

natalie marie

J E W E L L E R Y

Our Impact Report | *2022 and Beyond*

Acknowledgement of *Country*

We respectfully acknowledge all Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of this vast continent on which we at Natalie Marie Jewellery work, learn and create.

We pay our deepest respects to all Elders - past, present and emerging - who carry the life of this land in their spirit, and protect the traditions, rich cultures and the hopes of their people.

We strive towards an enriched appreciation of this cultural heritage, and a greater awareness of the truth of our history, so that we may move together towards reconciliation and healing as a nation.

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Foreword by *Natalie*

Since founding Natalie Marie Jewellery ten years ago, our brand has evolved through many different seasons. What started as a small, single-woman operation is now a multilayered, diverse and purposeful company - embodying the vision and intention that sparked the initial creation, but with amplified resolution, support and expertise.

Throughout these changes, not only has our business and team grown, but we have grown as individuals. We have learnt, adapted and advanced through determination, self education and realignment with our intention at every step along the way.

That intention is to embody a business with responsibility at its core. I wanted to build a brand that created with consciousness, and told the stories of its wearers, all while considering the planet and our people. This year proudly marks 10 years of creating and it felt only fitting to bring together the last decade of development and progress and present our first Impact Report.

“In even the most trying of times, the glue that holds us together is kindness, empathy and love – and creating jewellery entwined with these qualities and sentiments, is what fuels us as a team.”





We believe that this report offers transparent insights into our practices as a business and it highlights how we intend to continually better ourselves and our business, as well as support our industry in its evolution towards improved transparency and responsibility.

This report will act as our annual benchmark, in which we will look back at our goals and openly share our achievements and our challenges. It's a reminder to us, and our promise to you, to always move forward - to keep doing better and to continue to uphold our very high expectations of being a responsible jewellery company.

Since our brand's inception, we have been driven to consciously create pieces of intention in the name of love. Our clients and their stories are at the heart of this motivation, and continue to drive our journey onwards.

Thank you for walking this journey with us.

Natalie

Founder & Head Designer

Our *Values*

As a business, we are guided by shared values that have underpinned our decisions from inception. Jewellery is inherently sentimental, often marking some of life's biggest milestones, and we have an intrinsic responsibility to create as consciously and purposefully as possible.

Having recently departed from wholesale in favour of a direct-to-consumer model, we are able to now wholeheartedly focus on conscious creation. Maintaining our sense of responsibility around sustainable production and ethical practice across every aspect of the business led us to rethink how we were operating and to reassess our place in this industry and this world.

Fundamentally, with demand for wholesale production increasing, we felt this channel was beginning to take us away from our core values and we started to feel misaligned. For us, staying true to our ethos meant a commitment to only creating within our means.

The intention to create consciously is part of our DNA. We believe that jewellery should have meaning and sentimental significance and we want our customers to invest in Natalie Marie Jewellery because they feel connected not only to our aesthetic, but the story they want their piece to tell.

The direct-to-consumer model allows us to both instil our value system into every piece we make, but also ensure there is minimal waste, upholding our vision for sustainable and ethical practices.

With a focus on combining quality materials that are sourced mindfully with considered design and meticulous production techniques - Natalie Marie Jewellery pieces are intended to be treasured, to become a part of the wearer and to be handed down for generations to come.

Family | We are a family owned and run business, and we consider our NMJ community an extension of this family.

Love | So much of what we do is centred around love. We advocate for love for all and celebrate the power, strength and endurance of all love.

Craftsmanship | Superior, traditional craftsmanship is our core focus, and is paramount to our processes. We champion and support the handmade and the artisan across all areas.

Storytelling | We see storytelling as a pivotal essence of our work, and find purpose in creating tangible expressions of sentiment through our pieces.

Intention | We believe in longevity, purpose and intention; conscious creation and connection.

Our *Commitment*

To always create with intention at the helm

So much of what we do is centred around love. It is an honour to be involved in our client's stories - whether we are creating an engagement ring, a gift for a friend, a necklace to celebrate a milestone moment or a signet ring imbued with family history. Our intention is to create modern heirlooms, laced with sentiment and meaning.

Craftsmanship underpins everything that we do

It always has and it always will. NMJ was born out of a passion for the craft and at the core of what we do, is a dedication to traditional, superior craftsmanship; a focus on responsible practices and high-quality materials; and a commitment to our own unique style.

To tread lightly and consciously

We approach sustainability as a journey, rather than a destination, especially in an ever evolving industry such as ours. We aim to lead by example and inspire innovation and progression within our industry. We are committed to actively analysing our supply chain and any associated environmental and humanitarian impacts, working closely with our suppliers to continually improve on impact areas and achieve improved transparency.

Our focus will not waver

We have been fortunate that our growth has been organic and as a result, our evolution as a business has remained purposeful and considered. We have never prioritised profit over our people or compromised on craftsmanship to speed up manufacturing processes. Our creative process is not influenced by seasons, instead, we remain true to our core value of handcrafting conscious heirlooms shaped with intention. We have intentionally chosen a slower path to creation and we are deeply grateful that our clients value this approach and support us to continue on this path.

“We remain consciously open-minded and will always ask ourselves - how can we do better?”

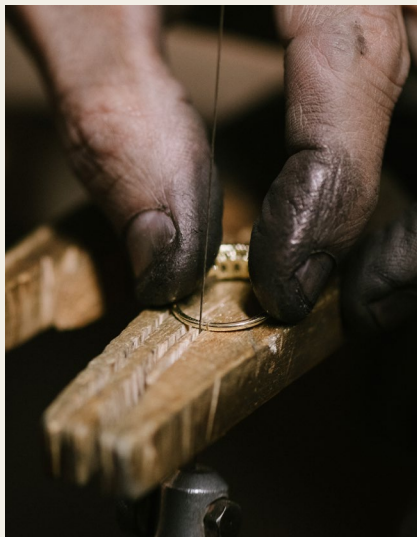
- Daniel Fitch | Owner & General Manager



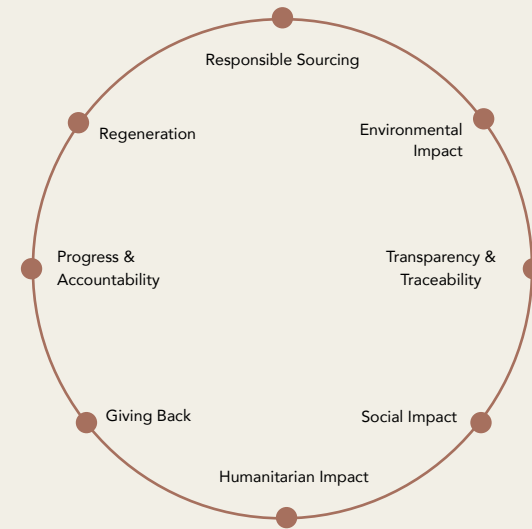
Our *Focus Areas*

Our biggest learning on our sustainability journey so far has been gaining further understanding of the complex and nuanced nature of the jewellery industry and its chains of supply. The industry has its unique challenges and factors to consider when reviewing level of responsibility, and these themselves are complicated and often multifaceted.

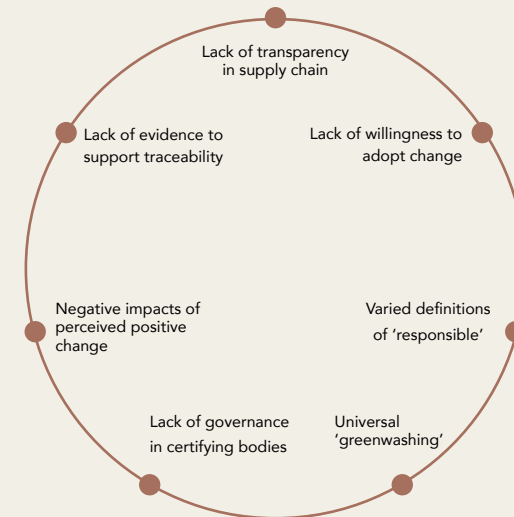
In order to provide clarity around what we mean when we speak about our impact, we have outlined our key considerations, alongside the key challenges that we face when on this journey towards improved responsibility in the industry.



Key considerations



Key challenges

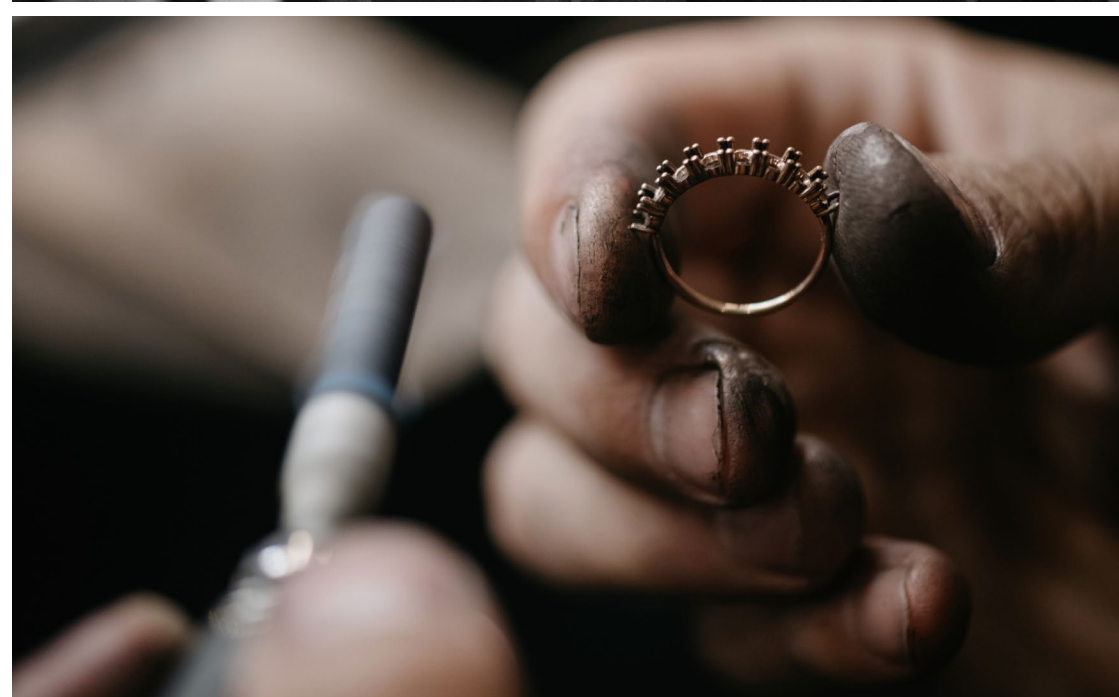


Our *Achievements so far*

It is important for us to clearly communicate the measurable steps we are taking towards addressing our focus areas, so that we can remain transparent on our progress, and also return to these steps to ensure accountability over time. These steps will be outlined throughout this document across the areas of:



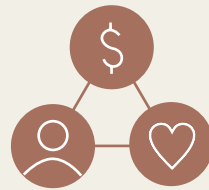
The last two years have seen huge progress and growth within our sustainability journey and we are proud to outline some key milestones on the following pages.





Materials & Stones

- Undertook a complete evaluation of our policies and procedures to ensure we had strong and measurable frameworks for conducting our business responsibly.
- Dedication to **Human Rights**, **Supply Chain** and **Know Your Counterparty** due diligence, working closely with our suppliers and contractors to *improve transparency in our sourcing*.
- Refined supplier network to partner with likeminded suppliers who are predominantly accredited.
- Continued to responsibly manage all materials and recycle all studio scrap and lemel via accredited refinery.
- Provided all suppliers with a due diligence toolkit.
- Implemented strict due diligence procedures for all new suppliers.
- Disengaged with suppliers who were unwilling to engage with our diligence processes.
- Refined product offering based on considered supply chain.
- Provided all suppliers with all social and environmental policies.



