

Innovate
RECONCILIATION ACTION PLAN
AUGUST 2023 - AUGUST 2025

DAVID JONES



Acknowledgement OF COUNTRY

David Jones acknowledges the Traditional Custodians and Owners of the lands on which our offices, stores and distribution centres are located, Australia's First Nations peoples.

We acknowledge the right of First Nations peoples to their traditional knowledge and cultural expressions. We commit to working collaboratively and ethically to increase First Nations inclusion in our business and the Australian fashion and lifestyle industry.

We pay respect to all First Nations peoples, past and present, for their generosity and custodianship of Country.

CONTENTS

Acknowledgement of Country	1
A Message from David Jones CEO	4
A Message from Reconciliation Australia CEO	6
Our Artwork: Weaving Knowledge	7
Our Vision for Reconciliation	9
Our Business	11
Our Innovate RAP	13
- <i>Journey to-date</i>	13
- <i>Learnings and Insights</i>	15
- <i>RAP Governance</i>	16
- <i>First Nations Friends and Collaborators</i>	17
Case Studies	19
- <i>Indigenous Fashion Projects – The Pathways Program</i>	20
- <i>Indigenous Fashion Projects – Afterpay Australian Fashion Week Runway</i>	21
- <i>Indigenous Fashion Projects – Designer Capsule Collection</i>	23
- <i>Showcasing the Breville Collection - An Aboriginal Culinary Journey</i>	24
- <i>Support for the Australian Literacy and Numeracy Foundation</i>	25
- <i>Support for the GO Foundation</i>	27
- <i>Investment in First Nations Employment Opportunities Through Our Supply Chain</i>	28
- <i>Integrating Welcome to Country at Key Events</i>	29
Our Innovate Commitments	31
- <i>Relationships</i>	31
- <i>Respect</i>	33
- <i>Opportunities</i>	35
- <i>Governance</i>	37
Contact Details	38



A message from DAVID JONES CEO

David Jones first opened its doors in 1838. In 2023, the iconic department store celebrates its 185th birthday, making it the longest continuously operating department store in the world still trading under its original name.

Whilst we are proud to have inspired Australia and the world for 185 years, we recognise that David Jones operates on the unceded lands of First Nations peoples, and that Traditional Custodians have inspired and cared for Country for more than 60,000 years. The world's oldest department store has much to learn from the world's oldest living cultures.

As CEO, it is my privilege to introduce the David Jones Innovate Reconciliation Action Plan (RAP) which reaffirms our ongoing ambitions to drive reconciliation through our business, our industry and Australia more broadly.

We are proud of the partnerships we continue to grow; of the learning we continue to invest in and of the ways in which we drive more inclusivity within our industry. As an iconic Australian brand, we have both an opportunity and a responsibility to use our influence to make meaningful change.

This RAP builds on many of the commitments and aspirations which were presented in our previous Innovate RAP 2018-2020 and on the activity which has continued since then.

We are conscious of the learnings we have gathered along the way and are excited by how we can use these to strengthen our approach to reconciliation.

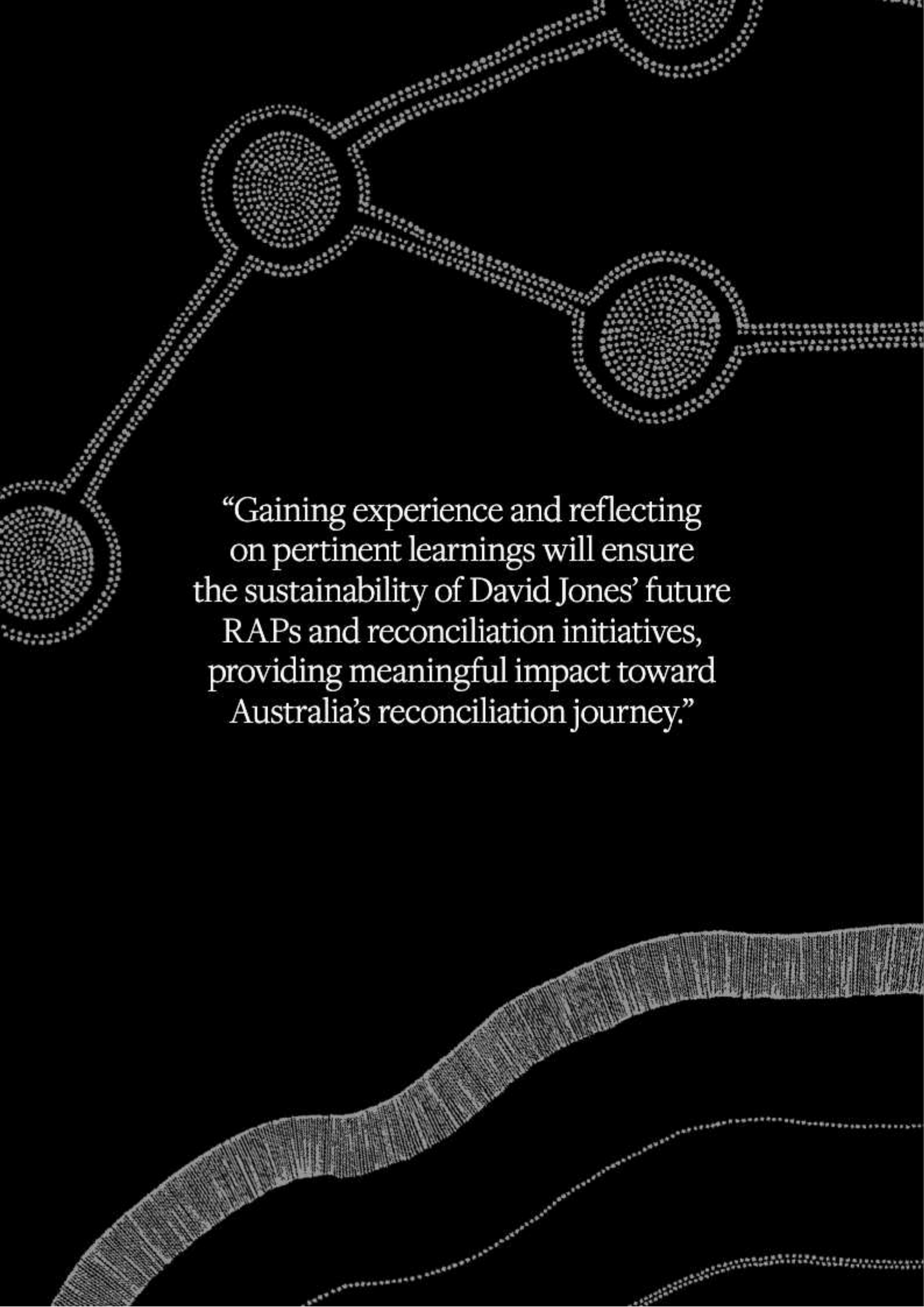
Many of the commitments, aspirations and priorities identified in this RAP have come from our partners, our team members, First Nations community members and Friends of David Jones. We believe that this partnership, building understanding and being guided by the expertise within our networks, will ensure this RAP is successfully delivered.

I look forward to working with our team and partners to continue to drive reconciliation.



