



Reconciliation REFLECT

A commitment to Truth, Respect and Action

*Acknowledgeing Country, Honouring Culture,
Walking Together.*

We acknowledge the Traditional Custodians of the land on the which we operate and pay our respects to Elders past and present. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

Sell & Parker Indigenous Fact Sheet Display

SP Blacktown



Darug Country

SP Nowra



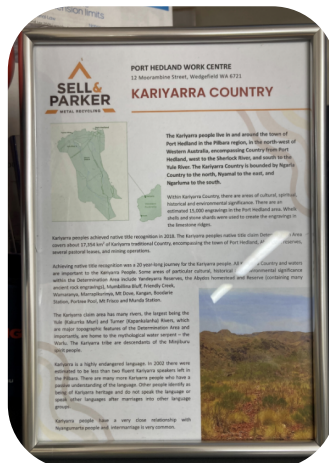
Shared Country

SP Ingleburn



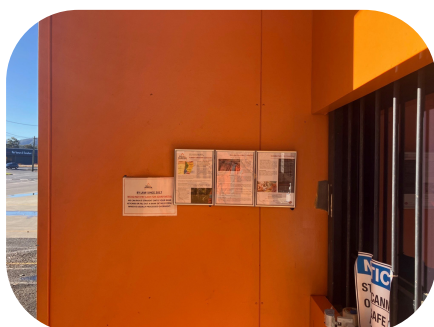
Dharawal Country

SP Port Hedland



Kariyarra Country

SP Coffs Harbour



Gumbaynggirr Country

SP Newcastle



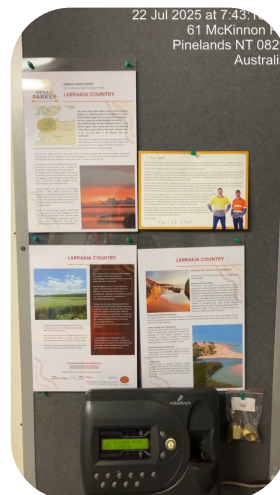
Awabakal Country

SP Banksmeadow



Shared Country

SP Darwin



Larrakia Country





Loross Indigenous Fact Sheet Display

Forged Fasteners



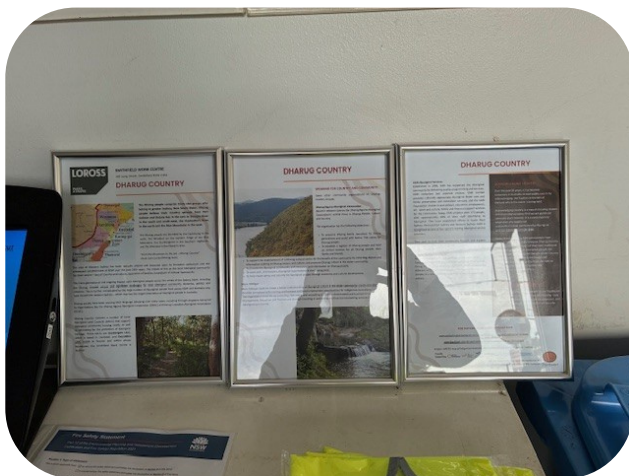
Bunurong Country

Metal Forming



Bunurong Country

Plates & Shapes



Darug Country

Rolled Threads

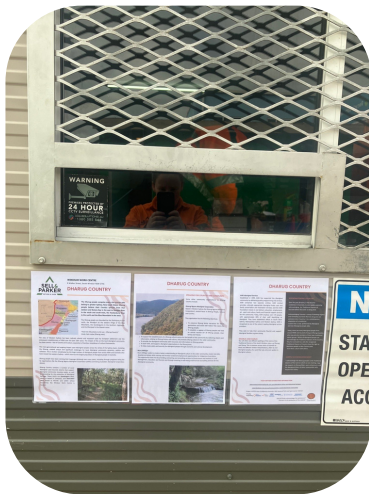


Darug Country

Subsidiaries

Indigenous Fact Sheet Display

CDS Windsor



*Darug
Country*

CDS Prestons



Darug Country

CDS Blacktown



Darug Country

AFM Thurgoona



Wiradjuri Country

Battery Recyclers



Darug Country



Employment and Retention Strategy



Our Commitment

Sell & Parker is a family run business guided by the values of equity, respect, and cross-cultural collaboration. We are committed to improving representation and opportunities for Aboriginal and Torres Strait Islander peoples, working toward closing the gap in the life outcomes and promoting equal opportunity.