Manufacturing

- Returned to direct-to-consumer business model to eliminate strain on production capacity and ensure we could have complete control over production.
- Championed our master craftsmen, with all One of a Kind and bespoke pieces continuing to be made by our master jewellers in Sydney.
- As of 30th June 2021 we returned all of our online collection pieces to production within Australia by either our in-house production team or local partner studios.
- Prioritised professional development for our team of in-house jewellers, employing jewellery students to support continuation of industry skill levels.



Social Impact

- Launched our first Reconciliation Action Plan (RAP) through [Reconciliation Australia](#).
- Hired Ethics and Sustainability Officer.
- Partnered with multiple charitable organisations including Yalari, Beyond Blue, Red Cross Australia, Minus18, Impact Africa Canada and many more.
- Provided wellness and resilience training for team to manage stress associated with global circumstances.
- Provided Indigenous cultural competency training through seminars and online workshops.
- Reviewed, improved and implemented policies and procedures across the entire breadth of the business, making sure that we were internally and externally aligned to sustainability, responsible business and human rights goals.
- Transferred our coffee supply to [Fat Poppy Coffee Roasters](#): a Sydney based, female-led coffee company that raises awareness and funds for organisations catalysing societal change.



Environmental Impact

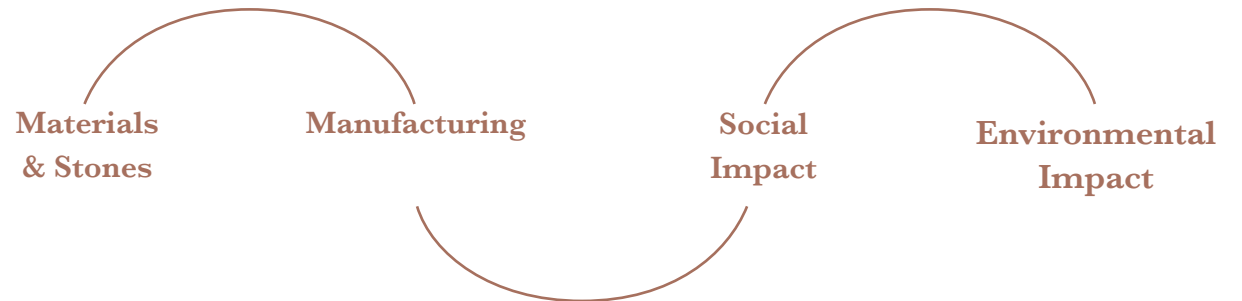
- Transferred to 100% Australian made, grey water and septic safe cleaning products across the studio and head office.
- Switched energy provider to Diamond Energy, which has a 5 star Green Peace 'Green Electricity Rating' and supports renewable energy producers across Australia.
- Recycling across all sites of soft plastics through [REDcycle](#).
- Implementation of [Ecobins](#), ensuring the integrity of our recycling procedures.
- Switched to [DHLs](#) carbon neutral shipping option.
- Began tracking our natural resources to see where we can improve our procedures.
- Improved green purchasing management for all sites.



Our *Goals for the future*

We believe in taking purposeful steps that are both achievable for our business, as well as measurable for our continued growth. We would like to be recognised as a company that always strives to do better, not only in the way that we create jewellery, but also in how we operate as a business. In an industry steeped in tradition, our commitment is to work through every element which is within our control, striving for improvement and progression in every way possible. Our goal is to continue to be innovative and intentional; to drive progressive change and improvement industry wide.

Our key goals for the next 12 months include:



Materials and Stones | *Goals*

- Continue fostering strong engagement with our suppliers, working together to influence, and share knowledge and transparency. This supports progressive standards of sustainability and responsible practice industry wide.

- Increase the percentage of materials and stones acquired through accredited suppliers.

- Continue progressive, industry specific education for the NMJ team to propel continued improvement and outward impact throughout our supply chain. This education ensures the depth of understanding around our supply chain, and supports the integrity of our product disclosure.

- Research opportunities to take part in or support environmental and social regeneration in areas effected by mining of precious materials.

- Achieve 100% participation across all suppliers of our due diligence requirements.

- Undertake process mapping and implement support for compliant suppliers to assist with overcoming due diligence hinderances.



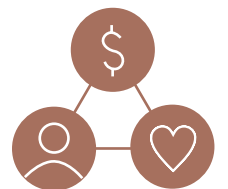
Manufacturing | *Goals*

- We are returning solely to our direct-to-consumer business model, allowing us to step away from the traditional fashion calendar and focus on creating consciously, with intention.

- To become independently accredited by an aligned certifying body who can provide the framework for us to continuously measure and track our progression as a responsible manufacturing business.

- To take Natalie Marie Jewellery outside of Avalon and expand our direct-to-consumer model and unique showroom experience further afield.

- To continue to support our jewellers with opportunities to upskill and grow professionally.



Social Impact | Goals

- To improve our due diligence pathways and transparency with supply chains to ensure Human Rights are protected.

- Complete our Reflect RAP in line with Reconciliation Australia endorsed guidelines.

- Develop and collaborate with targeted organizations to offer pathways of entry to the jewellery industry for marginalised groups.

- Maintain and further deepen our collaborations with key partners, finding the places where we can be most affective in implementing positive growth.

“We harness unimaginable strength when we move together. Determined to affect social and environmental change, we collaborate with organisations, charities and artists that enrich and nourish our lives; bringing hope and opportunity.”

- Natalie Fitch | Founder and Head Designer



Environmental Impact | *Goals*

- Calculate our carbon footprint across head office, studio and showroom and produce a clear pathway to reduce our carbon emissions, with a view to achieving carbon neutrality by 2023.

- Achieve compliance across green purchasing for head office.

- Implement procedural management of hazardous material disposal in line with our environmental policy.

- Share our learnings with our networks and supply chains to help encourage wide-spread improvement of business environmental practices.

- Implement a tiered supplier network to track level of commitment and transparency on social and environmental impacts.

- Implement fully recyclable outer postage packaging.

- Reduce print collateral across the business and in all orders and packaging.



Our *Business Model*

2021 was a year of reckoning - through the instability of a global pandemic we turned inwards and assessed what was truly serving us as a business. Fundamentally, we felt our wholesale channel was beginning to take us away from our core values and we started to feel misaligned.

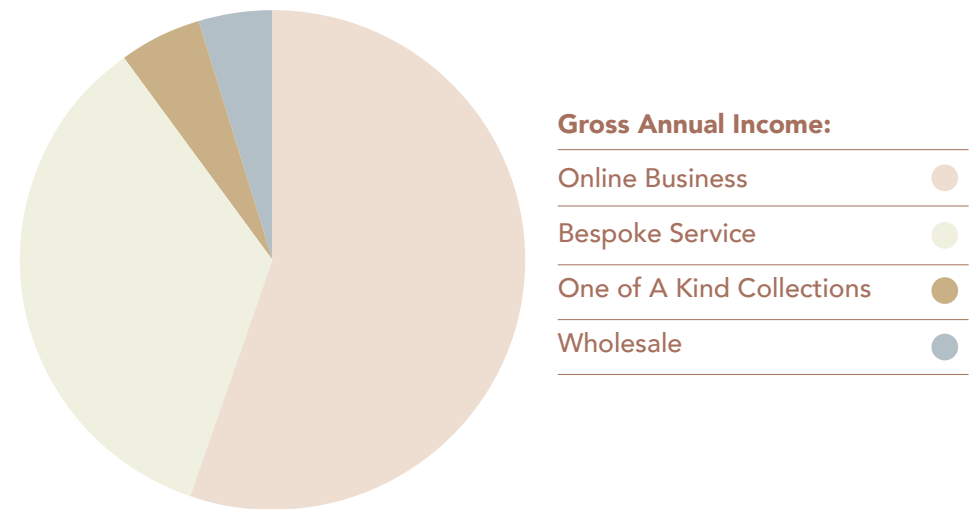
With demand for wholesale production increasing, we had to make a decision - either we diluted our vision for conscious, local production and found alternative routes to manufacture increased volumes or we stayed true to our ethos and committed to only creating within our means. **We chose our values and long-term vision, and with gratitude for the journey taken into wholesale and for the support of our stockists and agent, we chose to end this chapter.**

Despite our best intentions, over the years we have accumulated surplus stock as well as samples for every wholesale collection when following traditional retail models. It was this realisation that led us to reassess our place in this industry and this world, and the direct-to-consumer model allows us to both instil our value system into every piece we make, but also ensure there is minimal waste or surplus.

Our team can now solely focus on making pieces with intention and design collections that speak to the heart, imbued with creativity that hasn't been dictated by external deadlines. **We can now say with confidence and clarity that the majority of our pieces are made-to-order, with a curated selection of our most-loved pieces made for our showroom, allowing clients to purchase a piece when they visit us.**

To find out more about our handmade process, [click here](#).

This chart demonstrates the significant portion of our products which are made to order, with only OOAK and Wholesale portions made pre sale.

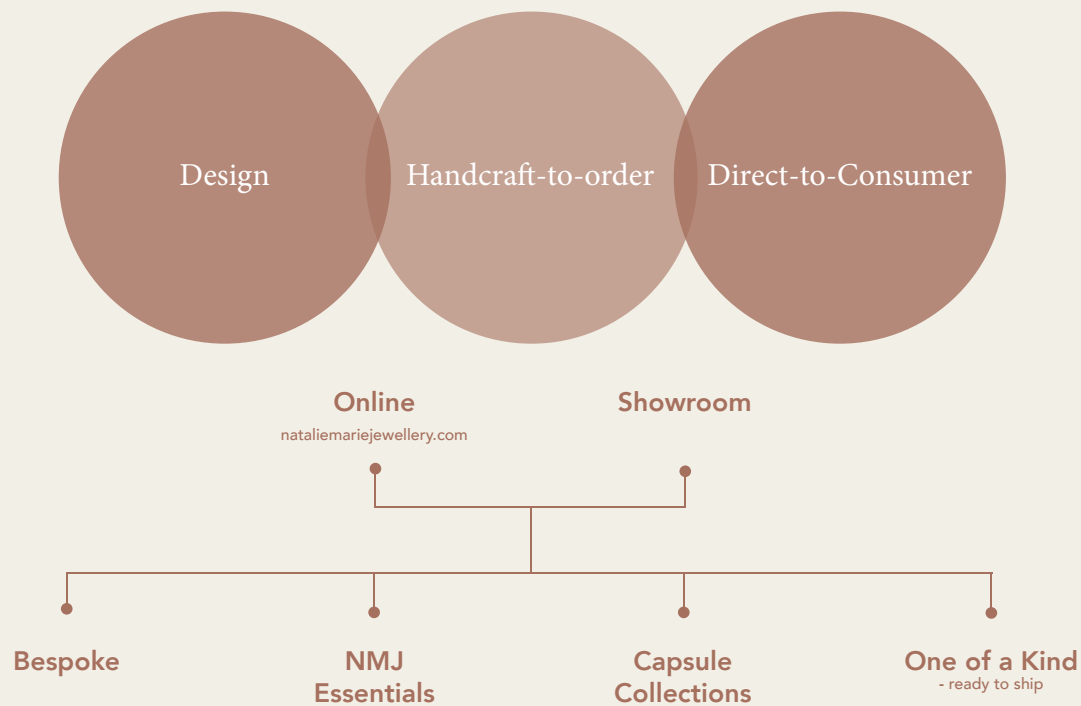


* Information gathered 1st Jan 21 - 31st Jan 2022

Our *Business Channels*

“Our creative process will no longer be influenced by seasons, instead, we will remain true to our core value of handcrafting conscious heirlooms shaped with intention.”

- Natalie Fitch | Founder and Head Designer



Our Journey *so far*

We are proud to have largely experienced an organic path of growth and we acknowledge the loyal community that has supported Natalie Marie Jewellery from early on. Both our social media followers and customers share a deep love of our brand and it is that love which allows us to continue to tell stories through our artisan objects.

