

Winning Group
Reflect Reconciliation Action Plan
September 2022 – September 2023



RECONCILIATION
ACTION PLAN

REFLECT



heelix

rogerseller

andoo

SPENCE & LYDA

ORA



WINNING GROUP

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, the Winning Group acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community.

We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



INTRODUCTION FROM JOHN WINNING

I am honoured to introduce the Winning Group's Reconciliation Action Plan (RAP), our first RAP, which commences our journey in embedding initiatives throughout our business, to contribute toward Australia's reconciliation with First Nations peoples.

Through our company mission to create the best experiences in the world, for the world - for our customers, our people and our communities and the planet, the Winning Group is committed to using our business and ecosystem as a force for good. To reconnect people to themselves, each other and the bigger home we all share. I believe that our business and national footprint including our head office, stores and distribution centre locations, provides us with an opportunity to play a meaningful role in helping to reduce the unacceptably wide gap, which exists between Aboriginal and Torres Strait Islander Australians and other Australians.

As a 116 year-old, fourth generation family business founded in Redfern, the Gadigal land belonging to the Eora Nation, we are commencing our journey to become a more mindful business of First Nations peoples to further understand our nation's histories and true heritage. We will use our first Reconciliation Action Plan to focus on education of our team members and our customers on the significance of Aboriginal and Torres Strait Islander cultures, traditions and stories in a respectful manner. We will also use our RAP framework to create opportunities to work with First Nations peoples across our organisation, customers, brand partnerships and beyond.

I would like to thank our team members who have contributed to the development of this RAP and I look forward to working alongside our team and our partners, as we take these important steps toward reconciliation together.



John Winning
CEO, Winning Group



A MESSAGE FROM RECONCILIATION AUSTRALIA

Reconciliation Australia welcomes the Winning Group to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

The Winning Group joins a network of more than 1,100 corporate, government, and not-for-profit organisations that have made a formal commitment to reconciliation through the RAP program. Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement.

The program's potential for impact is greater than ever, with close to 3 million people now working or studying in an organisation with a RAP. The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously develop and strengthen reconciliation commitments in new ways.

This Reflect RAP will lay the foundations, priming the workplace for future RAPs and reconciliation initiatives. The RAP program's strength is its framework of relationships, respect, and opportunities, allowing an organisation to strategically set its reconciliation commitments in line with its own business objectives, for the most effective outcomes. These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance.

It is critical to not only uphold all five dimensions of reconciliation, but also increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables the Winning Group to deepen its understanding of its sphere of influence and the unique contribution it can make to lead progress across the five dimensions.

Getting these first steps right will ensure the sustainability of future RAPs and reconciliation initiatives and provide meaningful impact toward Australia's reconciliation journey.

Congratulations to the Winning Group, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.



Karen Mundine
Chief Executive Officer
Reconciliation Australia



ABOUT THE WINNING GROUP

Established in 1906, the Winning Group is a fourth generation family owned business, incorporating eight business entities: Appliances Online, Winning Appliances, Andoo, Rogerseller, Spence and Lyda, Home Clearance, Winning Services and Ora Restaurant.

The Winning Group's mission is to create the best experiences in the world, for the world - for our customers, our people, our communities and the planet. We will do this one interaction at a time, using our business & ecosystem as a force for good - and reconnecting people to themselves, each other and the bigger home we all share. We use our four ways of being including CARE, A PROBLEM SOLVER, WOW and OWNING IT and 9 company values, including Be Respectful, Be Proud of Your Differences and One In All In, to guide our team and help us to achieve our mission.

The Winning Group operates 17 showrooms around the country Sydney, Melbourne, Brisbane, Perth and Canberra and 6 major distribution centres in Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra and Auckland. With the exception of our first international DC in Auckland (New Zealand) all Winning Group sites, including our Head Office which is located in Redfern in Sydney, operate on Aboriginal lands. The Winning Group employs approximately 1,000 people and we are currently building an understanding of team members who identify as Aboriginal and/or Torres Strait Islander peoples.

