

Qantas Reconciliation Action Plan

Second Report 2009 - 2010





The Indigenous motif on the cover and throughout this report represents elements of a new artwork designed for Qantas Reconciliation Programs by Gilimbaa, a company accredited by the Australian Indigenous Minority Supplier Council of which Qantas is a founding member.

These elements form part of the "Connecting Pathway" motif which symbolises the diversity of culture and walking together into a dynamic and integrated future. Reaching out to all areas of Australia and beyond - united in Story, united in Song, united in Spirit. It represents Qantas' role in reconciliation in Australia and the pathways and opportunities Qantas has and can create through its Reconciliation Action Plan.



Message from the CEO

Since committing to a Reconciliation Action Plan in November 2007 Qantas has learned important lessons and embraced new opportunities.

As you'll see in this report, we have made considerable progress: from promoting Indigenous cultures through our many information channels, to building partnerships with Indigenous arts and sporting groups, to growing and supporting our Indigenous workforce.

We have also learned things along the way. We know that reconciliation is a long journey, and that we are still in its early days. Without compromising our commitments, we've been ready to review and amend our activities to ensure we can achieve real and sustainable results.

As we look to the future, I am particularly pleased that Qantas has also embraced new reconciliation opportunities. As Australia's national carrier, Qantas is well-placed to forge innovative partnerships for reconciliation across business, culture and community spheres, and some exciting initiatives have been put in place over the past year.

We know that reconciliation will continue to need hard work and good will - and we are ready for the challenges. For Qantas, the Reconciliation Action Plan has proved an outstanding vehicle for change, for learning, for achievement, and for optimism about the future of our country.

Alan Joyce
CEO, Qantas
June 2010

Message from Reconciliation Australia

Reconciliation Australia congratulates Qantas on the release of their second RAP report.

The Reconciliation Action Plan (RAP) program is one of Reconciliation Australia's key strategies in closing the gap between Aboriginal and Torres Strait Islander people and other Australians. The program was developed to support organisations to contribute to reconciliation through clear actions within their normal business activities.

Qantas has been leading the way in developing a broad range of opportunities for both their company and other businesses to contribute to reconciliation.

The Qantas RAP demonstrates good practice in many ways, providing a sound model and invaluable lessons for other companies - and it is much more than an employment-based initiative. This RAP sees the development of broader, company-wide RAP projects that have led to stronger engagement with employees, customers and external partners.

One unique way Qantas has promoted reconciliation has been through the company's in-flight entertainment channels - including the filming of "Welcome to Country" with local Indigenous elders in Sydney, Darwin and Cairns for international arrivals.

Another very visible contribution, which comes to the heart of reconciliation by recognising the importance of understanding and respect, was the company's new promotional campaign which brought Aboriginal and Torres Strait Islander language and culture to a broader Australian and international audience.

We congratulate and thank Qantas for their leadership in promoting reconciliation and for the dynamic role played by their outstanding RAP team.

Reconciliation Australia looks forward to working alongside Qantas in the coming years to continue to provide strong leadership and a positive impact on reconciliation and closing the gap.

Mark Leibler AC
Co-chair

Mick Dodson AM
Co-Chair

Our journey so far

This is Qantas' second report on its Reconciliation Action Plan (RAP) following on from our RAP launch in November 2007 and our first report in May 2009. Qantas reports annually on the progress of its RAP during National Reconciliation Week (27 May - 3 June) each year.

The Qantas RAP outlines our company's commitment to building relationships for change between Aboriginal and Torres Strait Islander people and other Australians and highlights the ways in which our company is working toward building those relationships within our company, across our business and with our customers and our people.

This second report reflects on recent outcomes. It outlines where we have met commitments and areas we have identified we may need to revise or refine our approach. In the two and a half years since the Qantas RAP was launched, we have learned a number of lessons.

Qantas recognises the importance of partnering with other RAP organisations to enable us to meet or develop mutually beneficial RAP objectives and to undertake a coordinated approach to development of initiatives, particularly where our expertise or experience may be limited.

