

Media Release

Building safer workplaces through Indigenous enterprise

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Images for download available [here](#).

A First Nations-owned business is helping shape safer workplaces across Australia, growing from a small start-up into a trusted supplier of safety solutions for government and major industry.

Panku Safety Solutions, whose name means "*united, together*" in the Nyiyaparli language, is an Indigenous-owned business operating in Melbourne and Perth. Drawing on more than 25 years of industry experience, the company specialises in Personal Protective Equipment (PPE), site safety products and related categories supporting hundreds of organisations nationwide.

Founder and Chief Executive Officer Jadah Pleiter launched the business after looking for greater flexibility to support her young family while combining her expertise in project management, strategic planning, marketing and first aid.

Established just before the COVID-19 pandemic, Panku quickly adapted to unprecedented demand for personal protective equipment (PPE), hand sanitiser and other essential safety products. By working collaboratively with industry partners including businesses that might otherwise have been considered competitors, the company helped meet critical supply needs during one of Australia's most challenging periods.

One of Panku's first major opportunities came through a tender to supply first aid products and services for Victoria's Metro Tunnel Project. At the time, the \$13.48 billion project was Australia's largest public transport infrastructure investment of its kind.

Panku successfully secured the first aid supply component of the contract, laying the foundation for continued growth. Today, the business supplies PPE, Site Safety products and related categories to hundreds of corporate, government and community organisations across Australia.

From FY 2020-21 to 2025-26, Panku Safety Solutions has experienced 518% growth in turnover and in FY 2024-25 the business doubled its turnover and employee numbers. Since 2020, Panku Safety Solutions has spent almost \$2 million with Indigenous businesses and not-for-profit organisations.

Jadah Pleiter's entrepreneurial success has earned her recognition as a finalist in the Indigenous Businesswoman of the Year category at the 2026 Supply Nation Supplier Diversity Awards.

The awards will be presented during Connect 2026, Supply Nation's flagship event, to be held in Boorloo (Perth) on 11–12 August 2026.

The annual gathering brings together Indigenous businesses, corporate members and government organisations to strengthen commercial relationships, share knowledge and create new opportunities through supplier diversity.

Supply Nation CEO Kate Russell said:

“Panku Safety Solutions is a fantastic example of a business founded by a proud Aboriginal woman honouring her heritage and creating economic and social impact that will last for generations.

“Indigenous Business Direct, the national directory of verified Aboriginal and Torres Strait Islander businesses now lists over 6,400 businesses representing all sectors of the economy. Particularly pleasing is that approximately one-third of those businesses are led or owned by women driving innovation, jobs growth and financial security for their communities.

“The Supply Nation Supplier Diversity Awards celebrate those who are supporting the growth of the Indigenous business sector. We are excited to see Jadah Pleiter as a finalist for the Indigenous Businesswoman of the Year Award 2026 alongside two very inspiring entrepreneurs that have also founded substantial businesses.”

Jadah Pleiter, Chief Executive Officer, Panku Safety Solutions said:

“All my great grandmother’s children were taken from her. My grandmother was brought up in a children’s home. She fought, and she created opportunities, establishing both a florist business and an antique shop. So, I thought that’s my heritage, I owe it to them to create something that has generational impact.”

“The COVID pandemic was a crazy time, we were able to access supply and ship products to the eastern states who couldn’t access stock. Everyone banded together. We were working non-stop from our homes during prolonged Victorian shutdowns and leveraging relationships so we could receive, pack and transport orders.”

“My kids hated those swimming lessons, every second of them, but I kept saying, nope, you need to learn. It wasn’t easy, but because we took that first step, we ended up with a successful business that has opened so many opportunities,”

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