

# **Princess Polly**

# Reflect Reconciliation Action Plan

JUNE 2023 - NOV 2024

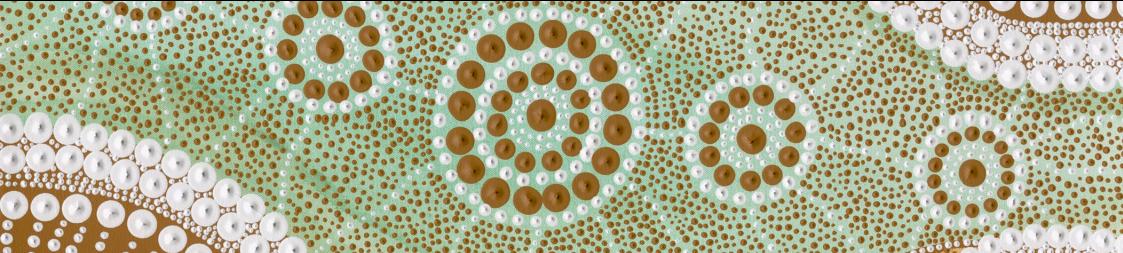




Princess Polly acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of Country. We pay our respects to Elders past, present and emerging. We acknowledge the Kombumerri people as the Traditional Owners of the land on which Princess Polly was founded and continues to work on today.

We acknowledge Aboriginal and Torres Strait Islander peoples continuous connection to the land, and thank them for protecting the environment and ecosystems presently and for thousands of generations before. Princess Polly thanks Elders and Traditional Owners for sharing their stories of the land and of sacred sites within our community, and pay respects to their ancestors.

Our Reflect RAP signifies our commitment to continue developing our connection with our community while strengthening our relationship with Aboriginal and Torres Strait Islander peoples. We'd like to thank the Aboriginal and Torres Strait Islander peoples, First Nations team members and all Princess Polly RAP working group who provided their knowledge and time throughout the creation of our Reflect RAP.

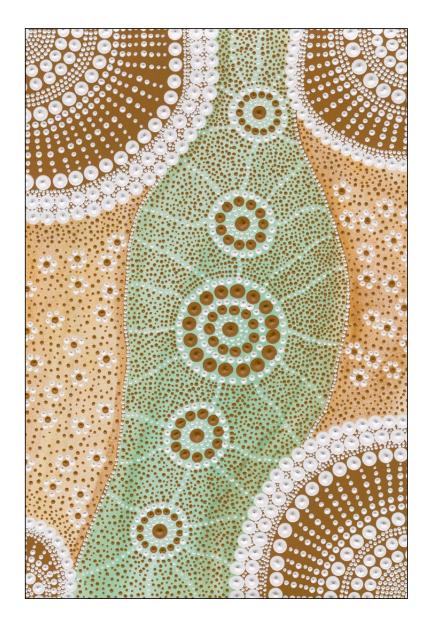


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The incredible artwork featured throughout this report was created by Brad Turner for the Princess Polly team. Brad created this piece in hopes to convey the vibrant culture of Princess Polly; a sense of hope, unity, acceptance and positivity. With the use of intricate patterns, colours and symbols, Brad speaks to Princess Polly's respect of culture and connection to Kombumerri land. The focal point of this piece is representative of the weaving flow of Tallebudgera Creek meeting the ocean. The headland carries great significance to First Nations peoples, with each wave and tide carrying a story. Brad expressed, "This artwork serves as a reminder that together we are stronger, more empowered and can bring about real change when we choose to unite through love rather than fear or hatred. This powerful message is at the core of what Princess Polly stands for; inclusion and celebration of diversity."

Brad strives to spark meaningful conversations through his work and this piece is no exception. Displayed at the Princess Polly Headquarters, this artwork will drive conversation, education and the celebration of Aboriginal and Torres Strait Islander culture. Brad's decision to work with Princess Polly came from the shared desire to represent Indigenous culture in the workplace. "I chose to collaborate with Princess Polly because their dedication to including Aboriginal culture in the workplace was truly inspiring. As an Indigenous artist, I am passionate about representing and celebrating our culture, and I felt that this collaboration was a perfect fit for both of us."

We're deeply grateful to display this artwork in our headquarters and distribution centres. Here, it represents our dedication to Aboriginal and Torres Strait Islander representation and our recognition and connection to the Kombumerri land in which we operate. We're inspired by Brad's commitment to creating opportunities for future generations and we hope to continue our partnership in ways that uplift First Nations youth and communities.



