

Front cover image:
George Tjungurrayi,
Tingari ceremonial cycle 2009

Wesfarmers Limited

2010

Reconciliation Action Plan
Progress Report
and

2011

Reconciliation Action Plan



Message from the Managing Director



One year after launching our first Reconciliation Action Plan, we have made some good progress, but are also aware of the challenges that lie ahead. Having conducted surveys in all of our businesses, we now know that we employ nearly 1000 people who identify themselves as Aboriginal¹. This equates to 0.8% of respondents across the group. By measuring and tracking this number, we can ensure that we are focused on achieving real measurable change over the coming years.

Over the last year, we have had some terrific success stories, some of which are mentioned in this plan. Our major challenge so far has been increasing the knowledge and understanding of reconciliation issues with such a large and

diverse workforce, which will be an ongoing task. Each of our divisions now has an Aboriginal strategy, tailored to its own business and the opportunities for inclusion that business provides. I would like to thank all the people across the Group who have contributed to Wesfarmers achieving its RAP actions in 2010 and emphasise my personal commitment to continuing our efforts in 2011 and beyond.

In our second Reconciliation Action Plan, we are committing to continue the work we have started, building on the lessons we have learned in our first year, to ensure that Wesfarmers plays its part in closing the gap in opportunity that exists between Aboriginal Australians and the broader community.



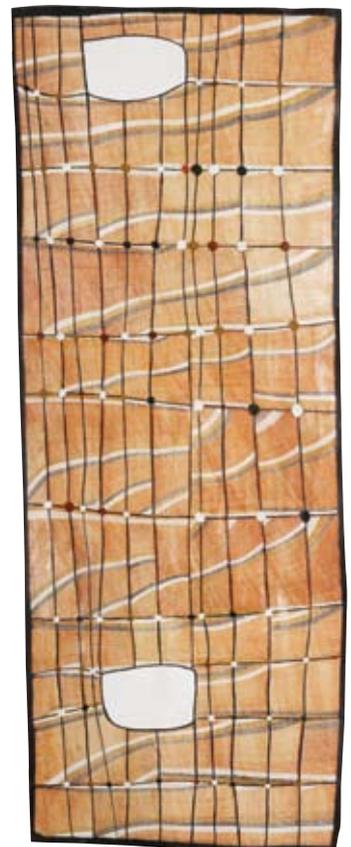
Richard Goyder
Managing Director

Artwork in photo:

Lin Onus 1948-1996; lived and worked Melbourne, VIC
Guyi Na Wugili Bulawili: fish and reflections II 1996
acrylic on Belgian linen
The Wesfarmers Collection of Australian Art

Opposite page artwork:

John Mawurndjul born 1952;
lives and works in Maningrida, Western Arnhem Land, NT
Ngalyod (rainbow serpent) 2009
ochre on bark 199 x 79cm
The Wesfarmers Collection of Australian Art
Reproduced courtesy of the artist,
Maningrida Arts & Culture and Seva Frangos Art, Perth



¹ In this document, the term 'Aboriginal' is used to include Torres Strait Islander peoples.

Our Vision for Reconciliation

Wesfarmers' diverse businesses employ nearly 200,000 people and operate in communities across most of Australia. Our over-arching goal is to ensure that Aboriginal people feel welcome in our businesses, as employees, customers and citizens. 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 people and the wider community. Wesfarmers acknowledges that this action, in isolation, will not remove the inequities that contribute to reduced life expectancy, and these opportunities must be accompanied by the development of relationships with Aboriginal communities and showing and building upon respect for their cultures and their role in Australia.

Our Reconciliation Action Plan for 2010

Our 2010 RAP focused on building awareness about reconciliation and the role Wesfarmers can play. The Wesfarmers RAP acted as an 'umbrella' document to the Aboriginal strategies developed in each of our diverse and autonomous business divisions. In our first year, we focused on a number of initiatives that will enable us to achieve our long-term goal of better employment outcomes: building leadership support and awareness, creating an employment 'base-line' and ensuring that each of our businesses is thinking about how it can contribute to reconciliation in a way that is consistent with its business and therefore sustainable.

Summary and Key Learnings

Our first RAP has provided a platform for increasing the profile of Aboriginal Australians and providing relevant opportunities, across our businesses. In our first year, through building our relationships with Aboriginal communities and organizations, we have started building some understanding of the issues involved and the invisible barriers to employment Aboriginal people may face.

Senior leadership support has been key, as well as the development of a network of people driving these initiatives across the Group. Conducting surveys of current employees to determine how many Aboriginal people we currently employ has 'drawn a line in the sand' and given us a clear internal mandate to improve the representation of Aboriginal people in our workforce.

Specific employment pilots have been developed by our businesses on a small scale so far and many are still in the early stages. We have learned that anything that is going to last takes time to build.