Here are just a few of our highlights from the last 10 years.

“Since our brand’s inception, we have been driven to consciously create pieces of intention in the name of love.”

- Natalie Fitch | Founder and Head Designer



Here are just a few of our highlights from the last 10 years.



We opened our first small showroom and studio space in Avalon and our team expanded again to include another jeweller and two admin support staff.

NMJ moved from its garage location to a home studio inside Natalie and Daniel's home. From here, Natalie made her first engagement ring and launched a collection in NMJ's first international stockist in L.A.

The business was officially registered and Natalie Marie Jewellery was born from a small home studio in Natalie and Daniel's garage. The first official collection was created.



2016

2014

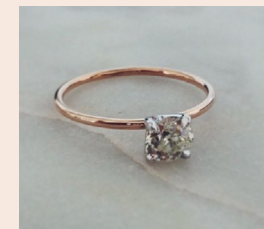
2012

2015

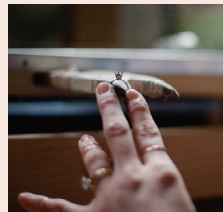
2013

2011

NMJ expanded to a team of two, with Natalie employing her first jeweller. We crafted our first Signature Diamond Solitaire for a beautiful couple, the first of many.



NMJ launched in its first wholesale setting through a handful of Sydney boutiques.



Natalie completed a Bachelor of Visual Arts at Sydney University, where she majored in Jewellery and Object Design. She then launched her namesake label immediately afterwards. Initial samples were crafted on Natalie and her partner Daniel's kitchen bench.



We moved into our current show-room and studio space in Avalon Beach, Sydney.

Our team grew again to 20, with all of our longstanding staff growing into new positions in the business.



We hired our first Head of People and Culture.

Our team expanded to 35 staff members to increase our in-house production capacity.

We renovated and expanded our head office to facilitate the growth in our team.

Natalie and Daniel welcomed their second daughter to the family.



We returned to our roots and departed from wholesale, moving back to a direct-to-consumer model. We continue to handcraft pieces to order, reducing excess manufacturing, and showcase a curated collection of our most loved pieces in our Avalon showroom.

We moved towards a more organic process of designing new pieces - one that was less about conforming to a traditional fashion calendar, and geared towards intentional, purposeful creation.

This year marks our 10 year anniversary, a milestone we are very excited to celebrate.

2018

2020

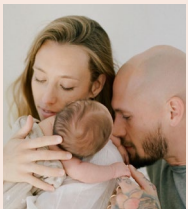
2022

2017

2019

2021

Our team grew to nine, with Daniel, Natalie's husband, taking on the role of General Manager. Natalie and Daniel welcomed their first daughter.



We became active members of the Responsible Jewellery Council and began implementing the framework of internal and external due diligence throughout our business practices and supply chain.

We acquired a head office space, after our marketing, production and management teams began to outgrow our studio space.

We took our Bespoke team to the USA, offering private consultations with clients in San Francisco and New York.

We set up a comprehensive inventory management system, an achievement led by our newly appointed Inventory Manager, allowing us to accurately track the amount of materials within our studio, minimising over-ordering and reducing waste.

We began a complete overhaul of our company policies and procedures to support best practice across our operations and focus our due diligence efforts.

The team expanded to 42 staff members to facilitate our growth across production, retail and administration.



Our Family

At heart, we are a family business and this extends beyond the household of owners Natalie and Daniel. Our team keep the wheels turning and the ideas flowing and, together, we have so much respect and care for one another, our clients and our greater community.



Our *Makers*

Our skilled artisans are the heart and soul of Natalie Marie Jewellery. Their vision, knowledge and meticulous techniques underpin the well-loved aesthetic and quality of our pieces.

As it stands*, 100% of our pieces are manufactured in Australia. 77.78% of our online pieces are made in house at our Avalon studio, and the remaining 22.22% are made in our Australian partner studios. 100% of Bespoke and One of a Kind pieces are made by our NMJ master jewellers in Sydney.

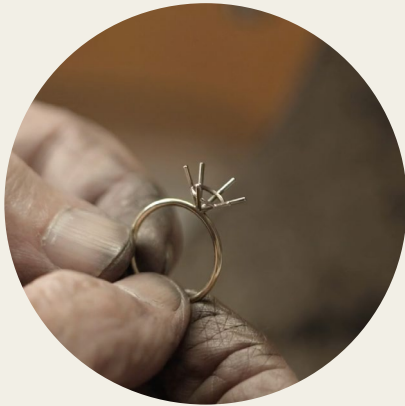
**Figures correct as of December 2021*

“I’ve always been guided by this quote from Sartre – We are what we do with what is done to us – and I try to instil this in myself and the team. That with every moment, success, mistake or every piece crafted on the bench, there’s always something to learn.”

- Santiago Rossi | Head Jeweller

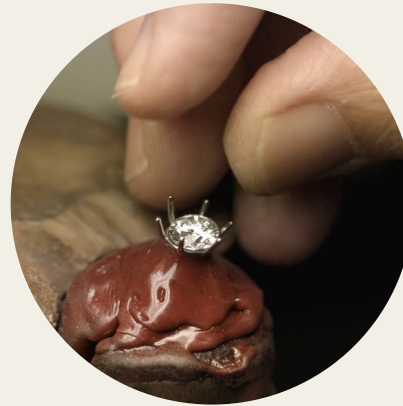


Our *Makers*



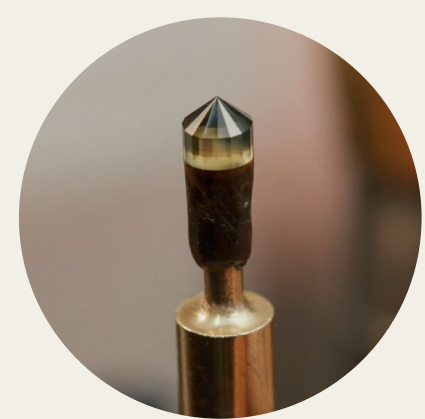
Our Master Jewellers

Our master jewellers work exclusively on our Bespoke and One of a Kind designs. Collectively, our master jewellers have over 100 years of experience and the term 'master' refers to a level of skill, experience and quality of work established through years of practice.



Our Stone Setters

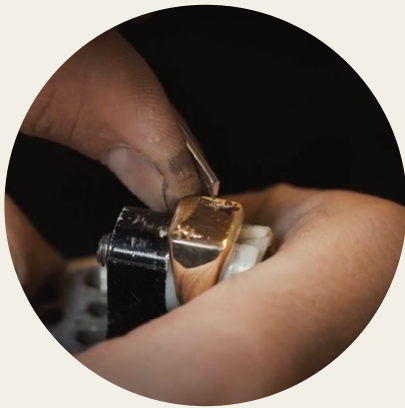
Stone setting is a specific craft which is clearly defined from the crafting of jewellery itself. Setting is a skill which only some jewellers choose to pursue on-top of their foundational craft. We have one in house stone setter and four external, Sydney based stone setters who work on our pieces.



Our Stone Cutters

An expert cutter has the innate ability to pick out the hidden features of a gemstone and bring to light the beauty that is hidden beneath the rough exterior of an uncut stone. We have a local specialised stone cutter who works on special stones for bespoke pieces. The stones we use across our online products are custom cut for us in various locations via our supply network.

Our *Makers*



Our Hand Engravers

Where personalisation is requested, including some of our most-loved pieces such as the Golden Wattle and Mae Pendants, we work with specialist hand engravers, based in Sydney. It's important to us to support the age old art of hand engraving, which is why our pieces are engraved in this manner as opposed to using a laser.



Our Production Jewellers

At the time of print, we have nine production jewellers working in our studio, who specialise in different areas. All production jewellers work across online collection pieces, while a handful of senior production jewellers also work across select bespoke and One of A Kind pieces.



Our Junior Jewellers

We are passionate about the continuation of traditional craftsmanship. It is through nurturing, teaching, and encouraging young talent within the NMJ studio that will, in turn, add to the talent pool of jewellers in Australia. We currently have three junior jewellers who work with us on a part-time basis, learning vital 'on the tools' experience, while also studying Jewellery Design through Tafe.

Our Showroom & Studio



Our *Showroom*

The NMJ Showroom opened in 2018, just a stone's throw away from Avalon Beach, on Sydney's Northern Beaches.

It was important to us when designing the space that we were creating an environment that represents who we are; with every detail being carefully considered so that our clients feel comfortable and warmly welcomed.

We feel honoured that clients choose to visit us from all over the world and it was our goal with our flagship retail space, to provide a luxury experience in a beautiful setting, without losing our connection to the process and our craft.

Our aim is to provide a laid-back experience where all are welcome to share a coffee or a glass of champagne while browsing our collection and taking in the action of our busy jewellers at work on the other side of the glass doors.

This is not your typical jewellery shop - the shelves are peppered with eclectic ceramics and curated artisan pieces, sitting alongside our jewellery showcases. We have two private consultation rooms to host our bespoke clients, where couples can discuss wedding bands privately or engagement ring clients can explore different stone options and designs with both a level of discretion and the one-on-one focus of our bespoke designers.





Our Studio

Through the glass at the back of our showroom, you will see our jewellers busy at work. Our studio houses 10 benches and a light-filled space for the team to handcraft every piece to order. Our intention is for our team of jewellers to feel connected to our showroom experience and the clients who choose us to create a piece to tell their individual story.

“Our Avalon showroom is a unique extension of Natalie and Daniel’s home - a place of welcome and warmth. With windows into the worlds of our jewellers, the idea of connecting our clients to the process ensures they feel a part of the journey of bringing their dream piece to life.”

- Maddison Varley | Retail Manager



Culture & Wellbeing

"They [employees] want to be wildly productive at work, and they want to make a difference. They also want to be outside; they want to be healthy and spend time with family." - Yvon Chouinard



Culture

We aim to foster a culture that feels inclusive, where our employees feel heard, valued, respected and can 100% be their authentic selves.

We encourage flexible working hours including being able to work from home once a week to allocate quiet, focused time to weekly structures. We hold regular team gatherings, where the whole company can share a few hours together over good food. We invite all employees to take a paid day off for their birthday, encouraging them to spend the day doing something that lights them up. We send out an internal team newsletter where we get to share what the team have been up to at work, but also any highlights that the team would like to share from life outside of work, and the social impact activities we are taking part in.



Further steps that we put in place to promote a state of being comfortable, healthy and happy at Natalie Marie Jewellery:

- We encourage and offer external career training for continuous growth and learning.
- We have an open door policy, where feedback is encouraged.
- We offer our team cultural workshops.
- We implement yearly appraisals and quarterly check ins with managers, encouraging a constant flow of open and honest feedback.
- We conduct a yearly review of team and business structures to ensure we have the best possible framework in place to support team members in their roles.
- We encourage and support progression through all areas of the business with a focus on skills and passion.

Supporting Mental Health & Wellbeing

In 2020, as Australia began the recovery effort from the 2019/20 bushfires, the world was plunged into a global health pandemic. We were left feeling challenged in ways that we could not have imagined. Many of us were faced with an uncertainty that we had not felt before, our health felt under threat, as did our job security and connection with loved ones, leaving a sense of overwhelm and in some cases, burn out.

We felt these stresses from the top down and recognised that we needed the time and space to address how we were feeling and how we could combat stress and cultivate resilience and inner peace in the face of uncertainty.

We started to work with Jacqui Lewis of The Broad Place on a workplace program that took our entire team through mindfulness exercises and guided monthly meditations. 2022 saw the launch of a three part custom designed workshop led by Jacqui, focused on stress management, creative thinking, high grade living, personal leadership, working under pressure and enhancing communication.

Our Goal

Our ultimate goal is that everyone that works for Natalie Marie Jewellery, feels supported, nurtured and challenged within their roles. We remain agile to our employees' needs and continue with our 'people over profit' approach.

