

THE QANTAS GROUP FIRST NATIONS STRATEGY

The graphic below demonstrates how each focus areas will come together to deliver on our vision for Reconciliation.

VISION FOR RECONCILIATION

A shared national identity that celebrates the knowledge and cultures of First Nations peoples
Achieved through social, economic and cultural inclusion of First Nations people

PILLAR	Sustainable Careers	Supplier Diversity	Customer Experience	Community Engagement
OBJECTIVE	Increase First Nations representation across our workforce by providing meaningful and sustainable careers	Support First Nations economic inclusion by increasing the diversity of our supplier base	First Nations cultures and experiences are amplified throughout the customer journey	Grow and strengthen the reconciliation community
KEY STRATEGY AREAS	<ul style="list-style-type: none"> - Attraction - Engagement and Retention - Development 	<ul style="list-style-type: none"> - Supplier Sourcing and Development - Operational Framework 	<ul style="list-style-type: none"> - First Nations Principles / Protocols - First Nations Connections - First Nations Customer Base 	<ul style="list-style-type: none"> - Awareness and Advocacy - Networking - Community support - Feedback
OUTCOMES	<ul style="list-style-type: none"> - Increased First Nations employee representation and retention - Increased First Nations leadership representation - Improved reputation with tangible outcomes 	<ul style="list-style-type: none"> - Increased First Nations supplier spend (1st and 2nd Tier) - Diversified supply chain - Improved reputation with tangible outcomes 	<ul style="list-style-type: none"> - Increased visibility of First Nations culture and stories across our customer journey - Dedicated First Nations customer base - Increased customer engagement with First Nations organisations 	<ul style="list-style-type: none"> - Increased awareness of Qantas First Nations activity - Increased shared value from Qantas First Nations partners - Increased engagement in First Nations initiatives from Qantas partners - Seen as a leader for First Nations rights



Cultural Learning Framework

OBJECTIVE

Foster awareness, understanding and appreciation of First Nations knowledge, cultures, histories and rights

KEY STRATEGY AREAS

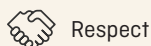
Policies and Protocols

Training and Education

Employee Engagement

Reporting and Accountability

Underpinned by the Qantas' First Nations Engagement Principles



Respect



Consultation



Empowerment



Equitable Partnerships



Protection