

# Reflect Reconciliation Action Plan

May, 2022 – April, 2023



# Reconciliation Australia CEO statement



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

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

**Karen Mundine**  
Chief Executive Officer  
Reconciliation Australia

# FUJIFILM Business Innovation Australia MD statement

I am honoured to introduce FUJIFILM Business Innovation Australia's first Reconciliation Action Plan (RAP). FUJIFILM BI is committed to enabling a more sustainable world, one that embraces diversity and respects human rights. In Australia, we recognise that this commitment to society and the local communities in which we operate requires a true and full understanding of this country's history, together with acknowledgement of, respect for, and engagement with, Aboriginal and Torres Strait Islander peoples.

I am proud that FUJIFILM BI Australia is joining more than 1,100 other organisations that have formalised their commitment to reconciliation through the RAP program. The FUJIFILM BI Australia reconciliation journey started in 2017 when the business became a proud member of Supply Nation. This membership has seen our engagement with Indigenous owned businesses grow and strengthen over these past few years. But we have only been warming up and are now at the start of the climb.

Our staff are passionate about the journey ahead and are excited to get going. I am personally looking forward to the learning and growth opportunities that implementing our RAP will provide for all staff, customers, business and community partners. By bringing to life the initiatives and actions identified in this document and in future years, I am truly hopeful that FUJIFILM Business Innovation Australia will make an abiding and meaningful contribution to Australia's reconciliation journey.

**Takashi Otani**  
Managing Director  
FUJIFILM Business Innovation Australia Pty Ltd



# Capturing country

## FUJIFILM Business Innovation Australia Reconciliation Action Plan (RAP) Artwork explained.

The dry arid wind blows across sweeping plain, this land is vast and diverse.

Emu's low drumming voice call to the next generation. Footprint establishes country and ways of adapting and knowing.

Tribe meanders across tall escarpment, pathways lead to new places, plentiful and rich. Starlight guides our way, night-time cools the skin we are one with this land.

Pathways travelled many times before, allow us to capture this country again. Rich and bountiful we flourish and thrive.

Cleansing of land shows us new ways of being. Boomerang whirrs in flight, clap sticks tap in rhythmic tones, drums beat low.

This is time for change a new way to celebrate together once more.

The FUJIFILM Business Innovation Australia (FBAU) digital RAP Artwork captures the inherent nature of the FUJIFILM Group brand that being vibrant, celebratory, sincere, professional, cutting edge and empathetic to making a difference to Aboriginal and Torres Strait Islander - individuals, families, peoples, communities and cultures.

The FBAU RAP artwork, 'Capturing Country' translates both directly and metaphorically to the essence of the beginning of the FUJIFILM Group. The central symbol represents FBAU and the team from FBAU coming together with community to listen and learn, to exchange knowledge and ways of being and knowing, learning from one another.

The dynamic and vibrant lines that radiate out from the central symbol reflect the opening and closing shutter of a camera lens. The different markings and patterning represent various Country throughout Australia. Depicting different landscape and Aboriginal and Torres Strait Islander cultural knowledges from rock engravings, to weaving, innovative tools, natural medicines and ceremonial initiatives.

These patterns also reflect the how an image is captured and reproduced and duplicated. How through innovation an image can be shared through film, photos and photocopy all products built and developed over many years by the FUJIFILM Group.

The vibrant colours represent the FUJIFILM Business Innovation Australia brand and also the transition from black and white reproductions to full colour including the various colour outputs in RGB to CMYK and beyond.

'Capturing Country' represents coming together and working as one through innovation and building a culture of understanding through respect, relationships and opportunities into the future.

## About the artist

Riki Salam, Principal, Creative Director and artist of We are 27 Creative, was born and raised in Cairns on Yidinji Land in 1972 and is a member of and connected to Kala Lagaw Ya - Western Island groups (St. Pauls - Moa Island), Kuku Yalanji Peoples on his Father's and Grandfather's side and a member of the Ngai Tahu people in the South Island of New Zealand on his Mother's side. Educated in both Cairns and Brisbane, he has more than 20 years of industry experience as a graphic designer and artist.

