



ABC

ELEVATE RECONCILIATION ACTION PLAN

JULY 2024 – JUNE 2027

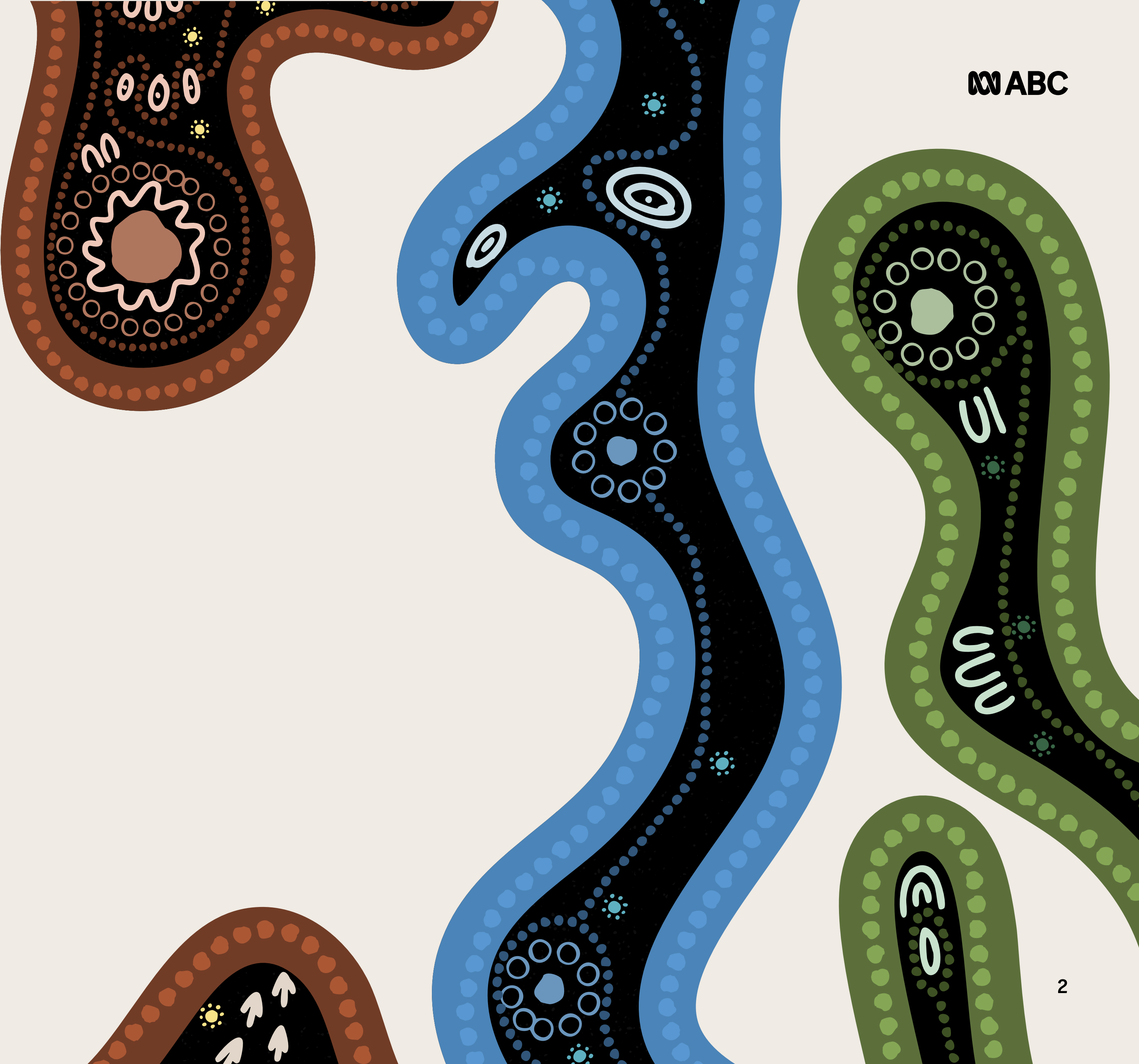


**RECONCILIATION
ACTION PLAN**

ELEVATE

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Artwork title
Across Country

Artist
Abby Richards
Journalist, ABC Perth

This artwork is a celebration of different First Nations peoples and Country across the vast land that the ABC covers.

The varied colours of different Country are represented in brown for the desert, blue for the coast and green for the forest. These colours intertwine with sets of circles, u shapes and footprints that represent meeting places and people coming together, while animal tracks criss-cross across the artwork representing animals living in harmony with people across Country.

The artwork pays homage to the traditional people, lands and animals of this country, the home of the ABC.

Acknowledgement of Country

The ABC acknowledges the Traditional Custodians of country throughout Australia and their continuing connections to land, culture and community. The ABC pays its respects to Elders past, present and emerging.

Foreword

Jingi Wallah! On behalf of Reconciliation Australia, I congratulate the ABC on its ongoing commitment to reconciliation as it implements its second Elevate Reconciliation Action Plan (RAP), its fifth RAP overall.

What frames an Elevate RAP is a proven track record of successful RAP initiatives, and the organisation undertaking a bigger leadership role in advancing national reconciliation.

I use my Bunjalung language proudly at the start of this message to showcase what distinguishes the ABC's RAP journey: your commitment to further embed Aboriginal and Torres Strait Islander names, languages and voices within your work so that they, in turn, become part of the language of the nation.

