



Reflect Reconciliation Action Plan

January 2022 — January 2023



RECONCILIATION
ACTION PLAN

REFLECT

Pfizer Australia acknowledges the Traditional Custodians of Country throughout Australia from coast to coast, river to river, mountain to mountain and everywhere in between. We acknowledge their unique connections to the land, sea, air, bird life, the animals, the plants, the spirits of Mother Earth and the Ancestors.

We admire the collective wisdom of First Nations communities in health, spiritual wellbeing, caring for Country, science, education, trade and local economies. We remember, honour and have a deep appreciation for First Nations peoples and communities who have been and are emotionally, physically, spiritually and culturally harmed by colonisation.

We recognise the diversity of First Nations peoples and world views and recognise the unique needs of communities of the oldest living culture in the world.

We pay our respect to their Elders past and present and extend our respect to all Aboriginal and Torres Strait Islander peoples today.



Reconciliation Artwork Design by Jasmine Sarin, Koori Designs:

The concentric circles symbolise Pfizer as a meeting place, a point of connection with different “circles” of people interacting. The different colours and shapes within the circles symbolise Pfizer as a diverse and inclusive place. The white lines connecting the round shapes indicate the interconnectedness of different groups, people, businesses and services.

The colourful, patterned shapes in between represent the different lands, peoples and experiences of health care across the nation.

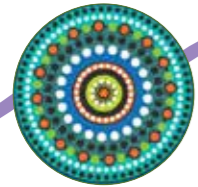


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A Message from Leaders



Reconciliation Australia

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

Pfizer 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 Pfizer 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 Pfizer 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

Pfizer

I am thrilled and humbled by the opportunity to launch Pfizer’s very first REFLECT Reconciliation Action Plan. I am impressed by the rigour and the accountability that Reconciliation Australia brings to the Reconciliation Action Plan (RAP) process.

For around 18 months prior to publishing our RAP, our leaders and colleagues have been on a journey of discernment and thoughtful planning for this significant milestone. Documenting and measuring our intentions to create respect, relationship, and opportunity with Aboriginal and Torres Strait Islander Peoples, and having this carefully reviewed and approved by Reconciliation Australia is an incredible beginning.

Pfizer is a workplace of inclusion and great diversity, having identified 49 distinct cultural backgrounds and 43 native languages amongst our colleague group nationally. But no matter where we all came from to be here today, it is a vital step to gain the truth of colonisation, evaluate the impacts today, and consider what we can do, to come along-side the oldest living culture in the world, as partners to close the significant gaps in wellbeing.

This process of planning has been underpinned by listening, slowing down and not rushing ahead to solutions or actions, but making sure we have a collective and individual understanding of our responsibility. We know

that organisations do not reconcile or repair relationships, trust, and wellbeing - it is the people who work within them who do. So, our plan for the REFLECT RAP is fundamentally about how we support our people to be genuine and effective allies of our First Nations Peoples.

Our RAP advisors have been an incredible source of knowledge and inspiration and we thank them all very much for their trust and expertise. We are mindful that every time they share their story, insights, lived experience, and journey, their proximal experiences of dispossession, racism and pain stand with them, and so with us.

As you read this plan, I do hope you can feel the energy, the thoughtfulness and the determination that fuels the words of these pages, brought to life so beautifully by the eye-catching artwork by Jasmine Sarin of Koori designs.

Thank you to the leaders and contributors of the Reconciliation Working Group and for bringing this plan to life.

Our journey continues.

With Respect,
Anne Harris
Pfizer Australia and New Zealand
Managing Director

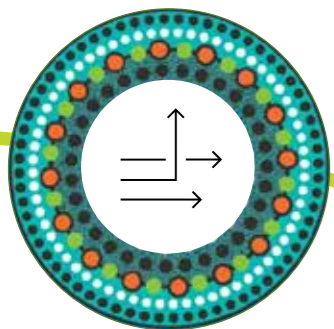
The Pfizer Australia Business

Pfizer Australia manufactures and markets life changing medicines and vaccines, our purpose is to develop breakthroughs that change patients' lives. In Australia, we employ approximately one thousand colleagues across the country with a corporate office in Melbourne and Sydney CBD and two Pfizer manufacturing facilities, one in Perth WA and one in Mulgrave VIC. In 2018 our corporate values were refreshed and focussed towards 4 key values: **Courage, Equity, Excellence and Joy**. These values highlight our organisational purpose and practice. The number of Aboriginal and Torres Strait Islander staff employed at Pfizer Australia is at this time unknown, however we are committed to building an Aboriginal and Torres Strait Islander workforce and becoming an employer of choice. Our Reflect RAP will determine and progress our activity towards this commitment.

Pfizer's Diversity, Equity and Inclusion work seeks to support and empower our colleagues, so collectively we can fulfil our purpose of delivering breakthroughs that change patients' lives. Our goal both globally and locally is to be as representative and diverse as the patients, colleagues, communities and industry partners we serve.

