



Angeline Blackburn
Friend of the brand

Iululemon Reflect Reconciliation Action Plan

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Acknowledgement of Country



lululemon acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to lands, waters and communities. We pay our respects to Aboriginal and Torres Strait Islander Elders past and present.

Everyone has the right to be well, and we know the journey to being well looks different for everyone. We commit to listening, learning and building meaningful connections with Aboriginal and Torres Strait Islander peoples to address wellbeing inequities.

We acknowledge that sovereignty was never ceded. Wherever we are, the lands on which we work is Aboriginal and Torres Strait Islander land and we thank Traditional Owners for their role in caring for the land and waters around us.

In recognition of our footprint across the Australia and New Zealand region we also acknowledge the Rangatiratanga of Māori as Tangata Whenua and Treaty of Waitangi partners in Aotearoa (New Zealand).



A message from Trevor Holland

Vice President, Australia and New Zealand



I am honoured to share lululemon Australia’s inaugural Reconciliation Action Plan (RAP), marking an important step in our reconciliation journey.

At lululemon, we are committed to inclusion and equity within our company, across our industry, and in the communities we serve. These commitments, alongside our values of Connection and Inclusion, serve as the foundation for our first Reflect RAP.

With our business and retail footprint spanning many diverse communities across Australia and on the traditional lands of the Aboriginal and Torres Strait Islander peoples, we acknowledge our responsibility to advance reconciliation and to continue to demonstrate cultural awareness and connection across our business.

We believe in adopting a holistic approach to social impact and in driving meaningful, lasting change by advancing wellbeing across the communities we serve.

lululemon’s Reflect RAP is a pivotal step in further solidifying this commitment, by outlining how we will continue to embed, embrace and amplify Aboriginal and Torres Strait Islander voices and culture across our business.

Developing this RAP has presented us with the chance to reflect on our journey and understanding of reconciliation so far, including our partnerships and experiences to date.

Whilst we know that we are at the beginning of our formalised reconciliation journey, we are proud of the role we’ve played thus far to improve wellbeing equity for Aboriginal and Torres Strait Islander communities through lululemon’s Community Wellbeing Grants. I am pleased to share some of these stories within this RAP.

We eagerly await the opportunities that lie ahead to build on our knowledge of Aboriginal and Torres Strait Islander culture, and to ultimately build stronger and more meaningful relationships with Aboriginal and Torres Strait Islander peoples and communities.

I would like to thank everyone who has contributed to the development of lululemon Australia’s inaugural RAP - namely our lululemon collective, employees, ambassadors, grant recipients and Arrilla Indigenous Consulting. I would also like to thank Reconciliation Australia for their support and guidance.

We very much look forward to progressing the goals and ambitions outlined in this RAP and realising our shared commitment to reconciliation in the process.



A message from Karen Mundine

Chief Executive Officer,
Reconciliation Australia

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

lululemon joins a network of more than 3,000 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 over 5.5 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 lululemon 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 lululemon, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.





About Us



From our roots in Vancouver, Canada and launching our first store in 1998, lululemon now operates more than 740 stores globally.

Currently, our footprint throughout Australia and Aotearoa (New Zealand) spans more than 40 retail locations, and over 1,700 people.

In Australia we employ 1,600 people who work across 38 stores nationwide, our Distribution Centre and Store Support Centre that are both located in Naarm (Melbourne), and a dedicated Guest Experience team who work remotely (work from home).

Currently we are unaware of how many of our employees identify as Aboriginal and Torres Strait Islander people, so through this RAP we will investigate culturally appropriate ways to understand this.

We are a purpose driven brand, and our values guide us in all that we do. Helping our collective to be well in every aspect of their lives — physically, mentally and socially — is at the core of how we create products and experiences for communities we serve.

Our values of connection and inclusion are essential to broadening the reach of IDEA across our collective.

We believe we are at our best when we build trusting relationships by valuing and celebrating each human's uniqueness, working to remove barriers to deliver true equity.

Our IDEA mission is to expand being well to encompass a culture of inclusion where diversity is celebrated, equity is the norm, and action is the commitment.

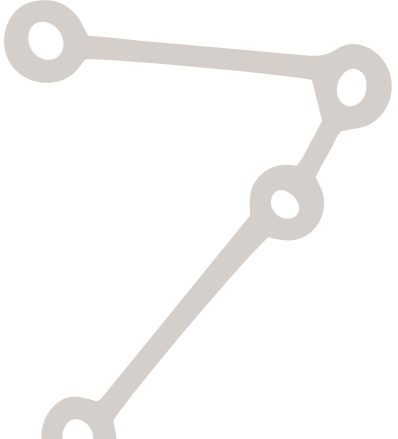
At lululemon, we are committed to IDEA, as it is integral to our business, and vital to our people, and the communities in which we operate.

Globally, we strive to contribute to a healthy, more inclusive world through our long-term social and environmental commitments, which are outlined in our Impact Agenda available online.

VISIT: [CORPORATE.LULULEMON.COM /OUR-IMPACT/OUR-IMPACT-AGENDA](https://corporate.lululemon.com/our-impact/our-impact-agenda)

In Australia, this includes a continued focus on reconciliation with Aboriginal and Torres Strait Islander peoples.

This RAP represents the first stage of our journey with Reconciliation Australia, and further commitment to our Impact agenda.





Ryhia Dank: The Artist and Design Story

My name is Ryhia Dank, I am a contemporary Aboriginal woman who grew up in a remote community and live in modern Australia. My skin colour does not define me, rather, my history, family and our experience inform my identity.

I am Gudanji, Wakaja and Kalkadoon and I grew up in a remote community in the Northern Territory. I am also my dad's daughter so I have English/Irish and Spanish/Austrian heritage and went surfing on the Gold Coast with my paternal grandparents at holiday time too. It is all important, it has all contributed to who I am.

