



# Reflect Reconciliation Action Plan

August 2023 – August 2024



RECONCILIATION  
ACTION PLAN

REFLECT



# Statement from CEO of Reconciliation Australia

## Inaugural Reflect RAP

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

BrewHub joins a network of more than 2,200 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 BrewHub 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 BrewHub, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.**

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**Karen Mundine**  
Chief Executive Officer  
Reconciliation Australia



# Our business

BrewHub is a private Australian owned and managed company, established in 2004. Commencing in Western Australia, we now have offices operating across Australia, specifically in Perth (Boorloo; Whadjuk Country), Brisbane (Yuggera and Turrbal Country), Melbourne (Bunurong Boon Wurrung and Wurundjeri Woi Wurrung Country) and Sydney (Eora Country). We also provide services in Adelaide (Kurna Country) and Canberra (Ngunnawal Country), with deliveries made to clients all around Australia.



With a large and growing workforce of approximately 120 BrewHubbers, we are continuing to expand across the regions. We currently do not obtain the data on the nationality of our people, so we cannot confirm if any of our team members identify as Aboriginal and Torres Strait Islander peoples. Whilst the number of Aboriginal and Torres Strait Islander employees are currently not known, we will work within this RAP to determine the culturally appropriate ways to understand this. We actively support and encourage future employment opportunities for all peoples, including Aboriginal and Torres Strait Islander peoples.

BrewHub are a specialist, direct provider of corporate soft services. We operate exclusively in the corporate sphere and work with a select group of the region's top corporate tenants. Our services are tailored individually to each client and deliver a hands-free, simple solution with the support of centralised management systems.

Our mission is to "bring your workplace to life." Each of our services is value-added, with a focus on creating the absolute best experience in the corporate workplace. We believe this experience is crucial to productivity, employee satisfaction and maximising the investment in workplace design.

We're constantly striving to deliver the best service and products to create inviting spaces within the workplace for your staff to connect, collaborate and energise. Our Valet teams ensure your staff are always greeted by cafe quality coffee or tea, fresh fruit and snacks in their hygienic and well stocked staff hub. Backed by our in-house warehousing, maintenance and delivery crew, the BrewHub experience offers unparalleled levels of reliability and service. With real-time reporting and constant optimisation of your consumption, we're able to deliver personalised and immediate improvements that reduce food waste and save you money.



# Our RAP

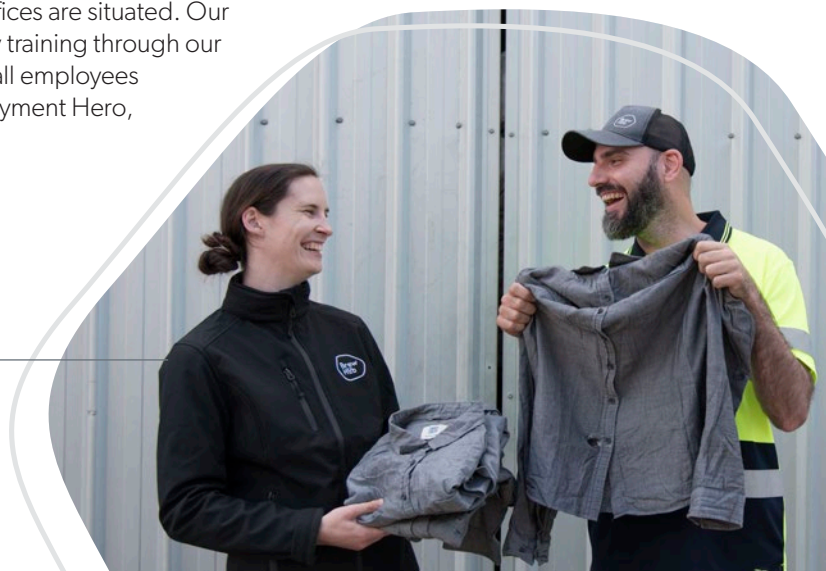
**BrewHub’s business purpose is “To help people reach their potential”. This statement includes all people, including Aboriginal and Torres Strait Islander peoples. At BrewHub we understand that people, whether they are our employees, customers, suppliers or other stakeholder, are at the core of our business and our success. Without reconciliation, we recognise that people will not be able to reach their potential and as such developing a Reconciliation Action Plan is part of BrewHub’s ‘BrewGood’ strategy pillar.**

By developing a RAP, it will allow us to intentionally build our relationships with Aboriginal and Torres Strait Islander communities and businesses. This will allow us to advance reconciliation between all peoples in Australia and BrewHub to create a workplace culture that understands, values and respects the histories, cultures and contributions of Aboriginal and Torres Strait Islander peoples. It will also assist with us establishing our commitment to and meaningful actions for Aboriginal and Torres Strait Islander employment.

BrewHub’s Board of Directors and Leadership Team support the development and progression of our RAP. We are at the beginning of our reconciliation journey, with this RAP to be developed in line with the Reflect RAP Framework. We intend to approach the implementation of the RAP by establishing a RAP Working Group (RWG) lead by our RAP Champion, Jayme Watson (Finance and Insights Manager). The RAP Working Group will include people from our Board of Directors, Leadership Team, interested employees from different departments within the business, existing partnerships alongside assistance from our customers and suppliers. Members of BrewHub’s senior management team are responsible for the assigned deliverables within this RAP which allows for a top-down approach and allows for all departments within the business to be exposed to our RAP. Reporting on progress of our RAP to the Leadership Team will occur monthly as part of our strategy meetings. This group of stakeholders represents people of all cultures and backgrounds including Aboriginal and Torres Strait Islander peoples. We know that we can make a larger impact by utilising our sphere of influence and taking the opportunity to learn and grow with them. We would like to thank all peoples that have already helped with establishing this Reconciliation Action Plan and all peoples that will assist us throughout our journey.

