



RECONCILIATION  
ACTION PLAN

## REFLECT

March 2022 – March 2023

**Breville**





## Acknowledgement of Country

.....

We acknowledge and pay respects to the Traditional Owners of the lands, the Gadigal People of the Eora Nation. We pay respect to their continuing connection and custodianship of Country.

.....

Breville Headquarters is located in Alexandria, near Alexandria Canal and what was known as Sheas Creek, a tributary of the Cooks River. This area has been used by Dharawal and Eora peoples including the Gamayngal, Bideagal, Gweagal and Gadigal for millennia. Remains of hunted dugong bones dating back 6,000 years and a campsite at nearby Wolli Creek which is over 10,000 years old are an example of this deep connection.<sup>1</sup> We acknowledge also the contributions made to the abundance of food, both flora and fauna, that are now enjoyed by all Australians. We seek to support this continued connection in the work that we do.

<sup>1</sup> City of Sydney *Barani: Sydney's Aboriginal History* (2020)  
<<https://www.sydneybarani.com.au/sites/sheas-creek-alexandra-canal/>>

## Contents

Reconciliation Australia CEO Statement	3
About the Artist	4
First Nations Culture at Breville	4
Food is universal	5
The opportunities of innovation and design	5
Breville's RAP	6
Our Business	7
Our RAP	8
Community Partnerships and Internal Initiatives	9



## Reconciliation Australia CEO Statement

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

Breville 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 Breville 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 Breville 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 Artist

.....

Lucy Simpson is a Yuwaalaraay woman belonging to the freshwater country of the Walgett Lightning Ridge and Angledool areas of North West New South Wales.

.....

The Sydney-based artist and designer puts a focus on storytelling and narrative. She shares aspects of Country and contemporary South Eastern Aboriginal culture through her art and draws inspiration for much of her work from her home land.

Lucy graduated from the College of Fine Arts (now UNSW Art & Design) in 2010 with a Bachelor of Design, receiving both the COFA Object Award in Design and the Longina Phillips Textiles Award. She is the founder and director of design company and home wares and accessories label Gaawaa Miyay, which she established in 2009.

As an artist and designer Lucy has exhibited works in group shows at the Australian Design Centre, Blacktown Arts Centre, Casula Powerhouse, as part of the London Design Festival and at the National Institute of Design in Ahmedabad India. In 2013 Lucy's practice was documented for the National Indigenous Television series Colour Theory, with Richard Bell.

In 2014 she was named as one of four participants in the British Council's Indigenous Creative Leadership Program, Accelerate. Lucy travelled to the UK for the program, where she spent time with objects and archives of different collections, including the Pitt Rivers Museum in Oxford and the British Museum. Here, she connected with objects from her own community, an experience that continues to inform her understanding and approach to working with cultural materials today.

## First Nations Culture at Breville

Breville | Sage is an iconic Australian business and emerging global brand. Our success and prosperity has been largely defined by our use of *food thinking* – our commitment to delivering products that master every moment for our customers through a winning combination of innovative design and engineering combined with a deep understanding of food science and culture.

We believe these same brand foundations present a unique opportunity to be a better corporate citizen by advancing both environmental and social goals through the twin prisms of innovation and food.



## Food is universal

Food is fundamental to both our experience of being human and to Breville's brand purpose. It offers us an invitation to connect with people, and an inclusive and meaningful platform to advance opportunity and address sustainability in the societies in which we operate.

It offers us the ability to engage with opportunities to promote equality, nutrition and wellness, and economic opportunity while addressing the challenges of food production, consumption and waste.

## The opportunities of innovation and design

Aboriginal and Torres Strait Islander peoples were Australia's first designers and innovators. Their accumulated wealth of knowledge based on cultural values, practices, beliefs and relationships to Country, developed over millennia. For those millennia Aboriginal and Torres Strait Islander food culture brought abundant, diverse, sustainable nutrition to communities.

Colonisation disrupted traditional food practices and imposed colonial agricultural practices on a landscape wholly unsuitable for them. These unsustainable, poorly adapted practices produced food shortages, disease, and environmental damage, the impacts of which are still felt today. Contemporary accounts either did not see, or did not want to see, the complex and expert food cultivation practices specifically adapted to Australia's temperature and climate and practiced by Aboriginal and Torres Strait Islander peoples. As a result, these unsustainable practices continued, causing further devastation to the landscape, and ignoring Aboriginal and Torres Strait Islander peoples' deep connection to food, culture and Country.