Growing up in the Gulf of Carpentaria meant I got to know my Country through the stories my family told me and I got to walk in the places and footprints my family has travelled since the beginning. And I didn't have to worry about the authenticity of my identity... until I moved away.

My first job was as a zookeeper where I worked with crocodiles. It was familiar because I'd sat with my grannies in Borroloola and heard their stories and learned from them. I then trained to be a croupier and enjoyed that until my mum reminded me too many times, it was not the Methodist way so I moved to Melbourne.

Melbourne was so different from Borroloola and Darwin and I loved it. I worked several jobs the way most people seem to do as I put myself through design school.



After nine years in Melbourne, I worked myself into a national marketing role. Then we had a pandemic. I was in the Northern Territory and couldn't get back to Melbourne. So I painted.

My painting is storywork. Gudanji/Wakaja people told stories through pattern and design and that is what I am doing. I call my storying Nardurna.

Nardurna means woman in my language. For Gudanji, our big story is about three women who came from the ocean near Ngukurr in the Gulf of Carpentaria.

They travelled a long way and then created our place, the hills and fresh water Country. I am linked to that story and it links me to my place because as my granny said, Ngurruwani Gudanji-marndi maga guda gurijba iligirra gamamjani (Gudanji people are from the fresh water and hill country).

The three lines on my brand are to acknowledge those three women who made our place and then made us. I use colours from a range of palettes to reflect who I am.



“My painting is storywork. Gudanji/Wakaja people told stories through pattern and design and that is what I am doing. I call my storying Nardurna.”

— Ryhia Dank Nardurna Artist



The Concept: Bardbi (Flow)

“This work is held within an organic form, like a gathering place that surrounds and protects the stories inside.

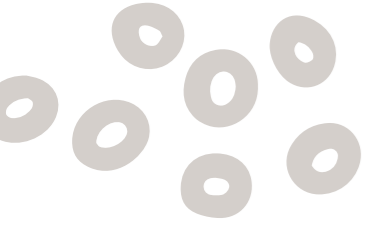
Within its edges, flowing lines connect symbols of people, travel, coolamons, clap sticks, trees, water, and bush flowers.

Every mark is linked, creating a self-contained world that reflects the movement and relationships of community and Country.”

— **Ryhia Dank** Nardurna Artist



Our Reconciliation Action Plan



We are committed to creating positive change in the communities we serve through meaningful engagement, and by partnering with organisations that address wellbeing inequities.

We recognise that for Aboriginal and Torres Strait Islander peoples, good health is a holistic concept that includes physical, social, emotional, cultural, and spiritual wellbeing, for both the individual and the community.

Developing our RAP has been an opportunity to reflect on how we can address each of these elements of wellbeing, by formalising to formalise our commitment to reconciliation and demonstrating our respect for Aboriginal and Torres Strait Islander peoples, cultural Knowledge and Country.

With this RAP we will have the clear direction and accountability to continue to strengthen our relationships with Aboriginal and Torres Strait Islander peoples.

Throughout the RAP implementation we will continue to engage with Aboriginal and Torres Strait Islander stakeholders to seek guidance and advice, including representation within a formal RAP Working Group and the establishment of an external First Nations advisory group. We will also regularly communicate our progress to our employees, to ensure it is a collective journey.

Our lululemon RAP champion will be Trevor Holland, Vice President, Australia and New Zealand. Trevor will lead the team in driving and championing internal engagement and awareness of the RAP, in addition to managing a RAP working group, comprising of leaders across the business who play a key role in ensuring that we deliver on our outlined commitments.

“I had the privilege of experiencing this Smoking Ceremony from Aunty Sharon at the start of the lululemon Run Immersion in 2022.

The moment offered me a profound sense of appreciation for the land I was present on and a deep respect for the Aboriginal people that have looked after the country for thousands of years”

— Matthew Emmett,
Senior Manager, Community



Our Reconciliation Journey

Angeline Blackburn
Friend of the brand

Our reconciliation journey so far has been rooted in our purpose to elevate human potential by helping people feel their best.

Our approach to amplifying First Nation voices is year round. We do this by maintaining strong relationships, and elevating those voices during key moments throughout the year. We now have the opportunity to build on this, by embedding what we've learnt more deeply into our culture, so that collectively we can make a bigger impact.

Continuous Learning

During National Reconciliation Week and NAIDOC Week we offer a range of ways everyone can learn more about First Nations cultures and our shared Australian history.

Our approach for the last few years has been informed by external paid consultation with Angeline (Angie) Blackburn so that we could better understand how to show up as a brand for Aboriginal and Torres Strait Islander communities throughout the year (including dates of significance).

This learning has led to reconciliation initiatives including:

- Welcome to Country and Acknowledgement of Country at significant meetings and events.
- Smoking ceremonies at the 2022 run immersion event and 2024 opening of our new Distribution Centre in Naarm (Melbourne).
- Offering Store Support Centre employees the option to substitute the Australia Day public holiday for another day of significance to them.
- Amplifying Aboriginal and Torres Strait Islander voices through story telling at internal events, via internal employee communication and externally on our social media platforms.
- Funding community grants to support Aboriginal and Torres Strait Islander not-for-profit organisations.

Amplifying First Nations Australian voices

Our approach to amplifying First Nation voices is to be consistent, all year round. We do this by building and maintaining strong relationships, and elevating those voices internally and externally during key moments and throughout the year.

Educating and celebrating from the inside out, we recognise and celebrate National Reconciliation Week and NAIDOC Week. Using the Reconciliation Australia and NAIDOC resources to celebrate with employees and communities, we offer a range of ways to connect and learn about our shared history and cultures.

