

Progress Report 2023

Hanes Australasia Innovate Reconciliation Action Plan

October 2022 – October 2024



HANES Brands Inc

Acknowledgement of Country

Hanes Australasia acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of Country and recognises their continuing connection to land, waters and culture. We pay our respects to Elders past, present and to emerging leaders.



Red Dust cultural immersion session, Hanes Senior Leaders 2022

Cover Cage Artwork from: Ngalunggirr Miinggi (healing spirit), Otis Hope Carey

Progress

We believe that citizenship comes with responsibilities and a commitment to, and acknowledgement of, place. Our offices, distribution centres and stores are located on Country of First Nations peoples.

OUR FIRST INNOVATE RAP MARKS A DEEPENING OF OUR COMMITMENT TO RECONCILIATION AND SETS OUT THE PROGRESS WE SEEK TO MAKE THROUGH LEARNING FROM AND WORKING WITH ABORIGINAL AND TORRES STRAIT ISLANDER STAKEHOLDERS AND PARTNERS. IN PARTICULAR, WE HAVE COMMITTED TO:

1. Expanding our cultural learning program and extending the program's reach
2. Working towards increasing Aboriginal and Torres Strait Islander employment
3. Implementing a sourcing and procurement strategy to directly increase our support of Aboriginal and Torres Strait Islander owned businesses
4. Creating an authentic partnership within the Aboriginal and Torres Strait Islander creative community



Artwork created by Takaringa Tiwi woman Clair Helen, for Bonds.

WE ARE PLEASED TO SHARE THE PROGRESS WE HAVE MADE IN HONOURING THESE COMMITMENTS:

Cultural learning and respect

Our cultural learning comprises both formal and informal learning, including acknowledging important events and introducing cultural practices into key business events

All of our Senior Leaders and RAP working group members have participated in a cultural immersion program facilitated by Red Dust. To date, 75 members of our team have now participated in one of Red Dust's cultural immersion programs

We have designed a formal cultural immersion program accessible to our broader team, and intend to start rolling this out to our ~600 Support Centre team members over the next 12 months

Following smoking ceremonies held as part of our company-wide Town Hall during National Reconciliation Week 2022, and to mark the opening of our new Sydney office in Pyrmont, Sydney in August 2022, we hosted a Smoking Ceremony and Welcome to Country by Aunty Joy Wandin Murphy to mark the start of the 2023 year at our Support Office in Kew, Victoria (Wurundjeri)

We have drafted and introduced protocols to ensure use of an Acknowledgement of Country at the start of all significant meetings and events. This includes all company-wide and site-wide Town Halls, Leadership meetings, team meetings and training events. Following a number of training sessions provided in 2022, employees are encouraged to develop and deliver an authentic Acknowledgment of Country, drawing on their own experiences, observations and environment

We refined the wording of our Hanes Australasia Acknowledgement of Country and circulated company wide digital assets and wording for employees to use as email signatures, on public facing Brand Websites and social media pages.

January 26 was marked by respectful communication from our Group President to all employees, indicating that as a business, we have reflected on what the day means for us and our brands, and in acknowledgement of the deep pain and sorrow felt by Aboriginal and Torres Strait Islander peoples on this day, our brands did not mark the day with any social media activity or events. Our Group President reflected that she was choosing to spend the day reflecting on the injustices and inequities experienced by First Nations peoples – both historically and today - and the enduring strength and resilience they have shown over tens of thousands of years.

National Reconciliation Week was marked by a company wide Town Hall, attended by hundreds of employees in person (Kew/Wurundjeri) and online. We were honoured to be joined by Leon Egan, who shared his deeply personal story and reflections on Reconciliation and how we can authentically support positive cultural change. Each of our Bonds, Berlei, Bras N Things, Champion and Jockey brands also shared information with their consumer followers (1mil+ followers) on social media platforms regarding National Reconciliation Week, what it is, how to learn more, relevant events and First Nations voices that might be of interest to their respective followers.

