



Front cover image detail: Gulumbu Yunupingu, *Ganyu* (stars) 2008, natural ochres on bark

# Reconciliation Action Plan for FY2009/10



Reconciliation Australia  
RECONCILIATION ACTION PLANS



Wesfarmers



## Message from the Managing Director

Growing up in country Western Australia, I was aware of the opportunities I had that were not available to Aboriginal people in my community.

This Reconciliation Action Plan (RAP) is a commitment by Wesfarmers to ensure our businesses are places where Aboriginal and Torres Strait Islander peoples feel welcome and valued, as employees, customers and citizens.

In particular, as Australia's largest private sector employer, we are able to provide Aboriginal and Torres Strait Islander peoples with greater opportunities to participate in our country's economic prosperity, through sustainable employment.

By creating opportunities, by showing respect and by developing relationships, we can play a part in wiping out the unacceptable gap that exists between Aboriginal and Torres Strait Islander peoples and the wider Australian community.

The RAP will help coordinate and extend initiatives that have existed in our divisions for many years. We are aware that there is a long way to go and no doubt we will make mistakes along the way. But we will try to learn from these and improve upon our successes in addressing this challenge which is so vital to the future of the Australian community.

I look forward to sharing our progress over coming years.

**Richard Goyder** Managing Director



*Image:*

**Gulumbu Yunupingu** born c1945, lives and works at Yirkala, Northern Territory, *Ganyu (stars)* 2008  
Natural ochres on bark 201.0 x 64.0  
The Wesfarmers Collection of Australian Art, Perth  
Image courtesy of the artist, Buku-Larrnggay Mulka Arts Centre and Alcaston Gallery, Melbourne

Here is an explanation of the artist's vision:

When she looks at the stars, Gulumbu thinks about the universe, all around, and about every tribe, every colour. In every corner of the world people can look up and see the stars. This is Gulumbu's vision – in her art, she focuses on the link between all people everywhere.

Image:  
**Christopher Pease**  
Minang/Wardandi/Balardung/  
Nyoongar peoples  
b1969 in Perth, Western Australia;  
lives and works in Perth  
*The wrong side of the Hay*  
(A deserted Indian village) 2005  
122.0 x 183.0cm oil on canvas  
The Wesfarmers Collection  
of Australian Art, Perth



## Our vision for reconciliation

Wesfarmers' diverse businesses employ more than 207,000 people and operate in communities across most of Australia. Due to its scale and diversity, the Wesfarmers Group has the ability to provide genuine employment opportunities to contribute to closing the life expectancy gap between Aboriginal and Torres Strait Islander peoples and the wider community. Wesfarmers acknowledges that this action, in isolation, will not remove these inequities, and these opportunities must be accompanied by the development of relationships with Aboriginal and Torres Strait Islander communities and showing and building upon respect for their cultures and their role in Australia. Wesfarmers will provide leadership and support to its business divisions in developing strategies to contribute to the goals of reconciliation.

## Our business

Wesfarmers owns a diversified portfolio of largely autonomous businesses including retail operations (covering supermarkets, general merchandise and specialty department stores, fuel and liquor outlets and home improvement and office supplies), coal mining, gas processing and distribution, electricity generation, insurance, chemicals and fertilisers and industrial and safety product distribution. It is in Wesfarmers' interest to foster an inclusive work environment that reflects the community in which our businesses operate. Each of these businesses can contribute in its own way towards the realisation of our vision.

## Our Reconciliation Action Plan

Our RAP has been developed by a Corporate Office working group, in consultation with executive members, divisional representatives and Reconciliation Australia. Input from local Aboriginal leaders in the community has been incorporated into the RAP and drafts discussed with Aboriginal advisors. Our RAP is built around the three pillars of creating opportunities, building relationships and building respect. In 2009/2010, RAP initiatives will be driven from the Corporate Office, supported by the Manager, Indigenous Affairs. Future years will see increasingly devolved RAP accountabilities across the Group.

## Creating opportunities

In our first year, we will learn about our existing Aboriginal and Torres Strait Islander employees and determine how each of our diverse businesses will pursue sustainable employment outcomes. We will support our employment goals through our corporate sponsorships and assist in building the capacity of Aboriginal and Torres Strait Islander organisations through commercial arrangements and secondments.