A handwritten signature in black ink, which appears to read "Scott Fyfe".

Scott Fyfe
Chief Executive Officer
David Jones



“Gaining experience and reflecting on pertinent learnings will ensure the sustainability of David Jones’ future RAPs and reconciliation initiatives, providing meaningful impact toward Australia’s reconciliation journey.”

A message from RECONCILIATION AUSTRALIA CEO

Reconciliation Australia commends David Jones on the formal endorsement of its second Innovate Reconciliation Action Plan (RAP).

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement.

With close to 3 million people now either working or studying in an organisation with a RAP, the program’s potential for impact is greater than ever. David Jones continues to be part of a strong network of more than 2,200 corporate, government, and not-for-profit organisations that have taken goodwill and transformed it into action.

The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously strengthen reconciliation commitments and constantly strive to apply learnings in new ways.

An Innovate RAP is a crucial and rewarding period in an organisation’s reconciliation journey. It is a time to build the strong foundations and relationships that ensure sustainable, thoughtful, and impactful RAP outcomes into the future.

An integral part of building these foundations is reflecting on and cataloguing the successes and challenges of previous RAPs. Learnings gained through effort and innovation are invaluable resources that David Jones will continuously draw upon to create RAP commitments rooted in experience and maturity.

These learnings extend to David Jones using the lens of reconciliation to better understand its core business, sphere of influence, and diverse community of staff and stakeholders.

The RAP program’s emphasis on relationships, respect, and opportunities gives organisations a framework from which to foster connections with Aboriginal and Torres Strait Islander peoples rooted in mutual collaboration and trust.

This Innovate RAP is an opportunity for David Jones to strengthen these relationships, gain crucial experience, and nurture connections that will become the lifeblood of its future RAP commitments. By enabling and empowering staff to contribute to this process, David Jones will ensure shared and cooperative success in the long-term.

Gaining experience and reflecting on pertinent learnings will ensure the sustainability of David Jones’ future RAPs and reconciliation initiatives, providing meaningful impact toward Australia’s reconciliation journey.

Congratulations David Jones on your second Innovate RAP and I look forward to following your ongoing reconciliation journey.



Karen Mundine
Chief Executive Officer
Reconciliation Australia



Our Artwork: WEAVING KNOWLEDGE



*HANNAH LANGE is a proud
WIRADJURI WOMAN; a self-taught
artist telling stories of nature through art.*

Hannah was born and raised in the Blue Mountains on Dharug/Darug and Gundungurra Country. This land has had a huge influence on her work until this day. Her artwork often encompasses the sweeping landscapes filled with native bushland, rivers and layered sandstone cliff faces that she once called home.

Hannah now resides on Bundjalung Country where she has infinite inspiration from the surrounding forest and coastlines. Her central aim is to capture the intricate parts of nature that often go unseen, drawing attention to the beauty it has to offer and highlighting the innate deep connection of First Nations peoples to the land.

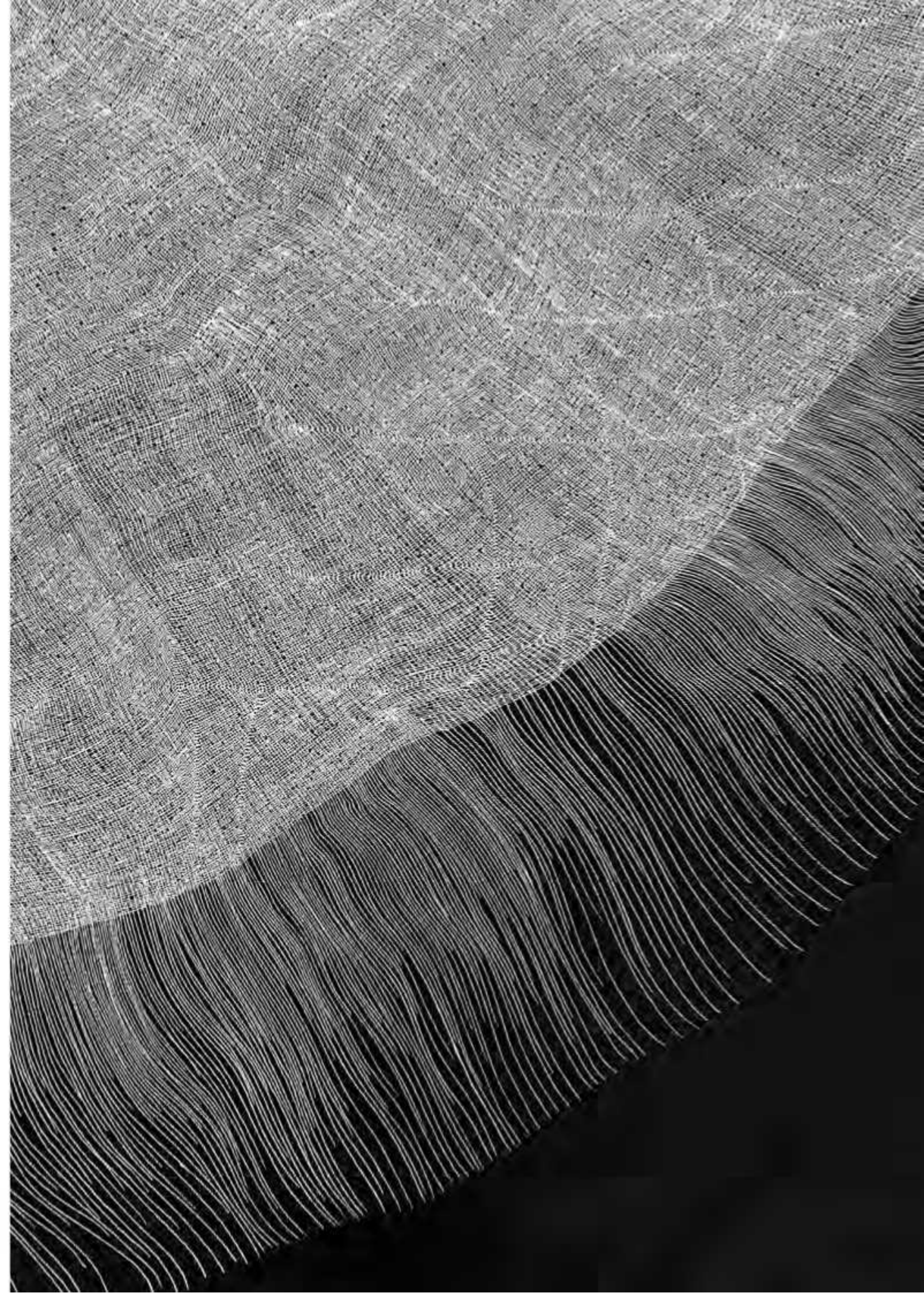
Hannah's special relationship with the land and her art practice is what keeps her connected to her culture, her ancestors, and to Country.

Weaving Knowledge is an homage not only to nature's woven patterns but the cultural practice of weaving.

Once a staple of everyday living, woven pieces have now become a significant cultural art practice, featured heavily throughout the First Nations Fashion industry. This piece highlights the importance of handing down traditions and legacy through art and storytelling.

