



ETHICAL™
BRAND^{co}



REFLECT
RECONCILIATION
ACTION PLAN
MAY 2023 – MAY 2024



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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 Kabi Kabi 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 Peoples and Non-Indigenous Australians.



Statement from CEO of Reconciliation Australia

Reconciliation Australia congratulates Ethical Brand Co on continuing its reconciliation journey by formally endorsing Ethical Brand Co's second Reflect Reconciliation Action Plan (RAP).

Through this plan, Ethical Brand Co continues to play an important role in a network of more than 2,200 corporate, government, and not-for-profit organisations that have made a formal commitment to reconciliation through the RAP program.

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement. The program's potential for impact is greater than ever, with close to 3 million people now working or studying in an organisation with a RAP.

The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously develop and strengthen reconciliation commitments in new ways. This Reflect RAP continues the journey and primes the workplace for future RAPs and reconciliation initiatives.

The RAP program's strength is its framework of relationships, respect, and opportunities, allowing an organisation to strategically set its reconciliation commitments in line with its own business objectives, for the most effective outcomes.

These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance.

It is critical to not only uphold all five dimensions of reconciliation, but also to increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables Ethical Brand Co to deepen its understanding of its sphere of influence and the unique contribution it can make to lead progress across the five dimensions. Getting these steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Ethical Brand Co on your second Reflect RAP, and I look forward to following your continuing reconciliation journey.

Karen Mundine
Chief Executive Officer
Reconciliation Australia



A Message From The Owners

We are very pleased to be launching our second Reflect Reconciliation Action Plan (RAP) for Ethical Brand Co. We learnt so much as a business from completing our first RAP in 2021 and we are very excited to bring our second RAP to fruition and continue to learn.

We are so proud to have grown and run our business on the amazing Sunshine Coast for the past 16 years and are eternally grateful to the Traditional Owners of the land on which our business is placed, the Kabi Kabi Peoples.

We firmly believe that to move forward as one nation, we all need to continue to work on reconciliation. And we feel that as an Australian company, we can support the reconciliation movement by using our reach to help share awareness and encourage others to become engaged and embrace reconciliation.

We are very lucky to have two incredible team members at Ethical Brand Co that are passionate about reconciliation and have been integral in creating and managing our first RAP. During the past year, Annie and Hayley have organised many inspiring events, team activities and guest speakers from First Nations Communities to teach our team about why reconciliation is so important. We have all learnt so much and been moved and inspired by local Elders and we'd like to make special thanks to these two amazing women guiding our team.

As the owners of Ethical Brand Co, we will continue to empower our team and our customers to work towards achieving reconciliation and know that each positive action we make in our business, has a ripple effect that will be felt within our community.

Together as one,

Julia & Luke Charters





Our Artwork By Dr. Hope O'Chin

Since launching our first REFLECT RAP in late 2021, the Ethical Brand Co RAP Working Group have been committed to creating and nurturing relationships within our local First Nations community. Through attending many events, we have established one particularly special relationship with our dear friend, mentor, and inspiration **Dr Hope O'Chin – Kabi Kabi Elder.**

We first met Aunty Hope at a National Reconciliation Week launch event hosted at Tribal Link located on Jinibara Country, where her amazing artwork is proudly on exhibition. We met Aunty Hope and listened in awe as she shared her personal stories of her life and the meaning behind each of the artworks. Since this first connection, our friendship has continued to strengthen with many meaningful conversations shared about important issues for First Nations People, and how we can work together to achieve our mission of moving forward together as one.



Aunty Hope is an educator and artist, who has worked in education since the 1980's and as a professional artist since 1993. She has created and presented artworks for forty-two exhibitions across local, national, and international venues and forums. Born into the dormitory systems on the Aboriginal Settlement of Cherbourg, Hope has dedicated her life to education and art. During her career as a Senior Executive in Queensland Education, Hope was responsible for curriculum, staffing and resourcing to 250 state schools in the Peninsular region, and was a consultant to the Director-General, Education Queensland, and Minister for Education. Dr Hope O'Chin is a kind, compassionate and inspirational leader and shares her philosophy for life with everyone she meets ***"always live your life with love, all aspects of love"***.

