

Reflect Reconciliation Action Plan

July 2022 – 2023



RECONCILIATION
ACTION PLAN

REFLECT

PHILIPS



Acknowledgment of Country

Philips Electronics Australia Limited head office operates on the land of the Wallumedegal people.

We acknowledge the ancestors and spirits of this great land and pay our respects to the elders past and present.

Philips Electronics Australia Limited is a national business that operates across Australia, and we acknowledge the First Nations peoples as the Traditional Custodians of this land and extend this respect to all Aboriginal and Torres Strait Islander peoples.

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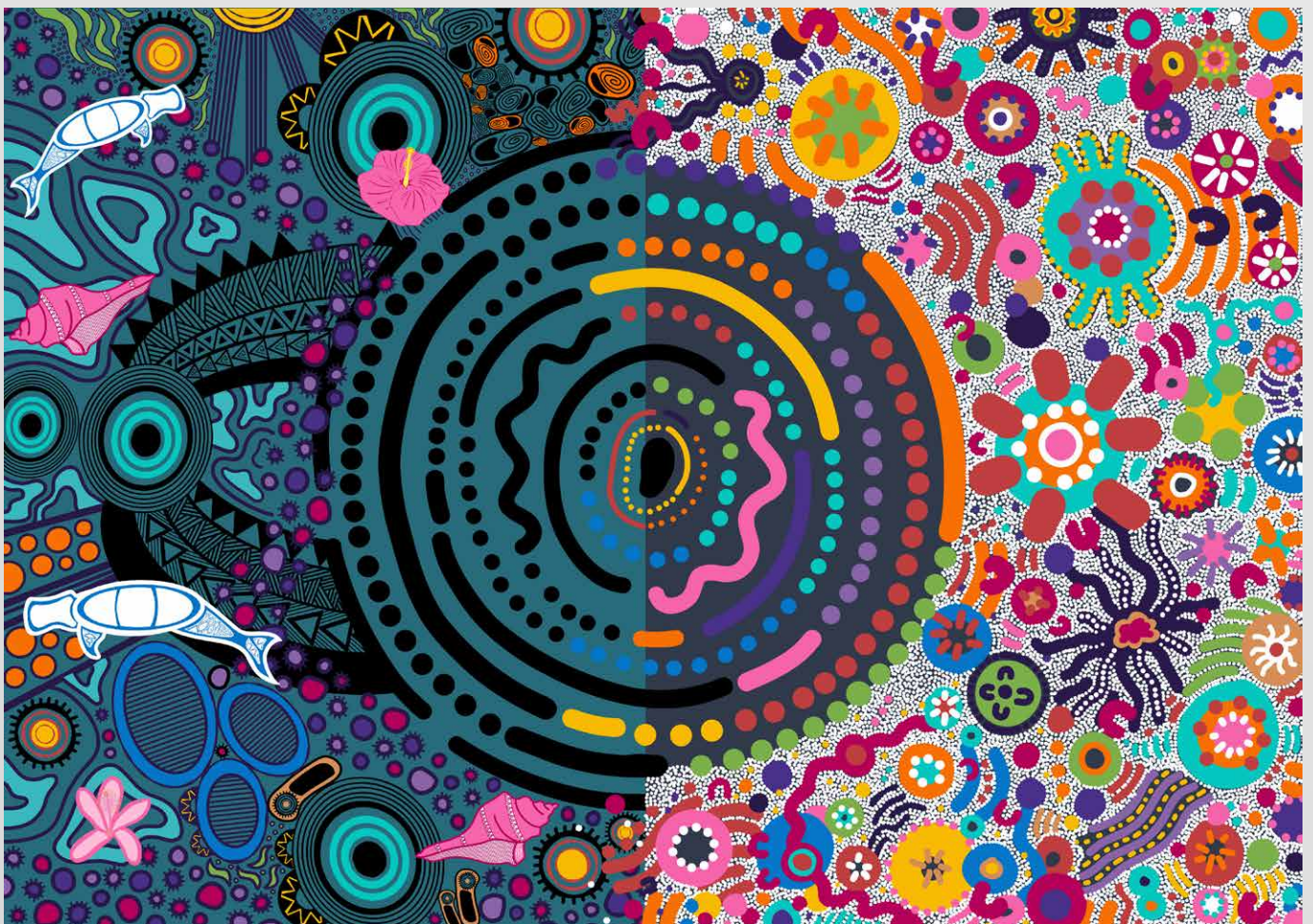
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Cover Artwork Ocean of Change

