Message from the Managing Director

We are delighted to present Target’s first Aboriginal and Torres Strait Islander plan. While this is only our first, we would like to acknowledge the contribution many of our team members have made to supporting reconciliation already. It is inspiring to see the passion and drive our team have to making a difference.

We recognise we have an opportunity as a major Australian retailer to help make reconciliation a reality. We are committed to playing an active role to improve the economic participation of Aboriginal and Torres Strait Islander communities across Australia.

To achieve this, our plan focuses closely on:

- Cultivating meaningful relationships
- Developing our understanding and respect of Indigenous cultures
- Building genuine Indigenous employment and business opportunities

We have titled our plan ‘Making Our Mark’, this is inspired by the practices of Aboriginal and Torres Strait Islander people who have been making marks to communicate and carry culture for thousands of years. From rock art to contemporary art forms, these marks have also applied to body adornment, whether on skin, clothing, headdresses or other apparel. This practice continues today and is a strong link binding the ancient to the new.

As a national retailer focused on delivering affordable fashion, style and quality, we can be a platform to further promote this powerful art, fashion and design from Australia’s Indigenous communities.

As a key step to achieving our vision, we are pleased to welcome Kim Kruger, our first Indigenous Affairs Manager for Target. We look forward to sharing our progress with you over the coming years and celebrating success stories along the way.

Stuart Machin
Managing Director
At Target, we believe an inclusive Australia is good for business.

Our vision is to ensure we always welcome Aboriginal and Torres Strait Islander peoples as customers, team members, suppliers and visitors.

As an iconic Australian brand, we can play our part in building sustainable economic and social outcomes with Indigenous communities.

Our purpose is making fashion, style and quality affordable and we see a great opportunity to celebrate Aboriginal and Torres Strait Islander culture, art and design throughout our business.
Respect

We will continue to develop our understanding of and respect for Indigenous cultures to ensure Target is a welcoming place for all.

We embed respect by:

- Enriching our team’s appreciation and understanding of Aboriginal and Torres Strait Islander history, people and culture
- Demonstrating respect for Aboriginal and Torres Strait Islander customs through our business practices and events
- Communicating our plan to all team members at Target

Our progress so far:

Senior Leadership Team participated in cultural awareness training in April 2014

Cultural awareness training delivered for merchandising team on respecting Indigenous intellectual property

2015 Goals:

Deliver tailored cultural awareness training for:

- Every regional and store team involved in the Indigenous employment program
- Selected Store Support Office team members

Celebrate key Indigenous events such as NAIDOC week across our stores

Produce Aboriginal and Torres Strait Islander modules for leadership development programs

Communicate our Aboriginal and Torres Strait Islander plan to our team members across all Target stores and sites

Establish webpage to promote Aboriginal and Torres Strait Islander plan, communicate progress and share success stories

Establish policy for Acknowledgement of Country at key events such as new store openings

Target leadership team takes time to understand challenges

In April 2014, the Target senior leadership participated in training to gain an awareness of current issues and challenges facing Aboriginal and Torres Strait Islander communities.

The training, delivered by Arilla Consulting, gave an overview of the history of Aboriginal and Torres Strait Islander exclusion from participation in Australian society and how this still has an impact today. The focus then moved to the role business can play in supporting reconciliation throughout its practices. The day also included a visit to the Koorie Heritage Trust to learn more about local Aboriginal art, culture and traditions.

Since April, the business has made significant progress towards Indigenous engagement, as the leaders explore various ideas across their areas. This has resulted in many initiatives including trials of Indigenous products in store, improving our team’s knowledge of Aboriginal and Torres Strait Islander art and design, identifying emerging Indigenous modelling agencies and championing employment initiatives.

Ultimately, the training has led to the creation of this Aboriginal and Torres Strait Islander plan that ensures Target is focused on and committed to Indigenous engagement across all areas of the business.
**The Gathering**

In July 2014, Target partnered with Geelong Football Club to host ‘The Gathering’, a healthy lifestyle camp for 40 Aboriginal and Torres Strait Islander young people from across the greater Geelong region.

The camp included talks from Geelong players including Mathew Stokes, Allen Christensen, Travis Varcoe and Steven Motlop, who encouraged participants to make healthy decisions that can improve their wellbeing.

As part of the wellbeing focus, employment was presented as a key theme. Employment plays an integral part in self-esteem and the economic benefits create the freedom to make positive choices.

In order to promote and showcase employment, a key activity on the camp was a visit to the Target Geelong store to find out what is involved in a customer service role at Target. The participants toured the various departments, the stock storeroom and the receiving dock and by the end of the tour many were showing interest in Target as a future employer.

To show another aspect of employment with Target, Thom Breslin, General Manager Brand Design, talked about his career in design. Thom presented as part of an art workshop, providing a cultural counterpoint to the sports focus of the camp.

Partnering with Geelong Football Club on The Gathering provided the opportunity to get to know the Geelong Aboriginal community while encouraging young people to consider working with Target.

**Our progress so far:**

Partnered with Geelong Football Club in 2014 to host ‘The Gathering’, a healthy lifestyle camp for 40 Aboriginal and Torres Strait Islander young people in the greater Geelong region.

Worked with Kids Teaching Kids to introduce an Indigenous engagement component to 2014/2015 programs. This includes increased participation of schools with high indigenous representation and adding Indigenous perspectives to the overall program delivery.

From 2012 to 2014, Target has supported Indigenous students to study undergraduate degrees through Deakin University’s Institute of Koorie Education. This funded scholarships that assisted six students to pursue tertiary education.