We partner closely with First Nations people within our collective to amplify their voices and key messages on our digital platforms. Our aim is to create something that can live on, and spark conversation.

NAIDOC Week

Our NAIDOC Week celebrations over the years have included sharing stories to recognise the strength, resilience and achievements of Aboriginal and Torres Strait Islander peoples on our website and social media.



Case Study: Jarrod Harbrow



Jarrod's ancestry can be traced back to the Yirrganydji cultural group – located in Far North Queensland.

Born and raised in Cairns, Jarrod and his family moved to country Victoria when he was sixteen to pursue his dream of a career in football.

After experiencing a life altering event with his brother's health, pursuing his passion for mentoring and giving back to the community became Jarrod's purpose. In 2019, Jarrod and his brother Marc, went on to co-create Harbrow Mentoring.

Located in Far North Queensland and the Gold Coast, Harbrow Mentoring is an organisation which provides a holistic range of programs to young people centred on mentoring, leadership and sports development.

WATCH OR LISTEN: [LULULEMON.COM.AU/EN-AU/C/COMMUNITY/STORIES/ALWAYS-WAS%2C-ALWAYS-WILL-BE](https://lululemon.com.au/en-au/c/community/stories/always-was%2C-always-will-be)



2021

In honour of NAIDOC Week, Megan Waters, a Warumungu Ywuru woman, born and raised on Larrakia Country, shared what Country means to her.

“Country to me is many things but mostly it is Family & Identity. Country is about acknowledging who we are & where we’ve come from; it means respecting our elders – past & present, their traditions, wisdom and knowledge.

My grandfather is one of the oldest members of the Stolen Generation still living in the Territory. When I spend time with him and listen to his stories, that’s when I feel the most connected to my culture. Being back on Country for me gives me a sense of belonging...it’s home, comfort and familiarity.”

VISIT: [INSTAGRAM.COM/P/CRBYMULBXIZ/](https://www.instagram.com/p/CRBYMULBXIZ/)

2022

We celebrated NAIDOC Week 2022 by amplifying the voices of Karl Amon and Tjimari Sanderson-Milera. Karl Amon shared what it means to be a renowned First Nations leader within the Port Adelaide Football Club and the role it’s played in his journey of learning and understanding his culture.

VISIT: [INSTAGRAM.COM/P/CFVGACKU7CT](https://www.instagram.com/p/CFVGACKU7CT)

Tjimari also shared his connection to Country and the importance of returning to it.

VISIT: [INSTAGRAM.COM/P/CFQPQFMSS68](https://www.instagram.com/p/CFQPQFMSS68)

2023

In celebration of NAIDOC Week 2023, we were invited by proud Mamu man, Nathan Appo to experience his weekly walk around the Maiwar River of Meanjin / Migandjan in Brisbane, alongside his proud Indigenous sisters, Lauren, Kirrilly, Kiana and Kimberley.

A walk grounded in connection and designed to support their collective wellbeing, this time spent together allowed them to continue to show up powerfully for each other and as leaders for their collective communities, families and workplaces. Little Rocket, a First Nations owned creative agency, filmed and produced this video.

VISIT: [WWW.INSTAGRAM.COM/REEL/CUTLRZGMSKS](https://www.instagram.com/reel/CUTLRZGMSKS)

2025

Being the recipient of the lululemon Community Wellbeing Grant, TriMob is implementing MOB2MOB, a program specifically designed to support First Nations young peoples’ health literacy while strengthening their identity as First Nations people. They create a fun and safe environment to swim, bike and run, to improve the overall health and wellbeing in schools and communities in regional areas of Australia.



TriMob

Always-on Brand Approach

Our branding takes a strategic approach to talent casting to show people in movement, finding meaning in their actions and deepening relationships with others.

Our casting process is guided by inclusivity, aiming to reflect a broad range of perspectives and experiences to represent our global collective and enable our products to resonate worldwide.

Karl Amon
Friend of the brand



Case Study: Nathan Appo

Movember Global Board Director,
Movember ambassador, and friend
of the brand

“We cannot improve Indigenous men’s health without Indigenous leadership at the table.”

— Nathan Appo

Nathan Appo, a Mamu man from Innisfail with connections to Goreng Goreng and Bundjalung Country, has over 20 years’ experience across Aboriginal and Torres Strait Islander health, education, and community development.

Nathan is an advocate for Indigenous self-determination, who has worked across government, not-for-profits and grassroots organisations to improve outcomes for Aboriginal and Torres Strait Islander communities.

Working at the Institute for Urban Indigenous Health as the Partnership Manager of Deadly Choices, Nathan understands more than most, the positive impact that movement and healthy choices have on our mental health. He is committed to improving the mental health of Indigenous people.

“Health, and mental health in indigenous people is a big issue where I’m from. My father has gone through it and was hospitalised because of it.

It was tough to see someone you look up to go through that, you just feel so alone. We, as men, don’t like talking to each other about our feelings. We feel like we need to ‘toughen up’. Gone are those days. You’ve got to be able to have the tools, know the signs, and reach out.”

From 2020 to 2024, lululemon partnered with Movember through [mo]re than a run (previously Movement for Change) to provide an opportunity for running communities across Australia and New Zealand to make a meaningful impact on men’s health, mental health and suicide prevention.

Runners were encouraged to raise funds for Movember by challenging themselves to a distance of 60km, 30km, or 10km on a course of their choosing. Nathan continues to connect with the lululemon team, most recently attending the 2025 No Holding Back campaign event.

Case Study: Tjimari Sanderson-Milera

Entrepreneur, cultural educator,
former lululemon ambassador





“The artwork is an expression of our connection to culture, representing the importance of community and that we are all connected one way or another.”

