



*natalie marie*  
J E W E L L E R Y



Reflect | *Reconciliation Action Plan*

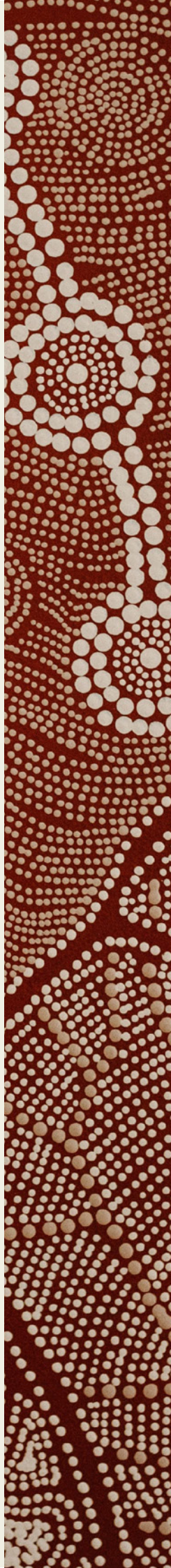
July 2021 – July 2022

## Acknowledgement of *Country*

We respectfully acknowledge all Aboriginal and Torres Strait Islander people 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.





## Our Business

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Natalie Marie Jewellery is a jewellery manufacturing and retail company that focuses on mindfully handcrafting fine jewellery. Born out of a passion for the craft, we are dedicated to traditional, superior craftsmanship and using ethically sourced, high quality materials. We make each piece to order – a conscious decision that allows us to minimise our footprint on the environment and gives us the opportunity to connect with our trusted suppliers and clients on a deeply personal level. Our clients, and the part that we have to play in their story, are at the heart of everything we do.

We are committed to making this world safe and equal for everyone. We have a beautifully multicultural team at NMJ Head Office, but we recognise that we are based in a community that is not culturally diverse. We pledge to promote diversity and consciously ensure inclusion and equality is reflected in our practices and messaging. As a business, and as individuals, we strive to listen, read, learn and educate ourselves on the truth of our history, and ways that we can work towards creating a future where racial injustice and inequality is eradicated.





## Our Business

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Both our studio and office space are based in Avalon, on the Northern Beaches of Sydney, although we have a global reach - primarily in Australia, the USA, Canada and the UK. As we grow, we wish to take responsibility with our role in the community to advocate for and champion Aboriginal and Torres Strait Islander people across Australia and its neighbouring islands, in particular looking to offer opportunities in education and the arts. Though we have a total of 40 employees currently, we are yet to have any Aboriginal and/or Torres Strait Islander staff amongst our team. We are currently working to ensure we are an aware and culturally safe workplace and look forward to welcoming some talented creatives to join us.

**Our RAP Champion will be Lillian Armstrong, our Head of People and Culture, who is our great motivator.**

## Our RAP

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We have been moved by the increasingly urgent conversation around privilege, equality and basic human rights that has been brought to the fore, yet again, by examples of police brutality here in Australia, and in the USA. We have a social platform that has considerable outreach and we would like to use it to champion the work of fellow artisans, work towards creating pathways for creatives to come and work with us, and give back to the communities from whose land our recycled gold and precious gemstones originally come from.

From this perspective we have a great responsibility to work closely with communities and discover what is genuinely beneficial for them. We also have an incredibly multi-cultural work family, and so all of the work we do together to deepen our understanding of history and the possibilities of our reconciliation journey creates awareness and conversation that is far-reaching.





## Our RAP

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We are a small company, so the implementation is currently being led by a small team who are researching, communicating and implementing the necessary steps. We have had meetings to brainstorm the kinds of contributions and actions towards reconciliation that we want to take and are always open to more. We intend to create our RAP Working Group and have meetings once a fortnight to implement our specified actions and brainstorm for continued engagement and growth and, as part of this, will reach out to the surrounding communities to listen and seek clarification, knowledge and inspiration.

Recently we have begun with a couple of projects, though this is still a relatively new pathway for us.

We have created a piece called 'The Wattle Necklace' that allows people to choose to donate a portion of the profit to *Yalari*, who have been enabling the education and empowerment of Aboriginal and Torres Strait Islander kids for 16 years. We have donated to Yalari in the past and look forward to deepening our relationship with them.



We have written and published an Acknowledgement of Country for our website and have learned great lessons in doing so about the land on which we work and create.

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Currently we are reaching out to First Nations artisans with the intention of stocking their works and collaborating on pieces that tell stories of their cultures.



