



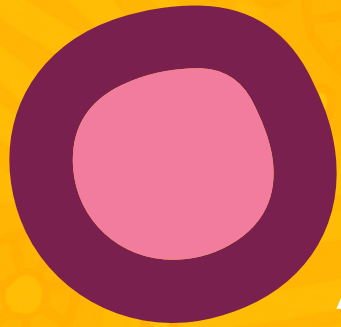
# MECCA



RECONCILIATION  
ACTION PLAN

REFLECT

MAY 2023 – MAY 2024



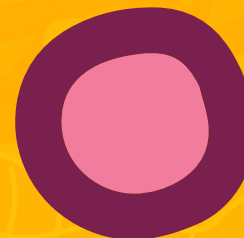
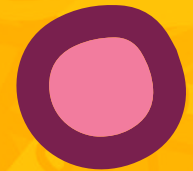
# ACKNOWLEDGEMENT OF COUNTRY



We commit to being allies and to working in solidarity with First Nations people.

We recognise their ongoing connection to this beautiful country, with knowledge and stories that have been handed down over the past 60,000 years. We're inspired by the power and resilience of First Nations women and girls, and pay our respects to the strong matriarchal role models who continue to guide them, and to Elders, past and present.

We acknowledge that the land on which we live and work always was, and always will be, Aboriginal Land.



# MESSAGE FROM JO AND PETE



## MECCA CO-CEOS

Jo Horgan and Peter Wetenhall

We created MECCA to be a place where women could thrive and where everyone felt included.

In the 25 years since we opened our first store, and as immigrants to Australia, we've been on our own journey to learn more about the histories and cultures of First Nations people, and what it means to live on this beautiful land.

We are grateful to live on Wurundjeri Country, and to have built and grown our business on First Nations land across Australia.

MECCA has grown from one small store with a handful of team members, into a beloved beauty brand with stores and team members across Australia. We are proud of this journey, and take seriously our responsibilities as an employer, and as a voice for respect and inclusion in all the communities in which we operate.

We believe that everything starts with education, and this forms a big part of our first Reconciliation Action Plan. We will continue to educate ourselves, and our teams, on the histories of First Nations people, making sure we're always acknowledging and respecting their cultures.

Women make up more than 94 percent of our team members and the huge majority of our customers, and so it is perhaps no surprise that we want to be a driving force in gender equality. Through MECCA M-POWER, our social change initiative, we are proud to partner with four First Nations organisations working to advance equality and opportunity for women and girls. We see our role being to amplify the voices, opportunities and achievements of First Nations women and girls, and to walk beside them as allies.

While we're proud to introduce our first Reconciliation Action Plan, we are also very mindful that our commitment to First Nations people needs to be more than words on paper. It needs to be meaningful and lasting, and that is exactly what we intend this plan to be.

We look forward to building on the work we've already begun and seeing this plan come to life. But we know our work doesn't end here – we will never stop proactively working to do better and be better.

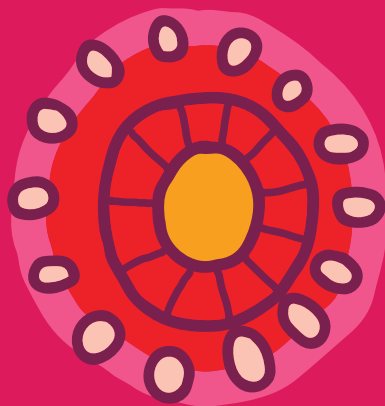


# A MESSAGE FROM RECONCILIATION AUSTRALIA



CHIEF EXECUTIVE OFFICER

Karen Mundine



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

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





Mimal Rangers, supported by M-POWER partner, The Karrkad Kanjdji Trust, Kaitlin and Josephine ready to start cool burning Country.





The MECCA x NGV Holiday Collaboration 2021 celebrated the artistic talents of Southern Kaantju/Umpila artist, Naomi Hobson.

## OUR BUSINESS

Since opening our doors in Melbourne in 1997, MECCA has redefined the Australian and New Zealand beauty landscape, championing retail innovation and delivering the ultimate beauty experience to customers. From that very first day, our aim has been to help people to look, feel and be their best.