We believe that connecting with community through innovation and design centered around food offers an amazing opportunity to unlock value for both Breville and the Aboriginal and Torres Strait Islander communities. We believe there's tremendous opportunities to advance understanding, respect and opportunity through connecting traditional food and cultural knowledge and stories, with the best of contemporary design, engineering and technology.





## Breville's RAP

Breville takes great pride in our work in the innovation and design space and acknowledges the opportunities innovation and design provides to benefit the societies in which we operate. It is Breville's vision to use their innovation and design work to create economic opportunities for people and communities in which we live and work.

As an iconic Australian brand that embraces the best of a modern design and food culture, it is Breville's responsibility to consider their work in the wider context of the millennia of Aboriginal and Torres Strait Islander food traditions as well as contemporary Aboriginal and Torres Strait Islander food cultures. Working in this space, Breville has a responsibility to recognise and pursue opportunities for reconciliation.

Working from our unique core purpose of *food thinking* Breville intends to develop greater social and commercial opportunities to empower Aboriginal and Torres Strait Islander peoples through deeper engagement with communities, cultures and knowledge.

In this spirit we look to food, innovation and design as platforms for collaboration between Aboriginal and Torres Strait Islander peoples and Breville for reciprocal learning and sharing in commercial opportunities.

Breville is excited to begin its reconciliation journey through this Reflect RAP.



FOOD



INNOVATION



DESIGN



COLLABORATION



COMMUNITIES



CULTURE



KNOWLEDGE



LEARNING



Aunty Rene Campbell and Alison Page by Ray Clarke



# Our Business

## Breville's local & global reach

Our company goes to market as the Sage brand in the UK and Europe, and as Breville in the rest of the world. Breville is an iconic global brand. Founded in Sydney more than 80 years ago. Its commitment to enhancing people's lives through the delivery of brilliant innovation and thoughtful design has seen the business grow and expand, so that it now delivers high quality kitchen products to 80 countries around the globe.

Breville's local origins and global reach has been driven by its commitment to the delivery of brilliant innovation through thoughtful design. Connecting with consumer insights and empowering people to Master Every Moment™.

## Our core values are:



It is these values that started Breville's journey in Australia, these values that saw it expand all around the world, and these values that guide Breville into the future.

## Breville in Australia

Our Australian head office is located in Alexandria, Sydney. The traditional lands of the Dharawal and Eora peoples including the Gamayngal, Bideagal, Gweagal and Gadigal. We also have office and warehouse locations in Melbourne, Kulin Nation and Brisbane, Jagera and Turrbal Country. Part of our RAP journey is learning about the Country of where our offices are located and its history.

The Breville team includes 715 people across 9 countries. In Australia we have 425 employees in offices in Sydney and globally, we have offices in Auckland, Los Angeles, Montreal, London, Dusseldorf, Shenzhen, Paris and Hong Kong. We are unaware of any Aboriginal and/or Torres Strait Islander employees in our Australian or global workforce and have outlined a number of initiatives to address this in the appendix. Further, our Reconciliation Committee does not currently have any Aboriginal and/or Torres Strait Islander representatives, however we will seek to change this through the introduction of employment initiatives outlined in the appendix.

Through its global growth Breville remains committed to building a connected, supportive team. While networking with an ever growing team presents challenges, Breville is continually working towards improving ways to stay connected.

In particular Breville looks forward to building supportive and culturally safe relationships with Aboriginal and Torres Strait Islander team members and intends to use this RAP to further that goal.

