Media Release

Supply Nation's Sydney Indigenous Business Trade Fair underway on Gadigal land

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Supply Nation's Indigenous Business Trade Fair opens today on Gadigal land with almost 90 verified Indigenous businesses exhibiting their products and services at the iconic Walsh Bay Arts Precinct.

Exhibiting businesses represent diverse sectors including consumer products and services, creative industries, environment and sustainability services, information technology, digital and professional services.

The continued growth of the Indigenous business sector is making an important contribution to Australia's economic resilience, jobs growth and innovation. In the 2025–26 financial year, Supply Nation's corporate, government and not-for-profit members recorded more than $6.79 billion in procurement with verified Indigenous businesses.

New South Wales members number 377 and accounted for $2.16 billion of the overall total reflecting the significant and growing role of Indigenous businesses in the state's economy. Supply Nation's verified Indigenous businesses in New South Wales number more than 2,130.

Australia's largest directory of verified Indigenous businesses, Indigenous Business Direct, lists more than 6,500 verified Indigenous businesses representing all sectors of the economy.

Supply Nation's report, *The Sleeping Giant Rises*, highlights the broader economic and social impact of this sector, finding that for every dollar of revenue generated by Indigenous-owned businesses, $3.66 of positive economic and social value is generated into the Australian economy.

This social value extends beyond financial outcomes and includes greater agency and control over life, expanded aspirations, financial security, pride, physical health and mental wellbeing, and stronger connections to Community, Culture and Country.

Importantly, value is generated through Indigenous businesses simply operating as businesses. It does not include the impact of additional formal or informal support, philanthropic programs or other initiatives.

The Trade Fair provides corporate, government and not-for-profit organisations with a valuable opportunity to discover new suppliers, strengthen supplier diversity outcomes, and build long-term, sustainable commercial partnerships with verified Indigenous businesses.

Attendee registrations have surpassed 950, a record number for Supply Nation's Trade Fairs not including its largest and longest running business event, Connect. Connect will also be held on Gadigal land from 17-18 August 2027 at the International Convention Centre, Sydney. Tickets will go sale in early 2027.

The Indigenous Business Trade Fair Sydney has been made possible through support from the City of Sydney.

Supply Nation CEO Kate Russell said:

“Following Connect in Perth earlier this year, we are excited to be able to provide an additional opportunity in Sydney for businesses to present their quality products and services to corporate, government and not-for profit buyers. The response has been fantastic with booths selling out quickly and a record number of attendees registered.

“The City of Sydney was a founding member of Supply Nation in 2009 and has been a strong supporter of increased engagement with Indigenous suppliers through procurement initiatives. We were pleased to have the opportunity to work with the City of Sydney on the Trade Fair and thank them for the considerable support in ensuring its success.

“A significant opportunity exists across local government and councils with a commitment to procurement targets. Local councils can play a significant role in supporting Indigenous business growth with a buy local approach. There are councils already demonstrating what is possible but much more can be done to capitalise on this untapped potential to improve economic outcomes.”

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