Over the past 25 years, we've grown to become Australia's largest prestige beauty retailer, serving more than four million customers each year. With more than 100 stores across Australia and New Zealand, as well as online stores in both countries and T-Mall global in China, we offer the best in beauty with an exclusive edit of products from over 200 international and local luxury brands.

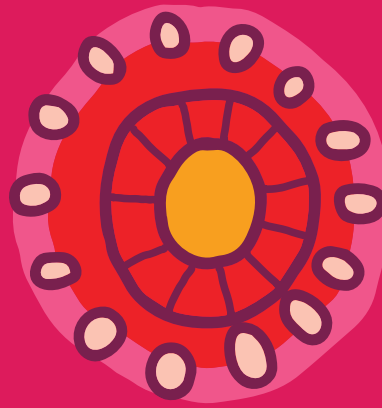
Today, MECCA has a growing team of around 6,000 team members in Australia, working across our Support Centre and Distribution Centre on Wurundjeri Land, and our stores in every state and territory. Of the team members who have voluntarily disclosed their data, we know that at least 56 of our team members identify as Aboriginal and/or Torres Strait Islander people.



ALMOST  
100 STORES

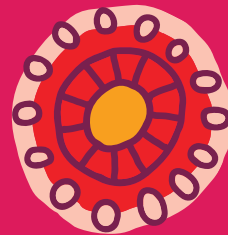


## A woman with dark hair tied back, wearing a light-colored button-down shirt, is focused on cutting a piece of green paper with a pair of blue-handled scissors. She is seated at a white table. Beside her, a young man with curly brown hair, wearing a dark shirt and a black wristwatch, is also working on the project. The table is cluttered with various items: two clear plastic water bottles, a white mug with a cartoon character, a green marker, a small bowl of white powder, and several colorful gift bags. One bag is red with a yellow and orange abstract design, and another is red with a black and white polka-dot pattern. In the background, there are more gift bags, including one with a red and yellow design, and a box of M&amp;M's candies. The setting appears to be a classroom or a workshop.



Our Reconciliation Action Plan artwork was co-created by ingenious studios and participants of IndigeDesignLabs, a unique program in Cairns providing opportunities and skills to young Aboriginal and Torres Strait Islander creatives. During the design process, MECCA's Head of Creative Services and her team also flew from Melbourne to Cairns to meet the three designers and run tailored workshops with 13 students aged between 13 and 22 from IndigeDesignLabs.

Over an eight-week design process, we introduced the participants from IndigeDesignLabs to MECCA's values, vision and aspirations for reconciliation. We then asked them to create visual elements to symbolise MECCA's identity and illustrate the diversity of First Nations people and cultures throughout Country.



“It was such an uplifting experience for the students from IndigeDesignLabs to have the MECCA team visit and have the opportunity to design something so meaningful for MECCA.”

Leigh Harris, Founder IndigeDesignLabs

# THE DESIGN

Co-created by the team at IndigeDesignLabs and ingeous studios, the MECCA Reconciliation Action Plan design uses modern Aboriginal and Torres Strait Islander design elements to represent the work of MECCA in community building and in respecting and acknowledging Aboriginal and Torres Strait Islander people and cultures.

In the early stages of the design process, two young designers collaborated to come up with one of my favourite elements of the design, MECCA's reconciliation butterfly icon. This symbolises the transformative process of reconciliation, representing both beauty and rebirth. While one young designer came up with the graphic elements within the butterfly's wings that represent significance to Country and healing waterways, the other had the brilliant idea to turn MECCA's iconic lips on their sides to create our beautiful butterfly.

