

SCENTRE GROUP
**RECONCILIATION
ACTION PLAN**
2017 PROGRESS REPORT

*Creating change on common
ground where rivers meet*



Creating change on common ground where rivers meet

Since the launch of our inaugural RAP in July 2016, Scentre Group has made significant progress against the actions we committed to. What I'm most proud of is the passion among our people for stretching beyond targets and working to bring our RAP to life in ways that are most meaningful for the communities in which we operate.

Our vision for reconciliation is to educate our communities, to demonstrate respect for and work with Aboriginal and Torres Strait Islander peoples to embed positive change.

At this early stage in our reconciliation journey, our approach has focused on connecting with and enriching Indigenous communities within and outside Scentre Group, embedding reconciliation into our business practices and decision-making.

I'm proud of our achievements to date and am confident that our efforts are making a real difference, recognising that there is still much more to be done to achieve our vision.

I look forward to seeing our efforts translate into real positive change as we work to deliver our 2016 – 2018 Plan, championing reconciliation at all levels of our organisation.

A handwritten signature in dark ink, appearing to read 'PA', positioned above the name and title of Peter Allen.

Peter Allen
Chief Executive Officer
Scentre Group

Connecting and enriching our Indigenous communities

While we have a long history of building genuine relationships with Aboriginal and Torres Strait Islander communities, the implementation of our RAP has focused and accelerated our efforts, particularly within our Aboriginal Employment Strategy.

It's been an incredibly positive year of progress for our business, as we've focused on educating and engaging our people around the objectives of reconciliation and the importance of our work in closing the gap on Indigenous disadvantage.

Our achievements include:

- Introducing a RAP Guidelines document, designed to educate and inform any member of our team about Indigenous history and culture, and provide a starting point to help build stronger relationships with Aboriginal and Torres Strait Islander people.

- With the implementation of cultural awareness and unconscious bias training across our business, we're now ensuring a consistent approach to local reconciliation efforts throughout our Australian centres.
- All annual business plans incorporate the commitments in our RAP, ensuring our people are able to identify and connect their contribution to Scentre Group's RAP and Australia's reconciliation journey.
- Celebrating significant Aboriginal and Torres Strait Islander events, including National Reconciliation Week and NAIDOC Week.

As we continue into the second year of our RAP, I'm particularly excited about how we're increasing awareness of Indigenous issues across all of our stakeholders – employees, retailers, customers and community.

Paul Stonebridge
Centre Manager, Westfield Penrith
RAP Working Group Chair



Our Innovate Reconciliation Action Plan 2016–2018

In 2016 we released our inaugural RAP, building on our long-standing legacy of establishing meaningful relationships with Aboriginal and Torres Strait Islander people, in the communities in which we operate.

Our goal in the first year has been to implement our RAP across all areas of Scentre Group.

The commitments and strategies in our RAP span three areas: relationships, respect and opportunities.



Relationships

We believe that establishing sustainable, mutually-beneficial relationships within our local communities is fundamental to our business success.

NAIDOC Week celebrations at Westfield Miranda, July 2017

Respect

We believe that respect begins with a common understanding of our perspective, experiences and environment. We respect and acknowledge the Traditional Owners of the land on which our shopping centres exist and understand and embrace their histories and rights.

NAIDOC Week celebrations at
Westfield Miranda, July 2017



Opportunities

We are investing in increasing opportunities for Aboriginal and Torres Strait Islander individuals and businesses to benefit through their engagement with Scentre Group.

Aboriginal fashion designer, Lyn-Al Young showcased her collection during NAIDOC Week at Westfield Doncaster, July 2017

Our key achievements over the past year

The involvement of every team across our construction sites, Support Office and shopping centres to embrace our RAP and bring the initiatives in our plan to life reflects the huge amount of commitment our people have for our reconciliation vision.

In just over twelve months, we've seen the driving force behind our initiatives transition from being the responsibility of the RAP Working Group to be taken up by managers and teams, embedding our commitments in Scentre Group's operations. More than this, our reconciliation agenda has been embraced as an important tenet in our organisational cultural journey and essential to the delivery of our Purpose, *creating extraordinary places, connecting and enriching communities.*

One of the most rewarding outcomes since the launch of our RAP has been the sense of pride and ownership our shopping centre-based teams have demonstrated in activating our commitments. Each team has embraced the opportunity to genuinely connect with their local Indigenous people and establish meaningful relationships based on trust, respect and continued education.