Mabel Juli born c1933; lives and works in Warmun (Turkey Creek) WA

Garrkiny Ngarrangkarni (Moon Dreaming) 2009

ochre and charcoal on canvas 45 x 120cm

The Wesfarmers Collection of Australian Art

Reproduced courtesy of the artist, Warmun Contemporary Aboriginal Art and Seva Frangos Art, Perth

Our Most Significant Changes

Given the diversity and size of the Wesfarmers Group, the impact of our first RAP has varied across businesses and locations. Below are some general changes that have been observed, followed by specific case studies.

Increased Understanding and Confidence

The RAP has provided a platform for our leaders and our divisions to discuss the relevance of this issue to our business and to understand the role that they are able to play in closing the gap.

Employment Pilots

In some divisions, structured employment pilots are being undertaken to target Aboriginal people. Although the numbers are modest, by developing successful employment models, our businesses are building success stories and internal capabilities. These pilots will be improved and scaled-up over the coming years.

Employee Surveys

We have surveyed all employees to determine how many Aboriginal people we currently employ. This process required each division to provide context to a survey and build understanding about how this information will be used, which was the first step in raising the awareness of our broad workforce.

The case studies in this document provide examples of changes from across the Group.

Case Study: Coles Edmonton

In May 2010, Coles opened a new store, in Edmonton, north of Cairns. This provided an opportunity for Coles to encourage the employment of mature age Indigenous team members in a new-store environment. Coles worked with Professional Vocational Services to find mature Indigenous job candidates. A site visit was conducted for candidates and their case managers to gauge interest and as a pre-screening tool. Eight of the 14 applicants were successful and PVS and Coles then conducted extensive return to work training. All store managers in the area and the management team at the Edmonton store undertook cultural awareness training and a smoking ceremony was held for the opening of the Edmonton store. This created a better understanding and appreciation of the Indigenous team members from the day of store opening. A Coles recruitment advisor then visited Indigenous team members regularly to ensure they were settling in and address any issues that arose. By October 2010 there were 16 Indigenous team members at Coles Edmonton, including all eight of the original group.

The success of this pilot can be attributed to preparation and co-ordination of training and mentoring, the support of PVS, and the efforts of our recruitment and store leadership teams.

“To tell the truth, I didn’t know what to expect. I’d never done this sort of work before, but I had my heart set on it. It was the type of work I wanted to do – interacting with customers and asking them how their day is going....I can see myself as a Department Manager one day, and there’s certainly no barriers there. It’s right there to grab.”

– Sharon Daylight, Coles Edmonton



Coles Edmonton Store Manager Lyn Lees with Indigenous team members Carmelita Boyd, Lyndel Bailey and Dean Hegarty.

2010 Progress Report

Stop Light Outcomes Key

Exceeded Achieved On track Not achieved



Relationships

Action	Target	Actual Progress	Lessons Learned	Stop Light
Wesfarmers Group				
Build a network of interested parties across the Wesfarmers Group, for support and dissemination of information.	WESe page published with Group contact list.	As well as this, the first Wesfarmers Indigenous Network Day was held in August 2010, with all divisions represented.	Sharing experiences face-to-face builds support and understanding.	
Wesfarmers Corporate Office				
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.	Quarterly consultations with RAP Working Group members.	RAP Working Group has met at least quarterly. Aboriginal advisors consulted more frequently.	Our Aboriginal advisors provided meaningful input and helped us to build relationships with our local communities. We can benefit from more frequent involvement of our Aboriginal advisors.	
Build on our strong Western Australian origins to get to know those Aboriginal people who are the Traditional Owners of the area where Corporate Office is located.	Traditional Owners engaged to address staff about the Aboriginal heritage of the Corporate Office surrounds at least once.	Two guests speakers at Wesfarmers as well as an Aboriginal tour of Kings Park.	These events proved a useful way for Wesfarmers staff to engage with and gain an improved understanding of the Perth Aboriginal community.	

Case Study: Target Cultural Awareness Training

In February 2010, Target provided cultural awareness training to all 350 of its store managers nationally. These 3-hour training sessions were held in Melbourne, Sydney, Perth, Adelaide and Brisbane and were provided by Corporate Culcha. They introduced Store Managers to some basic Aboriginal history and culture and started challenging stereotypes and building some common understanding. The training was well-received and has provided a starting point for their cultural awareness journey. It has also provided a strong foundation for the rollout of Target's on-going diversity initiatives, including the introduction of cultural awareness material into induction and the introduction of a school-based traineeship program, which will be rolled out in the Western Region in 2011.

"I think that every store manager that was there that day was inspired to a degree...I think we all walked out that day with a positive attitude towards it. I think that's what surprised me the most, was that we were serious about it, rather than saying it for the sake of saying it."