Your commitment means that more of the hundreds of languages integral to the soundscape of this country for tens of thousands of years will be heard, seen, and read today, and the vitality of contemporary Aboriginal and Torres Strait Islander cultures will also be on display.

This is no mean feat and a transformation project for which the ABC is uniquely suited. You have the ability to be both national and place-based.

As Australia's national public media service you have the privilege of telling the stories of Australia.

This RAP is the guide to not only the incorporation of Aboriginal and Torres Strait Islander languages into these stories, but to also ensuring that First Nations stories and perspectives are centred in the content you produce about First Nations issues and events.

Your extended commitment in this area includes a geographic database and interface that will extend Acknowledgement of Country beyond radio and television broadcasts to your apps and websites.

It means any of us with a mobile phone can know which First Nations Country we are on, or where ABC content is coming from.

This RAP details your commitments since you joined the RAP network in 2009. The detail here is impressive, achievements that must not be forgotten in the rapid march of time, technology and media platforms in this period.

There is still much work to be done but the ABC's achievements to date and the commitments in this RAP point to every success in the future.

On behalf of Reconciliation Australia, I congratulate the ABC on this second Elevate RAP, and look forward to following its ongoing reconciliation journey.



Karen Mundine

Chief Executive Officer, Reconciliation Australia

Message from the Chair and Managing Director

Among the ABC's Charter responsibilities are requirements to contribute to a sense of national identity while reflecting the cultural diversity of the Australian community. In discharging this duty, it is crucial that the ABC acknowledges the First Peoples of Australia, who are the custodians of the world's oldest continuous culture.

The ABC has a long and proud tradition of helping to promote the visibility of First Nations people and voices in the national conversation. For the past 15 years, this has been given particular focus by our Reconciliation Action Plans, which have served as a beacon of commitment and central organising structure for our work.

Through successive ABC RAPs, we have created opportunities to reflect First Nations stories, voices and talent across our media platforms, increased employment and business opportunities for Aboriginal and Torres Strait individuals and organisations, and built relationships with Indigenous communities across the country.

This is our second RAP at the Elevate level. In our first Elevate RAP, we committed to the transformation project of embedding Aboriginal and Torres Strait Islander languages and names within the ABC's vocabulary and style so that they, in turn, become part of the language of the nation.

To bring that commitment to life, we pioneered the use of First Nations nation names in our content, including in news bulletins, reporting and social media briefs, and introduced radio station identifications incorporating the local language(s) of the location from which they are broadcast.

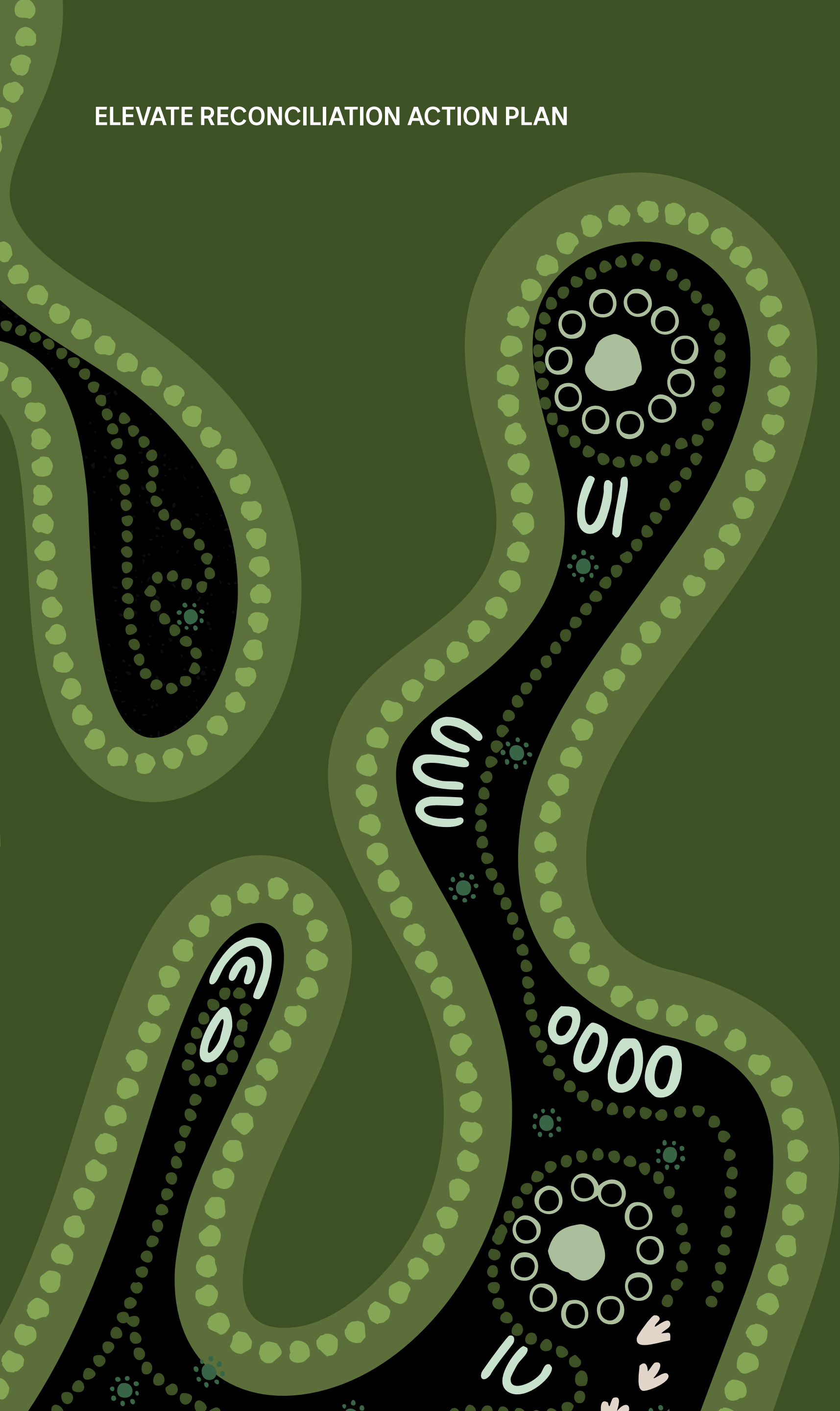
We partnered with First Languages Australia on a new version of the Gambay Indigenous language map that we embedded in the ABC Indigenous website to help audiences relate First Nations languages and names to the places they live or visit. We fostered programming and initiatives that teach and explore Aboriginal and Torres Strait Islander languages and names and incorporated advice about Indigenous languages and nation names in our style guide and publicly accessible pronunciation guide.

