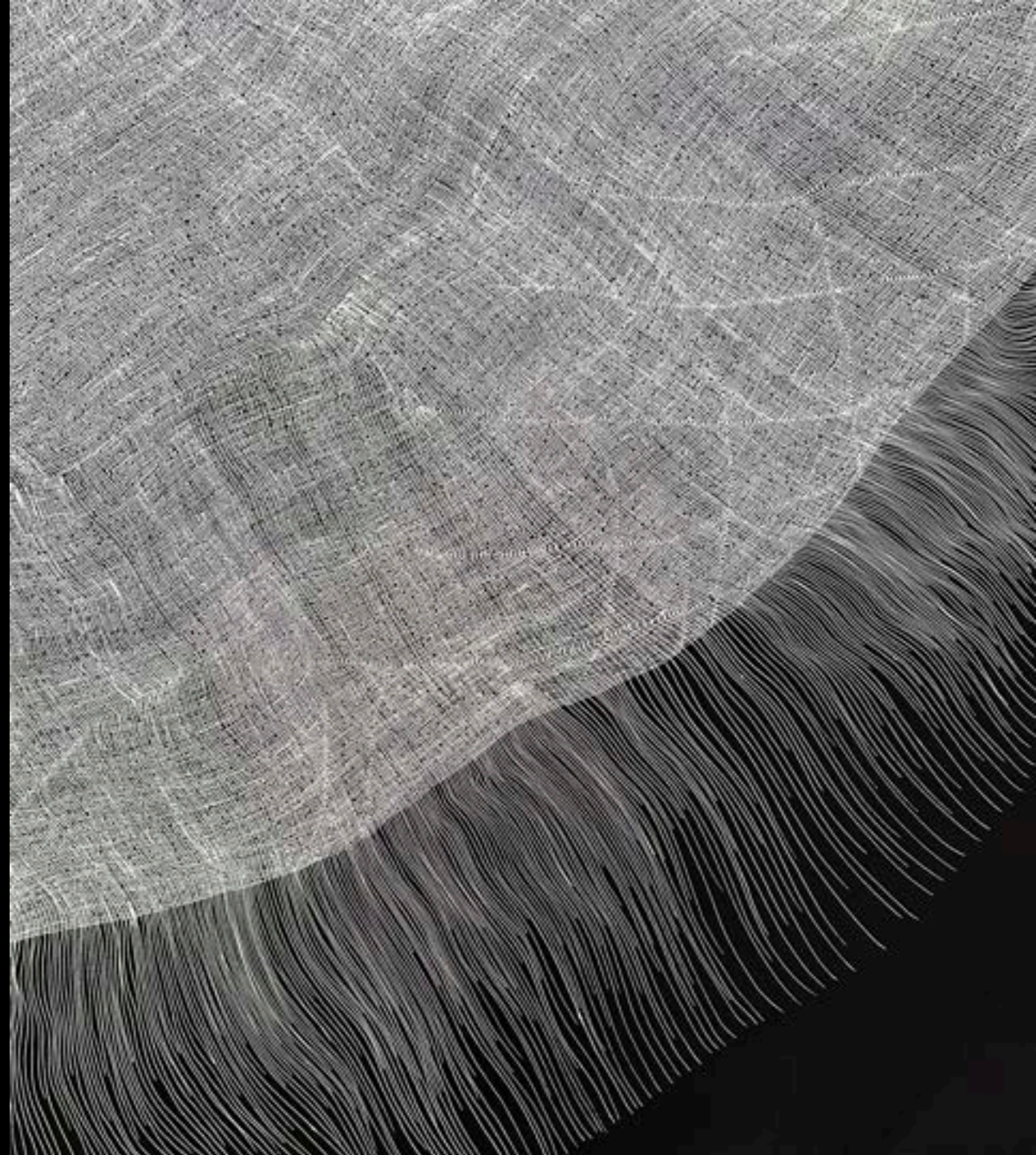


RAP Update

*Year 2 of our Innovate RAP Journey – to date
(September 2024 – 30 April 2025)*

DAVID JONES





Acknowledgement of Country

David Jones acknowledges the Traditional Custodians of the lands and waters we now call Australia, from the islands of the Torres Strait to the mountains of Tasmania, from the rivers of the east coast to the red earth of the west coast and into the sandy, rocky heart of this continent.

We pay our respects to all First Nations peoples, past and present, for their generosity and custodianship of Country.

DAVID JONES

RAP Progress *Snapshot*

Key initiatives delivered between September 2024 – April 2025

Respect & Relationships

Australia Day substitution offered to Support Centre team members. 48 team members substituted the day.