We are building an inclusive, engaging and equitable environment that aims to empower all colleagues to bring their whole self to work. By ensuring that colleagues feel that they belong and are engaged, every single person who works at Pfizer, plays an essential role in helping us to fulfil our purpose. This is critically important because when we are authentic and feel represented, we feel empowered to contribute meaningfully and that includes being allies against racism and reconciling with First Nations Peoples.

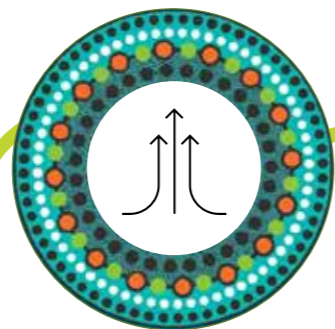
PFIZER VALUES AND BEHAVIOURS



Courage

Breakthroughs start by challenging convention—especially in the face of uncertainty or adversity.

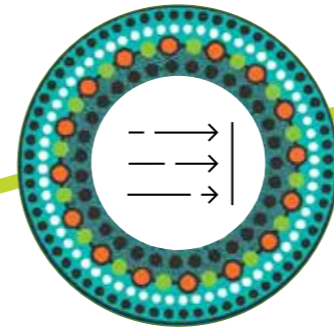
This happens when we think big, speak up, and are decisive.



Excellence

We can only change patients' lives when we perform at our best together.

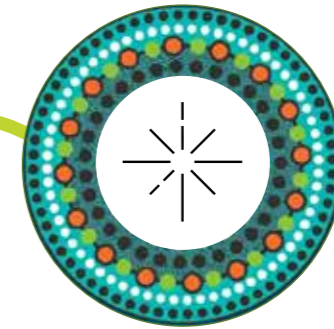
This happens when we focus on what matters, agree who does what, and measure outcomes.



Equity

Every person deserves to be seen, heard, and cared for.

This happens when we are inclusive, act with integrity, and reduce healthcare disparities.



Joy

We give ourselves to our work, and it also gives to us.

We find joy when we take pride, recognize one another, and have fun.

Our RAP

Our RAP is part of our local response to our local responsibility as caring citizens, corporate responsibility and as part of a Global plan around Diversity and Inclusion, and Equity in every Pfizer location around the world. We are very mindful of the incredible gaps in health outcomes that exist between Aboriginal and Torres Strait Islander and non-Indigenous Australians and our important role as providers of medicines.

In late 2019, we began our journey with an endorsed business case to step into the Reconciliation Australia RAP process. Pfizer leadership ratified the situation analysis and compelling case to commence this important work at Pfizer. We began by assembling a 20 strong cross functional RAP Working Group, celebrating National Reconciliation Week, NAIDOC Week and producing a draft vision for our RAP.

We recognise that whilst our internal cultural mix is diverse, we have had only a few people self-nominate by anonymous survey, identifying as Aboriginal or Torres Strait Islander people. We aim to create a culturally safe environment for people to identify, and to attract and retain First Nations People as valued employees.

Pfizer Australia will better understand the lived experiences of Aboriginal and Torres Strait Islander communities through listening and learning, to find our place in contributing to equitable health outcomes. To achieve this, we will work alongside and be led by Aboriginal and Torres Strait Islander people and communities on ways that we can influence and contribute to closing the gap in life expectancy and the disproportionate numbers of Aboriginal and Torres Strait Islander people with chronic illness.

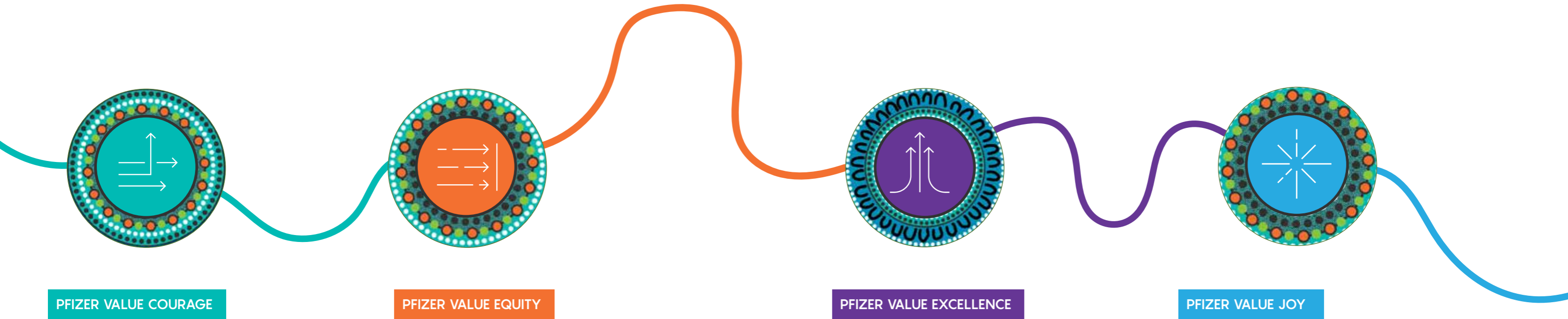
We connect our RAP with our values and the 5 key dimensions of reconciliation. This ensures our absolute, sustained alignment with who we are as a company and our commitment to reconciliation with Aboriginal and Torres Strait Islander people and communities.