Our second Elevate RAP builds on these successes. It extends our long-term project by bringing names and languages deeper into the national conversation, while giving greater emphasis to First Nations voices and speakers from across the land.

To achieve that we will forge deeper relationships with peak First Nations language and media bodies. In particular, we will deepen our collaboration with First Languages Australia through the This Place project, which will capture the stories and names for significant sites on Country and strengthen



relationships between ABC bureaux and local communities, and by developing and publishing a collection of songs in Aboriginal and Torres Strait Islander languages with teacher resources so they can be taught in the classroom.



We will also implement a continuing program of secondments and placements between the ABC and Indigenous media organisations to facilitate storytelling, skills-sharing and cultural learning.

To strengthen sense of Country, our digital developers will build a geographic database and digital tools that will allow our content-makers and audience members to use their mobile phones to know which First Nations Country they are on or where ABC content is coming from. Our Indigenous Archives team, will roll out the Kin-nect “giving back” program, which gives Indigenous communities free, personal-use access to content held in the ABC Archives that relates to their kin and culture. We will extend the initial work on recognising Indigenous cultural and intellectual property (ICIP) we undertook in our first Elevate RAP by introducing an ICIP framework for use across ABC and external screen-content productions.

We will also undertake a major program of work in relation to ending racism. During the preparation of this RAP, a major incident of racial abuse directed at one of our senior presenters caused us to reevaluate the ABC’s systems for protecting and supporting staff who experience racism outside and within our organisation. It showed us that, despite all of the positive progress enabled by our reconciliation journey, we have further to go.

Acting on the advice of the Chair and Deputy Chair of our Indigenous advisory body, the Bonner Committee, the Managing Director committed to a major, independent review. In October 2023, he appointed respected lawyer and cultural leader Dr Terri Janke to conduct the review. Its process drew on the testimony of past and present ABC staff from First Nations and culturally and linguistically diverse (CALD) staff and Dr Janke’s team took great pains to ensure the safety of all participants.

The ABC has published the findings of the review and will implement the recommendations arising from it. Doing so will be an important part of the our reconciliation journey over the next few years and it is reflected as an action in this RAP.

We strongly support and welcome the 2024–2027 ABC Elevate Reconciliation Action Plan as a means of improving the recognition and engagement of Aboriginal and Torres Strait Islander people in the work of the ABC and thereby advancing reconciliation between First Nations and non-Indigenous Australians.

Kim Williams

Chair

David Anderson

Managing Director

Our Reconciliation Action Plan

This is the ABC’s second Elevate Reconciliation Action Plan. It extends and builds upon the commitments in our first Elevate RAP to support reconciliation by including Aboriginal and Torres Strait Islander names, voices and languages in ABC programming and thus the national conversation.

The ABC is Australia’s national broadcaster. It exists to serve all Australians by delivering valued services that reflect and contribute to Australian society, culture and identity. It seeks to be the home of Australian stories — accessible, bold, creative.