Sourcing and procurement



Vending machines from Blackroo Industries in Hanes' Pyrmont office

With no central sourcing and procurement team at Hanes Australasia, we want to equip all team members making purchasing decisions with resources to help direct them to First Nations suppliers where possible. Our focus has been on educating our broader business teams on where they can seek out Aboriginal and Torres Strait Islander businesses when making purchases for either business or personal use. This has been across all areas of the business from marketing teams sourcing talent and crew for shoots, as well as booking media with first nations providers, to Support teams covering all areas of the business from legal to IT, finance to property management and more. In particular we have assisted teams to learn about Supply Nation, the New South Wales Indigenous Chamber of Commerce and Kinaway, the Victorian Indigenous Chamber of Commerce. Information regarding these organisations was shared during a 500 person town hall event in our organisation.

In order to increase our use of, and support for Aboriginal and Torres Strait Islander owned businesses, we have created a live register of known First Nations' businesses with products or services relevant to our business. We encourage team members to share information across the business when identifying, assessing or utilizing First Nations' businesses. This includes details relevant for both work related procurement and personal usage. We are also reviewing our existing supplier network to understand which suppliers have a RAP in place. We have also added questions regarding an organisations' RAP status (or equivalent commitments to reconciliation) in our standard tender templates. These were used in our recent tender for a travel service provider, where the successful tenderer is a RAP participant.

Partnership with First Nations Fashion + Design



Team involved in FNFD Incubator Program

L to R: Mona Issa, Elizabeth Brown, Elverina Johnson of Pink Fish, Natalie Chalmers, Emma Griggs of FNFD, Glenda McCulloch and Jaunita Doyle of Myrrdah, Phoebe Rofail, Briana Enoch of Jarawee, Charlotte O'Carrigan and Abby Foy.

We are thrilled for the Bonds brand to partner with First Nations Fashion + Design year-round, including sponsoring their Incubator Program. This program sees Aboriginal and Torres Strait Islander brands and designers connected with and mentored by various teams within Hanes Australasia to support them create and launch their ranges for sale. This mentorship includes brand development and planning; product lifecycle management and sourcing; marketing; and sell-ins, logistics and delivery. These ranges will be available to purchase from theiconic.com.au in February 2024. Information regarding the partnership and the designers and brands involved has been shared with Hanes Australasia team members more broadly, as well as being featured on Bonds social media pages.

We continue to work towards increasing Aboriginal and Torres Strait Islander employment at Hanes Australasia. While foundation work has commenced, this is a longer-term initiative, with more detail to be shared in future updates.



Relationships

Our focus on building authentic and enduring relationships between Aboriginal and Torres Strait Islander peoples and our organisation is based upon engaging with and connecting people, listening, and learning, to build understanding and respect across our sphere of influence. The relationships we have formed, and will continue to form, help guide our reconciliation efforts by identifying opportunities for us to positively contribute and by ensuring our commitments are truly mutually beneficial and culturally sensitive.

RAP commitment		
1.	Establish and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	
1.1	Meet with local Aboriginal and Torres Strait Islander stakeholders and organisations to develop guiding principles for future engagement.	Achieved
1.2	Develop and implement an engagement plan to work with Aboriginal and Torres Strait Islander stakeholders and organisations	On track
2.	Build relationships through celebrating National Reconciliation Week (NRW).	
2.1	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	Achieved
2.2	RAP Steering Committee members to participate in an external NRW event.	Achieved
2.3	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	Achieved
2.4	Organise at least one NRW event each year.	Achieved
2.5	Register all our NRW events on Reconciliation Australia's NRW website.	Achieved
2.6	Explore opportunities to acknowledge and celebrate Reconciliation Week via each of our brands using their online or instore presence or other means of connection with the general community.	Achieved
3.	Promote reconciliation through our sphere of influence.	
3.1	Develop and implement a staff engagement strategy to raise awareness of reconciliation across our workforce.	On track
3.2	Communicate our commitment to reconciliation publicly	Achieved
3.3	Develop individual brand strategies addressing the role each brand can play in supporting RAP objectives, whether that be through utilization of marketing platforms to address one or more of the five dimensions of reconciliation; providing employment opportunities or utilizing businesses operated by Aboriginal and Torres Strait Islander peoples to provide products or services required to operate the brand's business.	On track
3.4	Explore opportunities to positively influence our external stakeholders to drive reconciliation outcomes.	Ongoing long term initiative
3.5	Collaborate with RAP and other likeminded organisations to develop ways to advance reconciliation.	Achieved
3.6	Explore opportunities to include Reconciliation Action Plans or other indicators of reconciliation and inclusivity in requests for tendered work	Achieved
4.	Promote positive race relations through anti-discrimination strategies.	
4.1	Conduct a review of HR policies and procedures to identify existing antidiscrimination provisions, and future needs.	Achieved
4.2	Develop, implement and communicate an anti-discrimination policy for our organisation.	Longer term initiative
4.3	Engage with Aboriginal and Torres Strait Islander staff and/or Aboriginal and Torres Strait Islander advisors to consult on our anti-discrimination policy.	On track
4.4	Educate senior leaders on the effects of racism.	Longer term initiative