Riki has worked on many high-profile projects, including the Qantas painted Boeing 747/800, Yananyi Dreaming, and produced artworks for Telstra, Origin, Woolworths, the Healing Foundation and the Australian Human Rights Commission. Riki also designed the identity for the G20 in 2014. He works in pen, ink, brush, gouache on paper and with acrylic paints, exploring concepts of traditional culture in a contemporary format.

To view more of Riki's artworks visit [www.weare27.com.au](http://www.weare27.com.au)



# Our business

FUJIFILM Business Innovation Australia acknowledges the Traditional Custodians of this Country. We recognise their ancient and continuing culture and their deep knowledge of and connection to land, water, and sky. We pay our respects to their Elders past, present and emerging.

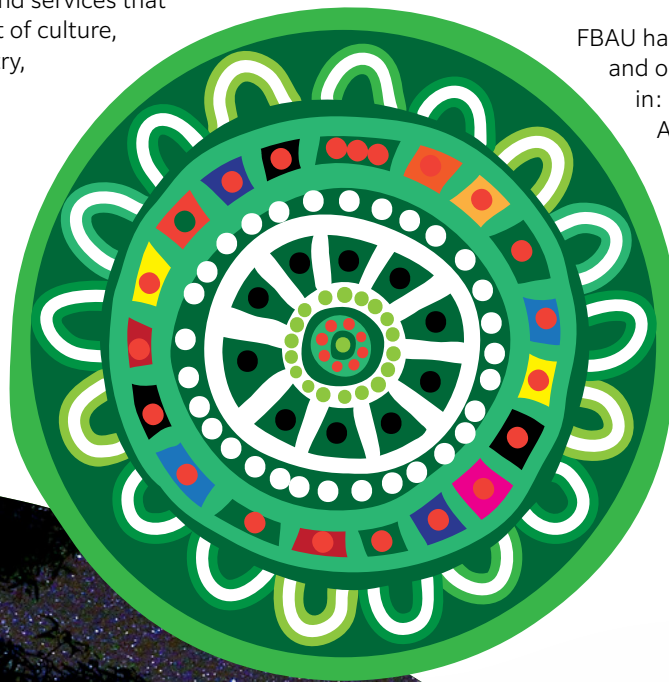
FUJIFILM Business Innovation Australia (formerly Fuji Xerox Australia) and its subsidiaries and associated entities FUJIFILM Upstream Solutions Pty Ltd and FUJIFILM CodeBlue Australia Pty Ltd (collectively, "FBAU") is a part of the Fujifilm Group, founded in 1960 in Australia. We are a leading company in offering Australian organisations smarter ways of working with document-related solutions and services to help them succeed. We also sell, service and support world-class office multifunction devices, printers and production printers. Our technology and services aim to solve common business challenges, and in many instances, transform work practices. We work with diverse types of organisations to digitise document processes, such as enrolment and application forms, invoice processing and contracts management.

We use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society. Our overarching aim is to help enhance the quality of life of people worldwide. This is our Corporate Philosophy and represents our unchanging values.

Anchored by an open, fair and clear corporate culture and with leading-edge, proprietary technologies, Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value. This is our Vision and represents our ideals.

As a global leader in innovative print technologies and intelligent work solutions we focus on:

- Office Products and Printers: Providing office equipment such as multifunction devices and printers as well as related solutions
- Production Services: Providing digital printers and printing workflow solutions in the commercial printing segment focusing on graphic communications – from creating content to processing delivery
- Solutions and Services: Providing document and IT services – which include system integration, cloud services, IT support services, unified communications, management of multifunction devices and Business Process Outsourcing of mission-critical processes – tailored to various industries or business processes to meet business challenges.



FBAU has a current workforce of 1373 people and operates nationally with offices in: Sydney, Canberra, Melbourne, Adelaide, Perth and Brisbane. We don't currently know how many Aboriginal and Torres Strait Islander people are employed and this is something we hope to learn through the implementation of this RAP.

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# Our RAP

FBAU is dedicated to achieving a sustainable society and ensuring a better world for future generations, through protection of the natural environment and strengthening communities. As a business we understand that this is an ongoing process requiring a deeper engagement and reconciliation with Aboriginal and Torres Strait Islander Peoples. This engagement and reconciliation requires a commitment to a true understanding of Australia's past. FBAU is a proud member of the United Nations Global Compact and FBAU is a committed participant of the Global Compact Network Australia (GCNA).