On a deeper level, it represents the healing of our interwoven pasts moving forward in reconciliation with culture at the forefront.

We are proud to display Hannah's Weaving Knowledge artwork at the David Jones Head Office.

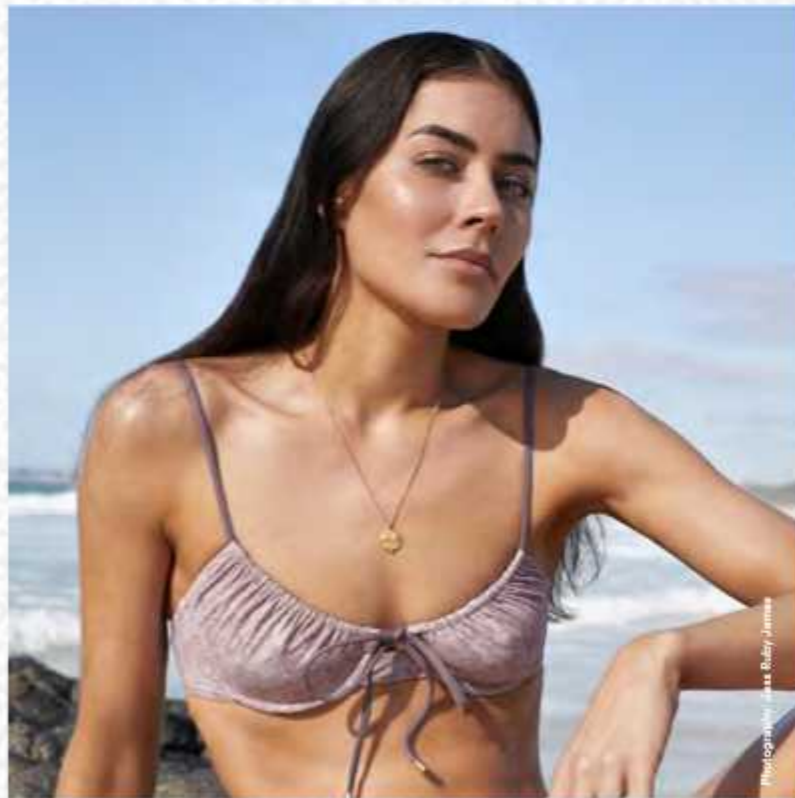


Our Vision for RECONCILIATION

Our vision for RECONCILIATION is an Australia in which First Nations cultures, traditions and stories are RESPECTED and CELEBRATED and First Peoples have access to EQUAL OPPORTUNITIES for EDUCATION and EMPLOYMENT.

In our own business and industry, we can contribute to this by growing our relationships and partnerships, to jointly explore practical ways of driving education and employment outcomes for First Nations peoples in the retail, fashion and lifestyle sector.

Facilitating two-way knowledge exchange, supporting First Nations designers and creatives, as well as investing in continual education and employment pathways, will help to drive the core aspirations we have for reconciliation.



Our BUSINESS

Our VISION is to be the destination that INSPIRES *like no other*; curating the best brands from Australia and the world in one place.

David Jones is uniquely positioned in the Australasian market, with a loyal customer base and a range of products and brands across womenswear, menswear and childrenswear; shoes and accessories; fragrances and beauty; homewares, furniture and appliances; and a premium food offer.

Our culture is one where our people thrive. It is built on the foundations of being Customer Obsessed, Inclusive, Empowered and Innovative. These cultural foundations guide us in everything that we do – how we serve our customers and how we treat each other.

To be inclusive and successful, we know we must:

- Care for our people, customers, partners and community by creating an inclusive environment through belonging and respect
- Embrace the diversity of our ideas that allows our people to reach their full potential
- Address environmental and social issues that affect all stakeholders across our business and the wider community.

David Jones operates 42 department stores in Australia and New Zealand.

Except for our store in Auckland (New Zealand), all David Jones stores operate on Aboriginal and Torres Strait Islander lands. David Jones currently has 6,664 employees, including 24 employees who identify as First Nations peoples.

Most of our employees work in customer-facing positions across our store network, supported by a store management team in each location and regional support functions. In addition, 80 employees work in our Online Fulfilment Centre and warehouse in Western Sydney, and a further 600 people work in our Support Centre office in Melbourne.

David Jones' Executive Leadership Team is led by our CEO, Scott Fyfe.

This Reconciliation Action Plan outlines David Jones' commitments for the period between August 2023 - August 2025. Implementation of the RAP will be managed by a core team from across David Jones, with relevant initiatives to be implemented locally across the Australian business for increased scale and impact.



Our Innovate RAP

David Jones is proud to be continuing its reconciliation journey through this, **OUR SECOND INNOVATE RAP**. The learnings from our first RAP have put us in a position to deepen our relationships, grow our commitments and influence, and **DRIVE MEANINGFUL CHANGE** across our industry and beyond.

Our previous Innovate RAP was active through the period 2018-2020. We did not have a RAP formally in place between 2020-2023; however, we continued to honour and develop our commitments toward reconciliation and maintained many of the partnerships and relationships outlined in this document.

For David Jones, it is important to publicly reaffirm our commitments and vision in this Innovate RAP. This helps us demonstrate our values, hold ourselves accountable and ensure that our performance against our commitments is open and transparent. As an Australian brand, we recognise the importance of engaging in the RAP process and working with Reconciliation Australia and other partners, to grow our commitments in a way that is sustainable and meaningful.

Some of the initiatives that we are proud to have delivered over the past few years include:

- development of Acknowledgement and Welcome to Country protocols
- creation of the Guiding Principles in working with First Nations artists
- public support of the Uluru Statement from the Heart
- delivery of the Indigenous Fashion Projects Pathways Program in partnership with Darwin Aboriginal Art Fair Foundation (DAAFP)
- continued focus on team member and stakeholder education including film screenings, panel discussions and cultural awareness training; and
- support of both the GO Foundation and the Australian Literacy and Numeracy Foundation (ALNF).



We are also proud of the relationships and friendships we have maintained over the years, including with key First Nations influencers such as Adam Goodes, Magnolia Maymuru, Nathan McGuire and Charlee Fraser. Many of our friends and partners have helped to shape this RAP and will continue to work with us to drive opportunities, co-create initiatives and build our shared learning.

The past few years have not been without challenges. Like many businesses, David Jones was heavily impacted by COVID-19 and experienced significant disruptions to business operations, leadership and team members. This greatly impeded our ability to meet and build on our first Innovate RAP commitments. To ensure we successfully deliver on our second Innovate RAP, we have designed and put in place key controls to better embed our RAP into the business and withstand future disruptions.

These include implementing strong governance measures and a senior RAP working group; developing a system to track and review performance measures; developing clearer accountabilities and embedding commitments in workplans across the business; expanding visibility of actions and initiatives internally and in-store; as well as taking time to celebrate our successes.

Further to this, we have identified several key learnings and insights from implementing our previous RAP and proactively seeking feedback from our team members and stakeholders. We have highlighted some of these learnings and insights below. We will continue to reflect on these and use them as principles to guide future activity.

