



CASE STUDY

# Nallawilli Office Wares

## About Nallawilli Office Wares.

Meaning to “sit down and listen to one another” in the Darug Nations language, Nallawilli’s story is rooted in the thousands of generations of cultures who have walked to and sat down around a fire – long before the invention of tables and offices – to share stories.

And there is no stronger advocate for this community spirit than Roderick McLeod, a descendant from the Yatemetung and Ngarrindjeri Nations and the founder and chairman of Nallawilli. Roderick’s business nous is matched only by his breadth of offering, having built up his Nallawilli Office Wares operation to such an extent that he is now able to penetrate a range of new markets, in particular audio-visual, video and integrated communications with Nallawilli Technology. Roderick also oversees the Nallawilli Foundation and Nallawilli Well-Being.

But it’s Nallawilli Office Wares (NOW) that has become a beacon of success to other First Nation businesses. Since its establishment in 2009, NOW has lived by a series of mission statements, not least of which is to: “Embrace our responsibility to improve the quality of life and deliver real outcomes for First Nation communities, through the use of communication technology and educational services to help close the gap.”

NOW’s product range has grown steadily over the years, but the focus has always remained on a community spirit and responsibility to the country – in particular, helping Australian businesses reduce their contribution to landfill and waste with recycled products. Nallawilli’s range now includes everything from their hugely popular recycled paper to notebooks, envelopes, pens, manila folders, correction tape, tissues, sticky notes and more.

## Partnering with Winc.

Nallawilli’s journey with Winc began back in 2010 when Roderick partnered with what was then known as Corporate Express. Starting with a range of just five products, within 12 months that offering had exploded to 24 products.

In the years since, Roderick has curated the Nallawilli Office Wares range but recognises that the key seller is his recycled paper.

Since partnering with Winc, NOW’s paper is manufactured through Australian Paper, a recognised environmental advocate that sources all its paper from trees grown in Victorian forestry. The manufacturer is extremely eco-conscious and only uses trees within a specific ‘mileage’ of its mill, ensuring minimal CO2 output to manufacture the paper.

For Winc, the partnership with Nallawilli was initially a natural fit and has since evolved into a symbiotic relationship. Winc recognises that it’s essential that customers have access to First Nation suppliers in their range, and as a one-stop shop they are able to provide exactly that.

And it is precisely that full-service offering that allows the Nallawilli range to flourish. As part of the agreement with NOW, Winc manages all the logistics, warehousing and distribution of products – so Roderick can focus on what’s most important for his business.



### Challenge

To deliver one of the first Indigenous stationery businesses’ products nation-wide, while also managing logistics, supply chain, procurement of goods, manufacturing, warehousing, invoicing and more.

### Solution

Partnering with Winc opened up Nallawilli’s channels to nationally distribute a range of high-quality First Nation products, including 100% Australian recycled paper.

### Results

Australia-wide reach, as well as year-on-year growth of 34% (2017–18) and 46% (2016–17).

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## Shared values between Nallawilli and Winc.

Foundational values are a driving factor behind Nallawilli's operations. But what makes this partnership so strong is that Winc shares those same values. This has led to a constantly evolving, symbiotic relationship between the businesses and Winc itself.

- Leadership: "To recognise our strengths and weaknesses, and strive for continuous improvement."
- Integrity: "We do what is right, and we are accountable to fulfil all commitments we make."
- Respect: "We embrace our business relationships with dignity, fairness and trust."
- Sustainability: "We prioritise health, safety and longevity, with a responsibility to support our country."

There is also the ethical factor. Roderick is particularly invested in conducting business to the highest possible ethical standards. By partnering with Winc, he is able to ensure his products are being sourced and created in safe facilities by workers who are treated well and paid fair wages.

## Future prospects for Nallawilli Office Wares.

Embedding his corporate social responsibility (CSR) initiatives into his core business objectives means Roderick is able to position Nallawilli as a sincere and trustworthy brand – one that is attractive to both customers and other businesses.

This is yet another reason why the Winc–Nallawilli partnership is such an ideal fit, and why Roderick plans to continue working with Winc as they reach the 10-year mark and beyond.

In addition to further expanding the NOW product line and continuing to provide cultural awareness and understanding through his products, Roderick is keen to invest in the long-term future of other Nallawilli divisions.

Through the Nallawilli Foundation, an IT capacity-building project to educate and improve remote communities in Australia, Roderick will devote himself to projects and programs designed to uplift communities, and to strengthen their capability and capacity.

In all things Nallawilli, there is – and will continue to be – a community spirit as the driving force.

*Artist: Murrajuaie (Murray Belford) Pitta Pitta Nation*

*Murrajuaie has a dramatic contemporary style, painting artworks from story's that have been passed onto by his family.*



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