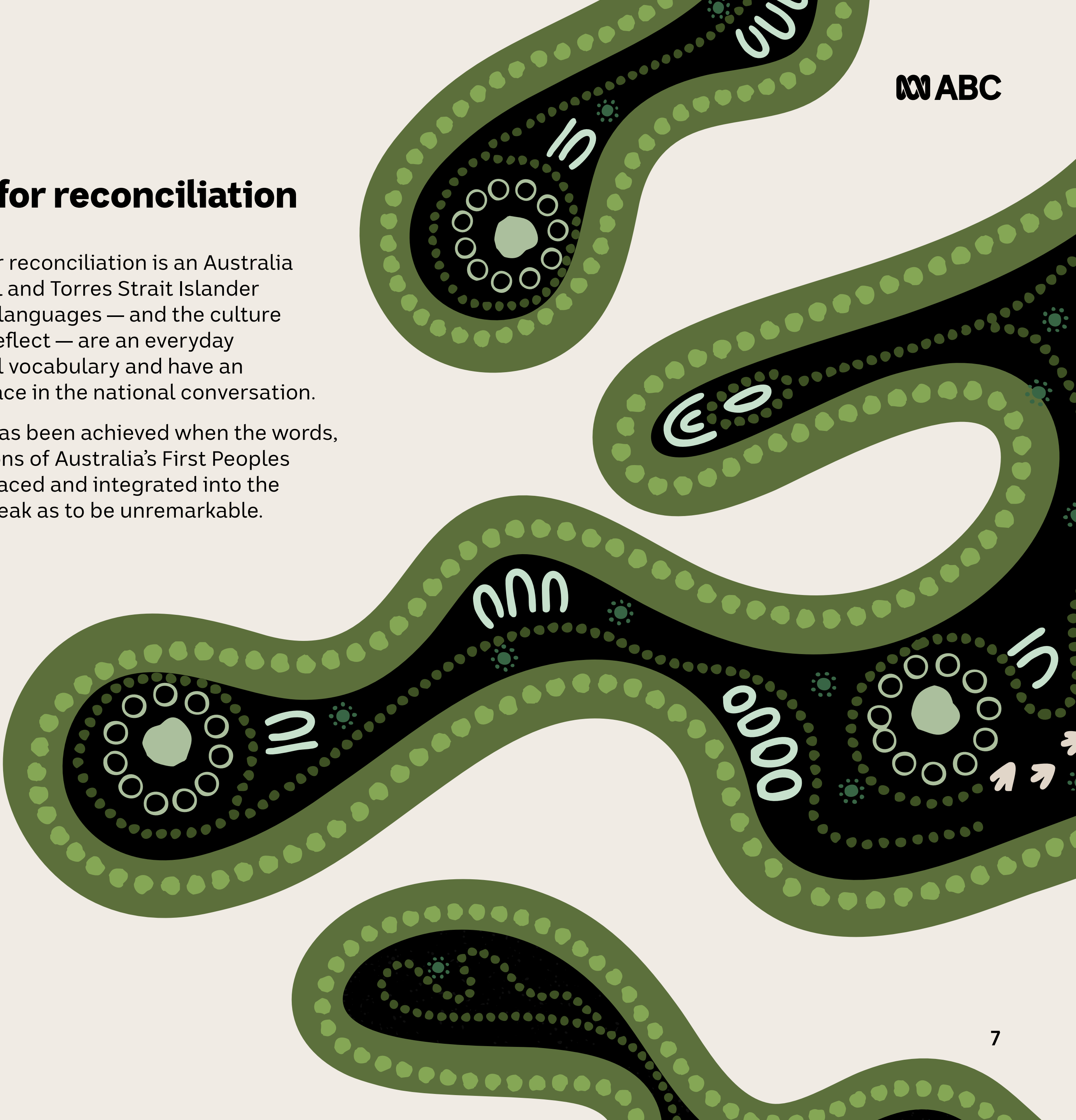
At the ABC, we provide a truly national media service, broadcasting national radio and television across the country, delivering local radio from 56 locations and providing services online through our websites and apps and through major third-party platforms. We are active in communities across the country. Each week, nearly 70% of Australians listen to, watch or read ABC programs and content.

This broad reach enables us to foster the national conversation and play an important role in Australian cultural life. In doing so, it is vital that our output fairly represents the diversity and distinctiveness of Aboriginal and Torres Strait Islander peoples, cultures and perspectives.

Our vision for reconciliation

The ABC’s vision for reconciliation is an Australia in which Aboriginal and Torres Strait Islander names, voices and languages — and the culture and wisdom they reflect — are an everyday part of the national vocabulary and have an unquestionable place in the national conversation.

We will know this has been achieved when the words, stories and traditions of Australia’s First Peoples have been so embraced and integrated into the way Australians speak as to be unremarkable.



PROFILE



Dr Jackie Huggins AM FAHA has spent four decades working across community, government, and non-government arenas and is known internationally for her work as an author and historian.

She became a Member of the Order of Australia in 2001 for her work on reconciliation, social justice, literacy and women's issues.

Dr Huggins is the ABC's inaugural Elder-in-residence and will play an important role in providing support to Indigenous employees post the 'Listen Loudly, Act Strongly' report and provide cultural guidance to the management and leadership teams across the ABC during the development of a multi-year implementation framework in response to the recommendations set out in the report.

"I have been a long time audience member and contributor to the ABC. I look forward to deepening that connection through taking up the position of the ABC's inaugural Elder-in-Residence.

I am looking forward to meeting and yarning with people across the divisions and offices of our national broadcaster.

I am also looking forward to working with the Director First Nations Strategy, the Bonner Committee and the ABC Leadership team in setting the stepping stones for the work ahead."

Dr Jackie Huggins

*Bidjara and Birri-Gubba Juru woman
Inaugural ABC Elder-in-residence*

PROFILE



“I am a Bundjalung woman from Northern New South Wales and I’ve worked at the ABC for 35 years. And in all of that time my job has never been just a job to me.

Everything I do in my work is personal because I represent my community in all that I do, 100% of the time.

I’m passionate about creating pathways to senior management and editorial roles for Aboriginal and Torres Strait Islander people who work at the ABC.

It’s why I’ve co-ordinated the ABC’s last three Reconciliation Action Plans, including the ABC’s first Stretch RAP and two Elevate RAPs.

It’s when we use our own voices to talk about the work we are doing and leading the way in the conversations about our communities, that our stories have the most impact.

Sharing culture and language through authentic storytelling led by First Nations voices at the national broadcaster allows us all to be involved in the national conversation.”

Kelly Williams

*A/Director First Nations Strategy,
ABC First Nations Strategy*

Our Transformation Project

To realise this vision, we have embarked on an ambitious, long-term Transformation Project to embed Aboriginal and Torres Strait Islander names, languages and voices within the ABC vocabulary and style so that they, in turn, become part of the language of the nation. This work will take many years to complete and span multiple Reconciliation Action Plans.