LEARNING AND INSIGHTS *from implementing our first Innovate RAP*

ACKNOWLEDGING THE BENEFIT OF LONG-TERM PARTNERSHIP

Many of the First Nations friendships and partnerships we formed over 10 years ago remain some of our most valued today. Allowing time for these relationships to grow and develop, including with communities and organisations, has allowed us to build trust and work together to continually evolve initiatives and create greater impact. We look forward to deepening our existing relationships through the commitments in this RAP.

FOCUSING ON OUR PEOPLE

We have an incredibly engaged, inspired and proud workforce, who live and breathe our business cultural foundations. With many of our people in customer facing roles, we recognise the need to build on our cultural pillars of inclusivity and ensure that our team

members have ongoing opportunities to learn about First Nations cultures, as well as the commitments we as a business make toward reconciliation. This learning can be delivered through a range of means, including through experiences such as attending community events and spending time with First Nations creatives.

TAKING THE INITIATIVE TO DRIVE SOCIAL CHANGE

We believe that allyship and friendship means standing up for issues that matter. We are proud to have accepted the invitation that is the Uluru Statement from the Heart. We acknowledge that it's important for us to be visible and engaged on issues that matter to all Australians, not just on issues that matter to our business, including the First Nations Voice to Parliament.

We recognise the need to build on our cultural pillars of inclusivity and ensure that our team members have ongoing opportunities to learn about First Nations cultures, as well as the commitments we as a business make toward reconciliation.

RAP Governance

We recognise the need for strong governance over our RAP. While the RAP is co-ordinated by the Legacy and Sustainability team, it will be implemented by a core RAP Working Group made up of senior team members that represent key areas of our business. The Working Group will be supported by an internal Allyship who will drive initiatives across the business and stores. The Working Group will be further guided by our First Nations Advisor(s). Our CEO and Executive

Leadership Team (ELT) will oversee and assess our progress against our RAP to ensure we remain on track. The Working Group will ensure the RAP remains a priority for the business and that our team members and stakeholders continue to be engaged. Our Working Group, along with our CEO and Executive Leadership Team, will have a strong role to play in public allyship and advocacy concerning issues that matter to all Australians.

EXECUTIVE LEADERSHIP TEAM (ELT)

ELT SPONSOR - CMO

FIRST NATIONS ADVISOR(S)

RAP WORKING GROUP

James Holloman, *Chief Marketing Officer (ELT Sponsor)*
 Christian Bonadio, *Head of Talent Acquisition*
 Crystal Pazianas, *People Experience Partner*
 Danielle Santin, *Womenswear Buyer*
 Georgia Lewis Hougs, *Marketing Manager WWFA*
 Jelina Taylor, *Head of Legacy and Sustainability*
 Michael Moorgev, *Head of Facilities*
 Mark Karantzoulis, *Sourcing Specialist*
 Shadiya Nusrat, *Senior Manager Brand & Content*
 Shannon Psaila, *Head of People Experience & Transformation*
 Sigrid McCarthy, *Sustainability Specialist*
 Will Clarke, *Head of Corporate Communications*

DAVID JONES ALLYSHIP

ALL DAVID JONES TEAM MEMBERS

FIRST NATIONS FRIENDS & COLLABORATORS

David Jones is fortunate to have several *First Nations friends and collaborators* who provide critical advice to our business and will help guide our RAP implementation. These partners also feature in our campaigns, driving increased representation of First Nations peoples in our industry and partner with us on relevant projects.



Photography: Liz Smith



Photography: Duncan Kitch



Photography: Lucas Dawson

Our Friends and collaborators include:

Adnyamathanha man, ADAM GOODES.

AFL legend and 2014 Australian of the Year, Adam is also co-founder of The GO Foundation: an organisation that empowers youth through education.

As David Jones' First Nations Advisor, Adam has guided the business on its reconciliation journey since 2015. This friendship will continue to shape David Jones' reconciliation efforts and ensure the success of this RAP.

Yolngu woman from the Mangalili clan, MAGNOLIA MAYMURU.

After competing in Miss World Australia, Maymuru earned her stripes as an actor, starring in *High Ground* and winning an AACTA award for her role in *The Nightingale*. She is also a successful fashion model and has featured in several David Jones campaigns and runway events.

Whadjuk Noongar man, NATHAN MCGUIRE.

Nathan is a renowned fashion model, who works closely with David Jones, and is the founder of *Mob in Fashion*: an initiative within the Australian Fashion Industry to elevate First Nations representation behind the scenes of the industry.

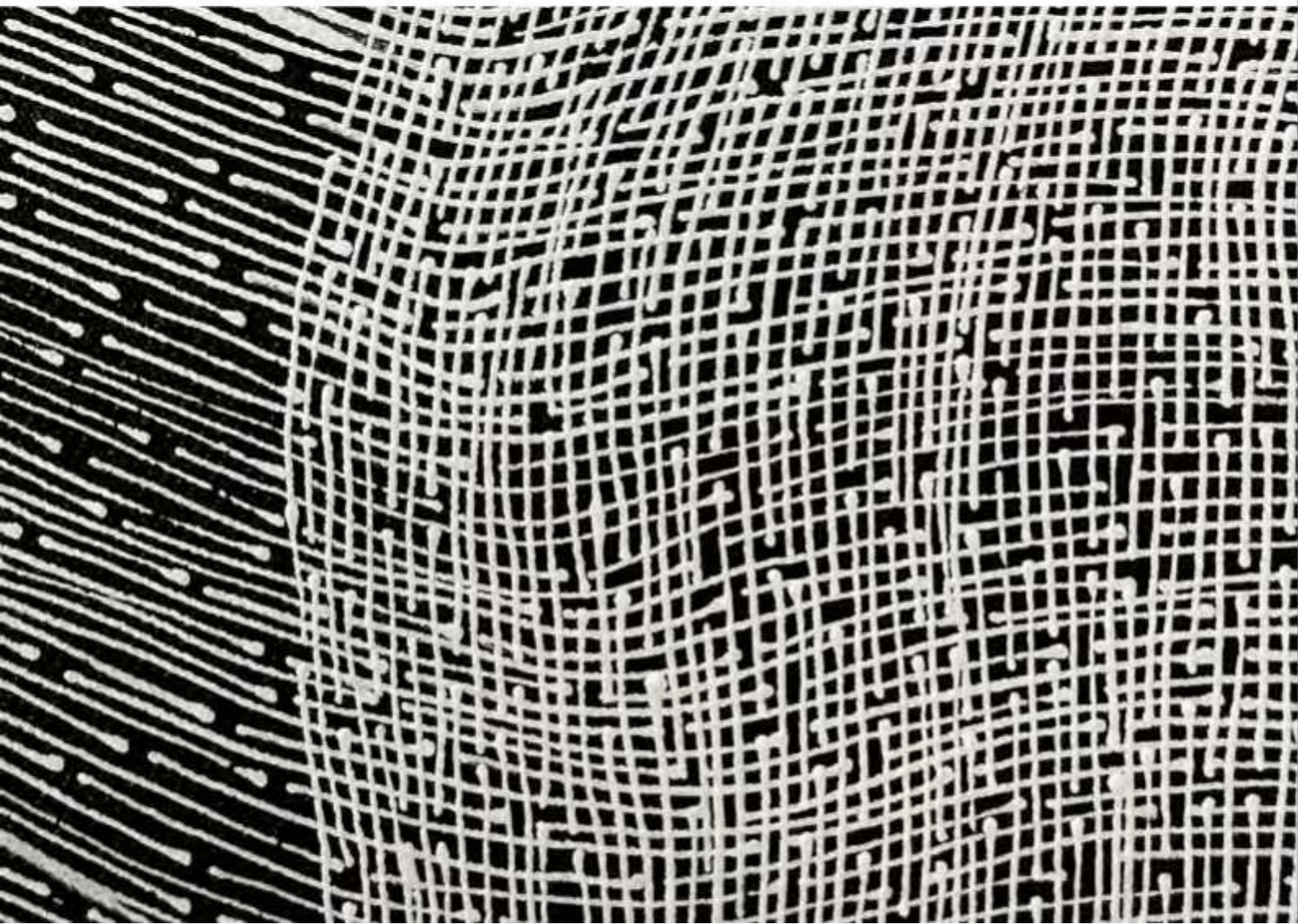
Awabakal woman, CHARLEE FRASER.