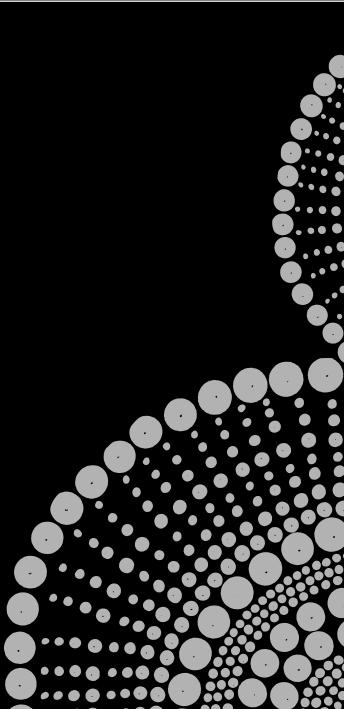
Brad Turner, a proud Bundjalung Indigenous Australian, had his passion for art ignited at a young age. Surrounded by the richness of his culture, Brad would develop his artistic practice by learning from his grandfather and taking inspiration from the land. Creating and pursuing art was an important part of teaching his daughter about Bundjalung culture and cultivating a connection to their heritage. Now, he continues to create art in efforts to share his culture with the world and with his community. "I hope for a brighter future for Indigenous art and artists; one where we not only share our stories and culture through our artwork, but also one where people understand the connection we have to our country." You'll find Brad mentoring young First Nations artists and working with charity organisations to provide support to Aboriginal and Torres Strait Islander youth.

We asked Brad what he wished people knew about his culture, and he said, "I wish more people understood that being Indigenous means being connected to our land in a spiritual way. Our land is something that goes beyond ownership - it's our foundation; it's in our hearts, minds, bodies and souls. That connection is what gives us strength and pride in who we are as Indigenous Australians." At Princess Polly, we're so grateful to be working with Brad towards our shared goal of reconciliation.



As the Co-CEO of Princess Polly, I'm proud to announce our first Reconciliation Action Plan (RAP). Princess Polly's core mission is to be an inclusive space that fosters connection, confidence and diversity. Throughout our journey, the Princess Polly team has kept one goal front-of-mind; to make everyone in our community feel heard, seen and represented. Ensuring that Princess Polly is a culturally safe environment for First Nations peoples and the development of our RAP has been an important part of this mission. We are committed to reconciliation and are taking steps to support and uplift Aboriginal and Torres Strait Islander peoples. With the recent employment of our Cultural Support Officer, our teams have access to professional development through cultural training, Aboriginal and Torres Strait Islander workshops and activities and up-todate resources and educational opportunities. Through these upskilling initiatives and commitment to diversity, we hope to cultivate a deeper connection with First Nations peoples in our community. Over the next year and into our future, myself and the entire Princess Polly team is excited to meaningfully engage and work with Aboriginal and Torres Strait Islander peoples, to create a positive, lasting impact on the fashion industry. I am grateful to work with such a dedicated team that recognises the importance of this step in achieving our goal of greater inclusivity, diversity and equity.

Wez Bryett Co-CEO Princess Polly



#### Statement from CEO of Reconciliation Australia

#### Inaugural Reflect RAP

Reconciliation Australia welcomes Princess Polly to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

Princess Polly joins 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 will lay the foundations, priming 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.

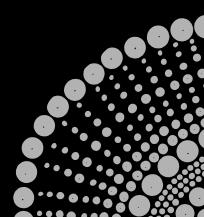
These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance. It is critical to not only uphold all five dimensions of reconciliation, but also increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of

#### Australian society.

This Reflect RAP enables Princess Polly 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 first steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey. Congratulations Princess Polly, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.



Karen Mundine Chief Executive Officer Reconciliation Australia



### **Our Business - About Princess Polly**

Princess Polly is a global fashion brand that is dedicated to making on-trend fashion accessible and sustainable. With 264 team members and a highly engaged, young audience, we also feel called to champion important causes that resonate with our team and community. We are reinventing manufacturing operations to lead the fashion industry into a more sustainable future, all while taking the steps to ensure Princess Polly is a welcoming and safe space for all. We want everyone to feel seen, heard and represented and we bring this with us in everything we do. From our content and collaborations, to our business practices and sustainability initiatives; Princess Polly actively brings our customers on the journey with us,to listen, take action on and represent their values.