Our United Vision of Reconciliation

Pfizer colleagues are active and effective allies of Aboriginal and Torres Strait Islander communities, especially with health inequalities in Australia.



PFIZER VALUE COURAGE

Reconciliation Dimension – Historical Acceptance
Pfizer colleagues acknowledge the historical events of colonisation, racism, and suffering that continues to shape the lived experiences of many Aboriginal and Torres Strait Islander people in modern-day Australia. Pfizer Australia will work alongside Aboriginal and Torres Strait Islander communities by listening, learning and leading in true allyship and collaboration to advance reconciliation with the world’s longest surviving culture.

PFIZER VALUE EQUITY

Reconciliation Dimension – Equality and Equity
Pfizer is a place where every person deserves to be seen, heard, and cared for. Pfizer colleagues serve to reduce health care disparities for Aboriginal and Torres Strait Islander communities through ongoing holistic, and robust advocacy, and by co-creating meaningful opportunities with the objective of equity.

PFIZER VALUE EXCELLENCE

Reconciliation Dimension – Institutional Integrity
Pfizer colleagues are active in observance and participation in significant Aboriginal and Torres Strait Islander community events, and we recognise we are committed to embedding an Aboriginal lens into our everyday business to ensure the voices, worldviews and lived experiences of First Nations communities is considered and understood. We will continue to receive advice and innovate to understand and create opportunities for better healthcare outcomes as we collaborate closely with the communities across the nation.

PFIZER VALUE JOY

Reconciliation Dimension – Race Relations
Pfizer is committed to building and nurturing respectful, joyful, transparent and enduring relationships with Aboriginal and Torres Strait Islander individuals, communities, businesses, associations, and networks. Pfizer colleagues refer to our Advisory Group for advice and are committed to being knowledgeable, responsive, and inclusive of the unique needs of Aboriginal and Torres Strait Islander peoples and communities.

Our Partnerships and Current Activities

Pfizer has built and nurtured several relationships over many years that are foundational to the mutual values, ethics and commitment to care, understanding and respect. These relationships, experiences, and understanding ensure the action we take on our reconciliation journey is meaningful, intentional and long-lasting.

NATIONAL ABORIGINAL COMMUNITY CONTROLLED HEALTH ORGANISATION (NACCHO)

The National Aboriginal Community Controlled Health Organisation (NACCHO) is the national authority for Aboriginal and Torres Strait Islander health in Australia. NACCHO represents 143 Aboriginal Community Controlled Health Organisations (ACCHOs). NACCHO provides advice and guidance on policy and advocates for community-developed solutions that contribute to the quality of life and improved health outcomes for Aboriginal and Torres Strait Islander people.

Pfizer through Medicines Australia have established an ongoing dialogue with NACCHO, where the two parties meet regularly to discuss medicines priorities and needs for Aboriginal and Torres Strait Islander communities and ACCHOs. This interaction supports Pfizer in responding to those priorities and needs in a collaborative way that is appropriate for Aboriginal and Torres Strait Islander people, who access medicines and the respective organisations that manage and supply medicines.

Pfizer has engaged formally with NACCHO in the development of a culturally appropriate resource used to help Aboriginal and Torres Strait Islander peoples to quit smoking.



NATIONAL CENTRE OF INDIGENOUS EXCELLENCE (NCIE)

The National Centre of Indigenous Excellence (NCIE) is a not-for-profit social enterprise. The NCIE delivers programs and services aimed at building capability and creating opportunities with and for Aboriginal and Torres Strait Islander peoples across Australia.

Pfizer has worked in partnership with the NCIE to develop a culturally appropriate resource used to help people quit smoking. This resource supports NCIE's Talking about Tobacco Use (TATU) program.



ROYAL DARWIN HOSPITAL

Pfizer has supported a project on 'Cardiac Talking Boards' comprising the creation of storyboards with culturally appropriate imagery depicting healthy living, basic heart anatomy & heart tests. These talking boards featured audio buttons in 4 local languages, enabling patients who would otherwise have difficulty reading and understanding English follow the content in their own language. Pfizer also helped to source for culturally appropriate images for inclusion in the talking boards. These boards not only were used to educate cardiology inpatients at the Coronary Care Unit, but also on-country at 'Heart Yarning' sessions, where storytelling led by Aboriginal Health Workers and cardiology outreach services empowered patients to talk about their hearts in their own language.



THE SMITH FAMILY

The Smith Family is a non-profit children's education charity. The Smith Family works with disadvantaged children and their families to optimise education outcomes and break cycles of intergenerational disadvantage. The Smith Family's Learning for Life program supports disadvantaged children to stay at school and go on to further studies or a job. Learning for Life provides financial assistance to help with the cost of education; access to a Learning for Life Program Coordinator to help with support connections and access to Smith Family educational programs. Around 30% of the children they support are of Aboriginal or Torres Strait Islander background.