Charlee is an Australian Fashion model recognised by *models.com* as one of the top 50 globally who has graced the cover of *JONES* magazine, *Vogue* magazines and worked fashion shows for some of the best international brands.

Opposite page left Adam Goodes, opposite page right Magnolia Maymuru, above Nathan McGuire.

Case STUDIES

The following are some examples of the work we have been progressing, and of which we are very proud. Many of these stories demonstrate our long-term partnerships and the initiatives and organisations that benefit from our long-term support.



INDIGENOUS FASHION PROJECTS *The Pathways Program*

David Jones established a partnership with the Darwin Aboriginal Art Fair Foundation (DAAFF) in 2019 to strengthen our commitment towards increasing First Nations inclusion in our business and the Australian fashion and lifestyle industry.

Passionate about supporting diverse design perspectives, David Jones is proud to partner with DAAFF's Indigenous Fashion Projects (IFP) to present the Pathways Program. An ongoing initiative, the Pathways Program works to create a future Australian fashion industry that is more inclusive and representative of First Nations design and cultures.

The Pathways Program offers a series of workshops and mentorship opportunities that provide a platform for David Jones and other industry experts to share their expertise and nurture the growth of First Nations businesses.

The fashion industry has much to learn from First Nations designers, drawing on more than 60,000 years of heritage. The program offers a platform to engage in the sharing of stories and culture and promotes a collaborative learning environment where industry partners listen and learn, as well as share their knowledge, skills and experience with First Nations emerging designers.



First Nations model Savannah Kruger wears MAARA Collective for JONES magazine. Photography: Ben Morris

INDIGENOUS FASHION PROJECTS

Afterpay Australian Fashion Week Runway

This year we again celebrated First Nations design and creativity by presenting the IFP Runway at Afterpay Australian Fashion Week for the third time. The runway, with creative direction from Eastern Arrernte woman Shilo McNamee, showcased the latest collections from the talented First Nations designers in our 2023 Pathways Program.

Kuku Yalanji and Wakaman singer, and DAAFF Community Ambassador, Jessica Mauboy, returned to the IFP runway for a second year, and was joined by spoken word artist Melanie Mununggurr for a deeply moving performance. The event was a rich display of First Nations excellence and creative spirit.

First Nations Designers in our 2023 Pathways Program:

LAZY GIRL LINGERIE

by Waayni woman, Cassandra Pons

GALI SWIMWEAR

by Kamilaroi man, David Leslie

GAMMIN THREADS

by Yorta Yorta and Taungurung woman, Tahnee Edwards

IHRAA SWIM

by Bardi, Nyul Nyul and Nyikina woman, Nat Dann

JOSEPH & JAMES

by Gooreng Gooreng and South Sea Islander woman, Juanita Page

KAMARA AUSTRALIA

by Gugu Badhun and Kutjala woman, Naomi Collings

MIIMI & JIINDA

by Gumbaynggirr, Dunghutti and Bundjalung women, Melissa Greenwood and Lauren Jarrett.



“The Pathways Program has been purpose-built to enable and support *First Nations fashion designers* in achieving their goals, with David Jones facilitating mentorships between Pathways designers and established Australian brands. I believe our industry has a responsibility to make space for meaningful cultural exchange to support the future success of First Nations creative talent.”

Bridget Veals, General Manager of Womenswear, Footwear and Accessories for David Jones

INDIGENOUS FASHION PROJECTS

Designer Capsule Collection

An evolution of the Pathways Program has been the First Nations Designer Capsule Collection. Five up-and-coming First Nations designers were proudly showcased by David Jones and their designs made available as a department store exclusive online and at David Jones' Pacific Fair store. The designers involved were Natalie Cunningham of Native Swim, Liandra Gaykamangu of Liandra Swim, Julie Shaw of MAARA Collective, Denni Francisco of Ngali and Amanda Healy of Kirrikin.



“The Designer Capsule experience gives me the opportunity to tell the stories of my people and to show the gorgeous and vibrant colours of our country, but most importantly, this will allow our brand to be seen and heard.

I am so appreciative of this opportunity, and it is amazing that David Jones has taken this huge leap forward in profiling Indigenous brands. To me, it also means that I can find a larger audience for the brand, and therefore get money back to our wonderful artists and their communities.”

- Kirrikin designer, Wonnarua woman Amanda Healy

SHOWCASING THE BREVILLE COLLECTION

An Aboriginal Culinary Journey

Breville joined forces with a line-up of First Nations artists and the National Museum of Australia to bring together ancient stories and contemporary designs with a collection of products for the heart of the home. Breathing art, rituals and stories into our everyday lives, the inaugural limited series of products feature works by esteemed Western Desert artists and members of the original Pintupi Nine, Yalti Napangati, Yukultji Napangati, Warlpirrnga Tjapaltjarri and Sydney-based artist and Yuwaalaraay woman, Lucy Simpson.

Available exclusively through David Jones, 100% of Breville's profits from the collection have gone to the National Indigenous Culinary Institute of Australia, 'Indi-Kidi Program' by the Moriarty Foundation to support childhood nutrition and sharing Indigenous Food Culture; and for Indigenous scholarships and initiatives at the University of Technology Sydney to create pathways for employment in engineering, technology and design.



SUPPORT FOR THE AUSTRALIAN LITERACY AND NUMERACY FOUNDATION

Since 2016, David Jones has partnered with the Australian Literacy and Numeracy Foundation (ALNF) to work together to ensure that *all children can write their own bright futures*. Being able to read and write is a fundamental human right and we are proud to partner with ALNF and to use David Jones' platform to be part of the solution.



In 2018, key David Jones team members alongside ALNF board member, Adam Goodes, travelled to spend time with ALNF partner communities in Alice Springs and the very remote Anangu Pitjantjatjara Yankunytjatjara (APY Lands) of South Australia.