We also try to partner with organisations which have a wide reach into the Indigenous community and can bring strong elements of Indigenous culture and life to the broader community in general as a way of promoting support for reconciliation.

A key organisational change affecting our RAP commitments during the reporting year involved oversight and management of the RAP program moving into the Government and Corporate Affairs team in August 2009, from the Performance and Culture (Corporate HR team) which retained responsibility for Indigenous recruitment and Indigenous employee engagement initiatives across Qantas.

While Qantas recognises the importance of employment opportunities for Indigenous Australians, in this new era of reconciliation between Indigenous and non-Indigenous Australians, we are increasingly aware that there are many more opportunities where Qantas, as a company, can engage with and support Indigenous Australia.

The move internally of the RAP program management into Government and Corporate Affairs has enabled the development of broader RAP initiatives across the business at a much higher level than was able to be achieved previously. Second, it has led to a timely, appropriate and closer focus on non-employment related RAP initiatives and enabled stronger engagement with both internal business segments and external partners to drive development of these.

We have also learnt that it takes time develop appropriate systems and approaches to reach some of our aims, particularly in regard to employee support and career development.

Our report focuses on our achievements demonstrating where we have further developed and grown as a company in our support for reconciliation, but also recognises and acknowledges where we have more work to do.

We understand that a RAP is a living document and that other organisations can also learn from our journey - now heading into its third year. In moving forward and growing our RAP, we plan to include a number of new initiatives in our refreshed RAP which have been carefully developed in this RAP reporting year. Our RAP progress is measured in this report as follows;

- Achieved
- In Progress
- Revised

This report and the Qantas Reconciliation Action Plan is available on the Qantas website at Qantas.com/reconciliation.



Qantas recognised for its reconciliation work

In this reporting year, Qantas was publicly recognised for its contribution to reconciliation when it won the Established Business category of the Queensland Government's Reconciliation Awards for Business in July 2009.

The Awards recognise both businesses and community organisations that are taking positive steps in advancing reconciliation in the state of Queensland.

In winning its nominated category, Qantas was awarded \$5000. Qantas has invested those funds into a new opportunity to support education and learning opportunities for two Indigenous students researching Indigenous languages.

Our progress in 2009-2010



Respect

As an airline, Qantas is uniquely placed to bring Indigenous culture to the Australian and international travelling public and enable the broader community, our people and customers to gain knowledge and respect for Australia's Aboriginal and Torres Strait Islander history, culture and peoples. In this reporting year we have done so in a number of ways.

- Qantas developed "Welcome to Country" and "Acknowledgement of Country" protocols and guidelines. Qantas cabin crew undertook an "Acknowledgement of Country" on Qantas international flights arriving into Australia during Reconciliation Week and NAIDOC Week in 2009. In addition, Qantas employees were encouraged to undertake Acknowledgement of Country at key Qantas events where and when appropriate and have done so.
- Indigenous Cultural Awareness Workshops were held across a range of Qantas business areas including Corporate Services, Airport Services, Customer Service, Engineering Supply Chain and Freight. To further enhance their value, these workshops have been tailored for HR Managers, Managers/ Supervisors, Graduates and general employees across the business.
- The Indigenous intranet portal continues to evolve. A company-wide revision of the Qantas intranet system is currently underway across the business. We expect the intranet to be revised fully within the next reporting year.
- Each quarter Inflight Entertainment aired a range of Indigenous documentaries and films made by Indigenous film-makers and non-Indigenous film-makers along with interviews with Indigenous Australians on Aboriginal and Torres Strait Islander culture and themes.

"I took away a deeper knowledge of how historical issues have impacted Indigenous people today."

Qantas Participant

- The Qantas community celebrated Aboriginal and Torres Strait Islander culture within the organisation in 2009 - 2010 in a number of ways. Both Indigenous and non-Indigenous employees marked key events on the Indigenous calendar (eg Reconciliation Week and NAIDOC Week) across the business through events as diverse as morning/afternoon teas, barbeques and film screenings in their workplaces. Qantas also held an Indigenous speaker event in the Sydney corporate head office during NAIDOC Week which was well attended by Qantas employees.

