstanding commitment to sharing Indigenous voices and stories through their platforms, with programming that reflects a diverse, multilingual and culturally rich Australia.

The media partnership will create opportunities to showcase the excellence of Indigenous businesses, leaders and entrepreneurs, while amplifying the stories of the people shaping growth, leadership and change across the sector.

Supply Nation CEO Kate Russell said:

“We are delighted to partner with SBS and NITV over the next three years to showcase the energy, resilience and innovation of Indigenous businesses through their platforms.

“The Indigenous business sector continues to grow strongly, making a significant contribution to the Australian economy, job creation and innovation.

“Many of these businesses have overcome considerable challenges to achieve success. Their stories deserve greater recognition and understanding among all Australians. They will now be amplified to an even greater audience.”

SBS Director, First Nations, Tanya Denning-Orman said:

“SBS and NITV are proud to partner with Supply Nation to strengthen connections between media, business and community.

“This collaboration reflects a shared commitment to championing Indigenous excellence, and sharing stories of Blak innovation, leadership and success with more Australians.

“As Australia’s home of First Nations stories and perspectives, we look forward to working together to elevate the visibility and impact of Indigenous entrepreneurship, and drive greater recognition of the diversity, leadership and contribution of First Nations businesses across Australia.”

For further information, please contact Corporate Affairs Manager Robert Grasso on 0405 157 557 or Media Manager Paul Sanda on 0477 192 778.