The Princess Polly team is privileged to have 6 identified Aboriginal and Torres Strait Islander peoples working in various teams across the business. With AU sites in Burleigh and Nerang, Queensland, we also recognise Princess Polly is operating on Kombumerri country. With the launch of our Diversity, Inclusion and Belonging council, our team members have been actively involved in Indigenous events and celebrations. During NAIDOC week, two team members attended the 2022 RAP Conference in Sydney. At least one team member attended the local monthly Mob Meetings throughout 2022 and we've begun our partnership with the Community Spirit Foundation, whose mission is to provide learning opportunities for young First Nations peoples. We're excited to expand upon these activities and opportunities in 2023 and progress in our environmental, sustainability and community-focused initiatives.



After celebrating Aboriginal and Torres Strait Islander cultures as a team for some years, in 2022, our Princess Polly community collectively decided to do more to learn about and engage in the diverse set of cultures that make up our global team. We launched our first Diversity, Inclusion and Belonging council, to set the agenda for years to come.

It was always our intention to engage deeply and explore partnerships with our local Aboriginal and Torres Strait Islander Community and implement ways to celebrate and support our First Nations employees. We aspire to operate a working environment where everyone belongs, is seen, and feels safe to turn up as their authentic self. We were proud to create a separate, dedicated RAP Working Group Committee, in line with drafting our first Reflect RAP.

Looking beyond our walls, Princess Polly is a global business, with a highly engaged, young audience. We are ready to use our influence and voice actively, to spread messages of reconciliation to our community, and encourage them to come on this journey with us. We will also continue to uplift and support First Nations peoples, businesses, organisations and artists. Creating our Reflect RAP is the first stage in which Princess Polly can start building meaningful and lasting relationships with Aboriginal and Torres Strait Islander Peoples and organisations to create positive outcomes.

To further our vision for reconciliation, and implement our RAP commitments within the workplace, local community and audience, we will:

- Grow our RAP journey with the needs and stories of Aboriginal and Torres Strait Islander peoples at its heart
- Expand our efforts to offer a culturally safe work environment, where every person can turn up as their authentic self
- Deliver inclusive hiring, excellent employee experiences,

employment pathways and improved representation at every level. This includes providing time and space for First Nations peoples to meet and yarn

- Integrate recognition and pay respect at significant team events, including Acknowledgment of Country and Welcome to Country rituals
- Proactively seek out opportunities to listen, learn and engage in Aboriginal and Torres Strait Islander stories, histories and culture
- Use our voice to amplify these stories to our audience, sharing opportunities to meaningfully engage
- Celebrate Aboriginal and Torres Strait Islander cultures as a team, including important events in community, such as National Reconciliation Week and NAIDOC Week
- Continue to partner with and consult Aboriginal and Torres Strait Islander peoples and connect with our local community, attending community events and monthly mob meetings. We will be open to hear how we can support our local community in the issues and celebrations that resonate the most to them

Our journey to date has centred on listening, learning and finding opportunities to engage our global business. Led by our Cultural Support Officer and members of our Gold Coast team, connections with local community and one Traditional Owner have been initiated, and we look forward to deepening the connection, continuing to show up and build trust.

In 2022, a local Traditional Custodian visited our Kombumerri (Gold Coast) office, to meet with our Co-CEO, Executive Team and senior leadership. We were honoured to hear her story, and will continue to seek out stories of the land we work and live on. For all team members, two RAP workshops were held across our Gold Coast office and distribution centre, to collate feedback and insight on what current Aboriginal and Torres Strait Islander and non-Indigenous staff would want included in our RAP.