## Breville Board

<b>Timothy Antonie</b> Chairperson	<b>Peter Cowan</b> Non-executive director (Independent)
<b>Lawrence Myers</b> Deputy Chairperson	<b>Dean Howell</b> Non-executive director (Independent)
<b>Sally Herman</b> Non-executive director	<b>Kate Wright</b> Non-executive director (Independent)

## Breville Executive Team

<b>Jim Clayton</b> Managing Director & Group Chief Executive Officer	<b>Martin Nicholas</b> Group Chief Financial Officer
<b>Scott Brady</b> Global Product Officer	<b>Mark Payne</b> Chief Operating Officer
<b>Cliff Tornø</b> Global Go-to-Market Officer	

## Breville Reconciliation Committee

<b>Candi Hart</b> ANZ Marketing Manager	<b>Doug Nash</b> GM Coffee
<b>Daniel Murace</b> Digital Communications Manager – Global	<b>Sarah Robinson</b> GM Global Platform Programs
<b>Lucy Martyn</b> GM Global Communications	<b>Tumi Molefe</b> Group Senior Accountant (Financial & Treasury)



## Our RAP

### Why are we developing this RAP?

We view developing a RAP as part of our responsibility as a leading Australian brand and business. We seek to better understand and appreciate our role in the Australian community and business landscape and learn how we can be a better corporate citizen. We aim to fully participate in and celebrate the best of Australian design and culture through an inclusive view of what that means.

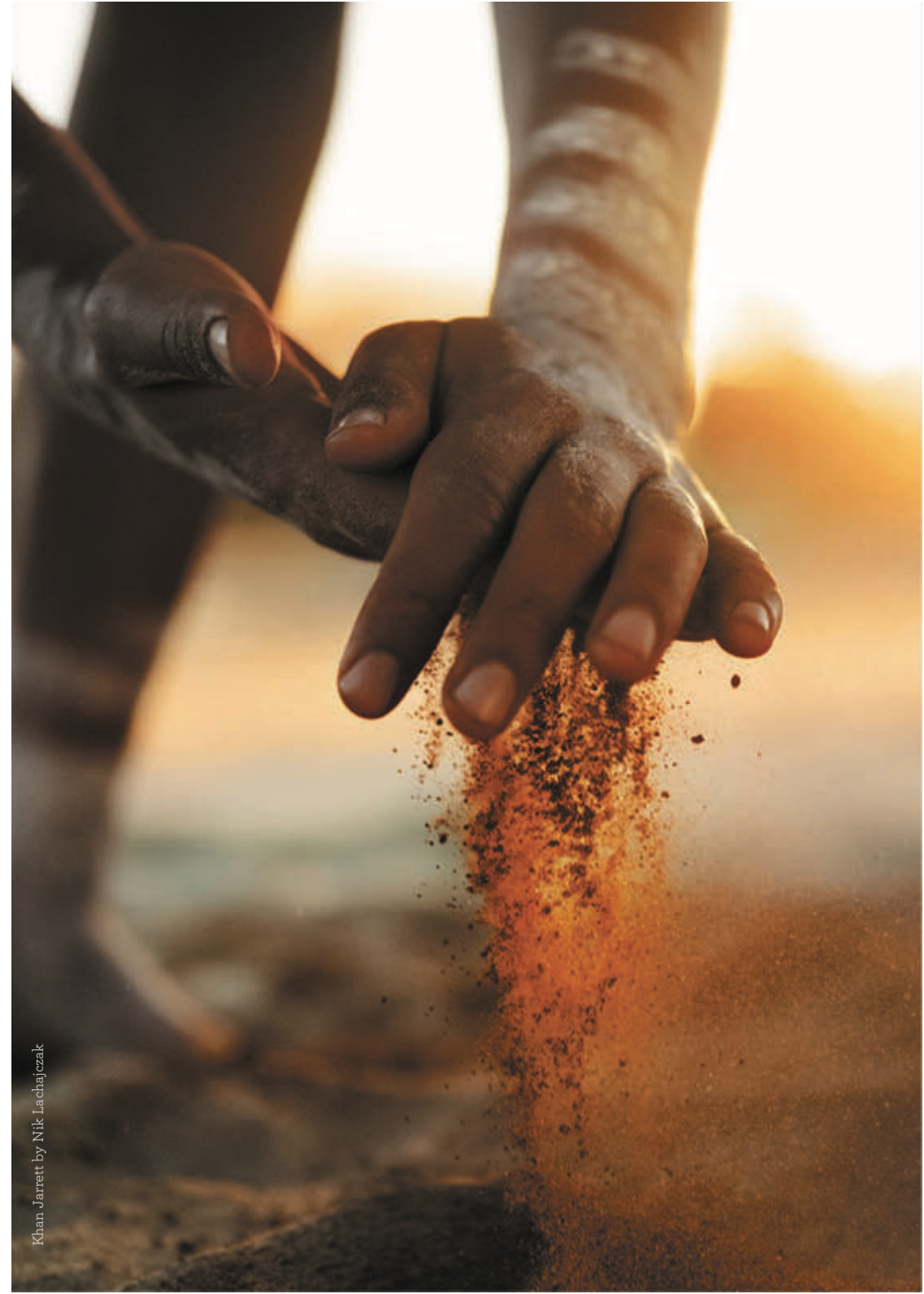
Working in food innovation and design, we seek a better understanding of Australia's food history. This of course means pursuing recognition of the long history of Aboriginal and Torres Strait Islander food knowledge and a better understanding of contemporary Aboriginal and Torres Strait Islander food cultures. We aim to use our passion for food thinking, and our core values to collaborate with and empower Aboriginal and Torres Strait Islander peoples to catalyse positive social change towards reconciliation in Australia.

