THE QANTAS GROUP FIRST NATIONS STRATEGY

The graphic below demonstrates how each focus areas will come together to deliver on our 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

VISION FOR RECONCILIATION

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

Attraction
Engagement and Retention
Development

Supplier Sourcing and Development
Operational Framework

First Nations Principles / Protocols
First Nations Connections
First Nations Customer Base

Awareness and Advocacy
Networking
Community support
Feedback

OUTCOMES

Increased First Nations employee representation and retention
Increased First Nations leadership representation
Improved reputation with tangible outcomes

Increased First Nations supplier spend (1st and 2nd Tier)
Diversified supply chain
Improved reputation with tangible outcomes

Increased visibility of First Nations culture and stories across our customer journey
Dedicated First Nations customer base
Increased customer engagement with First Nations organisations

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

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

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