**2015 Goals:**

Explore opportunities to engage with Indigenous fashion events, design placements and scholarships and commit to supporting at least one initiative.

Work with our existing community partners to increase their Indigenous community engagement where possible.

Identify and establish at least one Indigenous community partnership opportunity that aligns with our plan.

**Connection**

We will cultivate meaningful relationships to build sustainable economic and social outcomes with Aboriginal and Torres Strait Islander communities.

**We connect by:**

Developing relationships with Aboriginal and Torres Strait Islander art and fashion communities to promote their engagement in our industry.

Establishing community partnerships that align with our focus of creating constructive social outcomes for women and children.

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**PHOTO: The Gathering participants visit Target Geelong**
Opening our eyes to Indigenous design

Target’s Indigenous Affairs Manager and Head of Designers for Target attended the Cairns Indigenous Art Fair in July 2014. The fair introduced Target to the breadth of current design work across 13 Aboriginal and Torres Strait Islander art centres in Queensland. The fair was a starting point to gain knowledge about a range of artists and fashion designers to explore potential design opportunities in the future.

The excitement generated from attending the fair has led Target to explore Aboriginal and Torres Strait Islander design in forthcoming ranges. Further to this, buyers and designers have undertaken cultural awareness training to ensure respect and cultural integrity when working with Indigenous artists.

Target will carry a range by Desert Designs featuring the distinctive work of internationally acclaimed artist Jimmy Pike this year. Pike’s artworks are the basis for a new range by young designers for Desert Designs. To celebrate the Desert Designs range for Target a donation will be made to the Jimmy Pike Trust towards printmaking scholarships for Kimberley artists.

Opportunities

We will build genuine Indigenous employment and business opportunities.

We create opportunities by:

- Increasing our Aboriginal and Torres Strait Islander representation to ensure our workforce reflects the communities we serve
- Developing Indigenous talent within Target
- Creating sustainable opportunities for Aboriginal and Torres Strait Islander businesses
- Take advantage of our profile to increase exposure of Aboriginal and Torres Strait Islander artists and fashion designers to the wider Australian community

Our progress so far:

- Indigenous Affairs Manager appointed to develop and implement Aboriginal and Torres Strait Islander employment and supplier strategies
- Optional ethnicity survey conducted to better identify our Aboriginal and Torres Strait Islander workforce
- Upgraded human resources system to provide accurate Aboriginal and Torres Strait Islander team member data
- Commenced Indigenous-owned ‘Yaru Water’ beverage product trial in café of the new Target Frankston store

2015 Goals:

- Conduct a pilot employment program in Victoria with aim to deliver a further three programs throughout 2015.
- Engage all state teams to develop national employment strategy
- Scope internal opportunities for development of our Aboriginal and Torres Strait Islander workforce
- Commit to working with at least five Aboriginal and Torres Strait Islander businesses to supply products or services
- Explore opportunities to promote Aboriginal and Torres Strait Islander art and design through our products and our business
Local links lead to Indigenous Employment

Store Manager Maree Day has shown a real commitment to welcoming Aboriginal team members at Bairnsdale Target. Growing up locally, Maree has an understanding of the hardships that Aboriginal people from the local community face and the importance of providing employment opportunities to overcome those challenges.

Maree has focused on investing in young people in the community by offering work experience to students from the local secondary college.

Working with The Clontarf Foundation academy at Bairnsdale Secondary College, Maree ran a work experience program for four students in 2012 and has continued the relationships over time.

“It’s hard work creating sustained employment, but it’s well worth it. I just want to see these young people have the best opportunity to succeed. Once a team member gains the skills to be a good customer service assistant, they have the ability to move anywhere with Target. They have a role that can be transferred to any store in the country and they can move to roles in management like my own or in regional office or store support.”

Richard Harrison was going to leave school at Year 10 but his family encouraged him to stay at school to participate in the Clontarf program. Clontarf made the connection with Target and in Year 12 Richard did work experience at Target Bairnsdale and has never looked back.

Seeing how shy many of the students were, Maree set up a store room program where the students worked one day a week learning and assisting with the receiving of goods over a five week period. From there Richard quickly moved onto normal shifts, and then onto looking after departments independently.

“I enjoy working at Target. Everyone is really nice here and I feel really comfortable. Once I got the hang of it, I had the confidence to gradually get out on the floor and help customers. I even serve on registers now when it’s really busy.”

Richard knows working at Target is helping him gain his independence. He has bought his first car and now plans to move out of home. His brother now wants to work at Target too!

Maree is proud of Richard’s development. “Richard is a great team member. He works hard and is part of the Target Bairnsdale family.”

Initiative like Maree’s can be seen throughout many Target stores. Many are taking the initiative of linking into the local community to recruit Aboriginal and Torres Strait Islander team members. Stores such as Shepparton and Dubbo have worked with local Aboriginal organisations to recruit Aboriginal team members to Target. These proactive Store Managers are demonstrating one of the key platforms of Target’s Indigenous employment strategy: cultivate meaningful relationships with their local community to support Indigenous employment and retention.
Making Our Mark

This artwork was created to express Target’s focus on today’s style, fashion and quality. Inspired by the traditions of Aboriginal and Torres Strait Islander cultural art and design, ‘Making Our Mark’ exudes a radiation of dots, lines and pathways bursting from the Target core in an explosion of contemporary colour. This original artwork design was created by Marcus Lee from Marcus Lee Design.

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For more information about this plan, email indigenous@target.com.au
target.com.au