### Who are our RAP champions, and how did we develop this RAP?

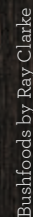
Our RAP Champion is our Go To Market Officer, Cliff Torng Cliff is a member of the Global Executive Team and is a passionate supporter of our plans and vision for reconciliation. He has also played a key role in the creation and launch of the Aboriginal Culinary Journey collection.

The development of our RAP began with the RAP Committee coming together following the potential collaboration with Aboriginal artists. We identified the need to engage with external consultants to join us in this process. We engaged Indigenous law firm, Terri Janke and Company as lawyers and consultants. We worked with Solicitor Director, Dr Terri Janke, and solicitors, Laura Curtis and Patrick Goulding. Terri Janke and Company have 20 years of experience in commercial law, helping Indigenous and non-Indigenous clients achieve success in business innovation. Their area of expertise includes advising clients on Indigenous Cultural and Intellectual Property and the rights of Aboriginal and Torres Strait Islander peoples to their traditional knowledge and traditional cultural expressions.

We undertook a number of in-person and online workshops to discuss the RAP, deliverables and what we can best do as an organisation. We see this RAP as an exciting first step in our reconciliation process and look forward to going over and above our actions and deliverables to build genuine on-going relationships with the Aboriginal and Torres Strait Islander peoples and communities we work with. We see our RAP journey as part of our long-term on-going work.









## National Indigenous Culinary Institute

In May 2021 we signed a sponsorship agreement with the National Indigenous Culinary Institute (NICI), a non-profit apprenticeship programme offering elite training and employment for aspiring Indigenous chefs. Our agreement covers financial support of the programme as well as training, employment opportunities and working with the Chefs for our internal and external events, both at home and overseas to further the awareness of the programme, and Indigenous culinary techniques and ingredients. On Monday 31 May we hosted a National Reconciliation Week breakfast at our Sydney HQ for our staff that was catered by Chefs from the NICI programme. The breakfast included a Welcome to Country by a member of the Metropolitan Local Aboriginal Land Council, a talk by the Chief Executive of the NICI on the work they do and an introduction to native ingredients by the Chefs.

### Abbreviations

<i>AIATSIS</i>	Australian Institute of Aboriginal and Torres Strait Islander Studies
<i>ICIP</i>	Indigenous Cultural and Intellectual Property
<i>NAIDOC</i>	Originally the acronym for National Aborigines and Islanders Day Observance Committee. This committee was once responsible for organising national activities during NAIDOC Week, and its acronym has since become the name of the week itself. NAIDOC Week celebrations across Australia celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.
<i>NRW</i>	National Reconciliation Week
<i>RAP</i>	Reconciliation Action Plan
<i>RWG</i>	Reconciliation Action Plan Working Group
<i>NICI</i>	National Indigenous Culinary Institute





## Relationships

At Breville, we understand the power that food has in bringing people together. We seek to use this RAP and our products to establish new and lasting relationships within Aboriginal and Torres Strait Islander communities, the Traditional Owners of the lands on which our business and products are located. We also will encourage our staff to pursue greater understanding of Aboriginal and Torres Strait Islander issues, and to build new relationships within their local communities as we seek to contribute to meaningful reconciliation.