First Nations Representation and Deepening Connections

- Cultural story telling featured and Welcome to Country organised for David Jones x Powerhouse Archive launch event
- 2024 Christmas Campaign featured 2 of our First Nations Ambassadors Adam Goodes and Nathan McGuire
- Fashion Designer of Ngali; Deni Francisco featured in International Womens Day interview; a First Nations perspective
- Singer/songwriter ***Budjerah performed*** at the relaunch of David Jones Chadstone menswear floor
- Attended Mob in Fashion studio launch – a dedicated collaboration space for First Nations creatives working within the fashion industry. Featured in David Jones blog interview.

Key challenge

Harmonising expectations around co-design of programs and initiatives and better co-ordinating our ways of working with First Nations stakeholders and organisations.

Opportunities

- ***Indigenous Fashion Projects***
Review and evolution of Indigenous Fashion Pathways Program. Completed program with our partners DAAF; supporting 13 First Nations designers through the program since 2020.
- ***First Nations Designer Pop Up*** at our flagship store in Sydney featuring 4 IFP designers including Miimi and Jiinda, Kamara, Gali Swimwear, Joseph & James
- Indigenous Fashion Pathways Designer brand Miimi & Jiinda featured in exhibition to launch David Jones archives with Powerhouse Museum. Designer profile interview featured in DJs blog
- ***Industry learning opportunity*** created for emerging fashion designer Renee of Lychee Alkira to get an exclusive, behind the scenes insight of David Jones 2025 Morther’s Day shoot

Governance

Progress and Reporting

- Number of commitments delivered to date - 84 commitments of total 111 completed
- CEO and Chief Marketing Officer integrated RAP goal into their goals and targets for FY25
- Engaged our senior leaders and other team members in the delivery of RAP commitments and delivered bi-annual performance reports

Overall progress against David Jones Innovate RAP August 2023- August 2025 commitments :



ON TRACK



RESPECT & RELATIONSHIPS

First Nations Representation & Deepening connections

David Jones Events

Archives Exhibition at our Elizabeth St Flagship



The event began with a Welcome to Country from Auntie Yvonne Waldon.



The exhibition featured IFP Pathways Designer Miimi & Jiinda's Yarilla Baalya Indigenous Inspired Wedding Dress.



Cultural story featured on accompanying plaque

2024 CHRISTMAS CAMPAIGN

Featuring Friends of David Jones Adam Goodes and Nathan McGuire



International Women's Day

A First Nations Woman's perspective on IWD

What does International Women's Day mean to you? And what does the theme March Forward mean to you?

DF: "International Women's Day is a time to recognise the achievements of women, reflect on how far we've come, and envision a positive future. It's also an opportunity to learn more about the incredible contributions of women around the world, which is truly inspiring. I am constantly inspired by other women, and I believe that collectively we can achieve great things when we come together in the spirit of support, acknowledgment, and celebration.

"The theme March Forward serves as a reminder of the progress still to be made, while also carrying an optimistic vision for the future – one where we continue to break barriers, uplift one another, and drive meaningful change."

Who are some of the women in your life that you admire and who have shaped your views?

DF: "My daughter, Dr. Ash Francisco, works with the Dillin Duwa Centre for Indigenous Business Leadership at Melbourne University. Her thoughtful approach, deep reflections and dedication to advancing First Nations businesses inspire me every day.

"Creatively, it has been an honour to collaborate with Virginia Dowzer in her role as a creative director, stylist, and event organiser. She has stood beside Ngali for many years, creating space to exchange ideas and develop work that helps uplift other First Nations creatives.

"Elle Roseby, ex-Managing Director of Country Road, for her vision and commitment to elevating First Nations talent within the fashion industry. Her authentic leadership (without having a computer in her office!) is a testament to the power of genuine connection and hands-on impact.

"And of course, Bridget Veals, whose foresight and belief in what is possible for First Nations creatives in the retail sector continues to drive meaningful change.



[Find out more about Ngali](#)

[Shop Ngali at David Jones](#)

BUDJERAH PERFORMANCE

At Chadstone Menswear event



Budjerah, proud Coodjinburra man from the Bundjalung nation, was invited to perform at the relaunch of David Jones' Chadstone Menswear floor (**September 2024**)

[David Jones | From soundcheck to performing live and everything in between, join us for a behind-the-scenes look with @budjerah before his performance at... | Instagram](#)



17 March, 2025 | INTERVIEWS

A Place to Connect, Collaborate And Grow: Nathan McGuire On His New Creative Studio

With the opening of his new creative studio, Friend of David Jones Nathan McGuire is providing First Nations creatives with a dedicated space to collaborate, share ideas, and connect with the broader fashion industry—we spoke to him about [Mob In Fashion](#), its Pathways Program and what this milestone means for the creative community.

