

# Sell & Parker Group

## Reflect Reconciliation Action Plan

July 2020 – July 2021



# Table of Contents

Introduction	3
Our Business	4
Our RAP	5
Our Reconciliation Journey	6



**KARRKAD  
KANJDJI**  
TRUST

*The Karrkad Kanjdji Trust (KKT) works with Indigenous Ranger groups in one of the most culturally rich and biodiverse regions of Australia, West and Central Arnhem Land. KKT brings together ranger groups, communities and philanthropists to address some of our nation's most pressing issues, including environmental conservation, education and employment. Our projects are both unique and respectful, in that each piece of work we partner on is 100 percent community driven, from concept to implementation.*

*Our partners include Warddeken Land Management Limited, Djelk Rangers, Mimal Land Management, and Adjumarllarl Rangers, who together care for over 40,000 square kilometres of land and sea country. Over the past four years we have developed a simple yet highly effective model that has been designed from the ground up with Indigenous rangers, Elders and land managers. Our model is an Indigenous approach to conservation and includes six components:*

- *Native species conservation*
- *Meaningful employment for women*
- *Cultural heritage management*
- *Education on country*
- *Sustainability of remote ranger bases*
- *Carbon abatement and sequestration*

*The photographs (with the exception of the image of Luke & Morgan Parker) used in this Reconciliation Action Plan have been provided courtesy of the Karrkad Kanjdji Trust, for which we sincerely thank them.*





# Introduction

As Directors of the Sell & Parker Group, we are proud to present Sell & Parker's first Reconciliation Action Plan.

Sell & Parker has always valued, and enjoyed, the diversity in our employees and customer base. We are committed to a culture that encourages and celebrates reconciliation between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples. We also recognise that, as leaders in our industry we have a duty to provide meaningful opportunities for Australia's First Peoples to participate in recycling and other manufacturing opportunities.

Our continuing success will in part rely on us as ensuring that all aspects of our business have vision that strong and enduring relationships are built on trust and respect, in an environment which is free of racism and champions inclusion.

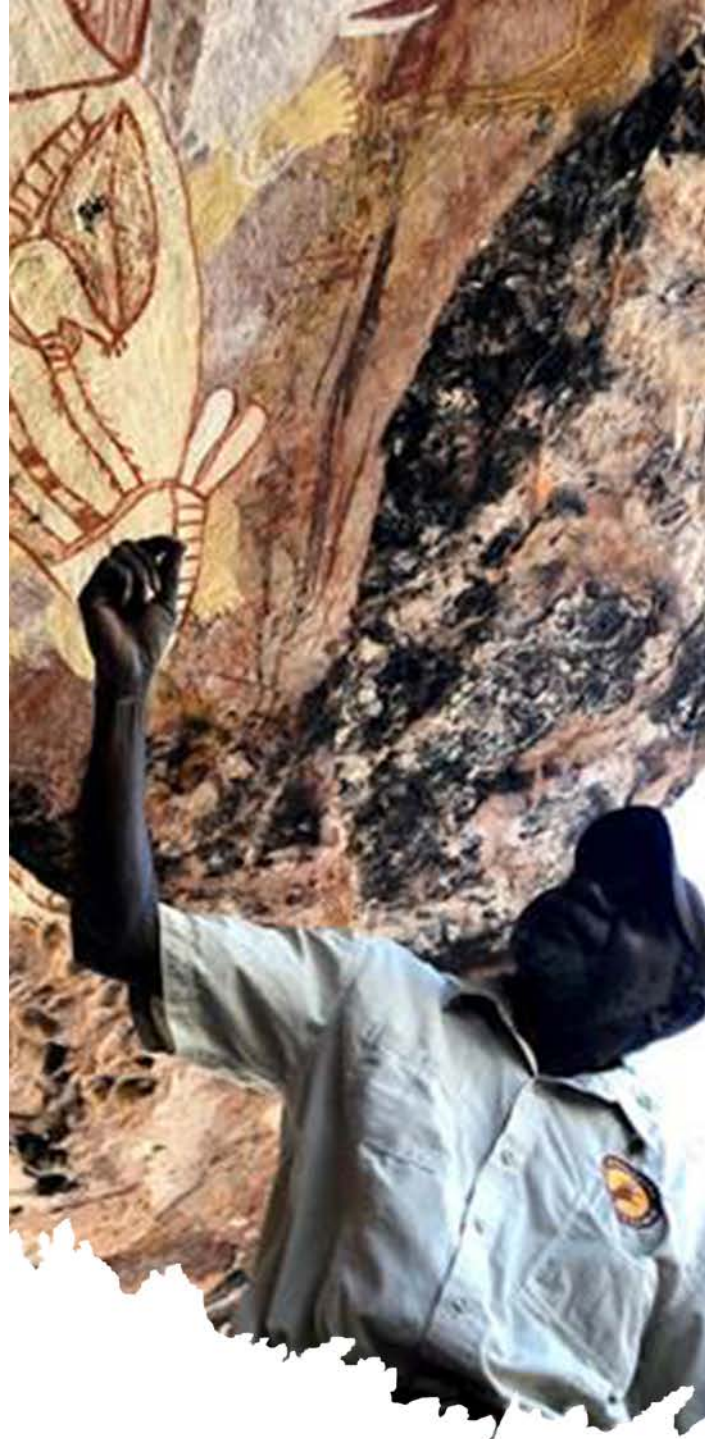
Our Reflect RAP is a formalisation of this fundamental vision.