– Aaron McQueen, Target Store Manager



Respect

Action	Target	Actual Progress	Lessons Learned	Stop Light
Wesfarmers Group				
Each division will use cultural competency materials in employee induction processes.	Cultural competency contained in all induction materials.	Materials regarding our commitment and some case studies have now been developed for inclusion in induction in the coming year.	Cultural competency is complex and cannot be easily reduced to something appropriate for inclusion in a standard induction process. Undertaking more complete cultural awareness training for a more targeted population is preferable to an overly simplified version in induction.	
Each division will make available to all staff online cultural competency/awareness training links.	Link on WESe page.	Link to Share Our Pride on WESe page.	Targeted face-to-face cultural awareness training is more likely to be impactful than self-directed on-line training.	
Build the intercultural awareness of Wesfarmers leaders.	Cultural awareness component included at appropriate leadership events.	The Wesfarmers Leadership Team undertook a 1.5 day cultural awareness visit to Shepparton, Victoria, hosted by Jawun and local Aboriginal leaders. Three Wesfarmers leaders also spent 3 days in the East Kimberley on a Jawun CEO visit.	There is no substitute for personal connections. Meeting people face-to-face and seeking to understand their challenges has far more impact than trying to understand the issues in a theoretical context.	
Wesfarmers Corporate Office				
Actively and ethically collect the work of past and current Aboriginal artists.	Approximately 15% of the Wesfarmers Collection of Australian Art ('the Collection') will comprise work by Aboriginal artists.	In September 2010, 14% of the Collection comprised work by Aboriginal artists.	Ensuring that Aboriginal art is acquired ethically is an important but complex issue.	
Display Aboriginal art throughout our office and appropriately in our publications and make it available to the community through exhibitions and loans to museums and galleries.	Aboriginal art visible in Corporate Office and RAP-related documents, with artist acknowledgments. Requests for loans appropriately addressed.	All our Aboriginal art is displayed appropriately in Wesfarmers Group offices in Perth, Sydney, Melbourne and Auckland. A number of Aboriginal works were displayed to the public in the foyer of Wesfarmers House and loans were made to the Art Gallery of Western Australia and the National Gallery of Australia. A number of divisions have produced publications featuring and appropriately acknowledging Aboriginal works from the Collection.		
Celebrate successful Aboriginal initiatives across the Group through internal publications.	WESe site. Quarterly email update.	As well as WESe and emails, many divisional publications have referred to the RAP and their divisional strategy. Wesfarmers Indigenous Network Day celebrated successful initiatives face-to-face.		
Recognise Aboriginal leaders through sponsoring the WA Indigenous Leadership Award and WA Indigenous Youth Scholarship.	Award and scholarship granted.	2010 recipients were Richard Walley and Amy Hammond.		



Respect (continued)

Action	Target	Actual Progress	Lessons Learned	Stop Light
Wesfarmers Corporate Office				
Support national and local external campaigns and events, such as NAIDOC Week and National Reconciliation Week, where appropriate, to promote reconciliation and cultural celebration.	One event for each of NAIDOC Week and National Reconciliation Week. Requests for in-kind or financial support addressed. Invitations to support local campaigns and events distributed amongst Corporate Office staff, as appropriate.	Jim Morrison was our guest speaker for National Reconciliation Week and we exhibited some recent Aboriginal art acquisitions in the foyer of Wesfarmers House for NAIDOC Week, which featured a presentation on the background of these pieces. Wesfarmers sponsored the Bringing Them Home committee to fund a Perth Sorry Day co-ordinator. Corporate Office staff invited to a number of local and targeted events.	These events were a good opportunity to engage staff in cultural celebrations and to increase the presence of our RAP in the Corporate Office.	
Provide cultural competency materials to divisions for inclusion in induction process.	Materials provided to divisions.	Brochure and powerpoint presentation developed for inclusion in induction process.	Cultural competency is complex and oversimplification is risky. We worked with Indigenous communication consultants to develop a brochure for distribution but became more realistic about what can be communicated in this format. Undertaking more complete cultural awareness training for a more targeted population is preferable.	
Implement a 'Welcome to Country' protocol for AGM and other appropriate public meetings.	'Welcome to Country' ceremony at the AGM.	'Welcome to Country' ceremony held at the Annual General Meeting in November 2009.	Having a Welcome to Country at events has helped us build relationships with local Traditional Owners.	
Make 'Acknowledgement of Country' guidelines available in WESe site.	'Acknowledgement of Country' guidelines on WESe site and promoted in an email update.	Group Policy on Reconciliation included in the Group Policy Manual, and Welcome to Country Guideline distributed to divisions and made available on WESe site. Divisions have held Welcome to Country ceremonies at numerous events.	Acknowledging Country is becoming increasingly natural at appropriate Wesfarmers events.	

Case Study: Leadership Team Visit to Shepparton

In February 2010, through our partnership with Jawun, the Wesfarmers Leadership Team spent a few days in Shepparton, Victoria, meeting the local Aboriginal community and building understanding of the issues facing regional Aboriginal communities.

Since then, our divisions are working together with Jawun in Shepparton, to provide employment opportunities to Aboriginal people. Fifteen Aboriginal candidates are now employed in 6 of our businesses, with more to come.