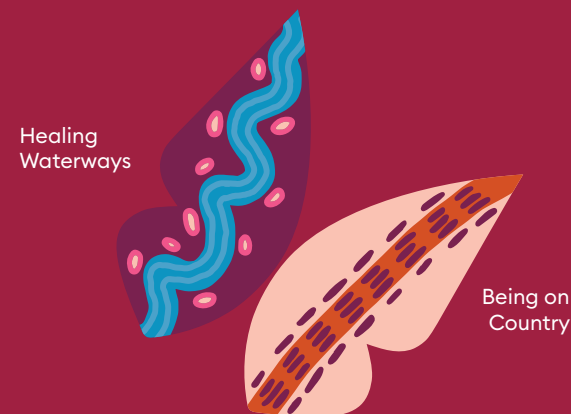
The MECCA butterfly emphasises the importance of "Truth Telling" and respecting Aboriginal and Torres Strait Islander cultures in healing process. The background of the design pays homage to the diversity of Aboriginal and Torres Strait Islander cultures and Country, while incorporating stylised MECCA symbols, such as the heart and eye, which represent MECCA's work and dedication to building a brighter future for our young people through knowledge sharing, respect, recognition, and opportunity building.

Leigh Harris \ Sheree Jacobs \ Tarquin Singleton \ Jamaylya Ballangarry-Kearins  
Janice Ghee \ Lalawa Donigi-Bedford \ Samara Francis \ Siuai Donigi-Bedford  
Chenae Dempsey \ Leonardo Robinson \ Norah Schlesak \ Kalani Mentha  
Shakia Levers \ Sina Mahina



Leigh Harris, Creative Director, ingeous studios

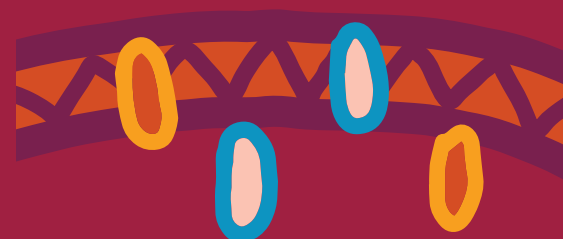
## Primary design elements



The butterfly symbol of beauty, rebirth, healing. The simple patterns are symbols of connection and respect for Country and acknowledgement of Aboriginal and Torres Strait Islander peoples inherent connection to the land and waters throughout Australia.



These elements are symbolic of the communities, which MECCA works with throughout Australia, both (Indigenous and non-Indigenous), through its social programs, in particular M-POWER.



Connected communities and individuals empowered through MECCA's social commitment to changing lives of today and tomorrow.

# OUR RECONCILIATION ACTION PLAN

We acknowledge that the concept of reconciliation is challenging due to the historical injustices that have been, and continue to be, committed against First Nations people and the ongoing impacts of this.

However, we remain hopeful that we can positively contribute to the national vision of reconciliation and the wider journey towards healing through the way we do business at MECCA.

We know that our presence and influence within the Australian beauty industry is powerful, and we don't take this lightly. We also know that our role in reconciliation extends beyond employment and representation - it's also about actively caring for Country and our community through being an environmentally and socially sustainable business.

To date, we have sought to show our support for First Nations initiatives through various partnerships within the beauty and arts industries, and through supporting First Nations organisations to continue their impactful work within the community. We've also focused on providing our team members with multiple opportunities to engage with cultural education as we understand that truth telling must precede any efforts towards reconciliation.

While these activities to date are important steps, we recognise the need for a systemic approach to ensure that these practices and more are widely and sustainably embedded in the way that we do business. We appreciate the expertise and leadership of Reconciliation Australia in identifying pathways to truly progress towards a just, equitable and reconciled Australia. We believe that creating and implementing a Reconciliation Action Plan will set strong foundations for achieving incremental change across the identified five dimensions of reconciliation: historical acceptance; race relations; equality and equity; institutional integrity and unity.

Our RAP will be driven and supported by our RAP Champion, Vanessa Freeman, MECCA's Chief People Officer.





# OUR JOURNEY SO FAR

Official opening of MECCA's renovated Support Centre in July 2022, which included a Welcome to Country by the Djirri Djirri, Wurundjeri women's dance group.



Carla Rogers and Auntie Munya, Directors of Evolve Communities, one of MECCA's education partners.

“If you take care of Country,  
Country will take care of you.”

