

CANON AUSTRALIA

REFLECT RECONCILIATION ACTION PLAN

September 2022 — September 2023



Canon

The images you see in Canon's 2022-2023 Reconciliation Action Plan were created by Michael Jalaru Torres. Michael is a Djugun and Yawuru man with tribal connections to Jabirr Jabirr and Gooniyandi people, he is inspired by the unique landscapes and people of the Kimberley region, which feature prominently in his work. Michael's photography draws on his own stories and personal history and explores contemporary social and political issues facing Indigenous people. We thank him for giving us permission to feature his work.



Photo on front cover by Michael Jalaru Torres founder of the BlakkLens. Smoke is used to cleanse people and places.

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GOVERNANCE

STATEMENT FROM RECONCILIATION AUSTRALIA'S CEO



Reconciliation Australia congratulates Canon Australia on continuing its reconciliation journey by formally endorsing Canon Australia's second Reflect Reconciliation Action Plan (RAP).

Through this plan, Canon Australia continues to play an important role in 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 over 2.3 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 continues the journey and primes 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 to increase awareness of Aboriginal and Torres Strait Islander cultures, histories,

knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables Canon Australia 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 steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Canon Australia on your second Reflect RAP, and I look forward to following your continuing reconciliation journey.

Karen Mundine
Chief Executive Officer
Reconciliation Australia.



Image by Michael Jalaru Torres.

OUR BUSINESS

Canon is a world-leading imaging brand that actively inspires and enables people to achieve more than they ever thought they could through products, services and solutions, for businesses and consumers. We actively inspire with imaginative ideas that enable people to connect, communicate and achieve more than they thought possible. Australia's most trusted camera and home printer

brandii, Canon has ranked among the top-five US patent recipients for the past 36 years and had global revenues of more than \$US30 billion in 2021.

The Canon Oceania Group is comprised of Canon Australia, Canon Finance Australia, SUNSTUDIOS, Satalyst, Canon New Zealand, Canon Business Services ANZ and Canon Business Service Centre Philippines.

The Canon Oceania Group, headquartered in Australia, employs more than 880 talented people in Australia, and more than 2,100 when we include those located in New Zealand and Philippines. We are still early in our Reconciliation Action Plan journey, and we're working to build relationships with First Nations stakeholders and earn the right to engage with First Nations employees about their



OUR RAP

At Canon, our corporate philosophy is kyosei – living and working together for the common good. Introduced in 1988, this philosophy guides our interactions with everyone in our ecosystem, including employees, suppliers, partners, customers, and the Traditional Custodians of the land on which we live, work, create and connect.

Kyosei envisions the achievement of a sustainable society in which all people regardless of race, religion or culture, live harmoniously and respectfully to work together into the future. Our philosophy is aligned with Reconciliation Australia's goals, so we continue to commit to making a difference with First Nations people in the form of our second Reflect Reconciliation Action Plan.

Our first RAP was in place from July 2021 to July 2022. It gave us an opportunity to reflect on what our strengths are and what we can offer the reconciliation movement. Among those strengths is our capacity to support storytelling and offer a platform for First Nations people, artists and content creators to tell their stories and the stories of Aboriginal and Torres Strait Islander peoples. In 2021, the Australian Aboriginal flag became a permanent fixture out the front



Image by Michael Jalaru Torres. This image is part of a collection called 'Scar' which is a collection which illustrates the traditional practices of carving or scarring surfaces for art.



OUR RAP

of our Canon Oceania Group headquarters in Macquarie Park, NSW. This is just one of our ongoing, public declarations of our commitment to reconciliation.

We've made progress in establishing and building relationships with First Nations organisations and artists. However, there is still more to do to strengthen the foundations for our progress towards reconciliation through listening and conversations. For that reason, Canon has prepared another Reflect

RAP.

Our RAP/First Nations Working Group is one of four pillars owned by our Diversity and Inclusion (D&I) Council. The D&I Council is a cross-functional, geographically dispersed collaboration of employees (including a First Nations employee), sponsored and chaired by David Field, Director - People and Finance. David, as our RAP Champion, takes an active role in driving internal engagement and awareness of our RAP. Equally,



Image by Michael Jalaru Torres.

he oversees the implementation and governance of the RAP within our Australian businesses. He is supported by the members of the RAP Working Group and Corporate Communications.