Alex Peters - Social Responsibility Manager	RAP Champion
Chloe Buxton - Loyalty & Customer Engagement Coordinator	Member
Rochelle (Ellie) Gearie - CX Global Social & Community Senior Team Lead	Member
Geoff Hurrell - Global Supply Chain	Member
Jamie Hokianga - Supply Chain Assistant	Member
Karen Lim-Getigan - Accounting Manager	Member
Kiah Wilson - Social Responsibility Support	Member
Kyiah Jones - Cultural Support Officer	RAP Chair
Lachlan Tzovaras - Business Process Assistant	Member
Nicola Kelly - Learning & Development Specialist	Member
Soleil Ritchie - Social Responsibility Coordinator	Member
Steph Moore - Global Brand Director - Marketing	RAP Champion
Whitney Burr - Outbound Manager	RAP Champion

The Princess Polly team has been actively engaged in activities and partnerships that prioritise First Nations education and opportunity. Members of our team attend Mob Meetings and local NAIDOC week events to have a yarn with the local Gold Coast community and Traditional Owners, and to support Aboriginal and Torres Strait Islander artists and charities. In 2022, we partnered with Stepping Stone House to hire and continue to employ an Identified Aboriginal Community Manager. We're also grateful to support important causes, like the Community Spirit Foundation, whose mission is to provide learning opportunities for young First Nations peoples.

Community engagement is important to us, but we're also working on Princess Polly's internal initiatives. We prioritise the celebration and honouring of NAIDOC Week and Sorry Day. An Acknowledgement of Country can be found on our Princess Polly website, along with blog articles and content surrounding NAIDOC Week and Aboriginal and Torres Strait Islander educational resources. We are also currently running RAP workshops which strongly encourage First Nations employees to be involved in.



## 2020

We celebrated and honoured NAIDOC Week with the help of our Outbound Manager, Whitney Burr - a proud Yuggera & Wuthathi woman.

## 2021

Whitney Burr helped us celebrate and honour NAIDOC Week once again. This involved First Nations music, Indigenous Book Corner, Children's Ground Charity Raffle & Beading workshops.

#### 2022

- We engaged our team member, Kyiah Jones, who is also a proud Wakka Wakka woman, as the RAP 'Commitment Champion'; this is an internal program where 35 individuals each champion their own Social Responsibility project. The success of this project and the progress on our RAP draft lead to Kyiah's appointment as Cultural Support Officer.
- Our team members acknowledged Sorry Day with a one minute silence, followed by information and resources to learn more about the day's significance and history
- Kyiah Jones created connections with Traditional Custodian and community members on the behalf of Princess Polly
- We added an official Acknowledgement of Country on our Princess Polly website
- We celebrated NAIDOC week once again, which involved our community member, Lalania Tusa who is a proud Kuku Yalanji woman, and Kyiah Jones, hosting a beading workshop. Plus, a NAIDOC presentation by Whitney Burr at both our HQ and DC.
- We published a dedicated NAIDOC blog posted on the Princess Polly website and socials
- Team members attended monthly Mob Meetings to connect with the community and stay updated on local community events that Princess Polly can support and participate in
- Three team members attended Community Art Auction events and purchased art to be displayed in DC and HQ













# Relationships

Building meaningful relationships with Aboriginal and Torres Strait Islander peoples and organisations.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres	<ul> <li>Maintain relationships with Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence. Review relationships yearly.</li> </ul>	December, annually	Lead: Cultural Support Officer
Strait Islander stakeholders and organisations.	<ul> <li>Research best practice, principles, and engagement strategies among the RAP network and/or other like minded organisations that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.</li> </ul>	July 2023	Lead: Cultural Support Officer
2. Build relationships through celebrating National Reconciliation Week (NRW).	<ul> <li>Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff</li> </ul>	May 2024	Lead: Engagement Manager Support: Cultural Support Officer DIB Council Team Experience team
	<ul> <li>Host a series of engagement opportunities at our HQ and DC to maximise engagement of all Australia-based employees</li> </ul>	May 2024	Lead: Community Manager Support: Cultural Support Officer
	<ul> <li>RAP Working Group members to participate in an external NRW event.</li> </ul>	May 2024	Lead: Cultural Support Officer Support: RAP Working Group
	<ul> <li>Encourage and support employees and senior leaders to participate in at least one external event to recognise and celebrate NRW.</li> </ul>	May 2024	Lead: Cultural Support Officer Support: Team Experience

# Relationships

Building meaningful relationships with Aboriginal and Torres Strait Islander peoples and organisations.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
3. Promote reconciliation through our sphere of influence.	<ul> <li>Communicate our commitment to reconciliation to all employees by hosting a RAP publication celebration.</li> </ul>	June 2023	Lead: Social Responsibility Manager Support: Co-CEOs
	Cultivate stakeholder relationships and continue to identify additional external stakeholders that our organisation can engage with on our reconciliation journey, through a review each quarter.	July 2023, October 2023, Jan 2024, April 2024	Lead: Cultural Support Officer Support: RAP Working Group
	<ul> <li>Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.</li> </ul>	July 2023	Lead: Cultural Support Officer Support: RAP Working Group
4. Promote positive race relations through anti- discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	December 2023	Lead: Team Experience Director and Learning and Engagement Specialist Support: Cultural Support Officer Team Experience
	<ul> <li>Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.</li> </ul>	December 2023	Lead: Team Experience Director and Recruitment Manager Support: Cultural Support Officer