Qantas Inflight Entertainment

One unique way that Qantas can engage our customers to promote shared pride in Indigenous culture is through Qantas' Inflight Entertainment (IFE) on board our domestic and international aircraft.

A key development this reporting year is IFE's inclusion of "Welcome to Country" with local Indigenous elders in Sydney, Darwin and Cairns for the Qantas International Inflight Arrival video guides. Other cities are to follow in the next reporting year.

Our inflight programs such as "Welcome Aboard" regularly feature some of our Reconciliation Action Plan (RAP) initiatives, for example the "AFL Kickstart Program". The "What's On" segment highlights key events on the Indigenous calendar and our "Destination Guides" include Indigenous activities available at key destinations. Our inflight radio programming includes an Indigenous music segment and interviews with Indigenous Australians on our inflight radio programs "Talking Business" and travel program "Up and Away."



Indigenous content has aired throughout the year and included all major Indigenous feature films recently produced in Australia such as "Samson and Delilah", "Bran Nue Dae" and "Stone Bros" and documentaries including "The First Australians", "Not a Willing Participant" about Qantas Foundation Art Award winner, Vernon Ah Kee, highlights of the NRL Allstars and Indigenous Allstars Rugby Game and "In A League of their Own" a three-part series about Indigenous AFL players. Other features included the story of Indigenous musician Gurrumul Yunupingu and the Indigenous translation in the Qantas "I Still Call Australia Home" campaign featuring the Gondwana National Indigenous Children's Choir.

"We feel respected and valued when we see Indigenous programs on Qantas inflight entertainment."

Indigenous customer's feedback through Reconciliation Australia.



- In each quarter, the Qantas Australian Way inflight magazine has reported a number of stories either on or incorporating Indigenous art, culture or tourism. The magazine also includes Indigenous events in the monthly "Diary" section when these occur.

- Qantas' partnership with Red Dust Role Models enabled three people from Qantas' Emerging Leaders Program to participate in visits to remote communities to foster two-way learning. Qantas is currently reviewing its leadership/community programs to further develop ways to expand such opportunities for others at Qantas.

"The experience was one that I will remember for a lifetime. Being a part of this has given me a great appreciation and a better understanding of the issues faced by remote Indigenous communities."
Qantas Participant

- The Qantas Reconciliation Action Plan Champions Awards is currently under review.

Maintaining Indigenous culture through language

The latest Qantas advertising campaign, launched in August 2009, with the Gondwana National Indigenous Children's Choir and use of a dialect of the Torres Strait Islands Kala Lagaw Ya language has brought a renewed focus on Aboriginal and Torres Strait Islander language in Australia.

Indigenous languages, many of which are becoming extinct, are important for keeping Indigenous culture strong. According to the Australian Human Rights Commission publication "Face the Facts", at the time of European settlement in 1788, it is estimated that there were around 250 Indigenous languages spoken. Only 18 languages are now considered strong and have speakers across all age groups and around 110 languages are still spoken by older people but can be considered endangered.

The "I Still Call Australia Home" campaign has been running for 10 years and is now widely recognised and associated with Qantas. The campaign presented a unique opportunity for Qantas to bring Indigenous language to a broader domestic and international audience and reflect Qantas' proud history of acknowledging Aboriginal and Torres Strait Islander culture.

Qantas consulted with the Torres Strait Islands traditional custodians of the dialect of the Kala Lagaw Ya language to obtain permission for use of the language and translation for the campaign. Qantas also consulted with the local Aboriginal custodians of the land in Western Australia to obtain permission for Torres Strait Islands language, as sung by lead chorister Tyus Arndt, to be sung on Aboriginal land.

Qantas has used the \$5000 funds it was awarded when the company won the Established Business category of the Queensland Government's Reconciliation Awards for Business in July 2009 to establish an award to support the maintenance and preservation of Indigenous languages.



Relationships

Qantas has sought to ensure our business reflects values of diversity and inclusion and ensure equality of access to our products and services. We encouraged partnerships between Indigenous and non-Indigenous Australians in a range of areas of business, industry, government and the community.

