Media Release

Australia-Canada Economic Leadership Forum opens new opportunities for Indigenous trade and investment

Date of release Thursday, 12 November 2026

Australian and Canadian Indigenous businesses are set to strengthen trade and investment ties, following the 10th Australia-Canada Economic Leadership Forum in Vancouver.

The Forum brought together Supply Nation and business leaders to explore opportunities for two-way trade and investment, share expertise and identify ways to build stronger commercial partnerships between Indigenous businesses across the Pacific.

Panel sessions focused on the potential to leverage complementary strengths, particularly in developing equity partnerships, and to grow the Indigenous economies of both countries.

The discussions build on continuing engagement between Supply Nation and Canadian First Nations organisations, following Supply Nation's trade mission to Canada in June and the participation of Canadian First Nations organisations at Connect 2026 in Boorloo (Perth).

The growing relationship is already creating opportunities for Australian Indigenous businesses to explore international markets. One example is Poseidon Animal Health, a Supply Nation Registered business specialising in animal health supplements. Currently manufacturing in the United States, the business is looking to expand its sales into Canada from January 2027.

The 10th Australia-Canada Economic Leadership Forum was held from 8–10 November 2026, bringing together around 150 business and government representatives from both countries. Held every 18 months, alternating between Australia and Canada, the Forum provides a platform to address shared economic challenges and identify opportunities for greater collaboration across trade and investment, innovation, technology, energy and other key sectors.

Co-Chaired by Business Council of Australia (BCA) Chief Executive Bran Black, and Goldy Hyder, President and Chief Executive Officer of Business Council of Canada, this year's Forum included discussions on global economic and political uncertainty, emerging technologies, productivity, critical minerals, infrastructure and investment.

In conjunction with Supply Nation, BCA founded the *Raising the Bar* initiative designed to support BCA members to increase their procurement of goods and services from Indigenous suppliers. The initiative, which began in 2019, requires signatories to steadily increase their spend with Indigenous businesses to achieve targets that are set over a five-year period. The initial target of $3 billion was reached 12 months

ahead of schedule. BCA members committed to the initiative have now set an ambitious target of $16 billion in spend by 2030.

For Supply Nation, the discussions in Vancouver reinforced a clear message from Indigenous business leaders across government, industry and finance: the future of Indigenous trade will be built on trusted relationships, complementary strengths and long-term collaboration, rather than one-off transactions.

Australian Indigenous businesses are already establishing international commercial relationships and building business foundations that will last for generations.

Supply Nation CEO Kate Russell said:

“Given the synergies between Australia and Canada across a range of sectors, particularly mining, resources and energy, and our already strong trading and investment relationship, Canada remains an attractive market for many Indigenous businesses as they look to expand internationally.

“Canada is a mature, developed market for Australian Indigenous businesses and their products and services. There is strong recognition of the shared values and potential for collaboration with Canada's First Nations-owned businesses. This year’s forum has been extremely successful in identifying what future success looks like, and what challenges we still need to overcome.

“What we have achieved in Canada will lay the foundations for a broader global Indigenous trading network. There is significant potential to develop strategic partnerships that can deliver services in third markets where Indigenous knowledge, engagement and interests are central to success.

“Canada has significant strengths in developing successful equity partnerships, and in raising capital and financing Indigenous businesses. There is a lot we can learn. Similarly, our expertise in supplier diversity and corporate and government procurement is knowledge that will be valuable to our Canadian partners.”

Poseidon Animal Health CEO Peter Lord said:

“Poseidon Animal Health is an Indigenous-owned international animal health supplement business certified with Supply Nation and dedicated to improving the overall health of horses and companion animals. We are excited by the potential Canada represents.

“Poseidon has been manufacturing in the United States since 2024 and has now registered in Canada with a subsidiary company in Toronto. We have also recently completed the development of Canadian-specific product labelling, incorporating both English and French requirements to ensure our products are appropriately presented for the Canadian market. We expect first sales to commence in January 2027, which is an exciting development.

“Supply Nation has been there for us throughout our Canadian expansion. The introductions and advice they have provided have been a critical part of our success to date, with more to come.”

Munda Wines Founder Pauly Vandenbergh said:

“Internationalising our business was a natural step after building a strong foundation in the Australian market, and Canada represents a new and potentially significant market for us.

“Munda Wines is an Indigenous-owned winery based in South Australia producing premium wines crafted to reflect the unique landscapes of Australia’s renowned wine regions. It’s important that we share our stories of Country and Culture with an international audience.

“Munda Wine is available in Quebec Province, and we are looking to expand into other locations. I was very pleased that Munda was named First Nations Exporter of the Year at the 2025 Australian Exporter Awards, recognising our ongoing success in international markets.”

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