Right: Commissioned painting 'Gupu Dreaming' by Niah McLeod



# Relationships





Action	Deliverable	Timeline	Responsibility
1. Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> <li>Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff to foster a greater understanding of the importance of reconciliation.</li> </ul>	May 2022	Administration Assistant
	<ul style="list-style-type: none"> <li>RAP Working Group members to find and attend an external community NRW event via <a href="https://nrw.reconciliation.org.au">https://nrw.reconciliation.org.au</a> and social platforms.</li> </ul>	27 May-3 June, 2022	Administration Assistant
	<ul style="list-style-type: none"> <li>Encourage and support staff and senior leaders to find and participate in at least one external event to recognise and celebrate NRW, opening up greater possibilities for education and engagement with the community.</li> </ul>	27 May-3 June, 2022	<b>Lead:</b> Head of People and Culture. <b>Support:</b> Administration Assistant
2. Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> <li>Use our social media platforms to discuss our dedication to the RAP, and the meaning, progression and importance of reconciliation.</li> </ul>	July 2021	Marketing Manager
	<ul style="list-style-type: none"> <li>Identify external stakeholders that our organisation can engage with on our reconciliation journey.</li> </ul>	August 2021	<b>Lead:</b> Marketing Manager. <b>Support:</b> Administration Assistant
	<ul style="list-style-type: none"> <li>Identify other like-minded organisations that we could approach to collaborate with on our reconciliation journey.</li> </ul>	September 2021	Administration Assistant
	<ul style="list-style-type: none"> <li>Communicate our commitment to reconciliation and deepening education to all staff, including an official launch event, and monthly newsletters.</li> </ul>	August 2021	<b>Lead:</b> Head of People and Culture. <b>Support:</b> Administration Assistant.
	<ul style="list-style-type: none"> <li>Create content for the internal staff newsletter and our social channels to champion Aboriginal and Torres Strait Islander peoples, cultures and achievements and bring awareness to important events as they occur.</li> </ul>	August 2021	<b>Lead:</b> Social Media Marketing Coordinator. <b>Support:</b> Administration Assistant
	<ul style="list-style-type: none"> <li>Use the internal staff newsletter to post articles to encourage awareness of the truth of our history, educate on the use of respectful language and tell stories of individuals and communities to inspire and connect. Point staff towards great music, film and books to celebrate cultures.</li> </ul>	August 2021	<b>Lead:</b> Administration Assistant. <b>Support:</b> Social Media Marketing Coordinator.
	<ul style="list-style-type: none"> <li>Bring awareness to our staff of the important dates in the calendar for Aboriginal and Torres Strait Islander people and encourage involvement in related community and cultural events.</li> </ul>	July 2021	<b>Lead:</b> Administration Assistant. <b>Support:</b> Head of People and Culture
3. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	<ul style="list-style-type: none"> <li>Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area and sphere of influence.</li> </ul>	August 2021	<b>Lead:</b> Administration Assistant. <b>Support:</b> Head of People and Culture
	<ul style="list-style-type: none"> <li>Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.</li> </ul>	August 2021	<b>Lead:</b> Head of People and Culture <b>Support:</b> Administration Assistant.
4. Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none"> <li>Research best practice and policies in areas of race relations and anti-discrimination.</li> </ul>	September 2021	Head of People and Culture
	<ul style="list-style-type: none"> <li>Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.</li> </ul>	September 2021	Head of People and Culture



Respect



Action	Deliverable	Timeline	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	<ul style="list-style-type: none"> <li>Undertake the Aboriginal and Torres Strait Islander Cultural Competency Course, through the Centre for Cultural Competence Australia.</li> </ul>	July 2021	<b>Lead:</b> Administration Assistant. <b>Support:</b> Head of People and Culture
	<ul style="list-style-type: none"> <li>Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.</li> </ul>	August 2021	<b>Lead:</b> Head of People and Culture. <b>Support:</b> Administration Assistant.
	<ul style="list-style-type: none"> <li>Conduct a review of cultural learning needs within our organisation.</li> </ul>	August 2021	<b>Lead:</b> Head of People and Culture. <b>Support:</b> Administration Assistant.
	<ul style="list-style-type: none"> <li>Organise a cultural immersion for our team – something that will bring a greater awareness of the history of the land on which we work and learn.</li> </ul>	September 2021	Head of People and Culture
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none"> <li>Develop an understanding of the local Traditional Owners and Custodians of the lands and waters within our organisation's operational area.</li> </ul>	September 2021	Administration Assistant
	<ul style="list-style-type: none"> <li>Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.</li> </ul>	September 2021	Administration Assistant
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> <li>Raise awareness and share information amongst our staff about the meaning of NAIDOC Week via our newsletter.</li> </ul>	July 2021	Administration Assistant.
	<ul style="list-style-type: none"> <li>Introduce our staff to NAIDOC Week by promoting external events in our local area.</li> </ul>	July 2021	<b>Lead:</b> Social Media Marketing Coordinator. <b>Support:</b> Administration Assistant
	<ul style="list-style-type: none"> <li>Support an external, Aboriginal and/or Torres Strait Islander People's NAIDOC event.</li> </ul>	July 2021	Head of People and Culture
	<ul style="list-style-type: none"> <li>RAP Working Group to participate in an external NAIDOC Week event.</li> </ul>	July 2021	Head of People and Culture
	<ul style="list-style-type: none"> <li>Use our social media platforms to respectfully share the celebrations and messages of Aboriginal and/or Torres Strait Islander People in relation to NAIDOC. Gain our own and share an understanding of the concept of Heal Country to our social channels.</li> </ul>	July 2021	<b>Lead:</b> Marketing Manager. <b>Support:</b> Social Media Marketing Coordinator