Our language journey began with the first ABC Elevate RAP, in which we embedded Aboriginal and Torres Strait Islander languages and place names across all ABC content and platforms.

In our second Elevate RAP, we evolve and extend that work of normalising the use of Aboriginal and Torres Strait Islander place names and languages across our programs and services.

In addition, we will give a greater focus to Aboriginal and Torres Strait Islander stories, experiences and perspectives in our content, extending the use of place names and language to bring the faces and voices of the speakers of Indigenous languages and their communities into the homes and lives of audiences across the country.

Our Project aims to contribute to reconciliation by continuing to promote wide visibility and understanding of First Nations peoples, cultures and stories. We believe that such visibility and understanding will help Australians to recognise and connect with the country on which they live, work and learn and to recognise the place names and stories that country holds.

PROFILE



“I have always been driven by stories and storytelling. Some of my earliest memories, growing up in Tennant Creek in the Northern Territory, were of listening to people telling their stories.

That was often me sitting and listening intently, while they were having a cuppa, and sharing their stories — while being listened to and heard.

This gave me great insights into the incredible people who were living in my community, and therefore, helped me to understand my role as part of the broader community.

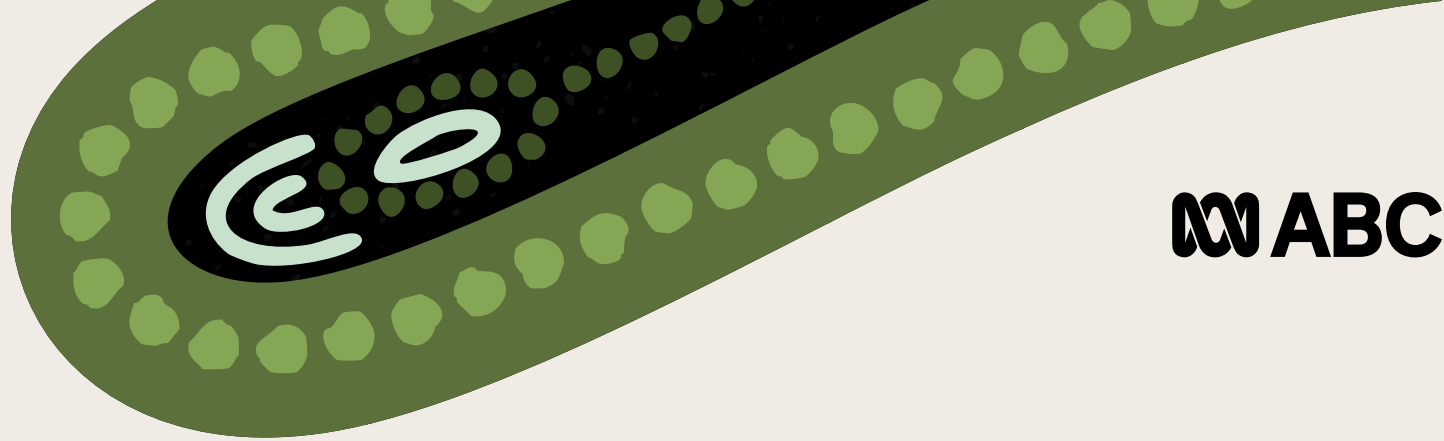
It’s creating the space for people to tell their stories, to share their experiences, and let us in for a glimpse of their lives — that drives me as a journalist.

I’m really proud of the work to centre First Nations voices through our coverage, anchoring their world and language at the centre of everything we do.

And I continue to be proud of the work my colleagues and I do to elevate Indigenous voices, perspectives, and stories — to ensure they are shared with all Australians.”

Dan Bouchier

*Journalist, ABC News
Chair, ABC Bonner Committee*



Bringing the project to life

The projects and initiatives that will drive this Project will be led by Aboriginal and Torres Strait Islander employees of the ABC to:

- Provide platforms for Indigenous content-makers and communities to share their stories — from joyful celebrations of culture and community to the difficult work of truth-telling — where all Australians can find and hear them across radio, TV and digital platforms in all of our programming.
- Educate Australians about Indigenous languages and cultures to promote understanding and create openings to engage and learn more for those who might not otherwise do so. We will do this by including Indigenous nation, country and place names in our election coverage supers and voiceovers, radio idents in language across our metropolitan and regional radio networks, acknowledgments on our websites and apps, and hosting the First Languages Australia Gambay Map on the ABC Indigenous website.

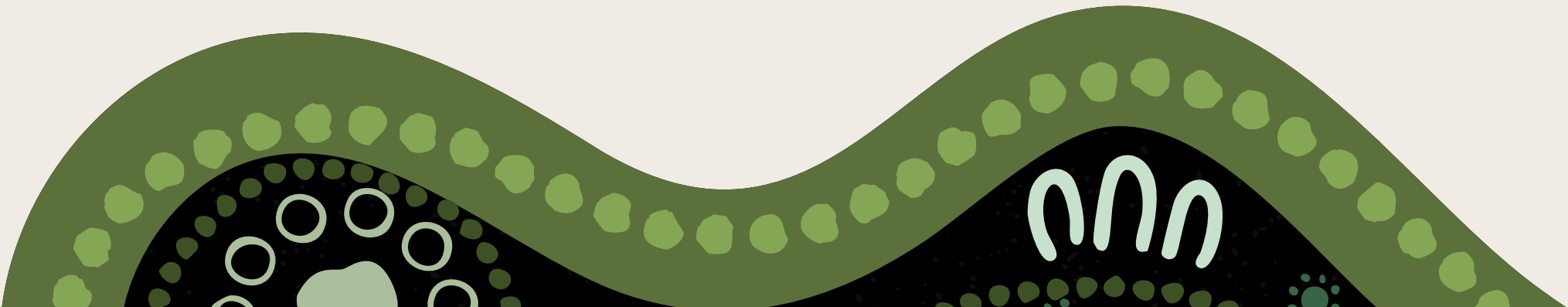
- Give visibility and audibility to Indigenous names, languages and voices at a national scale — not just in our content but in our major public events and community engagement activities. We will ensure that Aboriginal and Torres Strait Islander nation and country names are included in our publicity campaigns and on our websites and apps.

