

A close-up photograph of a jeweler's hands working with a piece of glowing yellow-orange metal. The metal is held in a small, dark, bowl-shaped mold. A bright orange flame from a torch is directed at the metal. The jeweler's hands are visible, holding a pair of long, thin metal tongs. The background is dark and out of focus, showing various tools and materials on a workbench.

natalie marie

J E W E L L E R Y

Our Impact Report | *2023 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 its inception 11 years ago, Natalie Marie Jewellery has evolved through many different seasons. What started as a small, single-woman operation is now a multifaceted, diverse, and purposeful company – embodying the vision and intention that sparked its creation, but with amplified resolution, support, and expertise.

Throughout these changes, not only have 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. I am proud to present our second Impact Report, our annual benchmark of development and progress.

“In business, I do not perceive success through the lens of conventional metrics. I have never held lofty goals to be the biggest or the best or to drive growth beyond our means. Our focus has always been on doing on good, meaningful work which connects with people along their journey.”





We believe that this report offers transparent insights into our practices as a business, and 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 uphold our very high standards of being a responsible jewellery company.

We are, and have always been, driven to mindfully create pieces of intention in the name of love. Our clients and their stories lie at the heart of this motivation and continue to drive our journey onwards.

Thank you for walking this journey with us.

Natalie

Founder & Director of Design

Our *Values*

As a business, we are guided by shared values that have underpinned our decisions from our 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.

In 2022, we made an intentional decision to depart from wholesale, in favour of a direct-to-consumer model. This change has meant that we are now able to wholeheartedly focus on conscious creation and commit all of our resources to this path without external pressure to increase production volume. For us, staying true to our core values meant a commitment to only creating within our means. Our shift in direction to a direct to consumer business model came about as a result of us reassessing our place in this industry and this world.

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 to ensure we are creating with minimal waste, upholding our vision for sustainable and ethical practice.

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 | It all starts with our family: chosen, made, or cultivated. As a proudly family-owned and run business, we celebrate our NMJ community as an extension of this family.

Love | Through our creative process, our finished pieces, our communications and our hopes for the future of our business we find ourselves reaching, always, for love, in each of its myriad shades and shapes.

Craftsmanship | Traditional, incomparably high-quality craftsmanship is a key tenet of our brand DNA; we champion and support the handmade process, and the artisans bringing our visions to life.

Connection | Our pieces have always been about more than hardware or stone – they are mindfully crafted conduits for connection between the physical and emotional realm.

Intention | The pursuit of meaning guides our business and our creations. Each piece we craft is imbued with longevity, purpose, and mindfulness.

Our *Commitment*

To always create with intention

We are so fortunate to have been gifted the opportunity to act as stewards of love and conduits for connection. Through our work, we have carved a space within some of life's most intimate exchanges. In nervous questions, asked on bended knee. In memorials. In birthdays. In milestones. In moments of 'just because'. It is an honour and privilege to be awarded the trust of our clients – distilling their love, elation, heartbreak, and memory into physical landmarks and modern heirlooms.

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 our own unique alchemy of tradition and innovation, 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 all associated environmental and humanitarian impacts, working closely with our suppliers to continually improve on impact areas and achieve improved transparency.

Purposeful, meaningful and considered

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 take a non-traditional approach, one that is not driven by typical definitions of success. We walk our own, slower path to creation and do not compromise on our core values. Our creative process is not influenced by seasons – instead we focus our energy on handcrafting conscious heirlooms shaped with intention. We are deeply grateful that our clients value this approach and support us to continue on this journey.

“Over the years we have refined our distinct style – an alchemy of tradition and innovation – and embark upon this next chapter with a renewed creative perspective.”

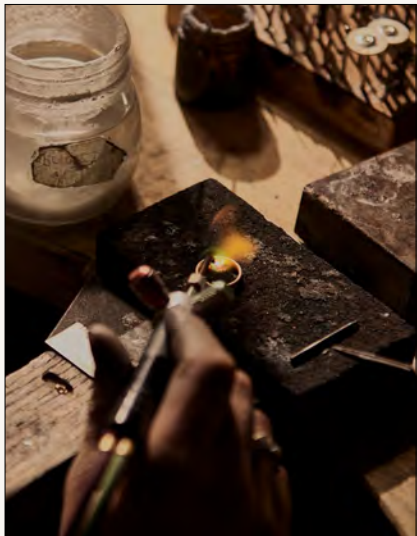
- Natalie Fitch | Founder & Director of Design



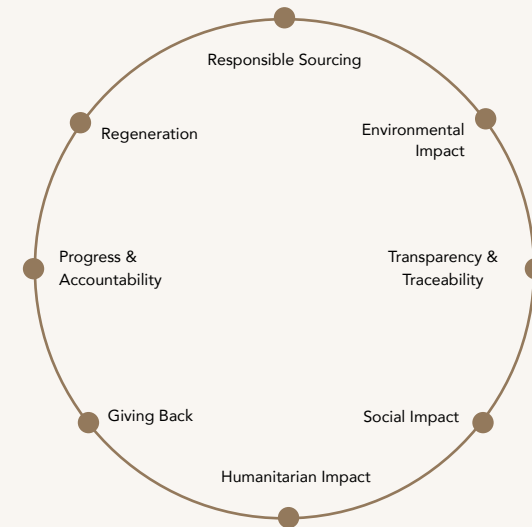
Our *Focus Areas*

The biggest learning we have acquired on our sustainability journey thus far is gaining a deeper understanding of the complex and nuanced nature of the jewellery industry, and its chains of supply. The industry has unique challenges and factors to consider when reviewing level of responsibility, and these are complicated and often multifaceted.

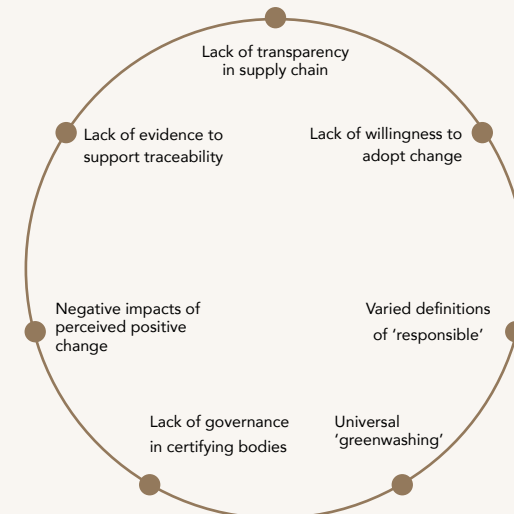
In order to provide clarity around what we mean when we speak about our impact, we have outlined our key considerations, alongside the key challenges that we face when on this journey towards improved responsibility in the industry.



Key considerations



Key challenges



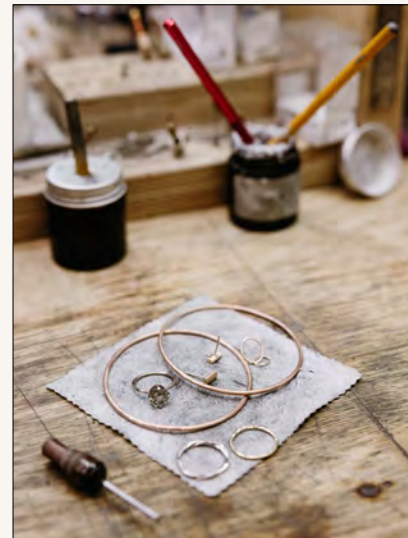
Evolution

Over the past twelve months, we have focused significant energy on furthering our industry-specific education and learning. The reality of the jewellery industry is that it is deeply complex and ever-evolving, with significant challenges and limitations, and it's important to us to acknowledge and be honest about these limitations. It is unrealistic for a brand of our size to claim that we can control every element of our supply chain or provide complete guaranteed transparency on areas outside of our control. Universal greenwashing is an issue that faces many industries, and this is something we have diligently tried to avoid. This is why you will only see claims within our Impact Report that are substantiated by data-backed evidence.

We believe, as a team, that continuous and dedicated education is a vital element in our sustainability journey. We are fortunate enough to have an experienced and diligent Operations and Sustainability Manager who takes responsibility for staying abreast of industry shifts both in relation to the marketplace and the broader supply network.

A key element of our further education in this space is our long-standing partnership with **IMPACT**, a progressive, independent non-profit organization that is one of the only actors working on the ground in the natural resource sector. IMPACT's work is focused in areas where security and human rights are at risk as a result of the management of natural resources such as gold and diamonds. Our partnership with IMPACT is important to us; it came about as a result of us identifying our limitations as a small, 'downstream' player in the large and convoluted journey of precious stones and metals.

We recognise that we can do our utmost due diligence and supply chain management, as outlined in our Impact Report, but that there are still areas upstream for which we and even our own suppliers do not have complete visibility or transparency. This is particularly relevant in the management of natural, mined diamonds, an area where IMPACT focuses plentiful resources. By supporting their work with a **quarterly donation of 1% of our online sales** and participating in active conversations with the team, we are attempting to support meaningful change and progress where we alone could not.



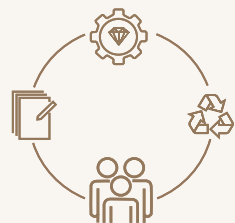
Our *Achievements so far*

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:



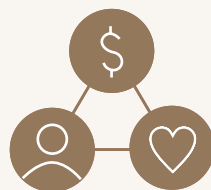
The last three years have seen huge progress and growth within our sustainability journey and we are proud to outline some key milestones on the following pages.





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 third party 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 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.



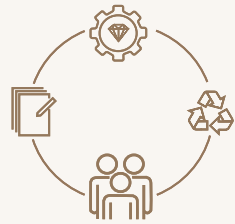
Social Impact

- 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.



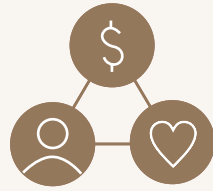
Environmental Impact

- 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.



Materials & Stones

- Introduced and maintained tiered supplier system with suppliers graded as per their compliance rating based on our due diligence requirements.
- Established a strict and thorough onboarding process for all new suppliers and applied this to all existing suppliers.
- Maintained supplier relationships with intention and commitment, ensuring continued progress to ongoing goals.
- 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.
- Continued to responsibly manage all materials and recycle all studio scrap and lemel via third party accredited refinery.
- Undertook 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.
- Increased the percentage of materials and stones acquired through accredited suppliers.



Manufacturing

- Maintained direct-to-consumer business model, maintaining complete control over production processes.
- Championed our master craftsmen, with all One of a Kind and bespoke pieces continuing to be made by our master jewellers in Sydney.
- Maintained production of all pieces within Australia - either in our in house studio or in 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

- Maintained our Reconciliation Action Plan-Reflect (RAP) through Reconciliation Australia.
- Promoted our Inventory Manager to Operations and Sustainability Manager.
- Continued to partner with multiple charitable organisations including Yalari, Beyond Blue, Red Cross Australia, Minus18, IMPACT, Gunawirra and many more.
- 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.



Environmental Impact

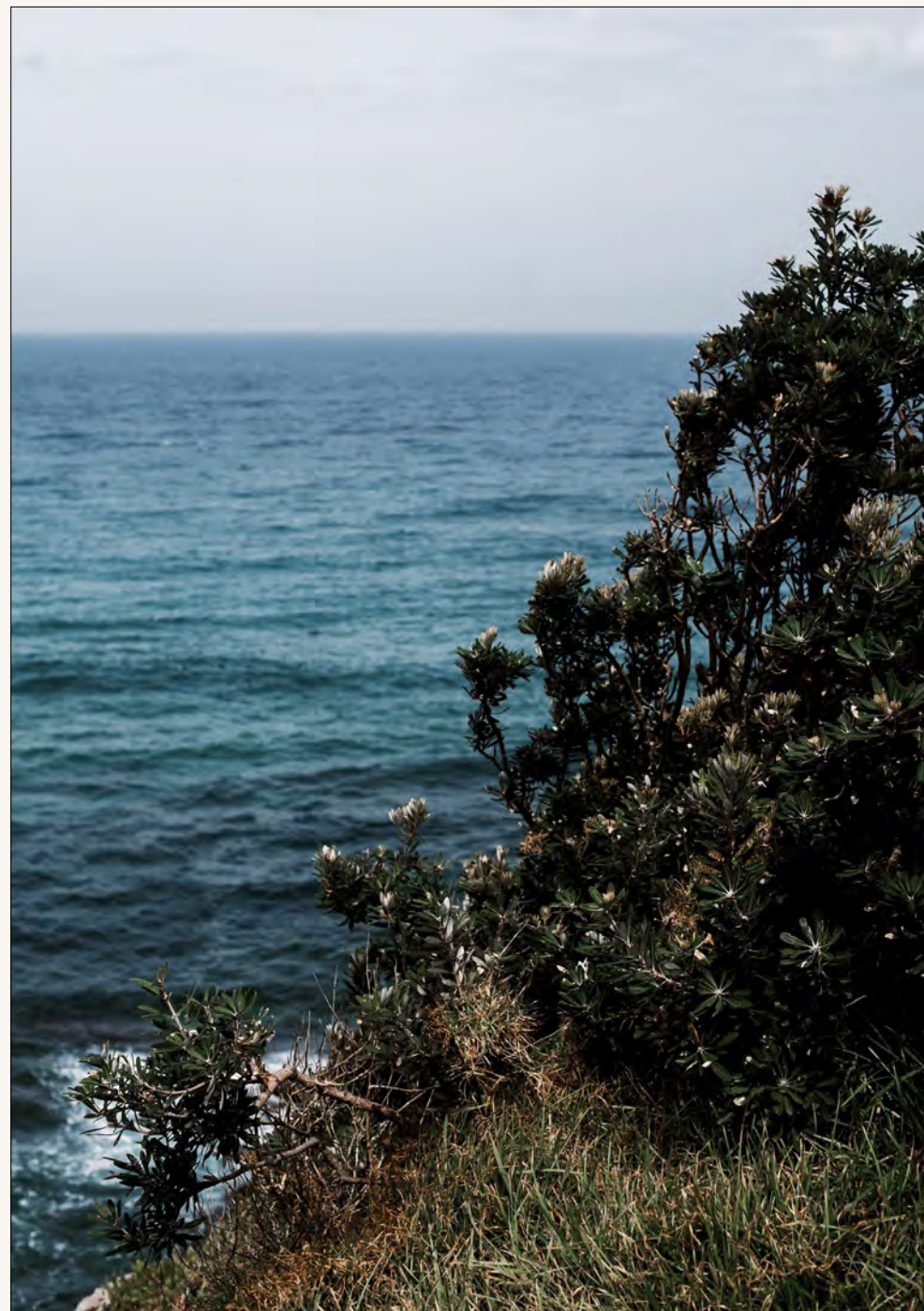
- Maintained our commitment to 100% Australian made, grey water and septic safe cleaning products across the studio and head office.
- Utilised Diamond Energy, which has a 5 star Green Peace 'Green Electricity Rating' and supports renewable energy producers across Australia.
- Initiated new recycling process for soft plastics across all sites through Recycle Smart.
- Implemented and maintained use of Ecobins across all sites, ensuring the integrity of our recycling procedures.
- Utilised DHLs carbon neutral shipping option for international and domestic shipping.
- Completed a comprehensive measurement of company Carbon Footprint and developed a management plan to reduce consumption where possible and offset the remainder. This management plan will come in to action in the 2023-2024 financial year.
- Improved green purchasing management for all sites.
- Implemented procedural management of hazardous material disposal in line with our environmental policy.