Pfizer has a longstanding relationship with The Smith Family's Learning for Life program as a scholarship sponsor. Our valuable scholarships specifically support 26 disadvantaged Aboriginal children to stay at school and stay connected.





Engaging Aboriginal Businesses

Pfizer has built and nurtured several relationships that are foundational to the mutual values, ethics and commitment to care, understanding and respect. These relationships, experiences, and understanding ensure the action we take on our reconciliation journey is meaningful, intentional and long-lasting.



GUWAALLI

Guwaalli is a 100% Aboriginal owned business providing cultural awareness, artist, performance, and inclusion services led by Michael West. Pfizer has engaged Guwaalli as a guest speaker and artist for Reconciliation and NAIDOC week activities. Michael has been engaged to create a Pfizer RAP Message Stick, to tell the story of the Pfizer RAP wherever we travel. Michael is also a member of the Pfizer RAP Advisory Group

KRISTAL KINSELA CONSULTING



Kristal Kinsela Consulting is a 100% Aboriginal owned company that provides supplier diversity services focused on supporting Corporate and Governments to do business with Indigenous businesses. Kristal is also a member of the Pfizer RAP Advisory Group.

Pfizer has engaged Kristal Kinsela to deliver Unconscious Bias Training to senior leaders and a broad range of staff to understand how to manage and mitigate unconscious bias as it relates to the reconciliation journey. Kristal is also a member of the Pfizer RAP Advisory Group.



NGANYA

Nganya was founded by Barkindji woman, Dixie Crawford. Nganya means firelights in Barkindji language - and when you meet Dixie you will understand why. Nganya is the right word to describe the way Dixie and her team collaborate with clients, connect to communities, and challenge the status quo of mediocre leadership on social policy and equity.

Highly focused on and driven by an unwavering belief, Dixie knows that if a generational change in Aboriginal communities is to occur, the catalyst for that can only ever be transformational, disruptive and action-driven leadership.

At Nganya, Dixie leads our stakeholder engagement, masterclasses, executive coaching, and the design, implementation and monitoring of Reconciliation Action Plans.

Dixie is accountable to the people and communities she advocates for; her commitment is to always centre people in conversations about our shared past and future. The work Dixie does is not fluff or feel-good - it is intentional, and at times uncomfortable and confronting. However without having real and straight-shooting conversations that expand our knowledge and skills we won't ever get to a place of deep understanding and equity.

Pfizer RAP Advisory Group

Pfizer recognises the importance of connections, and the role that respectful and collaborative relationship plays in reconciliation. We are committed to listening and being closely guided by experts and community knowledge holders on who, how and when to consult with community to ensure our RAP work is culturally appropriate, equitable, accessible and aligns with the pillars of Reconciliation: Relationships, Respect and Opportunities.

The Country Manager ANZ is the executive sponsor of the RAP and the Corporate Social Responsibility and Reconciliation Action Plan Lead is the internal champion responsible for design, implementation, and performance monitoring of the Pfizer Reflect RAP and works collaboratively with our RAP Advisory Group.

The remit of the Advisory Group is to provide advice, feedback, and connection to key communities as we seek broader understanding and consultation on how we action efforts that are meaningful and progress towards equitable social and health outcomes in Aboriginal communities. The RAP Advisory Group is made up of a diverse collective of individuals, and stakeholders that are influential and experienced Aboriginal and Torres Strait Islander professionals, who provide critical advice and recommendations to Pfizer on our internal and external action towards reconciliation.



MICHAEL WEST

Artist and Educator
Guwalli

Michael is a member of the Stolen Generations, an Aboriginal man of the Gamilaroi Nation and was born, raised and has lived his whole life in Sydney. Michael sees himself as an educator sharing stories spanning from contemporary urban based Artist "Guwaali" to cultural representative with Metropolitan Local Aboriginal Land Council. He has a deep understanding and appreciation of diversity, believing it gives greater insight into humanity and oneself. The art and practice of burning and creating "Message Sticks" is about healing and practising his culture, they are used for symbolism, marking points in the continuum and the education of people about history and Aboriginal perspectives.

Michael has had a variety of current and previous roles, Director NSW Indigenous Chamber of Commerce, Director Australian Communications Consumer Action Network (ACCAN), Co-Chair National Sorry Day Committee, Delegate National Congress of Australia's First Peoples, Aboriginal & Torres Strait Islander Advisory Committee to the Board of Headspace, Aboriginal & Torres Strait Islander Advisory Group, Australian Curriculum Assessment Reporting Authority and Cultural Advisor Tedx Sydney



KRISTAL KINSELA

Kristal Kinsela Consulting

Kristal Kinsela is a proud and passionate Indigenous business leader and owner who is an expert at connecting people and moving them into action.