- Qantas became a founding member of the Australian Indigenous Minority Supplier Council (AIMSC) which was launched in September 2009. Through AIMSC, Qantas contributes to supporting Indigenous enterprise and economic development. Qantas is currently undertaking a procurement transformation program which will streamline its procurement to payment systems, processes, governance and reporting. These changes will be communicated to Indigenous suppliers as the program progresses.

Australian Indigenous Minority Supplier Council



Supporting Indigenous Enterprise

In Dec 2009, shortly after the launch of the Australian Indigenous Minority Supplier Council (AIMSC), Qantas became the first founding member in Australia to sign an agreement with an AIMSC supplier, Message Stick Communications, for teleconferencing services.

AIMSC is a 3 year pilot program aimed at fostering commercial relationships between Aboriginal and Torres Strait Islander (Indigenous) businesses and companies in Australia who have registered with AIMSC. Qantas' support for AIMSC contributes toward providing economic development opportunities for Indigenous Australians and further employment opportunities for Indigenous Australians through those Indigenous businesses.

"As an AIMSC member, and as a purchaser of Indigenous supplied goods and services, Qantas is leading the way in growing a prosperous and vibrant Indigenous enterprise sector. Without large iconic Australian companies like Qantas who are prepared to give Indigenous suppliers a go, Indigenous business would find it even more challenging to grow and sustain. Qantas and its people are valued members of the AIMSC team."

Natalie Walker, CEO, AIMSC

In March 2010, Qantas signed a second contract with Gilimbaa, an Indigenous creative design agency based in Brisbane, Queensland to design new artwork for the Qantas Reconciliation Program and to provide general mainstream design services across the Qantas business.

"Qantas has been a leader in recognising the importance of growing relationships between Indigenous and non-Indigenous Australia for some time. Qantas engaging Gilimbaa to create an artwork print representative of their Reconciliation Action Plan, not only supports a growing Indigenous business, but demonstrates their commitment to building relationships as an AIMSC member."

David Williams, CEO, Gilimbaa

- Our partnerships are designed to deliver and support Indigenous cultural programs and activities in the area of sport, performance and art in meeting our RAP objectives. The way we develop our partnerships is presently undergoing major changes at Qantas during the reporting period and will continue to do so in the next reporting period. In 2009-2010 we undertook a range of major initiatives as follows:
 - Qantas grew its partnership with the Australian Football League (AFL) to include the AFL's full suite of Indigenous programs which encourages sporting achievement and excellence in Indigenous communities across Australia. Qantas also donated \$50 for every goal kicked during the AFL's Indigenous Round, raising \$11,000 for "The Long Walk."
 - Our new partnership with the Gondwana National Indigenous Children's Choir enabled its participation in the new Qantas advertising campaign launched in August 2009 and performances in cities all around Australia.
 - Our support for Bangarra Dance Theatre, now in its tenth year, continues to enable the company to take its unique cultural expression to audiences across Australia and the world and to conduct workshops for Aboriginal children in the communities it visits.



- The winners of the Qantas Foundation Encouragement of Australian Contemporary Art Award in 2009 included Marina Murdilinga from the Northern Territory. In 2008, the Queensland award was won by Vernon Ah Kee who later exhibited at the Venice Biennale.
- In 2009 Qantas supported the National Gallery of Australia's first Indigenous Art Triennial "Culture Warriors" exhibition to travel internationally for the first time outside of Australia to Washington DC in the United States.
- In Australia, Qantas supported the exhibition by Indigenous photographer, Ricky Maynard, "Portrait of a Distant Land" at the Museum of Contemporary Art in Sydney which ran from June - August 2009.
- Qantas commenced a new partnership with the National Gallery of Victoria's Indigenous Galleries and renewed our partnership with the Yiribana Gallery at the Art Gallery of NSW.
- The Qantas Young and Emerging Indigenous Visual Arts Award was presented in 2009 and the prize was shared by two artists, one from the Torres Strait Islands and one from New South Wales. The two young artists used the funds from the award to further develop their learning and experience in their chosen medium.