Soft Plastics Management

Within our industry, there is a heavy reliance on soft plastic zip-lock bags for managing materials and components throughout production processes. Below are some of the ways we effectively manage and minimise this usage:

- Our soft plastic job bags are reused multiple times until they are no longer safe for use.
- Plastic job bags received from suppliers are periodically returned to them for reuse or recycling.
- Compostable labels are used on job bags within our production channels and on outgoing parcels.
- Excitingly, we have recently partnered with Recycle Smart, an innovative NSW initiative focused on recycling soft plastics. In collaboration with APR Plastics, this initiative addresses the existing challenges in soft plastic processing faced by the recycling industry, in pursuit of a much-needed and viable solution.



Carbon *Footprint*

One of our key goals for this financial year is to undertake a comprehensive measurement of our carbon footprint as a company. We recognise the need for entrepreneurial responsibility in the face of the urgent climate context and understand the role that businesses can and should play in reducing carbon emissions. Measuring our carbon footprint is a crucial step in structuring our future environmental strategy.

Our Plan:

Measuring:

During quarter one of 2023/2024, our primary goal is to measure our carbon footprint using the Greenhouse Gas Protocol's "Greenhouse Gas Assessment" and the National Clean Energy Regulator's calculator. These tools will provide a framework for measuring and reporting our greenhouse gas emissions, allowing us to gain clarity on how our business emits energy and identify areas where we can minimise our impact.

To measure our GHG Emissions, we are collecting data on the following:



Scope 1:

Scope 1 emissions refer to the release of greenhouse gases into the atmosphere as a direct result of an activity in a facility (NGER 2022). At NMJ, these emissions include, but are not limited to:

- Emissions from onsite fuel combustion
- Direct emissions from manufacturing processes
- Fugitive emissions from refrigeration and air conditioning systems
- Emissions from company-owned vehicles

Scope 2:

Scope 2 emissions refer to the release of greenhouse gases into the atmosphere as a result of activities that generate electricity, heating, cooling, or steam consumed by the facility but do not form part of the facility (NGER 2022). Given that electricity is the largest source of emissions in Australia, we are working to reduce this footprint significantly in Q1 2023/23 (Work for Climate 2021). Scope 2 emissions at NMJ include, but are not limited to:

- Indirect emissions from the consumption of grid electricity
- Emissions from purchased heat or steam

Scope 3:

Scope 3 emissions encompass the value chain emissions and cover all our indirect impacts (Work for Climate 2021). These emissions are often the largest portion of a company's carbon footprint, presenting significant opportunities for improvement. For NMJ, Scope 3 emissions include, but are not limited to:

- Employee business travel
- Employees commuting to and from work
- Transportation of purchased materials and supplies
- Transportation and use of sold products
- Transportation and disposal of waste
- Employee energy consumption when working from home

Measuring Scope 3 emissions can be challenging due to various factors such as lack of transparency and data accessibility. However, our goal for 2023/2024 is to measure these emissions, enabling us to develop a thorough Emissions Management Plan.

Managing:**Emissions Management Plan:**

To effectively manage our emissions, NMJ has created and implemented an Environmental Management System (EMS). We engage in periodic internal compliance reviews to evaluate our programs and monitor and record energy usage to set reduction targets. Additionally, we strive to select carbon-neutral options where feasible, such as freight, and have moved all production onshore to reduce emissions.

Further actions we can take include:

- Increasing flexibility for employees to work from home, reducing emissions caused by commuting.
- Conducting an employee commute survey to identify opportunities for emissions reduction.

Reduction:

To actively reduce our carbon footprint, we have already taken the following steps:

- Transitioned to a more efficient energy provider.
- Increased flexibility for employees to work from home, reducing commuting emissions.
- Implemented a toxic chemical management plan.

Further actions we can take include:

- Setting a corporate emissions reduction target to be achieved by the end of the financial year 2023/2024, using the Science Based Targets Initiative (SBTi) methodology.
- Increasing the procurement of carbon-neutral products where possible, such as office supplies.
- Collaborating with our suppliers to gain visibility over their greenhouse gas emissions and work together to reduce emissions across the supply chain.
- Designing and implementing business processes that prioritise water conservation, both internally and within our supply chain.

Offsetting:

For emissions that we cannot currently reduce, we will offset them by purchasing carbon credits from reputable sources. This will help neutralise our remaining carbon footprint and contribute to projects that actively reduce greenhouse gas emissions.

Validation:

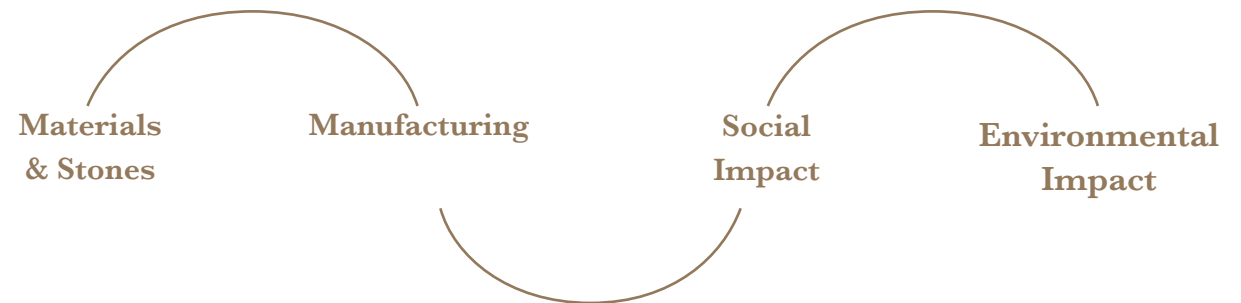
To ensure the credibility of our carbon neutrality claim, we will seek independent validation by a Clean Energy Regulator accredited auditor. This validation process will assess our carbon reduction efforts and verify our carbon-neutral status.



Our *Goals for the future*

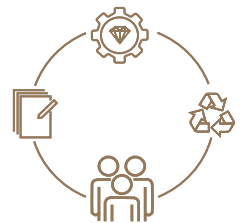
We believe in taking purposeful steps that are both achievable for our business, as well as measurable for our continued growth. We would like to be recognised as a company that always strives to do better, not only in the way that we create jewellery but also in how we operate as a business. In an industry steeped in tradition, our commitment is to work through every element that 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 are spread across the below focus areas:



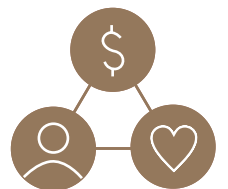
Materials and Stones | *Goals*

- 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.
- Continue to 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 affected by mining of precious materials.
- Achieve 100% participation in our due diligence requirements across our entire supplier network.
- Undertake process mapping and implement support for compliant suppliers to assist in overcoming due diligence hindrances.
- Address stone wastage internally by creating a strategy to utilise discontinued stones within future collections or by donating them to educational facilities, therefore supporting the education of jewellers and stone setters.
- Formally reinstate our heirloom service, providing an ongoing opportunity for our clients to utilise heirloom stones in their forever NMJ piece. We are working on building a thorough framework internally to ensure the smooth and careful management of these precious heirlooms while we work on giving them new life.
- Introducing an innovative gold recycling program, creating an opportunity for our clients to recycle their older NMJ pieces into newer designs. Once established, we look forward to broadening this outside of NMJ pieces to support the recycling of all precious metals.



Manufacturing | *Goals*

- Become independently accredited by B Corp.
- Take Natalie Marie Jewellery outside of Avalon and expand our direct-to-consumer model and unique showroom experience further afield.
- Continue to support our jewellers with opportunities to upskill and grow professionally with the introduction of a series of masterclasses. Our experienced Master Jewellers will be hosting these masterclasses, alongside our Head of Production, to address areas where our in-house team wishes to progress their learning.
- Invest in some important equipment additions to our studio, increasing productivity for our team.
- Create a purpose-built, airtight polishing room to separate our polishing equipment.
- Minimise material wastage through strategic design planning and usage of existing inventory.
- Maintain our dedication to local production and the Australian jewellery industry.



Social Impact | Goals

- Continue to nurture and improve our due diligence pathways and transparency with supply chains to ensure human rights are protected. Acknowledge our limitations in this area with transparency.
- Utilise our partnership with IMPACT to gain an understanding of issues facing the broader jewellery industry and the limitations that downstream suppliers face.
- Develop and collaborate with targeted organisations to offer pathways for work experience opportunities for disadvantaged groups.
- Maintain and deepen our collaborations with key partners, identifying the places where we can be most effective in supporting positive change.

“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 & Director of Design



Environmental Impact | *Goals*

- Implement a plan to reduce and offset our carbon emissions.
- Continue our industry education and share our learnings with our networks and supply chains to encourage widespread improvement of business environmental practices.
- Improve upon and expand our tiered supplier network to track the level of commitment and transparency on social and environmental impacts. Measure and report on the volume purchased per each supplier tier throughout the financial year.
- Implement fully recyclable outer postage packaging.
- Reduce print collateral across the business and in all orders and packaging.



Our *Business Model*

The last few years have presented unprecedented challenges for business owners. After weathering the economic instability of a global pandemic and its associated challenges, we faced significant increases in material prices due to global conflict and turmoil. Now, we are confronted with a challenging economic climate due to high inflation and aggressive monetary tightening by the federal reserve.

Challenges like these always push us to learn and grow, and maintaining a positive perspective and appreciation for such hurdles is helpful in supporting a 'pivot' mindset.

In 2021, amidst a global pandemic, we turned inward and assessed what was truly serving our business. Fundamentally, we felt our high-volume 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 dilute our vision for conscious, local production and find alternative routes to manufacture increased volumes, or stay true to our ethos and commit to 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.

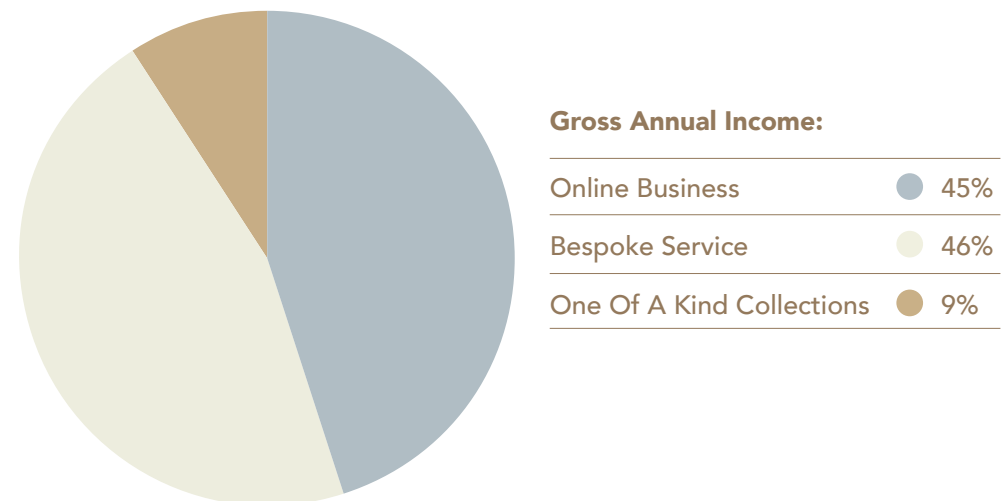
Since then, we have shifted our focus to repurposing any excess stock accumulated as a result of following traditional retail models and ensuring that we are mindful and strategic about any future accumulation. Our direct-to-consumer model allows us to instil our value system into every piece we make and ensures minimal waste or surplus in our production.

Our team now solely focuses on making pieces with intention and designing 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 vast majority of our

pieces are made-to-order, with a tightly curated selection of our most-loved pieces made for our flagship showroom, allowing clients to view our full ceremonial range or 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 One Of A Kind collections made pre-sale.

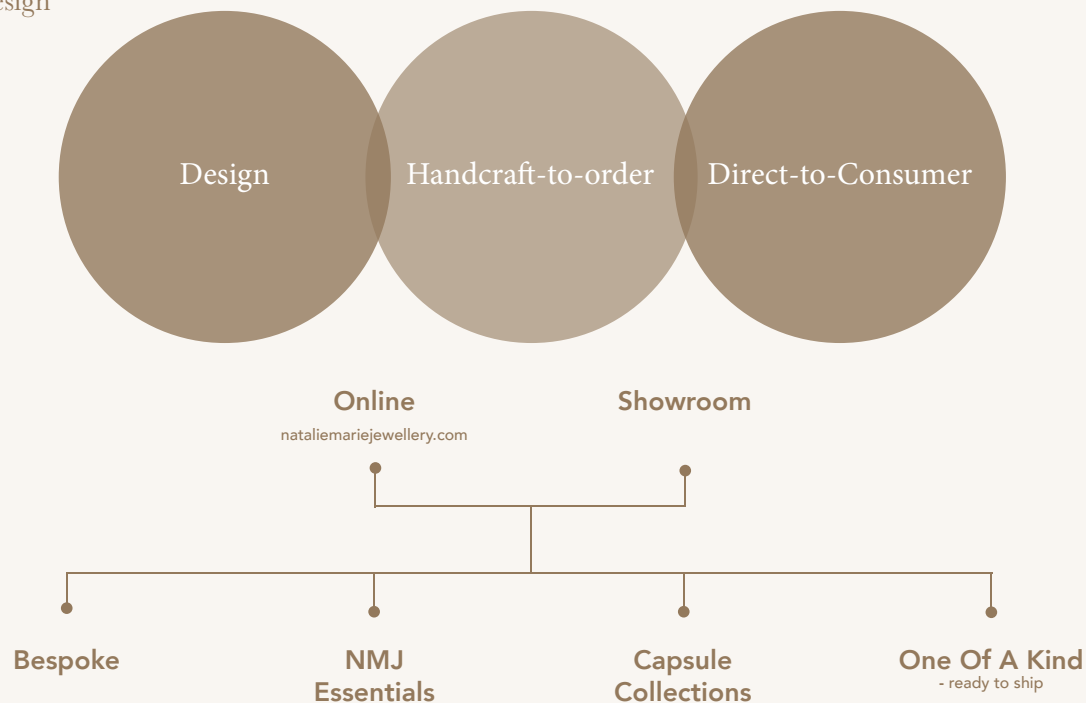


* Information gathered: 01st Jan 22nd – 31st Dec 2022

Our *Business Channels*

“We are empowered with a unique opportunity to embrace a process-led design methodology, working with our in-house jewellers to develop designs from concept through to form. This organic and tactile creative process results in pieces that are consciously shaped for longevity and timelessness.”