Through determination, resilience and hard work, Kristal built her own professional career and then a multi-million dollar consultancy business. Today, she channels her experience and energy into helping others succeed.

A descendant of both the Jawoyn and Wiradjuri nations, Kristal brings her personal story and over 16 years of business expertise to every project. She has worked with well-known global businesses and every level of government to drive their supplier diversity efforts, helping them develop procurement plans, up-skill their teams and have a positive impact on their communities.

Kristal authored the first book published in Australia on Indigenous business procurement, Supplier Diversity How, based on her proven approach. It is the ultimate guide on supplier diversity, outlining five simple steps to follow.

Kristal's grounded approach and winning attitude make her the ideal partner and expert advisor for any organisation determined to achieve more.



MIKE STEPHENS

Director, Medicines Policy and Programs
National Aboriginal Community Controlled
Health Organisation (NACCHO)

Mike Stephens is the Director of Medicines Policy and Programs and is also a registered pharmacist. Mike has spent years working in the Aboriginal and Torres Strait Islander health sector as a consultant, a policy advisor and as a practising pharmacist integrated into an Aboriginal health service and working in community pharmacy. Through his work at NACCHO, Mike has provided policy advice to all levels of the Commonwealth Government and has worked with a range of national agencies and peak bodies to influence medicines policy to benefit Aboriginal and Torres Strait Islander people.

Mike has been involved in the oversight and management of several large national Aboriginal and Torres Strait Islander pharmacy programs and projects, including two trials through the Pharmacy Trial Program and through the 6th Community Pharmacy Agreement.



LEANNE SMITH

The Smith Family (Charity), Aboriginal
and Torres Strait Islander Policy Manager

Leanne Smith has always been a very proud Aboriginal woman and extremely grateful to be accepted and acknowledged by the Kurna people of South Australia on lands where she grew up. At 3 weeks old, Leanne was adopted out to a non-Aboriginal family to whom she is extremely grateful. Her mother is a Larrakia woman from Darwin, who was extremely young when she was relocated from Darwin to Adelaide to give birth to Leanne.

Leanne has been Manager of the Indigenous Youth Leadership Program at The Smith Family. For the past 12 years, Leanne has worked with the 29 Education Partners across 6 states/territories to provide scholarship opportunities for young Aboriginal and Torres Strait Islander people to attend what the government term as "high achieving academic schools".

In December 2021, Leanne was appointed within The Smith Family as the National Manager Aboriginal and Torres Strait Islander Policy & Indigenous Youth Leadership Program Manager to look at policies and procedures within the organisation for the advancement of Aboriginal people. The Smith Family is Pfizer's Charity of Choice.



LYNDA HOLDEN

Director Dragon Claw
(Arthritis Patient Charity)

Lynda is a proud Dunghutti woman and is a descendant of the well-known Aboriginal 'King' Bobby and was raised by her respected and loving family in her community in NSW.

Lynda is a leader in Health and Social Justice whose professional philosophy is to:

"Hear our clients and advocate for them efficiently and effectively. Conduct myself congruent to the values espoused by my parents and communities."

Lynda has had a career of 42 years in nursing and midwifery and was admitted to Law Practice in 2010. She is generously giving her time as a First Nations Advisor to NACCHO, an Adviser to Pfizer on their Reconciliation Plan as well as on a member of the NSW Law Society Indigenous Issues committee.

She is a Director of the Board of Dragon Claw Charity, which offers online support for millions of patients suffering from Autoimmune Inflammatory Diseases. Lynda also assists the Board to learn about and overcome cultural barriers to effectively reduce the needless suffering of her people.

In recognition of the racism and barriers experienced by Aboriginal Nurses, Lynda was part of the congress that founded the Aboriginal and Torres Strait Islander Nursing and Midwifery (CATSIN&M). They are celebrating their 25 year anniversary this month.



DIXIE CRAWFORD

Nganya (Advisory Services)

Dixie is a Barkindji woman, who was born in Broken Hill and grew up on Country in Brewarrina. She founded and is the Managing Director of Nganya. Nganya means firelight in Barkindji language, which is the right word to describe the way Dixie and her team collaborate with clients, connect to communities, and challenge the status quo of mediocre leadership on social policy and equity.

Dixie uses her lived experiences to challenge ideas and the way 'it's always been done', knowing that leaders and organisations have the potential for greater advocacy of and impact for health and wellbeing outcomes in First Nations communities.

Dixie works alongside Pfizer creating opportunities for transformational leadership to support our colleagues to be more conscious, curious and courageous in their leadership. Through her consultancy work, Dixie is determined to elevate thinking and action beyond generic and transactional engagement to more robust, targeted and impact-focused collaborations.

Health literacy and equitable access to health services is of great importance to Dixie, having worked in the health and social services sector for over 17 years. She has been instrumental in assisting Pfizer to refine its vision of impact and create bespoke leadership development and community consultation programs.



SCOTT MCCARTNEY

CEO - Kinaway Chamber of Commerce

Scott has had extensive experience in start-up and small to medium enterprise development. His goal at Kinaway is to not only maintain the momentum of the Chamber but deliver on current and future projects as well as strategic objectives.