This is a Transformation Project for which the ABC is uniquely suited. We are Australia’s national public media service and have told the stories of Australia for more than 90 years. Our Charter requires us to foster national identity and reflect the cultural diversity of Australia.

We reach nearly 70% of the Australian population each week through our radio and television broadcasts and online media services, while our international services carry our programs to audiences throughout Asia and the Pacific. We are the most trusted media organisation in the country.

For more than 30 years, our Indigenous employees have produced programs by, for and about their communities and the wider First Nations national and international communities. Through our involvement with the RAP program, the ways in which we do that work has evolved — particularly since the inclusion of languages in our first Elevate RAP. With the incorporation of Aboriginal and Torres Strait Islander languages in our programs and services, we have recognised that the telling of Indigenous stories should be led by Aboriginal and Torres Strait Islander content-makers, including wholly Indigenous teams, where appropriate. We also recognise the need to provide support for non-Indigenous employees to share in that storytelling and ABC Indigenous senior editorial, administrative and content staff have led the work in developing the ABC’s cultural guidance on engaging with Indigenous communities to ensure that our storytelling is done in a culturally appropriate way. If we are to bring the nation on this journey, we must ensure that First Nations stories and perspectives are centred in the content we produce about First Nations issues and events.

Text continues after profile →



PROFILE



“I have always been strong in my connection as a Torres Strait person and a member of the First Nations’ community across Australia.

My passion and drive for the storytelling of Indigenous stories is to give a voice, and highlight the many excellent things achieved in our community, as well as the disparity on many fronts, and break down walls between Indigenous and non-Indigenous people.

Showing and sharing the First Nations’ perspectives shouldn’t be a second-hand thought.

My cultural background and experience in Indigenous media has benefitted the ABC, and I have found ways to contribute and drive to conversations around diversity and inclusion at a local and national level through stories and representation, including being a member of the Bonner Committee.

After 15 years at the ABC, there is much to be done but I am excited that I am part of shaping the organisation and bringing people along with me.”

Solua Middleton

*Digital Journalist, ABC News Story Lab
Deputy Chair, ABC Bonner Committee*

Our transformation initiatives

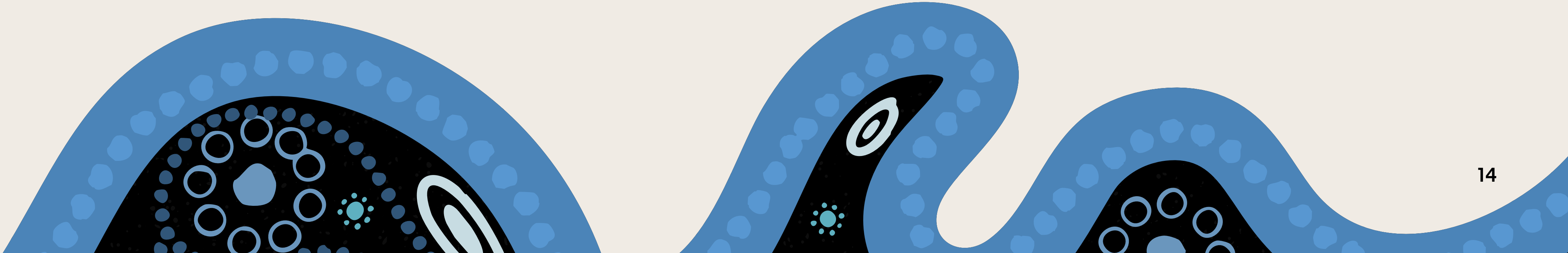
We have a number of Indigenous-led bodies that set direction in relation to ABC activities around First Nations content.

- **The Bonner Committee**, the ABC’s peak Indigenous reference group, which ensures that Aboriginal and Torres Strait Islander perspectives are included in ABC strategic and broadcast initiatives.
- **ABC Mob** is the ABC Indigenous employee network group, established and led by Aboriginal and Torres Strait Islander employees to provide a gathering place for Indigenous employees to share knowledge, stories and connections.
- **The ABC Indigenous Senior Leadership Group** (ISLG) brings together Aboriginal and Torres Strait Islander senior managers and editorial leads across the ABC to coordinate and ensure best practice in all Indigenous-led initiatives.