Over the next 10 years we will transform the way we operate with, and within, our ecosystem to create a positive impact on people and the planet. We acknowledge that we are at the start of a long journey, however we are committed to continuous improvement to work in partnership with our ecosystem to achieve our goals.



OUR RECONCILIATION ACTION PLAN

We are at the beginning of our reconciliation journey, and so this RAP has been developed in line with the Reflect RAP Framework. The RAP Working Group is made up of members from across the business. They are: our RAP Champion, Alice Kuepper, Head of Sustainable Business and Corporate Social Responsibility, Shaun Coulton, Head of Talent and Experience, Emily Dahdah, Head of Communications and Horatia Hopper, Lawyer, as well as Taryn Marks, Diversity, Equity and Inclusion Lead at The Royal Children's Hospital and Wotjobaluk woman with RAP expertise.

As part of this RAP, the Working Group consulted and engaged with external members of First Nations community members in order to fully understand the ways in which we, as a business, can foster and develop relationships to meaningfully, respectfully and responsibly contribute to reconciliation. Through this engagement, we have identified four areas of focus that will be at the heart of our RAP: learning about reconciliation, acknowledging the history that has shaped the lives of First Nations people today, educating our team members and promoting reconciliation within the business and the community.

The RAP Working Group has learnt a great deal about reconciliation and will continue to foster this knowledge throughout the year. We believe that lasting and positive change truly comes from informed and knowledgeable decisions and so learning will be at the heart of what we do.

Even from our preliminary learnings we have come to understand that acknowledging the experiences and histories of First Nations' communities is a crucial step towards reconciliation, and we appreciate that reconciliation is grounded in an understanding of the ways in which Australia's history has shaped who we are as a nation today. Redfern is a site of particular significance for Aboriginal and Torres Strait Islander



peoples in New South Wales; it is also where both the Winning headquarters and flagship showroom is located. This connection is something that we take very seriously, and we will do our part to ensure that First Nations people, particularly the Redfern Community, feel heard and respected on our path to reconciliation.

We feel strongly that it is not only words but also actions that contribute to reconciliation, however, we also appreciate that we must be educated, informed and thoughtful with these actions. As such, as part of our Reflect RAP, we will be engaging with members of our business to take them on this journey with us, so that the whole Group is involved in and educated on what it means to be part of Reconciliation and why it is important. We will be looking at our internal policies, as well as our external hiring practices, to identify areas of improvement to better engage with and represent First Nations people within the business and better reflect the society in which we live and work.

We will also be bringing our customers on this journey with us by incorporating into our showroom's information about the Country upon which the showrooms are located and educating them on the history of the local First Nations community.

We know that we must take thoughtful and considered steps to mitigate and address the ways in which First Nations communities have been marginalised so that we can help create a more equal and equitable society. Creating the best experience for our customers also means caring for our community, including First Nations communities and cultures. While this is only the beginning for us, we are confident that we are on the path to effecting lasting and meaningful change.





ARTWORK BY FREDDY PURLA

Freddy Purla was born in 1968 in Darwin. The son of talented artist Barbara Weir, and grandson of the late Minnie Pwerle, Freddy Purla began painting in 1989 at Alice Springs. He is also the adopted nephew of the famous late Emily Kame Kngwarreye.

Purla regularly visited Utopia with his family as a very young child, often staying for long periods before travelling to Alice Springs or Adelaide. One of his first vivid memories as a child was of the strange looking creature, the Scorpion.

The Scorpion Dreaming has been passed down to Freddy by his grandmother's family. As its sting is often very painful, the scorpion is left undisturbed and respected at all times. It is rarely seen during the day and only the desert sands display the signs of the scorpion's track. Purla's paintings represent the courtship dance between the male and female scorpion. Each scorpion interlock their pincers together while travelling back and forth in what can only be described as a dance. After several hours and as much as 24 hours, the tracks that are left behind create an artwork in itself on the ground. The tracks which are criss-crossed over and over again are rare to find in the desert. Freddy's paintings powerfully represent the energy and vigour of the many movements made by the scorpions in their ritual desert dance.

Freddy Purla's work has sold to many collections in Australia, Germany, Amsterdam, Paris, Switzerland and New York.