— Tjimari Sanderson-Milera



Reflect Reconciliation Action Plan

Tjimari (TJ) Sanderson-Milera, a lululemon ambassador from 2019 to 2022, is a proud Aboriginal man from South Australia, with connections to the Kokatha, Narungga, Kaurna, and Adnyamathanha language groups.

TJ uses his platform to empower and build community among young Aboriginal people, particularly in the areas of education and breaking down inequality.

TJ’s work with lululemon involved channelling his experiences as a track sprinter into positive change for future generations, by promoting mindfulness and wellbeing.

In 2022 TJ and his brother, Temanna, partnered with the Tardanya (Adelaide) Rundle Mall team to create a design to reflect the store team’s relationship within the Adelaide Plains region, fostering a community of connection and wellbeing. This design was printed on lululemon’s City Sweat and All Yours Hoodie, and is still worn with pride by our team today.

“The artwork, done by myself and my younger brother Temanna tells a story about communities and people coming together from all walks of life, and taking a journey that allows them to connect, grow and inspire one another. It may be through connecting on Country and learning about the rich culture that we have in Australia, that dates back 100,000 years, or connecting through cultural practices and traditions, but also modern-day rituals and practices that we navigate through in today’s society.

The artwork is an expression of our connection to culture, representing the importance of community and that we are all connected one way or another.”

— Tjimari Sanderson-Milera

“TJ also came into the store during NAIDOC Week to create artwork on the fit room doors to spark conversation and raise guest awareness. It was engaging and a lot of fun. Our guests really enjoyed it and appreciated the focus we placed on celebrating the week.”

— Bryn Casserly
Store Manager, Rundle Mall Adelaide,
South Australia



Centre For Social Impact

The lululemon Centre for Social Impact offers Community Wellbeing Grants (formerly known as Here to Be) of up to \$50,000 USD to community-led non-profit organisations around the globe that are advancing wellbeing.

Grant recipients advance wellbeing equity in several ways, including expanding financial accessibility to wellbeing tools, removing barriers to movement and mindfulness practices, offering culturally responsive and trauma-informed programming to improve mental health outcomes and building community driven solutions for systems change.

Since 2021, organisations supporting Aboriginal and Torres Strait Islander communities have received \$519,577 USD in grants from the Centre for Social Impact.



Grant Recipient Snapshot

2024

Korin Gamadji Institute

Mission: To empower Aboriginal and Torres Strait Islander young people to speak and to be heard.

Grant: lululemon's funding supported Korin Gamadji Institute to extend its On Country camps that focus on cultural strength, leadership, and social and emotional wellbeing to additional Aboriginal and Torres Strait Islander students.

LEARN MORE: KGI.ORG.AU

Seed Indigenous Youth Climate Network

Mission: To build a movement of Aboriginal and Torres Strait Islander young people working to make climate justice real for our people.

Grant: lululemon's funding supported Seed Indigenous Youth Climate Network to scale their work and maximise their impact through an expansion of their team and key strategic initiatives.

LEARN MORE: SEEDMOB.ORG.AU

Yogazeit

Mission: To educate and empower educators, yoga teachers, health professionals, parents, teens and children with yoga and mindfulness through classes, training and professional development.

Grant: lululemon's funding supported Yogazeit to build and deploy Deadly Minds Digital, an online yoga teacher training platform to enable Aboriginal and Torres Strait Islander peoples to train as certified youth yoga teachers for First Nations youth.

LEARN MORE: DEADLYMINDS.COM.AU



2025

Murwillumbah Community Centre

Mission: To create a meeting place that provides a range of programs, services, spaces and pathways that meet the needs of the community, including our local First Nations community.

Grant: lululemon's funding is supporting Murwillumbah Community Centre in expanding the Bunyara Bugulma Yoga Program, which includes training ten First Nations facilitators to lead free community workshops and a healing camp to increase health and wellbeing for the community.

Seed Indigenous Youth Climate Network

Mission: To build a strong and powerful network of Aboriginal and Torres Strait Islander young people who are connected, empowered to protect country and leading the fight for climate justice.

Grant: lululemon's funding is supporting Seed Indigenous Youth Climate Network to strengthen their internal capacity and scale impact across four key pillars: campaigning, organising, communications, and core work.

LEARN MORE: SEEDMOB.ORG.AU

TriMob

Mission: To empower First Nations young people to improve their health and wellbeing using the sport of triathlon (swimming, biking and running) as the vehicle.

Grant: lululemon's funding is supporting TriMob in implementing MOB2MOB, a program specifically designed to support students' education while strengthening their identity as First Nations people. Creating a fun and safe environment to swim, bike and run that improves their overall health and wellbeing in eight schools and communities in regional areas of Australia.

LEARN MORE: TRIMOB.ORG



Seed Indigenous Youth Climate Network



TriMob

Case Study: Deadly Minds

Empowering communities
through mindful
movement education



Program Highlights

In a partnership spanning four years (2020-2024), lululemon and Yogazeit shared a vision to collaboratively design and deliver culturally relevant, evidence-based, trauma-informed wellbeing education in remote and regional First Nations communities.

(2020-2021) Ngaanyatjarra Lands School Project

Australia's inaugural culturally relevant initiative for yoga and mindfulness education, the Ngaanyatjarra Lands School Project, was co-designed with and for remote communities in Western Australia.

The project emphasised the importance of integrating local cultural contexts into educational practices, ensuring that the program resonated with the unique values of these communities. The trauma-informed, evidence-based approach to mindful movement, tailored to local culture:

- Yoga shapes were named after local animals and translated into Language.
- Visuals graphics co-designed with students through a school-based art project.
- Delivery in seven of Australia's most remote schools: Kiwirkurra, Warakurna, Wingellina, Wanarn, Warburton, Jameson and Blackstone.

