The Member:

Fortescue Metals Group

Fortescue Metals Group is a world leader in iron ore production and sea-borne trading. The billion dollar organisation was formed in 2003 around the dining room table of Chairman Andrew Forrest. The businessman secured tenements in the resource rich Pilbara region of Western Australia and began exploring for iron ore in the belief that the potential of the Pilbara had barely been tapped and China’s rapidly growing economy would create long term demand for commodities.

Construction began at its first mine, Cloudbreak, in 2006, while work also started on a 256 kilometre railway from Cloudbreak to Port Headland and on world class facilities at Herb Elliott Port. Since its formation Fortescue Metals Group has evolved from a grassroots explorer into the world’s fourth largest producer of iron ore. Fortescue has achieved this through the engagement and support of key stakeholders including local communities, traditional land owners, governments, suppliers, customers, non-government organisations and the financial markets.

The Certified Supplier:

Guma ICRG JV

Guma ICRG JV (GUMA) is a jointly owned and operated mining services company, located in the East Pilbara region. ICRG holds a 50 per cent stake in the business, with the other 50 per cent held by Nyiyaparli Traditional Owners, who filter the benefits back to the Northwest Indigenous community. The union came about in 2012, when GUMA founders Raymond Drage, Michael Stream and Victor Parker joined forces with ICRG to provide civil works and construction support to major mining companies. Guma, by definition means to ‘come together’ and that’s how the Guma ICRG Joint Venture partnership works. Both sides work together to deliver on client project objectives, with the benefits filtering to Indigenous communities.
“GUMA has the right capabilities on the ground; the resources, the structures so they really hit the ground running when they got that first opportunity and that has led to other opportunities with us”

Heath Nelson
Fortescue Metals Group

The opportunities and outcomes:
Fortescue Metals Group awarded a sub-contract opportunity to GUMA in March 2013, following a successful tender process. The road maintenance contract at the Cloudbreak mine was valued at $3 million over a four year period.

This was the start of what has become a strong and significant partnership between the two organisations. Since their initial contract, GUMA has been awarded a further four contracts on Fortescue projects, totalling more than $60 million. “GUMA has the right capabilities on the ground; the resources, the structures, so they really hit the ground running and that has led to other opportunities with us,” Heath Nelson Manager - Aboriginal Business Development at Fortescue Metals Group explained.

The awarded contracts were under Fortescue’s Billion Opportunities program, a program that has awarded 165 contracts/sub-contracts totalling $1.6 billion to over 50 Aboriginal businesses over the past three years. The partnership has facilitated the expansion and development of Guma ICRG JV, directly providing new business opportunities and building its capability.

How Supply Nation was able to help:
“Supply Nation was an eye opener because it exposed a lot of Indigenous businesses to us that work in the corporate world. Their database has over 200 Indigenous businesses certified. Fortescue has engaged with 13 Supply Nation Certified Suppliers since becoming Members,” Heath said. Heath encouraged Guma ICRG JV to become a Supply Nation Certified Supplier. “As a new business, it was important for Guma ICRG JV to diversify its business into other sectors. Supply Nation, with over 150 Members, would give Guma ICRG JV an opportunity to network with these members and hopefully win other work”.

Guma ICRG JV became a Supply Nation Certified Indigenous business in March 2013. “I know that corporate Australia is watching this space and Supply Nation is a very big part of that. I think every business in Australia should look at the opportunity to buy goods and services from Indigenous businesses,” Marcia concluded.

On May 27 2014, Fortescue Metals and GUMA ICRG JV were successful in winning the IAG Supplier Diversity Partnership of the Year award at Supply Nation’s annual Connect Gala Dinner Awards Night in Sydney.
CASE STUDY:

QANTAS AIRWAYS & JUMBANA GROUP

The Member:

Qantas Airways:

Qantas Airways was founded in the Queensland outback in 1920 and today is considered a national icon. Since its inception, the organisation has grown to be Australia’s largest domestic and international airline, employing over 33,000 people. 93 per cent of them are based within Australia.

Qantas Airways is committed to ensuring their business operations reflect the organisation’s key values; inclusion and diversity. As part of their Reconciliation Action Plan (RAP), Qantas undertakes a range of initiatives to support the Aboriginal and Torres Strait Islander community.