## Luke Parker & Morgan Parker

---

Top right image:  
Senior Ranger Stuart Guymala  
Warddeken Indigenous Protected Area

Bottom right image:  
Luke Parker & Morgan Parker



# Our Business

Sell & Parker Metal Recycling Services commenced trading in 1966 as buyers and sellers of ferrous and non ferrous metals under the guidance of Ross Parker and Max Sell. While we have grown and expanded over the years we remain an Australian private company.

The Sell & Parker Group incorporates three core businesses:

## Recycling

Sell & Parker operate 6 substantial metal recycling facilities in NSW, with additional sites in the Pilbara and Darwin. We purchase our metals from businesses and individuals all over Australia. We then process and on-sell these metals domestically and internationally to consumers who melt and reuse the metal. We also operate 3 large container deposit redemption depots in NSW

## Plates and Bolts

This division cuts and machines steel plates, makes bespoke rolled thread bolts and distribute high end fasteners from overseas manufacturers. We have 4 facilities in NSW and Victoria

## Defence

Our subsidiary, Australian Frontline Machinery, is the exclusive sales agent for the Australian Defence Force's used military equipment. Our head office is in Sydney, but we also operate across Australia.

We employ approximately 380 people across our 15 locations, and at last count 7 employees who identify as Aboriginal and/or Torres Strait Islander peoples.

We are immensely proud of what the Sell & Parker Group has achieved as a family owned and operated company. The Parkers work in the business day-to-day and we believe our success is reliant on the close relationships we have with our employees and each of our stakeholders and in particular our ability to remain flexible to our customers' requirements, particularly in challenging times.



## Our RAP

Sell & Parker sees a great opportunity for itself, especially across its diversified business groups, in developing and implementing culturally appropriate, partnership-centered solutions for our customers. We see our Reflect RAP as a foundation for creating the right environment for Aboriginal and Torres Strait Islander peoples to participate with us in our success,

Our plan for the Reflect RAP is to begin the implementation of the RAP across the Sell & Parker Group from the very top of the organisation right through to our casual and contract staff. In the initial stages, we envisage the directors will steer and guide the organisation's engagement with the RAP and ensure all levels of management are executing our vision.