TO DATE, WE'VE:

- Implemented a full-time traineeship in construction at Warringah Mall.
- Employed casual concierge at Geelong through the AFL program.
- Accepted 16 State-based Trainees across NSW and Queensland through our partnership with Aboriginal Employment Strategy.
- Started exploring opportunities to expand the AFL Sports Ready Program in 2017 to Victoria, South Australia and Western Australia.
- Employed a full-time female Indigenous electrician in the Penrith Facilities Team.

National Reconciliation Week: celebrating respectful relationships

Our 2016 NRW celebrations at Support Office and across our Australian centres commemorated several symbolic moments for our business.

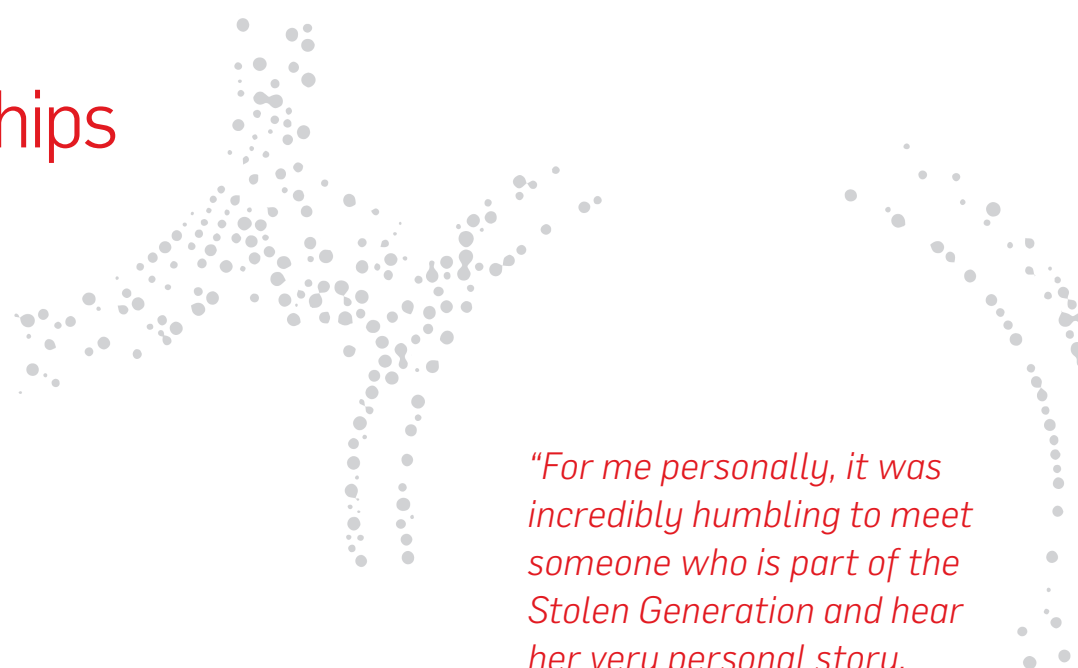
In addition to hearing stories and increasing understanding through storytelling from Indigenous representatives, we shared the first Acknowledgement of Country at our Sydney office. We learnt afterwards from visiting Gadigal Elder, Uncle Chicka Madden that this was incredibly important event for his people, as the land our office stands on is of cultural significance and had not previously been blessed.

With the launch of our RAP at the event, we also unveiled a stunning piece of artwork commissioned from Indigenous artist, Mark Kilpatrick, also a Scentre

Group construction worker. It took Mark three months to create the visually-compelling “a modern-day corroboree” which encapsulates his vision of our business and which was unveiled by our CEO Peter Allen.

In 2017, we hosted a commemorative morning tea at our Sydney Support Office and celebrated the installation of a plaque respectfully acknowledging the traditional owners of the land on which our Support Office building stands.

Following the Welcome to Country, Metro Local Aboriginal Land Council Board member, Ann Wheldon delivered a speech that moved many close to tears, recounting the experiences of several members of her family who were part of the Stolen Generation.



“For me personally, it was incredibly humbling to meet someone who is part of the Stolen Generation and hear her very personal story. That’s what these moments are about – opportunities to share knowledge, challenge perspectives and come away feeling better informed.”