The Certified Supplier:

Jumbana Group

Established in 1983 by John and Ros Moriarty, the Jumbana Group encompasses contemporary design studio, Balarinji, as well as Indigenous communications and facilitation practice, Jumbana Consulting. Since its launch, the family run business has worked on large projects throughout Australia and internationally. From concept to implementation, the studio provides a full service; specialising in graphic design, public art and communications.

Balarinji’s core competency is creating original, effective corporate identity and public art with marketing edge and brand building appeal.
The opportunities and outcomes:

In 2013, Qantas unveiled ‘Mendoowoorji,’ a brand new 737-800 aircraft featuring an Indigenous art livery created in partnership with the Jumbana Group’s Balarinji Design Studio. ‘Mendoowoorji’ is the fourth aircraft in the Qantas flying art series, all of which were designed by Balarinji. The first aircraft was launched in 1994 and featured Indigenous livery ‘Wunala Dreaming.’ ‘Mendoowoorji’ was created over an 18 month period which included extensive consultation and planning between Laura Berry, Head of Community, Qantas and John and Ros Moriarty, Co-Founders of the Jumbana Group.

“I wanted to bring Jumbana in from the outset,” Laura explained. “Firstly them having the history with Qantas and knowing our business really well was a huge benefit. “The connections in the community that Balarinji brings are second to none. We could not have done this as seamlessly as we did without the expertise that they brought to the table,” she continued. Balarinji’s livery design is inspired by the work of late West Australia Aboriginal painter, Paddy Bedford and is an interpretation of the 2005 painting “Medicine Pocket.” Mr Bedford’s family and Gija elders from the Warmun community travelled to Seattle to witness the delivery of the specially painted aircraft to Qantas.

How Supply Nation was able to help:

Supply Nation helped to further develop the already flourishing partnership between Qantas and Jumbana Group by hosting regular networking events for Members and Certified Suppliers across Australia. As a Founding Member of Supply Nation, Laura believes Qantas’ involvement with Supply Nation has allowed them to lead the way for other corporate and government Members. “This project has not only furthered the relationship that existed with Jumbana Group even before the Supply Nation Membership,” she said. “It also provided a great opportunity to talk about supplier diversity as a concept and growing movement in Australia.”

John advises other aspiring Indigenous businesses to follow in their footsteps by getting involved with Supply Nation and making the most of the opportunities afforded as a result. “I think Australia has come a long way,” he said. “Attitudes today are very different. Supply Nation can assist others to come into that space. It’s created a lot of opportunities for us since we joined.”
CASE STUDY:
VEOLIA & PACIFIC SERVICES GROUP

The Member:
Veolia

Veolia is a global leader in environmental solutions. They became Supply Nation Members in May 2012. Veolia has been creating global and integrated solutions for public and private sector clients all over the world for over 155 years. The company is present in more than 177 countries across the world, and works to create solutions that achieve a balance between human development and environmental protection.

Veolia comprises four divisions: Veolia Water, Veolia Transport, Veolia Environmental and Dalkia Energy Solutions. Veolia works closely with all government sectors to provide sustainable development in burgeoning urban environments, rural and industrial regions. They implement vital water and energy infrastructure, through to reducing waste and increasing residential recycling. Veolia currently undertakes efforts to improve the quality of drinking water in remote Indigenous communities in far northern NSW.

The Certified Supplier:
Pacific Services Group Holdings

Pacific Services Group Holdings Pty Ltd (PSGH) was certified by Supply Nation in June 2012. The business provides commercial and residential building services to the mining, hospitality, retail, hotel, education and property maintenance sectors Australia-wide. PSGH helps their clients to choose their location, construct the premises, fit out the interior and manage refurbishments over time.

PSG People is a branch of PSG Holdings, and they provide labour hire, recruitment and traffic management services. Mark Coleman is the General Manager of the Construction Division at PSG Holdings, and he has been instrumental in engaging Supply Nation Members as business partners.
The opportunities and outcomes:

Mark was looking at opportunities to partner with a Supply Nation Member company. As PSG Holdings offers construction services and PSG People offer labour hire, recruitment and traffic management, Mark felt that the company could offer the appropriate services to Veolia. He took a proactive approach and contacted Brett Beattie, Group Procurement Manager for Veolia Water directly. PSG People was initially contracted to provide labouring staff for the Kurnell desalination plant. This expanded to various other Veolia sites throughout New South Wales. Brett was impressed with Mark’s approach. “He showed initiative and tenacity. It was great that he grabbed the opportunity for PSG when he saw it. He didn’t sit back and wait but rather he kept in contact with us and really made it happen,” he explained.