Opportunities

Action	Target	Actual Progress	Lessons Learned	Stop Light
Each division will develop and implement an Aboriginal strategy, with the objective that our workforce should reflect the demographics of the Australian community.	Development of divisional strategies. Workforce to reflect Aboriginal representation in the community.	All divisions have developed a strategy and implementation has commenced. This is the first step towards achieving a workforce that reflects Aboriginal representation in its communities.		
Each division will gather data to determine how many Aboriginal people it employs.	Statistics to be reported to Manager Indigenous Affairs by June 2010.	Data gathered by all divisions, through survey or HR systems.	Varying response rates and collection mechanisms mean that the data gathered are not perfect, but set a useful baseline for future measurement.	
Each division will report annually on all Aboriginal employee statistics and programs through Wesfarmers' publicly available Sustainability Report.	Report on Aboriginal and Torres Strait Islander employment statistics from November 2010.	Statistics reported in 2010 Sustainability Report (see page 26).		
Each division will participate in volunteering or secondment opportunities with organisations that work to improve the life outcomes of Aboriginal peoples.	Pilot participation programme with two secondees by end 2009. All divisions to participate in 2010.	Thirteen secondees, from all divisions, have participated in Jawun secondment programmes in 2009-2010.	Secondments are a good way to build support and understanding at all levels of the business and are a good personal development opportunity.	
Investigate opportunities to support Aboriginal businesses.	Become a founding member of the Australian Minority Supplier Council and pursue resulting opportunities where appropriate.	Became a member of AIMSC and investigated opportunities but few contracts resulted.	At this point, few AIMSC businesses were of sufficient scale to service Wesfarmers businesses and fragmenting procurement processes created difficulties. Wesfarmers will continue to investigate these opportunities.	
Wesfarmers Corporate Office				
Support the divisions' Aboriginal employment programs by providing contacts and resources.	WESe page developed, quarterly email update and regular response to divisional requests.	WESe page launched in Dec 09. Regular email updates and divisional contact. Cross-divisional 'place-based' employment pilot undertaken in Shepparton with Jawun.	Identifying the right partner organisations takes time.	
Implement an Aboriginal cadetship program in the corporate office.	At least two Aboriginal cadets employed in 2010.	Two Aboriginal cadets commenced employment in July 2010.	Successful cadetships are an effective way to provide opportunities and build internal support.	
Build on existing support of Aboriginal art by supporting the next generation of Aboriginal arts professionals.	Four Aboriginal Fellows and up to 28 Associate Fellows trained through National Gallery of Australia and Wesfarmers Arts National Indigenous Fellowship by 2014.	Fellowship launched in July 2010 and first round of successful applicants identified.	Broad community involvement ensured high quality Fellowship applicants.	
Continue to undertake appropriate corporate sponsorships consistent with our RAP.	Appropriate sponsorships undertaken.	Sponsorships undertaken include: Clontarf Foundation (renewed and increased); Indigenous Students Guide; and Sorry Day.		

Tracking Progress and Reporting

Action	Target	Actual Progress	Lessons Learned	Stop Light
Conduct an annual review and refresh of our RAP.	RAP Review published on anniversary of RAP launch.	Done.		●
Report RAP initiatives and progress in our annual Sustainability Report.	Aboriginal affairs covered in annual Sustainability Report.	Each division reporting on own Aboriginal affairs progress in Sustainability Report, as well as overview report.		●
Make this RAP and future reports available on the Wesfarmers and Reconciliation Australia websites.	Current RAP published on the Wesfarmers and Reconciliation Australia websites.	Done.		●
Share learnings with other companies.	Contribute knowledge to Business Council of Australia, Reconciliation Australia and other appropriate bodies.	Participation in the BCA's Business Indigenous Network, numerous discussions with other companies considering publishing a RAP, hosted RA Board function with Perth reconciliation community, participation in various relevant forums and conferences.	Sharing our learnings has helped our cross-sectoral relationships and provided useful examples of successful initiatives in other companies.	●

Case Study: Secondments to the East Kimberley

In 2010, Wesfarmers has partnered with Jawun Indigenous Corporate Partnerships to send 11 secondees to work with Aboriginal organisations in the East Kimberley. Secondees spent 5 weeks in Kununurra, Halls Creek or Wyndham, working on projects that have been identified as high priority projects by local Aboriginal leaders.

Some projects successfully undertaken in 2010 by Wesfarmers secondees include:

- Developing an operational model for the Halls Creek Hostel;
- A property development feasibility study for MG Corporation;
- A business review of Wunan Job Services; and
- The set up of the Halls Creek Sporting Association.

These secondments are based on a model developed by Jawun and community leaders in Cape York over the last 10 years. As well as providing a unique development opportunity, secondees return with a deeper understanding of the issues facing Aboriginal communities.



Secondees with Brenda Garstone and her family in the East Kimberley. The Jawun secondment program.

“The Jawun secondment program has been rewarding at many different levels. It has opened my eyes to the great work being done in Aboriginal communities and how Aboriginal leaders are stepping up to shape generational change and secure the long term future of their people and culture. It has given me an understanding of the cultural sensitivities and the barriers to employment.”