Auntie Munya Andrews

## Supporting our team members to learn about First Nations people and cultures

We're always looking for new ways to collaborate with and elevate First Nations knowledges, stories and representation in everything that we do at MECCA.

We know that education is at the heart of change. We have so many opportunities to empower our team members to learn more about First Nations histories and deepen their understanding of reconciliation.

This includes:

- We encourage our team members to do an Acknowledgment of Country at the start of all major meetings and events. To support this, we've created internal education on how to Acknowledge Country with founder and CEO of Common Ground, Rona Glynn-McDonald.
- In 2022 we opened our new Support Centre Office in Narm with a Welcome to Country, smoking ceremony and traditional dance by the Djirri Djirri dancers who are the only Wurundjeri female dance group, and also Traditional Custodians of Narm.
- We acknowledged National Reconciliation Week in 2022 with impactful internal education delivered by Evolve Communities. We listened to powerful stories from Auntie Munya and Carla Rogers and learned more about how we can contribute towards reconciliation as a collective and as individuals. We continued this partnership with Evolve Communities into 2023.
- We recognised NAIDOC Week 2022 by celebrating First Nations models, creatives and role models that we've been lucky to work with over the past year. We also heard from Teagan Cowlshaw from First Nations Fashion + Design who spoke to the importance of supporting First Nations creatives and the impact that this has within the wider community.

And we're committed to building on this in 2023 and beyond.



# MECCA MAX x Global Indigenous Runway

One of MECCA's brands, MECCA MAX collaborated with the Global Indigenous Runway as its official beauty partner in 2019. This opportunity involved providing in-house artistry training to several Indigenous makeup artists and working backstage supporting them at the runway event. The runway saw 10 Indigenous designers show their latest designs to new audiences, which included elaborate prints, artfully dyed fabrics and fringed elements that nodded to nature. The designers and models hailed from Australia, New Zealand, Samoa, Canada and The Philippines. The runway included cultural performances from Polynesian dancers, Native American drummers and Aboriginal didgeridoo players.

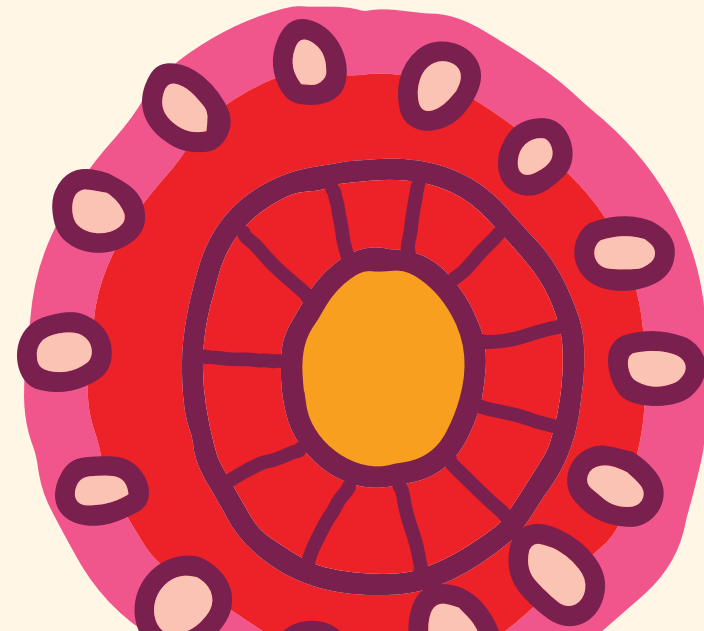
This collaboration provided MECCA makeup artists with the unique opportunity to immerse themselves in several Indigenous cultures and truly see the importance of representation in beauty both on and off stage.

## Driving representation of First Nations people in the beauty industry

With over 1.5 million followers across MECCA's social media channels and a wide readership of MECCA's 'The Memo', we have a powerful platform to elevate First Nations people and their stories.