Through this RAP, we will extend the ways in which we make names and languages visible through:

- Developing a geographic database and an application programming interface (API) that will allow us to extend Acknowledgement of Country beyond radio and television broadcasts to ABC apps and websites (Action 2.5). It will allow any audience member or ABC content-maker with a mobile phone in their hand to know which First Nations Country they are on or where ABC content is coming from.
- This Place, a collaborative project between the ABC and First Languages Australia (FLA) that invites Aboriginal and Torres Strait Islander communities to tell their stories and names for significant sites on their country. FLA will provide introductions to communities who want to share place-name stories, as well as cultural awareness advice and guidance to ABC regional bureaux around language and place-name complexities. We will select an Indigenous production lead for each state and territory to work with its regional bureaux, FLA and communities to tell and publish This Place stories. We will appoint an Indigenous Production Co-Ordinator to collaborate with FLA on the use of videos to populate their Gambay language map, where appropriate. The This Place project will formalise our strategic partnership with First Languages Australia (FLA) and connect ABC metropolitan and regional offices with local FLA language centres across the country (Action 1.1)
- Developing and publishing a collection of songs in Aboriginal and Torres Strait Islander languages and providing accompanying resources so teachers can teach the songs in the classroom (Action 2.4). This will build on successful past song-based projects by ABC Education with First Languages Australia.

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PROFILE



“For the past 13 years, I’ve been part of the secretariat that supports the Bonner Committee. I have worked with a range of First Nations colleagues — most especially Miriam Corowa and the inimitable Kelly Williams — to develop four of the ABC’s five RAPs.

A non-Indigenous person, I believe that truth-telling and addressing racism, among other elements of reconciliation, are vitally important if Australia is to truly become the just and equitable country it aspires to be.

In my time with the Bonner Committee, I have watched as the ABC has made an array of meaningful changes, including pushing its Indigenous employment rate to well above the industry average, launching its first prime-time show with an Indigenous cast and crew, adding a First Nations doll to the Play School family, and committing to making Indigenous names, words and concepts an unexceptional part of the national vocabulary.

While there is always more work to be done, I believe we have made the ABC a better place for First Nations people and I am proud to have been able to play a small role in making those changes possible. I have no doubt that ABC’s involvement in the RAP process has been central to its continuing evolution.”

David Sutton

Senior Strategist, ABC Strategy

We will further foreground the breadth of First Nations voices, experiences and perspectives in our content:

- The Indigenous Strategies team will co-ordinate a program of ongoing employee secondments/placements between the ABC and Aboriginal and Torres Strait Islander media and language organisations to create greater opportunities for storytelling and facilitate two-way learning, including journalism, digital and media skills transfers (Action 1.1). This program is in response to various requests we have received from Aboriginal and Torres Strait Islander organisations for such opportunities. The ABC prioritises its Indigenous employees for this program to provide leadership and production opportunities with First Nations media and language organisations that may not be available within the ABC. This secondment program extends the strategic partnerships with First Nations media and language organisations across Australia and will bring their voices and stories to a national audience.

We will further improve the authenticity of our storytelling and ensure that the stories that we tell are respectful and reflective of the expectations of Aboriginal and Torres Strait Islander communities by:

- Rolling out Kin-nect, a “giving back” program to provide Indigenous communities with free, personal-use access to content held in the ABC Archives that relates to their kin and culture (Action 2.6). This program was developed and is led by the Head of Indigenous Collections and will give Indigenous communities access to previously inaccessible cultural records. The ABC will provide digital copies of archival material to communities for their own use and will invite them to provide cultural knowledge to inform the data, use and management of their images and voices by ABC Archives and content makers into the future. In turn, incorporating the cultural knowledge that they share with us will enrich the ABC Archives collection and ensure that our content-makers can present audiences with authentic and culturally informed Indigenous stories.

- Introducing an Indigenous cultural and intellectual property (ICIP) framework for use across ABC and external screen-content productions (Action 4.2). This will expand from the internal ICIP forms created under our first Elevate RAP to a broad framework that we will embed in external productions. The new framework will provide information to improve content-makers’ knowledge and confidence to work within ICIP protocols. It will be accompanied by training.

Text continues after profile →

PROFILE



“In the years I’ve spent working within Indigenous media, I’ve been involved in landmark events and seen significant changes in the way our communities have told their stories. However, nothing excites me more than the way our current generation of First Nations creatives have embraced media in all its forms to tell powerful, entertaining stories about their culture, identity and community.

My vision is that the national broadcaster is a place where that energy and passion is realised in innovative, authentic ways for an Australian and global audience, and that ABC is a place where First Nations stories challenge perceptions about Indigenous life, celebrate and honour our place in this country, and ensure opportunities are created so more young Indigenous voices continue to be heard.

I’m also heavily inspired by my incredible Indigenous colleagues, who are tireless in their determination to make the ABC a place where our First Nations communities can feel reflected and represented authentically.”

Kelrick Martin

Head Indigenous, ABC Content

We will establish benchmarks that will enable us to measure the long-term success of our Transformation Project by:

- Undertaking audience research to assess the effectiveness of our work in embedding Indigenous languages, place names and voices in ABC services (Action 4.3). The research will draw on available studies, including the ABC Corporate Tracking program, to understand if Indigenous and non-Indigenous audiences are watching, reading and hearing Indigenous voices, language and conversations, and whether this is helping to them understand reconciliation and other Indigenous issues. It replaces measurement actions in our Elevate RAP 2019–23 which proved impractical. We will use this work to create impact metrics for use in future RAPs.

