



*d'Arenberg*

# RECONCILIATION ACTION PLAN (RAP)

*d'Arenberg Pty Ltd*

**Reflect Reconciliation Action Plan *May 2023 – June 2024***

## Our business

d'Arenberg is a destination in the McLaren Vale region on Kurna land, it is more than a cellar door and the home of the Dead Arm shiraz.

d'Arenberg is a fourth-generation operation that employs traditional methods in the wine making process and, in the vineyard, to produce distinctive wines and provide an unforgettable experience for our visitors.

The d'Arenberg site has many features that provide unique experiences, for the visitor the Cube is an 'alternative realities' museum, an art gallery and an experience that also includes the Singapore Circus restaurant and the tasting room located on the 5<sup>th</sup> floor provides a 360° view of the winery, vineyards, and surrounds of McLaren Vale. The Cube is a unique building and experience, designed to entice and excite the senses.

d'Arry's Verandah restaurant is a fine dining experience located in the 19<sup>th</sup> century homestead where local, seasonal, and Australian native produce are showcased and leaves the customer wanting to return again and again.

The heart of d'Arenberg is the winery that produces over 70 different varieties of wine using traditional methods including basket pressing and foot treading during fermentation. All the wine is bottled on site and the winery exports to wine to over 80 countries worldwide. The grapes are grown using traditional methods in vineyards owned and leased by d'Arenberg, all located within the McLaren Vale environs. Some grapes are procured from growers in Langhorne Creek and the Adelaide Hills to complement the d'Arenberg grown grapes, mostly local growers are utilised.

d'Arenberg employs 200 people across the vineyard, winery, bottling plant, restaurants, cube, cellar door and art gallery, during vintage season that amounts swells to approximately 250 people. d'Arenberg has had limited interactions with Aboriginal and or Torres Strait Islander People and hope the work in developing our reconciliation action plan we can amend this across the business.



## d'Arenberg Reflect RAP Statement from CEO of Reconciliation Australia



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

d'Arenberg 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, RAP's 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 d'Arenberg 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 d'Arenberg, 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



## Note from fourth-generation winemaker and owner of d'Arenberg Chester Osborn



We are proud to be working with Reconciliation Australia on our first RAP, which we believe will help foster unity and mutual respect between Aboriginal and Torres Strait Islander people and wider Australia. It is an exciting time for d'Arenberg to be taking significant steps towards our ongoing journey of reconciliation. The development of the RAP gives us an opportunity to learn and imbed our appreciation of Aboriginal and Torres Strait Islander People and culture.

The RAP will be a strong framework for us to use to impart our knowledge grow understanding and respect amongst our staff and can share with customers. It is important we recognise and acknowledge the Aboriginal and Torres Strait Islander people who first inhabited these lands and strive for real change, the RAP is part of ensuring lasting change.

### Our RAP

d'Arenberg has an overall objective to be a producer of superior, high-quality wine that meets or exceeds the customers' expectations. The d'Arenberg name is synonymous with high quality wines and a leading innovator in the Australian wine industry. The d'Arenberg Cube is also recognised globally which gives us the perfect platform for acknowledging the reconciliation journey we are on.

d'Arenberg value the family history of the business, the unique geology of the McLaren Vale region / Kurna land and have been leaders in the sustainability for over 10 years. Protecting the environment, sustainability, contributing to the local and greater South Australian community. The management team recognised the need to further develop the cultural and history sides of the business and the framework of reconciliation Australia was recommended as the best pathway to facilitate this process.

The site is ready to embrace and continue the reconciliation movement in the McLaren Vale region and within Australia, we are keen to know more about the history of the site pre 1912 when the first grapes were planted at the site and of the McLaren Vale region. This will allow us to share our knowledge to our staff and visitors to d'Arenberg can further embrace the Aboriginal and Torres Strait Islander cultures in today's society.

We will achieve this by forming a small team of people from a cross section of the business to action the RAP across the different stages using the RAP templates. The invitation to join the RAP team was extended to all employees. The RAP team will meet to provide feedback and support during the drafting RAP process and will then meet quarterly to review progress, reports will be made to the management team and advisory board by the RAP champion. The RAP team will engage with First Nations leaders in the McLaren Vale region to seek guidance and advice.