- Natalie Fitch | Founder & Director of Design



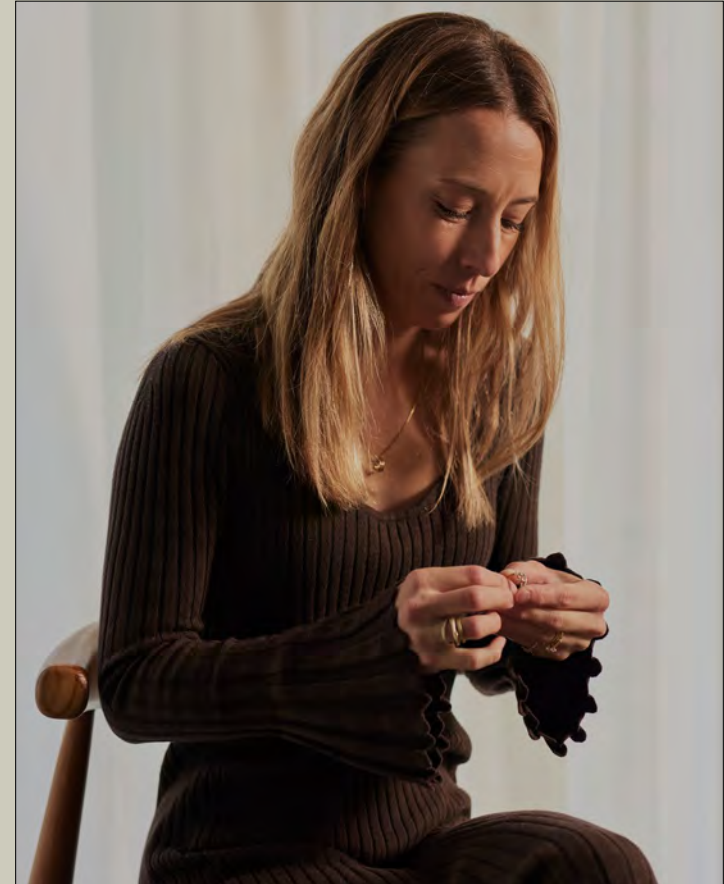
Our Journey *so far*

We are proud to have experienced a largely organic path of growth, and we acknowledge the loyal community that has supported Natalie Marie Jewellery from the early days. Both our social media followers and customers share a deep love for our brand, which allows us to continue telling stories through our artisan objects. We thank you for your unending support of our collections, our people, our triumphs, our setbacks, and our development.

As we look towards our next 10 years with hope, gratitude, and curiosity, here are just a few highlights from the last decade.

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

- Natalie Fitch | Founder & Director of Design



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



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.

2012

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.

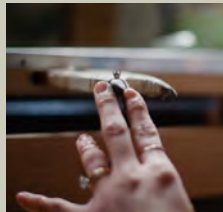
2014

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.

2016

2011

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.



2013

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

2015

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.





We moved into our current showroom 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.



2022 Highlights



We launched our first-ever Impact Report.

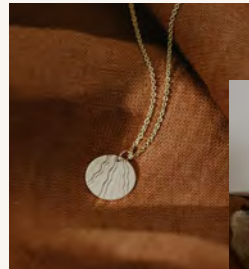
July

July

In honour of Reconciliation Week, we collaborated with First Nations artist, Lily Bennett, on our Nhurali Pendant.

Designed as an expansion of our Botanical Collection, reverence for the land and its spiritual, physical, social, and cultural connection to First Nations Australians remained our guiding influence. 25% of proceeds from sales of the Nhurali pendant are donated to Lily's charity of choice, Gunawirra.

Gunawirra is a community-led not-for-profit that works closely with Aboriginal and Torres Strait Islander people, families, children, and communities, supporting them to reach their full potential.

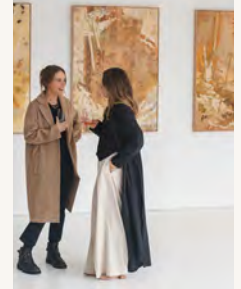


August

We continued our ongoing support for Yalari by taking part in their annual Gala dinner, helping to raise \$3350.

September

We celebrated our 10-year anniversary by collaborating with contemporary Australian artist Ash Holmes on a 10-piece One-Of-A-Kind collection featuring native Australian Gold in Quartz.



October

We expanded on our iconic Golden Wattle pendant, introducing two new designs across pendants and lockets, each with individual symbolic meanings rooted in floriography. These pieces are charitable, with 15% of proceeds donated to a charity of the customer's choice.



2023 so far

We participated in our first-ever Wedding Fair at One Fine Day, Melbourne. The experience fortified the elements of our work that fuel our passion: meeting our clients in person, watching them touch, feel, and experience our creations beyond the digital realm, and sharing stories on the subject that binds us all together – love.



April

April

We relaunched our NMJ ceremonial offering, broadening and refining a core category of our business. With this relaunch, we celebrate the fact that all stones in this category are ethically sourced through compliant suppliers. This relaunch also includes a curated selection of online ceremonial rings featuring custom-cut certified Australian origin sapphires alongside laboratory-grown diamonds.



Our *Family*

We are a family business at heart, though this extends beyond the owners Natalie and Daniel. Our passionate and curious team keeps 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*

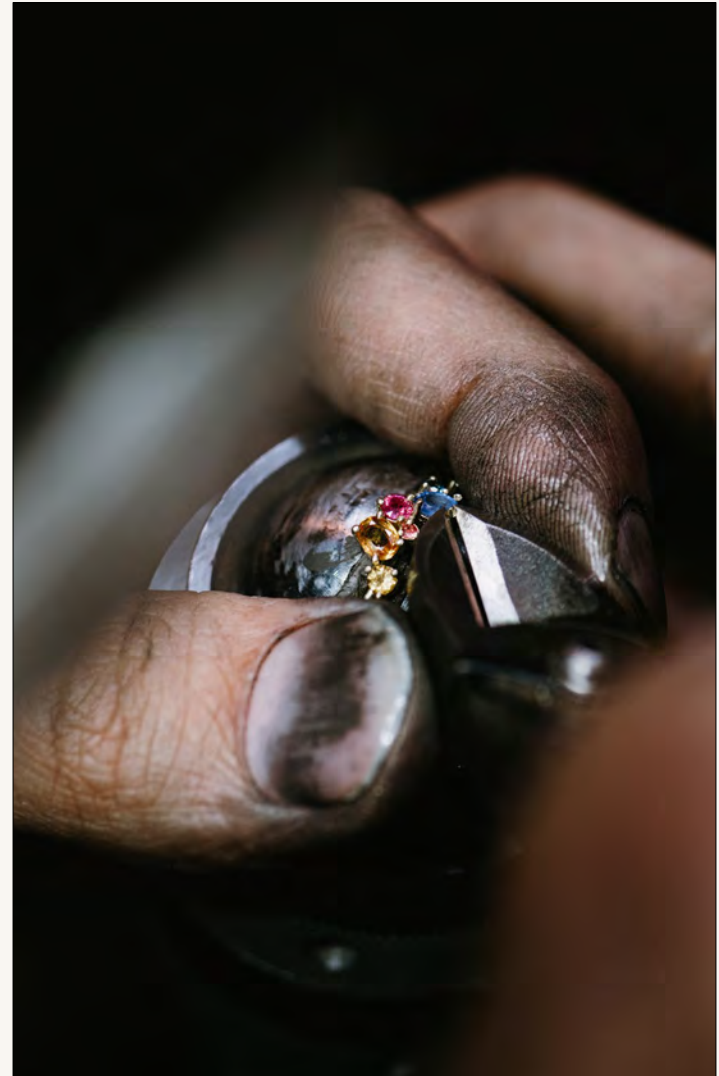
Our skilled artisans are the heart and soul of Natalie Marie Jewellery. Their vision, knowledge and meticulous design techniques underpin the well-loved aesthetic and incomparable quality of our pieces.

As it stands*, 100% of our pieces are manufactured in Australia. 82.03% of our online pieces are made in house at our Avalon studio, and the remaining 17.97% 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.

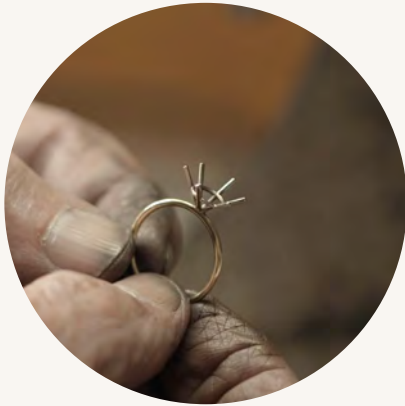
*Figures correct as of July 2023

“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

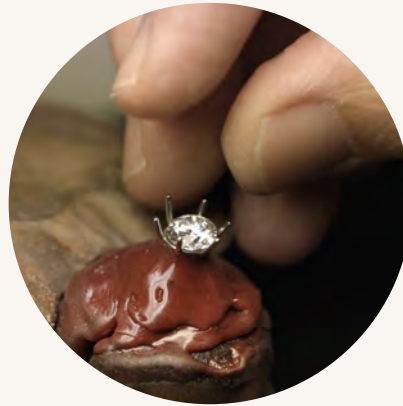


Our *Makers*



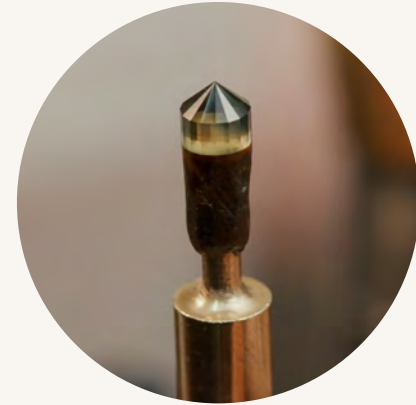
Our Master Jewellers

Our master jewellers work exclusively on our Bespoke and One-of-a-Kind designs. Collectively, they 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

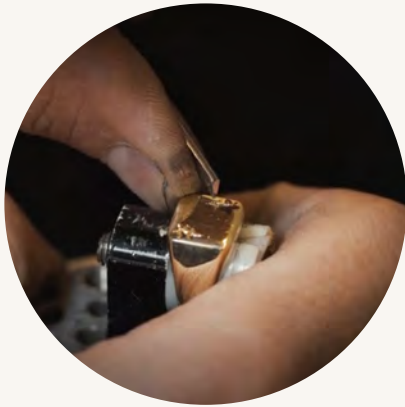
Stone setting is a specific craft that is clearly defined from the crafting of jewellery itself. Setting is a skill that only some jewellers choose to pursue on top of their foundational craft. We have one in-house stone setter and four external, Sydney-based stone setters who work on our pieces.



Our Stone Cutters

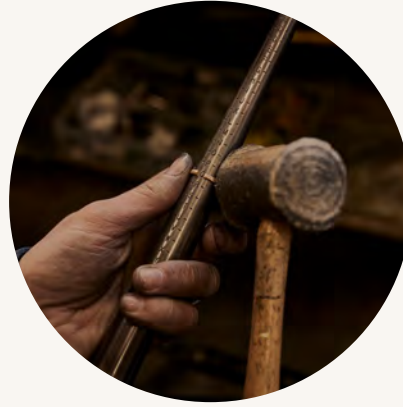
An expert cutter has the innate ability to pick out the hidden features of a gemstone and bring to light the beauty laying beneath the exterior of an uncut stone. We have a local specialised stone cutter who works on special stones for bespoke pieces. The stones we use across our online products are 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 six production jewellers working in our studio, each specialising 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 Trainee Jewellers

We are passionate about the continuation of traditional craftsmanship. It is through nurturing, teaching, and encouraging young talent within the NMJ studio that we can add to the talent pool of jewellers in Australia. Currently, we have one trainee jeweller working with us on a part-time basis, learning vital 'on the tools' experience while also studying Jewellery Design through TAFE. Three of last year's trainee jewellers are now employed as full-time production jewellers.

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.



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 be 100% their authentic selves.

We encourage flexible working hours, including the option to work from home, 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, and 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.



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, including most recently a morning spent with local, Aboriginal-owned social enterprise Bush to Bowl.
- 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.
- We have a progressive and supportive Paid Parental Leave Policy in place for our team.
- We offer flexible working arrangements for our team members to ensure they can balance productivity at work with lifestyle and family requirements.

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.



Diversity & Inclusivity

At NMJ we are committed to doing our part to make this world safe and equal for everyone. We strive to be a diverse company, shaped by 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 by, all areas of our workplace.

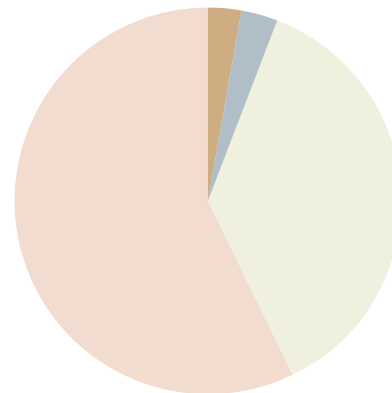
We are lucky to spend our days working with our beautiful multicultural team at the NMJ Head Office and studio, and we also recognise that we are based in a community which is not culturally diverse. We pledge to promote diversity and consciously ensure inclusion and equality is reflected in our messaging.

As a business, and as individuals, we will listen, read, learn and educate ourselves on the ways in which 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 **30 team members** at head office.

87% Women, of which **23%** hold senior positions.

13% Men, of which **7%** hold senior positions.



Age Diversity:

Over 50	3%
41 - 50	3%
31 - 40	37%
21 - 30	57%

Our Key Diversity & Inclusivity Processes

Recruitment

Our recruitment and selection practices are structured at all levels so that a diverse range of candidates are considered for each role. We rigorously review job descriptions, imagery, and language to eliminate bias, ensuring they encourage a divergent range of candidates to apply for available positions. We monitor candidate shortlists for diversity in gender, age, culture, capabilities and background. These 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, allowing us to find the best talent for the positions we are hiring.