How Supply Nation was able to help:

Brett attended Connect 2013 in Melbourne, and was impressed with the range of businesses on display at the Indigenous business Tradeshow. Brett believes Certified Suppliers should have confidence in approaching Supply Nation corporate and government Members. He says Supply Nation Members are likely to show an interest and maintain contact, even if no immediate contract is available.

Brett advised Certified Suppliers to consider Mark’s proactive approach. “We’ve noticed that when engaging with the large tier-one organisations, it tends to take approximately six months from the point of contact to when the partnership really develops some traction. It’s about the bigger picture and long-term success. I’d encourage other Indigenous businesses to keep moving forward and don’t let the knock backs keep you from making further enquiries,” he concluded.

“The calibre of the labour we supplied helped the Veolia team realise our services and expertise is of a high standard.”

Mark Coleman
Pacific Services Group Holdings
CASE STUDY:

JOHNSON & JOHNSON MEDICAL & DREAMTIME ART

The Member:

Johnson & Johnson Medical

Johnson & Johnson Medical is the medical devices segment of Johnson & Johnson Family of companies, one of the world’s most comprehensive health care organisations. It is the largest medical technology provider in Australia, and produces a range of innovative products in the fields of orthopaedics, vascular disease, obesity, gynaecology, urology, sports medicine, neurology as well as general surgery.

Johnson & Johnson Medical has been a Supply Nation Member since 2010. Rebecca Loch, Johnson & Johnson Medical Commercial Category Manager, says the organisation recognises the importance of having a diverse supplier base that reflects their patients and customers around the world. Upon meeting Matthew and Fatima Everitt of Dreamtime Art, Rebecca felt immediately that they were the right fit for the organisation.

The Certified Supplier:

Dreamtime Art

Dreamtime Art is an Indigenous owned Aboriginal art consultancy business founded in 2009 and managed by husband and wife team; Matthew and Fatima Everitt. Managing Director Matthew Everitt is a board member of the Taungurung clans in Victoria. Dreamtime Art became certified by Supply Nation, formerly known as AIMSC, in 2012.

The inspiration behind Dreamtime Art is to provide Indigenous artists with an opportunity to showcase their talent in the mainstream world, delivering fair reward to the artists and authenticity and value to the buyer. Matthew and his wife pride themselves on the strong focus their business places on encouraging reconciliation and starting the cultural conversation through art.
“I think it’s very important that you have a need that has to be filled. If the opportunity is there and the timing is right then I think the meeting of the minds can happen for both Supplier and Member”

Fatima Everitt
Dreamtime Art

The opportunities and outcomes:

Rebecca stressed that the partnership did not develop overnight and said it took almost six months before the final contract was signed following the Connect 2013 conference and Indigenous business tradeshow. “When we were commissioning the artwork we spoke almost daily to discuss various options,” she said. “Dreamtime Art was great and they sent us digital examples of what the artwork would look like in our office space.”

The artwork was officially launched by Managing Director Gavin-Fox Smith at a Johnson & Johnson Medical employee meeting in December 2013. Currently there are six pieces of art procured by Dreamtime Art hanging in Johnson & Johnson Medical’s Sydney offices, including one striking Aboriginal artwork piece in the central foyer as guests enter the building and another in the managing director’s office. There are also plans to introduce Dreamtime Art into the Johnson & Johnson Medical offices in Melbourne and Perth. Fatima credits the partnership with Johnson & Johnson Medical for opening other doors for Dreamtime Art.

How Supply Nation was able to help:

It was at Supply Nation’s annual 2013 Connect Indigenous Business Tradeshow in Melbourne that Rebecca and her colleague John Wilson first met Matthew and Fatima of Dreamtime Art. The artwork displayed at the couple’s Tradeshow Booth caught Rebecca’s eye and led to them striking up a conversation. “It was valuable to attend the Tradeshow, it’s a great forum to try and identify the right supplier for you and we met a few potential suppliers on the day,” Rebecca said. Matthew and Fatima believe that their attendance at the Gala Dinner Awards Night later that evening helped to cement the relationship. “I think that having the booth gives you an advantage in terms of the Members seeing what you have to offer,” Matthew explained.