Respect

Respect is at the heart of our vision for reconciliation. That is for an Australia where Aboriginal and Torres Strait Islander peoples historical truth is learned and accepted, and that First Nations cultures, peoples and values are revered and celebrated. We believe that our organisation is stronger when the diversity of our community is embraced and an inclusive culture is developed.

Our aim is to promote and celebrate the richness of Aboriginal and Torres Strait Islander cultures, knowledge, and histories across our organisation and within the wider community to raise awareness and understanding of reconciliation and to role model respect for First Nations peoples and protocols.

RAP commitment		
5.	Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	
5.1	Continue our review of cultural learning needs within our organisation, taking into account the differing challenges of targeting staff within offices, retail stores and distribution centres.	Achieved and Ongoing
5.2	Consult local Traditional Owners and/or Aboriginal and Torres Strait Islander advisors on the development and implementation of a cultural learning strategy	Ongoing
5.3	Support all staff in both formal and informal cultural learning opportunities / cultural immersion opportunities	Ongoing
5.4	Embed cultural awareness training into the employee on-boarding process.	Ongoing
5.5	Provide opportunities for RAP Working Group members, People & Culture managers and other key leadership staff to participate in formal and structured cultural learning.	Achieved
5.6	Continue Indigenous Cultural and Intellectual Property training program and expand scope for all Brand and Design team members, including new starters.	Ongoing
6.	Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols	
6.1	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	Achieved
6.2	Develop, implement and communicate a cultural protocol document, including protocols for Welcome to Country and Acknowledgement of Country.	Achieved and Ongoing
6.3	Design and implement an email signature to include an Acknowledgment of Country and noting our commitment to reconciliation.	Achieved
6.4	Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year.	Achieved
6.5	Include an Acknowledgement of Country or other appropriate protocols at the commencement of important meetings.	Achieved
7.	Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week	
7.1	RAP Steering Committee and RAP Working Group members to participate in an external NAIDOC Week event.	On track
7.2	Review HR policies and procedures to remove barriers to staff participating in NAIDOC Week.	Achieved
7.3	Promote and encourage participation in external NAIDOC events to all staff.	Achieved
7.4	Explore opportunities to acknowledge and celebrate NAIDOC Week via each of our brands using their online or instore presence or other means of connection with the general community.	On track



Opportunities

Our vision for reconciliation includes opportunities being available not to a select few, but to all.

As a significant business in the Australian retail landscape, with iconic brands reaching most households across the nation, we recognise the positive impact we have in improving employment and career prospects for Aboriginal and Torres Strait Islander peoples, both directly and indirectly, and the opportunities we can provide through access to our supply chain for Aboriginal and Torres Strait Islander suppliers.