| Wesfarmers Group   |  |  |  |
|--|--|--|--|
| Action   | Responsibility   | Timeline                               | Measurable target  |
| Each division will develop and implement an Aboriginal and Torres Strait Islander strategy, with the objective that our workforce should reflect the demographics of the Australian community. | Divisions  | March 2010<br>2019                     | Development divisional of strategies.<br>Workforce to reflect Aboriginal and Torres Strait Islander representation in the community.   |
| Each division will gather data to determine how many Aboriginal and/or Torres Strait Islander people it employs.   | Divisions  | June 2010                              | Statistics to be reported to Manager, Indigenous Affairs by June 2010.   |
| Each division will report annually on all Aboriginal and Torres Strait Islander employee statistics and programmes through Wesfarmers' publicly available Sustainability Report.               | Manager, Indigenous Affairs / divisions                                    | November annually                      | Report on Aboriginal and Torres Strait Islander employment statistics from November 2010.  |
| Each division will participate in volunteering or secondment opportunities with organisations that work to improve the life outcomes of Aboriginal and Torres Strait Islander peoples.         | Manager, Indigenous Affairs / divisions                                    | Throughout 2010                        | Pilot participation programme with two secondees by end 2009.<br>All divisions to participate in 2010.   |
| Investigate opportunities to support Aboriginal and Torres Strait Islander businesses.   | Manager, Indigenous Affairs  | End 2009                               | Become a founding member of the Australian Indigenous Minority Supplier Council and pursue resulting opportunities where appropriate.  |
| Wesfarmers Corporate Office  |  |  |  |
| Action   | Responsibility   | Timeline                               | Measurable target  |
| Support the divisions' Aboriginal and Torres Strait Islander employment programmes by providing contacts and resources.  | Manager, Indigenous Affairs  | Ongoing, quarterly updates             | WESe page developed, quarterly email update and regular response to divisional requests.   |
| Implement an Aboriginal and Torres Strait Islander cadetship programme in the Corporate Office.  | Manager, Indigenous Affairs  | End 2010                               | At least 2 Aboriginal and/or Torres Strait Islander cadets employed in 2010.   |
| Build on existing support of Aboriginal and Torres Strait Islander art by supporting the next generation of Aboriginal and Torres Strait Islander arts professionals.                          | Manager, Wesfarmers Arts   | End 2010                               | Four Aboriginal and/or Torres Strait Islander Fellows and up to 28 Associate Fellows trained through National Gallery of Australia and Wesfarmers Arts National Indigenous Fellowship by 2014. |
| Continue to undertake appropriate corporate sponsorships consistent with our RAP.  | Executive General Manager, Corporate Affairs / Manager, Indigenous Affairs | Ongoing, reviewed annually in November | Appropriate sponsorships undertaken.   |



## Building relationships

As well as developing relationships between Wesfarmers people and external Aboriginal and Torres Strait Islander people, we will build a network across our businesses of people committed to addressing Aboriginal and Torres Strait Islander disadvantage.



### Wesfarmers Group

| Action   | Responsibility              | Timeline                | Measurable target                            |
|--|-----------------------------|-------------------------|--|
| Build a network of interested parties across the Wesfarmers Group, for support and dissemination of information. | Manager, Indigenous Affairs | Publication by end 2009 | WESe page published with Group contact list. |

### Wesfarmers Corporate Office

| Action   | Responsibility              | Timeline                      | Measurable target  |
|--|-----------------------------|-------------------------------|--|
| Create a RAP Working Group, with Corporate Office and divisional representation and external Aboriginal advisors to advise on the development and implementation of RAP initiatives. | Manager, Indigenous Affairs | Quarterly                     | Quarterly consultations with RAP Working Group members.  |
| Build on our strong Western Australian origins to get to know those Aboriginal people who are the Traditional Owners of the area where the Corporate Office is located.              | Manager, Indigenous Affairs | Commenced before 30 June 2010 | Traditional Owners engaged to address staff about the Aboriginal heritage of the Corporate Office surrounds at least once. |



Image:  
**Queenie McKenzie** c1930-98  
 born on Old Texas Station,  
 East Kimberley, Western Australia  
 lived and worked in the Warmun  
 community, Turkey Creek  
*Artist's country* 1993  
 ochre on canvas 80.0 x 160.0cm  
 The Wesfarmers Collection  
 of Australian Art, Perth

## Building respect

To make our businesses places where Aboriginal and Torres Strait Islander people feel welcome, we will start the process of educating our employees about the first Australians and the issues they face today. We will continue to build respect for Aboriginal and Torres Strait Islander peoples through our Wesfarmers Arts programmes and acts of recognition.