RELATIONSHIPS

ACTION	DELIVERABLE	RESPONSIBILITY	TIMEFRAME
Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	<ul style="list-style-type: none"> Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence. 	Head of Sustainable Business & CSR	September 2022
	<ul style="list-style-type: none"> Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations. 	Head of Sustainable Business & CSR	September 2022
	<ul style="list-style-type: none"> Maintain and strengthen our current relationship with the Metropolitan Local Aboriginal Land Council (MLALC). 	Head of Sustainable Business & CSR	October 2022
Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> Circulate Reconciliation Australia's NRW resources and reconciliation materials to staff. 	Head of Communications	May 2023
	<ul style="list-style-type: none"> RAP Working Group members to participate in an external NRW event. 	RAP Champion	27 May - 3 June 2023
	<ul style="list-style-type: none"> Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW. 	Head of Talent & Experience	27 May - 3 June 2023
Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> Communicate our commitment to reconciliation to all staff. 	Head of Sustainable Business & CSR and Head of Communications	September 2022
	<ul style="list-style-type: none"> Identify external stakeholders that our organisation can engage with on our reconciliation journey. 	Head of Talent & Experience	September 2022
	<ul style="list-style-type: none"> Investigate opportunities and partnerships for our organisation to support the Uluru Statement from the Heart. 	Head of Sustainable Business & CSR	January 2023
	<ul style="list-style-type: none"> Identify RAP and other like minded organisations that we could approach to collaborate with on our reconciliation journey. 	Lawyer	September 2022
Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none"> Research best practice and policies in areas of race relations and anti-discrimination. 	Lawyer	November 2022
	<ul style="list-style-type: none"> Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs. 	Lawyer	October 2022



RESPECT

ACTION	DELIVERABLE	RESPONSIBILITY	TIMEFRAME
Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	<ul style="list-style-type: none"> Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation. 	Head of Sustainable Business & CSR	September 2022
	<ul style="list-style-type: none"> Conduct a review of cultural learning needs within our organisation. 	Lawyer	September 2022
	<ul style="list-style-type: none"> Investigate cultural learning opportunities for staff and senior leaders. 	Lawyer	November 2022
	<ul style="list-style-type: none"> Distribute AIATSIS Map of Indigenous Australia to our Group sites to increase staff knowledge of local Traditional language groups and Country names. 	Head of Communications and Head of Talent and Experience	June 2023
	<ul style="list-style-type: none"> Display information in our Redfern showroom to recognise the local Aboriginal lands. 	Head of Communications	January 2023
Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none"> Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area. 	Head of Sustainable Business & CSR	September 2022
	<ul style="list-style-type: none"> Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. 	Head of Communications	February 2023
Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> Raise awareness and share information amongst staff about the meaning of NAIDOC Week. 	Head of Communications	June 2023
	<ul style="list-style-type: none"> Introduce staff to NAIDOC Week by promoting external events in our local area. 	Head of Communications	June 2023
	<ul style="list-style-type: none"> RAP Working Group to participate in an external NAIDOC Week event. 	Head of Talent & Experience	First week in July 2023