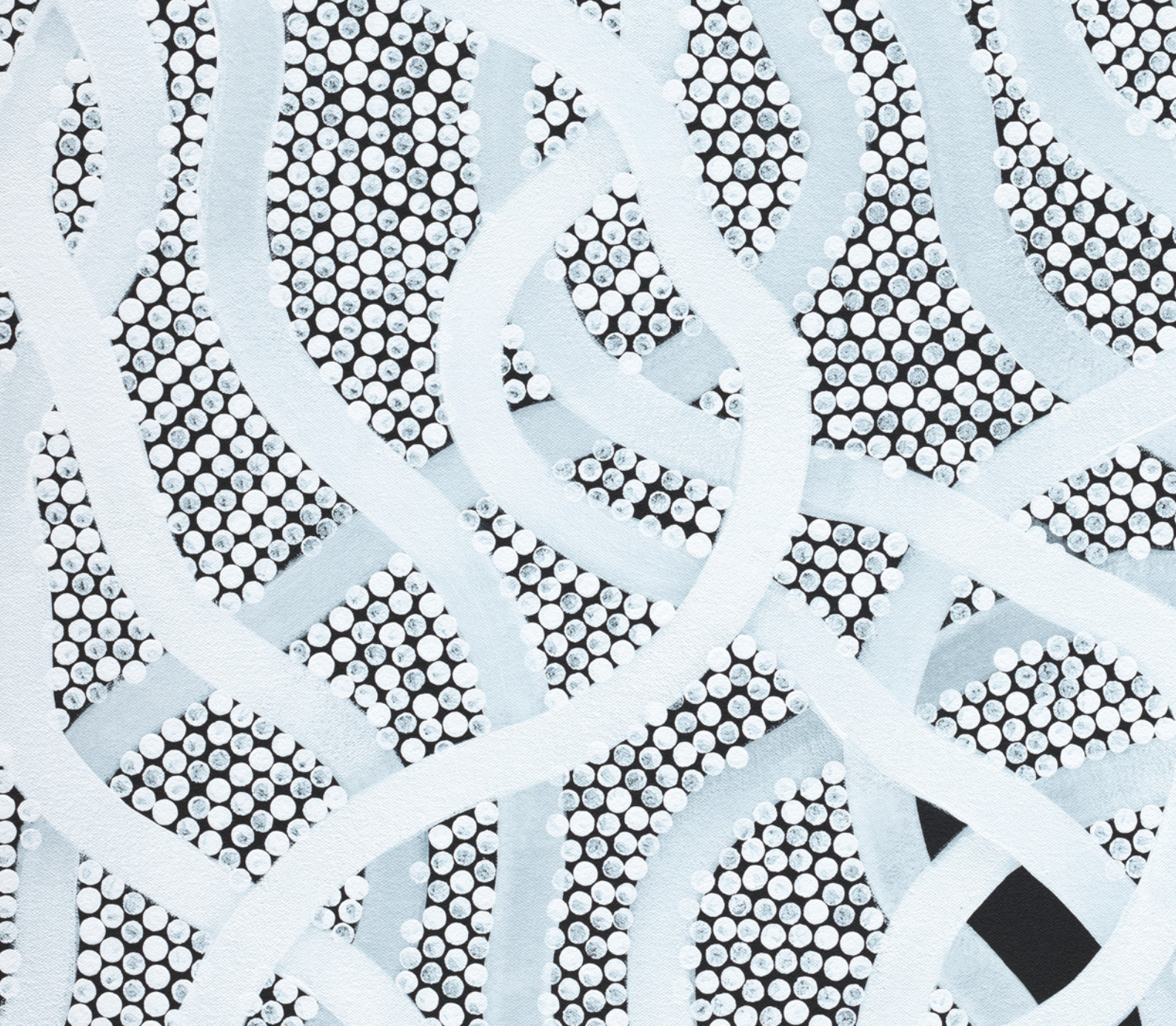
Our iconic brands provide us the platform to elevate First Nations voices and cultures, and our intention is to form a partnership within the creative community to develop a clear development pathway for emerging Aboriginal and Torres Strait Islander design talent.