The d'Arenberg RAP working group includes Quality Leader (QA), Sales and Marketing General Manager (S&M), HR Manager (HR), Restaurant Manager (RM), Tourism and Events Officer (TEO), Chief Winemaker (CWM), Brand Manager (BM), Winemaker (WM), Customer Service (CM)

## **Our partnerships/current activities**

As part of our reconciliation journey, we will organise activities to increase the working knowledge and understanding of Aboriginal and Torres Strait Islander cultures and histories. The activities will include:

- An educational visit by local Aboriginal and Torres Strait Islander People
- Promoting attendance of activities as part of NAIDOC week and NRW events.
- Incorporate native foods into our menus at d'Arry's Verandah and Singapore Circus.
- Including Aboriginal and Torres Strait Islander people's artwork in the art gallery
- Developing an Acknowledgement of Country, adding to our website and training out with hospitality workers



## RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	<ul style="list-style-type: none"> <li>Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.</li> </ul>	May 2023	QA / S&M
	<ul style="list-style-type: none"> <li>Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.</li> </ul>	May 2023	QA / S&M
2. Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> <li>Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.</li> </ul>	May 2023	QA / S&M
	<ul style="list-style-type: none"> <li>RAP Working Group members to participate in an external NRW event.</li> </ul>	27 May- 3 June, 2023	HR / QA
	<ul style="list-style-type: none"> <li>Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.</li> </ul>	27 May- 3 June, 2023	HR / QA
3. Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> <li>Communicate our commitment to reconciliation to all staff.</li> </ul>	August 2023	S&M / CWM
	<ul style="list-style-type: none"> <li>Identify external stakeholders that our organisation can engage with on our reconciliation journey.</li> </ul>	August 2023	S&M
	<ul style="list-style-type: none"> <li>Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.</li> </ul>	October 2023	QA
4. Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none"> <li>Research best practice and policies in areas of race relations and anti-discrimination.</li> </ul>	November 2023	HR / QA
	<ul style="list-style-type: none"> <li>Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.</li> </ul>	November 2023	HR



## 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	<ul style="list-style-type: none"> <li>Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and rights within our organisation.</li> </ul>	January 2024	QA
	<ul style="list-style-type: none"> <li>Conduct a review of cultural learning needs within our organisation.</li> </ul>	January 2024	QA
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none"> <li>Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.</li> </ul>	May 2023	S&M / QA
	<ul style="list-style-type: none"> <li>Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.</li> </ul>	June 2023	S&M / QA
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> <li>Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.</li> </ul>	June 2023	QA
	<ul style="list-style-type: none"> <li>Introduce our staff to NAIDOC Week by promoting external events in our local area.               <ul style="list-style-type: none"> <li>RAP Working Group to participate in an external NAIDOC Week event.</li> </ul> </li> </ul>	First week in July 2023	QA



## OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention, and professional development.	<ul style="list-style-type: none"><li>Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.</li></ul>	March 2024	HR
	<ul style="list-style-type: none"><li>Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.</li></ul>	March 2024	HR
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	<ul style="list-style-type: none"><li>Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.</li></ul>	March 2024	HR / S&M
	<ul style="list-style-type: none"><li>Investigate Supply Nation membership.</li></ul>	March 2024	HR





## GOVERNANCE

Action	Deliverable	Timeline	Responsibility
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	<ul style="list-style-type: none"> <li>Maintain a RWG to govern RAP implementation.</li> </ul>	March 2023	HR / QA
	<ul style="list-style-type: none"> <li>Draft a Terms of Reference for the RWG.</li> </ul>	March 2023	HR / QA
	<ul style="list-style-type: none"> <li>Establish Aboriginal and Torres Strait Islander representation on the RWG.</li> </ul>	May 2023	QA / S&M
11. Provide appropriate support for effective implementation of RAP commitments.	<ul style="list-style-type: none"> <li>Define resource needs for RAP implementation.</li> </ul>	May 2023	QA / HR / S&M
	<ul style="list-style-type: none"> <li>Engage senior leaders in the delivery of RAP commitments.</li> </ul>	May 2023	S&M / HR
	<ul style="list-style-type: none"> <li>Appoint a senior leader to champion our RAP internally.</li> </ul>	May 2023	S&M / HR
	<ul style="list-style-type: none"> <li>Define appropriate systems and capability to track, measure and report on RAP commitments.</li> </ul>	May 2023	QA
12. Build accountability and transparency through reporting RAP achievements, challenges, and learnings both internally and externally.	<ul style="list-style-type: none"> <li>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.</li> </ul>	June 2023 (annually)	QA
	<ul style="list-style-type: none"> <li>Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.</li> </ul>	1 August 2023 (annually)	QA
	<ul style="list-style-type: none"> <li>Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.</li> </ul>	30 September 2023 (annually)	QA
13. Continue our reconciliation journey by developing our next RAP.	<ul style="list-style-type: none"> <li>Register via Reconciliation Australia's <a href="#">website</a> to begin developing our next RAP.</li> </ul>	March 2024	QA

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