“We are always striving to work in a sustainable way, with kindness at the core of how we work with each other, and this has been even more so evident over the past few years. Our team has gone from strength to strength continuously supporting ourselves and each other.”

- Lillian Armstrong | Head of People and Culture



Diversity & Inclusivity

We are committed to doing our part to make this world safe and equal for everyone. We strive to be a diverse company with employees from unique backgrounds, cultures, religions, beliefs, gender identities and orientations. We are committed to ensuring everyone, regardless of who they are or what they do for the business, feel equally involved in and supported in all areas of our workplace.

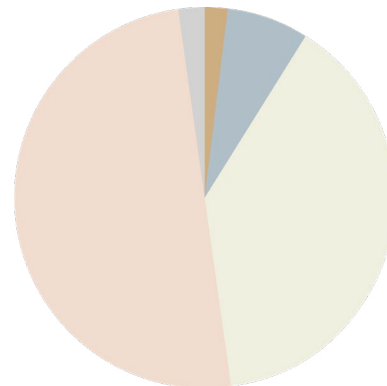
We have a beautiful multicultural team at our NMJ Head Office and we also recognise that we are based in a community which is not culturally diverse. We pledge to promote diversity and consciously ensure inclusion and equality is reflected in our messaging.

As a business, and as individuals, we will listen, read, learn and educate ourselves on ways we can help to create a future where racial injustice and inequality is eradicated, and a world where all people share equal rights and opportunities within the workplace.

We currently have **46 team members** at head office.

83% Women, of which 67% hold senior positions

17% Men, of which 33% hold senior positions



Age Diversity:

Over 50	2%
41 - 50	7%
31 - 40	39%
21 - 30	50%
0 - 20	2%

Our Key Diversity & Inclusivity Processes

Recruitment

We structure our recruitment and selection practices at all levels so that a diverse range of candidates are considered. We review job descriptions, imagery, and language to eliminate bias and ensure they encourage a diverse range of candidates to apply for available positions. We monitor candidate shortlists for diversity in gender, age, culture, capabilities and background. Our recruitment and selection processes and practices have been designed to ensure we find the best people by evaluating on merit in the final selection process. We also provide Visa sponsorship opportunities to increase employment opportunities for skilled talent and team diversity, to aid us in finding the best talent for the positions we are hiring.

Employee Engagement

We provide an induction to new employees, introducing them to the company culture and the expected standards of behaviour whilst working at Natalie Marie Jewellery. We use anonymous, company-wide surveys to measure, track and report on our engagement as well as issues such as organisational culture, flexibility, inclusion, and leaders' behaviour, as part of our Employee Happiness Survey.

Learning & Development

Natalie Marie Jewellery offers careers that broaden and deepen our employees' skills, abilities and knowledge. We design and implement programs that build our capability for the future, assisting in the development of a broad and diverse pool of skilled and experienced employees. This includes the nuanced skills and capabilities required for senior leadership positions, and inclusion, in particular, is unquestionably an essential leadership competency. We also provide training for personal development which opens up discussions regarding different ways of thinking and working, and creates an environment for the acceptance and celebration of our differences.

Remuneration

We are committed to gender pay equity, with our remuneration framework and systems designed to provide equal access rights to all employees regardless of gender. We conduct a gender pay equity review annually to understand any gaps at three levels: organisation-wide; by level; and within like-for-like roles. Outcomes from the review inform specific actions to close any identified gaps.

Job Design & Flexible Work

We recognise that employees at all levels have unique needs and preferences for flexibility regardless of gender, from formal recurring flexibility arrangements to ad-hoc requirements. We offer employees a range of flexible work arrangements and encourage them to choose the structure that best enables their success both at work and home.

Community Engagement

We are committed to working towards building a society where there is equity in health and wellbeing and employment outcomes for Aboriginal and/or Torres Strait Islander people, and we have formalised this commitment through our first Reconciliation Action Plan. We are committed to working with the LGBTQIA+ community to address health and employment inequalities and ensure our policies, processes and practices are inclusive of everyone.

Our *Community*

"Community is much more than belonging to something; it's about doing something together that makes belonging matter" - Brian Solis.





Our *Community Development*

Natalie Marie Jewellery has, at its heart, the essence of community and family guiding us.

We continually adjust our focus, paying close attention to the existing and arising challenges that are facing many across the world.



“We do real life, deeply authentic work that results in long lasting transformational change. When self understanding unites with diverse thinking and creativity, a more conscious way of being in the world is undertaken.”

- Jacqui Lewis | The Broad Place



Our Community Development

Golden Wattle

At the end of 2019, like so many others, the team at NMJ watched on helplessly as the beautiful country that we call home was ravaged by wild bushfires. In response to this emergency, we released the one-off Golden Wattle pendant, hand-engraved with Australia's national floral emblem – a piece that would become an ongoing symbol of unity and resilience. **100%** of proceeds from sales of this piece went directly to the Red Cross and WIRES emergency funds to support the vital work that these charities were doing on the ground. In just 30 hours, our community raised **\$124,200**, with donations coming from over 11 countries. It's a reminder that with unity comes resilience and hope. This heartfelt piece reappeared again in 2020 as an ongoing collection piece with 15% of profits donated to our customer's choice of causes. Since its introduction we have supported: Beyond Blue, WIRES, Red Cross, The Salvation Army, Black Lives Matter, UNHCR Refugees, NSW Farmers Flood Appeal, Afghan Aid & Yalari. 2022 sees an expansion on our Golden Wattle offering, an extension of one of our most loved and most meaningful designs.

Support Through Education

'Education is key to generational change' - this is a core belief that fuels the work of Yalari, a not-for-profit organisation offering scholarships for Aboriginal and Torres Strait Islander children from regional, rural and remote communities. Yalari share a lifetime passion to encourage generational change through education, with the vision that this is what allows us to heal our nation. As a business founded on the values of family and love, Yalari's work has always been a cause close to our hearts and we have been proud supporters of their programs since 2019.

Reconciliation Action Plan (RAP) – Reflect

The development of our **Reflect Reconciliation Action Plan** through Reconciliation Australia allows us to keep actively engaged in ways we can develop lasting relationships with the Aboriginal and Torres Strait Islander community as dedicated allies. Working through the **RAP** gives us the opportunity to find many ways to champion the power of the community, ensure our workplace is culturally safe and inclusive, and do everything we can to be active, passionate participants in the reconciliation process in Australia. Our goal is to finalise our stage one **RAP** by the end of 2022. Stage two of our **Reconciliation Action Plan** will be to create an **Innovate RAP** which focuses on developing and strengthening relationships with Aboriginal and Torres Strait Islander peoples, engaging staff and stakeholders in reconciliation, and developing and piloting innovative strategies to empower Aboriginal and Torres Strait Islander peoples.

NMJ Memoirs

Our **NMJ Lovers** series is an ongoing feature on our journal in which we profile the romantic relationships of NMJ customers. However, we recognise that although we are all human, we are not the same, and for that reason we have launched **NMJ Memoirs**. Our jewellery holds stories of the ease of love, the challenges of love, the mountains climbed for the right to love, the joy of love. Every love story is different and that's what makes it so beautiful. We will always advocate for love for all - every experience, every challenge, every heartbreak, every success, every happy ending. **NMJ Memoirs** is a series which will be filled with stories that will teach you, guide you, move you, surprise you. A series of love stories. Deeply honest, human stories. And in celebration of love for all, for every NMJ Memoir we will make a donation to Minus18 who are changing the lives of the LGBTQIA+ youth in Australia.

Our Partnerships

Our community is incredibly important to us and, as a purpose-led business, we are proud to partner with organisations and individuals that we share common values with.

IMPACT

We are proud to be a contributing partner of global non-profit **IMPACT** - Partnership Africa Canada, a well-established organisation focusing on regulatory and legal reform, supply chain transparency, illicit trade and financing, gender equality and environmental stewardship in the precious metals and gemstone mining industries.

For nearly two decades, IMPACT has worked to end the trade of conflict diamonds and published one of the first reports that showed the link between diamonds and conflict financing. Their efforts towards a responsibly-managed diamond supply chain led to a Noble Prize nomination.

We donate 1% of all online sales to IMPACT who, in turn, support communities who rely on mining to support their family units.



YALARI

Our important relationship with **Yalari** formed in 2019 on the back of implementing our first Reconciliation Action Plan. Since 2005, Yalari has been providing Indigenous children from regional, rural and remote communities across Australia the opportunity to receive a full boarding school scholarship for their entire secondary education.

As of 2022 there were over 250 students on Yalari scholarships nationally with an alumni group of 380 studying at universities, working or undertaking further training.

We remain dedicated to financially contributing to this incredible cause with a portion of sales from essential NMJ pieces allocated quarterly.



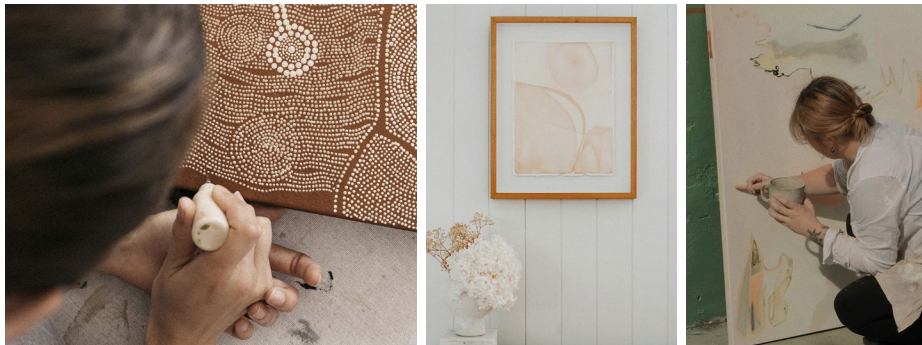
Partnering with Artisans

We are always looking to collaborate with local and Indigenous artists and constantly keep our eyes open for opportunities to stock the work of such artisans in our showroom and online store.

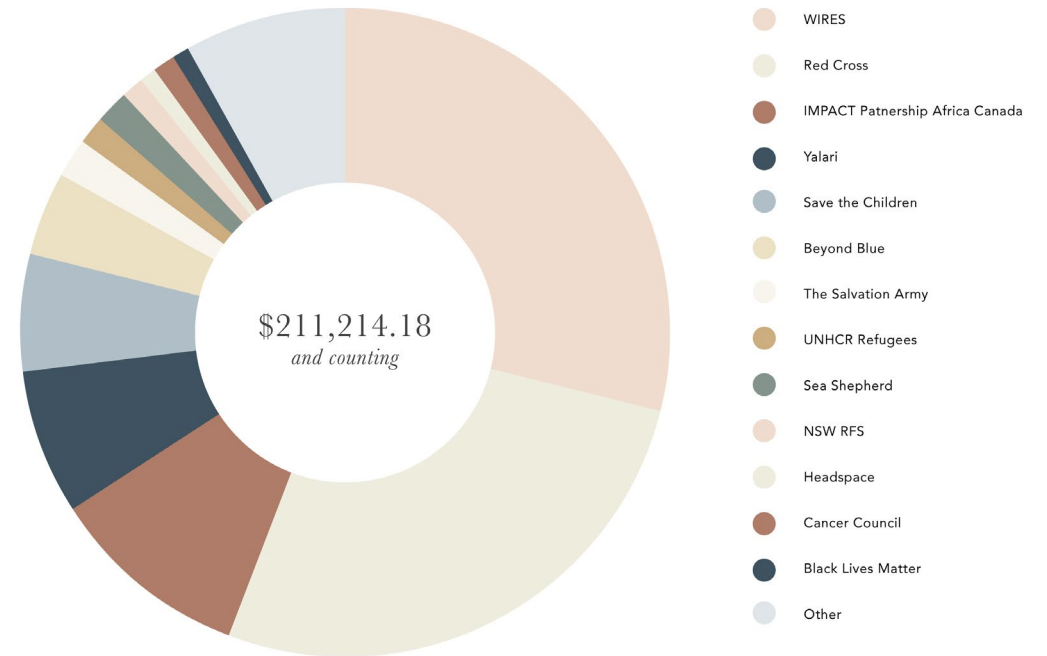
We embarked on our first collaboration with contemporary Indigenous artist, **Niah McLeod** in 2021, which resulted in a limited edition capsule collection inspired by Niah's commissioned painting, '*Gupu Dreaming*' - an intricate story of freshwater meeting saltwater. **Together, we raised \$5240 for Yalari.** 2022 has already seen our collaboration with Barkindji woman, Lily Bennett come to life. This partnership saw a custom artwork by Lily hand-engraved onto an exclusive pendant as an abstract interpretation of the 2022 **National Reconciliation Week** theme, "Be Brave, Make Change", with **25%** of sale proceeds donated to Lily's charity of choice, **Gunawirra**, a community-led not-for-profit that works closely with Aboriginal and Torres Strait Islander people, families, children, and communities to reach their full potential.