We are truly honored to have our friendship with Aunty Hope and thank her for the unwavering support and guidance along our Reconciliation journey. We look forward to many more cups of tea and laughs shared.



Moving Forward Together

Acrylic painting on canvas



Driven from her passion for supporting businesses and individuals working towards Reconciliation, Aunty Hope kindly created a Commissioned Artwork that is proudly displayed in the Ethical Brand Co head office. This special artwork "**Moving Forward Together**" uniquely portrays a First Nations perspective of the ethical practices undertaken by Ethical Brand Co, situated in a sea landscape within Coolum/Kabi-Kabi Country. This artwork is painted in traditional and contemporary styles and art methodology and features a beautiful Kabi-Kabi woman wearing her traditional ochre.

All funds generated from commissioned artworks created by Hope O'Chin are donated to the Hope Dreaming Indigenous Corporation for the Revival, and Future Prosperity of First Nations peoples in the preservation and sustainability of their culture, heritage, language, lore, law, governance, economic, social, spiritual, intellectual and physical self.



Our Business & Our Mission

Ethical Brand Co is the home of EverEscents Organic Hair Care, Clever Curl, Eco Style Project, and Noosa Naturals. Our vision is to produce organic, Australian, ethical, trustworthy products using only eco-conscious manufacturing processes.

For more than 16 years we have provided market leading, professional quality hair care products which aim to enhance the lives of everyday people whilst respecting our environment in all that we do.

Ethical Brand Co's Flagship Brand EverEscents Organic Hair Care has been Australia's leading Organic Hair Care brand for over 16 years, supplying our professional quality products to wholesale and retail customers throughout Australia and New Zealand. Within that time, Ethical Brand Co's suite of brands has expanded to include Clever Curl, Eco Style Project, and Noosa Naturals. Australian Made, Vegan Friendly and Cruelty Free hair and skin care products, to suit the needs of all peoples, cultures, and communities.

Based on beautiful Kabi Kabi Country on the Sunshine Coast, QLD, our business currently employs twenty-five staff who work from our two office/warehouse locations. Currently our organisation has no known staff that identify as Aboriginal and/or Torres Strait Islander people. While the number of Aboriginal and Torres Strait Islander staff is currently not known, we will work within this RAP to determine culturally appropriate ways to understand this.

Ethical Brand Co proudly operates in alignment with our core beliefs:

Providing the ultimate customer service experience

Respecting the environment in all that we do

Creating an inclusive, accepting, and diverse company culture

Encouraging everyday people to embrace their natural beauty, without fear of judgement

Provide education and transparency regarding our ingredients and manufacturing processes

Promoting the importance of choosing locally and ethically produced products with natural, organic, and low tox ingredients.

Ethical Brand Co are committed to recognising, respecting and celebrating the rich cultural histories of First Nations peoples and traditional land on which we operate, Kabi Kabi Country. This includes equal employment opportunities, inclusive product offerings and diverse cultural representation across all our branding and marketing. Through meaningful relationships and community partnerships, we as a collective team, pledge to work towards reconciliation through well considered tangible steps as outlined in our RAP.



Our Reconciliation Action Plan

Ethical Brand Co has continued our commitment towards reconciliation as we feel for Australia to move forward together as a united nation, each of us needs to take action to heal, understand and foster positive relationships between First Nations People and Non-Indigenous Australians. We feel that as an Australian owned company we can work alongside First Nations peoples to support the reconciliation movement. We believe that by creating a Reconciliation Action Plan (RAP) we will continue to maintain inclusive relationships and environments within our community and are committed to using our platforms to spread awareness, acknowledgement, support, and education.