– Paul Lambkin, Target District Manager

Case Study: Clontarf Foundation

Wesfarmers has renewed and increased its long-term sponsorship of the Clontarf Foundation, which exists to improve the education, discipline, self esteem, life skills and employment prospects of young Aboriginal men. Australian Rules football is used as the medium to engage the boys in the education system and participate in the program. Clontarf is achieving very good results in terms of attendance, retention, graduation and employment. This year, Wesfarmers will be exploring ways to deepen the relationship between Clontarf and its businesses, through site visits; guest speaker programs; supported work placements; involvement in academy activities and participation in employment forums, to make transitions to work more accessible for Clontarf boys.



Year 10 students from the Clontarf Football Academy on a site visit to Premier Coal in Collie.

“Wesfarmers is a significant and valued partner of the Clontarf Foundation. Its businesses have a presence in the majority of Clontarf academy locations and thus provide potential employment pathways, through long term, sustainable relationships between local managers, Clontarf mentoring staff and academy members.”

– Mark Skehan, GM Employment, Clontarf

Case Study: Wesfarmers Indigenous Leadership Awards

Wesfarmers acknowledges that strong Aboriginal leadership is important. As part of the WA Citizens of the Year Awards, Wesfarmers sponsors two Indigenous awards. This year, the Wesfarmers Indigenous Leadership Award was presented to Richard Walley, for his services to the arts and the Nyoongar community. The Wesfarmers Indigenous Youth Scholarship was presented to Amy Hammond, for her contribution to the arts as the only Aboriginal stage manager working in WA.



Richard Walley receiving the Wesfarmers Indigenous Leadership Award from Richard Goyder. *Photo courtesy of Celebrate WA.*

2011 Reconciliation Action Plan

Reconciliation Australia is very pleased to acknowledge Wesfarmers' leadership, one year into the implementation of its Reconciliation Action Plan.

Wesfarmers has demonstrated through its RAP the many ways in which an organisation from outside the health field can positively impact on the lives of Aboriginal and Torres Strait Islander people, while also achieving great successes for the company. As Australia's largest private sector employer, with an enviable national reach, Wesfarmers is building relationships with its local Indigenous communities, creating respectful actions that value local protocols and cultures, and is beginning to provide opportunities for employment within the niche of each of its divisions.

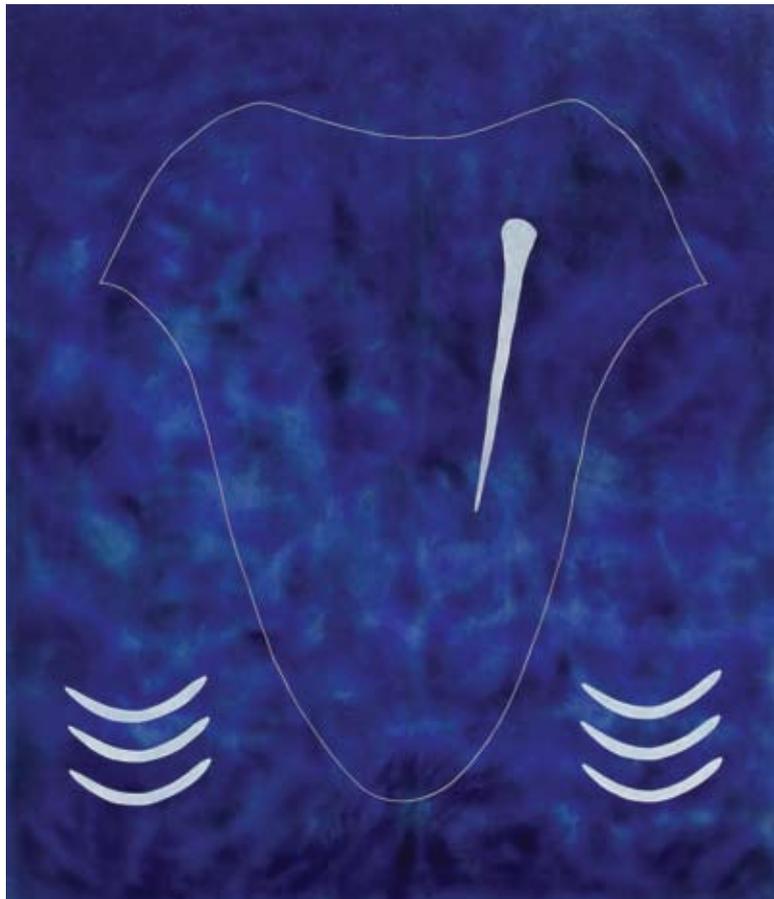
In the past year, Wesfarmers has maintained a considered, sustained approach to its RAP, recognising that reconciliation is not an overnight occurrence, but something that takes time, commitment and a willingness to reflect on past learnings.