In this artwork, we wanted to illustrate the ocean and land coming together. We believe people with a collective goal become an ocean; as drops of water come together, it grows into a puddle, a pool, a river, a lake and then an ocean. As each person grows on this journey, the knowledge and their growth ripples on to the next person, and so on.

The land we live on, when connected to it, it guides us. If you look after Boodja (country), Boodja will look after you. Let's share, inspire, connect.



About the Artists



Brenda Mau

My name is Brenda Mau, I am a Torres Strait Islander, Mandubarra, Kalkadoon, Wuthathi, Ngadjonjii woman, who was born on MaMu country of North Queensland. My inspiration comes from the staunch women that have always been present in my life. They have taught me from a young age that I need to be grateful for where I came from and who I am, and so I am always learning more about my connection to the land, sea and stars.

I have always loved being artistic from a young age, but started delving into art more towards the end of my career in mining. I love expressing my individual creativity to share with the community, and show that our First Nations culture is beautiful and our identity is strong.

I want to show that I am willing to break down barriers, and to maintain and strengthen the relationship between Indigenous and non-Indigenous peoples.



Jarni McGuire

My name is Jarni McGuire, and I was born and raised on Noongar Boodja (country); a Whadjuk, Ballardong and Yuat woman living in Boorloo (Perth).

I first started creating art through school, however, I never considered myself as a “creative” person and let it fall by. These last couple of years, I began my journey back into painting and drawing sketches when I was missing my grandfathers who both have passed on. I drew them to honour both and have continued this journey to this day.

I love bringing our traditional stories and art into the modern landscape. I enjoy learning about my culture and practising it every day. My inspiration is found in my culture, using my language and listening to my mob, hearing their stories, asking questions and following Noongar protocols.

I believe a lot can be learned from many art forms and I love sharing my culture, my way.

A Message from Reconciliation Australia



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

Philips Electronics Australia 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.

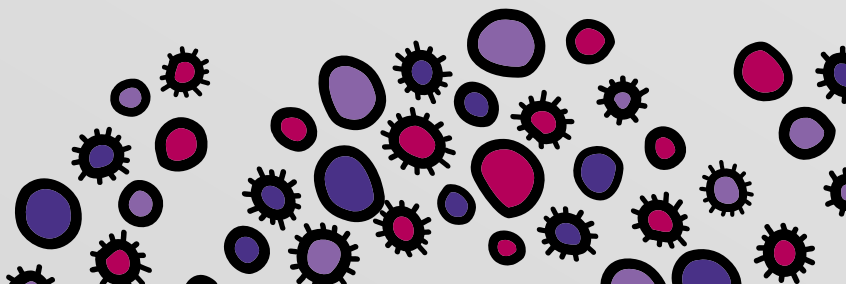
These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance.

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 Philips Electronics 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 first steps right will ensure the sustainability of future RAPs and reconciliation initiatives and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Philips Electronics Australia, 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





Managing Director Foreword

It is with deep pride that Philips presents its first Reconciliation Action Plan. This is an important step in our journey towards building positive relationships with Aboriginal and Torres Strait peoples as well as non- Indigenous Australians.