In 2021 we commenced implementation of our first REFLECT RAP, when our RAP Working Group (RWG) started exploring opportunities for our team to be involved in important First Nations events and introducing best practices in our day-to-day operations. We proudly acknowledge the Traditional Owners of the land on which Ethical Brand Co now stands by displaying a plaque in our Head Office gifted to us by the Muckan Family. Our RWG have represented Ethical Brand Co by attending monthly networking events and other significant ceremonies and forums in support of our First Nations community, in affiliation with the First Nations Partnership Team from the Sunshine Coast Council.

We continue our REFLECT RAP journey as it supports our commitment to further our knowledge on how we can best support our First Nations community by outlining practical actions to guide us. This includes continuing to explore our sphere of influence, developing relationships with First Nations stakeholders and building upon the foundations established in our first RAP. One of the challenges we faced in our initial REFLECT RAP was establishing First Nations representation in our RWG, which has led us to developing a second REFLECT RAP. We feel it is the best approach for us to take a further 12 months focusing on the fundamental aspects of our reconciliation journey such as building these relationships.

We are committed to following the practical actions outlined in the Respect, Relationships, Opportunities and Governance areas of our Reconciliation Action Plan. We set out to continue to improve the practices within our business and community through completing the deliverables. We plan to review the progress and effectiveness of our RAP quarterly within our team and aim to continue to engage with stakeholders from our First Nations community for advice and guidance following each review period. As our RWG includes a senior member from each department, we will ensure that all deliverables we have committed to, are actioned across our organisation.

Ethical Brand Co looks forward to continuing our reconciliation journey.



Our Journey – A Timeline

June 2021

Started drafting RAP

August 2021

EBC team building Cultural Cruise with Saltwater Eco Tours hosted by Elder Aunty Bridgette Chili

October 2021

Visit to HQ from Elder Aunty Bridgette Chili & yarn about reconciliation

November 2021

First REFLECT RAP endorsed

May 2022

- National Sorry Day RWG shared information about NSD & National Reconciliation Week
- RWG attended NRW launch event at Tribal Link
- Launch ILF to EBC team as new NN charity

March 2022

- Close The Gap Day viewing and discussion of 4Corners episode Heart Failure
- Harmony Day celebrations

July 2022

- RWG attend NAIDOC week Flag raising event
- Mack Muckan come to HQ for yarn and chat about RAP

June 2022

- Team member and family attend walk on country with Uncle Tais
- Our Management Team attended a dinner celebrating Native Australian ingredients hosted by Kabi Kabi Elder Tais Les who passed on stories and knowledge about the local area, bush tucker traditions and indigenous culture

August 2022

- RWG attend First Nations Forum

November 2022

RWG obtain commissioned artwork from Aunty Hope for use on RAP & to display in office

October 2022

- RWG attend First Nations Supplier Day
- Partnered with Kykoe Headbands as a new stockist

September 2022

EBC team celebrate Indigenous Literacy Day and host Uncle Tais & Mack Muckan for a chat about connection to country and language. Present Uncle Tais and Mack with Wunya plaque

Our RAP Working Group



Annie Van Oirschot

RAP CHAMPION

Operations Manager and Head of Culture

As the Head of Culture here at Ethical Brand Co, it is an integral part of my role to ensure that our workplace upholds our core values of equality, respect and inclusiveness. It has been an honour to be involved in all aspects of our reconciliation journey so far and feeling the incredible impact that our commitment to creating a Reconciliation Action Plan has had on both our team and our community.

I share the passion of my fellow RWG members towards the importance of learning about, acknowledging and honouring the rich cultural histories of First Nations peoples and making real changes towards our mission of moving forward together as one. Our approach to implementing the deliverables set out in our RAP, has been and will continue to be, to do it with love, understanding, genuine interest and care which has been overwhelmingly returned to us by all we have shared this journey with so far in our First Nations community.