In line with the objectives we set in our last RAP, Canon has further developed our relationships with First Nations organisations and artists.

In 2022, Canon Australia became a member of Supply Nation. This membership complements the membership the other Australian-based member of the Canon Oceania Group, Canon Business Services Australia and New Zealand (ANZ), has held for several years. This membership will permit both companies to ensure supplier diversity and opportunities for Aboriginal and Torres Strait Islander businesses to compete.

Since our last RAP, Canon Australia has featured on its social channels several outstanding First Nations content creators including Michael Jalaru Torres (@jalaruphotography), Waylia, Benjamin Warlungundu Ellis (whose photographs were featured in Canon's 2021-2022 RAP), Leicolhn McKellar and Marley Morgan.

Marley is a proud descendant of the Wiradjuri and Yuwaalaraay nations. She was also featured on our Canon Conversations podcast. Benjamin's photographs have appeared across Canon's internal communications assets, intranet, external reports and website. As always, there is more work to do, and we are proud of the relationships we're building.

OUR PARTNERSHIPS/ CURRENT ACTIVITIES



Image by Michael Jalaru Torres. Michael refers to some of his work as Light Inspired Storytelling. He is also inspired by the unique landscapes of the Kimberley region, which features prominently in his work.



RELATIONSHIPS



Relationships

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Continue to strengthen mutually beneficial relationships with First Nations stakeholders and organisations.	<ul style="list-style-type: none"> Build relationships with Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence. 	September 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Maintain relationships with First Nations artists and photographers. 	September 2023	General Manager, Marketing and Customer Experience
	<ul style="list-style-type: none"> Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations. 	September 2023	Manager, Learning and Organisational Development
Continue to build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff. 	May 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> RAP Working Group members to participate in an external NRW event. 	26 May – 2 June 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW. 	26 May – 2 June 2023	Assistant Manager - Corporate Communications
Continue to promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> Continue to communicate our commitment to reconciliation to all staff. 	July 2021	Corporate Communications and Events Co-ordinator
	<ul style="list-style-type: none"> Share information on Canon's contribution to reconciliation on external, owned channels. 	September 2023	Corporate Communications and Events Co-ordinator
	<ul style="list-style-type: none"> Identify external stakeholders that our organisation can engage with on our reconciliation journey. 	September 2023	Corporate Communications and Events Co-ordinator
	<ul style="list-style-type: none"> Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey. 	September 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Feature First Nations content creators on Canon's external, owned channels. 	September 2023	Manager - Content & Social Media
Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none"> Research best practice and policies in areas of race relations and anti-discrimination. 	September 2023	Senior Manager, HR Operations
	<ul style="list-style-type: none"> Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs. 	September 2023	Senior Manager, HR Operations

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<p>Increase understanding, value and recognition of First Nations cultures, histories, knowledge and rights through cultural learning.</p>	<ul style="list-style-type: none"> Facilitate cultural awareness training for all permanent Australian employees. 	December 2022	Manager, Learning and Organisational Development
	<ul style="list-style-type: none"> Find opportunities to incorporate respect for First Nations cultures in day-to-day operations. 	December 2022	Manager, Learning and Organisational Development
	<ul style="list-style-type: none"> Educate employees about First Nations cultures. 	December 2022	Manager, Learning and Organisational Development
	<ul style="list-style-type: none"> Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation. 	December 2022	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Conduct a review of cultural learning needs within our organisation. 	December 2022	Manager - Learning & Organisational Development
	<ul style="list-style-type: none"> Collaborate with First Nations partners to create educational content for our employees and share on internal platforms. This content will include information on culturally navigating photography and videography of First Nations peoples and the importance of storytelling and truth-telling to First Nations cultures. 	December 2022	Assistant Manager - Corporate Communications
<p>Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.</p>	<ul style="list-style-type: none"> Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area. 	July 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Increase our employees understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. 	December 2022	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Continue to develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area. 	July 2023	Group Facilities Manager