His skills involving establishment and growth of strong partnerships, problem solving, and development of team culture makes him the ideal selection to leading the team at Kinaway!

Scott is a proud Aboriginal man, a descendant from the Wotjobaluk people in the Western Region of Victoria. He and his family have relocated back home to Victoria after spending the last 10 years in Western Australia.

Scott is driven by the need to develop the Aboriginal business sector in Victoria. Scott says "The path to true self-determination is ensuring that as Aboriginal people we participate at all levels in the economy".





The Making of The Message

Pfizer Message Stick by Educator & Artist Michael West (Guwaali)

Designed to easily be carried, for both short and long distances, to deliver a consistent message, message sticks are ancient forms of communication for First Nations Peoples.

Message sticks have burned markings and carvings on wood and could be used to identify a particular group, the holder going to edge of country then making themselves known through smoke, then negotiating safe passage like an ambassador across Country to deliver the message to the Elders. They may possibly leave the message stick with the Elders or taking on a longer journey to another Country, also delivering the message.

In July 2020, Leigh Simmonds and Michael West met for the first time through the Metropolitan Local Aboriginal Land Council and a dream to create something special to help tell the story of Pfizer’s first Reconciliation Action Plan (RAP) was born.

Like many creative projects, time allows the artist to dwell, reflect, dream, get to know the subject and the perspectives better and create something really special.

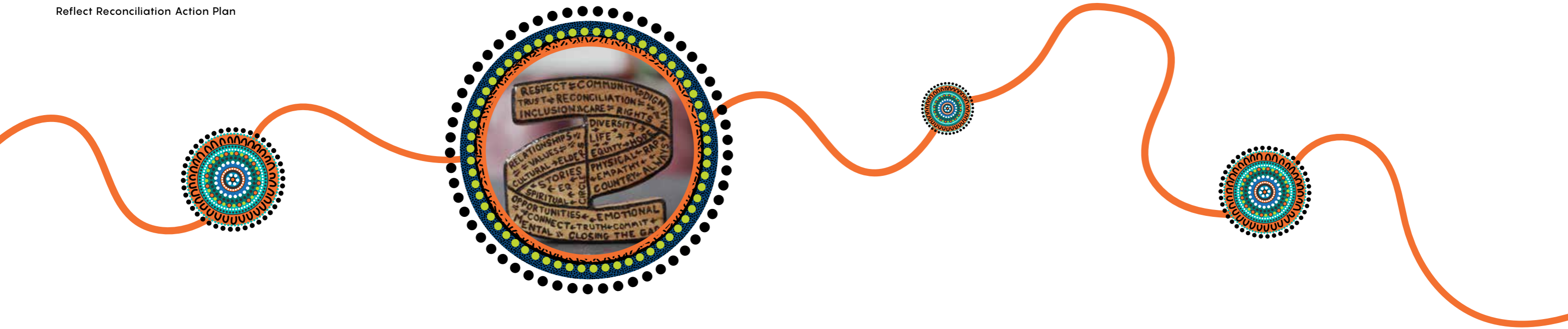
A GENUINE REFLECTION OF PFIZER’S JOURNEY

As Michael became more involved with advising Pfizer on their RAP, and getting to know many colleagues, he could see the heart for reconciliation was strong and genuine and that Pfizer was definitely on a journey heading in the right direction. Being a part of the RAP advisory group we could see time and again Pfizer’s proactive willingness to take and seek advice and guidance on every step of its reconciliation journey. Not putting time constraints as the guide, but the continual guidance of the First Nations members in serious yarns, and not being afraid to drill down into the not so easy conversations. A clear example was yarning circles with the RAP advisory group First Nations members on COVID-19, vaccinations, community and their vulnerability, Elders, chronic care, hesitancy, disinformation and messaging to help the Aboriginal community. During the last 18 months Pfizer has become well known and the company logo also changed after 70 years to a DNA helix shape to tell the story of cutting edge science and discovery today. This required a change in plans for the message stick as the original football logo had been in the planning.

“The change of shape for the message stick definitely made things interesting, but it did create more surface area for meaningful words and design elements” recalls Michael.

“All the words and designs have been carefully selected. I thought a lot about this message and how it will be used,” Michael added.





CREATING & HEALING IN ACTON

At the same time Michael was on his own journey. Over the the last 18 months has returned to his families' Country in NSW West, the first time since he was stolen from his mother at Crown Street Hospital in the early 60's. This return to Gomeri Country for Michael has highlighted to him even more why all efforts towards reconciliation are important and honest relationships and truth telling are vital for healing community, culture and Country. Returning to Country, being passionate about community, culture and the stress and isolation of COVID19 public health orders through the period, has had Michael reflecting on the impacts on himself, community, the world and Michael's own wellbeing. It has also further highlighted the impact of intergenerational trauma and family dislocation for Aboriginal and Torres Strait Islander people today. Michael reports that working on the message stick and the meaningful work with Pfizer has been part of his healing. What an amazing outcome!