RAP commitment		
8.	Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development	
8.1	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Longer term initiative
8.2	Engage with Aboriginal and Torres Strait Islander staff to consult on our recruitment, retention and professional development strategy.	On track
8.3	Develop and implement an Aboriginal and Torres Strait Islander recruitment, retention and professional development strategy.	Longer term initiative
8.4	Advertise job vacancies to effectively reach Aboriginal and Torres Strait Islander stakeholders.	Longer term initiative
8.5	Review HR and recruitment procedures and policies to remove barriers to Aboriginal and Torres Strait Islander participation in our workplace.	Longer term initiative
8.6	Increase the percentage of Aboriginal and Torres Strait Islander staff employed in our workforce.	Longer term initiative
9.	Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	
9.1	Develop and implement an Aboriginal and Torres Strait Islander procurement strategy.	Ongoing
9.2	Continue to investigate Supply Nation membership.	Achieved
9.3	Develop and communicate opportunities for procurement of goods and services from Aboriginal and Torres Strait Islander businesses to staff.	Ongoing
9.4	Review and update procurement practices to remove barriers to procuring goods and services from Aboriginal and Torres Strait Islander businesses.	Ongoing
9.5	Develop commercial relationships with Aboriginal and/or Torres Strait Islander businesses.	Ongoing
10.	Develop and implement a creative partnership to support and develop Aboriginal and Torres Strait Islander creative communities.	
10.1	Consider the establishment of a First Nations Creative Reference Group to support delivery of this Action in a culturally considered manner. This will enable scoping opportunities to be vetted by First Nations industry professionals within the group, and the provision of advice on opportunities to advance HAA's vision for reconciliation.	On Track
10.2	Continue to identify Aboriginal and Torres Strait Islander creative communities with whom we can collaborate to support their visions and objections.	Ongoing
10.3	Explore opportunities for one or more of our brands to work with Aboriginal and Torres Strait Islander artists to facilitate the creation of products designed with unique art.	Achieved
10.4	Continue to scope a partnership with First Nations Fashion & Design or alternate First Nations creative organisations to support the development of their organisation. This includes gaining a better understanding of their organisational vision and the ways in which we can support growth and development opportunities for their team and the individual artists with whom they work. These opportunities would take advantage of the creative and business skills held within our organisation	Achieved
10.5	Create a strategic partnership charter, covering both our corporate and consumer-facing brands, which includes protocols for engaging and working with Aboriginal and Torres Strait Islander communities.	Achieved
10.6	Continue to identify mutually beneficial opportunities of incorporating Aboriginal and Torres Strait Islander talent in our marketing campaigns.	Ongoing
10.7	Develop and implement business wide protocols for engaging with Indigenous Cultural and Intellectual Property.	Achieved



Governance

RAP commitment		
11.	Establish and maintain an effective RAP Steering Committee to drive governance of the RAP	
11.1	Maintain Aboriginal and Torres Strait Islander representation on the RAP Steering Committee.	Achieved
11.2	Establish and apply a Terms of Reference for the RAP Steering Committee.	Achieved
11.3	Meet at least four times per year to drive and monitor RAP implementation.	Achieved
12.	Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	
12.1	Define resource needs for RAP implementation.	Achieved
12.2	Engage our senior leaders and other staff in the delivery of RAP commitments.	Achieved
12.3	Define and maintain appropriate systems to track, measure and report on RAP commitments.	Achieved
12.4	Appoint and maintain an internal RAP Champion from senior management.	Achieved
13.	Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally	
13.1	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important RAP correspondence.	Achieved
13.2	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	On track
13.3	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	On track
13.4	Report RAP progress to all staff and senior leaders quarterly.	Achieved
13.5	Publicly report our RAP achievements, challenges and learnings, annually.	Achieved
13.6	Investigate participating in Reconciliation Australia's biennial Workplace RAP Barometer.	Longer term initiative
13.7	Submit a traffic light report to Reconciliation Australia at the conclusion of this RAP.	Longer term initiative
14.	Continue our reconciliation journey by developing our next RAP.	
14.1	Register via Reconciliation Australia's website reconciliation.org.au/reconciliation-action-plans/submit-yourrap/ to begin developing our next RAP.	Longer term initiative



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