This was a powerful opportunity to connect with the community and Elders, engage in a valuable cultural exchange, and witness the impact of

ALNF's literacy and language programs on the ground. Most importantly, the trip was also used to bring vital learning and educational resources to the children and families that needed them the most. Adam also spoke to and mentored groups of local young people, inspiring them with his personal passion for education, leaving a lasting impact on many.



LITERACY IS FREEDOM

David Jones has supported pivotal ALNF fundraising events, including the Literacy is Freedom Gala in 2018. David Jones provided several significant gift vouchers for auction, as well as a donation on the night. A call out to partners and vendors also resulted in a flood of donations from high-profile brands, providing items to be auctioned off at the gala. The night was a resounding success, supporting life-changing literacy and language programs across the nation and in our most underserved communities.

As part of the Literacy is Freedom campaign, David Jones has collaborated with brand partners on exclusively designed, limited-edition t-shirts for sale at David Jones. Each year, 100% of profits from the sale of these t-shirts go directly towards ALNF's literacy programs supporting First Nations communities.

Alongside this, David Jones has donated the profits of five classic children's books – Diary of a Wombat,

The Cat in the Hat, The Gruffalo, We're Going on a Bear Hunt, and The Very Hungry Caterpillar – and offered a round-up donation service at each point-of-sale. Every dollar raised as part of the Literacy is Freedom campaign has a lasting impact on Australian lives and will help us move closer towards closing the First Nations literacy gap.

David Jones Friends and collaborators, Adam Goodes, Charlee Fraser and renowned musician Baker Boy, have participated and supported the campaign over the years.

During National Reconciliation Week 2019, journalist Marc Fennell was joined live in the window of David Jones Bourke Street Mall by First Nations rapper and 2019 Young Australian of the Year, Danzal Baker (aka Baker Boy), alongside Don Bemrose, accomplished opera singer and former ALNF educator. Together, they recorded a podcast live, with a focus on preserving Australia's First Languages.

SUPPORT FOR THE GO FOUNDATION

“What I want for any child out there is to have the same opportunities as everybody else. To go to school, to learn, to dream about what they might want to do in their life. Whatever it might be we’re there to help them and support them on that journey”

- Adam Goodes, co-founder, The GO Foundation



The Goodes O’Loughlin Foundation (GO Foundation) is an Aboriginal-led and governed organisation founded by Michael O’Loughlin and Friend of David Jones, Adam Goodes. GO offers educational scholarships that deliver a holistic program to support Indigenous young people on their education journey. Importantly, the GO program provides opportunities for the students to engage in a wide variety of activities that strengthen their understanding of and connection to culture, ultimately building confident, resilient young people who have a strong understanding of their cultural identity. GO’s Scholarships Team is made up of proud Aboriginal people who deliver the program,

working with education providers, families and carers to provide high-level pastoral and culturally-appropriate support.

David Jones has partnered with GO since 2018 and is proud to have contributed, alongside other partners, to the delivery of 1,290 scholarships. Beyond financial support, David Jones has attended and provided in-kind support for the annual Big Lunch hosted by GO and helped raise awareness of this valuable organisation, which aims to improve the overall lives and wellbeing of students, to build strong communities and to inspire role models and leaders.

INVESTMENT IN FIRST NATIONS EMPLOYMENT OPPORTUNITIES

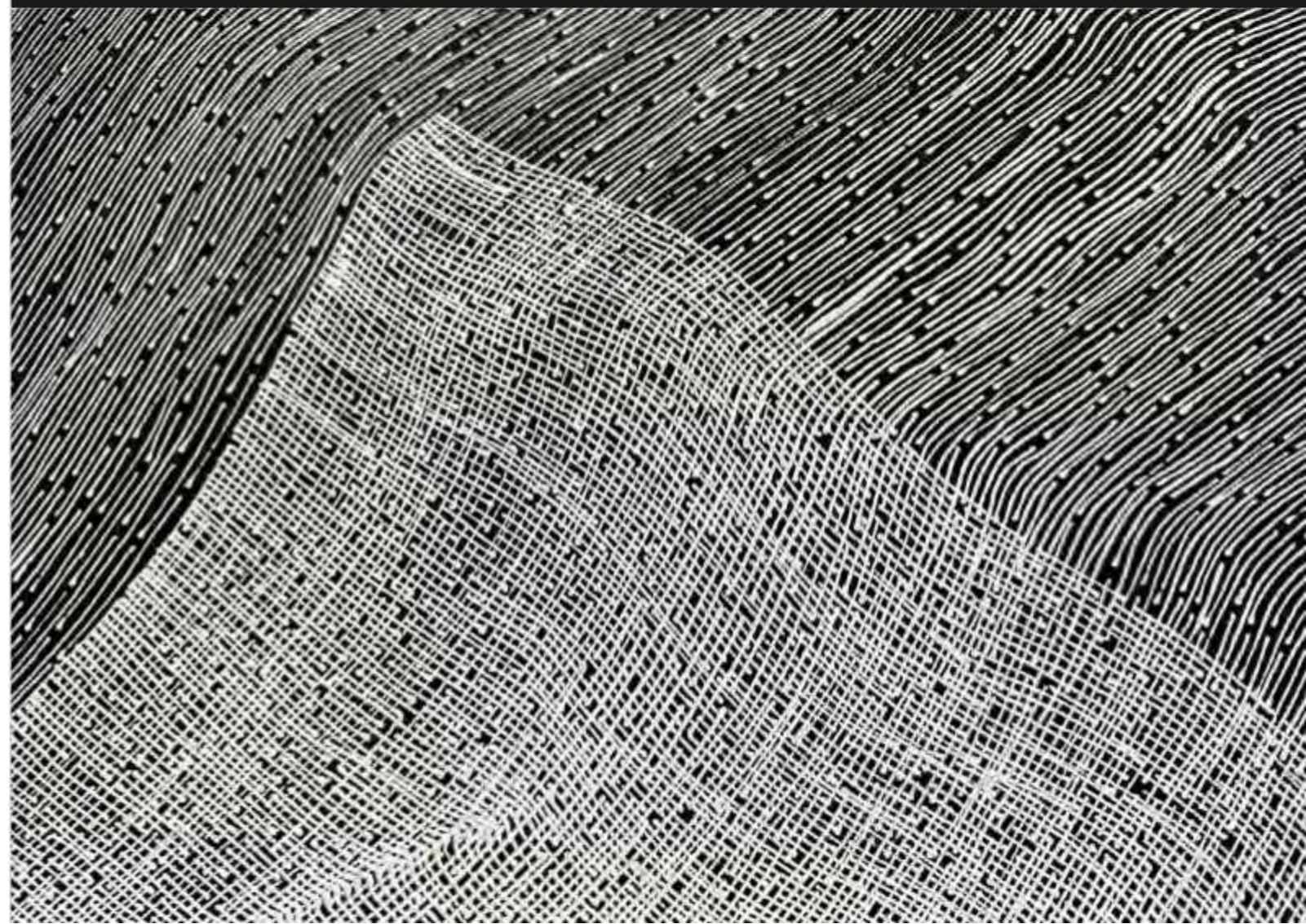
Through Our Supply Chain

ARA Indigenous Service Pty Ltd (ARAIS), a majority owned First Nations business, launched in 2015 as an organisation providing cleaning services. Since then, it has expanded to deliver a range of industrial and commercial services within the buildings sector in Australia and New Zealand.

