

The Better Tomorrow Plan Case study

Local Communities

OUR COMMITMENT: We will support local community development in all the countries where we operate by 2015.



During the NAIDOC event, Sodexo catered food for 300 Aboriginal people



In Australia

- 517,000 Indigenous people in 2006
- 90% Aboriginal
- 6% Torres Strait Islander, and 4% both
- 16% of Indigenous unemployed in 2006

Australia

Celebrating the Aborigines and Islanders culture

In July 2010, Sodexo actively participated to the **National Aborigines and Islanders Day Observance Committee Week celebrations (NAIDOC)**. Events have been implemented throughout Sodexo remote sites to celebrate Indigenous people in accordance with the year's theme, **Unsung Heroes – Closing the Gap by Leading Their Way**.

Creating value for Local Communities

Sodexo gives more attention to Indigenous people, to rectify the inequities in our society's 'playing field' and bring down the barriers in Indigenous peoples' pathways to success.

General context

We foster positive sustainable relations with our partnering aboriginal communities and we respect the history and cultural heritage of these communities and help them promote it.

Because of birth and socio-historical circumstances, many Aboriginal people in Australia continue to find themselves **excluded** or given **limited access to the opportunities** and benefits that our society has to offer. Sodexo strives to support and honor the Indigenous communities that are located near the sites where it operates in Australia, as a way to establish a solid foundation for trusting and productive relationships.

Celebrating the unsung heroes

NAIDOC is an opportunity to **celebrate the history, cultures and achievements of Australian Aboriginal and Torres Strait Islander people**. It is celebrated not only in Indigenous communities, but by Australians from all walks of life. The 2010 theme, **Unsung Heroes – Closing the Gap by Leading Their Way**, was about recognizing the Indigenous people who contribute to Australian society.



Sodexo Celebration Projects for the 2010 NAIDOC



Sodexo in Australia

- Operating since 1988
- 2145 employees
- 7% of Indigenous staff



Implementation process

Four celebration projects:

1. Connecting to the Spirit World

For the first time, a **Smoking Ceremony** has been organized at the **Newmont Boddington Gold Mine's Accommodation Village**.

The ceremony involved men who were appointed by the local Traditional Land Owners to collect leaves from certain trees and place on a small open fire. The village participants moved towards the smoke letting it engulf their entire body removing what is not needed and cleansing the area at the same time.

2. Noongar Wadjuk Welcome to Country and Naming Ceremony

Sodexo Remote Sites new Perth Head Office was treated to a traditional **Welcome to Country ceremony** to mark the opening of its new premises and acknowledge and recognize the Noongar Wadjuk Aboriginal people as the Traditional Custodians of the land. An **Aboriginal Naming ceremony** for the new Boardroom was also held, which is now known as the Jerup Waarr-Kin Room, meaning *Happy to Talk* in the Noongar language.

3. Traditional Bush Tucker, Twilight Concerts and Family Festivals

At **Gap Ridge Village and Karratha Stayover Village** in the Pilbara region **Aboriginal and Torres Strait Islander meals** were prepared by the local Indigenous community women, cooked and served to participants attending the celebrations.

Along with tasters of traditional Indigenous tucker, participants were treated to Torres Strait Islander warrior dances, a rich tapestry of local Indigenous musicians and singers and the opportunity to play an enjoyable game of Aussie Rules football with the locals.

4. Traditional Cook-up, Flag Raising Ceremony, Cricket and Sing-a-longs

To mark the occasion, the **Aboriginal flag** was raised at **Sodexo Remote Sites across the Pilbara**.

A traditional Aboriginal **outdoor cook-up** of Kangaroo steaks, roasted Kangaroo tails, Emu sausages, Barramundi, Crocodile and mud crabs wrapped in paperbark has been arranged for local people.

Moving forward

Since NAIDOC 2010 Sodexo has developed new relationships with Aboriginal communities in different regions of the country. In 2011, the NAIDOC theme is "**Change: the next step is ours**" and a diversity of activities across Sodexo Australia sites have been organised. These include Welcome to Country, flag raising, conversations with the Elders, unveiling of public artworks, official opening of Aboriginal art shop on site, traditional feast, intra-site sporting events, local Indigenous traditional and contemporary musicians and dancers and the NAIDOC Ball.

More information

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