Impact

- Reached more than 310 Aboriginal children and school staff (15% of the local population).
- Delivered 100+ hours of culturally adapted Mindful Movement education.
- Involved 1,100+ volunteer hours.
- Seven remote campuses reached over four weeks.
- Inspired the launch of the Deadly Minds program.

This collaboration saw the co-design and delivery of several groundbreaking programs with a focus on social and emotional wellbeing, underpinned by cultural relevance, community leadership and two-way learning.

(2022-2024) Deadly Minds – Indigenous Youth Yoga Teacher Training

(2022-2023) Phase 1

The first Deadly Minds camp was conducted on Wilman Country (Noongar Nation), and successfully trained nine First Nations participants to become community youth yoga instructors.

This initiative was developed through extensive consultations with more than 150 stakeholders, including Elders, educators and health professionals.

Graduates gained essential skills to teach their mob methods for managing stress, enhancing social-emotional competencies, supporting educational outcomes, and promoting overall wellbeing, impacting an estimated 300 individuals annually.

Impact

- Graduated nine First Nations Youth Yoga Teachers through four days of in-person learning and connection.
- An estimated 300+ community members impacted annually through graduate-led wellbeing activities.
- An estimated 10,000+ indirect community reach via schools, families and local organisations.
- Program was 100% First Nations informed, led and delivered.





Deadly Minds – Indigenous Youth Yoga Teacher Training



Deadly Minds – Indigenous Youth Yoga Teacher Training

(2023) Phase 2

The second Deadly Minds camp, held on Banjima Country within Karijini National Park, celebrated the graduation of eight new participants.

This program is designed to equip graduates with essential skills to teach their communities effective strategies for managing stress, enhancing social-emotional competencies and supporting educational growth. Additionally, it aims to promote improvements in mental, cultural, physical and spiritual wellbeing.

Impact

- Delivered six days of in-person training and 36 hours of community consultation.
- Graduated eight youth yoga teachers.
- 370+ people impacted directly, with 10,000+ reached indirectly.
- Developed culturally engaging visual resources and collaborated with Puntukurnu Aboriginal Medical Service on wellbeing tools.
- Strengthened partnerships and community networks for long-term impact.

(2024) Deadly Minds Digital

In 2024, Deadly Minds extended its outreach by launching online training. This facilitated wider access to the certified Youth Yoga Teacher training program, ensuring that individuals in even the most isolated communities can obtain high-quality, culturally relevant education in social and emotional wellbeing.

The digital training program retains its foundation in trauma-informed and evidence-based practices while integrating interactive and self-paced learning lessons. Yarning-style connection and reflection are offered through live mentoring online. Participants gain knowledge in anatomy and safe movement, fostering their confidence to teach effectively within their communities.

Impact

- Launched an innovative culturally responsive online training platform.
- Reached 63 students, including:
 - One graduate working in youth detention.
 - One graduate working in health promotion.
 - Three online learners employed in the Department of Education NSW & WA.
 - 16 scholarship recipients across NSW, WA, QLD, NT and VIC.
- Expanded access to training for First Nations youth and professionals in the education, health and community sectors.

Sustainability and Future Growth

In July 2024, Yogazeit announced a significant partnership with Curtin University and the Act Belong Commit® mental health promotion campaign to ensure the long-term sustainability and growth of the Deadly Minds program.

“Passing our programs on to Curtin University is a very exciting new chapter. It ensures that the work we’ve done together over the years will continue to impact lives in meaningful ways.”

— **Regina Cruickshank**,
Founder, Yogazeit

Charlene Carlisle, an Indigenous Deadly Minds Digital 2025 Graduate, joined the Act Belong Commit team to embed Deadly Minds across the program.

A recipient of the 2025/26 Australian Health Promotion Association Scholarship, sponsored by Healthway, Charlene will work for a year with the program at Curtin University.

“Deadly Minds shapes lifelong wellbeing skills for Indigenous youth with week-long yoga and mindfulness youth yoga teacher training, equipping participants with the skills to empower themselves and then share this knowledge with others.”

— **Charlene Carlisle**
2025 Deadly Minds Graduate.



Personal Impact

“I thoroughly enjoyed the camp and being able to share this time with other Indigenous professionals was truly inspiring.”

The training was informative and culturally safe and Yogazeit provided an amazing cultural space for us to flourish with the amazing resources and training provided.

I feel confident in providing yoga to Mob with a clear conscience that what I’m providing is culturally appropriate and trauma-informed.

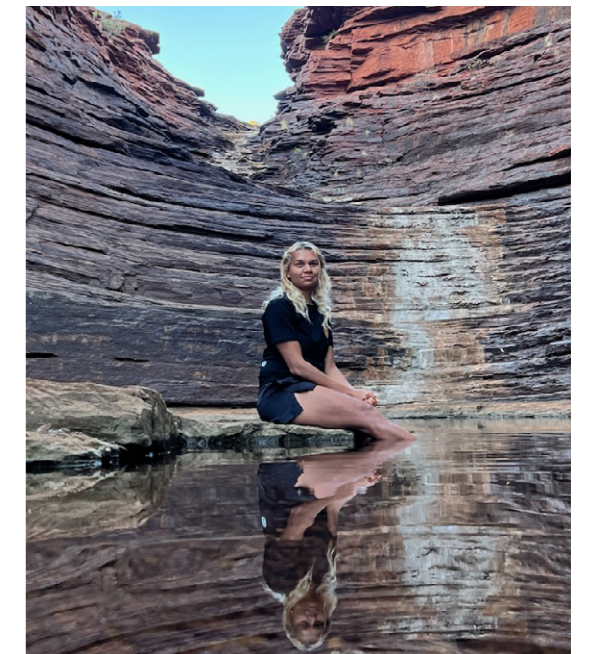
I have been gifted the tools that I know my Mob will benefit from for years to come. Thank you Yogazeit, I am truly grateful.”