Ian Irving
Diversity & Inclusion Council Chair


Welcome to Country Protocol

We also commemorated National Reconciliation Week with the launch of our new RAP Guidelines, developed in partnership with our Indigenous creative agency.

The Guidelines provide an overview of history, terminology, language and etiquette, to educate and inform our staff when engaging with Aboriginal people. It also identifies the indigenous communities, organisations and Land Councils in relation to the geography of our 34 Australian shopping centres and includes a Welcome to Country and Acknowledgement of Traditional Owners protocol, which staff are encouraged to include at the commencement of internal and external meetings, where appropriate.

Importantly, the Guidelines highlight Acknowledgement Statements for each of Australian centres, following advice from local Land Councils.

The Guidelines also provide an overview for Centre teams to commission, install and commemorate an Acknowledgement Plaque. The initial intent was for implementation to roll out over the next twelve months. However, our teams embraced the opportunity to connect with their local Indigenous communities and we proudly celebrated the installation of 37 plaques across our centres during NAIDOC Week 2017.



“Our new Guidelines have been developed to help guide every SCG team member in the implementation of our RAP. Whether you're undertaking a specific RAP activity or simply seeking to deepen your understanding, there's something for all of us to learn.”

Paul Stonebridge
RAP Working Group Chair

Westfield Liverpool

"Scentre Group respectfully acknowledges the Cabrogal Clan of the Darug Nation - the traditional owners of the land upon which Westfield Liverpool stands. We also acknowledge that the Dhurawal and Dharuk Nations continue to have a long standing relationship with this country and its people."

Centres put their unique stamp on NAIDOC Week celebrations

In 2016, our Brand Experience team was recognised as the Category winner and Campaign of the Year Runner Up in overall the national Shopping Centre Council Marketing Awards, for Scentre Group's Naidoc week campaign, 'Sing with Us'. Our 1462-strong Smartscreen Network showcased stunning black and white imagery across Australian screens, conveying the cultural significance of Songlines.

In 2017, we were again awarded, winning the Community Multi Centre Award: Diversity & Inclusion Program,

which included our national NAIDOC campaign. The 'Our Languages Matter' concept sought to emphasise and celebrate the unique and essential role that Indigenous languages play in cultural identity, linking people to their land and water and in the transmission of Aboriginal and Torres Strait Islander history, spirituality and rites, through story and song.

In addition to the creative content on our Smartscreen Network, this year our centres implemented a variety of activations and celebrations,

connecting with our communities and customers - from kids' craft workshops to dreamtime storytelling, ochre face painting to basket weaving, traditional dance performances to cooking demonstrations.

Songlines weave a digital chorus through our centres



NAIDOC celebrations at Westfield Fountain Gate, July 2017

Whadjuk art and landscape transformation in WA

To commemorate the NAIDOC week opening of Scentre Group's CBD-based Perth office, a piece of local indigenous artwork was commissioned and unveiled in the lobby. Titled "Whadjuk Dreaming", the stunning artwork was created by local artist Michelle "Wilura" Kickett. The painting depicts the Wagyl (Rainbow Serpent) from the Noongar culture, creator of the Swan and Canning Rivers in Perth.

"The Swan River – or Derbarl Yerrigan in Noongar language – as well as our limestone quarries and Eastern hills are shown, with concentric circles being the traditional markers of fresh water sources for other tribes," explains Michelle.

The team at one of our three WA centres, Westfield Whitford City, also sought the opportunity to engage their local Indigenous community in our \$80 million development of the centre.

"Working with partners and contractors that have an active RAP means we're able to extend our reach of influence in this area and further progress towards achieving our own RAP goals," says Mike Toohey, Project Manager Whitford City.

Perth-based business, Deep Green Landscaping was appointed as one of our landscaping contractors earlier this year.

"Deep Green engaged with numerous Indigenous staff through IES Enviro Scape (Indigenous Economic Solutions) to assist with the labour required to transform our project landscaping works from a vision to a reality."

IES Enviro Scape is a labour hire company that provides Aboriginal and Torres Strait Islander people with sustainable employment opportunities.

"The IES team is highly regarded when it comes to landscaping works and they

were selected by Deep Green for their experience with past landscaping works on recent large scale WA projects."