Learning & Development

Natalie Marie Jewellery offers careers that expand and enhance our employees' skills, abilities, and knowledge. We design and implement programs to develop a diverse and skilled workforce, preparing for the future and fostering a broad pool of experienced employees. This includes nurturing the nuanced skills necessary for senior leadership positions, with a particular emphasis on the essential leadership competency of inclusion. Furthermore, we provide training for personal development, encouraging discussions on diverse perspectives and approaches to work, while fostering an environment that embraces and celebrates our differences.

Remuneration

At NMJ, we are dedicated to gender pay equity, ensuring that our remuneration framework and systems grant equal access rights to all employees, regardless of gender. Annually, we conduct a gender pay equity review at three levels: organisation-wide, by level, and within like-for-like roles. The outcomes from this review inform targeted actions to eliminate any identified gaps.

Job Design & Flexible Work

We recognise that employees of all levels have unique needs and preferences for flexibility unrelated to gender, so we offer a variety of flexible work arrangements. We encourage employees to choose the structure that best supports their success both at work and home, encompassing formal recurring flexibility arrangements to ad-hoc requirements.

Community Engagement

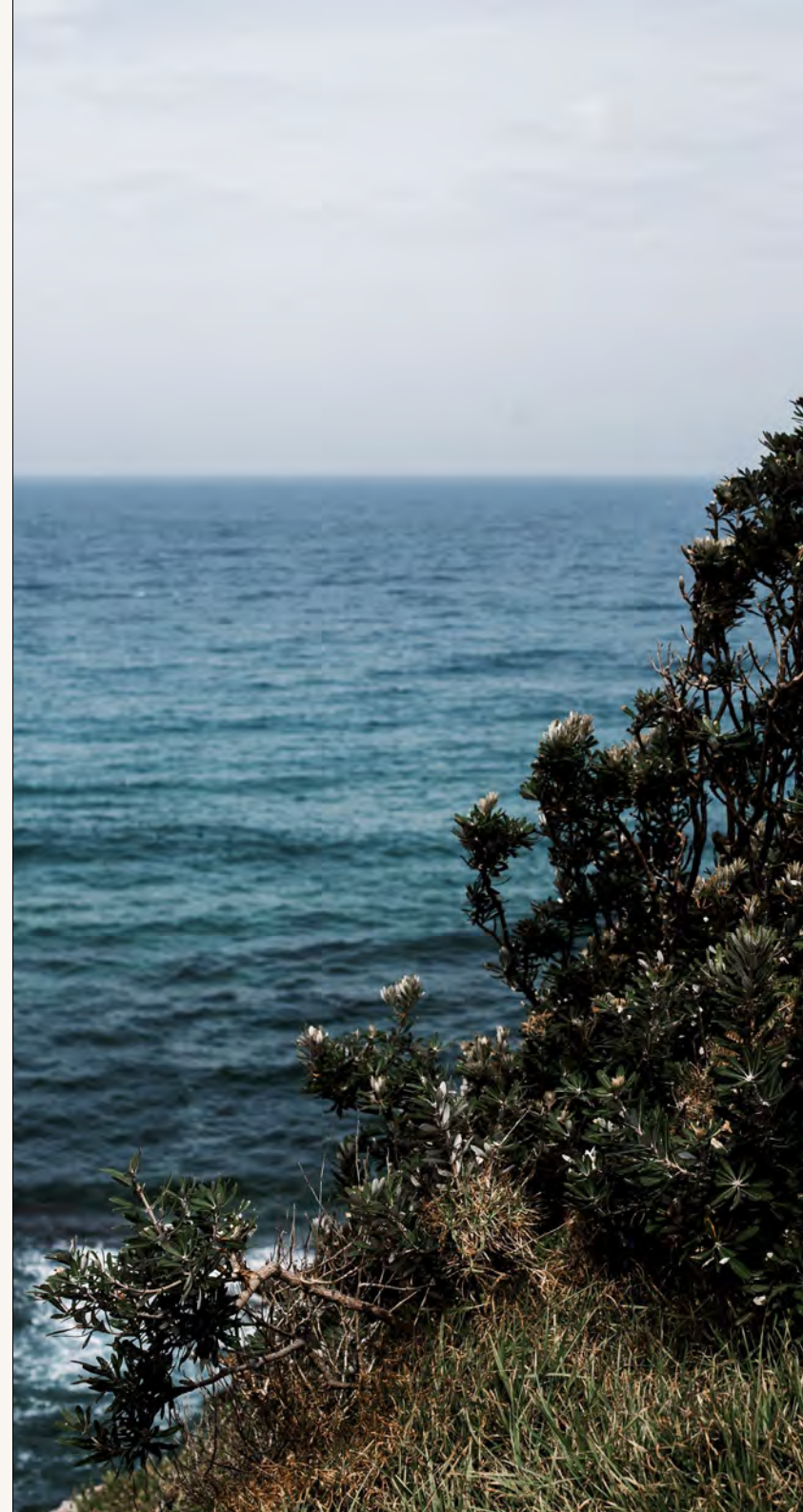
We are committed to working towards building a society where there is equity in health, wellbeing, and employment outcomes for Aboriginal and/or Torres Strait Islander people. This commitment is formalised through our first Reconciliation Action Plan. Additionally, we actively collaborate with the LGBTQIA+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

Paid Parental Leave

We offer a supportive and inclusive paid parental leave policy to our employees, which eligible employees receive in addition to the standardised government support. This is available to both primary and secondary carers.

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.



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 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. 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** - 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 on 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.

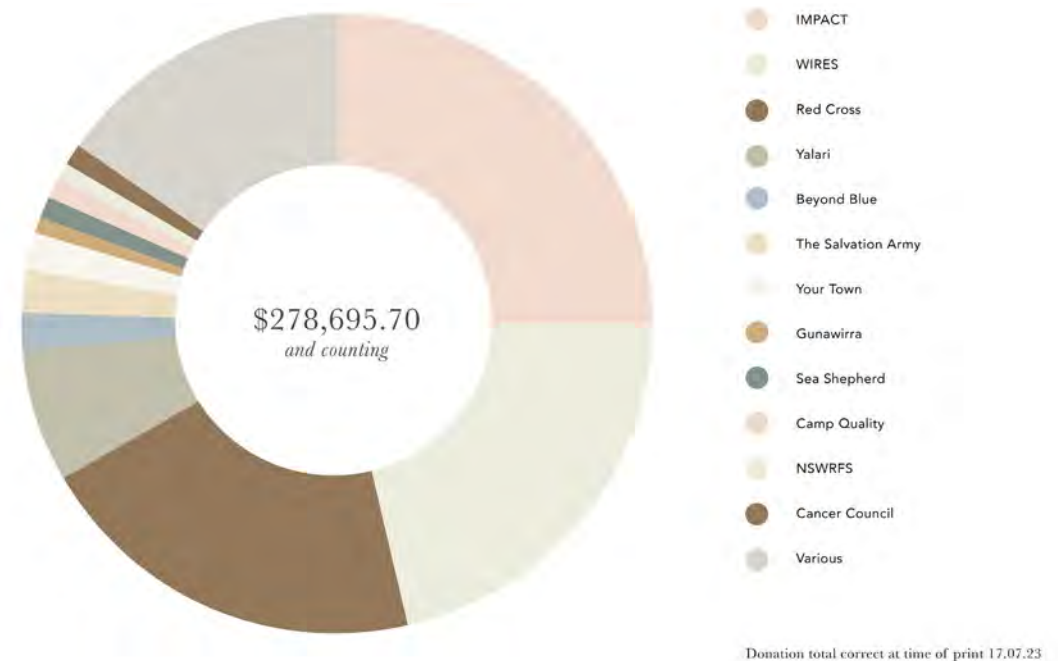
In 2021, we embarked on our first collaboration with contemporary Indigenous artist, **Niah McLeod**. The result was a limited-edition capsule collection inspired by Niah's commissioned painting, '*Gupu Dreaming*' - an intricate story depicting the meeting of freshwater and saltwater. **Through this collaboration, we were able to raise \$5240 for Yalari** (a not-for-profit organisation offering education scholarships for Indigenous children from regional, rural and remote communities).

In 2022, our collaboration with Barkindji woman, Lily Bennett, came to fruition. This partnership led to a custom artwork by Lily, beautifully hand-engraved onto an exclusive pendant, serving as an abstract interpretation of the 2022 **National Reconciliation Week** theme, "Be Brave, Make Change". As part of this collaboration, **25%** of sale proceeds were donated to Lily's charity of choice, **Gunawirra**. Gunawirra is a community-led not-for-profit organisation that works closely with Aboriginal and Torres Strait Islander people, families, children, and communities to help them achieve their full potential. The Nhurali Pendant, a symbol of this collaboration, continues to be a cherished part of our collection, supporting the incredible work that Gunawirra continues to do within the community.



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

Our Charitable Partnerships



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 encourage the protection of 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 **Responsible Jewellery Council**, 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 practise addresses supply chain integrity, human rights risks and sustainability in the global jewellery industry. 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. Some of our products and designs have been discontinued where we were not able to confirm compliance of relevant stones.

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 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 Responsible Jewellery Council's 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 2023, 81.81% 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 2023, 100% 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.

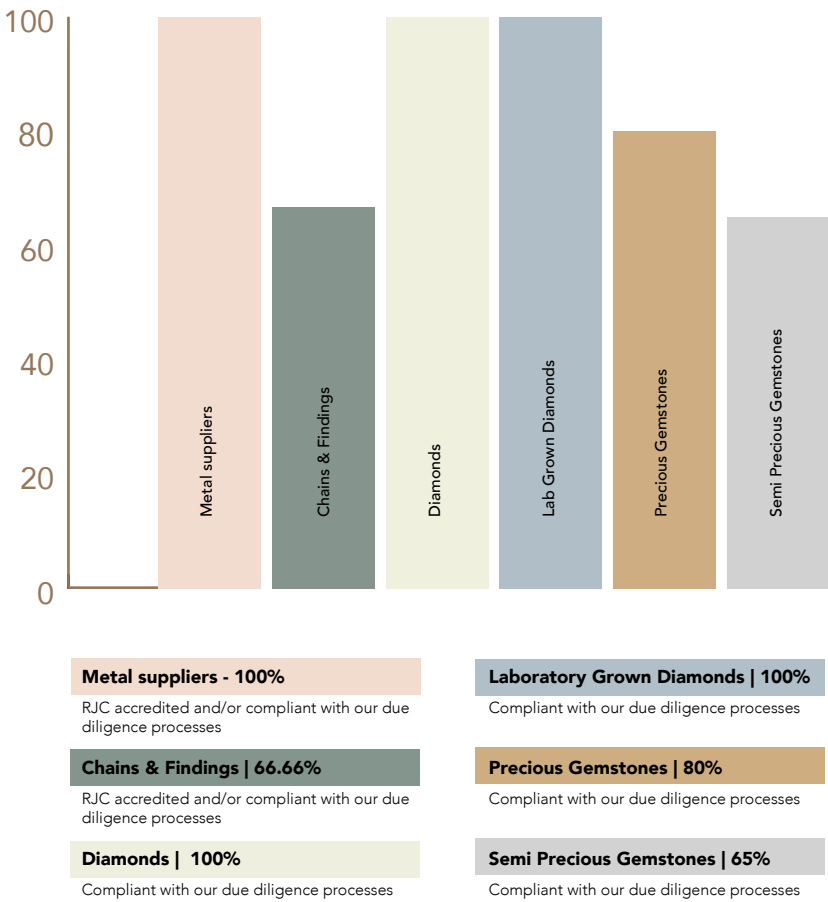
Work in Progress

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 practise 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 July 2023 and relevant to suppliers purchased from within the last twelve 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, independently accredited. As it stands, 80% of our metals, including raw material, chains and findings are sourced via independently accredited suppliers.

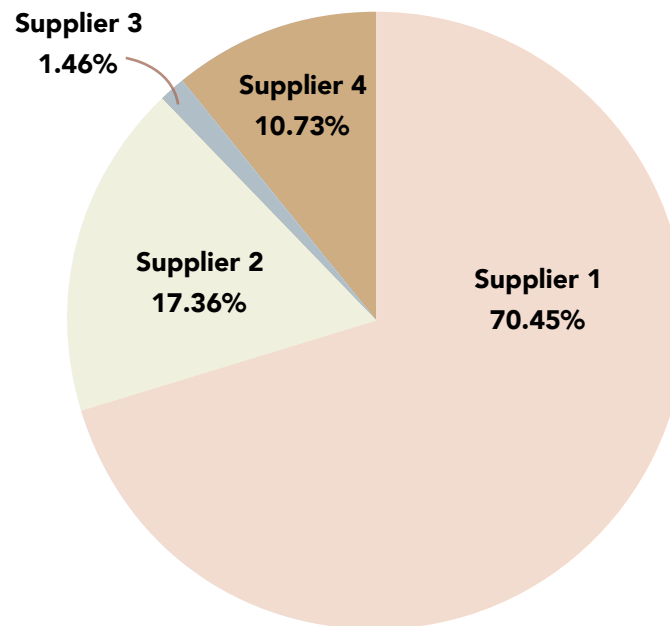
To create jewellery consciously, we have established and prioritised relationships with like-minded suppliers who value similar production principles and support our strive for transparency in our supply chain. We are involved in doing our due diligence to see where we and our suppliers can improve transparency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



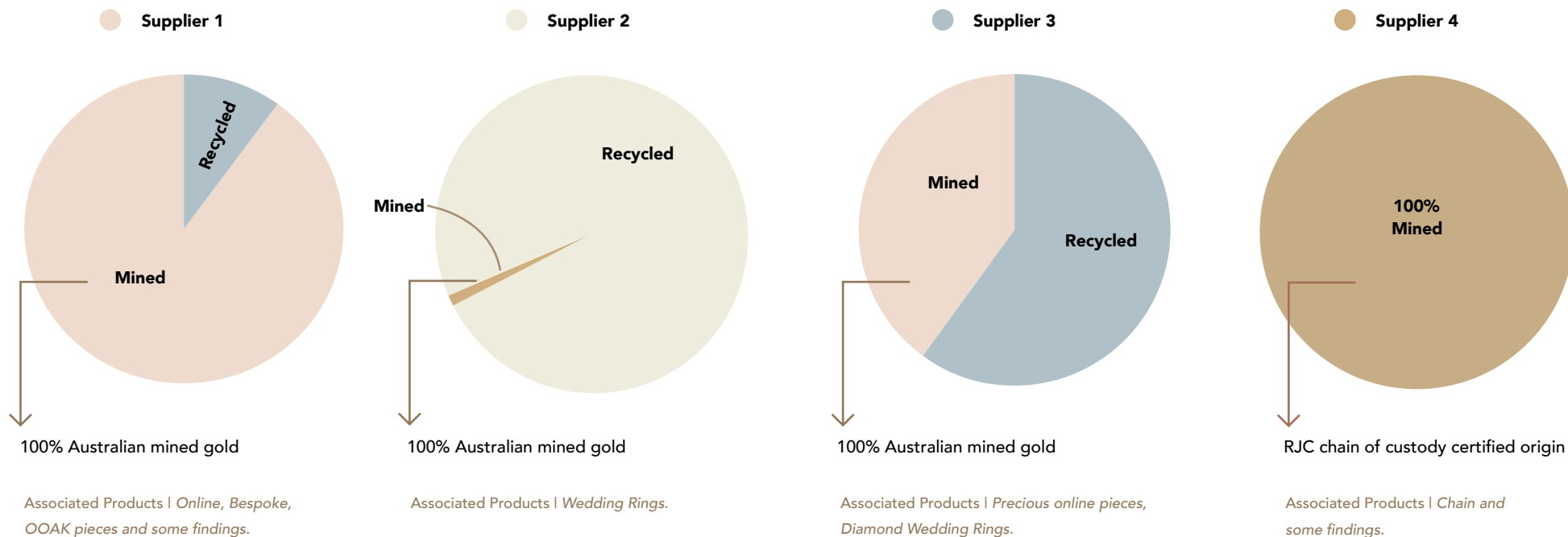
Percentage of Production by supplier by gram weight.