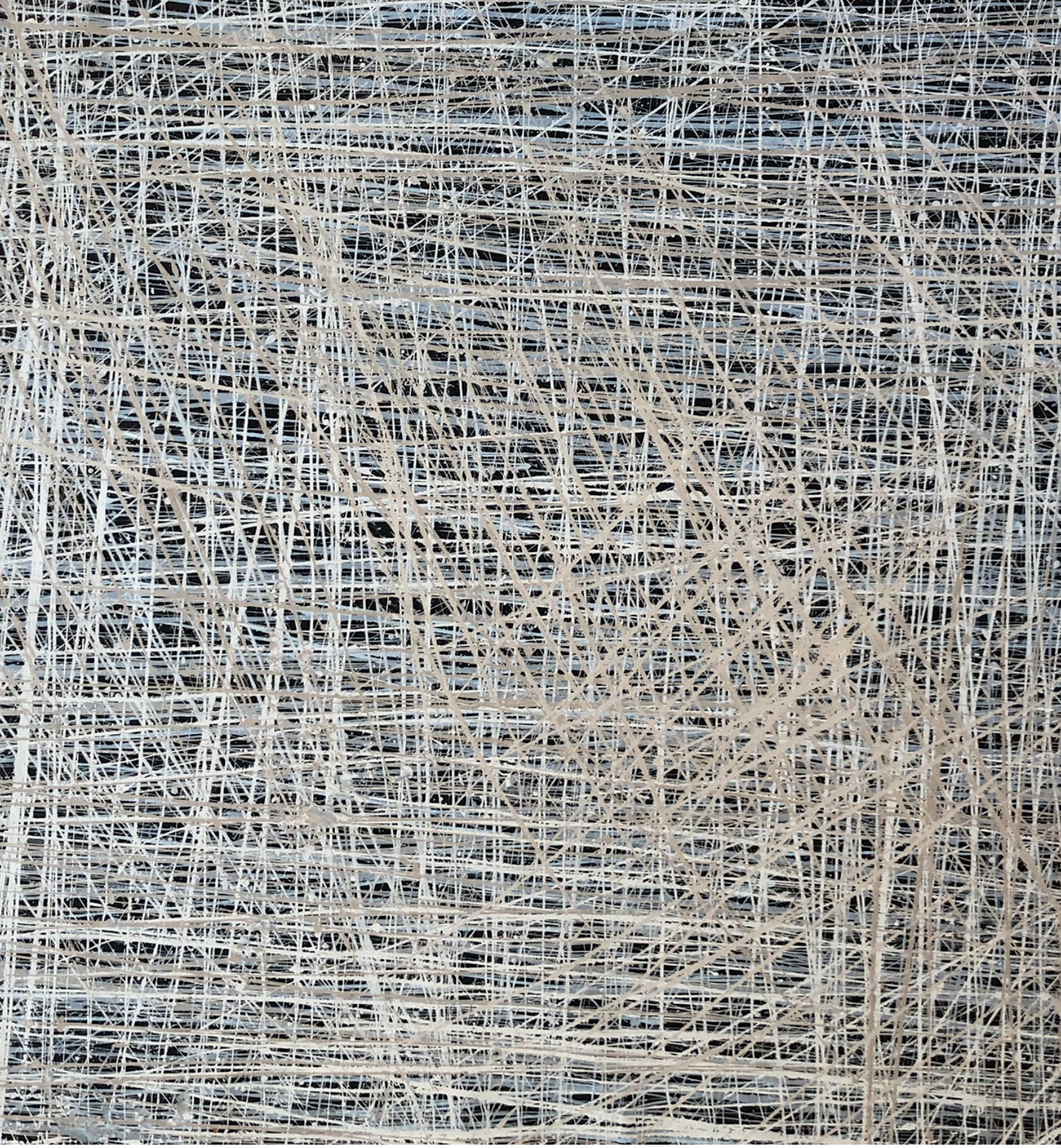
OPPORTUNITIES

ACTION	DELIVERABLE	RESPONSIBILITY	TIMEFRAME
Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	• Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	Head of Talent & Experience	October 2022
	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Head of Talent & Experience	September 2022
Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	• Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	Head of Sustainable Business & CSR	September 2022
	• Investigate Supply Nation membership.	Lawyer	October 2022



GOVERNANCE

ACTION	DELIVERABLE	RESPONSIBILITY	TIMEFRAME
Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	• Maintain a RWG to govern RAP implementation.	Head of Sustainable Business & CSR	March 2023
	• Draft a Terms of Reference for the RWG.	Lawyer	October 2022
	• Maintain Aboriginal and Torres Strait Islander representation on the RWG.	Head of Sustainable Business & CSR	March 2023
Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation.	Head of Talent & Experience	October 2022
	• Engage senior leaders in the delivery of RAP commitments.	Head of Sustainable Business & CSR	October 2022
	• Define appropriate systems and capability to track, measure and report on RAP commitments.	Lawyer	October 2022
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	• Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	Head of Sustainable Business & CSR	September 2023
Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia's website to begin developing our next RAP.	Head of Sustainable Business & CSR	June 2023



Contact Details:

Alice Kuepper

Head of Sustainable Business & CSR

sustainability@winning.com.au