Featured both in our showroom and via our website we have showcased the works of **Lily Nicholson** and at the time of print, our current collaboration with the inspiring **Jade Lister-Buttle** includes a series of exclusive paintings available for purchase.

We look forward to continuing collaborations with remarkable artists within our community and championing community changemakers.



Our Charitable Partnerships



*Total donations correct 31.03.22

Our *Supply Chain*



Key Principles

Transparency / Traceability

Strict due diligence procedures, coupled with trusting relationships and clear communication provide a platform for us to assess our supply chain for environmental and human rights impacts, ethics and quality - allowing us to identify any risks and create plans to address them.

Progression

The purpose of our due diligence procedures is not only to achieve improved transparency but also to identify pathways to progression and improvement. It is our intention to incite growth and development within our supply chain and further afield by empowering our supplier networks to take steps towards improving their practices.

Responsible Business Policy

All of our suppliers, contractors and collaborators have been provided with our responsible business policy, which outlines our expectations, requirements and set standards for affiliation. This Responsible Business Policy is underpinned by the Responsible Jewellery Councils guiding principles.

Responsible Sourcing

Our partners, suppliers and collaborators are integral to helping us achieve our sustainability goals. We are committed to following a due diligence procedure that works to improve transparency and protect human rights in our supply chain, and working with suppliers that we can confidently stand alongside that share the same values as us.

In November 2019 we became a member of the RJC, our participation as a member of the RJC was guided by our desire to not only strengthen our responsible business practices, but to meet our sustainability goals, and influence change within the industry by being transparent with our journey.

Our goal is to stand on strong foundations in our conversations around responsible practices so that we can go beyond mere words and language and demonstrate, with confidence, a holistic and thorough approach to conscious business with clear tangible evidence of our progress shared with our community to support this.

Over the last three years, in preparation for audit and intended accreditation by the RJC, we have implemented and diligently adhered to the guidelines set out in the Organisation for Economic Co-operation and Development's (OECD's) Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas, as recommended by the RJC. This code of practice addresses supply chain integrity, human rights risks and sustainability in the global jewellery industry. In lieu of the global climate and concerns around one of the RJC's members, we have chosen to pause our membership and delay our audit until we can ensure that RJC is adhering to its own strict code of conduct, aligning with our vision and purpose. We do not wish to align with an official body unless that body is clearly demonstrating the highest possible ethical standards.

Despite this decision to pause on official accreditation, our work through the RJC toolkit and COPs has provided an invaluable framework for us to measure our own progress and review our internal procedures as well as those of our wider supply chain.

We recognise that we are accountable and that the responsibility lies within our hands to do our due diligence with all existing and new suppliers, and to clearly communicate our supply chain policy and the responsible business practices that we require to be met.

Our product offering has been refined to reflect our supply chain compliance requirements and the outcomes of our due diligence procedures. Suppliers who have not been willing to engage with our transparency and due diligence requirements have been disengaged and no longer supply goods to our business.

What is Due Diligence?

"Due diligence is when a company takes reasonable steps to identify and mitigate risks. Its objective is to help companies respect human rights and avoid contributing to conflict through their sourcing practices. The process is intended to help make supply chains more transparent and prevent the extraction and trade of minerals from becoming a source of conflict, human rights abuses, and insecurity."

- Responsible Jewellery Council 2022

Supply Chain Procedures

Our due diligence procedures are in place to ensure all suppliers align with our goals regarding responsible sourcing and sustainability. These procedures have been followed for all existing suppliers and are part of a rigorous onboarding procedure for all new suppliers.

Our due diligence checklist covers all key criteria including:

- Human Rights and Know Your Counterparty (anti-money laundering) requirements.
- Environmental responsibility.
- Legality and conformance.
- Willingness to provide supporting evidence to substantiate claims.

Our supply chain procedure includes requesting information from both our existing suppliers and new suppliers, where they must provide all Supply Chain, Human Rights or Responsible Business policies they have in place. We collect information about whether they have their own due diligence procedures in place covering their sourcing, human rights impacts and Know Your Counterparty responsibilities, and we look to analyse how traceable their supply chain is. As we collect these details from our suppliers, we then make decisions about where we can continue the conversation, encouraging greater transparency, implementation of policy and procedure, and how we can contribute in mitigating risk. As part of this process we have written a grievance mechanism, and remedial procedure to action if we are found to be contributing to, causing or linked to any potential Human Rights risks. We are committed to best practice, both our own and our suppliers, and ensuring the protection of human rights to all who contribute within our supply chain.

Our Supply Chain Policy - [Find out more](#)

Key progress over the last three years includes:

- Building a framework to undertake rigorous due diligence procedures within supply chain, based on training undertaken with **IMPACT**, and guided by **RJC** guiding principles and supported by upgraded inventory tracking software.
- Forming key partnerships with aligned suppliers who acquire material direct from mines and can therefore provide clear, evidence based tracking of material from mine to studio.
- Implementing rigorous onboarding procedure for any new suppliers to ensure they are compliant with our due diligence requirements.
- All stones entering our business are tested with a state of the art diamond tester, and reviewed by our inventory team to ensure they match their certified specifications, and to ensure they meet our strict quality standards.
- The **World Diamond Council System of Warranties** procedure for certified diamonds is strictly adhered to.
- As it stands in 2022, **73.7%** of our stone suppliers are fully compliant with our due diligence requirements or are actively working through these requirements. Those unwilling to meet our due diligence requirements have been disengaged from our supply chain.
- As it stands in 2022, **67%** of our precious metal is sourced via suppliers who are independently accredited and or compliant with our due diligence requirements.

The results of our internal supply chain audit have separated our suppliers into four categories based on our due diligence procedures:

Compliant

In this context, we use the word compliant to reflect suppliers who have willingly met our due diligence requirements, this includes disclosure of their own policies and procedures around supply of material, as well as supply chain transparency as outlined in our supply chain policy. Compliant suppliers have also signed and agreed to our Responsible Business Policy, committing to upholding the strict standards we have in place.

Accredited

When we refer to suppliers as accredited, we are referring to suppliers who are independently accredited via a certifying body such as the Responsible Jewellery Council or the International Coloured Gemstone Association.

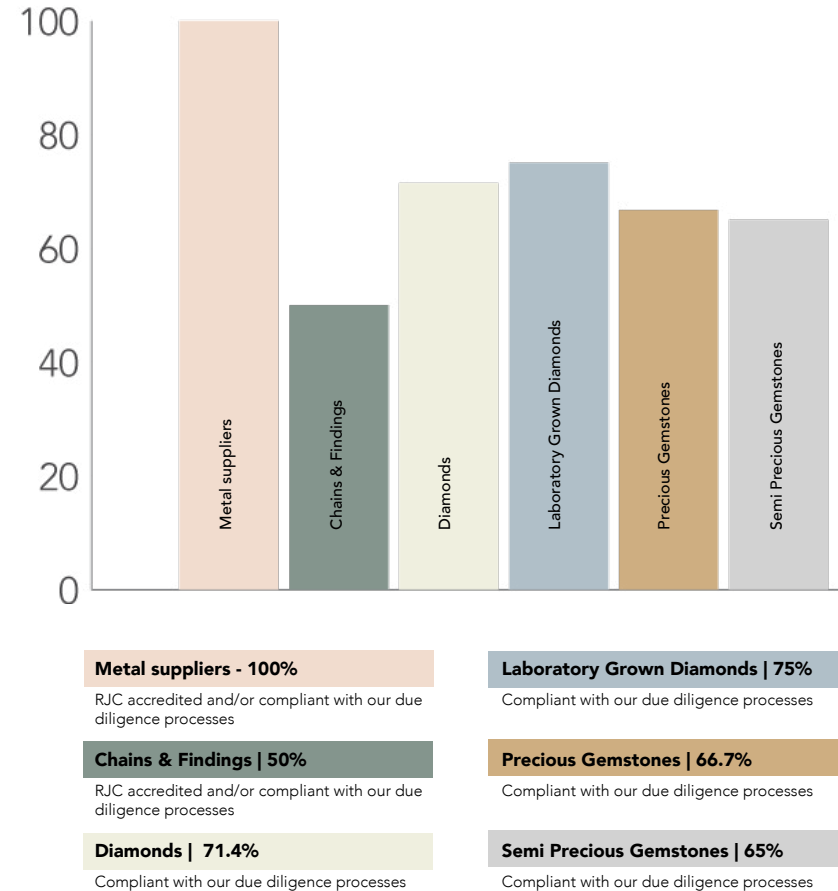
Work in Progress

Suppliers fall into this category when they have committed to our due diligence requirements, but perhaps have not yet completed all necessary steps or provided all necessary information. This category also reflects those whose standards are not quite where we would like them to be, and we are working with them on improving these to ensure they can become fully compliant.

Disengaged

Suppliers who have refused to engage with our due diligence requirements or continue the conversation around responsible practice and supply chain transparency have been disengaged. We have redirected supply for this material where possible, and in some cases designs have been discontinued where we have been unable to secure compliant supply for these stones or materials.

The following graph demonstrates the percentage of suppliers per category who are accredited and/or compliant with our due diligence requirements.



**Data is current and correct as of May 2022 and relevant to suppliers purchased from within the last six months.*

Our *Metals*

Manufacturing our pieces in Australia gives us a great deal of control over the sourcing of our raw materials. We are fortunate that this continent has a rich supply of precious materials, meaning we can largely channel our sourcing through local resources and rely on the careful and stringent environmental and humanitarian management that is in place in the Australian mining industry.

When crafting our pieces, we use a combination of recycled and new materials, depending on the requirements and supply. We recycle all of our studio scrap and excess materials via accredited refineries, and all recycled material is repurposed for reuse. Where possible, we use recycled metals which are sourced through accredited refineries and carefully alloyed to meet our requirements.

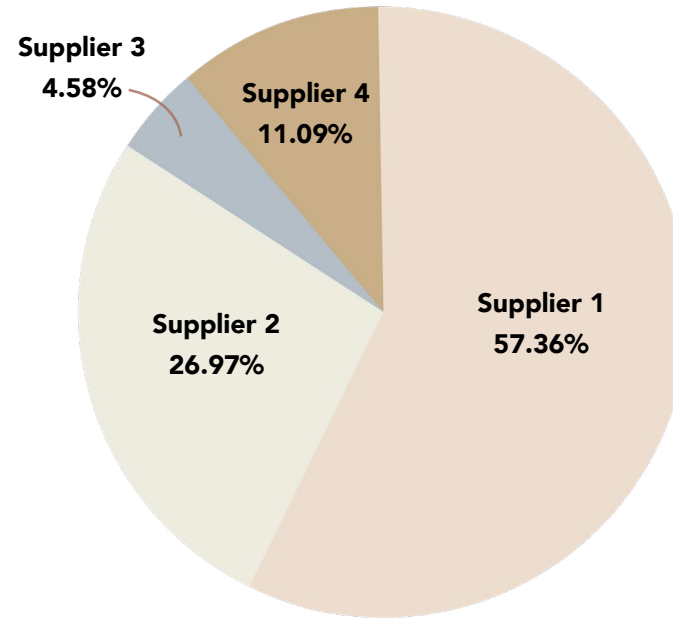
We partner with suppliers who demonstrate their commitment to sustainable, environmental practices and, where possible are independently accredited. As it stands, 67% of our metals, including raw material, chains and findings are sourced via independently accredited suppliers.