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.

The majority of our new metal supply comes from Australia's leading precious metal refinery, noted here as Supplier 1. The newly mined gold acquired from this supplier is sourced only from Australian mines, and its unique refining process produces no noxious residue.



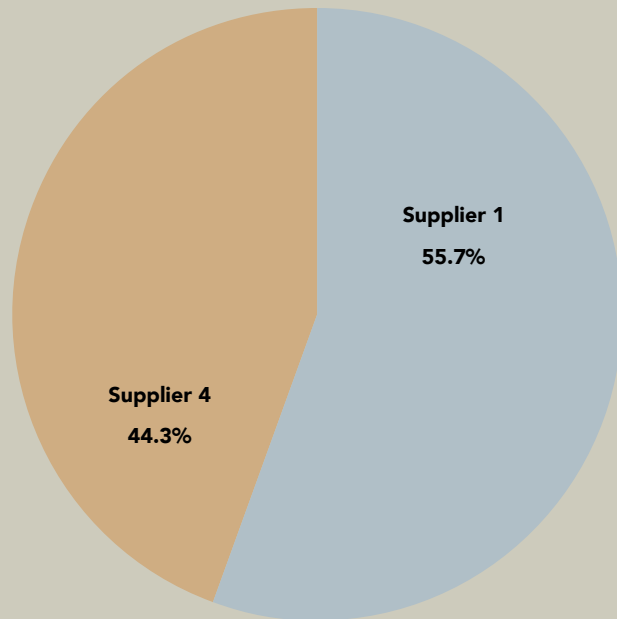
Material origin per supplier - recycled vs mined



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 July 2022-June 2023:



Why is our gold not 100% recycled?

We are continuously rethinking and reviewing our recycling initiatives, and are transparent about the percentage of recycled gold in our pieces. Due to the complex nature of materials and relevant behavioural properties, coupled with our specific jewellery designs, it is not 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 safely and carefully 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.

“The demand for fine materials for investment, global banking and jewellery will always far outstrip the material returned into the industry, so mining for the material will not decrease. The onus on the trade should be to ensure the sourcing of the product is ethical, the process to produce it is green and that the entire value chain is certified, with open traceability.”

- Chris Botha | Jewellery World Australia 2023

The Flaws in Recycled Metal Claims

Undoubtedly, reducing reliance on new mining is a positive step for any manufacturing jeweller. However, there are important considerations to bear in mind when regarding recycled gold as the ultimate 'green' option. Recycling precious metals is not as straightforward as handling household or plastic waste – recycled gold, for example, mainly consists of post-consumer material, the origin of which remains unknown. Compared to our Australian mined gold, recycled gold offers a significantly lower level of traceability. The reality is that recycled material is collected, refined, and ultimately labelled as recycled gold, regardless of its original source. This awareness forms the foundation of our decision to partner with Australia's only independent LBMA, SGE, and COMEX accredited refinery for all our precious metal recycling and sourcing.

Our future goals regarding raw materials include:

- **Increase the percentage of materials acquired through independently accredited suppliers.**
- **Continue our partnerships and undertake further education with IMPACT to support global artisan mining communities.**
- **Research opportunities to take part in and/or support environmental and social regeneration within communities affected by the mining of precious materials.**



Metal *Recycling*

Recycling our precious metal scrap is an essential part of our manufacturing process. By producing our jewellery in-house, we have the opportunity to collect and refine the vast majority of metal dust, off-cuts, and scrap that would otherwise go to waste.

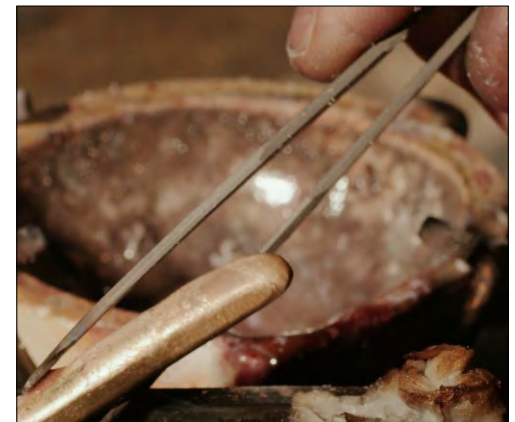
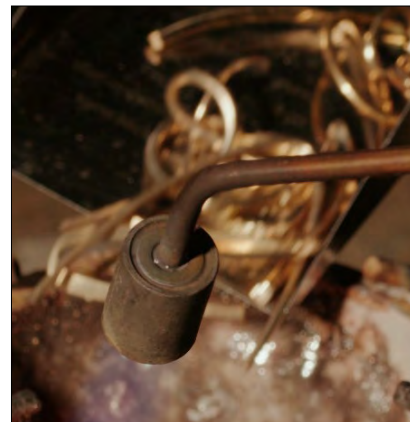
We are fastidious about giving this material a second life. Here are the ways we capture precious metal for recycling in our studio:

- Our jewellers use bench trays to collect filings, metal dust, and small pieces of metal scrap. At the end of each day, they sweep out their trays to ensure no small particles of metal are wasted.
- Larger scrap is separated into gold and silver tubs and stored for bulk refining. Sweep is collected and stored separately.
- Before washing their hands, our jewellers wipe off any heavy dust to collect fine particles of metal.
- When vacuuming our studio, the vacuum bags are emptied into studio sweep and collected for bulk refining to extract any metal particles.
- Our polishing extraction system is cleaned and emptied into studio sweep, as are the filters on our bench ventilation system.
- We collect used buffs, brushes, and emery paper that contain trace metal. These are collected separately, stored, and later sent for bulk refining.

All the collected studio waste is periodically sent for processing at a refinery. We prioritise partnering with a refinery that emphasises safety, environmental responsibility, and transparency in their operations.

The refinery responsible for all our precious metal is Australia's only independent LBMA, SGE, and COMEX-accredited refinery. They employ proprietary aqua regia, electrolytic chlorination, and acidless separation (ALS) refining methodologies (ALS is the world's most environmentally safe refining technology and produces no noxious residue).

Recycling our precious metal scrap is an essential part of our manufacturing process. By producing our jewellery in-house, we have the opportunity to collect and refine the vast majority of metal dust, off-cuts, and scrap that would otherwise go to waste.

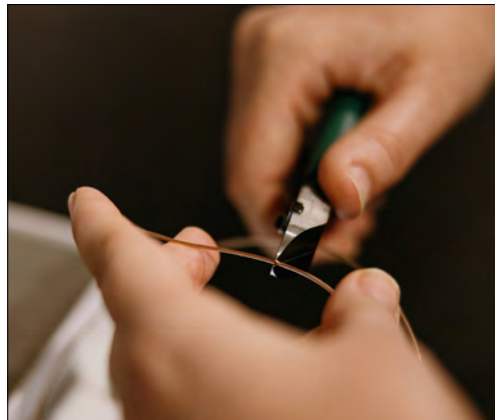
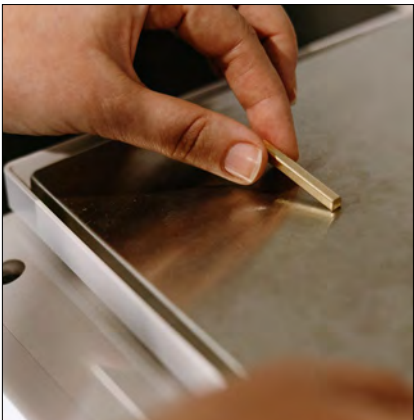


Regeneration in *Australian Gold Mining*

As an Australian jewellery manufacturing company, we are incredibly fortunate to have access to our continent's rich natural resources. We are uniquely positioned to have zero reliance on metals from conflict mineral areas. Australia's natural resources are subject to careful management in relation to human rights and environmental regeneration, ensuring that our access to Australian gold is confidently conscious.

On **Page 49** (Our Metals) we highlighted the **70.45%** of our gold supply which comes through one supplier stream, noted in this document as Supplier 1.

Given that this particular mine makes up such a significant proportion of our annual gold supply by volume, it is important that we highlight the importance of the regeneration plan in place for this mine.



How one of our primary Australian gold mines manages mine regeneration:

- Measuring the hectares of land rehabilitated per annum.
- Setting Mine Closure plans from the earliest stages in the mine's lifecycle to guarantee that the environment where mining activity takes place is restored to long-term sustainability.
- Ensuring operational and financial provisions are in place to facilitate mine closure plans, rehabilitation, and remediation activities.
- Including site-specific closure objectives and completion criteria for each operation in closure plans.
- Providing a level of detail in each plan that reflects the stage of each mine's lifecycle. These are updated in accordance with the standard and regulatory requirements, reflecting operational changes and progressive rehabilitation requirements.
- Submitting progress reports detailing implementation and compliance with ongoing reclamation commitments to regulatory authorities and third-party auditors annually.

*Source: Evolution Mining 2023

Our *Diamonds*

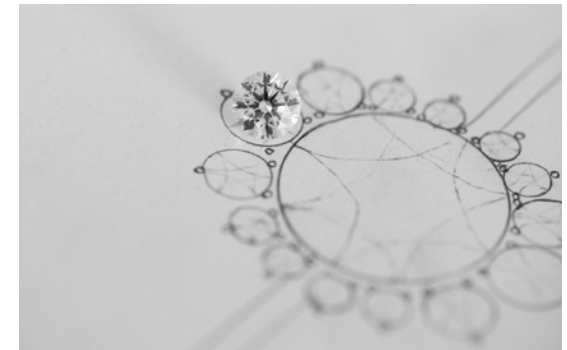
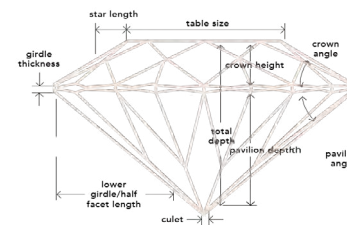
Natural Diamonds: Conscious Sourcing

At Natalie Marie Jewellery, sourcing natural diamonds responsibly is an utmost priority. Our foundations for conscious diamond sourcing are rooted in the Responsible Jewellery Council's guiding principles for supply chain management.

At the core of our efforts are strong partnerships with trusted suppliers, those known for their integrity and stringent quality controls, and these relationships have flourished over our decade in business. From early 2022, we began implementing a meticulous due diligence procedure to thoroughly vet each supplier we engage with or plan to enter into a relationship with. This process involves detailed inquiries about their supply chain, requesting policy and risk assessments, paving the way for open and transparent communication.

Through these robust procedures, combined with trusted relationships and clear communication, we create a solid foundation to assess our supply chain's environmental and human rights impacts, ethical practices, and quality standards. This allows us to identify and address any potential risks. Suppliers unwilling to participate in these rigorous processes are promptly removed from our supply chain.

Our sourcing parameters are continuously refined to ensure that all natural diamonds over 0.30ct meet stringent quality criteria. Working exclusively with trusted suppliers, we certify that all stones of this size and above possess GIA certification or its equivalent, a World Diamond Council System of Warranties statement on their sales invoice, and a minimum grading of F in colour and SI1 in clarity. The diamonds must also exhibit exceptional gradings across cut, polish, and symmetry.



Our Suppliers: Compliant and Trusted

Currently, 100% of our mined diamond suppliers are fully compliant with our due diligence requirements, and we take proactive measures to disengage with those unwilling to meet our rigorous standards.

Certification for Unparalleled Quality

For our Bespoke and One-of-a-Kind pieces, we exclusively work with GIA certified mined diamonds over 0.30ct, recognised for their exceptional quality and precise grading. Each diamond is accompanied by a comprehensive paper certificate, detailing individual specifications, dimensions and qualities. Additionally, a unique laser-inscribed serial number on the diamond's girdle ensures traceability of the diamond and its distinct characteristics.

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

In 2022, we adopted procedures based on the World Diamond Council (WDC) System of Warranties, which enhances the traceability of diamonds worldwide. Every mined diamond we purchase includes the WDC System of Warranties on its invoice, and we ensure this statement is passed on to our customers.

We exclusively source diamonds from suppliers adhering to the Kimberley Process Certification Scheme, dedicated to eradicating conflict diamonds from the global supply chain. The KPCS actively prevents 99.8% of worldwide trade in conflict diamonds. While we acknowledge certain weaknesses and areas for improvement in the KPCS, we continuously seek ways to address and mitigate risks.

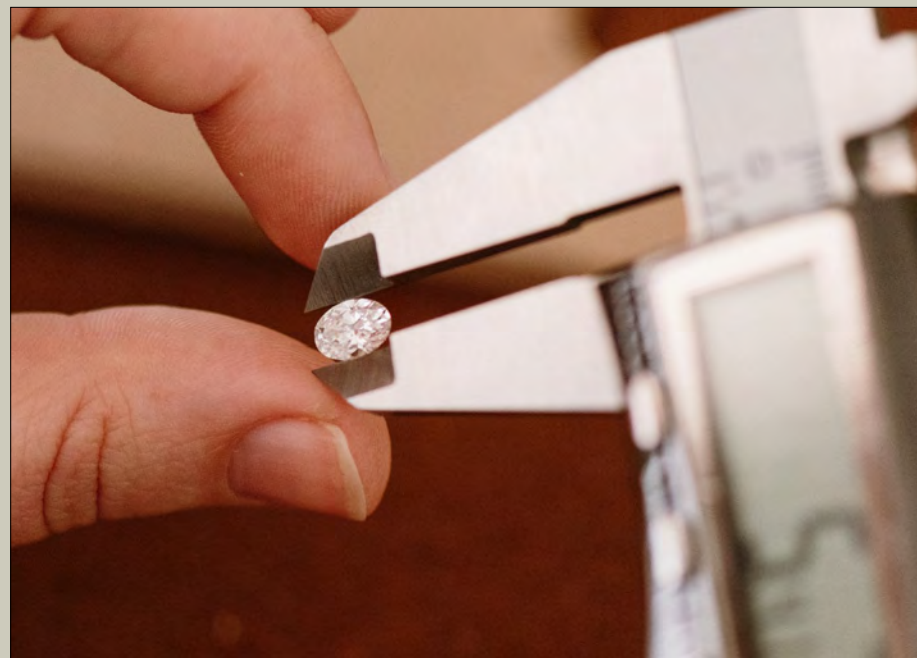
Testing Procedures: Ensuring Authenticity

In 2022, we invested in a Yehuda Sherlock Holmes Diamond Tester, granting us full visibility over the authenticity of both natural and laboratory-grown diamonds in our production process. Our stringent written testing procedure guarantees complete transparency and the protection of stone authenticity throughout our operations.