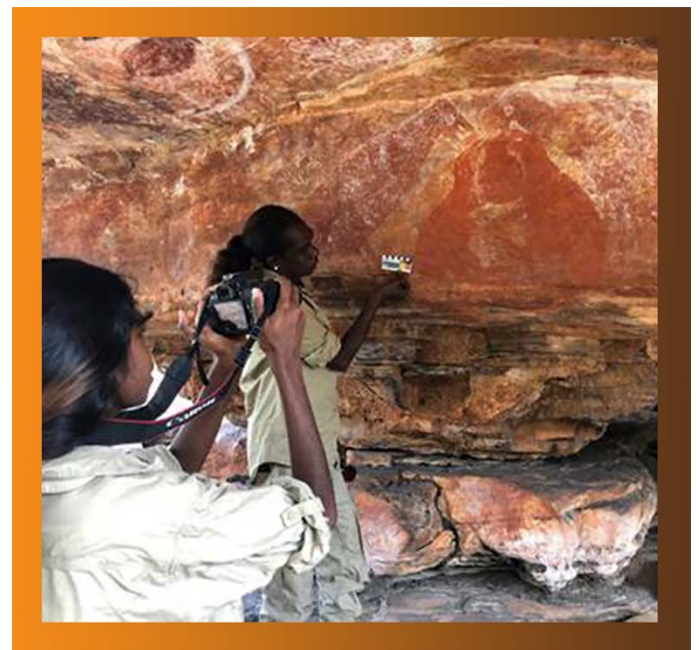
Following these initial stages, over the next 12 months, Sell & Parker will regularly refer to our RAP for context when building our employees cultural awareness and understanding, while establishing and strengthening our relationships with the communities in which we trade.

Each facility in the Sell & Parker Group will also review its preferred service suppliers, and utilise the Supply Nation directory to establish sustainable relationships with Aboriginal and

Torres Strait Islander businesses wherever it is reasonable and feasible to meet our business requirements or those of our customers.

We foresee this resulting in greater opportunities for and engagement with Aboriginal and Torres Strait Islander peoples.

Our RAP Champion is Luke Parker who will be responsible for driving the internal engagement and awareness of the RAP across our business.



Top image:  
Daluk Rangers recording rock art in the Warddeken  
Indigenous Protected Area



# Our Reconciliation Journey

Sell & Parker's reconciliation journey is a culmination of both corporate and individual experiences:

## The Corporate Journey

Our interaction with Aboriginal and Torres Strait Islander peoples increased markedly when we acquired our Western Australian and Northern Territory recycling facilities in 2013. Both these operations recycle metal and end of life vehicles sourced from community. In addition to transactional trading, we have also partnered with three different Aboriginal businesses to target large, long term, ongoing contracts.

One such partnership, for example, was our work with the Aboriginal United Services (AUS). Together with AUS, Sell & Parker formed AUS Metals Alliance Pty Limited (AMA). As partnership AMA purchased scrap from generators in the Pilbara, carted the scrap to our site where Sell & Parker then bought it from AMA for recycling /reprocessing. In the course of this venture AMA recycled in excess of 5,000 tonnes of metal but the venture ended when the partners recognised their different objectives.

As a business with a firm 'family' mentality, Sell & Parker have always striven to "do the right thing" for all parties. At each step we have

always endeavoured to share a consistent vision with our partners, but have on occasion struggled to find the 'sweet spot'. We believe that the absence of a formal Reconciliation Action Plan may have limited the chances of sustainable success with these partners. With the opportunity for reflection and our vision firmly on the future, we believe documenting and formalising our RAP will provide the framework to enable us to build stronger relationships as we look for continued growth.

Sell & Parker has a long history of philanthropy within Australia. In particular, it has focussed on improving the health and welfare outcomes for all Australians, and particularly for the most disadvantaged of our society. In the past 15 years Sell & Parker have donated more than \$5 million to various arms of the Royal Flying Doctor Service and the Sydney Children's Hospital. We also support the Woolloomooloo & Inner City Police Community Scholarship Foundation, a small localised charity specifically targets secondary educational scholarships for inner city Aboriginal and Torres Strait Islander kids.