| Wesfarmers Group   |  |   |  |
|--|--|---|--|
| Action   | Responsibility                               | Timeline                                | Measurable Target  |
| Each division will use cultural competency materials in employee induction processes.  | Divisions                                    | June 2010                               | Cultural competency contained in all induction materials.  |
| Each division will make available to all staff online cultural competency/awareness training links.  | Manager, Indigenous Affairs                  | End 2009                                | Link on WESe page.   |
| Build the intercultural awareness of Wesfarmers leaders.   | Human Resources                              | Throughout 2010                         | Cultural awareness component included at appropriate leadership events.  |
| Wesfarmers Corporate Office  |  |   |  |
| Action   | Responsibility                               | Timeline                                | Measurable Target  |
| Actively and ethically collect the work of past and current Aboriginal and Torres Strait Islander artists.   | Manager, Wesfarmers Arts                     | Ongoing, monitored annually in November | Approximately 15 per cent of the Wesfarmers Collection of Australian Art will comprise work by Aboriginal and Torres Strait Islander artists.  |
| Display Aboriginal and Torres Strait Islander art throughout our office and appropriately in our publications and make it available to the community through exhibitions and loans to museums and galleries. | Manager, Wesfarmers Arts                     | Ongoing, monitored annually in November | Aboriginal and Torres Strait Islander art visible in Corporate Office and RAP-related documents, with artist acknowledgments.<br>Requests for loans appropriately addressed.   |
| Celebrate successful Aboriginal and Torres Strait Islander initiatives across the Group through internal publications.   | Manager, Indigenous Affairs                  | Ongoing<br>Quarterly                    | WESe site.<br>Quarterly email update.  |
| Recognise Aboriginal and Torres Strait Islander leaders through sponsoring the WA Indigenous Leadership Award and WA Indigenous Youth Scholarship.   | Executive General Manager, Corporate Affairs | Annually during 2009-2011               | Award and scholarship granted.   |
| Support national and local external campaigns and events, such as NAIDOC Week and National Reconciliation Week, to promote reconciliation and cultural celebration.  | Manager, Indigenous Affairs                  | May, July annually<br>Ongoing           | One event for each of NAIDOC Week and National Reconciliation Week.<br>Requests for in-kind or financial support addressed.<br>Invitations to support local campaigns and events distributed amongst Corporate Office staff, as appropriate. |
| Provide cultural competency materials to divisions for inclusion in induction process.   | Manager, Indigenous Affairs                  | End 2009                                | Materials provided to divisions.   |
| Implement a 'Welcome to Country' protocol for the Annual General Meeting and other appropriate public meetings.  | Manager, Indigenous Affairs                  | End 2009                                | 'Welcome to Country' ceremony at the Annual General Meeting.   |
| Make 'Acknowledgement of Country' guidelines available in WESe site.   | Manager, Indigenous Affairs                  | End 2009                                | 'Acknowledgement of Country' guidelines on WESe site and promoted in an email update.  |



## Tracking progress and reporting

As we progress, we will learn from our experiences and share these lessons across our businesses and with other companies.

### Wesfarmers Corporate Office

| Action   | Responsibility              | Timeline       | Measurable Target   |
|--|-----------------------------|----------------|---|
| Conduct an annual review and refresh of our RAP.   | Manager, Indigenous Affairs | 2010           | RAP Review published on anniversary of RAP launch.  |
| Report RAP initiatives and progress in our annual Sustainability Report.                                 | Sustainability Manager      | Each November  | Aboriginal and Torres Strait Islander affairs covered in annual Sustainability Report.                        |
| Make this RAP and future reports available on the Wesfarmers and Reconciliation Australia (RA) websites. | Manager, Indigenous Affairs | Every November | Current RAP published on the Wesfarmers and Reconciliation Australia websites.                                |
| Share learnings with other companies.  | Manager, Indigenous Affairs | Ongoing        | Contribute knowledge to Business Council of Australia, Reconciliation Australia and other appropriate bodies. |



Image:

**Jean Baptiste Aputimi** b 1940  
 Pirlangimpi, Tiwi Islands, Northern Territory  
*Jirtaka (Sawfish)* design 2008  
 ochre on paper 77.0 x 57.0cm  
 The Wesfarmers Collection  
 of Australian Art, Perth  
 Image courtesy Jean Baptiste Aputimi,  
 Tiwi Design and Seva Frangos Art



*Image:*  
**Timothy Cook** b1958  
Goose Creek, Milikapiti,  
Northern Territory;  
lives and works Melville Island,  
Northern Territory  
Language: Tiwi  
*Kulama* 2008 ochre on canvas  
150.0 x 120.2cm  
The Wesfarmers Collection  
of Australian Art, Perth  
image courtesy of the artist,  
Jilamara Arts and Crafts and  
Seva Frangos Art

**Contact us for more information**

Manager, Indigenous Affairs  
Wesfarmers House  
40 The Esplanade, Perth  
Western Australia 6000

Telephone: (+61 8) 9327 4386  
Email: [kchaney@wesfarmers.com.au](mailto:kchaney@wesfarmers.com.au)  
Website: [www.wesfarmers.com.au](http://www.wesfarmers.com.au)