

# THE ICONIC

**Submission to The Indigenous Voice Co-Design Process**

**April 2021**

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**THE ICONIC supports the Uluru Statement from the Heart and its call for a First Nations Voice to be enshrined in the Australian Constitution. We believe in championing equality, diversity and respect, and are committed to creating an environment where all people are enabled to be their best authentic self.**

We hear the call and accept the invitation “to walk together with Aboriginal and Torres Strait Islanders for a better future”, and are pleased to make our submission in response to The Indigenous Voice Co-design Process Interim Report to the Australian Government. Our submission hopes to act as a contribution to what is an incredibly important and long awaited step towards Reconciliation, ensuring a better future by establishing a First Nations Voice to Parliament protected by the Constitution and a Makarrata Commission to supervise agreement-making (treaty) and truth-telling.

## *THE ICONIC's Reconciliation Journey*

[THE ICONIC](#) is Australia and New Zealand's leading fashion, sports and lifestyle destination. As a progressive and socially-responsible brand, with our purpose of *Liberation*, we believe in championing equality, diversity and respect, and are committed to creating an environment where all people are enabled to be their best authentic self. In 2020 we launched our REFLECT Reconciliation Action Plan, which formalised our commitment to embedding initiatives throughout our business and sphere of influence to contribute toward Australia's reconciliation with First Nations Peoples. We are truly committed to working in allyship with Australia's First Nations Peoples and to further understand our nation's histories and true heritage. We are doing this through building meaningful relationships - with people, stakeholders and organisations within our sphere of influence in the hope we will drive change.

## *Uluru Statement From The Heart*

Inconceivably in Australia an Aboriginal and Torres Strait Islander Voice to Parliament is not enshrined in the Constitution nor is a treaty to formalise legal agreements between Indigenous and Non-Indigenous Australians. The Uluru Statement from the Heart calls for the recognition of First Nations peoples in the Australian Constitution by establishing a First Nations Voice to Parliament and we stand with all Aboriginal and Torres Strait Islander people and echo their requests for previously unheard voices to be represented and listened to at a national, regional and local level through this co-design process.

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## *Representation and the Voice*

We believe it is imperative that the Australian Government takes on the feedback given in this consultation period by Aboriginal and Torres Strait Islander peoples and organisations when determining the model of this representation to ensure the original intent of the Uluru Statement from the Heart is honoured through the co-design process. THE ICONIC supports the notion and the importance of ensuring that the model which emerges from this process enables representation of all Aboriginal and Torres Strait Islander communities and their needs that may vary by location and over time. We also support the notion that the Voice has equal representation of gender and that all Aboriginal and Torres Strait Islander people are provided the opportunity to participate.

## *Constitutional Enshrinement and Legislation*

It is imperative that the Voice be enshrined in the Constitution, as this is the agreed position of Aboriginal and Torres Strait Islander people made through the Uluru Statement from the Heart. Once the co-design process has been completed to define the representation model, a vote by referendum for Constitutional enshrinement should precede legislative change. This will ensure the Voice of Aboriginal and Torres Strait Islander people remains while acknowledging that the model that emerges may evolve over time as the structure of our nation develops a new and better identity through reconciliation.

THE ICONIC supports the Uluru Statement from the Heart because structural reform of this nature means establishing a new and positive relationship between First Nations and the broader Australian community. A relationship based on respect and self-determination means we can grow and thrive as one, and we encourage the Australian community to join us in supporting this call for action.

Erica Berchtold

Chief Executive Officer, THE ICONIC