



Reflect Reconciliation Action Plan

September 2021 - August 2022



Acknowledgement of Country



Struddys acknowledge the Elders, their families, and descendants of the Yugambah, Bindal, Wulgurukaba, Dharawal nations as Traditional Custodians of the land and waterways in Logan, Townsville and Wollongong – locations upon which our company operates. We acknowledge that the land and water is the place of age-old ceremonies of celebration, initiation and renewal for local Aboriginal and Torres Strait Islander people and that these lands continue to play a vital role in their lives.

Struddys extends the same acknowledgement and respect to Aboriginal and Torres Strait Islander people and communities across Australia where our stakeholders live, learn, and play sport.

Aboriginal and Torres Strait Islander peoples should be aware that this document contains images or names of people who have passed away.



Contents



- Contents..... 1
- Message from Chief Executive Officer..... 2
- Message from Chief Executive Officer (Reconciliation Australia)... 3
- Our Business..... 4
- Our Reconciliation Action Plan..... 6
- Our Partnerships/Current Activities..... 7
- Relationships..... 9
- Respect..... 10
- Opportunities..... 11
- Governance..... 12



A MESSAGE FROM OUR CHIEF
EXECUTIVE OFFICER

Ross Strudwick



I would like to begin by acknowledging the traditional owners of the land in which our four facilities reside: the Yugambah (Loganholme), Bindal and Wulgurukaba (Townsville), and Dharawal (Wollongong) people. To know where we are going, it is integral to know where we have come from. While I have always had deep respect for, and strong relationships with Aboriginal and Torres Strait Islander communities, it is with great pride that I formalise my commitment to Closing the Gap with Struddys first Reconciliation Action Plan (RAP).

Over the past 45 years Struddys staff have shared mutually respectful relationships with Aboriginal and Torres Strait Islander communities, born out of a love of sport and pride in who we are. Our involvement in Aboriginal and Torres Strait Islander communities is steadily growing stronger, as we have built genuine relationships with and provide apparel for important Indigenous organisations such as the Tagai Colleges, Institute of Urban Indigenous Health (IUIH), Deadly Choices, Murri Carnival, Koori Carnival and Arthur Beetson Foundation. A uniform is a symbol of unity; it is worn with pride, and represents the team or organisation wearing it. Struddys is proud to facilitate this symbol of unity in Aboriginal and Torres Strait Islander communities and understands the importance of story telling through authentic artwork and designs.

Aboriginal and Torres Strait Islander life expectancy is, on average, eight years less than non-indigenous peoples, year 12 attainment rates are 46% lower for First Nations students, and the unemployment rate is around 26% higher than non-indigenous peoples. Participation in sport, completion of education, and employment are proven to have a positive impact on physical and mental health, living standards, and life prospects. Our unique position as a fast-growing sporting, education, and corporate apparel business, gives us the opportunity to help Close the Gap by ensuring Aboriginal and Torres Strait Islander people have better access to sport, education, and opportunity for employment. Alongside our First Nations people, Struddys is committed to doing our part in Closing the Gap.

A MESSAGE FROM THE
CHIEF EXECUTIVE OFFICER,
RECONCILIATION AUSTRALIA

Karen Mundine



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

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



Our Business

Struddys has been operating as a retail and sporting apparel business for over 45 years. Ross Strudwick founded the company and grew it from a single retail store, to a leading manufacturer in sporting and school uniform apparel and merchandise. Struddys is proud to be an Australian owned, family-based business, with deep roots in our community. We are especially proud of our history of working closely with Aboriginal and Torres Strait Islander peoples across Australia. From the beginning, we have been heavily involved in grassroots sports and have since expanded into school and corporate apparel.

As a company, we are constantly looking for ways to improve our impact in the community. Struddys donates apparel to communities who desperately need it, including the Kaurareg People of Thursday Island. We also provide many sponsorships to sporting clubs, schools, and organisations, and sponsor First Nations events such as Murri Carnival, Koori Knockout, and Deadly Choices 10-year gala. We believe in investing in our Aboriginal and Torres Strait Islander communities and young people, as that is where a brighter future lies, and is one small action we can take on our reconciliation journey.

