



RECONCILIATION  
ACTION PLAN

REFLECT

ko'ala





In the spirit of reconciliation, Koala 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.

# A message from Reconciliation Australia CEO - Karen Mundine



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

Koala 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 over 2.3 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 Koala 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 Koala, 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





### Our business

Koala is a direct to consumer furniture e-commerce retailer. We have a range of product categories - bedroom, living room, and dining, with plans to expand into many more in the future. Our mission is to make better furniture by Australia, for the world whilst doing some social good while we're at it. At Koala we believe in improving habitats, inside and outside of the home. We do this through donations to wildlife conservation or by minimising consumption by creating simple, well-made products that are built to last and have a reduced environmental footprint. Koala believes that business can be a force for good through careful design and care for nature. Koala was formed with a mission to disrupt an industry in a way that gives back to the planet.

There are 160+ team members at our organisation across Australia, Japan and South Korea. Specifically in Australia, we have 150 team members.

Currently, we are unaware of how many Aboriginal and Torres Strait Islander staff Koala currently employs, but through this RAP we will investigate culturally appropriate ways to build an understanding of our staffing base.

We currently operate across Australia and Japan and will be launching into further new APAC markets in the near future. We currently have two office locations – the Treehouse, located in Alexandria in Sydney, NSW and the City Treehouse located in Sydney CBD NSW.

# KOALA RECONCILIATION ACTION PLAN (RAP)



As a brand that is proudly Australian owned and centred on strong Australian influences, we recognise that we no longer want to be passive in our efforts towards reconciliation. Instead, we want to proactively use our collective resources to support, include, advocate and learn more about our First Nations Peoples as a way towards influencing a shared sense of national unity and identity.

To date, our approach around equity and inclusivity across all groups in our community, has been organic. It is part and parcel of the way that we do things here at Koala. However, we recognise that this is not enough and we need to make a much more concerted effort towards reconciliation with Aboriginal and Torres Strait Islander Peoples. We have increased our teams' understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. We have included Acknowledgement of Country on our website, emails and have implemented into our meeting process at Koala. We have also sourced Aboriginal and Torres Strait Islander artwork to display in our Showroom. We have communicated our commitment to reconciliation to all staff and provided them with information and details on what this looks like at Koala now and into the future.

There is a genuine opportunity for our teams and customers to learn about and value the contributions, skills, heart and teachings of Aboriginal and Torres Strait Islander Peoples. Through this increased level of understanding and appreciation and combined with our innovative approaches and a team that is all about making the lives of those around us better, we are certain that our Reconciliation Action Plan will have a meaningful impact on reconciliation across the Country.

The Koala approach and commitment to implementing this Reconciliation Action Plan will be:

- o To keep it simple so it's achievable
- o Engage Aboriginal and Torres Strait Islander communities within the geographic location of our office/s to contribute to our reconciliation plans
- o Educate our teams through sessions and workshop topics that increase participant knowledge, understanding and engagement of Aboriginal and Torres Strait Islander peoples and cultures. These sessions will explore Aboriginal and Torres Strait Islander Histories, cultures, beliefs, stories, etc
- o Source Aboriginal and Torres Strait Islander businesses/suppliers for various merchandise we create for our teams and habitat.

# Your Koala RAP Champions



**Annika Messing**  
Manager, Communications AU



**Alexis Wood**  
Manager, Event & Engagement



**Noa Rein**  
Director, People Engagement & Enablement



## Our partnerships/current activities



### Community partnerships

In partnership with Common Ground, we want to create a framework for permanent change. We're educating and connecting Australia through telling stories about Aboriginal and Torres Strait Islander communities, featuring Aboriginal and Torres Strait Islander artists, to underline the respect Koala shows towards First Nations People, besides the obvious commonality.

Together, we will create additional ways to amplify important animal stories and Aboriginal and Torres Strait Islander voices so all Australians can access the stories that have shaped our land. As we continue to see fractured relationships within the natural environment and Country, the knowledge within these stories hold important lessons for our future.

Together with Common Ground, we want to support permanent change to help Australians see the value of Aboriginal and Torres Strait Islander cultures through providing access to stories that will help bridge gaps in knowledge. We want to support permanent change for Aboriginal and Torres Strait Islander communities and this means raising awareness and telling stories on relevant days but also beyond those days.

We want to raise awareness, educate, amplify voices and connect Australia through storytelling.

- o Raise awareness about First Nations cultures, lived experiences and histories
- o Educate about Aboriginal and Torres Strait Islander dreaming stories and cultures
- o Connect Australia, families and cultures through storytelling
- o Amplifying voices to support First Nations storytellers, artists, freelancers, etc.