— **Wilman**
2022 Deadly Minds Graduate

“Before Deadly Minds, I didn’t know how to talk about stress or how to help my cousins when they were anxious.

Now I use what I learned to help my Mob breathe through tough times. I’m proud to be a yoga teacher and show that our culture and healing go together.”

— 2023 Deadly Minds Graduate
(name withheld)



Overall Impact

To learn more about Deadly Minds and the impact it's having in community,

VISIT: DEADLYMINDS.COM.AU

10,000+



Aboriginal community members reached, indirectly and directly, with culturally safe, strength-based wellbeing education.

1,000+

Hours of culturally relevant mindful movement delivered across three major programs.

100%

Programs were 100% First Nations informed, led and delivered.

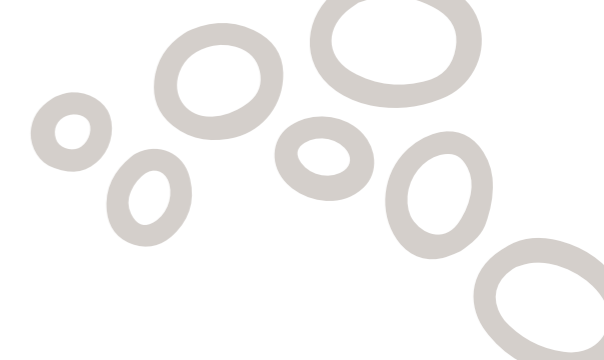
17

Indigenous youth graduates across two in-person Deadly Minds camps (2022-2023).

63

Learners engaged in 2024's digital Deadly Minds platform.

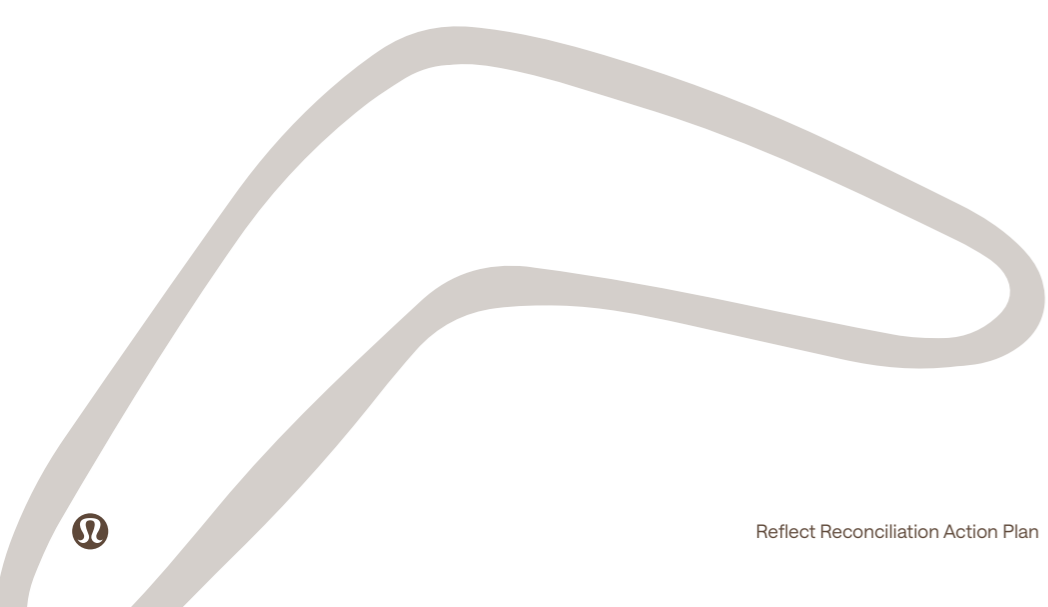
Our Reconciliation Commitments



Relationships

ACTION	DELIVERABLE	TIMELINE	RESPONSIBLE
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	1.1 Engage with our people and leverage our expertise, resources and communities to advance the wellbeing of First Nations peoples through grants, partnerships and Global Impact goals led by our Centre of Social Impact, Public Affairs and IDEA.	Review April, July and October 2026	Lead: Director, Brand & Community Support: Communications Lead
	1.2 Establish a First Nations advisory group to advise on recruitment of and support for First Nations Ambassadors and appropriate engagement with First Nations stakeholders and participation in First Nations events.	July 2026	Lead: Director, Brand & Community Support: IDEA Manager
2. Build relationships through celebrating National Reconciliation Week (NRW).	2.1 Circulate Reconciliation Australia's National Reconciliation Week resources and materials to all employees.	May 2026	Lead: IDEA Manager Support: Communications Lead
	2.2 RAP Working Group members to participate in an external NRW event.	27 May to 3 June 2026	Lead: Vice President, AUNZ Support: IDEA Manager
	2.3 Encourage and support employees and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May to 3 June 2026	Lead: Vice President, AUNZ Support: Communications Lead
	2.4 Host a National Reconciliation Week event for employees and First Nations partners including Ambassadors and grant recipients.	27 May to 3 June 2026	Lead: IDEA Manager Support: Communications Lead