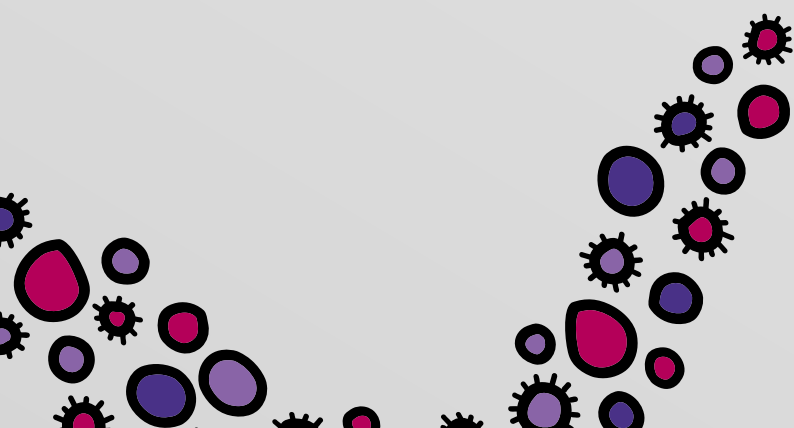
Our core purpose as a health technology leader is rooted in providing meaningful innovation to improve people's health and wellbeing. Yet in an industry as fastmoving as ours, we can rarely innovate in isolation.

We know the best and most innovative solutions are generated through collaboration between people who think differently from one another. We're convinced that a diverse and inclusive culture drives business success and makes for a great place to work. We also acknowledge the importance of having a workforce that is representative of the communities we operate in and the role this plays in designing healthcare solutions that benefit everyone, equally and equitably.

As a health technology company starting in the Reflect stage of our Reconciliation journey, we are committed to understanding the barriers that contribute to inequities in healthcare distribution, resulting in poor health outcomes for Aboriginal and Torres Strait peoples. We aim to work with like minded partners to deploy innovative solutions that address these barriers, reinforcing Philips leadership as a purpose driven company, with a strong commitment to doing business responsibly and sustainably to the benefit of our society.

We're committed to making Philips, and the world, a better and fairer place to be.

Matt Moran
Managing Director





Our Business

Philips Electronics Australia is a leading health technology company with a focus on people, enriching the lives of individuals through better health outcomes across the health continuum from prevention and living, to diagnosis, treatment and home care. Globally, Philips has a proud 131-year heritage built on innovation and entrepreneurship.

Philips has long been and still is a major part of the Australian healthcare system, supplying innovative and life changing solutions for personal and professional healthcare. We are recognised as a leader in diagnostic imaging, image guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips has three main business streams: healthcare, personal health as well as sleep and respiratory care and within those streams various products along the customer journey.

Philips has a significant footprint nationally across Australia with a current workforce of approx. 600 employees working within this geographical market.

We strive to make the world healthier and more sustainable through innovation. In 2020, Philips was one of the first health technology companies in the world to become fully carbon neutral.

As part of our goal to improve the lives of 2.5 billion people a year by 2030, we have committed to improving access to care in underserved communities globally for 400 million people a year.

We are expanding access to care by:

- Working within an ecosystem of strong collaborators
- Driving digital and technological innovation across the health continuum
- Developing new business models
- Partnering to develop effective financing solutions

As we work to achieve our company goals, fully conscious of our responsibilities in society, we continually set ourselves challenging environmental and social targets, and live up to high standards of governance.

[Click here](#) for more on our ESG commitments and 2025 targets.

The opportunity now arises for Philips to apply the same level of focus, innovation and application to our reconciliation journey and the implementation of this Reflect Reconciliation Action Plan (RAP).

Our Vision for Reconciliation

It is with genuine intention that we embark on this reconciliation journey, an organisational vision to create lasting impact by developing meaningful relationships and opportunities with Aboriginal and Torres Strait Islander peoples through respect and recognition.

While discussing the development of this RAP with our Aboriginal consulting partner Yarnnup, we recognised the importance of this RAP initiative and the impact we can have as a health technology leader through the various opportunities for First Nations employment, procurement and community engagement.

Our vision is to embark on a cultural journey which has no finish line but rather a circular approach to cultural awareness, respect and capability which maximises the relationship between Philips and First Nations communities, businesses and peoples across Australia.

Even in developed economies, access to quality healthcare is not always guaranteed. Access to care affects and reacts in an ecosystem and is influenced by developments in society, like housing, economical change, education and demographics.

According to The World Health Organization (WHO) social inequalities and disadvantage are the main reason for avoidable and unfair differences in health outcomes and life expectancy across groups in society.

As a leader in health technology we believe we have a social responsibility to our communities.