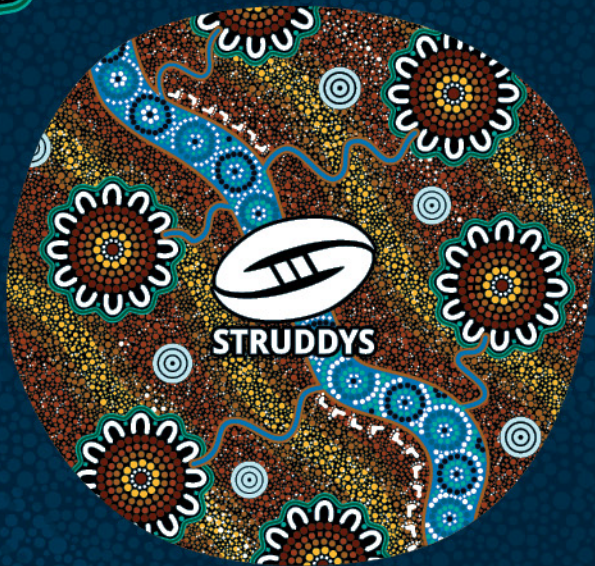
In our 45 years we have developed a reputation as a market leader in quality, design, and supply. Our strength comes from our multicultural team of employees. The Struddys workforce is made up of 65 people from all over the world, including Samoa, New Zealand, India, Pakistan, Indonesia, Vietnam, Cambodia and Russia. In addition, 11% of our staff are of Aboriginal and Torres Strait Islander heritage. These employees work in all major facets of the business including:

- Sales
- Production
- Logistics
- Warehousing
- Reception
- Graphic Design
- Marketing
- IT
- Human Resources

Struddys is committed to working in partnership with our Aboriginal and Torres Strait Islander community to achieve equal opportunity in our workforce. The Struddys work environment is dynamic and constantly changing, and for this reason, Struddys is simultaneously committed to employing more Aboriginal and Torres Strait Islander people, advancing their skills, and promoting them to leadership positions.

Furthermore, Struddys currently supplies all educational sectors (government, catholic and independent) with team uniforms, senior jerseys, PE uniforms, and formal uniforms. Our exceptional service has helped us develop strong relationships with all school Principals we deal with. We hope to use our reach in this sector to improve outcomes for Aboriginal and Torres Strait Islander students.

It is with gratitude and pride that Struddys is able to use its connection to sporting communities, education providers, and Australian skill development initiatives to accelerate our reconciliation with Aboriginal and Torres Strait Islander peoples. Our RAP Working Group (RWG) is entrusted with the responsibility to achieve its deliverables meaningfully and in the nominated timeframe.



Artwork By Brenton Bowen



Artwork By Beenleigh State High School



Artwork By Daniel Evans



“

A reconciliation movement allows both indigenous and non-indigenous people to find a future in our nation from a position of strength and respect. I see it as the one way in which our nation can go forward and deal with the indigenous issues that were caused in the previous 200 years. Companies like Struddys are on the ground. It's what people see as they go about their normal business. When they see a company like Struddys actively supporting our nations reconciliation movement, people on the ground see reconciliation as part of our nation's development.

”

Ted Williams





Our Reconciliation Action Plan



This RAP is an open and formalised plan that documents our reconciliation journey. In actioning Struddys RAP, all Struddys staff, including members of senior management, and the RWG, will actively take part in this reconciliation journey alongside of our First Nations people. Struddys strong governance has played a vital role since the inception of the RAP and continues to ensure the actions and deliverables are being implemented by the group.

The Struddys RAP Working Group:

Ross Strudwick
Owner

Lisa Strudwick
RAP Champion

Michael Rasmussen
General Manager

Norm Clarke
Community Cultural Advisor - Kanolu Elder

Karla Thompson
Community Cultural Advisor - Gureng Gureng woman

Felisha Elworthy
Sales Representative – Badu Island woman

Johnny Brown
Lead Sublimator – Kamilaroi man

Sarah Zillman
Executive Administrator

Nishant Raja Sekharan
Marketing

Our RAP champion, Lisa Strudwick, delivers a report on the progress of our RAP at monthly board meetings to ensure the timely implementation of our desired outcomes. Struddys Board of Directors represents management at the highest level in our organisation; keeping them informed demonstrates our commitment to fulfilling our role in Closing the Gap.



Partnership and Current Activities

PARTNERSHIPS

Over the years Struddys have developed informal and formal partnerships with Aboriginal and Torres Strait Islander communities, businesses, organisations, sporting entities and individuals. These partnerships account for a significant portion of Struddys business.

Some of our current partners include:

- The Institute of Urban Indigenous Health (UIIH) including Deadly Choices programs
- Department of Education, Training and Employment (DETE)
- Arthur Beetson Foundation
- Matty Bowen Foundation
- Jonathon Thurston Foundation
- NRL Indigenous Round
- Queensland Murri Carnival
- New South Wales Koori Carnival



CURRENT ACTIVITIES

Struddys also sponsors and provides resources for a number of sporting events including but not limited to:

- Australian Schoolboys Rugby League
- Queensland Rugby League Murri Carnival
- NSW Rugby League Koori Cup.
- Queensland State School Sports (QSSS)
- Queensland Independent Secondary Schools Netball (QISSN)
- Queensland Independent Secondary Schools Rugby League (QISSRL/ Confraternity)
- Arthur Beetson Foundation
- Indigenous Gold Days
- 3 on 3 Basketball
- Indigenous Netball