"Working on the message stick, before, during and after my journey back to Country in 2021 has helped me stay focussed on culture and education through art and helping others understand my culture. This message stick for Pfizer combines their vision for reconciliation, their values and my perspective of the Aboriginal world view of healthcare. On one side of this 3 dimensional carving, it includes words like HOPE, STORIES, COUNTRY, EMOTIONS, ELDER, TRUTH and EMPATHY to name a few and on the other side are concentric circles symbolic of the connected nature of the cosmos & continuum, places where people come together. There are also paths we journey along through life connecting the places, emu and kangaroo tracks represent both connection to Country and they're continually moving forward, while learning from the past." Michael explains that message sticks depending on the use and context can be a communication tool and even be part of ceremony today.

HOW THE MESSAGE STICK WILL BE USED

Michael's message sticks are in the context of communication, challenging, educating and a catalyst for ongoing yarns. Colleagues are encouraged to reflect on the words of the Pfizer Message stick, which includes Aboriginal world views on health and reconciliation as well as the Pfizer values. Pfizer's message stick is made from a piece of Australian "BlackButt" — a type of eucalypt that has a black base of bark after a bushfire. This specially designed message stick will be used to share Pfizer's reconciliation story with colleagues locally and globally as well as external stakeholders and visitors.



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"> Identify and engage with Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or of relevance to our reconciliation goals. 	November 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations. 	November 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
2. 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 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> RAP Working Group members to participate in an external NRW event. 	May 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<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. 	June 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
3. Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> Communicate our commitment to reconciliation to all staff. 	January 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Identify and establish relationships with external stakeholders that our organisation can engage with on our reconciliation journey, and commitment to equitable health outcomes in Aboriginal and Torres Strait Islander healthcare. 	November 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Annually hold (2) learning sessions for all staff to understand our action and the progress of our RAP. 	June 2022 December 2022	HR D&I Training Lead plus Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Engage Guwaalli to design and create the Pfizer RAP message stick. 	February 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
4. 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. 	November 2022	HR D&I Training Lead and Corporate Social Responsibility and Reconciliation Action Plan Lead, Human Resources Director
	<ul style="list-style-type: none"> Equip colleagues as allies with Global Equity Toolkit and local allyship training which incorporates unconscious bias and micro-aggressions. 	November 2022	HR D&I Training Lead and Corporate Social Responsibility and Reconciliation Action Plan Lead, Human Resources Director
	<ul style="list-style-type: none"> Conduct a review of HR policies and procedures to collate existing anti-discrimination provisions and identify future needs. 	October 2022	HR D&I Training Lead and Corporate Social Responsibility and Reconciliation Action Plan Lead, Human Resources Director
	<ul style="list-style-type: none"> Create opportunities for RAP Working Group members, senior leaders, and managers to discuss the effects of racism in our communities and to engage in actions that promote greater inclusion. 	November 2022	HR D&I Training Lead and Corporate Social Responsibility and Reconciliation Action Plan Lead, Human Resources Director

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"> Conduct a review of cultural learning needs within our organisation and develop a cultural competency learning plan and program. 	March 2022	HR D&I Training Lead & Corporate Social Responsibility and Reconciliation Action Plan Lead & Project Manager, Hospital Business Specialty Therapeutics
	<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. 	November 2022	HR D&I Training Lead & Corporate Social Responsibility and Reconciliation Action Plan Lead & Project Manager, Hospital Business Specialty Therapeutics
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none"> Enhance confidence and encourage Acknowledgement of Country, at key meetings including the awareness of the Aboriginal Map and the traditional lands where the meeting is taking place. 	March 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead & Project Manager, Hospital Business Specialty Therapeutics
	<ul style="list-style-type: none"> Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. 	November 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> Create opportunities for our staff to actively participate in NAIDOC Week by hosting internal events and encouraging staff to attend external events in our local area. 	July 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> RAP Working Group to participate in an external NAIDOC Week event. 	July 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Leveraging Pfizer's existing, generous leave arrangements and policies, ensure specific language inclusion in these policies to support First Nations Peoples access to paid leave for NAIDOC Week, community events, sorry business and supporting specific personal needs. These policies include: Domestic Violence Leave, Flexible Working Policy, Community Volunteering Leave, Compassionate and bereavement leave policy, Welcoming a child leave, sick leave and carers leave. 	January 2023	Legal Counsel Pfizer & Procurement Manager

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"> Build a sustainable and meaningful program that facilitates employment, retention, and development opportunities for Aboriginal and Torres Strait Islander peoples. 	January 2023	Human Resources Director
	<ul style="list-style-type: none"> Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities. 	January 2023	Human Resources Director
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	<ul style="list-style-type: none"> Develop and implement Aboriginal and Torres Strait Islander Procurement strategy. 	November 2022	Legal Counsel Pfizer & Procurement Manager
	<ul style="list-style-type: none"> Investigate Supply Nation and state-based Indigenous chamber of commerce membership. 	June 2022	Legal Counsel Pfizer & Procurement Manager