Indigenous Galleries at the National Gallery of Victoria

Qantas has partnered with the National Gallery of Victoria (NGV) to support its Indigenous Gallery in Melbourne. This partnership furthers the company's commitment to supporting arts and cultural organisations across Australia.

In particular, Qantas' support for Aboriginal and Torres Strait Islander art is an important element of our Reconciliation Action Plan. Qantas' partnership with the NGV enables established Aboriginal and Torres Strait Islander artists to exhibit their work and share a unique artistic and cultural expression with the wider Australian community, while also inspiring and encouraging the next generation of Indigenous artists.

- Qantas awarded a scholarship to an Indigenous student at the University of NSW's Australian School of Business to support the student's degree studies.
- Qantas is the airline partner supporting two Indigenous students to travel to the UK to undertake postgraduate studies at Oxford University through the Charles Perkins Trust for Children and Students.
- Qantas provided airfares to the Menzies School of Health Research in Darwin to enable Indigenous Australians to travel from their communities to undertake the short training course "Promoting Health in Aboriginal and Torres Strait Islander Communities" at the School.
- Qantas met its aim to support indigenous enterprise through our partnership with Indigenous design agency, Gilimbaa in this reporting year. Gilimbaa was engaged to design a new Indigenous artwork for the Qantas Reconciliation Program, elements of which are used throughout this document and on the cover.



Opportunities

The number of Aboriginal and Torres Strait Islander Australians working at Qantas in this last reporting year has grown. While we aim to ensure that our Indigenous workforce is supported, engaged and provided with improved opportunities for career and skills development, some of these programs are undergoing refinement and new approaches are being developed in order to provide appropriate and improved opportunities for Qantas' Indigenous employees.

The Performance and Culture (HR) team retained responsibility for the Indigenous employment strategy, Indigenous employee engagement and career development.

- Qantas has increased the number of Indigenous Australians working in the company by 56% since the Reconciliation Action Plan was launched in November 2007. Qantas aimed to employ 300 Indigenous Australians by June 2010. At the end of the reporting period Qantas had 296 Indigenous Australians employed in mainstream roles such as cabin crew, customer service, ramp and baggage handling and in corporate areas. Of those, thirty-six are school-based trainees and four students are on university cadetships.

Respecting Indigenous culture and art

Qantas also supported Indigenous enterprise in the areas of tourism and art. Qantas aimed to encourage respectful travel in Indigenous communities and so included on our website a link to the brochure "Welcome to Country: Respecting Indigenous Culture for Travellers in Australia."

The interest in Aboriginal Art by international tourists led us to include a reference on our website to the Association of Northern, Kimberly and Arnhem Aboriginal Artists (ANKAA) and NT Government brochure published in four languages about the ethical purchase of Indigenous art, "Purchasing Aboriginal Art: A Consumer Guide."

Supporting the Torres Strait Islander community

Qantaslink provided the Torres Strait Islands community with support in holding key local community and cultural events across the region. These included a community barbeque event to celebrate the participation of Torres Strait Islander Gondwana Children's Choir members involvement in the new Qantas advertising campaign, the Torres Strait NAIDOC Ball and other local community initiatives.





Charcoal Lane

Qantas also partners with external organisations as a way to provide further employment opportunities for Indigenous Australians. Through a partnership with Mission Australia, the Qantas Foundation funded six traineeship places for a period of one year. The Charcoal Lane Program has been developed by Mission Australia in collaboration with the Victorian Government, Victorian Aboriginal Health Service and local Indigenous community groups.

The program provides opportunities for 42 youth (with around 50% being Indigenous) to undertake hospitality employment and training which is conducted through a social enterprise restaurant, Charcoal Lane, located in an iconic building in Fitzroy, Victoria. Opened in July 2009, the restaurant is expected to be generating sufficient profit by the end of year three (June 2012) to be self-sustaining in order to fund the program.