To create jewellery consciously, we have established and prioritised relationships with like-minded suppliers who value similar production principles and support our strive for transparency in our supply chain. We are involved in doing our due diligence to see where we and our suppliers can improve transparency and practice throughout the extended supply chain.

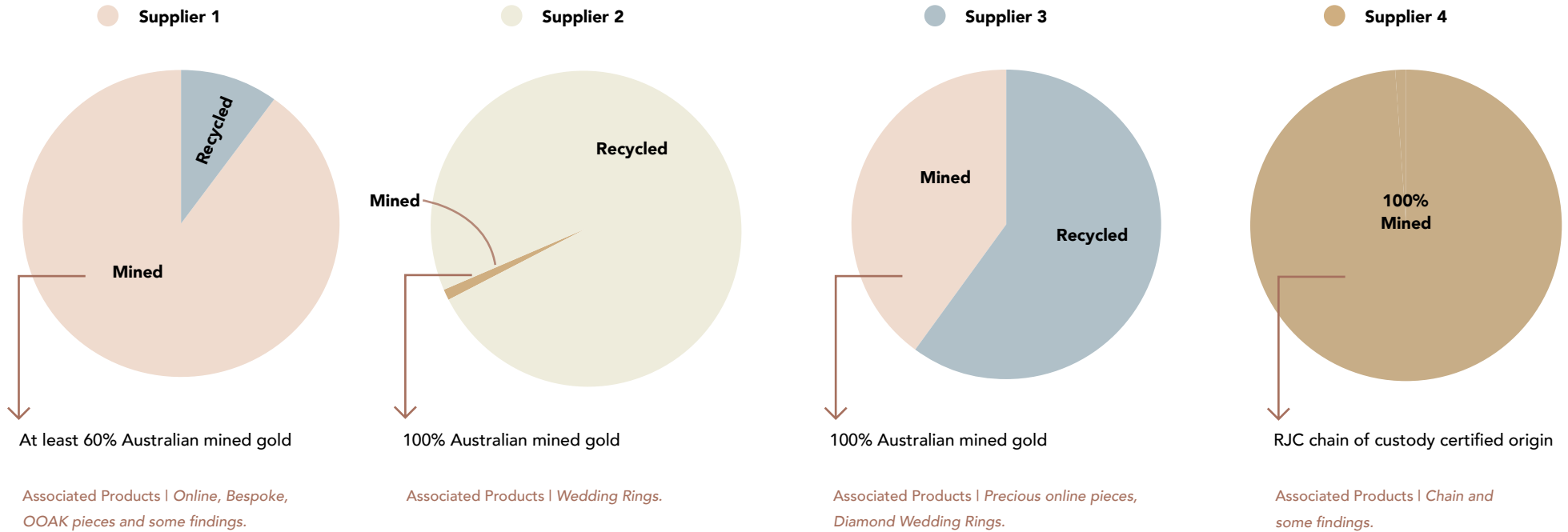


Percentage of Production by supplier by gram weight.

We work with a handful of key refineries for our supply of precious metals, their material origin breakdown can be found on the following page along with the percentage of our production related to this supplier by gram weight.



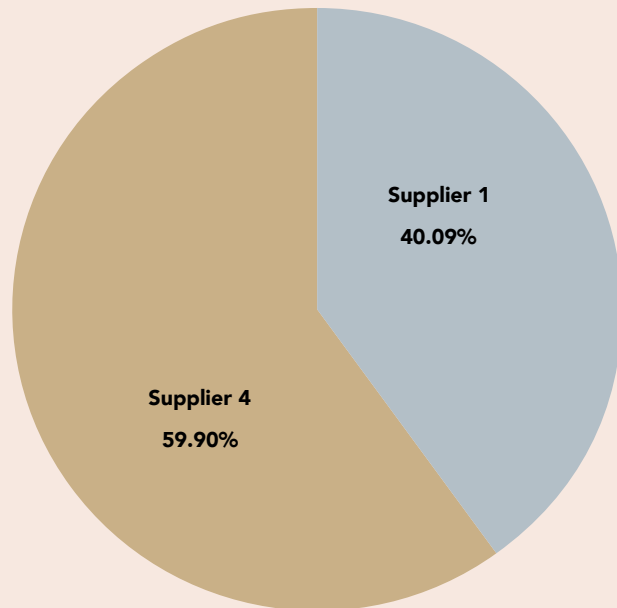
Material origin per supplier - recycled vs mined



Chains and Findings:

- Our chains and necklace clasps are made in Italy by our RJC accredited supplier.
- Our jump rings are made from Australian gold and fabricated in house.
- Our earring posts and backs are made with Australian gold, manufactured offshore in mainland China in the partner factory of our RJC accredited supplier.

Metal origin of our findings, based on units sold in the period between Dec 2021 - May 2022:



Why is our gold not 100% recycled?

We are continuously driving the percentage of recycled gold in our pieces closer to 100%. Due to the complex nature of materials and relevant behavioural properties, coupled with our specific jewellery designs, it is not yet feasible for us to use entirely recycled gold across all pieces. There are also limitations that we face when working with suppliers that produce specific components, such as chain and findings, as not all manufacturers have the ability to facilitate the refining and recycling of materials as part of their production processes.

While we continue to work towards improvement and progress in this area, at this stage we are satisfied with the large majority of our mined gold originating from within Australia given the strict compliance regulations around the mining and refining of precious metals, as well as fair trade and safe workplace conditions.

Our future goals regarding raw materials include:

- **Increasing the percentage of materials acquired through independently accredited suppliers.**
- **Continuing our partnerships and undertaking further education with Impact to support global artisan mining communities**
- **Research opportunities to take part and/or support environmental and social regeneration within communities effected by the mining of precious materials.**

Our *Diamonds*

Natural Diamonds

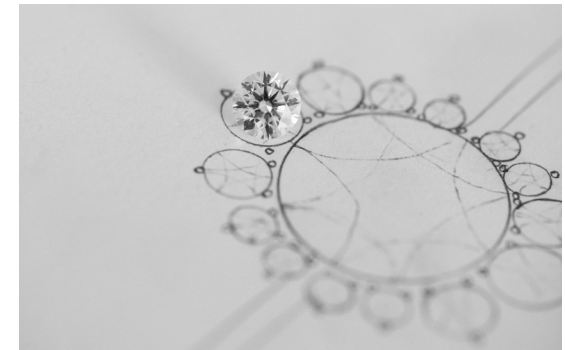
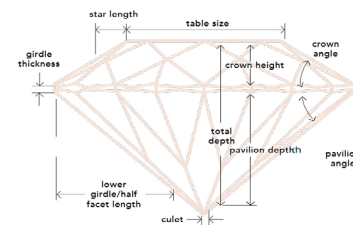
How We Source

It is our priority to ensure we source our natural diamonds from trusted suppliers: those with a proven integrity and stringent quality controls. We have long standing relationships with suppliers that we have fostered over many years to support this.

From early 2022 we have been implementing a due diligence procedure to vet each supplier we have, or are about to enter into, a relationship with. We ask the necessary questions regarding their chain of supply, requesting policy and risk assessments from each one. This determines the nature of our engagement, and opens up the conversation, enabling us to seek more detailed information to support transparency.

These procedures, coupled with trusting relationships and clear communication provide a platform for us to assess our supply chain for environmental and human rights impacts, ethics and quality - allowing us to identify any risks and create plans to address them. Those unwilling to engage with these processes have been disengaged from our supply chain.

We have steadily refined our sourcing parameters to ensure that the natural diamonds we source over 0.30ct are high quality and certified. Working with only trusted suppliers, we ensure these stones have a GIA certification or equivalent, are provided with a World Diamond Council System of Warranties statement on their invoice, and are a minimum of F in colour and S11 in clarity, with excellent gradings across cut, polish and symmetry.



Our Suppliers

As it stands 71.4% of our diamond suppliers compliant with our due diligence requirements, and those suppliers unwilling to engage with our requirements have been disengaged.

Certification

For our Bespoke and One of a Kind pieces, we work exclusively with GIA certified mined diamonds (over 0.30ct), as these are regarded as the highest quality, most accurately graded diamonds in the world. Each diamond comes with its own paper certificate listing the individual specifications of the stone and whether the stone as received any heat treatment. It also bears a unique laser inscribed serial number on the girdle of the diamond to ensure that the diamond, and its unique characteristics, can be identified and traced.

World Diamond Council System of Warranties and the Kimberley Process Certification Scheme (KPCS)

In 2022 we implemented procedures based on the recommendations of the World Diamond Council (WDC) System of Warranties which works to aid in the traceability of diamonds worldwide. We only purchase white mined diamonds over 0.30ct that have a WDC warranty on their invoice, and ensure that this statement is then transferred to our customer.

We solely source from suppliers who abide by the Kimberley Process Certification Scheme. The Kimberley Process is committed to removing conflict diamonds from the global supply chain. Today, the participants in the KPCS actively prevent 99.8% of the worldwide trade of conflict diamonds.

Testing Procedures

In 2022 we invested in a Yehuda Sherlock Holmes Diamond Tester, to gain full visibility over the authenticity of both the natural and laboratory grown diamonds that move through our production process. We abide by a stringent written testing procedure that ensures full transparency and protection of stone authenticity.



Laboratory Grown Diamonds

While laboratory grown diamonds are hailed as an ethical and sustainable option, there is an equivocal lack of transparency around the laboratories that create these stones. There is **often a lack of transparency** around the location, working conditions, humanitarian impact and environmental management of such facilities. Alongside this, the comparative environmental impact of producing diamonds in a laboratory is yet to exist in a neutral, **unbiased presentation**. There is also discussion in the industry around the impact of laboratory grown diamonds on the millions of individuals often in low income countries who rely on small scale, artisanal mining operations to support entire communities.

As with all discussions there are many factors to review, laboratory grown diamonds present a great option for many clients, but we believe in clear, unbiased education for our clients, equipping them with the tools to make the right decision for them.

How We Source

The same vetting process and due diligence requirements for natural diamond suppliers apply to our laboratory grown suppliers, with the expectation that the same parameters are addressed and the same requirements met. This provides confidence in our education of clients in assessing their options.

Our Suppliers

As it stands 75% of our laboratory grown diamond suppliers are compliant with our due diligence requirements, and those suppliers unwilling to meet our requirements have been disengaged.

Certification

The laboratory grown diamonds we source are graded by Gem Certification and Assurance Lab (GCAL), International Gemological Institute (IGI) or the Gemological Institute of America (GIA), and on occasion will also come with a Diamond Foundry certificate of authenticity if sourced through this channel. Just like natural diamonds that have a GIA laser inscription, laboratory grown diamonds will have an inscription on the girdle of the diamond to say that it has been created in a laboratory. This can be viewed under a jewellery loupe or microscope, and will match the identification number listed on the diamond's certificate.



Our Custom Cut *Gemstones*

How We Source

Underpinning our unique designs have always been an array of uniquely coloured and cut semi-precious gemstones, from **kite shaped grey spinel** to **our classic round rutilated quartz**, these stones speak our unique language purely because they are cut just for us.

In prioritising transparency and due diligence compliance, we have refined our product offering in the last twelve months to include only stones which we can source through our preferred, compliant suppliers.

We have two suppliers of custom cut, semi-precious gemstones, both of which have been evaluated and approved based on our stringent due diligence procedure.