Relationships



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify and develop relationships with people of influence within the Aboriginal and Torres Strait Islander sporting community across Australia.	August 2022	General Manager
	Research best practice and principles that ensure sustainable partnerships with Aboriginal and Torres Strait Islander stakeholders and communities.	August 2022	Sales Representative
2. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	September 2021	Executive Administrator
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	August 2022	Owner
	Identify like-minded organisations with RAPs that we can approach to collaborate with on our reconciliation journey.	August 2022	Owner
3. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	August 2022	General Manager
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	November 2021	General Manager
4. Build awareness through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to staff.	May 2022	RAP Champion
	RAP Working Group members to participate in an external NRW event.	May 2022	Community Cultural Advisor
	Encourage staff to participate in external NRW events to recognise and celebrate reconciliation.	May 2022	Executive Administrator



Respect

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, history, knowledge, and rights through cultural learning.	Conduct a review of cultural learning needs within our organisation.	November 2021	RAP Champion
	Provide formal training resources for staff to increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, history, knowledge and rights within our organisation.	March 2022	RAP Champion
6. Respect Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Facilitate engagement between local Traditional Owners and Elders, and staff members to enable development of local connections with the community.	August 2022	Owner
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country.	August 2022	RAP Champion
7. Build awareness through celebrating NAIDOC week.	Circulate NAIDOC resources and reconciliation materials to staff.	July 2022	Sales Representatives
	RAP Working Group members to participate in an external NAIDOC event.	July 2022	Community Cultural Advisor
	Encourage staff to participate in NAIDOC events to recognise and celebrate NAIDOC Week.	July 2022	Sales Representatives



Opportunities



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Expand Struddys School-Work Traineeship program for Aboriginal and Torres Strait Islander students in our local community.	August 2022	General Manager
	Provide professional development opportunities for Struddys Aboriginal and Torres Strait Islander staff.	August 2022	General Manager
	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	August 2022	General Manager
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Scope and review Aboriginal and Torres Strait Islander owned businesses that could work with Struddys as suppliers.	August 2022	General Manager
	Complete application process for Supply Nation membership.	August 2022	General Manager
	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	August 2022	General Manager





Governance

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Maintain a RWG to govern RAP implementation.	August 2022	Owner
	In consultation with Executive Administrator and Community Cultural Advisor, draft a Terms of Reference for the RWG.	February 2022	RAP Champion
	Maintain Aboriginal and Torres Strait Islander representation on the RWG.	August 2022	Owner
11. Provide appropriate support for effective implementation of RAP commitments.	Review resource needs for RAP implementation.	February 2022	RAP Champion
	Engage senior leaders in the delivery of RAP commitments.	September 2022	Owner
	Review appropriate systems and capability to track, measure and report on RAP commitments.	February 2022	Executive Administrator
12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Contact Reconciliation Australia to ensure that our primary and secondary contacts are up-to-date to ensure we are receiving important correspondence.	June 2022	RAP Champion
	Follow up with Reconciliation Australia if we have not yet received our unique reporting link to participate in the RAP Impact Measurement Questionnaire.	August 2022	
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	September 2022	RAP Champion
13. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP	May 2022	





Brenton Bowen Artwork

This painting is based around the Ross River which flows through Townsville. Creeks come off the river and connect to a sport that feeds into the community. The green around each sport represents the grassroots nature of the sport being played, and what lies at the heart of the Struddys brand. The boomerangs symbolise players who move onto bigger dreams but always have their foundations to return to. The browns and golds represent the colours of communities and the solid blue circles are the meeting places.

Beenleigh State High School Artwork

Artist Phyllis Maher, a 17 year old student who attends Beenleigh State High School has noted the river as depicting the flow of life, and rocks symbolising the bumps in one's journey. The stars depict connections to, and guidance from ancestors. The Eagle depicts a local totem of the Yugumbeh people and Beenleigh SHS. It is a symbol associated with learning and aspiring; and links ancient Yugumbeh learning to Beenleigh SHS's motto, Semper Altiora – to aim higher. The Gathering Circles represent connections among people all over the land.

Koori Connections – Daniel Evans

This painting covers both city and country regions in New South Wales. The centrepiece represents players from both regions, circled together. The diverse players are the grassroots of the community and it is from here, that everything stems. The two hands symbolise both mobs – city and country. From the Blue Mountains in the south, to the Tweed River in the north, all teams are supported by Struddys Apparel.

CONTACT DETAILS

Name: Lisa Strudwick
Position: RAP Champion
Phone: 0429 776 787
Email: lisa@struddys.com.au