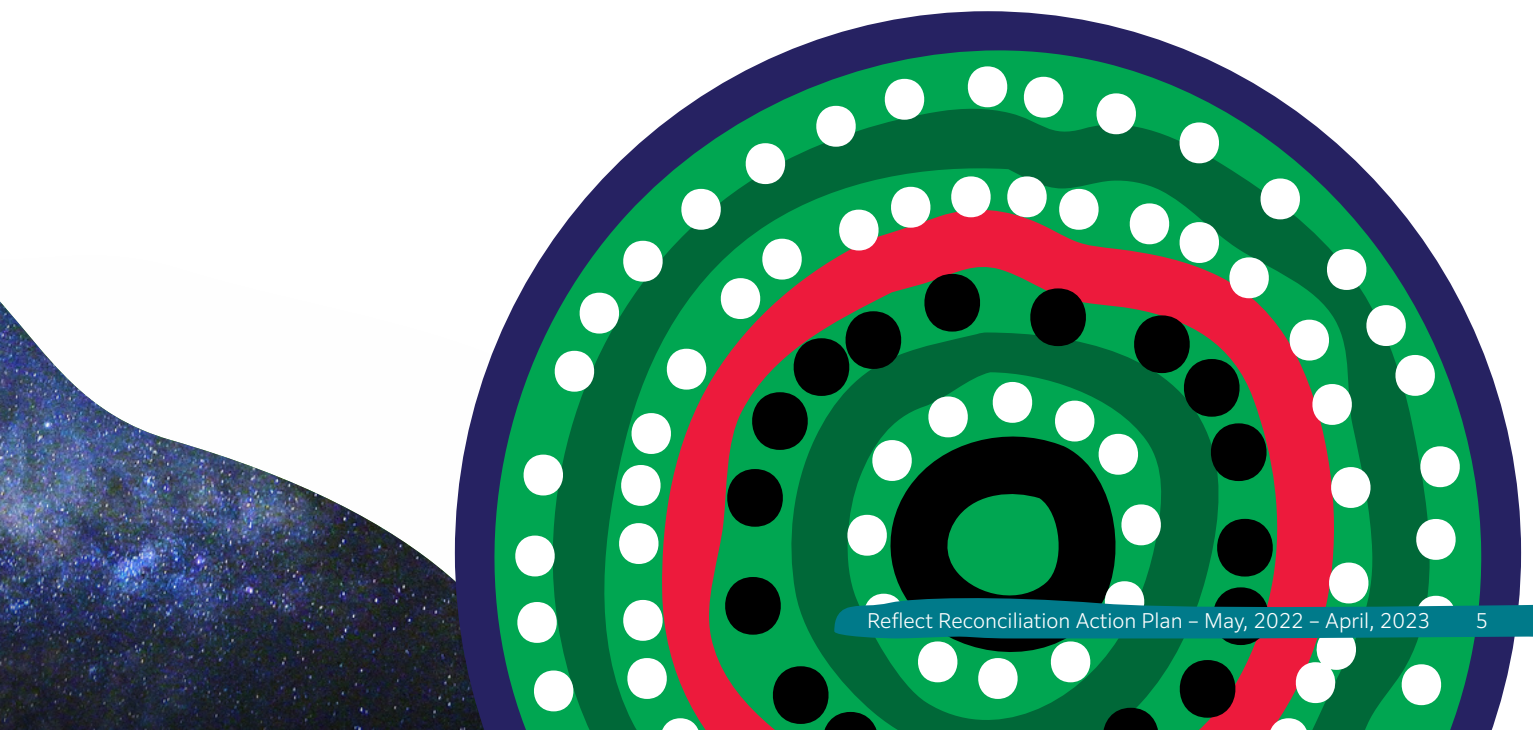
The first Principle of the Global Compact is that, businesses should support and respect the protection of internationally proclaimed human rights and for Australia this includes an active focus on Indigenous Rights. FBAU shares the view of the GCNA and many organisations, that there remain gaps in equity, equality and cultural acceptance that have widened the trust deficit between Indigenous and non-Indigenous peoples. In particular, FBAU strongly agrees with the GCNA, that it is important for corporate Australia to consider its role in leading the discussion around reconciliation, and the avenues that are available for both symbolic and practical action.