We're consistently working to increase representation of First Nations models, influencers and role models within our content. Some of the First Nations role models we have featured in The Memo include: award-winning poet, Evelyn Araluen; AFLW Superstar, Ashanti Bush; Creative Director of Going North, Nina Fitzgerald; Founder and CEO of Common Ground, Rona Glynn McDonald; Founder of Indigital, Mikaela Jade.

In 2022, we continued our partnership with First Nations Fashion + Design for the closing runway show at Afterpay Australian Fashion Week. We also proudly participated in a shadow program opportunity whereby an incredible First Nations makeup artist worked alongside our Head of Artistry for 12 weeks in the lead up to the runway.







Naomi Hobson, 2021 Holiday artist.

## NGV x MECCA - Addressing the gender divide in the arts

Beauty and art go hand in hand at MECCA, inspiring so much of what we do. Since 2015, MECCA has combined this love for art with our commitment to empowering women and supporting emerging talent. Each year, MECCA collaborates with an Australian female artist to create our coveted holiday packaging. This artwork is displayed in more than 100 stores across Australia and New Zealand, which is seen by millions of shoppers between the October to January period.

Our 2017 holiday packaging was designed by First Nations artist, Claudia Moodoonuthi. The inspiration behind the design was based on Moodoonuthi childhood's home – she would take notice of every colour in the ground and soil. The holiday packaging design was bright and rich in colour and creative spirit.

Most recently, in 2021, we collaborated with Southern Kaantju/Umpila artist, Naomi Hobson, who uses her artwork to express her and her ancestors' connection to their traditional lands through a vivid colour palette and abstracted forms.

“Working with MECCA, has given more depth to my voice... I’m representing my life in this collaboration. I see my rivers, I see my grasslands, I see the characters of my people, and through the brushstrokes, I can see my Country.”

Naomi Hobson, 2021 MECCA Holiday Artist

# MECCA M-POWER – championing equality and opportunity for women and girls

MECCA M-POWER is a social change movement, which exists to champion equality and opportunity for women and girls.

Education is where it all starts, and since 2019, we have supported 10,000 girls in Australia and sub-Saharan Africa to complete secondary school.

As part of that, we partnered with Stars Foundation to support First Nations girls and young women across Australia to attend and remain engaged in school, complete Year 12 and move into full-time work or study. Since 2019, M-POWER has supported 548 Stars students to complete Year 12 across Australia and donated over \$2 million to the organisation, making us Stars' largest corporate supporter in 2022.

As we look to the future of M-POWER, we're excited to be expanding the scope and reach of our support to more First Nations-focused not-for-profits. Whilst we will continue our support for Stars Foundation, we're proud to support three other organisations, each with a focus on advancing equality and opportunity for First Nations women and girls in Australia. This includes:

- Children's Ground, a First Nations organisation working with entire communities over a 25-year period to make real and lasting change through learning, health, culture, community and economic development.
- Indigenous women's ranger programs through the Karrkad Kanjdji Trust, enabling women to protect, restore and enhance the unique natural environment of West and Central Arnhem Land.
- First Australians Capital which supports First Nations enterprises to accelerate business growth and secure economic independence.


We'll be investing over \$1.75m across these organisations over the next three years and helping them increase their impact on the communities in which they operate.



Niyoka Bundle - Founder of Pawa Catering and Taka Gin Co, supported by First Australians Capital.

# M-POWER



A photograph of four young women, likely First Nations, jumping joyfully on a sandy beach. They are all wearing dark blue polo shirts with the Stars Foundation logo and patterned designs, and dark shorts. The woman on the far left is making a peace sign with both hands. The woman on the far right has her arms raised in a celebratory gesture. The background shows a clear blue sky and a distant shoreline with hills.

“Stars continues to expand to support more First Nations girls and young women. We are now supporting over 2,500 First Nations young women with culturally safe and intensive mentoring. We wouldn’t be able to do this without MECCA’s ongoing invaluable support and we wholeheartedly thank the entire MECCA team.”

Andrea Goddard, Founder & CEO, Stars Foundation

Students from Stars Foundation.