Action	Deliverable	Timeline	Responsibility
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify additional Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence	March 2022	General Manager, Global Communications
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	March 2022	General Manager, Global Communications
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	April 2022	Product Manager
	RAP Committee members to participate in an external NRW event.	27 May - 3 June 2022	Digital Communications Manager, Global
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW through internal communication channels.	May 2022	Digital Communications Manager, Global
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	February 2022	Chief Executive Officer
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	March 2022	General Manager, Global Communications
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	February 2022	General Manager, Global Communications
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	March 2022	HR Manager, Global Product
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	April 2022	HR Manager, Global Product





## Respect

Respecting Aboriginal and Torres Strait Islander histories, cultures, protocols and peoples is a key target of this RAP. As we begin our reconciliation journey, we will reflect and review our own internal practices whilst undertaking new initiatives to support our staff and stakeholders to learn about the Country that they are living and working on.

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.	March 2022	General Manager, Coffee
	Conduct a review of cultural learning needs within our organisation.	April 2022	HR Manager, Global Product
	Investigate use of Aboriginal and Torres Strait Islander place names for office locations, and consultation protocols for use of place names.	February 2022	Digital Communications Manager, Global
	Communicate and encourage staff to use Reconciliation Australia's Share Our Pride online tool to all staff.	April 2022	Product Manager
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.	February 2022	Digital Communications Manager, Global
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	May 2022	Head of Marketing, ANZ
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.	July 2022	Product Manager
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	July 2022	Head of Marketing, ANZ
	RAP Committee to participate in an external NAIDOC Week event.	July 2022	Head of Marketing, ANZ





## Opportunities

Breville recognises the importance of providing employment opportunities and pathways for Aboriginal and Torres Strait Islander peoples as a critical component of its reconciliation objectives. We will also provide opportunities to do work with Aboriginal and Torres Strait Islander businesses and service providers as a means of building strong relationships. Integral to this is the cultural safety of our organisations, and through both pathways and support we seek to be a culturally safe space for Aboriginal and Torres Strait Islander peoples and businesses.

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.	May 2022	Group Shared Services Senior Accountant
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	July 2022	HR Manager, Global Product
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 2022	Group Shared Services Senior Accountant
	Investigate Supply Nation membership.	July 2022	Group Shared Services Senior Accountant
	Identify opportunities for collaborating with Aboriginal and Torres Strait Islander businesses in our marketing and product development activities.	June 2022	General Manager Coffee





## Governance and Tracking Progress

We will review existing systems, and establish new systems, to hold ourselves accountable as we implement this RAP and begin our reconciliation journey.

Action	Deliverable	Timeline	Responsibility
10. Establish and maintain an effective Reconciliation Committee to drive governance of the RAP.	Review Terms of Reference for the Reconciliation Committee.	April 2022	Group Shared Services Senior Accountant
	Establish Aboriginal and Torres Strait Islander representation on the Reconciliation Committee in preparation for the Innovate RAP	December 2022	General Manager, Coffee
	Form an Aboriginal and Torres Strait Islander Advisory Group that will assist us to implement our RAP and in our reconciliation journey	February 2022	General Manager, Global Communications
11. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	February 2022	General Manager, Coffee
	Engage senior leaders in the delivery of RAP commitments.	February 2022	General Manager, Coffee
	Define appropriate systems and capability to track, measure and report on RAP commitments.	April 2022	Product Manager
12. 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 2022	General Manager, Global Communications
13. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	July 2022	General Manager, Global Communications

### Contact Details

Name: Lucy Martyn

Position: General Manager, Global Communications

Phone: +61 2 9384 9605

Email: Lucy.Martyn@breville.com.au



.....

Working in food innovation and design, we seek a better understanding of Australia's food history. This of course means pursuing recognition of the long history of Aboriginal and Torres Strait Islander food knowledge and a better understanding of contemporary Aboriginal and Torres Strait Islander food cultures. We aim to use our passion for food thinking, and our core values to collaborate with and empower Aboriginal and Torres Strait Islander peoples to catalyse positive social change towards reconciliation in Australia.

.....







# Breville®

Document copyright © 2022 Breville

Artwork copyright © 2020 Lucy Simpson