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As a global organisation, we have committed and activated many initiatives to help underserved communities and the time has arrived for Philips to play its role to help address the health disparity between First Nations communities and the broader Australian population.
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Digital health is emerging as a transformative approach to addressing barriers in access to care and this is particularly relevant when discussing First Nations health status across Australia. Besides the natural drivers of growth behind health technology such as ageing populations and the rise of chronic diseases, when looking at this from a First Nations perspective, the need for adequate intervention is paramount to improved health outcomes for Aboriginal and Torres Strait Islander communities.

With mortality rates for First Nations peoples 1.6 times that of the general Australian population with males expected to live 10.6 years less and females expected to live 9.5 years less than the average Australian. These statistics showcase the need for awareness not just from an internal perspective within the organisation regarding First Nations participation but also from a broader standpoint regarding access to health technology and general healthcare, with a tailored and culturally inclusive approach that stems from community engagement and decision making, we see the real impact Philips can have across the First Nations demographic within Australia.

An example of some of the discussions that have happened already as part of our RAP Working Group include the acknowledgment that initiatives such as telehealth services where appropriate and sufficient may provide more comfort for individuals from a First Nations background seeking medical attention, and therefore it is something that will require more attention as we progress on this reconciliation journey.

These initiatives will be an extension of our ongoing efforts to support and promote human rights as well as diversity and inclusion throughout our business and into the communities where we operate.



Our Journey Towards a Reconciliation Action Plan



As a business, we have a diverse workforce that is largely representative of the communities where we operate. We have spent several years focusing and working towards our broader inclusion and diversity commitments, reiterating that it is not a program or initiative but rather a part of who we are as an organisation, ensuring employees feel valued, are being heard and sensing that they belong at Philips. This approach has yielded some very positive results, with our recent engagement survey on inclusion and diversity, indicating that over 75% of employees resonate with the work we do in this area.

These results are a great indication that our organisation is building towards a workforce that is culturally safe and a place where people feel acknowledged and welcome, regardless of cultural differences, gender or any other social determinant.

As part of this ongoing process, we have also recognised the need to focus on diversity and inclusion from a First Nations standpoint, hence committing to participating in the reconciliation

movement. Building our First Nations cultural capability is critical for our success, in engaging with First Nations employees, suppliers and communities. We are very excited about the objectives within this RAP.

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As a purpose-driven company, our values and beliefs as an organisation inevitably led us to this reconciliation process.
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As we pursue the growth of Philips as a sustainable and responsible business, we aim to implement the deliverables within this RAP and commit to the objectives authentically, with a long-term approach that creates lasting impact from an employment, procurement, economic, health, social and environmental perspective. This fits in line with our comprehensive commitments across our Environmental, Social and Governance (ESG).



The RAP Process

Our internal RAP working group (RWG) will champion this initiative and bring the deliverables to life, working in collaboration with Yarnnup Aboriginal consultants as well as relevant members from local communities across Australia to ensure we are following adequate cultural protocols and becoming more culturally capable in the process. Our RWG will meet regularly to discuss the implementation of the identified tasks that will formalise our commitment to reconciliation. Representing various functions and divisions of the business our RWG will identify and progress initiatives as well as lead by example for the rest of the organisation to follow suit.

The RWG will be led by Matt Moran- Managing Director and also includes:

- Jessica Dul - Head of HR ANZ
- Kristy Montgomery - Account Manager
- Sarah Al-Hashimi - Brand and Communication Manager
- Kathryn Smith - Modality Sales Specialist
- Anthony Bartlett - Procurement Manager
- Sashi Fernando - General Counsel, Legal
- Lana Bozic - Commercial and Contracts Manager

We will start each meeting with members of the RWG taking turns to do an Acknowledgement of Country and sharing some traditional local insights from our staff that are located nationally.

This will initiate a creative start to each session by discussing topics other than business related information.

One of the key areas within this RAP that we will action as soon as it is feasible, is the delivery of training and development across our various business units. As we are yet to conduct any cultural awareness or capability training, these sessions will be critical to bring the employees along the journey of reconciliation and to better understand the purpose behind the investment in this process. We will work to ideally have these sessions delivered face to face where possible and online in other instances.