Limitations and opportunities

We recognise that even with the strictest management tools in place, there are limitations as to truly understanding and defining the provenance of the majority of mined diamonds. The nature of the diamond industry means that stones are passing through multiple hands, often becoming indistinguishable before they reach a downstream supplier, who then supplies to a jeweller. For the majority of diamonds, it is not possible for us to ascertain origin on behalf of our clients, however there are two options for those seeking a diamond with a guaranteed certificate of origin. These include diamonds mined in Canada and certified as Canada Mark Diamonds, and those mined in Australia, certified as of Argyle origin.

We are constantly striving for new opportunities to improve in the area of sourcing mined diamonds, and we actively support the work of Impact, our long term partner, who specialise in this field. Our hope is that over the coming years, there is upstream progress to support improved traceability of diamonds through the chain of supply. Our aim is to be a part of this change, supporting those effecting change, such as the Diamond Development Initiative and Impact – who are diligently working to introduce systems of traceability and support for artisanal diamond miners. There are over a million artisanal and small scale diamond miners in Africa alone, who rely on the mining of natural diamonds to counteract the extreme poverty of their communities. Boycotting the mined diamond industry would remove their livelihoods, hence our position of consciously and responsibly managing the mined diamonds we choose to work with and supply to our clients.

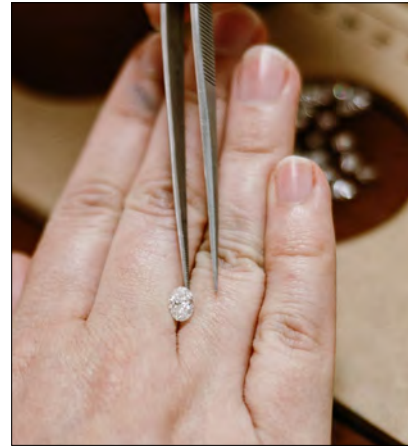
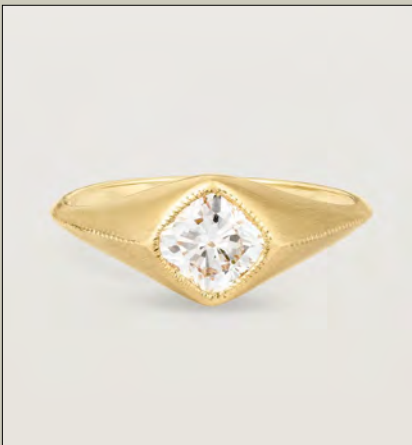


Laboratory Grown *Diamonds*

While laboratory grown diamonds are hailed as an ethical and sustainable alternative to mined diamonds, we recognise that there can be an equivocal lack of transparency around the laboratories that create these stones, similar to the lack of transparency around the true origin of mined diamonds.

As with all discussions, there are many factors to review, and laboratory grown diamonds present a great option for many clients, just as mined diamonds do. We believe in providing clear, unbiased education to our clients, equipping them with the tools to make the right decision for themselves.

In this year's impact report, we have chosen to delve deeper into the details of laboratory grown diamonds, providing greater insight, clarity, and answering the many questions we are often asked.



Understanding Laboratory Grown Diamonds

- Laboratory grown diamonds have been in production since the 1950s, primarily for industrial use.
- In the 1980s, they made their way into the fine jewellery space, and in recent years, their presence and availability have surged.
- From a chemical, physical, and optical standpoint, there is no difference between laboratory grown and naturally mined diamonds (differences between the two are imperceptible to the human eye without the aid of machine equipment).
- These diamonds are created in a laboratory setting using advanced technological processes that mimic natural diamond formation, achieved through two methods: High Pressure High Temperature (HPHT) and Carbon Vapor Disposition (CVD). At NMJ, we offer stones grown through both methods, ensuring that no post-growth treatment has been applied to any certified stone.

Exploring Sustainability of Laboratory Grown Diamonds

While some view growing diamonds above the ground using technology as a more sustainable approach compared to mining, assessing sustainability requires considering various aspects.

- Notably, almost all laboratory grown diamonds are made using mined materials, including minerals, metals, and gases.
- The manufacturing process, which lasts a few weeks, is energy-intensive, consuming similar temperatures to 20% of the sun's surface (ref: NASA (n.d.) "Temperature of the sun." Available at: <https://www.nasa.gov/sun>).
- Furthermore, over 60% of the world's laboratory created diamonds come from China and India (Source: Bain & Co), both heavily reliant on coal for electricity production, raising concerns as production capacity grows.
- Additionally, the process requires a considerable amount of water for cooling systems.
- Achieving a more sustainable laboratory grown product would necessitate using renewable energy sources, offsetting carbon footprints, and responsibly sourcing raw materials. However, a lack of transparency and challenges in establishing the chain of custody throughout the process make verification difficult.
- Uncertain regulatory control also makes it challenging to validate green claims made by suppliers.

The Complexity of Traceability

Purchasing laboratory grown diamonds on the open market poses traceability challenges. Once the stones enter the marketplace, it becomes difficult to identify the specific producer and understand their potential impact. This echoes the issues faced in the natural diamond market, where defining chain of custody accurately, especially from a downstream perspective, remains a significant challenge.

Laboratory Grown Diamonds Journey from lab to market:

1. Grown in a factory

2. Cut/polished in a different factory

3. Certified at an external location

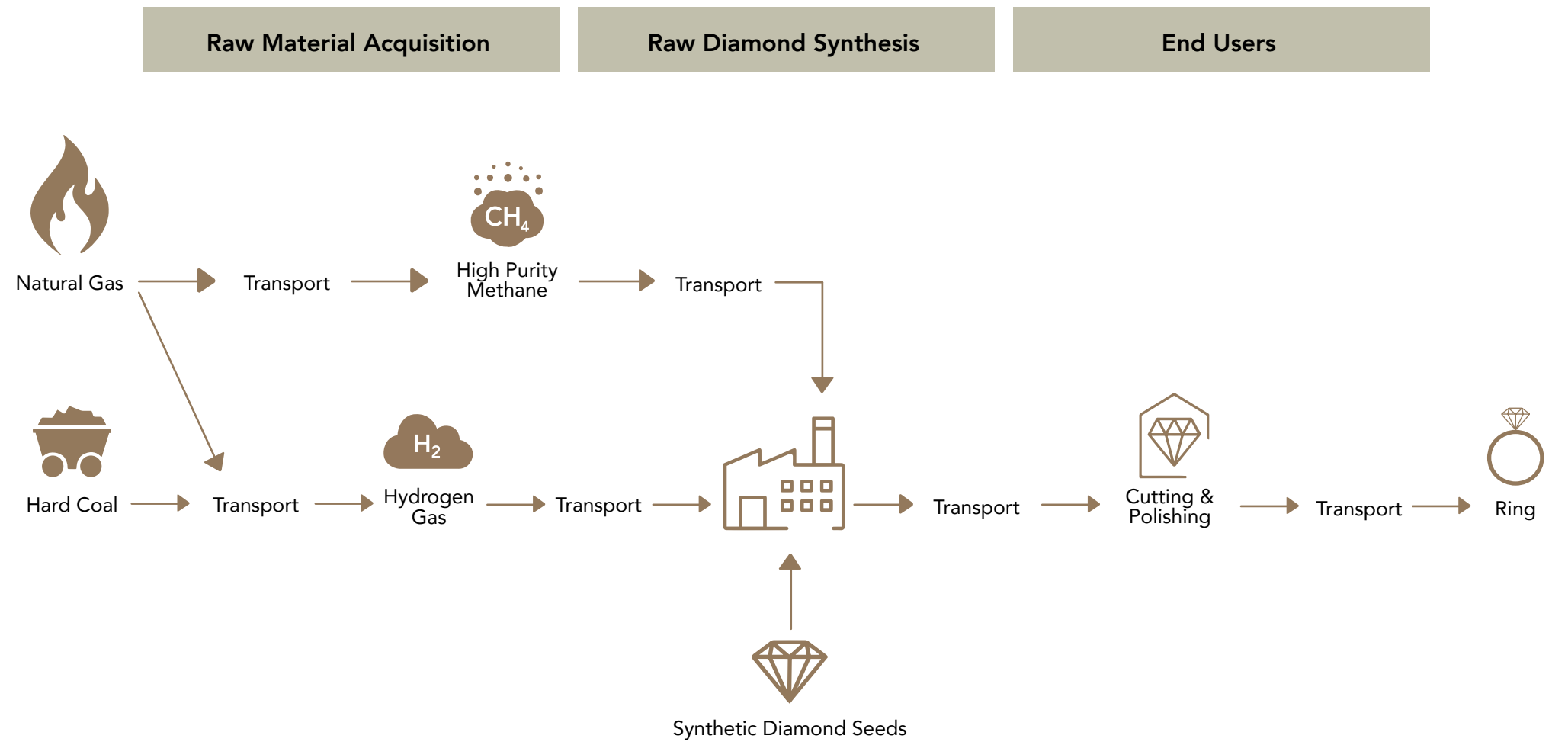
4. Sold on the open market to a supplier

5. Supplier sells it to a jeweller

In conclusion, the use of laboratory grown diamonds as an ethical and sustainable alternative to mined diamonds raises various considerations, and it is vital for clients to have clear and unbiased education to make informed choices. Our impact report delves deeper into laboratory grown diamonds, providing valuable insights and addressing commonly asked questions, empowering our clients with knowledge for their decision-making process.

i.e. Process on the following page:

The process of raw material extraction for Laboratory Grown Diamonds



Source: Natural Diamond Council 2022

What are the ethical impacts?

Reliable published data regarding the social impacts of laboratory grown diamonds is limited.

There are several concerns about the social footprint, especially in areas related to:

- Tax payments
- Employment conditions in factories in developing countries
- Human rights
- Investments into community and environmental projects outside of the factory, as there is less local procurement and fewer infrastructure/social investments/partnerships with local communities in the laboratory grown diamond space.

As the chain of custody is so rare and difficult to obtain within the laboratory grown diamond space, the above concerns remain largely unknown.

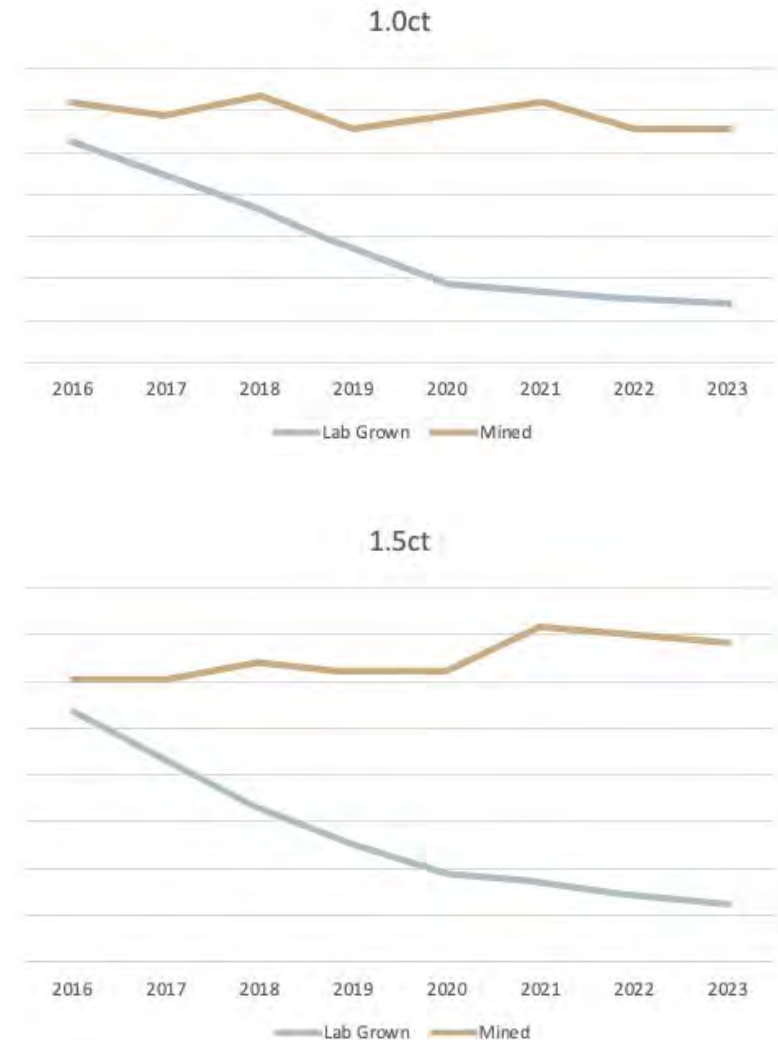
Will laboratory grown diamonds hold their value long term?

No one can predict the future in terms of laboratory-grown diamond value. Prices have reduced in the last six months due to the increasing number of suppliers in the market and the volume of diamonds being created. Experts believe that, like any new category that comes to the market, there are major fluctuations initially, followed by a period of stabilisation.

Laboratory grown diamonds provide opportunities for consumers with lower budgets compared to what is typically required for obtaining a natural diamond. This allows consumers to spend less while achieving a higher carat weight, better colour, and clarity.

In recent years, laboratory grown diamonds have fallen in price compared to their natural, mined counterparts, as demonstrated in the table below. However, the value of jewellery is ultimately decided by the emotional values of the customer rather than the market value.

Sample prices of man-made relative to natural over 7 years



Source: Paul Zimnisky (2023) State of diamond market March 2023

Is there an impact on the mined diamond industry?

While labs might be run on green power, they still have the ability to dissolve millions of jobs in the small-scale mining sector. This has an inevitable roll-on impact on developing countries that have historically relied on small-scale, artisanal mining operations to support entire communities.

The laboratory grown diamond sector relies on tech-based manufacturing, leading to a significantly smaller number of employees required for direct production compared to the natural diamond industry.