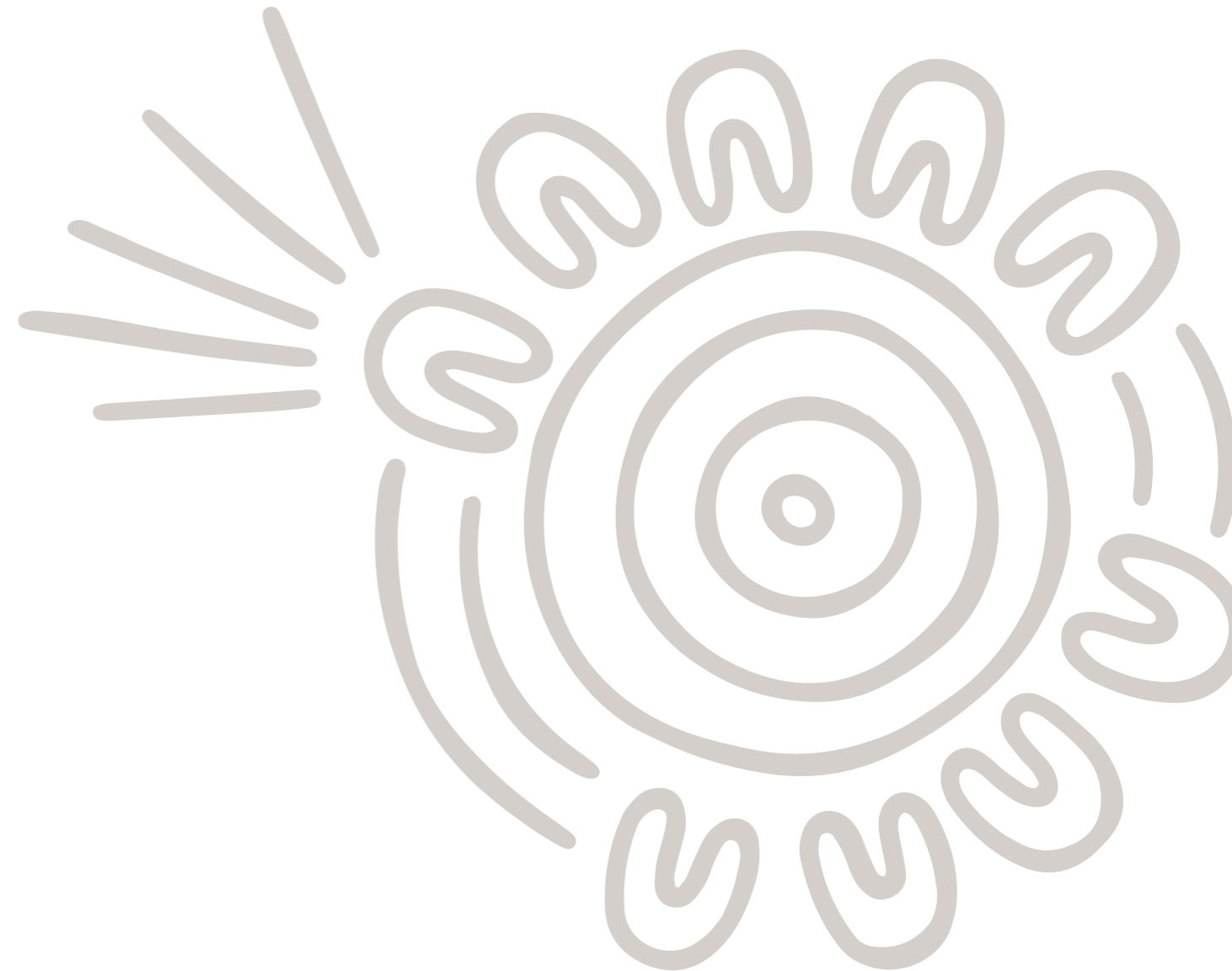
ACTION	DELIVERABLE	TIMELINE	RESPONSIBLE
3. Promote reconciliation through our sphere of influence.	3.1 Promote reconciliation through lululemon's sphere of influence, including Acknowledgements of Country in stores, Distribution Centre, Store Support Centre and eCommerce.	December 2026	Lead: Manager Store Development Construction Support: Area Director AUNZ, Distribution Centre Manager and eCommerce Manager
	3.2 Continue to share our ongoing commitment to reconciliation with all employees.	February 2026	Lead: Vice President, AUNZ Support: Communications Lead
	3.3 Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	May 2026	Lead: IDEA Manager AUNZ Support: RAP Steering Group
	3.4 Explore and develop a strategy to incorporate Aboriginal and/or Torres Strait Islander design and education into product.	May 2026	Lead: Country Merchandise Manager
4. Promote positive race relations and cultural safety through culturally appropriate policies and procedures.	4.1 Research best practice and policies in areas of race relations and anti-discrimination.	March 2026	Lead: Senior Manager, People & Culture Business Partnering Support: Employment Compliance Counsel APAC and Senior People Safety & Compliance Specialist
	4.2 Review, and where required amend, policies and processes to ensure lululemon is culturally safe for First Nations people (including employees, contractors, suppliers, partners and guests).	April 2026	Lead: Senior Manager, People & Culture Business Partnering Support: Employment Compliance Counsel APAC and Senior People Safety & Compliance Specialist



