

Reflect Reconciliation Action Plan

JULY 2021 –
JULY 2022



THE Country

Purpose recognises the Traditional Custodians of the land we live and work on, and pay our respects to Elders past and present.

Sovereignty was never ceded.

**Australia Always was, and always will be
Aboriginal land.**

OUR Business

Purpose is a social impact agency, where we build and support movements to advance the fight for an open, just, and habitable world.

We use public mobilisation and storytelling to help the leading organisations, activists, businesses, and philanthropies engaged in this fight, and we create campaigning labs and new initiatives that can shift policies and change public narratives when it matters most.

In Australia we currently employ 10 people, none of who identify as Aboriginal and/or Torres Strait Islander people. We are one hub of a global agency with offices on six continents, and we work on Australian-based and global projects. We only have one office in Australia, which is in Sydney.

OUR RAP: Reflect

Purpose APAC

RAP Lead:

Claire Sutton,
Creative Lead,
DEI Lead – APAC

We are developing a RAP because we recognise that racial injustice has deep roots and a long history in Australia, and that these injustices continue today. We know that as an organisation - particularly one working in social impact - that we need to do our part in advocating for reconciliation, fighting for an Indigenous voice to parliament, a Treaty and a meaningful truth and reconciliation process - and that developing our own RAP is the first step for us to begin to understand what our role is in supporting this cause.

We intend to approach this by establishing an internal team that has the agency, resources and backing of leadership to develop the RAP. Purpose intends to seek guidance from Aboriginal and Torres Strait Islander organisations and representatives in a consultation role, through new hires and best-practice examples. This is the beginning of our reconciliation journey.

OUR RAP:
is split
into four
sections



Relationships

Through this we acknowledge the importance of building trust and ensuring relationships are not extractive.



Respect

Building an understanding of Aboriginal and Torres Strait Islander culture, values and the lived experience. And promoting these with respect and following Aboriginal and Torres Strait Islander leadership.



Opportunities

Creating employment and business opportunities for Aboriginal and Torres Strait Islander individuals and businesses



Governance

Ensuring our processes and team are equipped and resourced to deliver our RAP commitments



Relationships

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	July 2021	Senior Campaign Director, Creative Lead, DEI Lead Strategy Lead
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	July 2021	Strategy Lead
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff - including calendar dates for NRW and preceding planning sessions	May 2022	Creative Lead + DEI Lead
	RAP Working Group members to participate in an external NRW event. (27 May- 3 June, 2022)	May 2022	Creative Lead + DEI Lead
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	May 2022	Creative Lead + DEI Lead
Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	July 2021	Global Managing Director
	Use our organisation's global channels to promote the importance of reconciliation on the international stage	July 2021	Creative Lead + DEI Lead
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	Oct 2021	Strategy Lead
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	Oct 2021	Strategy Lead



Relationships cont'd

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Promote positive race relations through anti-discrimination strategies.	Research best practice (workplace) and policies in areas of race relations and anti-discrimination. Report back to team.	August 2021	Strategy Lead
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	August 2021	Senior Campaign Director
Engage with Aboriginal and Torres Strait Islander advocacy organisations and activist groups	Research Aboriginal and Torres Strait Islander advocacy organisations and develop issue map of organisations	August 2021	Strategy Lead
	Explore ways for contributing support to local Aboriginal and Torres Strait Islander businesses through 'pay the rent' style models embedded into our billing	August 2021	Strategy Lead
	Identify and select 2-3 local Aboriginal and Torres Strait Island businesses or organisations where we see opportunities for cross-learning	Nov 2021	Senior Campaign Director



Respect

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	August 2021	Senior Campaign Director
	Conduct a review of cultural learning needs within our organisation.	August 2021	Creative Lead + DEI Lead
	Education through comms channels and meetings to increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights	August 2021	Creative Lead + DEI Lead
Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	Oct 2021	Creative Lead + DEI Lead
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgment of Country and Welcome to Country protocols.	August 2021	Creative Lead + DEI Lead
Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	Jun 2022	Creative Lead + DEI Lead
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	Jun 2022	Creative Lead + DEI Lead
	RAP Working Group to participate in an external NAIDOC Week event.	July 2021, 2022	Operations Manager



Opportunities

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	July 2021	Senior Campaign Director
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	July 2021	Associate Strategy Director
	Recruit Aboriginal and/or Torres Strait Islander intern through Career Trackers.	Nov 2021	Associate Strategy Director
Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	July 2021	Senior Campaign Director
	Investigate Supply Nation membership.	August 2021	Operations Manager



Governance

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	July 2021	Senior Campaign Director
	Draft a Terms of Reference for the RWG.	July 2021	Senior Campaign Director
	Establish Aboriginal and Torres Strait Islander representation on the RWG (create internal strategy to make a hire/bring someone on board for this role)	Sept 2021	Senior Campaign Director
Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	July 2021	Operations Manager
	Engage senior leaders in the delivery of RAP commitments.	Sept 2021	Creative Lead
	Define appropriate systems and capability to track, measure and report on RAP commitments.	Sept 2021	Senior Campaign Director
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 Sept 2021	Creative Lead
Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	Apr 2022	Creative Lead



Claire Sutton
Creative Lead
0403 522 666
claire.sutton@purpose.com