As a small Australian owned business, I am proud of what we have already achieved and look forward to continuing this great work alongside Reconciliation Australia and our Local First Nations community.




Hayley Austin

Marketing Coordinator

Culture and language have always been a huge interest and passion of mine. For as long as I can remember I have always had a curiosity for anything that seemed unique or deemed 'taboo' to talk about. It is only in the recent years as I began my career with Ethical Brand Co where these sparks of passion have really thrived. The gap in school education where histories are only taught of commandeering, invasion and slavery have driven me to want to learn the truth and not only educate myself, but those around me. First Nations communities have been victims of inequality and it is time to bridge this gap.

When we first formulated our REFLECT RAP for Ethical Brand Co, the urge to bring light to common issues in the community only got brighter. Our team are incredibly eager to learn which encouraged us to push further. Through community and council connections, we have formed relationships to cherish for life. We must work towards reconciliation by acknowledging and understanding so that First Nations peoples and communities can heal.



I am so proud to be part of a team that encourages change and is actively working to bridge the gap. We are so lucky to live amongst the oldest generation known to man and should do more to invest our time in learning from them. As Gandhi once said, "You must be the change you wish to see in this world".



Alexis Johns
Marketing Manager

A descendant of the Palawa peoples of Northwest Tasmania, I have always been passionate about the importance of truthful education and sharing of knowledge, so that we may teach our children and the generations to follow of the rich, true history of our ancient nation.

To me, reconciliation is the first and most important step towards healing. By acknowledging and recognising the pain of the past, we may take meaningful steps toward true reconciliation and move forward together as one.

I am proud to join the Ethical Brand Co RWG and look forward to working together within our community and beyond to take real steps towards closing the gap.

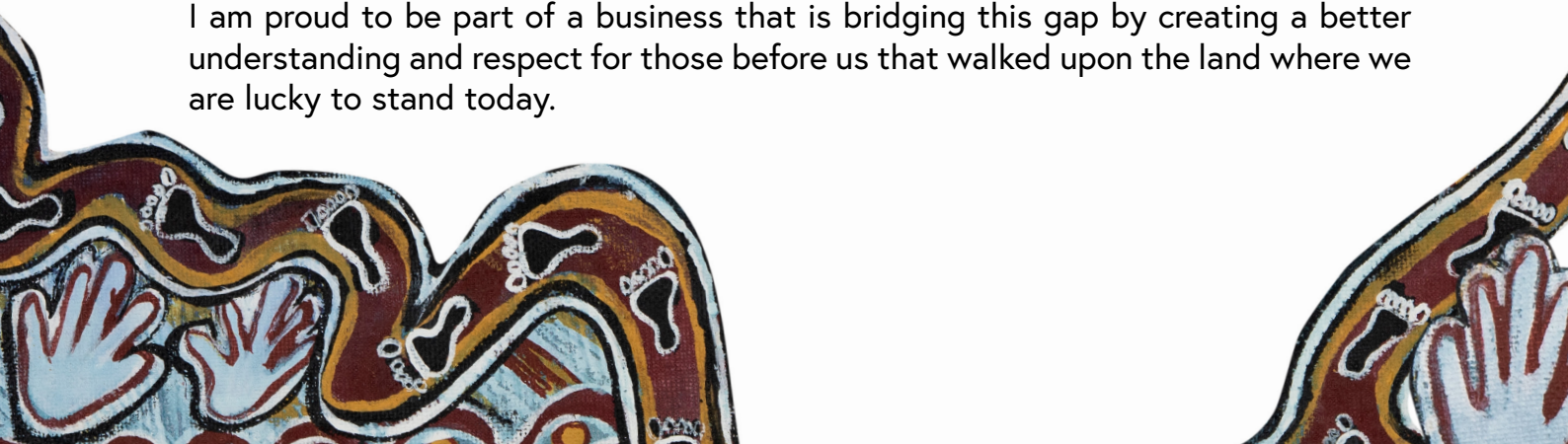


Wade Kelly
Warehouse Manager

Many Aboriginal and Torres Strait Islander Peoples experience vast differences in health, education, employment, and standards of living compared to their non-Indigenous counterparts. Understanding these inequalities is the first step to reconciling the differences between us.

