



Gaagal by Otis Hope Carey, 2020.

Reflect Reconciliation Action Plan

September 2020 – September 2021



RECONCILIATION
ACTION PLAN

REFLECT

THE ICONIC

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Foreword

It is my privilege to introduce THE ICONIC's Reconciliation Action Plan (RAP), which formally commences our journey in embedding initiatives throughout our business that we hope contributes toward Australia's reconciliation with our First Nations Peoples.

At THE ICONIC, we believe in equality, diversity and respect, and we want to create an environment where all people (customers and team) feel liberated to be their authentic true self.

We may be a young business of only nine years, however we acknowledge our audience reach and influence in the Australian community. THE ICONIC has made progress in advocating and celebrating

diversity within the retail industry and the community more broadly, although we do believe there is much more work to do.

THE ICONIC is truly committed to working in allyship with Australia's First Nations Peoples and to further understand our nation's histories and true heritage. We will use our Reconciliation Action Plan framework to enhance our community experiences and to create opportunities to work with Australia's First Nations Peoples across our organisation, customers, brand partnerships and beyond.

I'd like to thank all of our ICONIC team members who contributed to the development of this RAP and I look forward to seeing our initiatives come to fruition.

Erica Berchtold, CEO

Erica Berchtold



Acknowledgement of Country

In the spirit of reconciliation THE ICONIC 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.

Who We Are

For us at THE ICONIC, it's all about the people. Our liberation purpose mirrors the empowerment we provide to 'our people', 'our customers', and 'our partners' equally, all of whom all make what we do possible.

What do we do to make this happen? We create seamless and inspiring experiences, liberating the world from meaningless constraints, always staying true to our principles.

Our Principles are the DNA code that unites us and sets a standard of what we can expect of each other. They are the fundamental 'truth' that serves as a foundation for our core beliefs and what we will be held accountable for at THE ICONIC.

We are proud of the diversity of our ICONIC teams who live our purpose and bring this to life every day. Our Principle of 'Stronger Together' is about valuing diverse thinking and collaboration and we relentlessly focus on creating a safe workplace where everyone feels they belong.





About The Artwork

Otis Hope Carey. Artist and proud Gumbaynggirr / Bundjalung Man.

"This body of work is one of our Gumbaynggirr clam totems. It's called Gaagal which translates to ocean in english. The artwork has symbolic references to cultural dancing and reflects on its healing powers. This body of work also maps tidal charts and the overlapping waves crashing on the shoreline."



Our Business

THE ICONIC is Australia and New Zealand's leading online Fashion and Sports retailer. Since launching in 2011, we have empowered our customers by building seamless experiences and boundless technical innovations, allowing customers to access unrivalled product ranges, with personalised inspiration. For us, fashion and sport are transformative means by which everyone can express their true self.

Attracting more than 16 million visits per month, THE ICONIC sets the bar in Australian retail by offering an unparalleled selection of brands paired with unmatched service. We launch products daily and work hard to deliver the best delivery options around including 3-hour delivery in Sydney, same day delivery to Melbourne, Brisbane and Adelaide, plus free 30 day returns.

In under a decade, we have grown from a handful of employees to a workforce of over 700 passionate people across Sydney's CBD office, Fulfillment Centre (FC) in Sydney's south western suburb of Yennora and Production Warehouse in Sydney's Inner West Suburb of Alexandria.

THE ICONIC constantly strives to become a more diverse and inclusive workplace, with 2019 data indicating we'd employed a workforce spanning over 40 countries and ethnicities. To our knowledge at the time of our RAP's submission, we do not employ any Aboriginal and Torres Strait Islander staff, however, have done so in the past in our Fulfillment centre and on our Fashion Runway.

THE ICONIC's eCommerce platform is available to customers spanning Australia and New Zealand. Our parent company, Global Fashion Group, is a leading multinational Fashion eCommerce company in developing markets including South East Asia, Latin America and CIS (Commonwealth of Independent States) based in Russia.

Our RAP

THE ICONIC is here to liberate and empower people including staff, customers and partners. We also strive for progression, not perfection, and realise we can always learn more and do better. Therefore, as part of our liberation journey, THE ICONIC is submitting its first Reflect RAP to take responsibility in educating ourselves on Australia's First Nations' histories, cultures and doing our bit to contribute to our country's reconciliation with Aboriginal and Torres Strait Islander peoples. We have been working on this for some months but given current global events, this could not be a more poignant time to submit our RAP and has only further revealed the importance of equality, justice and reconciliation to our business.

As our first RAP, we have selected the Reflect RAP to learn how we, as a business, can best support the cause of reconciliation. We are embracing our platform and responsibility as a leading Australian eCommerce retailer to understand our role in providing opportunities and equality for First Nations peoples and businesses.