---

Top image:  
Rock art in the Warddeken Indigenous Protected Area



## The Individual Journey

Individually, the directors of Sell & Parker and other members of the Parker family support programs that aim to preserve country and ensure the continuation of culture of Aboriginal and Torres Strait Islander peoples. For instance, Luke and Alicia Parker have pledged 5 years of support for the (Karrkad Kandji Trust (KKT). This Trust was established by local Elders to support the Warddeken and Djelk Indigenous groups in West Arnhem Land to care for country, people and culture and by connecting supporters with Traditional Owners. The specific project the Parkers have supported is the documentation and preservation of an estimated 30,000 rock art galleries that are believed to exist in the The Warddeken Indigenous Protected Area (IPA). This is potentially the largest undocumented body of rock art in the world with less than 5% of the 1.4 million hectare IPA having been surveyed.

The Warddeken IPA management plan aims to:

- Improve understanding of rock art across the IPA and prioritise land management activities to mitigate key threats to the art
- Record information and interpretation of rock art sites from Elders
- Provide opportunity for Traditional Owners to reconnect with and spend time at rock art sites through participation in its conservation.

The images in this document are just a small example of art catalogued and preserved by Warddeken Traditional Owners in Arnhem Land with the support of the Karrkad Kanjdji Trust.

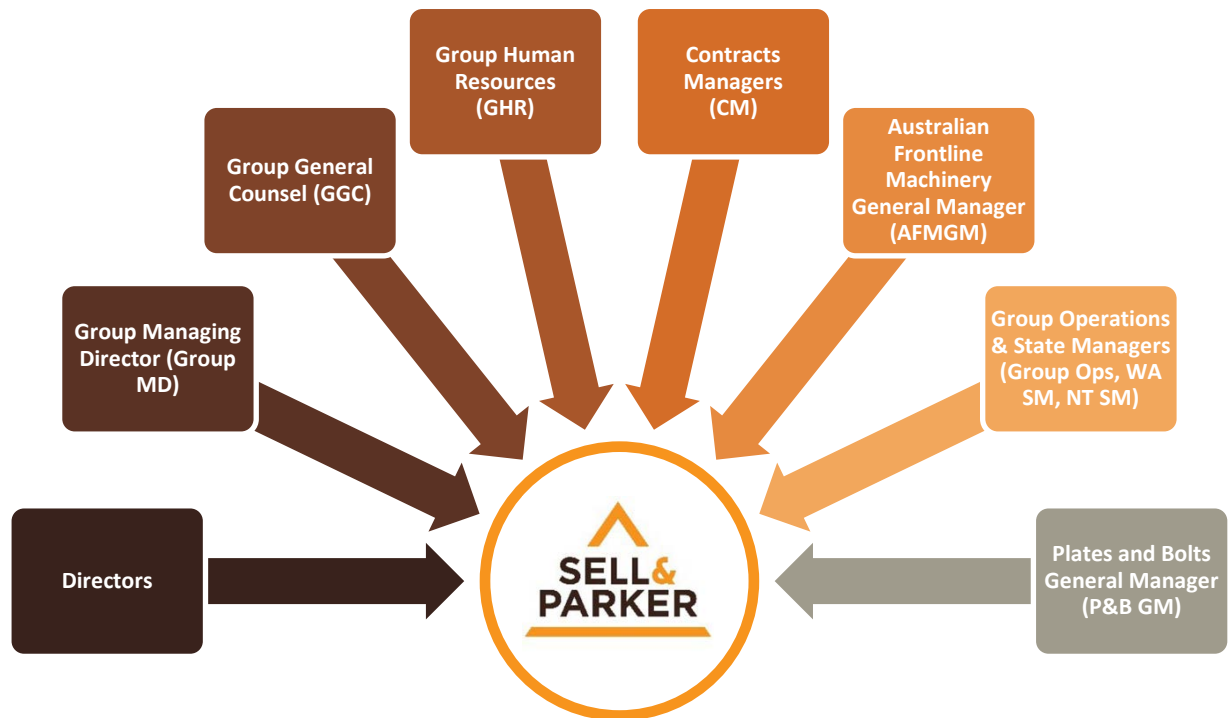
## Our partnerships/current activities

- Our partnerships to date have focussed on the collection of scrap metal and other recyclables within the West Australian and Northern Territory regions.
- Many of our suppliers of scrap metal are Aboriginal or Torres Strait Islander owned and operated businesses, and these range from local land councils to commercial operations.
- We have completed a number of projects collecting recyclable metal waste in NT and WA Communities.
- In our WA and NT divisions we use local Indigenous peoples businesses to support our own business in areas like vehicle/machinery maintenance and local recruitment agencies that support Aboriginal and Torres Strait Islander employment.

---

Top image:  
Rock art in the Warddeken Indigenous Protected Area

## Sell & Parker RAP Working Group (RWG)



Relationships			
Action	Deliverable	Timeline	Responsibility
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. <ul style="list-style-type: none"> <li>o Metal Recycling</li> <li>o Plates and Bolts (P&amp;B)</li> <li>o Australian Frontline Machinery (AFM)</li> </ul>	July/2020 July/2020 July/2020	Group MD P&B GM AFM GM
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	August/2020	GGC





Relationships			
Action	Deliverable	Timeline	Responsibility
Build relationships through celebrating National Reconciliation Week (NRW)	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May/2021	GHR manager
	RAP Working Group members to participate in an external NRW event.	27 May – 3 June 2021	Each Director Each member of RWG