As a Non-Indigenous person, I recognise I have had better opportunities than most at good education, support, and acceptance within the community. These are all attributes we all take for granted and recognising these differences is the first step to reconciliation. This is something I am enthusiastic about imparting within the younger generation in the community, particularly my two girls.

I am proud to be part of a business that is bridging this gap by creating a better understanding and respect for those before us that walked upon the land where we are lucky to stand today.



Our Partnerships and Initiatives

Ethical Brand Co is committed to continuing to build connections and partnerships with First Nations businesses as part of our reconciliation journey.

Since implementing our first RAP in 2021, we have incorporated an Acknowledgement of Country that is shared each time we gather as a team.

In 2022 we have proudly displayed in our head office, a plaque of acknowledgment kindly gifted to us by the Muckan Family of the Undumbi Tribe. This plaque symbolizes our respect for the Traditional Custodians of the land and reinforces our commitment to honoring the importance of First Nations Peoples and their connection to country.



Indigenous Literacy Foundation

Through our skin care brand Noosa Naturals, Ethical Brand Co supports the Indigenous Literacy Foundation by donating 10 cents from each product sold. Indigenous Literacy Foundation (ILF) is a not-for-profit charity which respects the unique place of Australia's First Peoples and draws on the expertise of the Australian book industry.

Literacy provides a fundamental step of building context, comprehension and understanding, whether it is written, visual or auditory. For kids who miss that foundational step in their literacy journey, it has a lifelong impact.

We support ILF's purpose to invest in Aboriginal and Torres Strait Islander remote communities to provide the tools and resources they request to shape the direction of their children's literacy future.

On Indigenous Literacy Day, 7th September 2022, our team gathered to learn about and celebrate the rich cultures and languages of Australia's First Nations Peoples. As a team, we watched and discussed the ILF produced short film featuring children in remote communities of Milikapiti and Jikminggan in the Northern Territory sharing their language and culture.

This snapshot of life in remote Australia and the richness and diversity of First Nations Peoples' stories, cultures and languages ignited passionate discussion amongst our team, many of whom had not previously had the opportunity to be exposed to Indigenous languages.

On this day, we were lucky to be joined by Kabi Kabi Elder Tias Les and his son Mack Muckan who watched the film with us and continued the yarn with

our team, sharing more about Traditional Kabi Kabi Language and their personal stories with us. Several members of our team were emotionally moved as Uncle Tais and Mack shared with us the story of tracing their ancestral history and connection to country.

KYKOE Designs



In 2022 Ethical Brand Co is proud to have partnered with First Nations business KYKOE, to bring beautifully handmade Indigenous accessories to our customers.

Sharing culture through accessories, KYKOE offers an alternative and fashionable avenue for displaying cultural pride with everyday pieces, showcasing the beautiful artworks of Aboriginal and Torres Strait Islander creatives.

KYKOE is a small business run solely by proud Saisarem, Butchulla, Barada Barna and Cingalese woman, Tishara Garrett. Each design is cut, sewn and packaged by Tishara from her home located within the Bundjalung Nation on the Country of the Yugambeh speaking people, Gold Coast, QLD.

Ethical Brand Co is proud to support Tishara and her business by offering KYKOE headbands for sale to our retail customers through our online store and in the shopfront of our Coolum Beach Headquarters.