We believe that developing, implementing and delivering a Reconciliation Action Plan will contribute to corporate Australia reducing inequalities and increasing respect and economic opportunities for Aboriginal and Torres Strait Islander Peoples. We also believe that the RAP process will create opportunities for our business and employees to learn from First Nations Peoples and create a deeper level of engagement with our employees, suppliers and the communities in which we operate. The development and implementation of a RAP will increase diversity in our organisation, which is a key enabler of innovation and is completely aligned with the leadership approach and management strategies of our business.

The overarching aim within FBAU's Corporate Philosophy, is to help enhance the quality of life of people worldwide and our Vision is anchored by an open, fair and clear corporate culture. We believe that in addition to pursuing profits through fair competition, corporations must make a contribution to society at large. The FUJIFILM Group's global Charter for Corporate Behaviour includes specific principles, aims and actions for our company. We see the following elements of this Charter as directly supporting our commitment to developing and implementing a RAP:

- A Trusted Company – We continually strive to satisfy customers and other stakeholders and earn their trust to grow together.
- Social Responsibility – As good corporate citizens, we strive to correctly understand and respect local cultures and customs, and willingly conduct community engagement activities. In addition, we aim to stimulate local communities through employment creation and promote a sustainable society.
- Respect for Human Rights – We respect human rights set out in international declarations.
- Vibrant Workplaces – We strive to develop the skills of all employees, to provide safe and comfortable workplaces, and to respect their diversity, personality, and individuality.

Our Code of Conduct includes our respect for human rights and our willingness to embrace diversity. Both the Charter and Code are informed by several international guidelines, frameworks and principles, including: The Ten Principles of the United Nations Global Compact and the United Nations Sustainable Development Goals.





The FUJIFILM Group's Social Contribution Policy includes a primary focus on the fields of education and research; culture, arts and sports; health; and environment. In conducting social contribution activities, this Policy also places value on collaborations and partnerships with local communities and the importance of employee participation in activities that enhance local community harmonisation. Our Sustainable Value Plan 2030 (SVP 2030) lays the foundations for our business' sustainability strategies and activities to make a greater contribution to creating a sustainable society. This Plan confirms the priority issue of strengthening corporate social responsibility foundations across the entire supply chain including factors concerning the environment, ethics and human rights. Supporting this priority is the business' Human Rights Statement which supports and respects the United Nations Declaration on the Rights of Indigenous Peoples.

FBAU is both committed to and excited to be, embarking on a Reconciliation Action Plan. We are hopeful about the promise it holds to make a serious and abiding contribution to a brighter future for Aboriginal and Torres Strait Islander Peoples and all Australians.

We intend to utilise the available guidance and resources provided by Reconciliation Australia as much as possible. We have included developing and implementing a RAP as a business sustainability objective which means that the process has the full support of the FBAU Leadership Team. The implementation process will follow the methodology of the Plan-Do-Check-Act continual improvement cycle. The Do phase focus, particularly in the beginning, will be to Look-Listen-Learn.

As such, our initial priorities will be to:

