Government of **Western Australia**
Department of **Treasury and Finance**

# Aboriginal Procurement Policy

Performance Report 2025

**Case Study**

## Contracting with the right people for community

### Aboriginal business supports business growth, employment and education

An Aboriginal-owned business in the Fitzroy Valley is generating wealth and employment opportunities for Aboriginal people and increasing school attendance for local children.

Plum Oak Pty Ltd, trading as Fitzroy Crossing School Buses, is a business partnership between Bardi man Azman Bin Omar and brothers Paul and Mark O'Keeffe.

Azman ran a successful mechanic's business in Fitzroy when he met Paul and Mark while servicing their buses and taxis. In 2007, the three decided to go into business together, with Azman holding a 50 per cent share of the company. The business partnership has grown into a strong friendship between their families, who enjoy camping trips together.



## Social value and community benefits

In the Fitzroy Valley, Plum Oak employs up to 40 people during the busy dry season, with more than 70 per cent of their workforce being local Aboriginal people. The company employs school bus drivers, charter bus drivers, 4WD drivers and mechanics.

Most of the school bus drivers employed are local Elders. This has the benefit of providing long-term employment for Elders and plays an important role in encouraging children to attend school.

"The Elders keep the kids in line. They have local knowledge and respect in the community." Azman said.

Plum Oak also supports young Aboriginal mechanics. Two apprentices have successfully secured jobs in mining, and a female Aboriginal apprentice mechanic is currently achieving great results in her role.

# Success of Aboriginal Procurement Policy

The Aboriginal Procurement Policy (Policy) encourages government agencies to work with Aboriginal businesses to boost skills, employment and economic growth in Aboriginal communities. To generate this growth, the Policy encourages agencies to contract with Aboriginal suppliers by way of procurement targets and the Western Australian Procurement Rules provide a procurement pathway for agencies to directly engage Aboriginal suppliers.

Since the Policy commenced in 2018, Plum Oak has secured over $5 million in contracts with the WA Government's Public Transport Authority to provide school bus services in the Kimberley. The company has also secured $10 million in contracts for school bus services across other parts of Western Australia.

**Scan the QR code to learn more about Fitzroy Crossing Buses**

# A model for growth

Plum Oak's success shows how Aboriginal businesses can create lasting benefits for their communities. By providing jobs, supporting education and building strong partnerships, the company is driving sustainable growth and social value in the Fitzroy Valley and beyond.