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May- 3 June, 2021	GHR manager Each member of RWG
Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	November/ 2020	Group MD
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	October/2020	GHR manager RWG
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	June/2021	Group MD
Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	December/ 2020	GGC
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	April /2021	GHR manager GGC

Respect			
Action	Deliverable	Timeline	Responsibility
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.	August/2020	GHR manager
	Conduct a review of cultural learning needs within our organisation.	September/2020	GHR manager
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.	August/2020	GCC
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	December/2020	GHR manager Each member of RWG
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/2021	GHR manager
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June/2021	GHR manager
	RAP Working Group to participate in an external NAIDOC Week event.	4 – 11 July 2021	Each member of RWG



## Opportunities

Action	Deliverable	Timeline	Responsibility
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.	August/2020	GHR manager RWG
	Develop a business case for a Aboriginal and Torres Strait Islander job training program within our organisation.	November/ 2020	GHR manager
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	July/2020	GHR manager
Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses. <ul style="list-style-type: none"> <li>o General goods and services</li> <li>o Specialised recycling and transport services</li> <li>o Recruitment services</li> </ul>	August/2020	CM, Group Ops, WA SM, NT SM with RWG support
	Investigate Supply Nation membership.	July/2020	Group MD
Partner with Aboriginal and Torres Strait Islander businesses to improve outcomes and build capability in metal recycling, collection and processing.	Develop a business case for partnering with Aboriginal and Torres Strait Islander owned businesses.	December/ 2020	Group Ops, WA SM, NT SM with RWG support



Governance			
Action	Deliverable	Timeline	Responsibility
Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Maintain a RWG to govern RAP implementation.	July/2020	GGC
	Draft a Terms of Reference for the RWG.	July/2020	GGC
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	September/2020	GGC
Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	July/2020	GHR Manager
	Engage senior leaders in the delivery of RAP commitments.	August/2020	Group MD & Each member of RWG
	Define appropriate systems and capability to track, measure and report on RAP commitments.	September/2020	GGC
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.	By 30 September each year	Group MD and GGC
Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	April/2021	Group MD

For public enquiries or further information about our Reconciliation Action Plan please contact Luke Parker on 02 9316 9933.



Bottom right image:  
Daluk Rangers recording rock art in the Warddeken Indigenous Protected Area