### Internal activities/initiatives

In partnership with Common Ground, we're educating and engaging Koala staff about Aboriginal and Torres Strait Islander Communities.



# Relationships





## ACTION

Continue to establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.

Build relationships through celebrating National Reconciliation Week (NRW).

## DELIVERABLES

- Establish relationships with Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.
- Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations and implement into ways of working with these communities.
- Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.
- Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.
- RAP Working Group members to participate in an external NRW event.

## TIMELINE & RESPONSIBILITY

- February 2021 | Manager, Events & Engagement
- February 2021 | Manager, Brand Strategy
- May 2021 | Manager, Events & Engagement
- 27 May - 3 June, 2021 | VP, People & Culture + Manager, Brand Strategy + Manager, Events and Engagement
- 27 May - 3 June, 2021 | VP, People & Culture + Manager, Brand Strategy + Manager, Events and Engagement

## ACTION

Promote reconciliation through our sphere of influence.

Promote positive race relations through anti discrimination strategies.

## DELIVERABLES

- Communicate our commitment to reconciliation to all staff.
- Identify external stakeholders that our organisation can engage with on our reconciliation journey within the community.
- Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.
- Research best practice and policies in areas of race relations and anti discrimination and incorporate into existing and new people related policies.
- Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.

## TIMINGS & RESPONSIBILITY

- February 2021 | Manager, Events & Engagement
- February 2021 | Manager, Brand Strategy
- February 2021 | Manager, Events & Engagement
- June 2021 | VP, People & Culture
- June 2021 | VP, People & Culture



Respect





## ACTION

Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.

Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.

## DELIVERABLES

- Invite an Aboriginal and Torres Strait Islander educator to run a series of talks to our teams to educate; where possible to find an educator based within the geographic location of our Treehouse - Alexandria, NSW.
- Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.
- Conduct a review of cultural learning needs within our organisation.
- Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.
- Increase our teams' understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.

## TIMINGS & RESPONSIBILITY

- February 2021 | Manager, Events & Engagement
- February 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- June 2021 | Manager, Events & Engagement
- March 2021 | Manager, Events & Engagement
- March 2021 | Manager, Events & Engagement

## ACTION

Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.

## DELIVERABLES

- Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.
- Introduce our staff to NAIDOC Week by promoting external events in our local area.
- RAP Working Group to participate in an external NAIDOC Week event.

## TIMINGS & RESPONSIBILITY

- June 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- June 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- July 2021 | Manager, Events & Engagement + Manager, Brand Strategy



Opportunities





## ACTION

Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.

Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.

## DELIVERABLES

- Seek and partner with any external recruitment agencies who have links to Aboriginal and Torres Strait Islander communities to source talent for recruitment needs.
- Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.
- Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.
- Investigate Supply Nation membership.
- Source a local Aboriginal and Torres Strait Islander artist to create artwork for our habitats, to display in showrooms, and to engage in external initiatives and partnerships. We will also source an Aboriginal and Torres Strait Islander supplier for our Surprise & Delight merchandise.
- Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.

## TIMINGS AND RESPONSIBILITY

- June 2021 | VP, People & Culture + Manager, Recruitment
- June 2021 | VP, People & Culture + Manager, Recruitment
- February 2021 | VP, People & Culture + Manager, Recruitment
- February 2021 | Manager, Events & Engagement + P&C Administrator
- February 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- June 2021 | VP, People & Culture + Finance



Governance



## ACTION

Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.

Provide appropriate support for effective implementation of RAP commitments.

Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.

Continue our reconciliation journey by developing our next RAP.

## DELIVERABLES

- Build out our RWG to govern RAP implementation.
- Draft a Terms of Reference for the RWG.
- Establish Aboriginal and Torres Strait Islander representation on the RWG.
- Define resource needs for RAP implementation.
- Engage senior leaders in the delivery of RAP commitments.
- Define appropriate systems and capability to track, measure and report on RAP commitments.
- Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.
- Register via Reconciliation Australia's website to begin developing our next RAP.

## TIMINGS AND RESPONSIBILITY

- February 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- February 2021 | VP, Legal & Thrivability + Manager, Events & Engagement + Manager, Brand Strategy
- February 2021 | Manager, Events & Engagement
- February 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- June 2021 | VP, People & Culture
- February 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- September 2021 | Manager, Events & Engagement + Manager, Brand Strategy
- September 2021 | Manager, Events & Engagement + Manager, Brand Strategy





# Thank you

We are looking forward to embarking on this journey with you all.

For any public enquiries about our RAP, please contact: Annika Messing, [a.messing@koala.com](mailto:a.messing@koala.com)