

REFLECT RECONCILIATION ACTION PLAN

NOV 2021 – NOV 2022

ACKNOWLEDGEMENT OF COUNTRY

The team at Ethical Brand Co acknowledge the traditional custodians of the beautiful land we have the honour of working, living and playing on – the Gubbi Gubbi Nation.

We acknowledge their loss of life, land & livelihood; the displacement of children, family & community; the fragmentation of identity & history. We are proud supporters of Reconciliation Australia and the work they do to educate the community and strengthen the relationships between Aboriginal & Torres Strait Islander people and non-Indigenous Australians.

ETHICAL
BRAND^{Co}





OUR BUSINESS

The core business of Ethical Brand Co is to provide market leading, professional quality hair care products that help enhance the lives of everyday people.

Our business currently employs twenty-three staff who work from our two office/warehouse locations on the Sunshine Coast, Queensland, Australia.

We do not currently employ any Aboriginal and Torres Strait Islander staff however if a new position becomes available, we will absolutely consider this with equal opportunity as we are committed to growing and supporting our diverse workforce.

The bulk of our company's geographic reach is conducted on a national level however we do supply product internationally on a small scale.

We supply our professional quality products to wholesale and retail customers throughout Australia and New Zealand. Our international reach is rapidly expanding as awareness around quality products and selfcare practices are becoming more important to everyday people.

OUR RECONCILIATION ACTION PLAN

Ethical Brand Co has initiated our reconciliation journey as we feel for Australia to move forward together as one nation, each person needs to make commitments for reconciliation between Aboriginal and Torres Strait Islander and non-Indigenous Australians. We feel that as an Australian owned company, we can support the reconciliation movement by using our platforms to help share awareness, acknowledgement, support, and education. We believe that by creating a Reconciliation Action Plan (RAP) we will continue to foster inclusive relationships and environments within our community.

Ethical Brand Co commenced implementation of our RAP by providing information, resources, and allocated time for our staff to engage and commit to being involved. We communicate with our team members in different forms including verbal, written and hands on participation opportunities.

We have selected to implement a Reflect RAP within our company as it supports our vision for the initial steps of our Reconciliation Journey. The owners of Ethical Brand Co, Julia and Luke Charters, are committed to the delivery of our Reflect RAP allowing our team to spend time scoping and developing relationships with Aboriginal and Torres Strait Islander stakeholders and to help produce future RAPs that are meaningful, mutually beneficial and sustainable.

We have nominated Annmarie Van Oirschot, our Head of Culture as the RAP Champion, and the RAP Working Group (RWG) includes Hayley Austin our Sales and Marketing Coordinator. We endeavor to grow our RWG to be inclusive of further team members and to establish Aboriginal and Torres Strait Islander representation.

Ethical Brand Co's reconciliation journey has developed with our business as our team has diversified to include staff from different generations who all share common interest in reconciliation. This has included our company supporting non-for-profit organisations where possible and engaging in diverse and inclusive marketing campaigns.

OUR PARTNERSHIPS/CURRENT ACTIVITIES

Our company is currently working on connecting with local Aboriginal and Torres Strait Islander businesses via Supply Nation directory and our staff member's personal contacts within our community.

Ethical Brand Co has recently incorporated an Acknowledgement of Country that is shared each time we gather as a team. We have also conducted an activity that involved input from all staff to share ideas and discussions on how they would like to further commit to reconciliation as individuals and within our workplace.



Our team participated in a cultural awareness experience in August 2021 which has broadened our engagement locally and opened communication channels with Aboriginal and Torres Strait Islander peoples.





RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations	<ul style="list-style-type: none"> Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence. 	15/11/2021	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations. 	15/11/2021	Sales & Marketing Coordinator
2. Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff. 	15/05/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> RAP Working Group members to participate in an external NRW event. 	27/05/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW. 	15/05/2022	Head of Culture
3. Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> Communicate our commitment to reconciliation to all staff. 	01/12/2021	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Identify external stakeholders that our organisation can engage with on our reconciliation journey. 	01/02/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey. 	01/02/2022	Sales & Marketing Coordinator
4. Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none"> Research best practice and policies in areas of race relations and anti-discrimination. 	01/12/2021	Head of Culture
	<ul style="list-style-type: none"> Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs. 	01/12/2021	Head of Culture



RESPECT

Action	Deliverable	Timeline	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and rights through cultural learning.	<ul style="list-style-type: none"> Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and rights within our organisation. 	01/02/2022	Head of Culture
	<ul style="list-style-type: none"> Conduct a review of cultural learning needs within our organisation. 	01/02/2022	Head of Culture
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none"> Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area. 	01/12/2021	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. 	15/11/2021	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Our company is currently exploring the option of including the Traditional Landowners into the address lines of the labels on our product shipments. 	15/11/2021	Sales & Marketing Coordinator
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> Raise awareness and share information amongst our staff about the meaning of NAIDOC Week. 	01/06/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Introduce our staff to NAIDOC Week by promoting external events in our local area. 	27/06/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> RAP Working Group to participate in an external NAIDOC Week event. 	04/07/2022	Head of Culture



OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention, and professional development.	<ul style="list-style-type: none">Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	01/02/2022	Head of Culture
	<ul style="list-style-type: none">Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	01/02/2022	Head of Culture
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	<ul style="list-style-type: none">Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	01/02/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none">Investigate Supply Nation membership.	01/12/2021	Sales & Marketing Coordinator



GOVERNANCE

Action	Deliverable	Timeline	Responsibility
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	<ul style="list-style-type: none"> Maintain a RWG to govern RAP implementation. 	01/09/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Draft a Terms reference for the RWG. 	01/12/2021	Head of Culture
	<ul style="list-style-type: none"> Establish Aboriginal and Torres Strait Islander representation on the RWG. 	01/09/2022	Sales & Marketing Coordinator
11. Provide appropriate support for effective implementation of RAP commitments.	<ul style="list-style-type: none"> Review resource needs for RAP implementation. 	01/09/2022	Sales & Marketing Coordinator
	<ul style="list-style-type: none"> Engage senior leaders in the delivery of RAP commitments. 	15/11/2021	Head of Culture
	<ul style="list-style-type: none"> Define appropriate systems and capability to track, measure and report on RAP commitments. 	01/02/2022	Sales & Marketing Coordinator
12. Build accountability and transparency through reporting RAP achievements, challenges, and learnings both internally and externally.	<ul style="list-style-type: none"> Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia. 	01/09/2022	Sales & Marketing Coordinator
13. Continue our reconciliation journey by developing our next RAP.	<ul style="list-style-type: none"> Register via Reconciliation Australia's website to begin developing our next RAP. 	01/09/2022	Sales & Marketing Coordinator

For further information about our RAP please contact:

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