Respect

ACTION	DELIVERABLE	TIMELINE	RESPONSIBLE
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	5.1 Develop a formal cultural learning strategy for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	February 2026	Lead: Learning & Leadership Manager Support: IDEA Manager
	5.2 Establish a calendar and budget to enable employees to learn from Aboriginal and Torres Strait Islander cultural custodians at stores, Distribution Centre, Store Support Centre and/or offsite at nearby places of cultural significance.	April 2026	Lead: Learning & Leadership Manager Support: Senior Manager, People & Culture Business Partnering
	5.3 Introduce online First Nations cultural capability training to support employees as appropriate to role, including talent acquisition hiring managers and people leaders.	May 2026	Lead: Learning & Leadership Manager Support: IDEA Manager
	5.4 Build respect for Aboriginal and Torres Strait Islander cultures and histories by inviting Aboriginal and Torres Strait Islander keynote speakers to annual Kick-Off or Quarterly Huddles.	February 2026	Lead: Vice President AUNZ Support: Communications Lead
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	6.1 Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area, including Australian retail locations.	August 2026	Lead: Area Director AUNZ and Manager Support: IDEA Manager AUNZ
	6.2 Display the Aboriginal and Torres Strait Islander flags wherever the Australian flag is displayed, including alongside Acknowledgements of Country in email signatures and eCommerce assets.	December 2026	Lead: Area Director AUNZ and Manager eCommerce AUNZ Support: Communications Lead
	6.3 Represent Aboriginal and Torres Strait Islander culture such as artworks and other artefacts in Australian retail locations, Distribution Centre, Store Support Centre and e-commerce assets.	June 2026	Lead: Area Director AUNZ and Manager, eCommerce AUNZ Support: Communications Lead
	6.4 Continue to provide employees with guidance on Acknowledgement of Country and Welcome to Country, and information about and participation in National Reconciliation Week and NAIDOC Week events.	February 2026	Lead: IDEA Manager Support: Communications Lead
	6.5 Invite local Traditional Owners or Custodians to provide a Welcome to Country at significant AUNZ forums and events.	February 2026	Lead: IDEA Manager Support: Communications Lead

ACTION	DELIVERABLE	TIMELINE	RESPONSIBLE
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	7.1 Develop and share awareness-raising stories, case studies, resources and other information with employees.	6-13 July 2026	Lead: Director Brand & Community Support: Communications Lead and IDEA Manager
	7.2 Continue to promote NAIDOC Week external events in lululemon's local areas to encourage employee participation.	6-13 July 2026	Lead: IDEA Manager Support: Communications Lead
	7.3 RAP Working Group to participate in an external NAIDOC Week event.	6-13 July 2026	Lead: Vice President AUNZ Support: IDEA Manager AUNZ



Opportunities

ACTION	DELIVERABLE	TIMELINE	RESPONSIBLE
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	8.1 Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	June 2026	Lead: Senior Manager, People & Culture Business Partnering Support: People & Culture Centre of Excellence Leadership Team
	8.2 Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	June 2026	Lead: Senior Manager, People & Culture Business Partnering Support: People & Culture Centre of Excellence Leadership Team
	8.3 Offer focus group sessions for Aboriginal and Torres Strait Islander employees to share their employee experience with IDEA to inform our focus and actions.	June 2026	Lead: IDEA Manager
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	9.1 Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	June 2026	Lead: Supplier Inclusion & Impact Support: Vice President AUNZ, Area Director Retail, Product, Distribution Centre, eCommerce Operations and IDEA Manager
	9.2 Investigate Supply Nation membership.	June 2026	Lead: Supplier Inclusion & Impact Support: Vice President AUNZ, Area Director Retail, Product, Distribution Centre, eCommerce Operations and IDEA Manager



Governance & Accountability

ACTION	DELIVERABLE	TIMELINE	RESPONSIBLE
10. Establish and maintain a RAP Working Group to drive governance of the RAP.	10.1 Establish and maintain a RAP Working Group to govern RAP implementation.	April 2026	Lead: IDEA Manager Support: Senior Manager, People & Culture Business Partnering
	10.2 Develop Terms of Reference for the RAP Working Group.	April 2026	Lead: IDEA Manager
	10.3 Establish Aboriginal and Torres Strait Islander representation on the RAP Working Group.	August 2026	Lead: IDEA Manager Support: Senior Manager, People & Culture Business Partnering and Director Brand & Community AUNZ
11. Provide appropriate support for effective implementation of RAP commitments.	11.1 Define resource needs for RAP implementation and ensure budget is allocated as appropriate.	February 2026	Lead: IDEA Manager Support: RAP Working Group People Leaders
	11.2 Engage senior leaders in the delivery of RAP commitments.	February 2026	Lead: Vice President AUNZ Support: IDEA Manager
	11.3 Maintain a senior leader to champion our RAP internally.	February 2026	Lead: Vice President AUNZ Support: IDEA Manager
	11.4 Identify appropriate systems and capabilities to track, measure and report on RAP commitments, including data collection such as, but not limited to, existing employee survey data.	June 2026	Lead: IDEA Manager Support: RAP Working Group
12. Build accountability and transparency by reporting RAP achievements, challenges and learnings internally and externally.	12.1 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.	July 2026	Lead: IDEA Manager
	12.2 Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	30 September 2026	Lead: IDEA Manager Support: RAP Working Group
	12.3 Report RAP progress and achievements quarterly to Executive Leadership Team and employees and provide an update in the Annual Report.	April, July, October 2026 and January 2027	Lead: IDEA Manager Support: RAP Working Group
13. Continue lululemon's reconciliation journey by developing the next RAP.	13.1 Register via Reconciliation Australia's website to begin developing next RAP.	November 2026	Lead: IDEA Manager Support: Senior Manager, People & Culture Business Partnering and Director Brand & Community AUNZ

Contact us

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VISIT: [LULULEMON.CUSTHELP.COM/APP/ASK/SITE/EN_AU](https://lululemon.custhelp.com/app/ask/site/en_au)

Alternative formats

This Reflect RAP 2026-2027 is available in alternative formats on our website

VISIT: [LULULEMON.COM.AU/EN-AU/C/COMMUNITY/ABOUT-US/INCLUSION%2C-DIVERSITY%2C-EQUITY-AND-ACTION](https://lululemon.com.au/en-au/c/community/about-us/inclusion%2c-diversity%2c-equity-and-action)

If you need help to speak or listen

Contact lululemon through the National Relay Service

CALL: 1800 555 660

Jarod Harbrow
Friend of the brand