These suppliers have complied with our requirements around disclosure of environmental, human rights and ethical impacts. Suppliers who were unwilling to engage with these processes have been disengaged from our supply chain.

Our supplier of custom cut **Morganite, Ceylon Sapphire, Citrine, Green Amethyst** and **White Sapphire** is an Accredited Ethical Member with the International Coloured Gemstone Association.

This supplier is proud to be at the forefront of gemstone transparency in Australia, and is focused on the mine to jewellery model. Working with largely family owned mines, our supplier champions environmental management and regeneration of mining sites as well as superior working conditions, pay and freedoms of mining communities.



Our supplier of custom cut **Moonstone, Topaz, Garnet, Quartz, Black Spinel, Heliodore** and **Agate** is a small family owned operation who sources material from their own mines and directly from other mine owners, cutting out third parties and therefore maintaining clear chain of custody of material. This supplier is based in the USA but has family roots in Tanzania with direct annual access to the mining sites themselves.

Our Suppliers

100% of our suppliers of custom cut stones are due diligence compliant

49% of these stones are sourced through our accredited partner (International Coloured Gemstone Association)

51% of these stones are sourced from small scale, family owned business who source directly from mines.

Our Precious *Gemstones*

How We Source

As it stands, we are faced with limitations around governance in the precious gemstone industry. Material often moves through dozens of sets of hands before landing with a downstream supplier. On the foundations of our long term relationships, we are able to work with our suppliers to gather evidence of material provenance, and can confidently say that any stone which is sold by Natalie Marie Jewellery with a claim to it's origin will have written evidence of such provenance. We continue to work with our suppliers to improve transparency around material's chain of custody so that we can improve traceability on behalf of our community.

It is our priority to ensure we source all coloured precious gemstones from trusted suppliers: those with a proven integrity and stringent quality controls. We have long standing relationships with suppliers that we have fostered over many years to support this.

From early 2022 we have been implementing a due diligence procedure to vet each supplier we have, or are about to enter into, a relationship with. We ask the necessary questions regarding their chain of supply, requesting policy and risk assessments from each one. This determines the nature of our engagement, and opens up the conversation, enabling us to seek more detailed information to support transparency.

These procedures, coupled with trusting relationships and clear communication provide a platform for us to assess our supply chain for environmental and human rights impacts, ethics and quality - allowing us to identify any risks and create plans to address them.

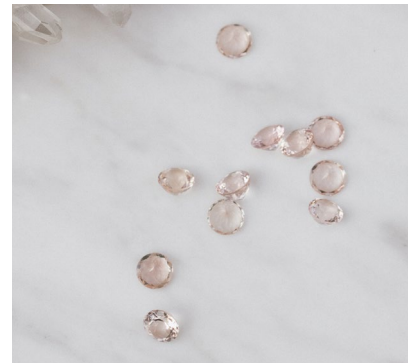
Those unwilling to engage with these processes have been disengaged from our supply chain. We are fortunate that our home continent, Australia, is rich in natural resources of both precious and non precious gemstones. We will always prefer to source locally mined stones which we can have confidence in regard to fair trade regulations and careful management of the environment.

Our Suppliers

As it stands, **30%** of our precious gemstone suppliers are due diligence compliant.

We are working towards increasing this to at least **60%** by the end of 2023.

The next step of our due diligence process will be to sort our precious gemstone suppliers into a tiered system, clearly educating our community on the parameters of compliance for each.



Our *Packaging*

In 2021, we identified our packaging as a key area of improvement and have spent the latter half of the year refining our printable packaging and working with industry leaders on environmentally friendly alternatives.

In 2021 alone, we sent out 4,100 orders, with an estimated 3,100 jewellery boxes, 3,500 care instructions, 4,000 card mailer boxes and 500 plastic satchels.

From this data alone it is clear that our packaging needs to remain a significant focus area. By addressing our practices within this area, we can implement a significant improvement on our footprint.



Our *Goal*

By the end of 2022

For our external packaging, we are working with [Grounded Packaging](#), a packaging company focused on actively having a positive impact, not just offsetting negative outcomes. For every package they produce they remove the equivalent weight of ocean plastic and support tangible initiatives to decarbonise the planet.

100% of our orders will be sent out in mailers made from **100%** recycled content, **70%** post-consumer and **30%** post-industrial recycled LDPE. These mailers will be recyclable through local soft plastic drop off stations.

100% of our orders will be sent out in **100%** recycled and recyclable kraft boxes, made from FSC-certified recycled wood pulp and non-toxic inks.

We are streamlining the amount of internal packaging with each order, taking our care guides online, with access via a QR code and reducing print collateral across all orders and packaging. Any internal printed packaging will be made from **100%** recycled paper, that is FSC certified.

By the end of 2023

We are currently looking into re-designing our jewellery boxes, to align with our conscious creation efforts, and hope to launch this by the end of 2023.

Our intention is to continue working with suppliers that are pushing boundaries, reimagining systems and design solutions that lessen our carbon impact and promote a circular economy. As technology evolves, so will we.

Our *Processes*

Our design and manufacturing processes are at the heart of our unique aesthetic, one that has always followed an organic path. We handcraft our designs using predominantly traditional techniques and hand machinery, and we work with the materials and not against them.

The art of jewellery making is a subtle one, one that requires a great deal of skill honed over many years, meticulous precision, collaboration and a genuine passion for the craft. It requires patience and perseverance to turn a piece of metal into a beautiful, wearable object.



Design & Innovation

Since inception, we have derived inspiration from processes, materials and storytelling; our creations often laced with symbolism and meaning. Through collaborations with diverse creatives we have explored expression of the natural world through our wearable creations.

We have previously designed seasonal collections in line with the global fashion calendar but always chose to keep our field of vision narrow. We have never referenced trend forecasts or looked sideways at the competitive market. We've stayed focused on our own journey and aesthetic, trusting and following our creative vision wherever it leads us.

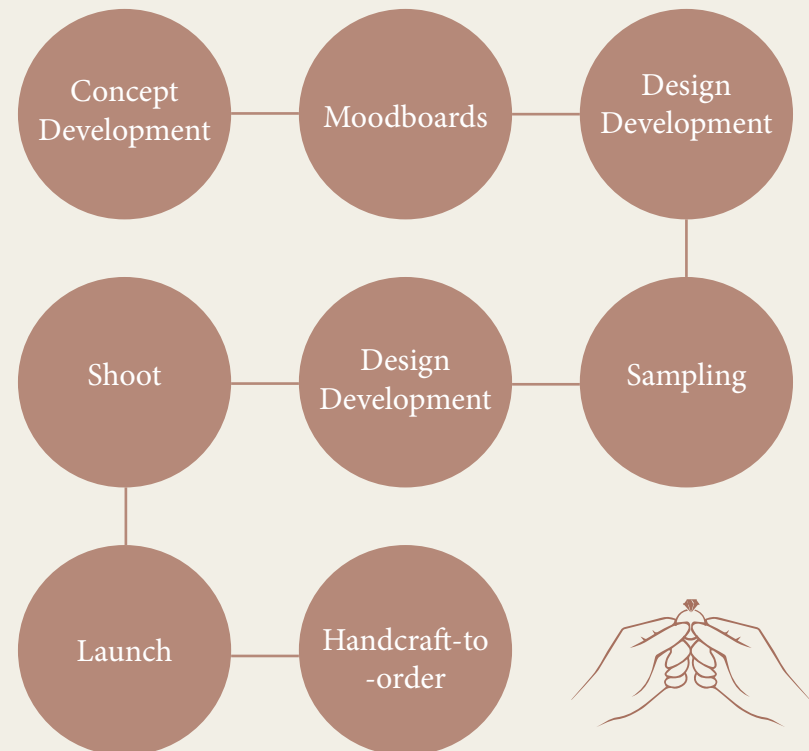
2022 and beyond is all about setting our own pace. Without a wholesale calendar to adhere to we feel invigorated to create capsule collections that inspire sentiment and connection. We are excited to expand on storytelling pieces laced with meaning, which are purposeful and inclusive.

Our design team is small, led by Natalie, founder and head designer, and supported by designers and product developers.

“Moving forwards at NMJ we are gifted with the freedom to make room for deep creativity dictated by our evolving journey as a design team.”

- Shona Macdonald | Jewellery Designer

Our Design Process



Handcrafted-to-order

From inception, Natalie Marie Jewellery has chosen to prioritise craftsmanship and integrity above all else.

We are passionate about the handmade object, we support artisans and traditional skills that could easily get left behind as technology advances. Choosing to handcraft all of our pieces here in Australia is not the most cost effective path, but for us it is the only path that aligns with our core values.

Keeping our production local and making our pieces to order also allows for a great level of agility, allowing us to offer customisations to the majority of our existing styles. When you select a collection piece either online or in our showroom, your order is carefully processed by our production team, taking care to note all of the details that make your piece unique.

We facilitate various means of production for different pieces, depending on the design of the piece and the process which will provide the best level of finish and consistency. The majority of our online pieces are handmade by our specialised team of jewellers, and some pieces utilise components which are cast. We occasionally utilise computer aided design work for specific pieces, where the design dictates. Every piece follows the same production flow, with production times varying depending on the processes involved and production pathway.

01
Order is received via online store.

02
Order is input into our inventory tracking and production management software (this is done manually to ensure no details are missed).

03
A job slip and work order is created and printed for the order.

04
All required materials are ordered from our suppliers to make the piece/s.

05
Materials arrive in our inventory office, and a job bag with the job slip and materials is delegated by the production team to the appropriate jeweller.

06
The piece/s is handmade and assembled.

07
If the design includes stones, the piece will now progress to setting stage with master setters.

08
If the piece includes a custom engraving, the piece will now be handed to our master engraver.

09
The piece will now be polished and cleaned, followed by an initial quality control check in the studio.

10
The finished piece is then quality checked by our Head of Production who checks all pieces personally. ecked by Head of Production.

11
If any changes or improvements are required, the piece will return to the jeweller who made it for further work until perfect.

12
Once the piece has been approved by HOP, it is handed over to our dispatch coordinator to undertake the final quality check, carefully package and arrange shipping.



*This is a simplified example of the production process each piece undertakes.

The priority of our jewellers is always quality and attention to detail, and while our studio is a very busy place, a great deal of care and attention is dedicated to the making of each piece. Each piece is carefully quality checked at every step of the process before making its way into the world.

Some of our Bespoke and One of a Kind pieces are handmade by our independent Master Jewellers, located in Sydney but outside of our studio. These jewellers are highly skilled, with decades of experience, and they choose to work from their own independent workshops. We work closely with these jewellers everyday and spend a lot of time sitting with these masters to expand our own knowledge and collaborate on design work.

- **All bespoke and One of a Kind pieces are handmade in Sydney.**
- **100% of collection pieces are manufactured in Australia.**
- **77.78% of collection pieces are made in our in house studio.**
- **22.22% of our collection pieces are made by our partner studios around Australia.**
- **We currently have 9 in house jewellers, 3 of whom are student jewellers.**

We encourage and support skill development and personal growth with a focus on creating a positive and enjoyable workspace for our studio team. We intentionally maintain a substantial amount of student jewellers in our team with a view to long term development in the trade and industry support.