This new RAP does just that and builds on Wesfarmers' already significant contributions to reconciliation. We congratulate Wesfarmers on this outstanding commitment, one that shows a truly genuine and collaborative effort to achieve great outcomes for Aboriginal and Torres Strait Islander Australians and Wesfarmers alike.

Leah Armstrong

CEO

Reconciliation Australia



Judy Watson b1959; lives and works in Brisbane, QLD

Stake 2009

pigment, acrylic, aquarelle and chinagraph pencil on canvas 209 x 195cm

The Wesfarmers Collection of Australian Art

Reproduced courtesy of the artist and Milani Gallery, Brisbane



Relationships

We will deepen our connections between the Wesfarmers Group and the broader Aboriginal community so that as an organisation we better understand the needs and ambitions of our local regions. We will also be strengthening our internal network of people committed to celebrating Aboriginal culture and addressing Aboriginal disadvantage.

Action	Responsibility	Timeline	Target
Wesfarmers Group			
Maintain and build the Wesfarmers Indigenous Network.	Manager, Aboriginal Affairs	August 2011	Wesfarmers Indigenous Network Day held at least annually.
Wesfarmers Corporate Office			
Consult with external Aboriginal advisors at least bi-monthly.	Manager, Aboriginal Affairs	Bi-monthly	Informal meetings and 6-monthly attendance at RAP Working Group meetings.
RAP Working Group to meet at least quarterly.	Manager, Aboriginal Affairs	Quarterly	Four RAP Working Group meetings.
Build knowledge and understanding within Corporate Office employees.	RAP Interest Group	December 2011	Hold at least 2 corporate office cultural awareness events in 2011.



Respect

We will celebrate the success of Aboriginal people, especially through their contribution to the arts, and continue the process of building awareness and understanding through our workforce. This will help us continue to make our businesses places where Aboriginal people feel welcome and provide stronger connections between Wesfarmers and the communities in which we operate.

Action	Responsibility	Timeline	Target
Wesfarmers Group			
Include an overview of Wesfarmers RAP and divisional Aboriginal strategies in induction processes.	Divisional HR teams	December 2011	Brochure and/or powerpoint overview included in induction processes.
Hold cultural awareness training for senior leaders and at employment pilot sites.	Divisional HR teams	End 2011	At least one cultural awareness training session for each division.
Build the intercultural awareness of Wesfarmers leaders.	Manager, Aboriginal Affairs	End 2011	At least 5 board members and/or executive team members attend an off-site cultural awareness trip.
Celebrate successful Aboriginal initiatives across the Group through internal publications.	Corporate Affairs teams	End 2011	At least 5 internal publications per year
Wesfarmers Corporate Office			
Continue to actively and ethically collect the work of past and current Aboriginal artists.	Manager, Wesfarmers Arts	December 2011	Approximately 15% of the Wesfarmers Collection of Australian Art will comprise work by Aboriginal artists, reporting annually.
Continue to display Aboriginal 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	December 2011	Aboriginal art visible in Corporate Office and RAP-related documents, with artist acknowledgments. Requests for loans appropriately addressed.
Recognise Aboriginal leaders through sponsoring the WA Indigenous Leadership Award and WA Indigenous Youth Scholarship.	Executive General Manager, Corporate Affairs	May 2011	Award and scholarship granted.
Support national and local external campaigns and events, such as NAIDOC Week and National Reconciliation Week, where appropriate, to promote reconciliation and cultural celebration.	Manager, Aboriginal Affairs	May, July annually	One event for each of NAIDOC Week and National Reconciliation Week. Requests for in-kind or financial support addressed. Invitations to support local campaigns and events distributed amongst Corporate Office staff, as appropriate.
Assist divisions in customising RAP-awareness materials for induction processes.	Manager, Aboriginal Affairs	December 2010	Introductory materials distributed to division.
Advise divisions as required in relation to published Wesfarmers 'Welcome to Country' guidelines.	Manager, Aboriginal Affairs	December 2011	Recommend Welcome to Country ceremony at all appropriate events.



Opportunities

We will work towards our long term goal of increasing Aboriginal representation in our workforce, in order to reflect and relate to the communities in which we operate. We will do this by supporting the customised strategies of our businesses (particularly employment strategies) and creating additional opportunities through commercial arrangements, sponsorships and secondments.