Supporting Creatives: *Mob in Fashion*

- DJs team members attended Mob in Fashion studio launch in support for David Jones Friend, Nathan McGuire and the First Nations fashion community in March 2025
- Published a [**blog feature**](#) on this new creative space and what it means to the local First Nations community



MOB IN FASHION'S NATHAN MCGUIRE AND RHYS RIPPER WITH LOCAL WURUNDJERI ELDER, COLIN HUNTER



OPPORTUNITIES

Carving out meaningful opportunities and pathways



The Pathways Program

The Pathways Program was an inspiring development initiative created by the Darwin Aboriginal Art Fair Foundation's Indigenous Fashion Projects and David Jones in 2020. This program was designed to empower and elevate First Nations designers, nurturing their businesses and careers while celebrating the richness of First Nations cultures.

Through combining shared knowledge and resources, the program provided participants with opportunities in capacity building, professional development, and showcasing talents on prominent platform. We completed the IFP program in 2025 and are looking to evolve our support for First Nations designers and creatives.

Achievements:

- 13 First Nations designers went through the program since 2020
- 13 Industry Mentors supported the program
- 4 indigenous fashion runway shows were presented during Australian Fashion Week
- 3 David Jones in-store commercial popup opportunities were offered to designer participants
- 2 alumni designers went on to present their own standalone shows at Australian Fashion Week (Ngali & Maara Collective)
- 1 alumni designer was awarded the Australian Fashion Laureate (Ngali)

PATHWAYS DESIGNER *profile* – MIIMI & JIINDA

Interview published on David Jones' blog

3 November 2024 / INTERVIEWS

The Power Of Art, Design & Sharing Stories Of Country With Miimi & Jiinda

For Miimi & Jiinda founder, director and proud Gumbaynggirr woman Melissa Greenwood, art and sharing stories of Country have always been a part of her life.



MIIMI & JIINDA

Yuulgaar Linen
Slip Dress

[Shop Now](#)



MIIMI & JIINDA

Yuulgaar Linen Shorts

[Shop Now](#)



MIIMI & JIINDA

Guulgaany Linen
Flattering Pant

[Shop Now](#)



MIIMI & JIINDA

Guulgaany Linen
Slimline Jacket

[Shop Now](#)



You come from the Gumbaynggirr, Dunghutti, and Bundjalung tribes of Australia's East Coast, often referred to as 'Saltwater Country'. Can you tell us more about your Country and how it influences your designs?

Our Country is who we are as people, it represents a big part of our identity and what we create. Our Gumbaynggirr, Dunghutti, and Bundjalung tribes are all connected to the ocean, rivers and the land on the Mid-North Coast and North Coast of NSW.



Our designs are deeply rooted in our own stories, growing up blak on country, surrounded by our mob. Our totem is the ocean (gaaga) and we are Saltwater People. The colours, patterns, and themes in our work reflect the natural beauty of our homelands, from the deep blues of the ocean to the earthy tones of the land. Every piece we create communicates the essence of our homelands.

Read our interview: [The Power Of Art, Design and Sharing Stories Of Country with Miimi & Jiinda](#)



FIRST NATIONS DESIGNER POP-UP

Explore designs from much-loved First Nations designers JOSEPH & JAMES, Gali Swimwear, KAMARA and Miimi & Jiinda.

[Shop Now](#)



FIRST NATIONS *designer* COLLECTIONS *pop-up* IN SYDNEY

Pop up at David Jones Flagship store in Sydney 15 November – 15 December:

Designers featured were - Miimi & Jiinda, KAMARA, Gali Swim, JOSEPH & JAMES

Highlighted designers and cultural stories across our marketing channels.

Industry Learning Opportunity

David Jones committed in the RAP to delivering a learning opportunity for a young creative within the Mob in Fashion community.

The Emerging Talent

Renee Henderson, a Wirudjuri woman, is a talented fashion designer who runs the label Lychee Alkira.

The Experience

On-set, behind the lens Mother's Day campaign shoot over 29-30 January 2025.

Through this experience Renee was able to immerse herself in a large scale campaign photo shoot providing her with a real world understanding of the industry and the skills needed to succeed at that level.

The 2 on-shoot days included exposure to key elements within the production / shoot period including;

- Set bump in
- Lighting and photography testing
- Hair & Makeup direction
- Stills and motion capture
- Asset sign off and selection process





MORE TO COME..

David Jones will complete its RAP in August 2025 and we look forward to reporting against our full action plan commitments