# Respect

Fostering recognition and respect for Aboriginal and Torres Strait Islander cultures, histories and knowledge.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<ol> <li>Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.</li> </ol>	<ul> <li>Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.</li> </ul>	September 2023	Lead: Cultural Support Officer Support: Social Responsibility Manager Support: Team Experience
	Conduct a review of cultural learning needs within our organisation.	August 2023	Lead: Social Responsibility Manager Support: Learning & Development Specialist
2. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul> <li>Continue learning and understanding with local Traditional Owners or Custodians of the lands and waters within our organisation's operational area and maintain relationships that have been made.</li> </ul>	January 2024	Lead: Cultural Support Officer Support: Social Responsibility Manager
	<ul> <li>Continue to increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.</li> </ul>	May 2023	Lead: Cultural Support Officer
	<ul> <li>Include a Welcome to Country in our opening celebration for our new Burleigh Hills studio</li> </ul>	May 2023	Lead: Cultural Support Officer Support: Engagement Manager Community Manager

# Respect

Fostering recognition and respect for Aboriginal and Torres Strait Islander cultures, histories and knowledge.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
3. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul> <li>Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.</li> </ul>	June, Annually	Lead: Cultural Support Officer Support: RAP Working Group Team Experience DIB Council
	<ul> <li>Introduce our staff to NAIDOC Week by promoting external events in our local area.</li> </ul>	June, Annually	Lead: Cultural Support Officer
	<ul> <li>RAP Working Group to participate in an external NAIDOC Week event.</li> </ul>	June, Annually	Lead: Cultural Support Officer Support: Engagement Manager

# **Opportunities**

Deliver inclusive hiring, excellent employee experiences, employment pathways and improved representation at every level.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	<ul> <li>Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.</li> </ul>	Jan 2024	Lead: Recruitment Manager
	<ul> <li>Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.</li> </ul>	September 2023	Lead Engagement Manager
2. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	<ul> <li>Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.</li> </ul>	September 2023	Lead: Cultural Support Officer Support: AU Community Managers
	Investigate Supply Nation membership.	June 2023	Cultural Support Officer

## Governance

Embed reconciliation throughout all teams in our business.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and maintain an effective RAP Working Group (RWG) to drive governance of	<ul> <li>Host quarterly meetings with Princess Polly's RWG, to govern RAP implementation.</li> </ul>	June 2023	Lead: Cultural Support Officer and Support: Social Responsibility Manager
the RAP.	Draft a Terms of Reference for the RWG.	June 2023	Lead: Cultural Support Officer
	Expand Aboriginal and Torres Strait Islander representation on the RWG.	June 2023	Lead: Cultural Support Officer
2. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	June 2023 & Jan 2024	Lead: Social Responsibility Manager
	Engage senior leaders in the delivery of RAP commitments.	September 2023	Lead: Social Responsibility Manager
	<ul> <li>Work with three RAP Champions, senior leaders at Princess Polly, to champion our RAP internally.</li> </ul>	November 2023	Lead: Social Responsibility Manager Support: Outbound Manager, Global Brand Director
	<ul> <li>Define appropriate systems and capability to track, measure and report on RAP commitments.</li> </ul>	June 2023 - Feb 2024	Lead: Social Responsibility Manager Support: Global Brand Director

## Governance

Embed reconciliation throughout all teams in our business.

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
	<ul> <li>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.</li> </ul>	June, annually	Cultural Support Officer
3. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August, annually	Cultural Support Officer
	<ul> <li>Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.</li> </ul>	30 September, annually	Cultural Support Officer
<ol> <li>Continue our reconciliation journey by developing our next RAP.</li> </ol>	<ul> <li>Register via Reconciliation Australia's <u>website</u> to begin developing our next RAP.</li> </ul>	June 2024	Cultural Support Officer

Kyiah Jones Cultural Support Officer (07) 5610 2516 hi@princesspolly.com.au

