

SUPPLIER DIVERSITY HOW

CASE STUDY



Your Supplier Diversity Plan outlines your approach to engage with Indigenous businesses to achieve your goals. Below is a case study that shows the importance of developing a robust plan. For more details, see Chapter 7 in [Supplier Diversity How](#).

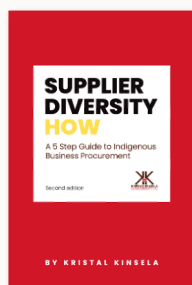
Bob Systems is a health services and pharmaceutical related company. They developed a Reflect Reconciliation Action Plan (RAP) in 2020. The RAP was the first step in Bob Systems reconciliation journey. While the RAP created a clear foundation to increase awareness, build Aboriginal relationships and create new opportunities for Aboriginal people. It didn't provide the specific detail that Bob Systems required to advance its supplier diversity efforts.

Deadly wanted a plan that complimented its RAP but focused on the specific needs of the business as it related to procurement. The plan was called an Indigenous Business Strategy.

Bob Systems engaged Kristal Kinsela Consulting to explore its supplier diversity efforts and create a supplier diversity engagement plan. The plan had four key areas of focus; these include:

- Internal buy in, increasing the awareness and capacity of all employees to understand the benefits of doing business with Indigenous businesses
- Procurement process, reviewing its procedures and simplifying the process to cut down red tape and bureaucracy
- Indigenous business capability, ways that Bob Systems could support Indigenous businesses to understand how to do business with them, and be ready for opportunities
- A commitment and target for spending with Indigenous businesses

Bob Systems plan was comprehensive and demonstrated alignment with their corporate strategy and Reconciliation Action Plan which gave it greater strength. They are currently implementing these efforts.



[Supplier Diversity How](#) by Kristal Kinsela is the first book published in Australia on Indigenous business procurement. It's based on Kristal's proven approach and is the ultimate guide for Government and Corporate buyers.

Kristal is a proud Aboriginal woman, descendant of both the Jawoyn and Wiradjuri nations. Kristal has more than 16 years' experience in education and training, organisational and workforce development and supplier diversity, working across Government, Corporate and Not-for-Profit sectors.