- The Qantas/IBM Indigenous IT initiative continues; with the new look Qantas Business Information Services (BIS) team committing to increasing the number of Indigenous Australians in IT through the employment of an Indigenous school-based trainee and a university cadet. Both students will participate in paid work experience whilst undertaking studies in IT. Recruitment for these positions is currently underway. Qantas and IBM are also in the process of developing an IT camp designed to encourage Indigenous school children to aspire to a career in IT.
- The quarterly newsletter for Indigenous employees is no longer produced. The focus is now moving toward engagement of Indigenous employees and building the network through regular email correspondence and key events such as the Indigenous Staff Forums to ensure Indigenous employees remain connected and informed. In the coming year, we also aim to integrate Indigenous content into Qantas' workforce-wide publications.
- The Qantas Buddy program is under review and a more structured approach is to be developed and made available to new and existing Indigenous employees for occasions where such a service is required.

- Quarterly Indigenous Staff Forums were held in Brisbane, Perth, Melbourne and Sydney during the reporting period enabling Qantas' Aboriginal and Torres Strait Islander employees to provide their feedback about working at Qantas and on Qantas RAP initiatives.
- In the reporting period, Qantas participated in 2 recruitment fairs to provide information about the Qantas RAP and employment opportunities in the Qantas Group (including Jetstar).

Engaging the Qantas community to support the Fred Hollows Foundation

Qantas aimed to engage our workforce in initiatives in support of reconciliation. One way in which we have done so is through the Qantas Foundation partnership with The Fred Hollows Foundation (TFHF). A co-branded online donation campaign "For Fred's Sake" aimed to encourage the Qantas community to donate online to the Qantas Foundation General Fund.

The Qantas Foundation matched these donations, dollar-for-dollar and the funds raised went towards supporting the work of The Fred Hollows Foundation in Australian Indigenous communities. TFHF's Indigenous programs focus on addressing the underlying causes of health inequity in remote Indigenous communities and assists community and health service organisations to build the capacity of Indigenous communities.

Separately, Qantas also provides spare amenity kits, when available, to The Fred Hollows Foundation which in turn are provided to Indigenous inpatients at hospitals in the Wollongong, Shell Harbour and Port Kembla regions in New South Wales.



The Qantas Foundation

For the first time, the Qantas Foundation and its support for Indigenous initiatives has been included in the annual Qantas Reconciliation Action Plan (RAP) report. The Qantas Foundation commenced operations in April 2008. In the first year, support for programs were under development - also the RAP's first reporting period - and we are now able to report on these as part of the Qantas RAP.

Landcare Australia

Through Landcare Australia in Darwin, Northern Territory, the Qantas Foundation supports a water quality monitoring program which is led by the local Larrakia people who use traditional ecological methods to study and understand the human impacts on local Darwin wetlands.

Flora and Fauna International Australia

The Qantas Foundation supports Fauna and Flora International Australia (FFIA) with a number of unique projects which focus on enabling Australia's Indigenous communities to combine traditional knowledge with current conservation practice.

FFIA projects which the Qantas Foundation supports aim to achieve Indigenous engagement in natural resource management through preventing the irreversible loss of invaluable Indigenous knowledge through an Emergency Knowledge Recording project, implementing natural resource management business development training and enabling community groups to combine modern business skills with natural resource management.

ABCN

The Qantas Foundation is a member of the Australian Business and Community Network (ABCN) and provides support in the area of education to improve opportunities for disadvantaged students and schools. This includes programs that mentor students and school principals and support reading and literacy for primary school students.

Two of the schools that the Qantas Foundation supports have high populations of Indigenous students. The specific programs supported by the Qantas Foundation include the SPARK reading program, where Qantas employees assist Year Two students with their reading and comprehension and Careers Choice Day, where a group of Year Ten & Eleven students are invited to Qantas to learn about the diverse career opportunities that are open to them upon leaving school.

Royal Flying Doctor Service

Qantas is a major partner of the Royal Flying Doctor Service (RFDS). Our support assists the RFDS with their invaluable work in providing an extensive healthcare network for those who live, work and travel in regional and outback Australia and remote communities.

For information about the Qantas Reconciliation Action Plan visit
[Qantas.com/reconciliation](https://www.qantas.com/reconciliation)

Qantas Reconciliation Programs
QCA8, 203 Coward St, Mascot NSW 2020