David Jones established a partnership with ARAIS in 2021 to supply repair and fire maintenance services to all David Jones stores nationally.

As part of the delivery of this agreement, both parties have supported meaningful First Nations

employment through the training and hiring of trades people in the fire protection industry. The size and scope of our partnership has allowed for an increase in employment opportunities within ARAIS. Currently, ARAIS has 24 First Nations employees delivering various aspects of the agreement for David Jones nationally, including ten First Nations apprentices. Beyond employment, this partnership has provided social and economic benefits to the communities represented by those working on this service agreement.



INTEGRATING WELCOME TO COUNTRY AT KEY EVENTS

For the opening of the PayPal Melbourne Fashion Festival 2022, David Jones recognised the need to acknowledge that it was on the site of the Old Melbourne Cemetery, the burial place of two Tasmanian First Nations men. Tunnerminnerwait and Maulboyheenner were the first people to be publicly hanged by the Government in the District of Port Phillip, the colony to become known as Melbourne.

David Jones engaged senior Wurundjeri Elder, Aunty Joy Murphy, to perform a smoking ceremony in front of the audience to cleanse the site, and perform a traditional Welcome to Country.

Aunty Joy Murphy also performed a Welcome to Country at a recent event held at David Jones Bourke Street (October 2022) to celebrate the store's refurbishment and the opening of the beloved Melbourne Flower Show.



Photography: Lucita Dawson

DAVID JONES



Photography: Lucita Dawson

David Jones engaged senior Wurundjeri Elder, Aunty Joy Murphy, to perform a smoking ceremony in front of the audience to cleanse the site, and perform a traditional Welcome to Country.

Our Innovate COMMITMENTS

RELATIONSHIPS



At David Jones, relationships are key to being able to drive meaningful change. Building strong relationships with First Nations Australians and our partners means we have opportunities to continually listen and learn, to co-create initiatives and programs and to build our own cultural capability. Two-way learning is a crucial feature of much of our work, and building relationships and trust is critical to facilitating respectful learning opportunities that drive social impact. We are proud of the expertise we bring but acknowledge that we are stronger together.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and maintain mutually beneficial relationships with First Nations stakeholders and organisations.	Continue to meet with local First Nations stakeholders and organisations to develop guiding principles for future engagement.	June 2024	<i>Lead:</i> Sustainability Specialist <i>Support:</i> Local Allyship representatives
	Review and update an engagement plan to work with First Nations stakeholders and organisations. - Localise these plans as required to reflect the diversity of David Jones locations.	December 2023	<i>Lead:</i> Sustainability Specialist <i>Support:</i> Local Allyship representatives
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our team members.	May 2024, 2025	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> People Experience Partner & Allyship
	RAP Working Group members to participate in an external NRW event.	27 May - 3 June 2024, 2025	Sustainability Specialist
	Encourage and support team members and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May - 3 June 2024, 2025	Sustainability Specialist
	Organise at least one NRW event each year. - Invite and involve external First Nations partners in the NRW event to increase influence.	27 May - 3 June 2024, 2025	<i>Internal:</i> People Experience Partner <i>External:</i> Events team
	Register all our NRW events on Reconciliation Australia's NRW website.	May 2024, 2025	Sustainability Specialist
3. Promote reconciliation through our sphere of influence.	Develop and implement a team member engagement strategy to raise awareness of reconciliation across our workforce.	March 2024	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> People Experience Partner & Allyship
	Communicate our commitment to reconciliation publicly.	December 2023	Head of Corporate Communications
	Explore opportunities to positively influence our external stakeholders to drive reconciliation outcomes.	April 2024	Head of Legacy and Sustainability
	Collaborate with RAP organisations and other like-minded organisations to develop innovative approaches to advance reconciliation.	September 2024	Head of Legacy and Sustainability
4. Promote positive race relations through anti-discrimination strategies.	Conduct a review of People and Culture policies and procedures to identify existing anti-discrimination provisions and future needs.	August 2024	Head of People Experience & Transformation
	Review, update and communicate an anti-discrimination policy for our organisation.	November 2024	Head of People Experience & Transformation
	Engage with First Nations team members and/or First Nations advisors to consult on our anti-discrimination policy.	August 2024	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> People Experience Partner
	Educate senior leaders on the effects of racism.	November 2024	Head of People Experience & Transformation
5. Continue our partnership with Darwin Aboriginal Art Fair Foundation (DAAFF) to deliver the Indigenous Pathways Program (IFP) and other initiatives.	Explore an additional initiative to promote the work of remote First Nations Art Centres to David Jones customers, team members and stakeholders.	March 2025	<i>Lead:</i> Buyer Womenswear <i>Support:</i> Marketing Manager WWFA, and Senior Manager Brand & Content
	Consult with IFP participants and DAAFF to identify whether and how the program could expand to offer other types of support.	November 2024	
	Strengthen Marketing support for DAAFF partnership and explore ways to treat IFP as a key calendar moment.	January 2025	

RESPECT



As an iconic Australian brand, we believe that First Nations cultures, peoples and storytelling are a critical part of our business and will continue to influence who we are.

We operate on Aboriginal lands, and it is important to demonstrate respect for that while allowing First Nations stories and ways of thinking to shape how we approach our business and advocacy.

It is also important that we demonstrate respect for First Nations cultures publicly and proudly, to drive more open and positive conversations and to build deeper respect and understanding from both within our business and across our broader communities.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
6. Increase understanding, value and recognition of First Nations cultures, histories, knowledge and rights through cultural learning.	Conduct a review of cultural learning needs within our organisation.	September 2024	Head of People Experience & Transformation
	Consult local Traditional Owners and/or First Nations advisors to inform our cultural learning strategy.	July 2024	Head of People Experience & Transformation
	Reshape and relaunch a cultural learning strategy document for our team members.	October 2024	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> Head of Corporate Communications
	Develop a part of the strategy that supports learning opportunities for retail team members.	October 2024	
	Provide opportunities for RAP Working Group members, People and Culture managers and other key leadership team members to participate in formal and structured cultural learning.	February and September 2023, 2024, 2025	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> People Experience Partner
	Deliver at least one cultural learning opportunity that is focused on the 2023 referendum on the First Nations Voice to Parliament.	September 2023	<i>Lead:</i> Head of Corporate Communications <i>Support:</i> Sustainability Specialist
	Provide our team members appropriate options for the acknowledgement (or not) of Australia Day.	July 2025	Head of Corporate Communications
7. Demonstrate respect of First Nations peoples by observing cultural protocols.	Increase team members' understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	July 2024	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> People Experience Partner
	Review, implement and communicate a cultural protocol document, including protocols for Welcome to Country and Acknowledgement of Country.	June 2024	Sustainability Specialist
	Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year.	Sep/Dec 2023, Mar/Jul/Dec 2024, Mar/Jul/Dec 2025 <i>*Subject to campaign timelines</i>	<i>Lead:</i> Senior Manager, Retail & Experience Marketing <i>Support:</i> Events & Experience Manager
	Include an Acknowledgement of Country or other appropriate protocols at the commencement of important meetings.	August 2023	Head of Corporate Communications
8. Build respect for First Nations cultures and histories by celebrating NAIDOC Week.	RAP Working Group to participate in an external NAIDOC Week event.	First week in July 2024, 2025	Chief Marketing Officer
	Review People and Culture policies and procedures to remove barriers that affect team members participating	July 2024	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> People Experience Partner
	Promote and encourage participation in external NAIDOC events to all team members.	First week in July 2024, 2025	Chief Marketing Officer
9. Demonstrate support for community-led initiatives and events at local and national levels.	Investigate and provide opportunities for David Jones team members and leaders to attend First Nations community-led events such as the Garma Festival.	February, May, July, November 2023, 2024, 2025	Head of Legacy & Sustainability
	Identify and assess opportunities to sponsor First Nations community events at a local or national level.		
10. Demonstrate respect for First Nations leaders in our industry through storytelling.	Continue to celebrate First Nations content and storytelling across all communication channels, including JONES magazine, catalogues, key campaigns, blogs, websites, and social channels.	September 2023, 2024	<i>Lead:</i> Senior Manager Brand & Content <i>Support:</i> Sustainability Specialist
	Publish a story in JONES Magazine dedicated to David Jones' reconciliation journey and support for the First Nations Voice to Parliament, featuring various First Nations voices.		