Action	Responsibility	Timeline	Target
Wesfarmers Group			
Each division will implement its Aboriginal strategy, with the objective that our workforce should reflect the demographics of the Australian community.	Divisional HR and Corporate Affairs teams	June 2011 2019	Divisions report to corporate office on progress against their Indigenous strategy actions. Workforce to reflect Aboriginal representation in the community.
Each division will report updated Aboriginal employee numbers.	Divisional HR teams	June 2011	Updated statistics to be reported to corporate office.
Each division will report annually on all Aboriginal employee statistics and programs through Wesfarmers' publicly available Sustainability Report.	Divisional Corporate Affairs teams	November 2011	Report on implementation of Aboriginal strategy and Aboriginal employee statistics.
Each division will participate in volunteering or secondment opportunities with organisations that work to improve the life outcomes of Aboriginal peoples.	Divisional HR teams	December 2011	At least 20 secondees from across the Group to participate in Jawun secondments.
Investigate opportunities to support Aboriginal businesses.	Procurement Council	December 2011	Enter contracts, or give detailed feedback and guidance on areas for development, in respect of at least 3 opportunities.
Wesfarmers Corporate Office			
Continue to support the divisions' Aboriginal employment programs by providing contacts and resources.	Manager, Aboriginal Affairs	December 2011	Report in next RAP.
Continue the corporate office Aboriginal cadetship program.	Manager, Aboriginal Affairs	December 2011	Support existing Aboriginal cadets and report progress in next RAP.
Support Aboriginal arts professionals through NGA Indigenous Fellowships.	Manager, Wesfarmers Arts	December 2011	2 Aboriginal Fellows and 10 Associate Fellows to commence in 2011.
Enter community partnership or sponsorship arrangements to support our long-term goal of increasing Aboriginal employment outcomes.	Executive General Manager, Corporate Affairs	June 2011	Double the scale of our existing sponsorships in this area.
Support the development of divisional RAPs, where appropriate.	Manager, Aboriginal Affairs	December 2011	At least one divisional RAP developed.

Tracking Progress and Reporting

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

Action	Responsibility	Timeline	Target
Wesfarmers Group			
Conduct an annual review and refresh of our RAP.	Manager, Aboriginal Affairs	November 2011	RAP Review and new RAP published on anniversary of RAP launch.
Report RAP initiatives and progress in our annual Sustainability Report.	Manager, Aboriginal Affairs	November 2011	Aboriginal affairs covered in Sustainability Report.
Make this RAP and future reports available on the Wesfarmers and Reconciliation Australia websites.	Manager, Aboriginal Affairs	November 2010	Current RAP and RAP report published on Wesfarmers and Reconciliation Australia website.
Share learnings with other companies	Manager, Aboriginal Affairs	Ongoing	Contribute knowledge to RAP community, Business Council of Australia and other groups.

Case Study: Wesfarmers Resources

The implementation of Wesfarmers Resources' Aboriginal Employment and Engagement Strategy is now well underway. Through a partnership with Queensland University of Technology's Oodgeroo Unit, Wesfarmers Resources has commenced a work experience programme, as a first step towards employing a graduate for a three-year period in the Brisbane office. Also through the Oodgeroo Unit, Leith Dewis was engaged to conduct a highly successful cultural awareness programme for the Brisbane office. Premier Coal and Curragh mines will be engaging local providers to undertake similar cultural awareness programmes on their sites. In addition, Mr Dewis displayed his artwork in the Brisbane office during National Reconciliation Week with 17 pieces of his art being purchased by staff.

