

The most prominent Indigenous employment specialist in Australia

Joanne Pellew



The founder of several private enterprises now operating at a national level. Started from scratch to assist the government in closing the Indigenous unemployment gap—all entities have been self-funded without the aid of government funding to date by utilising Joanne's commercial skills to win competitive labour hire contracts.

OCHRE PEOPLE

Over 1,700 Indigenous people employed over last 8 and a half years.

iWORK JOBSITE

Australia's number one Indigenous jobs board. Online market place for employers who need to fill their roles with Indigenous people to a highly engaged and eager Indigenous jobseeker market. Over 187,000 visitors since last year. As of August 2018, iWork has over 37,000 active users. A particular job can have a reach of 300,000 Indigenous jobseekers. iWork uses unique technology driving the system, designed by Joanne to be inclusive of regional and remote Indigenous people without data, smart phones or computer access anywhere across Australia.

Joanne's audience – over 9000 LinkedIn followers, 9,500 email subscribers, Over 20,000 highly engaged Indigenous people across Ochre and iWork social media platforms. Joanne is appearing across several Indigenous and mainstream media platforms on a regular basis advocating the Indigenous employment and business space.

Joanne is now being invited to roundtable discussions by serving Ministers to provide input into Indigenous business and employment policies.

A SNAPSHOT OF PREVIOUS AND CURRENT CLIENTS

OCHRE

- FMG
- RCR Tomlinson
- Glad Group
- Ferguson Group
- ATO
- GE Corporate
- BAE Systems
- Cushman and Wakefield
- Telstra
- Water Corp

IWORK

- Chevron
- Wilson Security
- MSS Security
- Monadelphous
- Choice One
- Community Services Group
- Duratec
- Pindari
- Arnhem Land Progress
- WA State Govt currently changing policy to utilise iWork for advertising roles and to collect data to form future relevant policies.