“How by going to the Gala Dinner you can follow on by making it a little bit more casual and getting to know them in a more relaxed environment. Fatima explained that a lot of their success has come about due to persistence and being in the right place at the right time. “I think it’s very important that you have a need that has to be filled. If the opportunity is there and the timing is right then I think the meeting of the minds can happen for both Supplier and Member,” she concluded.
CASE STUDY:

ACCOR GROUP & YARU WATER

The Member:
Accor Group

The Accor Group began with only one hotel in 1967, now the brand comprises over 4000 hotels in 90 countries. They offer budget through to luxury options, and throughout Australia there are 159 Accor Hotels. The Sofitel is a luxury French hotel brand, and is part of the wider Accor Group. There are 130 Sofitel hotels located in 40 different countries worldwide.

The Certified Supplier:
Yaru Water

Yaru Water has created Australia’s first Indigenous bottled water. The water is sourced from the foothills of the Wollumbin, an ancient volcano that last erupted many millennia ago. Wollumbin, also known as Mount Warning, rises out of the rainforests in the heart of Bundjalung country in the Tweed-Byron region of Northern NSW. The products are certified carbon neutral, so all emissions created during the lifecycle of a bottle of Yaru Water are removed.

The team at Yaru are driven by a strong community development focus, and a commitment to making an ongoing contribution to “closing the gap” on disadvantage in Indigenous communities.
The opportunities and outcomes:

The Sofitel at Broadbeach on the Gold Coast began stocking Yaru Water in its boardrooms, mini-bars and restaurants. General Manager Amery Burleigh came across Yaru Water at the Supply Nation Connect 2012 tradeshow: “We were looking for opportunities within the Indigenous community, and we specifically needed a water for Sofitel. As a luxury brand, we were after something special for our guests. We met Kyle Slabb (Director of Yaru Water) and listened to him tell the story. We were sold — it’s perfect for what we’re doing. We use it in our best meeting spaces, all of our restaurants, as our VIP amenities, in the mini-bar. It’s a great product and should be in every boardroom in Australia.”

Kyle is thrilled with the partnership: “Water is life for everybody, and part of Yaru is that we want to share that life, and that understanding of what the earth has. The geology is very special, adding to the healing properties of the water. In our cultural stories it’s very significant.” The partnership with Accor Group has had an enormous impact on the Bundjalung community. Kyle says: “It’s given us real credibility in the market, and it speaks about where they are heading as a corporation. Our success has inspired a lot of young Indigenous leaders and business people.”

How Supply Nation was able to help:

“Supply Nation was the connection for us; it was the critical thing. As an Indigenous business, we may be in our own world, but there is a whole other world out there — a corporate world — and you need to be connected” says Kyle. Ms Burleigh agrees: “By being certified, it’s opened up doors for these Indigenous businesses to be recognised as saying, ‘we’re ready to do business with the big corporates.’ Yaru water is a perfect example of that.”
CASE STUDY:
BP AUSTRALIA & INDIGIEART

The Member:
BP Australia

BP is one the world’s largest energy companies. It commenced operations in Australia in 1920, when the company engaged in the exploration and production of crude oil and natural gas (upstream) and refining and marketing of petroleum products (downstream). They have maintained a strong involvement with Indigenous communities and Indigenous issues for over a decade. BP employs a Reconciliation Action Plan (RAP) to formalise and ensure continuation of commitment to Indigenous programs.

“BP hopes the plan will lead to mutual advantage for them and the communities in which they operate,” said Peta Collins, Manager of the BP RAP Program. A challenge was put forward within the BP business to identify some opportunities that can add value to Indigenous communities in the markets they operate and further through engagement of the wider Indigenous community. Dean Hadden, Regional Merchandise Manager for BP, presented the idea to engage an Indigenous business with the capability to supply unique products to BP stores across Australia.

The Certified Supplier:
Indigiearth

The inspiration for Indigiearth came about 10 years ago when owner and founder Sharon Winsor set about showcasing her Indigenous culture and heritage. The proud Ngemba woman was also anxious to provide a solid income for her family. Indigiearth was certified by Supply Nation in November 2011. The business currently has five employees. The brand comprises a range of skincare, food and beverage products that use all-natural and organic ingredients. Sharon sources all of her ingredients from Aboriginal communities across Australia, to ensure employment skills and income is kept within the communities.
The opportunities and outcomes:

Dean and Sharon formulated a thorough plan for how they would work together. “The scale of what he was after was huge to us - as we’re only small - but Dean guided us through the process and was very supportive,” said Sharon. “He gave me a better understanding of how large-scale supply chains work and was always on-hand if we had a question.” In mid 2013 Indigiearth products were launched in select BP stores across regional Australia.