Throughout these training sessions, participants will get a clearer picture around the various policies and procedures that Philips will be implementing as part of its reconciliation journey and how these relate to effective engagement with First Nations peoples ensuring cultural sensitivities and protocols are considered when interacting with Aboriginal and Torres Strait Islander communities, businesses and peoples. A possibility which we have discussed in the initial stages of this RAP process is the implementation of cultural awareness modules throughout our on-boarding process for all new recruits, making this a mandatory requirement for all. This will be a working progress as we progress through this RAP over the next 12 months.



We will continue to communicate the opportunities we have in relation to our various community touch points and the variety of our products that impact so many lives on a daily basis. We will work to extend and broaden local community partnerships such as the MOU with the NT Government across other regions.

We sponsored a student hackathon at the University of Queensland where participants were asked to develop innovative health and wellbeing solutions for underserved and under-represented populations. We are looking at the possibility of expanding such initiatives with a more specific focus on First Nations peoples. The ability to assess the success of these initiatives will assist in the development of future programs that will aim to impact Aboriginal and Torres Strait Islander communities more directly.

We currently have a national live stream planned with CEDA in April 2022 which is focused on enhancing healthcare services/increasing access to care in remote and regional communities. These think- tanks/roundtables will provide opportunities for the spotlight to be heavily focused on under-served communities and the development of these initiatives into annual events will be a target moving forward, particularly after assessment of our inaugural event.

We also have existing relationships with service providers to First Nations communities such as cardiologists working with Rheumatic Heart Disease

(RHD) programs targeting at risk communities which include Aboriginal and Torres Strait Islander peoples across Australia. We will look at the potential expansion of such initiatives as we progress through this Reflect RAP and moving to further stages of the RAP process.

As our employment figures relating to Aboriginal and Torres Strait Islander peoples are unknown, we will be working to implement appropriate measures and survey tools to understand the dynamics of our organisation and ensure these are done in a culturally appropriate manner. This also includes our interview processes which will be updated to reflect our new approach to First Nations engagement.

Another initiative is to ensure appropriate communication of opportunities to procurement and our buying team for any potential avenues for First Nations participation. We will also look to prioritise the opportunity to include Aboriginal and/or Torres Strait Islander businesses in our supply chain.

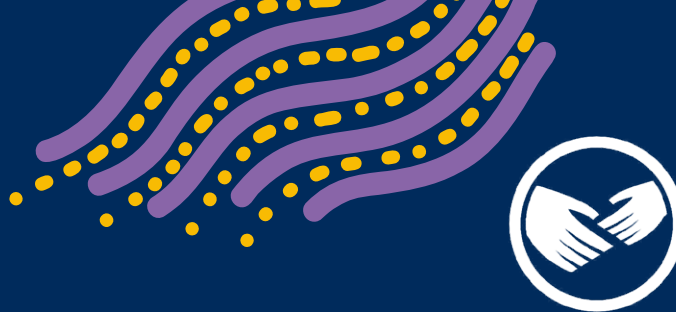
At a community level, we are looking to engage with communities to help empower local decision making and provide social impact where possible beyond a socio-economic standpoint. Utilising our people, expertise, resources, innovation and technology we will work with First Nations peoples as part of this RAP journey to partner and support new opportunities and relationships that are beneficial for all involved with integrity at the heart of all decisions and objectives.