Build respect for First Nations cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> • Raise awareness and share information amongst our employees about the meaning of NAIDOC Week. 	July 2023	Corporate Communications and Events Co-ordinator
	<ul style="list-style-type: none"> • Promote local external NAIDOC Week events in our operational areas to all employees. 	July 2023	Corporate Communications and Events Co-ordinator
	<ul style="list-style-type: none"> • RAP Working Group to participate in an external NAIDOC Week event to build relationships and respect for First Nations cultures and histories. 	First week in July 2023	General Manager - Service and Support
Build respect for Aboriginal and Torres Strait Islander cultures by sharing First Nations stories.	<ul style="list-style-type: none"> • Provide opportunities for First Nations photographers and artists to leverage the Canon brand, network and platforms to share their stories, histories, knowledge and cultures in the public domain. 	July 2023	General Manager, Marketing and Customer Experience
	<ul style="list-style-type: none"> • Publicly promote the stories of First Nations photographers and artists to build respect, understanding and recognition of Aboriginal and Torres Strait Islander cultures, histories and knowledge 	July 2023	General Manager, Marketing and Customer Experience
	<ul style="list-style-type: none"> • Provide opportunities for First Nations employees to share their stories, cultural histories and background on internal platforms. 	July 2023	General Manager, Marketing and Customer Experience

OPPORTUNITIES



Opportunities

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<p>Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</p>	<ul style="list-style-type: none"> Investigate Career Trackers membership to provide employment opportunities for First Nations people. 	December 2022	Senior Manager, HR Operations
	<ul style="list-style-type: none"> Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation. 	December 2022	Senior Manager, HR Operations
	<ul style="list-style-type: none"> Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities. 	December 2022	Senior Manager, HR Operations
	<ul style="list-style-type: none"> Investigate provision of First Nations internships and other possibilities to open opportunities for employment. 	December 2022	Senior Manager, HR Operations
<p>Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.</p>	<ul style="list-style-type: none"> Become a member of Supply Nation 	September 2022	Procurement Category Manager
	<ul style="list-style-type: none"> Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses. 	December 2022	Procurement Category Manager
	<ul style="list-style-type: none"> Leverage Supply Nation membership to provide supply diversity. 	July 2023	Procurement Category Manager
<p>Promote First Nations inclusivity through imagery used internally and externally.</p>	<ul style="list-style-type: none"> Maintain relationships with First Nations photographers and stock photography libraries for use in marketing materials and internal communications. 	July 2023	General Manager, Marketing and Customer Experience
	<ul style="list-style-type: none"> Support First Nations photographic communities to share their stories through Canon creative arts programs. 	December 2022	Head of SUNSTUDIOS
	<ul style="list-style-type: none"> Where possible and appropriate, incorporate First Nations photographers and images featuring First Nations peoples in Canon marketing materials and internal communications to promote inclusivity and respect for First Nations peoples. 	July 2023	General Manager, Marketing and Customer Experience and Corporate Communications and Events Co-ordinator



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	<ul style="list-style-type: none"> Maintain a RAP Working Group to govern RAP implementation. 	September 2023	Director - People & Finance
	<ul style="list-style-type: none"> Draft a Terms of Reference of the RAP Working Group. 	December 2022	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Establish First Nations representation on the RWG. 	December 2022	Senior Manager - HR Operations
Provide appropriate support for effective implementation of RAP commitments.	<ul style="list-style-type: none"> Define resource needs for RAP implementation. 	August 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Engage senior leaders in the delivery of RAP commitments. 	December 2022	Director - People & Finance
	<ul style="list-style-type: none"> Define appropriate systems and capability to track, measure and report on RAP commitments. 	August 2023	Director - People & Finance
	<ul style="list-style-type: none"> Adhere and enhance to systems that track, measure and report on RAP commitments. 	July 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Investigate a content counsel framework to ensure content Canon releases is guided by cultural protocols. 	December 2022	Assistant Manager - Corporate Communications
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	<ul style="list-style-type: none"> 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 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire. 	1 August 2023	Assistant Manager - Corporate Communications
	<ul style="list-style-type: none"> Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia. 	30 September, 2021	Assistant Manager - Corporate Communications
Continue our reconciliation journey by developing our next RAP.	<ul style="list-style-type: none"> Register via Reconciliation Australia's website to begin developing our next RAP. 	November 2021	General Manager, Service and Support

2. YouGov survey March 2020, n=5,008



Canon

For public enquiries about our RAP, please email
Corporate.Communications@canon.com.au