Relationships

| Action | Deliverable | Timeline | Responsibility |
|--|--|----------------|-----------------------|
| 1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations. | • Continue to identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence. | July 2023 | Marketing Coordinator |
| | • Continue researching and implementing best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations. | June 2023 | Marketing Coordinator |
| 2. Build relationships through celebrating National Reconciliation Week (NRW). | • Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff. | May 2023 | Warehouse Manager |
| | • RAP Working Group members to participate in an external NRW event. | May, June 2023 | Head of Cultrue |
| | • Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW. | May, June 2023 | Head of Culture |
| 3. Promote reconciliation through our sphere of influence. | • Continue communicating our commitment to reconciliation to all staff. | June 2023 | Marketing Coordinator |
| | • Identify and continue working with external stakeholders that our organisation can engage with on our reconciliation journey. | June 2023 | Marketing Manager |
| | • Identify and continue working with RAP organisations in the RAP network and/or other like-minded organisations that we could approach to collaborate with on our reconciliation journey. | July 2023 | Marketing Manager |
| 4. Promote positive race relations through anti-discrimination strategies. | • Continue researching and implementing best practice and policies in areas of race relations and anti-discrimination. | July 2023 | Director |
| | • Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs. | August 2023 | Director |





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. | October 2023 | Lead: Head of Culture Support: Marketing Coordinator |
| | <ul style="list-style-type: none"> Conduct a review of cultural learning needs within our organisation. | August 2023 | Head of Culture |
| 6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols. | <ul style="list-style-type: none"> Continue to develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area. | August 2023 | Marketing Coordinator |
| | <ul style="list-style-type: none"> Continue working to increase our team's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. | September 2023 | Warehouse Manager |
| 7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week. | <ul style="list-style-type: none"> Continue raising awareness and sharing information amongst our staff about the meaning of NAIDOC Week. | June 2023 | Marketing Manager |
| | <ul style="list-style-type: none"> Encourage our staff to be involved with NAIDOC Week by promoting external events in our local area. | June 2023 | Marketing Manager |
| | <ul style="list-style-type: none"> RAP Working Group to participate in an external NAIDOC Week event. | July 2023 | 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. | November 2023 | Lead: Director Support: Head of Culture |
| | <ul style="list-style-type: none"> Continue building our understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities. | November 2023 | Lead: Director Support: 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. | November 2023 | Lead: Marketing Coordinator Support: Head of Culture |
| | <ul style="list-style-type: none"> Investigate new ways to support Aboriginal and Torres Strait Islander business owners Identify room for growth with existing Aboriginal and Torres Strait Islander suppliers. | December 2023 | 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. | June 2023 | Marketing Coordinator |
| | <ul style="list-style-type: none"> Draft a Terms reference for the RWG. | June 2023 | Lead: Marketing Coordinator Support: Head of Culture |
| | <ul style="list-style-type: none"> Establish Aboriginal and Torres Strait Islander representation on the RWG. | August 2023 | Lead: Marketing Coordinator Support: Head of Culture |
| 11. Provide appropriate support for effective implementation of RAP commitments. | <ul style="list-style-type: none"> Review resource needs for RAP implementation. | June 2023 | Marketing Coordinator |
| | <ul style="list-style-type: none"> Engage senior leaders in the delivery of RAP commitments. | May 2023 | Head of Culture |
| | <ul style="list-style-type: none"> Define appropriate systems and capability to track, measure and report on RAP commitments. | August 2023 | Lead: Marketing Coordinator Support: Head of Culture |
| 12. Build accountability and transparency through reporting RAP achievements, challenges, and learnings both internally and externally. | <ul style="list-style-type: none"> Contact Reconciliation Australia to ensure that our primary and secondary contacts are up-to-date to ensure we are receiving important correspondence. | June 2023 | Head of Culture |
| | <ul style="list-style-type: none"> Follow up with Reconciliation Australia if we have not yet received our unique reporting link to participate in the RAP Impact Measurement Questionnaire. | August 2023 | Head of Culture |
| | <ul style="list-style-type: none"> Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia. | September 2023 | Head of Culture |
| 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. | November 2023 | Marketing Coordinator |



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For further information about
our RAP please contact:

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