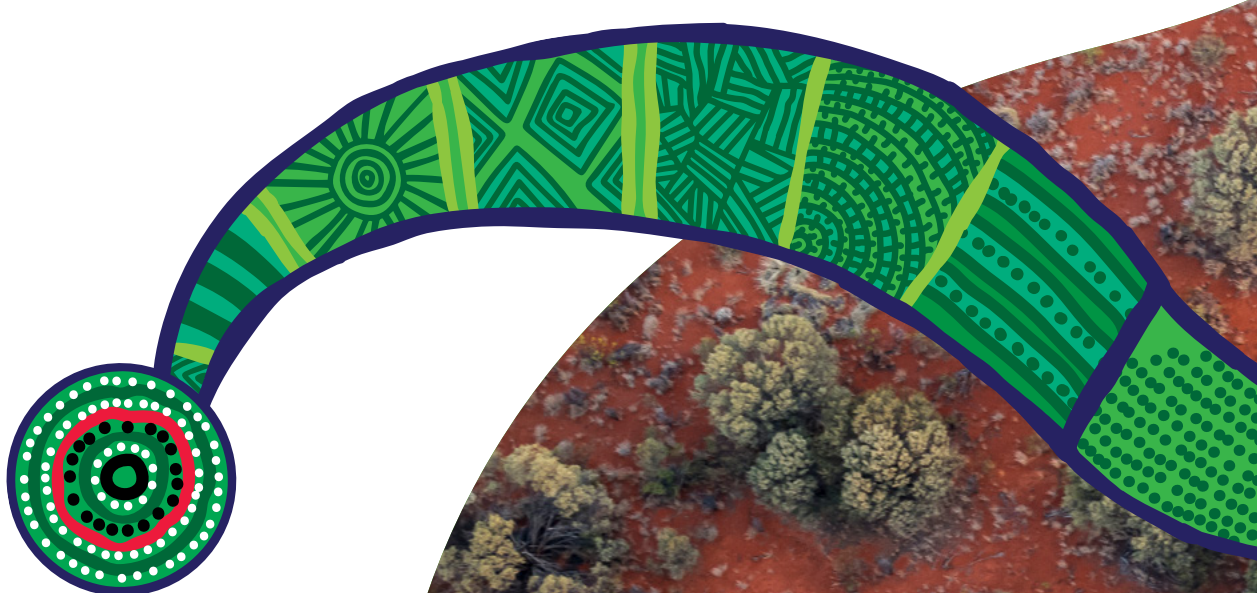
- Engage with FBAU staff,
- Establish a RAP Working Group (RWG),
- Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local areas or spheres of influence, and
- Identify external stakeholders and like-minded organisations to engage and collaborate with.

FBAU is at the beginning of the RAP journey. The development of a RAP is a sustainability objective for FBAU and has the full support and encouragement of the Leadership Team. The General Manager Corporate Affairs, Robert Bonotto, is our RAP Champion. Robert is a member of the Leadership Team and is committed to Reconciliation and driving internal engagement and awareness of the RAP.

Please also see below information about our community partnerships and internal initiatives in relation to our previous and current Reconciliation activities.

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# Our partnerships/current activities

## Community partnerships

FBAU has on previous occasions met with the Walanga Muru Team at Macquarie University near the FBAU Macquarie Park head office in Sydney. We intend to foster this relationship going forward and aim to develop other partnerships and collaborations as we progress with implementing our first RAP.

Over the course of the past 12 months we have also been exploring potential professional development opportunities with our Facilities Management partner, CBRE, for Aboriginal and Torres Strait Islander People.

## Internal activities

In mid-2020 we released our first Sustainability Policy (renewed on 1st April 2021 when our business name changed from Fuji Xerox Australia to FUJIFILM Business Innovation Australia). This Policy statement begins with an Acknowledgement of Country. Since late 2018, we have been encouraging staff who feel comfortable to give Acknowledgement of Country statements at the beginning of significant internal meetings and presentations. At two recent significant company events held in Melbourne and Sydney, FBAU engaged with local First Nations Peoples at each location to hold Welcome to Country ceremonies and in February last year, in anticipation of developing our first RAP, a FBAU staff member attended the virtual National Reconciliation Action Plan Conference.

FBAU has also been a proud member of Supply Nation since 2017. Our Procurement Team is actively engaged on an ongoing basis to develop relationships with Supply Nation registered Indigenous businesses. Due to our recent business name change, we took the opportunity to engage a Supply Nation business to provide us with new lanyards with a First Nations inspired design for the background. These lanyards have been distributed to all staff to use with their identity and access cards and have been very well received.

We feel that these have been small but positive steps towards encouraging staff engagement and conversations about reconciliation and First Nations People.