In the natural diamond mining landscape, 9.7% of employees of NDC members are hired locally to the mines, and according to data from 2021, they were paid on average 64% more than the national average salary local to that mine (ERM (2022) Natural Diamond Council members sustainability overview. Internal research based on NDC members’ reports and audited data).

It’s important to note that there has been impressive progress in the natural mining landscape to ensure benefits to a diamond’s country of origin and the local community. Please see the table on this page outlining the Social Responsibility Initiatives for Natural Diamond Council Members:

Table 3 - Summary of socio-economic benefits created by NDC members.

Employment and training	99.7% of NDC member employees are from the countries where mines are located.
Local sourcing of products and services	ERM estimated that 95% of all procurement by NDC members is made in-country.
Training for local suppliers and businesses	NDC members run programs to support economic development and job creation by mentoring local entrepreneurs to develop the skills needed to build successful businesses and by providing access to markets. Examples include the Tokafala and Zimele programs.
Social investment programs	Social investment programs assist with provision of key services such as housing, water, digital connectivity, healthcare, education and skills support for children and adults. Agricultural initiatives support food security and transform rehabilitated mining land into productive agricultural land.
Investments in local infrastructure	Investments are made in roads, schools, hospitals, water and energy supply and local sports and culture.
Taxes and royalties	Payroll, profit, taxes and royalties paid by diamond miners make a significant positive economic contribution to host governments (35% of fiscal revenue in Botswana in 2021). All NDC members report publicly either via their sustainability reports, financial reports or tax and economic contribution reports.

Source: NDC (Natural Diamond Council).

Our Laboratory Grown Products:

This year, we have introduced a curated offering of laboratory grown diamond pieces to our online ceremonial collection. We have also been offering laboratory grown diamonds through our bespoke service for the past few years. These pieces aim to make diamonds more inclusive and accessible to a wider range of customers, providing a meaningful way to celebrate their love story.

As a manufacturing business that handles both natural mined and laboratory grown diamonds, stringent management of materials and testing procedures is paramount. We have invested in superior verification instruments and diligently follow testing procedures at each stage of the manufacturing process to ensure that, regardless of your preference, you receive what you ordered.

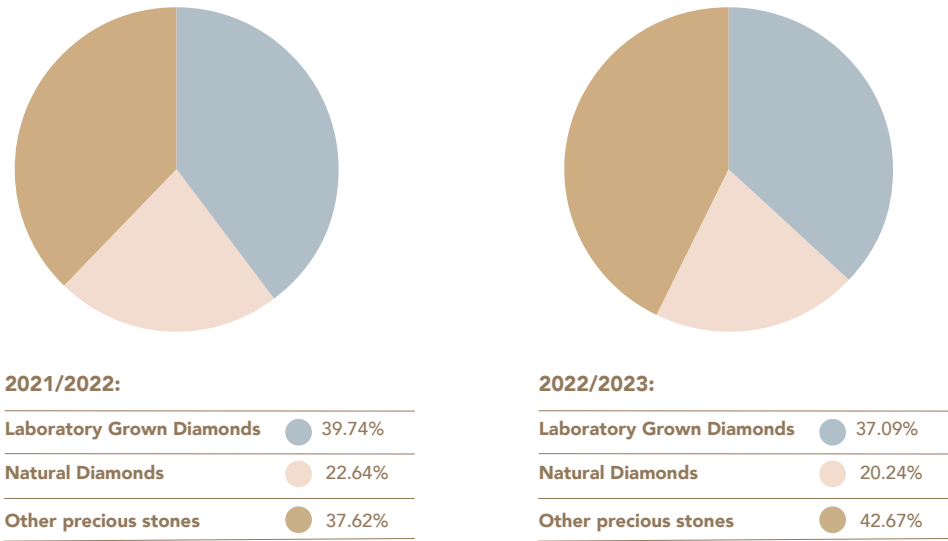
Considering the fluctuating market value of laboratory grown diamonds, we carefully manage the pricing of our online products to reflect this. We conduct quarterly pricing reviews on all online products containing laboratory grown diamonds and maintain purchasing price targets based on costings from the previous quarter. Being in the advantageous position of not holding stock of stones, we source stones for each individual purchase, enabling us to stay competitive when prices fluctuate. We prioritise a high-end cut in our laboratory-grown diamonds, which we believe adds to their vibrance and overall value.

All laboratory grown diamonds we sell above 0.30ct in size are accompanied by a report outlining that they are laboratory grown and stating whether the diamond was made via the CVD or HPHT process. We always disclose on our product descriptions and at the point of sale if a product contains laboratory grown diamonds, ensuring that we always sell with authenticity and transparency.

We face the same transparency issues as the rest of the industry concerning the supply chain of laboratory grown diamonds. However, we only engage with suppliers who comply with our due diligence toolkit. Our goal for 2023/2024 is to work within the RJC laboratory grown materials addition to its code of practices.

Laboratory grown diamonds are undoubtedly growing in preference to their natural counterpart – particularly in the bespoke space.

The below chart shows the number of pieces where the feature stone was a laboratory grown diamond in comparison to natural mined diamonds and other precious stones.



Note: Figures are for the financial year and for bespoke pieces only.

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, 100% 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). On occasion, they may 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 indicating that it has been created in a laboratory. This inscription can be viewed under a jewellery loupe or microscope, and it 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.

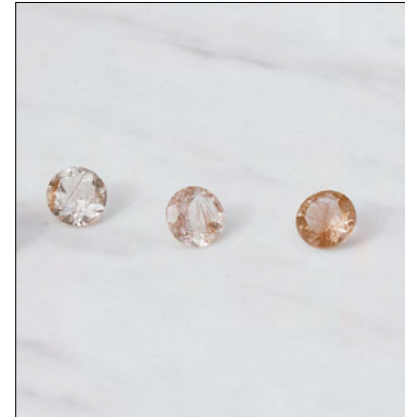
In prioritising transparency and due diligence compliance, we have refined our product offering in the last twelve months to include only stones which we can source through our preferred, compliant suppliers.

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, and Green Amethyst** 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, 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.

Specialised Ceremonial *Stones*

As a part of our renewed ceremonial offering for 2023, we are thrilled to have introduced a thoughtfully curated online offering of certified Australian origin sapphires, and laboratory-grown diamonds. Each stone is carefully acquired for individual order, inclusive of its individual unique certificate.

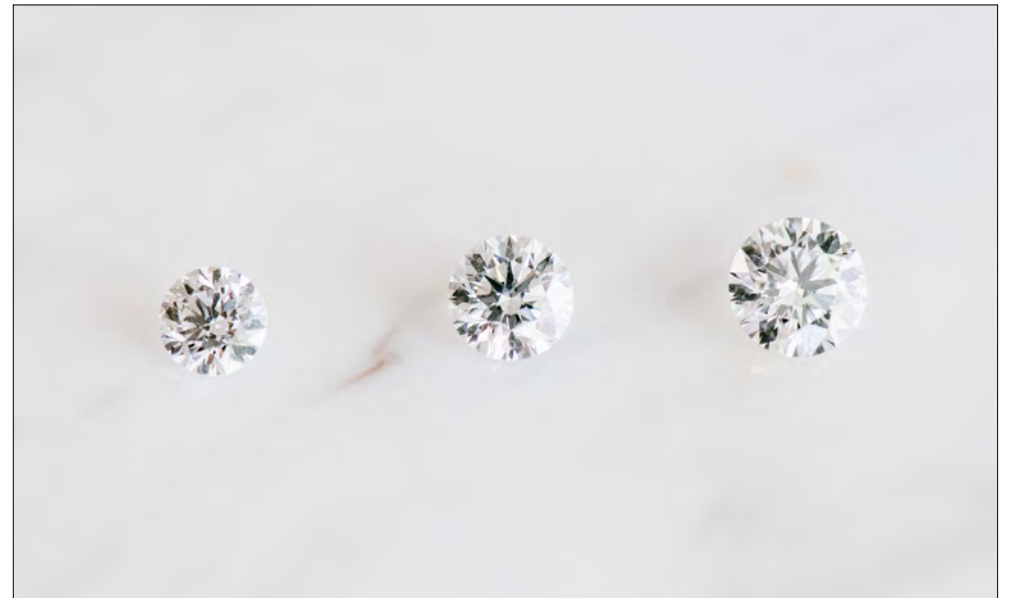
Australian Sapphires

We take pride in now offering some of our most loved ceremonial designs adorned with certified Australian origin Sapphires, custom cut for our particular designs. Each stone is supplied with a Gem authenticity card, confirming its origin in Central Queensland's gem fields. Australia's sapphire mines are highly regarded for their sustainable practises and uniquely coloured, premium gemstones.

Laboratory Grown Diamonds

The introduction of a curated offering of laboratory grown diamond pieces to our ceremonial range was an important step for us, offering our community an inclusive yet elevated diamond engagement option. The laboratory grown diamonds used in our online pieces are certified either by IGI, GIA or GCAL.

With this new category of elevated online ceremonial pieces, we bridge the gap between our premium bespoke service and our traditional online product offerings. Our goal is to provide attainable yet sophisticated ceremonial options, ensuring that love and commitment know no limitations.



Our Precious *Gemstones*

Currently, we face certain limitations concerning governance in the precious gemstone industry. Oftentimes, materials pass through numerous hands before reaching a downstream supplier. However, thanks to our long-term relationships, we can collaborate with our suppliers to gather evidence of material provenance. We confidently assert that any stone sold by Natalie Marie Jewellery with a claim to its origin will be backed by written evidence of its provenance. We remain committed to enhancing transparency within the material's chain of custody to bolster traceability on behalf of our community.

Ensuring the sourcing of all coloured precious gemstones from trusted suppliers is our top priority – suppliers known for their proven integrity and stringent quality controls.

Since early 2022, we have been diligently implementing a due diligence procedure to thoroughly assess and vet each supplier we currently engage with or plan to partner with. This involves posing relevant questions about their supply chains and requesting policy and risk assessments from each one. Through this process, we ascertain the nature of our engagement, encouraging open conversations to acquire detailed information and uphold transparency.

These comprehensive procedures, along with our trusted relationships and effective communication, provide a solid foundation to evaluate our supply chain. We scrutinise its environmental and human rights impacts, ethics, and overall quality, enabling us to identify potential risks and devise appropriate plans to address them.

Fortunately, our home continent, Australia, is abundant in natural resources, including precious and non-precious gemstones. As a preference, we always seek to source locally mined stones, as they offer confidence in adhering to fair trade regulations and responsible environmental management.

Our Suppliers

Presently, **80%** of our precious gemstone suppliers are in compliance with due diligence standards. Our aim is to increase this figure to at least **90%** by the end of 2023. To achieve this, we have classified our precious gemstone suppliers into a tiered system, ensuring clear communication and educating our team about the compliance parameters for each tier.



Tiered supplier *system*

We spent 2022 developing and rolling out a comprehensive supplier audit for gemstones. This included building a framework to undertake rigorous due diligence procedures within our supply chain. Since then, we have continued to implement a rigorous onboarding procedure for any new suppliers to ensure they are compliant with our due diligence requirements.

The results of our internal supply chain audit demonstrated that despite suppliers all meeting our requirements, there was still a range in the level of compliance.

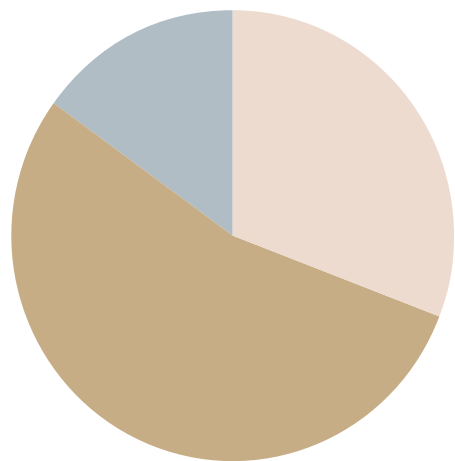
In order to further progress our efforts in this area, we separated out our suppliers into a tiered supplier system based on their level of compliance and transparency.

We have three tiers to our supplier grading.

- 1.** Fully compliant with all due diligence requirements, superior traceability and transparency
- 2.** Due diligent compliant but not yet third party accredited.
- 3.** Work in progress to meet our due diligence requirements, but actively engaged in the process to do so.



Stone Supplier *Grading*



Stone Suppliers by grading:

Tier 1	31%
Tier 2	54%
Tier 3	15%

*Data refers to quantity of stone suppliers, not units sold.

The intention with this system is to provide further clarity and transparency for our clients around the stones which we are sourcing for them. Bespoke clients can request information about the supplier their stone options come from, with regard to their supplier grading, providing further, more stone specific sourcing information.



Our *Packaging*

In 2021, we identified our packaging as a key area for improvement at NMJ. We dedicated the latter half of the year to refining our printable packaging and collaborating with industry leaders on environmentally friendly alternatives.

In 2022 alone, we dispatched 5,300 orders, comprising approximately 4,800 jewellery boxes, 4,000 care instructions, 5,000 card mailer boxes, and 800 plastic satchels.

As this data indicates, our packaging must remain a significant focus area for our business. By addressing our practices within this domain, we can make substantial strides in reducing our environmental footprint.



Our *Goal*

By mid-2024

By 2023, our aim was to transition all packaging to 100% recycled, and recyclable materials, encompassing our mailer satchels, box cartons, and internal packaging. Our team is working diligently to redesign all internal packaging with the goal of significantly reducing the collateral we include with each package, without compromising the customer experience. In embarking on this journey, we also made the decision to pursue accreditation through B Corp, ensuring that we meet rigorous standards of social and environmental performance, accountability, and transparency. Therefore, we are allowing additional time to ensure that all packaging aligns with B Corp standards. We have now entered the final stages of design and are currently sourcing reputable suppliers who share the same standards to produce through. This process requires careful consideration, time, and due diligence to ensure that we proceed with packaging that is progressive in meeting our goals.

By the end of 2025

We are currently exploring the redesign of our jewellery boxes to align with our conscious creation efforts and aim to launch the new design by the end of 2025.

Our intention is to continue partnering with suppliers who are at the forefront of pushing boundaries, reimagining systems, and developing design solutions that reduce our carbon impact and promote a circular economy.

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 drawn inspiration from processes, materials, and storytelling, infusing our creations with rich symbolism and meaning. Through collaborations with diverse creatives, we have explored expressing the essence of the natural world through our wearable art.

