



You Are the Lever

“We’re not here to talk about policy or quotas. We’re here to talk about power. Your power.”

“Women-owned businesses make up over a third of businesses globally, yet receive just 1% of corporate procurement spend.”



Your Immediate Impact

1

Unrealised Potential

This room holds unrealised potential. You write specs. You shape supplier panels. You decide who gets a seat at the table.

2

Actionable Change

This talk isn't about what governments can do. It's about what you can do right now to make your supply chain more inclusive, fair, and future-ready.

Investment

seed money



Economic Growth



The Multiplier Effect of Procuring from WOBs



Economic Boost

Procuring from WOB's could boost the Australian economy by \$71–\$135 billion.



Workforce Diversity

WOBs hire more women, doubling their impact on workforce diversity.



Community Investment

They also invest more back into communities—local money stays local.

The Business Case for WOBs

33%

Higher ROI

Companies that work with WOBs see up to 33% higher ROI on procurement.

20%

Reduced Costs

Supplier diversity programs have reduced costs by up to 20%.

\$4B

AT&T Revenue

Example: AT&T generated \$4 billion in revenue from supplier diversity.

WOBs aren't a risk. They're an untapped competitive advantage.

The Reality for Women-Owned Enterprises

Capital Access

43% of Australian women-owned small businesses say access to capital is their top barrier.

Gender Bias

73% of WOB's experience gender bias in project assignments.

Exclusion from Decision-Making

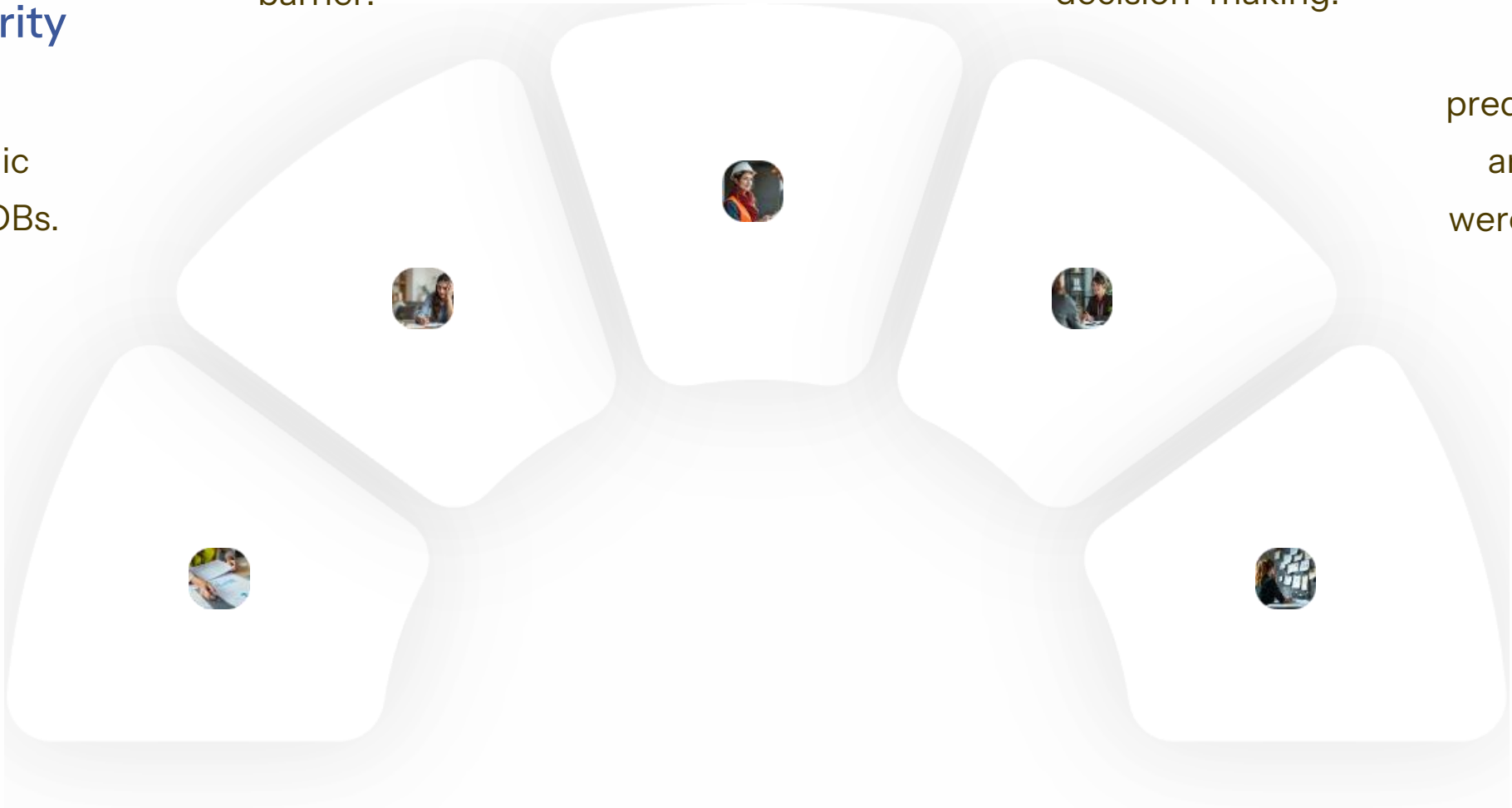
63% are excluded from decision-making.

Systemic Hurdles

WOBs face prequalification hurdles and networks they were never invited into.

Contract Disparity

Only 4.7% of public contracts go to WOBs.



Invisible Potential

“How many great women-led businesses never even made it to your radar because the system quietly shut them out?”

These aren't just stats. These are smart, capable women who are invisible in the systems we work in every day.



How you can help: Women Backing Women

This isn't about charity—it's about championing qualified, capable women who haven't been given a shot.





The Power of One Decision

No Legislation Change

You don't have to change legislation.

No Board Approval

You don't need board approval.

Partnership

All it takes is to work with ESBWA to find women-owned enterprises to add to the mix

“If you're in procurement, you are one of the most powerful allies a woman-owned business can have. Use that power.”



What You Can Do Now

Here are five high-impact actions you can take, right now:

1 Widen the net

Don't wait for WOBs to find you—seek them out.

Ask colleagues, use directories, partner with ESBWA.

2 Challenge the status quo

Ask why certain panels haven't changed in years.

Are legacy vendors crowding out new talent?

3 Score diversity intentionally

Add criteria in your tenders for inclusive business practices and WOB status. Weight it meaningfully.

4 Sponsor, don't just support

Share opportunities. Make intros. Give feedback on failed bids. One conversation can change a business.

5 Measure your impact

Track how much of your spend goes to WOBs. Set internal goals. Push for transparency.

Your Practical Guide

“We created a simple fact sheet and practical guide through ESBWA for procurement professionals. It shows you exactly how to get started, today.”





“You don’t need a new title, a new policy, or a new budget.

You just need to say: ‘Let’s give her a shot.’”