The BP range is comprised of two sizes of bottled south-spring water, native bikkies in six different flavours, chocolate-coated macadamias, jams, sauces and chutney – all sold in 120 gram jars, ideal for travellers or as gifts. Indigiearth will also supply six flavours of native tea blends, and a four-piece toiletries set, which will contain the signature Indigiearth organic skincare products. BP designed the stands to house the products, and the re-packaging process was carried out by Sharon. “It took a few months to achieve a whole new look and feel, but we’re really pleased with the outcome. At first it was quite daunting, and we needed to upscale for such a large order. We had to employ contractors for the biscuit manufacture, but we got there,” she laughed.

How Supply Nation was able to help:

The Supply Nation database provided the initial point of contact for Dean and Sharon. When Dean was searching for a Certified Supplier, he was particularly impressed with the range and capabilities of Indigiearth. The detailed company description on the Supply Nation database and the Indigiearth website were factors that led Dean to contact Sharon and establish terms of supply almost immediately.

BP has found the database to be a useful way to find Certified Indigenous Suppliers in the one place. Sharon is pleased with the opportunities that have resulted since she became a Certified Supplier in 2011. “It’s hard work, but opportunities do open up and I can then think about business on a broader level,” she said.
CASE STUDY:

COLES & PRINT JUNCTION

The Member:
Coles

Coles is a major Australian supermarket chain with over 750 stores across Australia (including a number of Bi-Lo branded stores). Coles is a division of the Wesfarmers corporation. The chain has a rich history in Australia, with the first Coles Variety store opening in Melbourne in 1914. Coles aims to give Australians a supermarket that delivers on value, quality and service.

The company provides local community support across Australia, and has partnered with a number of national charities. Coles has established a Reconciliation Action Plan (RAP) to demonstrate their commitment to working with Indigenous communities. They aim to build a culture focused on creating deeper respect, better relationships and more meaningful career opportunities for Indigenous Australians.

The Certified Supplier:
Print Junction

Family owned Indigenous business, Print Junction, has been certified by Supply Nation since August 2010. They provide a complete range of services including graphic design, full colour offset, digital printing, binding and finishing. Print Junction supply corporate stationary including business cards, letterheads, with-compliments slips and envelopes. They also oversee the design and production of brochures, posters, presentation folders, annual reports, magazines and newsletters.

The team has over 40 years experience collectively in the graphic design and print industry. Print Junction was awarded the Certified Supplier of the Year Award in 2012, forming part of the annual Connect Supplier Diversity Awards. The company was founded by Leon and Sheila Torżyn, and their children Leah and Nathan now manage creative direction and production for Print Junction.
When we first met the family, it was their energy that inspired us. They had to jump through a number of hoops at the start, but once that happened, we could provide them with the opportunities. The quality of work is fantastic and we’ve been really happy with it.”

Shane Knight
Coles

The opportunities and outcomes:
Shane Knight, Sourcing Support Manager for Operations Procurement at Coles, was seeking to engage with a Supply Nation Certified Supplier with the capability to provide printing services and a range of stationary. Since the partnership with Coles commenced, Print Junction has supplied single-page and duplicate books, incidental advertising for Coles home and car insurance and extensive print services.

As Print Junction is a small family-owned enterprise, it has found the scale of work to be challenging but invaluable to its growth and development prospects. “We’ve expanded to accumulate the premises next door to our original office space. We’ve also hired another staff member. New business opportunities have opened up with other companies that have seen what we’re capable of” says Leon Torzyn, Managing Director of Print Junction. Shane says: “When we first met the family, it was their energy that inspired us. They had to jump through a number of hoops at the start, but once that happened, we could provide them with the opportunities. The quality of work is fantastic” he says. Coles has assisted Print Junction with freight from Adelaide to Melbourne, enabling the company to continue to supply a large quantity of product. Print Junction has grown its business significantly since becoming part of the Coles supply chain.

How Supply Nation was able to help:
Coles and Print Junction first met at Supply Nation’s annual networking event, Connect. Connect provided an opportunity for Print Junction to have a tradeshow booth and highlight their products and services to prospective buyers.

Their company profile was raised when they were awarded 2012 Certified Supplier of the Year. Supply Nation Certified Indigenous Suppliers undergo a rigorous assessment process to determine their eligibility. Our corporate and government Members can search for Certified Suppliers knowing they have met the requirements and are ready and willing to become part of larger supply chains.