Our Reconciliation Action Plan

Relationships



Action	Deliverables	Timeline	Responsibility
1 Establish and strengthen relationships with Aboriginal and Torres Strait Islander stakeholders and organisations	1.1 Develop a list of Aboriginal and Torres Strait Islander organisations and stakeholders within our local community or sphere of influence	October 2022	Brand and Communication Manager
	1.2 Research and implement best practice that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations	November 2022	Brand and Communication Manager
2 Build relationships through celebrating National Reconciliation Week	2.1 Introduce staff to National Reconciliation Week by circulating resources and materials	May 2023	Account Manager
	2.2 Have RAP Working Group members participate in external National Reconciliation Week events	May 27th – 3rd June 2023	Account Manager
	2.3 Encourage staff to attend at least one National Reconciliation Week event	May 27th – 3rd June 2023	Account Manager
3 Promote our RAP and Reconciliation journey through our sphere of influence	3.1 Educate all staff on our reconciliation commitment and responsibilities within our RAP	July 2022	Head of HR
	3.2 Communicate our commitment to reconciliation to all staff	July 2022	Managing Director
	3.3 Identify and connect with other RAP organisations to collaborate on our journey	February 2023	Brand and Communication Manager
	3.4 Amend Human Resources on-boarding documents to include reference to our RAP	January 2023	Head of HR
	3.5 Identify external stakeholders that our organisation can engage with on our reconciliation journey	November 2022	Brand and Communication Manager
4 Promote positive race relations through anti-discrimination strategies	4.1 Conduct a review of current Human Resources policies and procedures to identify any anti-discrimination provisions and future needs	March 2023	Head of HR
	4.2 Research best practice and policies in areas of race relations and anti-discrimination	February 2023	Head of HR

Respect



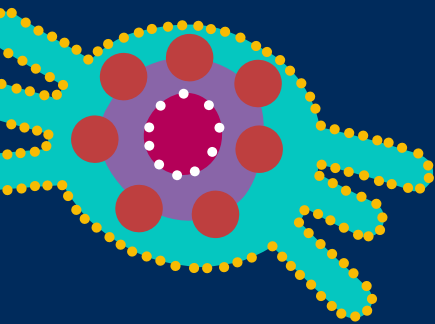
Action	Deliverables	Timeline	Responsibility
1 Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning	1.1 Review current cultural learning training and identify training needs required within the organisation	August 2022	Head of HR
	1.2 Organise the delivery of workshops for internal cultural awareness	April 2023	Head of HR
	1.3 Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	March 2023	Head of HR
2 Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols	2.1 Recognise Aboriginal and Torres Strait Islander dates of significance	August 2022	Brand and Communication Manager
	2.2 Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisations operational area	August 2022	Brand and Communication Manager
	2.3 Develop and implement a policy to increase staff's understanding of the purpose and significance of cultural protocols. This includes understanding the significance and reason for Acknowledgement of Country and Welcome to Country protocols.	September 2022	Brand and Communication Manager
3 Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week	3.1 Raise awareness and share information amongst staff about the meaning of NAIDOC Week	4th-11th July 2023	Account Manager
	3.2 Introduce staff to NAIDOC Week by promoting external events in our local area	4th-11th July 2023	Account Manager
	3.3 RAP Working Group to participate in external NAIDOC Week events	4th-11th July 2023	Account Manager



Opportunities



Action	Deliverables	Timeline	Responsibility
1 Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development	1.1 Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation	December 2022	Head of HR
	1.2 Build understanding of current Aboriginal and Torres Strait Islander employees to inform future employment and development opportunities	October 2022	Head of HR
2 Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes	2.1 Investigate Supply Nation membership	May 2023	Procurement Manager
	2.2 Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses	April 2023	Procurement Manager



Governance



Action	Deliverables	Timeline	Responsibility
1 Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP	1.1 Maintain a RAP Working Group (RWG) to govern and implement RAP	May 2023	Head of HR
	1.2 Establish Aboriginal and Torres Strait Islander representation on the RWG	September 2022	Head of HR
	1.3 Draft a terms of reference document for the RWG	August 2022	Head of HR
2 Provide appropriate support for effective implementation of RAP commitments	2.1 Review and update resource needs for RAP implementation	July 2022	Managing Director
	2.2 Engage senior leaders in the delivery of RAP commitments	July 2022	Managing Director
	2.3 Define appropriate systems and capability to track, measure and report on RAP commitments	September 2022	Head of HR
3 Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally	3.1 Complete the annual RAP Impact Measurement Questionnaire and submit to Reconciliation Australia	September 30th 2022	Head of HR
	3.2 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	November 2022	
	3.3 Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire	August 2022	
4 Continue our reconciliation journey by developing our next RAP	4.1 Review RAP based on achievements, challenges and lessons learned	April 2023	Managing Director
	4.2 Register via Reconciliation Australia's website to begin developing our next RAP	March 2023	Executive Assistant





For any queries, contact:

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