



Indigenous Capability Statement





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Our Vision

To be Australia's leading Indigenous furniture and circular economy enterprise, creating meaningful connections between contemporary workspaces and First Nations culture while setting the standard for sustainable business practices and community impact.

About Us

Proudly Aboriginal & Torres Strait Islander-Owned

Binowee Group is a majority Aboriginal and Torres Strait Islander-owned business delivering culturally grounded, future-facing workplace solutions.

Registered with **Supply Nation**, **Kinaway**, and **NSWICC Assured**, we combine Indigenous leadership, sustainable innovation, and commercial capability to serve both corporate and government clients.

Our solutions go beyond furniture. We embed Indigenous culture, circular economy practices, and sustainability reporting into every project we deliver.

Binowee Group is proudly majority Indigenous-owned. Founder **Narelle Anderson**, a Jagera woman, holds 71% ownership, bringing cultural leadership, sustainability expertise, and deep community engagement to the business.

Bryan Rutter, Managing Director of Design Nation, which holds 29% ownership, leads Binowee Group's commercial operations, strategic growth, and national project delivery. Together, Narelle and Bryan bring a unique blend of cultural stewardship, sustainability innovation, and commercial capability to Binowee Group.

About Narelle Anderson

Narelle is a respected Indigenous business leader and sustainability pioneer. She is the Chairperson of the NSW Indigenous Chamber of Commerce (NSWICC) and holds several significant appointments, including:

- [Chairperson, NSWICC](#)
- [Founder, Envirobank Recycling](#)
- [Co Chair, Community Resources](#)

Narelle's leadership has shaped national policy and industry standards in recycling, circular economy innovation, and Indigenous economic empowerment.



Narelle Anderson

Founder and Director, 71% Indigenous Owner



Bryan Rutter

Managing Director, Design Nation (29% Owner)

Our Purpose

To empower spaces, people, and communities through authentic Indigenous-led solutions that advance reconciliation, sustainability, and economic equity.

Furniture with Purpose. Reconciliation in Action.

At Binowee Group we are don't just supply furniture, we empower organisations to transform their Reconciliation Action Plans into tangible outcomes, providing turnkey, Indigenous-led services, circular take-back programs, and transparent reporting that honour Country, build real capability, and deliver measurable reconciliation impact.



Core Capabilities

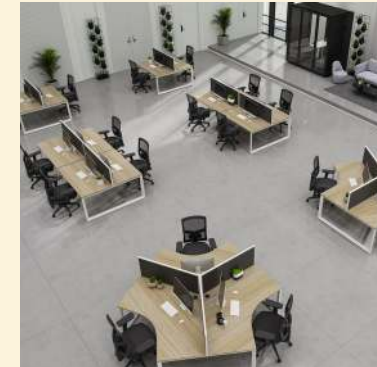
Office Furniture & Workspace Solutions

- Modern, ergonomic commercial office furniture systems
- Executive suites, collaborative zones, and custom designs
- Full-service project delivery: consult, design, install



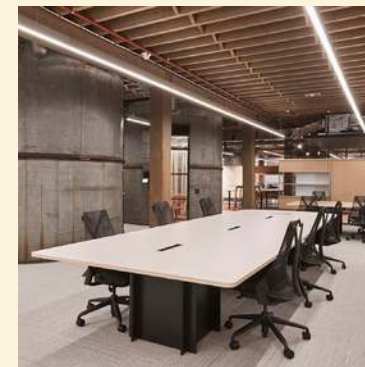
Indigenous Planter & Landscaping Systems

- Indoor/outdoor planter systems enhancing wellbeing
- Ideal for civic spaces, courtyards, and public sector environments



Circular Economy & Sustainable Services

- Lease-back, refurbish, and take-back programs
- Waste-to-resource initiatives aligned to ESG goals
- Lifecycle management that honours custodial responsibility



Our Indigenous Commitment



Cultural Awareness & Respect

- Designs informed by Country, cultural protocols, and storytelling
- Acknowledging and honouring Traditional Custodians in all projects



Indigenous Leadership & Employment

- Majority Indigenous ownership and executive leadership
- Active recruitment, mentoring, and up-skilling of Aboriginal & Torres Strait Islander talent



Capacity Building

- Supporting Indigenous entrepreneurs, suppliers, and workforce development
- Sharing procurement opportunities through our extended supply chain



Why Binowee?



Cultural Authority

Authentic integration of Indigenous knowledge, values, and art



Commercial Delivery

Proven performance: 100% on-time delivery, high quality satisfaction



Sustainability Champion

Circular solutions reducing waste, promoting environmental custodianship



Procurement Ready

IPP compliant, NSWICC Assured Supply Nation & Kinaway registered
Trusted by major government agencies



Track Record & Experience

We have successfully delivered high-impact projects across sectors including health, education, government, and commercial real estate—transforming workplaces into culturally enriched, high-functioning environments.

Governance & Accountability

- Transparent, outcomes-driven reporting
- Strong ethical governance and risk management practices
- Cultural advisory embedded in executive leadership



Our Role in Reconciliation

Binowee Group is actively contributing to reconciliation by bridging cultural understanding and closing the gap through economic empowerment, cultural representation, and place-based outcomes.

Certifications

- Supply Nation Registered
- Indigenous Business Direct
- Kinaway Member
- NSWICC Assured
- Verified Majority Aboriginal & Torres Strait Islander Ownership



Envirobank

Our Recycling Partner

100% Clean Recycling is the future. Let's make it happen together.

As a proudly Indigenous-owned recycling business operating in various state container deposit schemes, and a member of **Kinaway**, **Supply Nation** and the **NSW Indigenous Chamber of Commerce**, we believe it's everyone's responsibility to care for Country.

By encouraging Australians to participate in the circular economy through bottle and can recycling, we're helping create a more sustainable future.

Our smart tech makes it easy to keep 10¢ refundable containers out of landfill so they can be reused again and again.

Envirobank is a proud recycling partner of Binowee Group.



Binowee Group acknowledges the Traditional Owners of the lands on which we operate and pay our respects to Elders past, present, and emerging. We are committed to economic reconciliation through authentic Indigenous business partnerships.

Contact Us

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