Costing *Transparency*

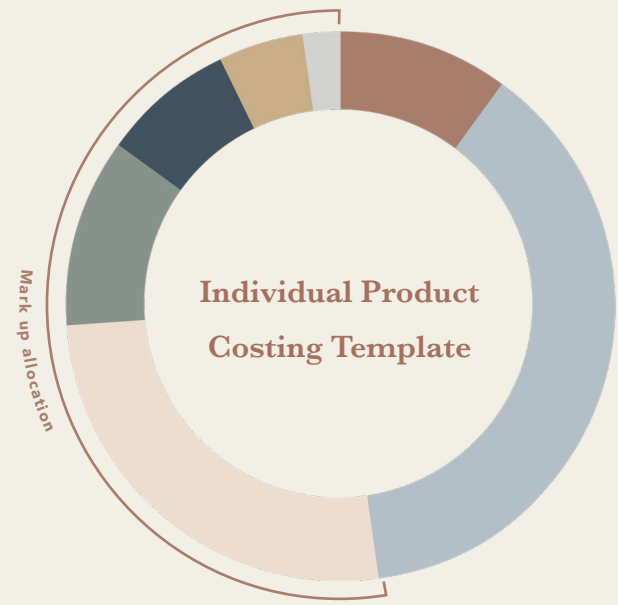
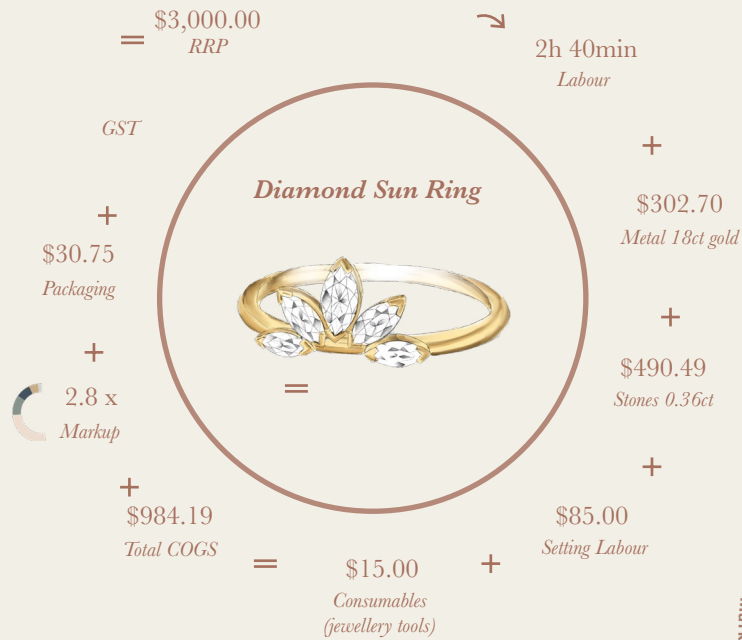
We pride ourselves on creating pieces to last a lifetime, modern heirlooms to become a part of your story now and into the future. We believe that jewellery is an investment, and know that investing in consciously created, responsibly crafted pieces is important to our clients. Our pieces are handmade to order in our Sydney studio; a production path which comes at a higher cost to alternatives, but one which gives us complete visibility over the process, a close connection to our makers and strict control over the materials used.

This costing transparency breakdown is here to demonstrate that when you invest in a piece from NMJ, you are investing in our commitment to progression, ethics and responsibility.

Our costing strategy template that follows demonstrates how we structure our costing for each product. Our goal is always to cost pieces fairly, while ensuring all costs are covered to maintain the integrity of our business structure. This template acts as a guide, and as demonstrated by some examples of our most loved products, varies with each individual product as to how it is applied.

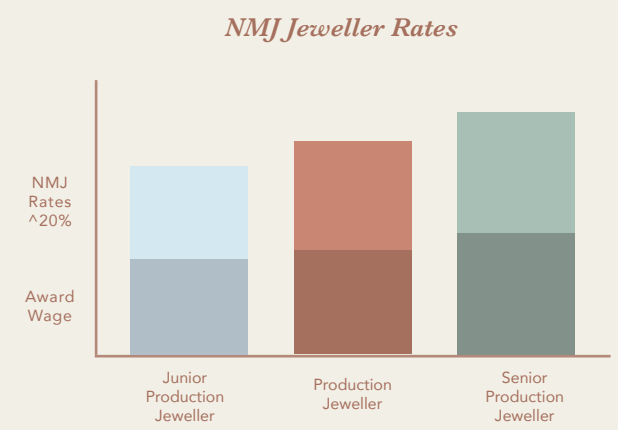
In 2022, led by changes in the global economic climate and the immediate reflection in our direct manufacturing costs, we undertook a comprehensive pricing audit. This audit also reflected the impact of our departure from wholesale. Our prices across the majority of our products will be changing as off July 2022, some pieces are seeing an increase in price, where others will be decreasing. This is a thoroughly considered action which intends to prioritise our customers, our progressive and responsible supply chain and our ongoing viability as a proud manufacturing company.





● Fixed costs
 ● Variable Costs
 ● Net Profit
 ● Reinvestment into business
● Marketing allocation
 ● GST
 ● Costs of Goods

* Based on figures from CT21/22



We pride ourselves on supporting skilled jewellers and pay on average 20% above the award wage for each different level of jeweller.

A Circular *Manufacturing* Process

What is circular manufacturing?

A circular manufacturing process seeks to reduce the use of materials and energy in manufacturing products and services and then recover as much of the end products as possible through reuse and recycling.

A regenerative manufacturing model

We are not there yet, but we are getting close to closing our manufacturing lifecycle loop, and see this as an ongoing journey of improvement.



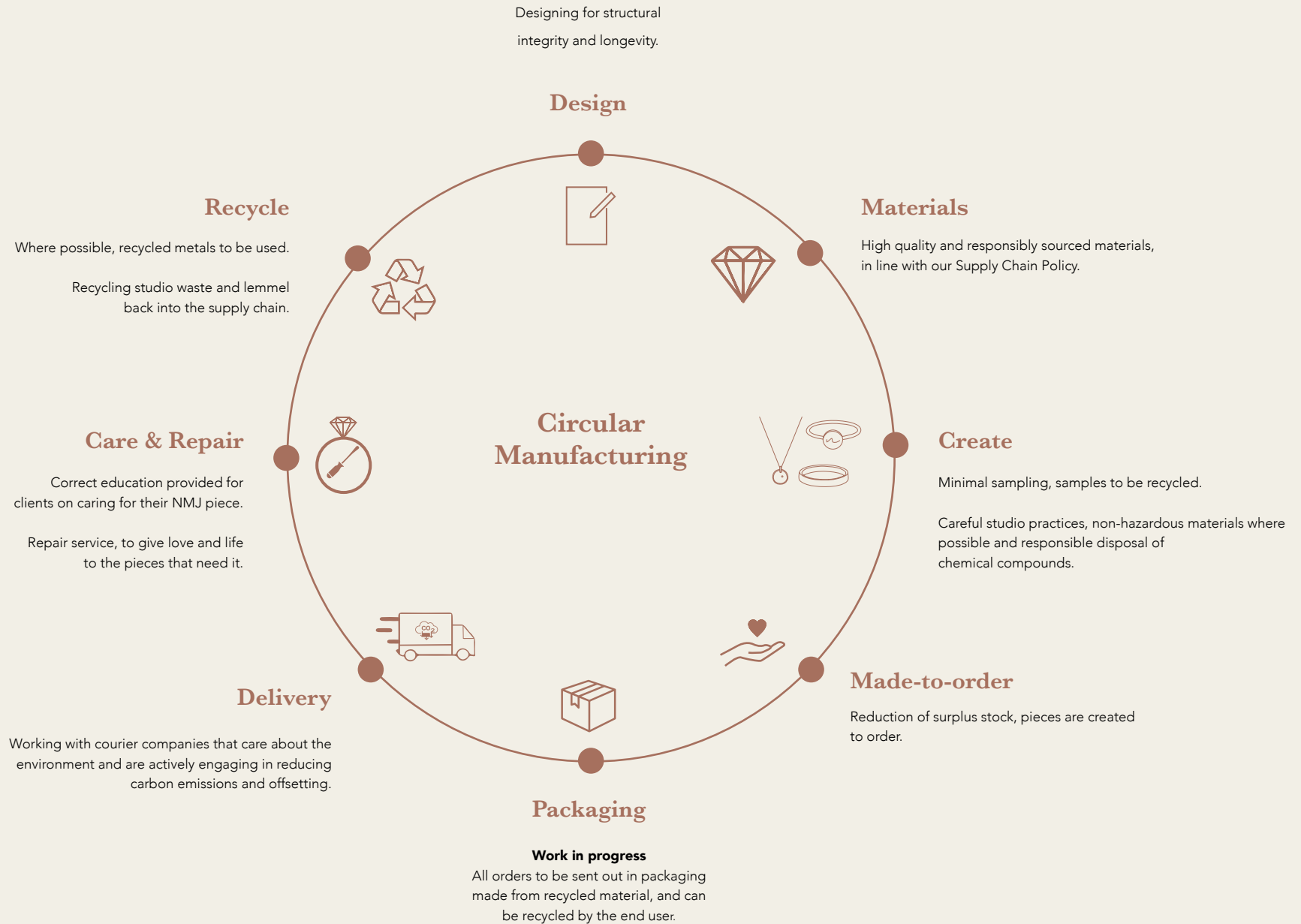
Product Life Cycle

With our focus on high-quality craftsmanship, we aim to make modern day heirlooms that will outlive the wearer and be passed on and cherished by generations to come. It's in the nature of the materials we use, that with the right care and wear there should be no 'end of life' cycle with Natalie Marie Jewellery.

By choosing the right stones for the intended use and lifestyle of the wearer, working with durable stones, and informing and educating our community, we set the best foundations.

Care & Repair

We aim to educate and empower our clients with the knowledge to care for their precious pieces, but equally understand that accidents occur and life happens. We offer a repair service to bring a NMJ piece back to life, it is our intention to see an NMJ piece out in the world for generations to come.



Our *Policies & Plans*

Responsible Business Policy

[Read our policy here](#)

Supply Chain Policy

[Read our policy here](#)

Privacy Policy

[Read our policy here](#)

Human Rights Policy

[Read our policy here](#)

KYC Policy

[Read our policy here](#)

Environmental Policy

[Read our policy here](#)

Product Disclosure policy

[Read our policy here](#)

Diversity and Inclusion

[Read our policy here](#)

Glossary of *terms*

Findings - This is a term used to describe the individual components used to fasten chains and or earrings – for example bolt ring clasps on necklace chains, or butterfly earring backs.

Cast - A method of production used in jewellery manufacturing, which utilises of the process of lost wax casting. Molten metal is poured into a mould which has been created by use of a wax model.

Compliant - In this context we use the term compliant to describe suppliers who have willingly met our due diligence requirements and adhered to the standards we have set for responsible business practise.

Disengaged - We use the term disengage to describe Suppliers who have been removed from our chain of supply as a result of refusal to engage with our due diligence requirements.

Accredited - Suppliers who are independently accredited via a certifying body such as the Responsible Jewellery Council.

Precious Gemstones - Refers to those rarer stones of high value such as diamonds, sapphires, ruby and emerald.

Semi-Precious Gemstones - A semi precious stone is a type of gemstone which is considered to have commercial value as a gem in a jewellery context but is not classified as precious (such as a diamond or sapphire). Examples include quartz, morganite, or amethyst.

Refinery - A Metal Refinery is a Refinement facility, which serves the purpose of turning Metal Ore into Refined Metal, as well as producing alloys.

Due Diligence - Is when a company takes reasonable steps to identify and mitigate risks.

Governance - A system of rules, structures and institutions that guide, control, and lead supply chains, through policies and regulations, with the goal of creating greater efficiency and compliance.

Traceability - Traceability, in supply chain traceability, is the ability to identify, track and trace elements of a product or substance as it moves along the supply chain from raw goods to finished products.

RJC - Responsible Jewellery Council

COP - Code of Practise

NMJ - Natalie Marie Jewellery

CAHRA's - Conflict Affected and High Risk Areas

OECD - Organisation for Economic Co-operation and Development

GIA - Gemmological Institute of America

KPCS - Kimberly Process Certification Scheme

Resources:

<https://www.responsiblejewellery.com>

<https://www.worlddiamondcouncil.org/about-sow/>

<https://www.cahraslist.net>

<https://impacttransform.org/en/>

<https://www.kimberleyprocess.com>



natalie marie

J E W E L L E R Y

WWW.NATALIEMARIEJEWELLERY.COM