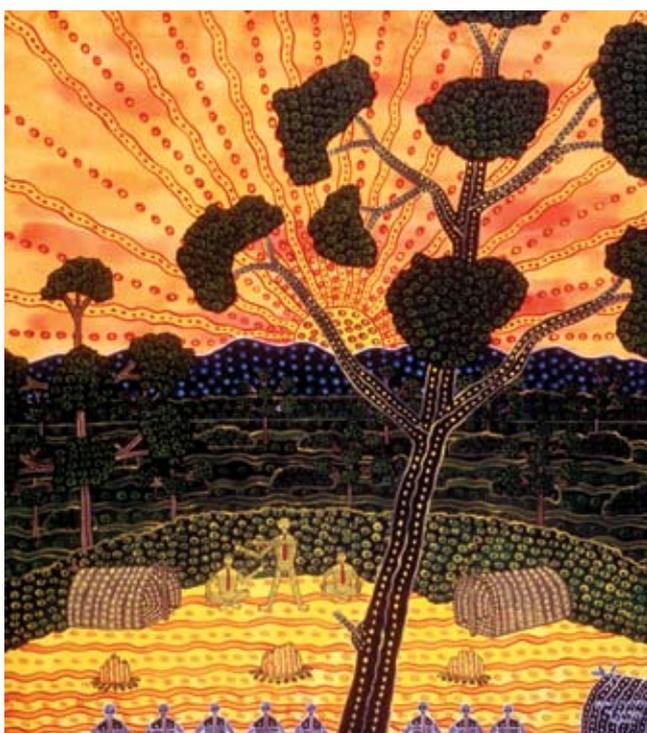


Woorabinda kids enjoying a QTC workshop. *Photo courtesy of Judi Liosatos.*

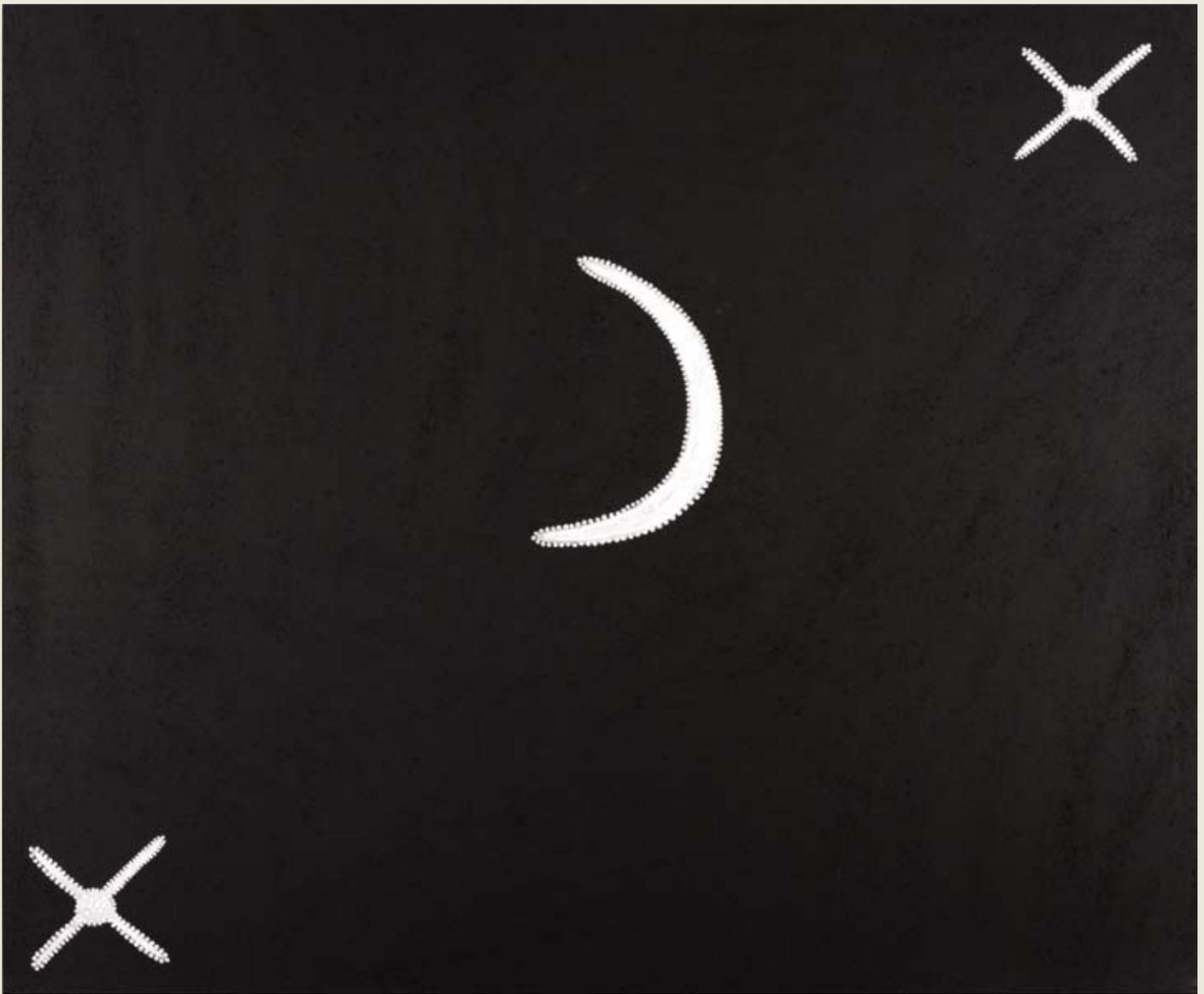
Through corporate partnerships with Life Education Australia and the Queensland Theatre Company Wesfarmers Resources has provided high quality drug and alcohol education, performances and workshops to children in the Aboriginal community of Woorabinda (central Queensland).

The Ngalang Boodja Enterprises Aquaculture Project sponsored and supported by our Premier Coal mine continues to make great progress with 22 grow-out ponds now established with around 3,000 marron (freshwater crayfish) placed in each pond in September 2009. First harvesting of marron will take place in late 2010 – hopefully providing a new sustainable industry for local Aboriginal people.

This project was the winner of the 2009 WA Environment Award for the Business Leading by example category.



Robert Campbell Jnr Ngaku language group,
born in Kempsey NSW 1944; died 1993
Aboriginal Camp at sunset 1988
acrylic on canvas 122 x 107cm
The Wesfarmers Collection of Australian Art



This page artwork:

Mabel Juli born c1933; lives and works in Warmun (Turkey Creek) WA
Garnkiny Ngarrangkarni (Moon Dreaming) 2009
ochre and charcoal on linen 150 x 180cm
The Wesfarmers Collection of Australian Art
Reproduced courtesy of the artist, Warmun Contemporary Aboriginal Art
and Seva Frangos Art, Perth

Front cover image:

George Ward Tjungurrayi born 1947; lives and works in Kiwirrkura, WA
Tingari ceremonial cycle 2009
acrylic on canvas 152 x 152cm
The Wesfarmers Collection of Australian Art
Reproduced courtesy of the artist and Linton and Kay Fine Art, Perth

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