"Deep Green Landscaping and the IES team spent numerous weeks on site to complete the landscaping works in the new Dining, Entertainment and Leisure precinct at Westfield Whitford City, allowing the IES team to gain further valuable experience for future employment. It was an excellent result for all involved," continues Mike.

L-R: Jon Stone, Michelle "Wilura" Kickett and Ian Irving celebrate the installation of Whadjuk Dreaming at our WA office.



Indigenous Employment Program

Partnering with the Aboriginal Employment Strategy (AES) to create real career opportunities for Aboriginal and Torres Strait Islander people has seen us continue to expand our program over the past twelve months.

In 2016, eight students graduated from our program. In 2017, we have 34 students gaining valuable work experience across our shopping centre and construction development projects.

- Westfield Liverpool-based employee Tyler Williams was nominated as the 2016 Trainee of the year for AES in the Student honours roll.
- We partnered with AFL Sports Ready to launch a school-based Trainee program in VIC/SA/WA for ten students.

Cultural Awareness Training

We've seen nearly 100 team members undergo cultural awareness training, including many of our front-line leaders. Participants from Customer Experience, Brand Experience, Leasing & Retail Solutions, Development, Design and Construction have experienced an immersive day of learning and development, and we look forward to extending the training out to more of our people over the next year.

Cultural Awareness Training



37 plaques unveiled with NAIDOC Week celebrations

Acknowledging the Country on which our centres Stand

All of our Westfield Centres nationally have installed permanent plaques acknowledging the Country on which they stand, in conjunction with NAIDOC Week 2017. Each centre hosted a plaque dedication ceremony, with Welcome to Countries being performed by Elders from within those communities.

“It’s been overwhelming to see the response from our customers and retailers as we’ve unveiled the plaques across the country,” says Peter Allen, CEO.





NAIDOC Cup

Westfield Penrith gets involved with their local community

On 23 June 2017, our Westfield Penrith team supported the Nepean Community and Neighbourhood Services group in their 7th annual NAIDOC Cup event.

The Cup is a sports and cultural gala day for over 1,000 Aboriginal children from 24 local primary schools. The day included an Oz Tag and Netball competition for children in years 3 to 6, and children from K-2 were involved in traditional Indigenous games, cultural art and Koomurri dance performances.

“An important aspect of the day is children learning about and experiencing their culture,” says Paul Stonebridge, Centre Manager Westfield Penrith.

“Uncle Wes performed a smoking ceremony; an Aboriginal ancient custom involving native plants being burnt to produce smoke, to cleanse, ward off bad spirits and to pay respect to ancestors,

the land and sea. A young Aboriginal girl in the crowd was unaware of what the smoking ceremony was about and was able to experience this tradition for the first time.”

Westfield Penrith team was represented by 16 team members tasked with facilitating and engaging the children through all of the day’s activities. The centre also provided drink bottles to all the participants and donated \$1,000 towards fresh fruit and bread.

“It was incredibly rewarding to see the level of engagement in not only our local community, but the Indigenous culture that we celebrated,” says Paul.



Our learnings



The launch of our RAP in June 2016 was an important public declaration about Scentre Group's commitment to reconciliation. Our initiatives have been developed to positively shift mindsets and encourage a common understanding and mutual respect for our people and the communities in which we operate.

We believe that the success of our efforts will be seen in the degree to which our business operations, the accessibility of our services and our own attitudes contribute to continued progress for reconciliation nationally.

Although we're only beginning our journey, we've already significantly developed our understanding of what's required to turn our commitments into actions:

- Our RAP Working Group play a vital role in overseeing the implementation of the RAP and helping maintain focus and momentum.
- Identifying our RAP commitments as a key pillar with the Diversity and Inclusion Plan, championed by the D&I Council and Chair.
- Embracing the invaluable feedback we receive from our people, customers and communities as we progress implementation of the RAP
- Ensuring we have the necessary support and focus in place to maintain momentum and further develop our Indigenous employment and traineeship

A photograph of a man with traditional Indigenous body paint on his chest and arms, holding a boomerang. He is standing in front of a large, red, three-dimensional 'STOP' sign. The background is a bright, indoor setting, possibly a mall or event space, with other people visible in the distance.

What's next?

Throughout 2018, our collective efforts will be aligned to implementing the remaining actions within our RAP and continued focus on Cultural Awareness training and recruitment.

Smoking ceremony at the official opening of Westfield Chermside, April 2017

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