Through community engagement, target recruitment, and a celebration of First Nations heritage, we aim to contribute to the economic empowerment and cultural recognition of Aboriginal and Torres Strait Islander communities.

With sites in Port Hedland, WA and Darwin, NT, we are uniquely positioned to recruit from remote communities. This facilitates economic participation and skills development while addressing the high unemployment and overcrowding housing rates.

Sell & Parker currently employ Aboriginal People and Torres Strait Islander people and actively partners with First Nations agencies across Australia. We have pledged five years of support to the Karrkad Kanjdji Trust, which preserves rock art and supports land management in West Arnhem Land. Our contribution has directly supported the documentation of an estimated 30,000 rock art galleries – potentially the largest undocumented collection in the world.

Acknowledgement of Country

Sell & Parker acknowledges and honours the Traditional Custodians of the lands on which we operate. These include:

- **Gweagal, Bidjigal, Gadigal, Darug, and Dharawal peoples** of the Eora Nation (Sydney, NSW)
- **Awabakal and Worimi peoples** (Newcastle, NSW)
- **Gumbaynggirr peoples** (Coffs Harbour, NSW)
- **Wodi Wodi people** of the Yuin Nation (Nowra, NSW)
- **Wiradjuri people** (Thurgoona, NSW)
- **Larrakia people** (Darwin, NT)
- **Wurundjeri, Bunurong, and Boon Wurrung peoples** of the Kulin Nation (Dandenong, VIC)
- **Turrbal people** (Brisbane, QLD)
- **Karriyarra people** (Port Hedland, WA)

We acknowledge the cultural diversity of all Aboriginal and Torres Strait Islander peoples and pay deep respect to Elders past, present and emerging. We celebrate the world's oldest continuous living cultures and recognise their important contribution to Australian Society.

We also extend our respect to our Aboriginal and Torres Strait Islander staff, and visitors who come from many nations across Australia

Priority 1 – Employment opportunities

We are committed to increasing employment outcomes for First Nations peoples by strengthening recruitment strategies and creating pathways into our workforce.

Actions:

- Advertise vacancies through Aboriginal and Torres Strait Islander media (e.g. Koori Mail, Indigenous Employment Australia.)
- Apply “identified position” criteria to relevant job roles.
- Map departments and sites with the greatest collaboration with First Nation communities.
- Identify regional areas with higher Indigenous populations to prioritise recruitment.
- Evaluate opportunities for affirmative measures (liaison roles, outreach) in key departments.

Indicators of Success:

- Increased in Aboriginal and Torres Strait Islander employees.
- Growth in applications from First Nations candidates
- Completion of vacancy reviews for suitability of identified roles
- Identification of high-impact departments and regions for recruitment.



Priority 2 – Creating a culturally safe and respectful workplace

Our aim is to ensure all employees feel safe, respected, and empowered to bring their full selves to work.

Actions:

- Celebrate NAIDOC week and other key dates such as National Reconciliation Week and Survival Day.
- Build networks with Aboriginal and Torres Strait Islander organisations.
- Provide training on culturally respectful behaviours and cultural competency for all staff.
- Recognise and promote internal First Nations affiliations, including our support of the Karrkad Kanjdji Trust.
- Establish location specific acknowledgement of Country protocols.
- Implement supports specific to First Nations cultural needs.

Indicators of Success:

- No reports of discrimination or harassment based on cultural identity.
- Increased participation in NAIDOC Week and cultural events.
- New relationships formed with First Nations businesses and community groups.



Priority 3 – Meaningful career advancement and skill development

We are committed to providing long-term opportunities for career growth and professional development for First Nations employees.

Actions:

- Identify and address barriers to advancement for Aboriginal and Torres Strait staff.
- Prioritise Aboriginal and Torres Strait Islander employees for training and skill development.
- Provide support for developing personalise career pathways.
- Promote awareness of study leave, scholarship opportunities, and external education support.
- Train leaders to ensure promotion decisions are fair, inclusive, and culturally informed
- Offer internal mobility (e.g., secondments, transfers) to improve access to development.

Indicators of Success:

- Increased representation of Aboriginal and Torres Strait Islander staff in leadership roles.
- Improved retention and promotion outcomes.
- Greater participation in professional development.
- More employees accessing mobility and internal growth opportunities.





Supply Nation



Certificate of Membership

This is to certify that

SELL & PARKER PTY LTD

is a Supply Nation Member from 17 June 2025 - 17 June 2026

Your membership commenced on 17 June 2020

Supply Nation connects Australian buyers with verified Indigenous businesses to build a prosperous, vibrant and sustainable Indigenous business sector.

Kate Russell
CEO, Supply Nation