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"> Form a RAP Working Group (RWG) to govern RAP implementation. 	January 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Review Terms of Reference and align for the RWG. 	November 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Maintain and review Aboriginal and Torres Strait Islander representation on the RWG. 	January 2022 March 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> RWG to monitor, review, and report to Aboriginal and Torres Strait Islander Advisory Group on implementation of RAP. 	June 2022 September 2022	
11. Provide appropriate support for effective implementation of RAP commitments.	<ul style="list-style-type: none"> Define, cost, and allocate budget and related resource for effective implementation for RAP. 	January 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Engage senior leaders in the implementation, monitoring and iterating of RAP commitments. 	January 2023	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Define appropriate systems and capability to track, measure and report on RAP commitments. 	November 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Undertake annual evaluation of implementation and organisation performance against our RAP activities. 	November 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
12. Build accountability and transparency through reporting RAP achievements, challenges, and learnings both internally and externally.	<ul style="list-style-type: none"> Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia. 	September 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
	<ul style="list-style-type: none"> Publicly report against our RAP commitments in our <ul style="list-style-type: none"> Pfizer CARES Annual Report End of Year company meeting 	December 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead
13. 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. 	September 2022	Corporate Social Responsibility and Reconciliation Action Plan Lead



Collins Street Artwork

Pfizer has a presence in Sydney, Melbourne and Perth. Recently our Melbourne Corporate office relocated and we took the time to reflect on the diversity of the culture and people of Melbourne and also considered how we might represent reconciliation through artwork for the new office environment. Our Reflect RAP and other diversity work has facilitated this thoughtful and mindful inclusion and is becoming reflex for colleagues in how we reflect and consider other perspectives.

Melbourne is known for many things — culture, sport, theatre, dining, trams, its weather and coffee as well as its distinctive laneway street art. To capture the past and present culture of Melbourne as well as the values of Pfizer we commissioned some 'street art' of our own, that now adorn a number of walls for colleagues and visitors to enjoy.

ABOUT THE ARTIST

My name is JESWRI. Which is shortened from 'Jesse Wright'.. but let's keep that between us. I'm a proud Gadigal artist, living and working in Naarm. Realistically, I've been an artist all my life. I'm a former graffiti artist, designer, art director and current fulltime, self employed rock 'n' rolla.

I painted my first wall when I was 14, but the police didn't like that. I had a few crappy jobs with a few crappy employers, everything from washing dishes to unloading shipping containers. I found myself in design college in 2012 and at the same time, I painted my first commercial mural for Nokia Lumia. At the same time, I was juggling 3 jobs (2 bar jobs and Bunnings), studying full time and juggling freelance design. After a few years as a designer, I jumped ship to art direction. Fast forward to 2017, After gaining a large amount of illustration and mural work, I felt like I was being called to the life of a visual artist rockstar and I haven't looked back since.

I currently paint murals and canvas full-time, listen to the same ABBA songs over and over. I own and operate my own art-gallery in the heart of Collingwood called 'Honey Bones Gallery'. I like to say that I'm the hardest working man in showbiz, but then I remember I'm not even in showbiz. I'm very proud of what I've accomplished in my art career and I get by with a little help from the legends that surround me.'



A Message from Pfizer RAP Lead

LEIGH SIMMONDS

Senior Manager Patient Advocacy
Corporate Social Responsibility Lead
Reconciliation Action Plan Lead

OUR RAP IS VALUES BASED & PURPOSE LED:
Our Reconciliation Plan is a values based and purpose led document. But it's so much more than a document. It's part of how we collectively care for patients, colleagues, community and the environment. It's also part of how we contribute to solving for some of the world's biggest problems, as agreed by The United Nations 17 Sustainability Goals. [Link](#).

It's a mandate and pathway for Pfizer to authentically respond to some of the greatest need and inequalities particularly in First Nations healthcare. And we are continually learning how healthcare outcomes are determined by the sociopolitical context.

WE ARE MOVING AT THE PACE OF TRUST:
As Pfizer's Corporate Social Responsibility Lead, my role has been to listen, to amplify the problem, support leaders and lead Pfizer's knowledgeable and respectful response to reconciliation.

Reconciliation moves at the pace of trust, and while a very accountable process, is not a tick-box exercise, nor a race to a finish line.

Observing the awakening of colleagues to truth telling and the lived experience of Aboriginal and Torres Strait Islander peoples today, is nothing short of career defining and a personal privilege.

ABUNDANT GRATITUDE UNDERPINS OUR WAY FORWARD: What motivates and humbles me still are words from one of our advisors Michael West. "There is only one race... The Human Race. We are one Mob". I am grateful to the Elders, ancestors, the survivors, the First Nations Authors, activists, movie makers, the story tellers, the cultural educators, our RAP advisors and to our Pfizer colleagues, as we lead and learn together.

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