THE ICONIC's RAP journey is scheduled to commence in September 2020 with the formation of our RWG (Reconciliation Working Group) and, as part of this formation, developing terms of reference and governance structures. Upon its formation, the RWG will focus on strengthening relationships with Aboriginal and Torres Strait Islander stakeholders and organisations while, in parallel, enhancing our understanding, value and recognition of First Nations cultures, histories, knowledge and rights through learning. Upon building our foundation of understanding and connections, our intention is to communicate our RAP commitments to THE ICONIC's workforce in October 2020 and promote external learning opportunities (in alignment with NAIDOC's November 2020 schedule). From 2021, we focus on strategic initiatives including promoting positive race relations through anti-discrimination policies (such as reviewing best practice HR policies in areas of race relationships and anti-discrimination) and improving employment outcomes within our organisation. THE ICONIC intends to leverage its platform as a Fashion eCommerce retailer by deploying mechanisms that provide brands and designers who identify as Aboriginal and Torres Strait Islander people with promotional, acquisitional and/or procurement opportunities. Prior to the RAP's conclusion, reporting will be developed to review its success in and work will commence 3 months' prior to the RAP's September 2021 conclusion on the revision of a new RAP with intent to move on to the Innovate framework.

Our internal RWG members span various departments including (but not limited to) Sustainability, People & Culture and Finance, with accurate representation across all levels. Our RAP Champion is THE ICONIC's General Counsel and, although not part of the RWG, she is impassioned and will be a solid guide to its success. THE ICONIC's Head of Sustainability will be ultimately responsible for delivering the RAP in accordance with planned timelines and will be reporting into the CEO throughout the 12-month period.



Relationships



Respect



Opportunities



Governance

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Relationships

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	• Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	October 2020	Head of Sustainability
	• Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	October 2020	Head of Sustainability
2. Build relationships through celebrating National Reconciliation Week (NRW).	• Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2021	Head of Sustainability
	• RAP Working Group members to participate in an external NRW event.	May 2021	Internal Communications Manager
	• Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	May 2021	Internal Communications Manager
3. Promote reconciliation through our sphere of influence.	• Communicate our commitment to reconciliation to all staff.	October 2020	Head of Sustainability
	• Identify external stakeholders that our organisation can engage with on our reconciliation journey.	November 2020	Internal Communications Manager
	• Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	November 2020	Internal Communications Manager
4. Promote reconciliation through our sphere of influence.	• Research best practice and policies in areas of race relations and anti-discrimination.	April 2021	Paralegal / Legal Counsel
	• Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	April 2021	Paralegal / Legal Counsel



Respect

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	• Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	October 2020	Head of Sustainability
	• Conduct a review of cultural learning needs within our organisation.	September 2020	Head of Leadership & Learning
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	• Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	November 2020	Health Safety and Wellbeing Partner
	• Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	November 2020	Health Safety and Wellbeing Partner
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	• Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	November 2020, July 2021	Health Safety and Wellbeing Partner
	• Introduce our staff to NAIDOC Week by promoting external events in our local area.	November 2020, July 2021	Health Safety and Wellbeing Partner
	• RAP Working Group to participate in an external NAIDOC Week event.	November 2020, July 2021	Head of Sustainability



Opportunities

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
8. 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.	April 2021	Head of Sustainability
	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	April 2021	Head of Sustainability
9. 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.	June 2021	Senior Procurement Officer
	• Investigate Supply Nation membership.	June 2021	Senior Procurement Officer
10. Leverage THE ICONIC's position in the fashion ecosystem to promote Aboriginal and Torres Strait Islander fashion and support commercial development of the industry.	• Identify and develop mechanisms and levers to develop incubator models that support First Nations brands.	June 2021	Senior Buyer
	• Procure from Aboriginal and Torres Strait Islander owned businesses for trade of goods and services.	September 2021	Senior Buyer



Governance

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
11. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	• Maintain RWG to govern RAP implementation.	November 2020	Head of Sustainability
	• Draft a Terms of Reference for the RWG.	November 2020	Head of Sustainability
	• Establish Aboriginal and Torres Strait Islander representation on the RWG.	November 2020	Head of Sustainability
12. Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation.	October 2020	Head of Sustainability
	• Engage senior leaders in the delivery of RAP commitments.	October 2020	Internal Communications Manager
	• Define appropriate systems and capability to track, measure and report on RAP commitments.	November 2020	Head of Sustainability
13. 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.	September 2021	Head of Sustainability
14. Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia's website to begin developing our next RAP.	May 2021	Head of Sustainability



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Contact Details

Jacquie Fegent-McGeachie

Head of Sustainability

📞 0410 420 765

✉ jacquie.fegent-mcgeachie@theiconic.com.au