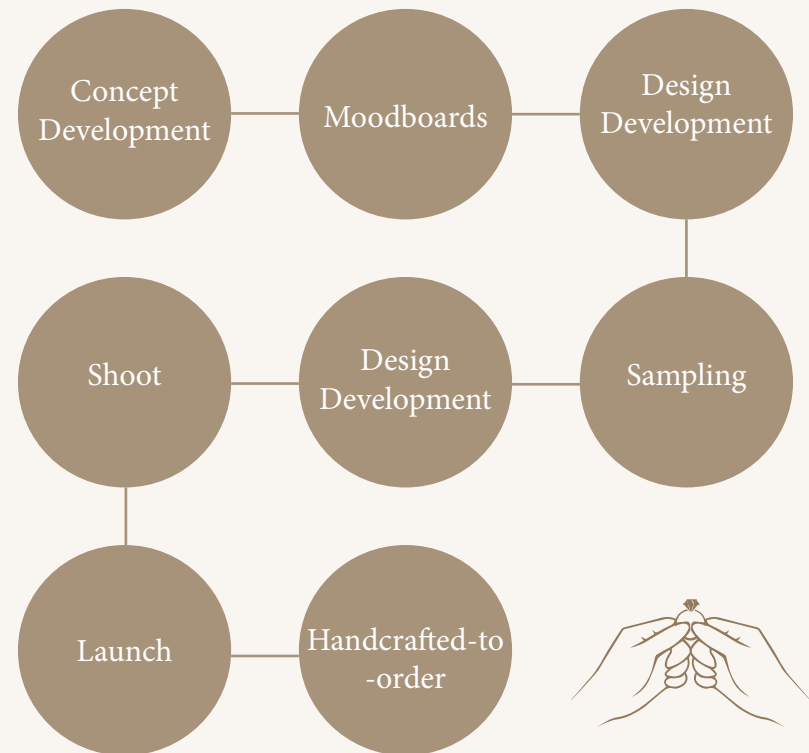
Previously, we designed seasonal collections aligned with the global fashion calendar, but we consciously kept our focus narrow. We never relied on trend forecasts or glanced sideways at the competitive market. Instead, we stayed steadfast on our own creative journey and aesthetic, trusting and following our vision wherever it leads us.

In 2022 and beyond, we are charting our own course. Free from the constraints of a wholesale calendar, we find ourselves invigorated to craft capsule collections that evoke sentiment and foster connection. Our passion lies in expanding our core storytelling pieces, imbued with profound meaning and crafted with purposeful inclusivity.

Our design team is a close-knit collaboration, helmed by our founder and design director, Natalie, with the invaluable support of Shona, our head designer.

As we venture into 2023-2024, our design focus centres on regeneration. We strive to breathe new life into existing materials and discontinued stones, salvaging what might otherwise become waste. Our commitment, as always, remains steadfast: to create with intention, to minimise the release of novelty for novelty's sake, and to anchor our craft with pieces of profound meaning.

Our Design Process



Handcrafted-to-order

Since its inception, Natalie Marie Jewellery has steadfastly prioritised craftsmanship and integrity above all else.

Our deep passion for handmade objects extends to supporting artisans and preserving traditional skills that might otherwise fade away in the face of advancing technology. Opting to handcraft all our pieces here in Australia may not be the most cost-effective path, but it aligns with our core values.

Keeping production local and crafting pieces to order also grants us remarkable agility, enabling us to offer customisations for the majority of our existing styles. When you select a collection piece either online or in our showroom, our production team meticulously processes your order, taking note of all the details that will make your piece unique.

We facilitate various production methods for different pieces, depending on the design and the process that ensures the finest level of finish and consistency. Most of our online pieces are lovingly handmade by our specialised team of jewellers, while some pieces may utilise cast components. On specific occasions, computer-aided design work comes into play, dictated by the design's demands. Each piece follows a standardised production flow, with varying production times based on the involved processes and pathways.

01

Order is received via online store.

02

Order entered into our inventory tracking and production management software (manually to avoid overlooking details).

03

Creation and printing of a job slip and work order for the order.

04

Ordering of all necessary materials from our suppliers to craft the piece/s.

05

Arrival of materials in our inventory office, with the production team assigning a job bag with materials to the appropriate jeweller.

06

Handcrafting and assembling of the piece/s.

07

If the design involves stones, the piece advances to the setting stage with master setters.

08

If the piece includes custom engraving, it proceeds to our master engraver.

09

Polishing and cleaning of the piece, followed by an initial quality control check in the studio.

10

Final quality check by our Head of Production, who meticulously reviews all pieces personally.

11

If any changes or improvements are needed, the piece returns to the jeweller for further work until perfect.

12

After approval by the HOP, the piece is handed to our dispatch coordinator for the final quality check, careful packaging, and shipping.



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

While our studio is humming with activity, our jeweller's priority remains unwavering: quality and attention to detail. Each piece undergoes careful quality checks at every step of the process before venturing into the world.

Some of our Bespoke and One-of-a-Kind pieces are handcrafted by our independent Master Jewellers, located in Sydney but outside our studio. These highly skilled artisans, with decades of experience, prefer working from their own workshops. We collaborate closely with these experts, learning from their mastery and jointly exploring design concepts.

- **All Bespoke and One-of-a-Kind pieces are handmade in Sydney.**
- **100% of our collection pieces are manufactured in Australia.**
- **82.03% of collection pieces are made in our in house studio.**
- **17.97% of our collection pieces are made by our partner studios around Australia.**
- **Currently, our in-house team comprises seven jewellers, including one student jeweller.**

We actively encourage and support skill development and personal growth, fostering a positive and enjoyable workspace for our studio team. Our intentional inclusion of student jewellers in the team is aimed at long-term development in the trade and industry support.





Costing *Transparency*

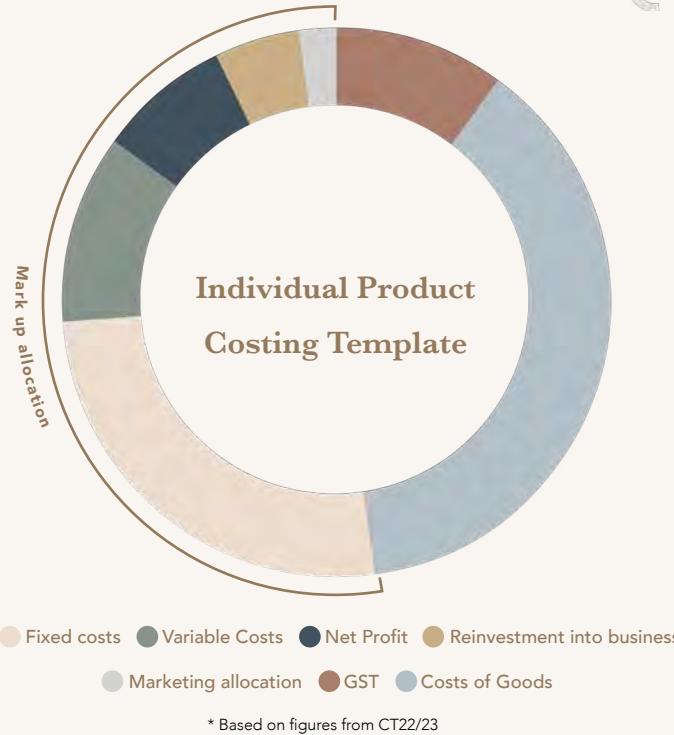
We take great pride in creating pieces designed to be treasured for a lifetime – modern heirlooms that become an integral part of your story, both now and in the future. We firmly believe that jewellery is an investment, and we understand the significance of investing in consciously created and responsibly made pieces for our clients. Our jewellery is meticulously handcrafted to order in our Sydney studio, a production path that comes with a higher cost compared to alternatives. However, it grants us complete visibility over the process, fosters a close connection with our makers, and allows strict control over the materials we use.

This breakdown of costing transparency is presented to illustrate that when you invest in a piece from NMJ, you are not only acquiring a beautiful item but also supporting our commitment to progress, ethics, and responsibility.

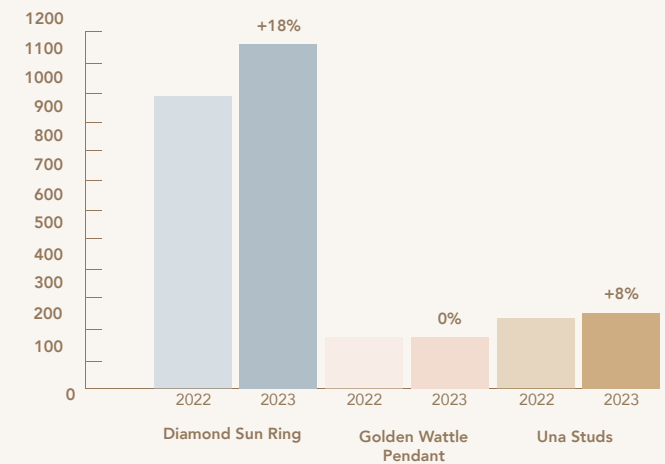
Our costing strategy template, as showcased below, outlines how we structure the costing for each product. Our primary objective is to cost pieces fairly while ensuring that all expenses are covered to maintain the integrity of our business structure. This template serves as a guide and may vary depending on the individual product, as demonstrated by examples of some of our most cherished pieces.

In 2022, driven by changes in the global economic climate and the immediate impact on our direct manufacturing costs, we conducted a comprehensive pricing audit. This audit also took into account the effect of our departure from wholesale. As of July 2022, our prices for the majority of our products were adjusted; while some pieces saw an increase in price, others experienced a decrease. This decision was thoughtfully considered, with the intention of prioritising our customers, nurturing our progressive and responsible supply chain, and ensuring the continued viability of our esteemed manufacturing company.





YoY COGS Price Fluctuation



A Circular Manufacturing Process

What is circular manufacturing?

Circular manufacturing refers to a process aimed at reducing the consumption of materials and energy in manufacturing products and services, followed by the recovery of as much of the end products as possible through reuse and recycling.

A regenerative manufacturing model

In our pursuit of a regenerative manufacturing model, we are approaching the point of closing our manufacturing lifecycle loop, marking an ongoing journey of improvement. This year, we have ambitious plans to implement the final pieces of our manufacturing lifecycle loop.



Product Life Cycle

At Natalie Marie Jewellery, we prioritise crafting high-quality pieces that transcend generations, becoming modern-day heirlooms cherished by wearers and passed on to future generations. The nature of the materials we use enables our jewellery to endure with the right care and wear, rendering the concept of an 'end of life' cycle irrelevant.

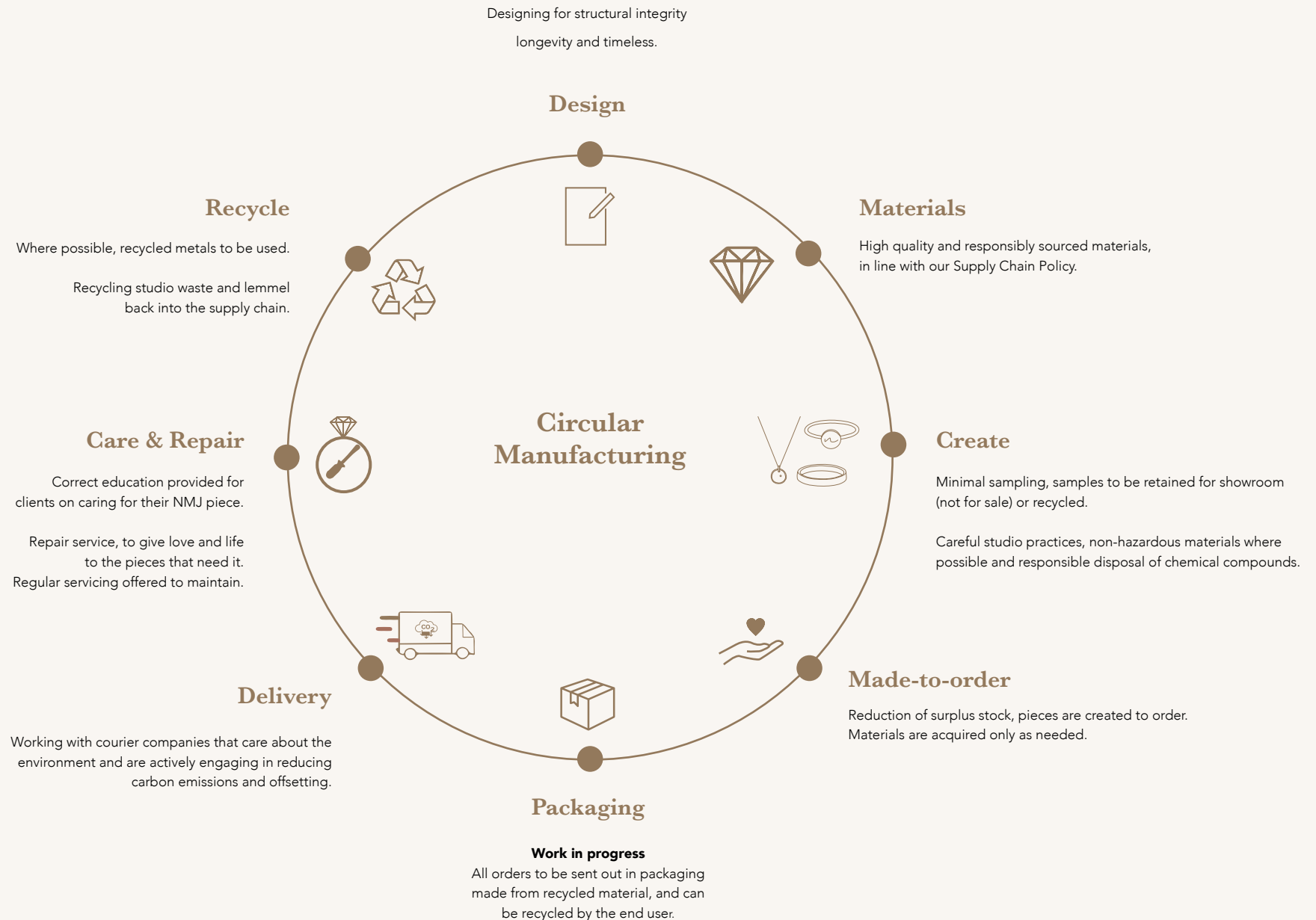
By meticulously selecting stones suited to the intended use and lifestyle of the wearer, working with durable materials, and actively informing our community about proper care and wear, we lay the groundwork for longevity.

Care & Repair

We aim to empower our clients with knowledge on caring for their precious pieces, understanding that accidents can happen. Alongside our dedicated servicing commitment, we provide a comprehensive repair service to breathe new life into NMJ pieces. Our ultimate intention is to see an NMJ piece continue to exist in the world for generations to come.

Recycling Program

In 2024 we are excited to introduce our metal recycling program, where customers can return their used NMJ pieces for material credit towards their next investment. This will reduce waste and increase longevity for our clients, knowing they can repurpose their investment.



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

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