# OUR RECONCILIATION COMMITMENTS



## RELATIONSHIPS

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
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 and the beauty and retail industries.	November 2023	Lead: Head of People and Education – Support Centre Inclusion & Diversity Lead
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	November 2023	Lead: Head of Press, Partnerships & Brand Experience Support: Head of People and Education – Support Centre Inclusion & Diversity Lead
	Maintain and strengthen our current relationships with Karrkad Kanjdji Trust, Children’s Ground, Stars Foundation and First Australians Capital.	Ongoing To be reviewed in August 2023	Lead: M-POWER Manager
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia’s NRW resources and reconciliation materials to our team members.	May 2023	Lead: Chief People Officer Head of Sustainability & Communications
	RAP Working Group members to participate in an external NRW event.	27 May- 3 June, 2023	Lead: Chief People Officer
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May- 3 June, 2023	Lead: Chief People Officer
	Organise at least one internal NRW event each year.	27 May- 3 June, 2023	Lead: Head of Sustainability & Communications Inclusion & Diversity Lead



## RESPECT

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
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, knowledges, and rights within our organisation.	September 2023	Lead: Inclusion & Diversity Lead
	Conduct a review of cultural learning needs within our organisation.	October 2023	Lead: Chief People Officer Head of MECCAiversity
	Explore cultural learning opportunities for team members.	October 2023	Lead: Chief People Officer Head of MECCAiversity
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.	August 2023	Lead: Chief People Officer Support: Inclusion & Diversity Lead
	Increase team members' understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	August 2023	Lead: Head of MECCAiversity Inclusion & Diversity Lead
	Continue to encourage team members to include an Acknowledgement of Country or other appropriate protocols at the commencement of important meetings.	August 2023	Lead: Chief People Officer Inclusion & Diversity Lead





## RESPECT

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our team members about the meaning of NAIDOC Week.	June 2023	Lead: Head of Sustainability & Communications Inclusion & Diversity Lead
	Introduce our team members to NAIDOC Week by promoting external events in our local area.	June 2023	Lead: Head of Sustainability & Communications Inclusion & Diversity Lead
	RAP Working Group to participate in an external NAIDOC Week event.	First week in July 2023	Lead: Chief People Officer Support: Inclusion & Diversity Lead
Increase the visibility and promotion of Aboriginal and Torres Strait Islander cultures, designers and artists through our work	Continue to elevate the profiles of First Nations models, creatives and designers through our public platforms and social media.	December 2023	Lead: Head of Content and Editorial Strategy Head of Creative
	Explore opportunities to further work and partner with First Nations models, designers and artists.	December 2023	Lead: Head of Procurement Head of Press, Partnerships & Brand Experience



## OPPORTUNITIES

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
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.	January 2024	Lead: Head of Talent Acquisition Support: Inclusion & Diversity Lead
	Build understanding of current Aboriginal and Torres Strait Islander team members to inform future employment and professional development opportunities.	January 2024	Lead: Chief People Officer
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.	January 2024	Lead: Head of Procurement Support: Inclusion & Diversity Lead Sustainability Specialist
Increase the visibility and promotion of Aboriginal and Torres Strait Islander cultures, designers and artists through our work	Investigate Supply Nation membership	June 2023	Lead: Head of Procurement Head of Press, Partnerships & Brand Experience



## GOVERNANCE

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	August 2023	Lead: Chief People Officer
	Draft a Terms of Reference for the RWG.	August 2023	Lead: Inclusion & Diversity Lead
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	August 2023	Lead: Inclusion & Diversity Lead
Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	August 2023	Lead: Chief People Officer Support: Inclusion & Diversity Lead
	Engage senior leaders in the delivery of RAP commitments.	August 2023	Lead: Chief People Officer
	Define appropriate systems and capability to track, measure and report on RAP commitments.	August 2023	Lead: Head of People and Education – Support Centre Inclusion & Diversity Lead Support: Sustainability Manager
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.	30 September 2023	Lead: Inclusion & Diversity Lead
Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia’s website to begin developing our next RAP.	January 2024	Lead: Inclusion & Diversity Lead



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MECCA