# Opportunities



Commissioned painting 'Gupu Dreaming' by Niah McLeod



Yalari Student Development Program

Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	<ul style="list-style-type: none"> <li>Engage an external employment solutions network to assist us in ensuring our workplace is a culturally sensitive environment for the employment of Aboriginal and Torres Strait Islander staff.</li> </ul>	October 2021	<b>Lead:</b> Administration Assistant <b>Support:</b> Head of People and Culture
	<ul style="list-style-type: none"> <li>Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.</li> </ul>	February 2022	Head of People and Culture
	<ul style="list-style-type: none"> <li>Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.</li> </ul>	October 2021	Head of People and Culture
	<ul style="list-style-type: none"> <li>Post our employment opportunity adverts to Aboriginal and Torres Strait Islander Recruitment websites such as <a href="https://atsijobs.com.au">https://atsijobs.com.au</a>, and media platforms (Koori Mail, National Indigenous Times) to ensure outreach.</li> </ul>	November 2021	Head of People and Culture
	<ul style="list-style-type: none"> <li>Research the approach that most broadly enables wide access to employment notices from our company to prospective employees.</li> </ul>	October 2021	Head of People and Culture
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	<ul style="list-style-type: none"> <li>Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.</li> </ul>	February 2022	<b>Lead:</b> Administration Assistant, <b>Support:</b> Marketing Manager
	<ul style="list-style-type: none"> <li>Investigate Supply Nation Membership</li> </ul>	October 2021	Administration Assistant
	<ul style="list-style-type: none"> <li>Research Aboriginal and Torres Strait Islander makers and artisans and create opportunities for them to sell their creations through our showroom and online store.</li> </ul>	July 2021	Marketing Manager
	<ul style="list-style-type: none"> <li>Use our social media channels to direct our following to follow and engage with Aboriginal and Torres Strait Islander artists and makers.</li> </ul>	August 2021	<b>Lead:</b> Social Media Marketing Coordinator. <b>Support:</b> Marketing Manager
	<ul style="list-style-type: none"> <li>Feature the makers and artisans we build a relationship with in our 'Meet the Maker' journal pieces to share their personal stories of belonging and creativity.</li> </ul>	September 2021	<b>Lead:</b> Social Media Marketing Coordinator. <b>Support:</b> Marketing Manager
10. Support equal and equitable education opportunities for Aboriginal and Torres Strait Islander students.	<ul style="list-style-type: none"> <li>Meet with TAFE Enmore and College of Fine Art representatives to discuss the details of the jewellery and design courses and the level of support that is provided by these institutions to Aboriginal and Torres Strait Islander students so we can look at where there is a funding gap we can assist with.</li> </ul>	February 2022	<b>Lead:</b> Head of People and Culture. <b>Support:</b> Administration Assistant
	<ul style="list-style-type: none"> <li>Meet with Yalari and other education-based bodies to discuss possible financial and in-kind support opportunities.</li> </ul>	February 2022	<b>Lead:</b> Head of People and Culture. <b>Support:</b> Administration Assistant



# Governance



Action	Deliverable	Timeline	Responsibility
11. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	• Form a RWG to govern RAP implementation.	July 2021	Administration Assistant
	• Draft a Terms of Reference for the RWG.	July 2021	Administration Assistant
	• Establish Aboriginal and/or Torres Strait Islander representation on the RWG when possible.	January 2022	Head of People and Culture.
	• Meet fortnightly to discuss relevant learnings and proposed actions to ensure a progressive reconciliation action process.	July 2021	<b>Lead:</b> Administration Assistant. <b>Support:</b> Head of People and Culture.
	• Define resource needs for RAP implementation.	July 2021	Administration Assistant
12. Provide appropriate support for effective implementation of RAP commitments.	• Engage senior leaders in the delivery of RAP commitments.	July 2021	Head of people and culture
	• Define appropriate systems and capability to track, measure and report on RAP commitments.	July 2021	Administration Assistant.
	• Define resource needs for RAP implementation.	July 2021	Administration Assistant
13. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	• Report back to all staff, via monthly contributions to our internal company newsletter, the actions we are taking and what we are learning along the way.	July 2021	Administration Assistant.
	• Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	September 2022	<b>Lead:</b> Administration Assistant. <b>Support:</b> Head of People and Culture
14. Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia's website to begin developing our next RAP.	March 2022	Administration Assistant

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