OPPORTUNITIES



David Jones has a strong and significant workforce and a national reach. We believe we will be strengthened by increasing the number of First Nations peoples who work in our business and the number of First Nations organisations we partner with and procure services from. As a leader in the retail and lifestyle industry, we are in a position to support direct and practical pathways for First Nations fashion creatives and others who aim to work in the industry. We also believe that we can be guided by First Nations partners and communities to drive more inclusivity within our industry overall.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
11. Improve employment outcomes by increasing First Nations recruitment, retention and professional development.	Build understanding of current First Nations team member rostering to inform future employment and professional development opportunities.	December 2024	Head of Talent
	Engage with First Nations team members to consult on our recruitment, retention and professional development strategy.	February 2025	Head of Talent
	Review and update a First Nations recruitment, retention and professional development strategy.	February 2025	Head of Talent
	Advertise job vacancies to effectively reach First Nations stakeholders.	January 2024	Head of Talent
	Review People and Culture and recruitment procedures and policies to create relevant pathways to First Nations participation in our workplace.	June 2024 2025	Head of Talent
	Formally consult First Nations communities/ partners annually to seek guidance and advice on employment and procurement policies and programs.	October 2024	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> Sourcing Specialist
12. Increase First Nations supplier diversity to support improved economic and social outcomes.	Develop and implement a First Nations procurement strategy.	December 2023	Sourcing Specialist
	Renew Supply Nation membership.	June 2023	Sourcing Specialist
	Track and report the proportion of expenditure that is provided by First Nations businesses.	June 2024	Sourcing Specialist
	Develop and communicate opportunities for procurement of goods and services from First Nations businesses to team members.	March 2024	Sourcing Specialist
	Review and update procurement practices to remove barriers to procuring goods and services from First Nations businesses.	March 2024	Sourcing Specialist
	Develop commercial relationships with First Nations businesses.	June 2024	Sourcing Specialist
13. Create direct employment pathways into the business/ retail industry for young First Nations people.	Co-create a pilot initiative with a First Nations partner to identify practical pathways into the business/retail industry for First Nations young people.	November 2024	<i>Lead:</i> Head of People Experience & Transformation <i>Support:</i> Head of Talent Acquisition
14. Support the development of the First Nations creative sector.	Build on industry partnership to provide practical support to emerging or established First Nations fashion creatives.	January 2024	Senior Manager Brand & Content
	Continue to drive a fashion internship for First Nations creatives at JONES Magazine.	August 2023	
	Actively seek out and increase use of First Nations creative talent, both in front of and behind the lens across David Jones content.	August 2023/2024	

GOVERNANCE



We recognise the importance of strong governance over our RAP to successfully meet our commitments.

A core Working Group made up of senior team members that represent key areas of our business will be supported by an internal Allyship who will drive initiatives across the business and stores.

The Working Group will be further guided by our First Nations Advisor(s). Our CEO and Executive Leadership Team will oversee and assess our progress against our RAP to ensure we remain on track to deliver on our commitments.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
15. Establish and maintain an effective RAP Working group (RWG) to drive governance of the RAP.	Maintain First Nations representation on the RWG. - Ensure the RAP governance structure includes a First Nations friend collaborator of David Jones.	September 2024	Head of Legacy and Sustainability
	Establish and apply a Terms of Reference for the RWG.	August 2023	Sustainability Specialist
	Meet at least four times per year to drive and monitor RAP implementation.	August, November, February, May 2023, 2024, 2025	Sustainability Specialist
	Define resource needs for RAP implementation.	August 2023	Head of Legacy & Sustainability
	Engage our senior leaders and other team members in the delivery of RAP commitments. - Deliver bi-annual performance reports.	February, August 2023, 2024, 2025	<i>Lead:</i> Head of Legacy & Sustainability <i>Support:</i> Sustainability Specialist
16. Provide appropriate support for effective implementation of RAP commitments.	Define and maintain appropriate systems to track, measure and report on RAP commitments.	September 2023, 2024	<i>Lead:</i> Head of Legacy & Sustainability <i>Support:</i> Sustainability Specialist
	Appoint and maintain an internal RAP Champion from senior management.	August 2023	Chief Marketing Officer
17. Build accountability and transparency through reporting RAP achievements, challenges, and learnings both internally and externally.	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date to ensure we do not miss out on important RAP correspondence.	June annually	Sustainability Specialist
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August annually	Sustainability Specialist
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September, annually	Sustainability Specialist
	Report RAP progress to all team members and senior leaders bi-annually.	Mar, Sep, 2024, 2025	<i>Lead:</i> Head of Legacy & Sustainability <i>Support:</i> Sustainability Specialist
	Publicly report our RAP achievements, challenges, and learnings annually.	December 2023, 2024, 2025	<i>Lead:</i> Head of Corporate Communications <i>Support:</i> Head of Legacy & Sustainability
	Investigate participating in Reconciliation Australia's biennial Workplace RAP Barometer.	May 2024	People Experience Partner
	Submit a traffic light report to Reconciliation Australia at the conclusion of this RAP.	September 2025	<i>Lead:</i> Head of Legacy & Sustainability <i>Support:</i> Sustainability Specialist
18. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	January 2025	Sustainability Specialist
19. Deliver public reporting to First Nations and broader communities on RAP progress and other relevant commitments.	Deliver a community-facing report, with a focus on First Nations communities.	December 2023, 2024	<i>Lead:</i> Head of Legacy & Sustainability <i>Support:</i> Sustainability Specialist
20. Identify how accountability for RAP delivery can be shared across the organisation formally.	Explore the feasibility of embedding RAP commitments into job descriptions and Key Performance Indicators.	August 2024	Head of Talent

CONTACT DETAILS

Sigrid McCarthy Sustainability Specialist
Phone: (03) 8509 4000
Email: sigrid.mccarthy@davidjones.com.au

DAVID JONES