We have commenced our reconciliation journey by communicating to all our employees of our intention and commitment to commence our RAP journey and have established interest and engagement from employees and other stakeholders who will commence and lead our RAP journey. To gain a better understanding of the RAP process, the Leadership Team have collectively received training on the RAP process and frameworks and initially explored our sphere of influence. To gain more knowledge, our Leadership Team have been participating in NAIDOC Week and National Reconciliation Week events, including NRW Virtual Breakfast hosted by Reconciliation WA in 2022 and 2023. An Acknowledgement of Country is communicated at our quarterly business wide updates and shared on our website is our Acknowledgment of Country and recognition of the Country where our offices are situated. Our People Managers have access to cultural competency training through our online learning platform and information is shared to all employees through our various communication platforms (Employment Hero, BrewConnect, Toolbox Talks).

Uniform donation



# Our partnerships and current activities

BrewHub has partnered with **Zipella** since 2013 and began selling Zipella coffee to our clients in 2015. Zipella is owned by Steve Ella, a Walbunja man from the Yuin nation which is situated on the south coast of New South Wales. BrewHub continues to distribute Zipella coffee with success, with the Zipella blend being our top seller. We have provided a platform for the Zipella brand to grow and find its way into workplaces nationally. We recently launched Zipella milk which has shown promising signs of acceptance in Australia.

Upon establishing Zipella, Steve pledged a proportion of sales revenue to support **KARI's** initiatives and he actively encourages his business partners to do the same .

We have responded at BrewHub by entering our own community partnership with KARI in July 2021 which pledges on-going financial support for their programs throughout the year. We have partnered closer with Kari Foundation by participating in the Kari Employment Expo in 2022. We are currently partnering with Kari as part of their Kari Pathways program.

When BrewHub rebranded our uniforms, we had 40 pieces of quality unbranded items of clothing we wanted to gift. We wanted to provide these to an organisation that would genuinely benefit from the donation. We heard a callout for clothing donations from Tramulla Op Shop, run by the Tramulla Strong Women's Group in Kalumburu (remote North Kimberley, Western Australia). It was a clear that this would be the best place for these items of clothing to be donated. All profits they make are used for activities that support connection to culture and Country.



Steve Ella, CEO Zipella and Casey Ralph, CEO KARI

[Read more about our relationship with Kari >](#)

[Read more about our relationship with Zipella >](#)



# Relationships



Action	Deliverable	Timeline	Responsibility
<b>1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.</b>	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	November 2023	Finance and Insights Manager
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	December 2023	Finance and Insights Manager
<b>2. Build relationships through celebrating National Reconciliation Week (NRW).</b>	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2024	Finance and Insights Manager
	RAP Working Group members to participate in an external NRW event.	May 2024	Finance and Insights Manager
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	May 2024	Finance and Insights Manager
<b>3. Promote reconciliation through our sphere of influence.</b>	Communicate our commitment to reconciliation to all staff.	September 2023	CEO
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	December 2023	Finance and Insights Manager
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	February 2024	Finance and Insights Manager
<b>4. Promote positive race relations through anti-discrimination strategies.</b>	Research best practice and policies in areas of race relations and anti-discrimination.	January 2024	General Manager – People Experience
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	February 2024	General Manager – People Experience

# Respect



Action	Deliverable	Timeline	Responsibility
5. 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, knowledge and rights within our organisation.	February 2024	General Manager – People Experience
	Conduct a review of cultural learning needs within our organisation.	December 2023	General Manager– People Experience
6. 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.	January 2024	Finance and Insights Manager
	Increase staff’s understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	February 2024	Finance and Insights Manager
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2024	Finance and Insights Manager
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2024	Finance and Insights Manager
	RAP Working Group to participate in an external NAIDOC Week event.	July 2024	Finance and Insights Manager

# Opportunities



Action	Deliverable	Timeline	Responsibility
<b>8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</b>	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	November 2023	General Manager – People Experience
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	December 2023	General Manager– People Experience
<b>9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.</b>	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	February 2024	General Manager– Client Experience
	Investigate Supply Nation membership.	October 2023	General Manager– Client Experience





# Governance



Action	Deliverable	Timeline	Responsibility
<b>10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.</b>	Form a RWG to govern RAP implementation.	September 2023	Finance and Insights Manager
	Draft a Terms of Reference for the RWG.	October 2023	Finance and Insights Manager
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	October 2023	Finance and Insights Manager
<b>11. Provide appropriate support for effective implementation of RAP commitments.</b>	Define resource needs for RAP implementation.	September 2023	Finance and Insights Manager
	Engage senior leaders in the delivery of RAP commitments.	September 2023	CEO
	Appoint a senior leader to champion our RAP internally.	October 2023	CEO
	Define appropriate systems and capability to track, measure and report on RAP commitments.	September 2023	Finance and Insights Manager
<b>12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.</b>	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important RAP correspondence.	June 2024	Finance and Insights Manager
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	August 2023	Finance and Insights Manager
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	September 2023	Finance and Insights Manager
<b>13. Continue our reconciliation journey by developing our next RAP.</b>	Register via Reconciliation Australia's website to begin developing our next RAP.	May 2024	Finance and Insights Manager





## **Jayne Watson**

Finance and Insights Manager  
and RAP Champion



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