## Relationships

Action	Deliverable	Timeline	Responsibility
1 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 or sphere of influence.	Jul, 2022	[Head of Sustainability]
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Aug, 2022	[Head of Sustainability]
2 Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May, 2022	[Head of Sustainability]
	RAP Working Group members to participate in an external NRW event.	27 May-3 Jun, 2022	[Head of Sustainability]
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May-3 Jun, 2022	[General Manager, Corporate Affairs]
3 Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	May, 2022	[General Manager, Corporate Affairs]
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	Aug, 2022	[Head of Sustainability]
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	Aug, 2022	[Head of Sustainability]
4 Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	Jul, 2022	[Head of Culture and Performance]
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	Jun, 2022	[Head of Culture and Performance]







## 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.	Jun, 2022	[Head of Sustainability]
	Conduct a review of cultural learning needs within our organisation.	Jul, 2022	[Head of Culture and Performance]
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.	Aug, 2022	[Head of Sustainability]
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	Jul, 2022	[Head of Sustainability]
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.	Jun, 2022	[Head of Sustainability]
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	Jun, 2022	[Head of Sustainability]
	RAP Working Group to participate in an external NAIDOC Week event.	First week in Jul, 2022	[General Manager, Corporate Affairs]





## Opportunities

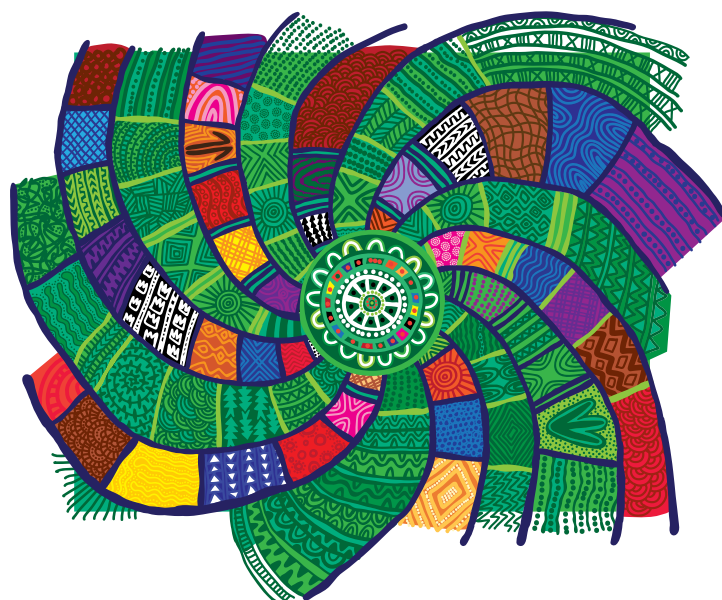
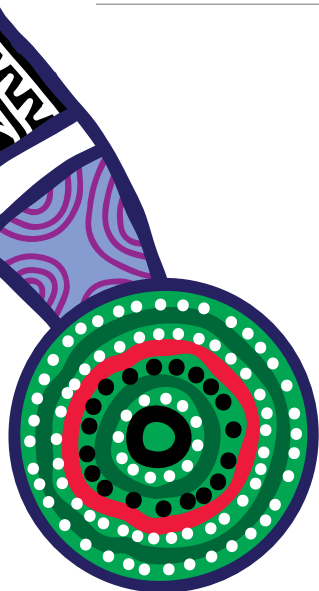
Action	Deliverable	Timeline	Responsibility
8 Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	Oct, 2022	[Head of Culture and Performance]
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Aug, 2022	[People Operations Manager]
9 Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	The Procurement Team to continue the existing business case for actively seeking to procure goods and services from Aboriginal and Torres Strait Islander owned businesses.	Sep, 2022	[Head of Procurement]
	Maintain Supply Nation membership. Membership in place since 2017.	Jun, 2022	[Head of Procurement]





## Governance

Action	Deliverable	Timeline	Responsibility
10 Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	May, 2022	[Head of Sustainability]
	Draft a Terms of Reference for the RWG.	Jun, 2022	[Head of Sustainability]
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	Jul, 2022	[Head of Sustainability]
11 Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	Jun, 2022	[General Manager, Corporate Affairs]
	Engage senior leaders in the delivery of RAP commitments.	May, 2022	[General Manager, Corporate Affairs]
	Define appropriate systems and capability to track, measure and report on RAP commitments.	Jul, 2022	[Head of Sustainability]
12 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 Sep, 2022	[Head of Sustainability]
13 Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	Feb 2023	[Head of Sustainability]



## Contact details

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## Artwork – 'Capturing Country'

by Riki Salam (Mualgal, Kaurareg, Kuku Yalanji), We are 27 Creative.



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