This RAP operates in parallel with the ABC Diversity, Inclusion and Belonging Plan 2023–26, which includes our anti-racism and discrimination statement and sets out a range of initiatives to combat racism and support cultural safety. These include an organisation-wide anti-racism and discrimination campaign, the development of a framework to support cultural safety in our productions, support for Indigenous and diverse employees around the issues of racism and discrimination through the work of the ABC Indigenous & Diversity Employee Support Lead, and the recruitment of cultural guidance advisors to assist content-makers and reduce cultural load on staff. In addition to these mechanisms, this RAP will further support our Indigenous staff by:

- Commissioning an independent review of how the ABC responds to employees’ experiences of racism and discrimination (Action 1.6). We will use the outcomes of this review to improve our support processes for Indigenous and other diverse staff and strengthen our responses to racism within and outside the ABC, particularly in the context of social media. We will publish the recommendations of this review and share reflections on the effectiveness of the actions we develop in response with our fellow RAP partners.
- Further, through this RAP, we will play a leadership role in the media industry by modelling best practice in culturally appropriate engagement with Indigenous content creators and communities, including through the implementation of the ABC’s ICIP framework (see above).

Text continues after profile →

PROFILE



“In the ABC’s 90-year history there has been no First Nations staff member on the News Executive team. Until now. I am proud to be part of the change.

It is a privilege to lead the ABC’s Indigenous affairs coverage at such an important time for truth-telling in our country.

The media plays an important role commissioning and reporting stories that contribute to our views of the world, which is why First Nations people need to be part of the storytelling and decision-making at a senior level.

The stories we tell and the way we tell them will be watched by future generations. That’s a big responsibility. We need to get it right and understand how privileged we are to be in this position and include those with lived experience in our editorial decisions.”

Suzanne Dredge

*Head International & Indigenous News,
ABC News*

We will hold our external production partners to the same standards that we apply to ourselves. Our objective is to ensure that all production relationships linked to the ABC employ culturally safe approaches. As an active participant in Reconciliation Australia’s RAP program, we will support and engage with other media organisations on their RAP journeys.

The inclusion of language in the first phase of this long-term transformation project has required us to ensure we are setting a best-practice example of engagement with Aboriginal and Torres Strait Islander organisations and communities. This has included the development of strategic partnerships with First Nations media and language peak bodies, the appointment of Indigenous employees in senior management and editorial roles, engaging the First People’s Leading program through Thirriwirri to provide executive training to our Indigenous executives, and evolving the ways in which we make and distribute our content.

The Kin-nect program further extends this best practice approach by engaging Aboriginal and Torres Strait Islander people and communities around how the ABC uses their stories, images and voices. The ABC’s Indigenous Collections Researcher has contacted Aboriginal and Torres Strait Islander communities and organisations state by state to connect them to the Kin-nect program. This bespoke engagement across the country offers Indigenous people direct access to the ABC Archives Indigenous Unit (Archives.Indigenous@abc.net.au). First Nations people, communities and organisations will also now be able to provide information to the ABC relating to content they are seeking — including family names, place names, date ranges, language groups or any other information that might assist us in locating content relating to their kin and culture.

Once research has been completed and content has been found for a particular community or family group, a collection is curated and digital copies are created and emailed back, along with an optional Indigenous Cultural & Intellectual Property (ICIP) questionnaire. This form informs the ABC of any Indigenous knowledge, protocols and other information the client might like to share relating to the ABC content provided.

This two-way program will build relationships with Indigenous communities and knowledge-holders to inform the ABC on Indigenous cultural protocols, intangible heritage, interpretation and description of ABC content relating to Indigenous peoples and cultures through an Indigenous lens. It will embed Indigenous language and values into our Archival practices. The program also lays the foundations for future truth-telling work reviewing the ABC’s Indigenous news archive, the largest in the world, to interrogate how Aboriginal and Torres Strait Islander stories have been told in the past.

Text continues after profile →

PROFILE



“As a First Nations journalist, I’m so privileged to tell the stories of Aboriginal and Torres Strait Islander people from across Australia, and I’m proud that the ABC has enabled me to push boundaries and ensure these stories have impact and heart.

At the beginning of my career, I often felt like I didn’t belong in the media and communications industry, which was predominantly white.

When I began my cadetship, I was the only Indigenous person in a large newsroom. A decade later, we have a growing force of young Aboriginal journalists and content makers working across Australia and internationally.

I never dreamed I would be able to work overseas as a foreign correspondent, but thanks to supportive colleagues and mentors I was able to fulfill a long-held career dream and work in Europe for the ABC.

It’s integral that the national broadcaster continues having brave conversations about what the future looks like. If we can continue to support Indigenous journalists to tell the stories that matter to our communities, our audiences will grow, and the ABC will solidify its position in our national identity.”

Bridget Brennan

Co-host ABC News Breakfast, ABC News

We will extend our partnerships with First Nations Media Australia and First Languages Australia to ensure the ABC is setting clear cultural protocols on how we tell those stories in the future. The ABC will set an example for other Australian media to look at how they have told the stories of First Nations Australians in the past and how they will tell them in the future.

Alignment with dimensions of reconciliation

This work accords with the dimensions of reconciliation identified by Reconciliation Australia and the strategic goals built upon them.

| DIMENSION | ABC CONTRIBUTION |
|-------------------------|---|
| Race Relations | <p>Delivering programming that seeks to make Indigenous voices, languages and stories an integral part of the national conversation promotes understanding and valuing of Aboriginal and Torres Strait Islander and non-Indigenous cultures and the pursuit of relationships based on trust and respect.</p> <p>During the life of this RAP, we will implement positive changes in response to the outcomes of a major independent review of the ways in which the ABC responds to employees’ experiences of racism and discrimination.</p> |
| Unity | <p>Promoting Indigenous voices, languages and stories within the national conversation contributes to building a shared national identity that recognises and embraces Australia’s Indigenous heritage.</p> |
| Historical Acceptance | <p>ABC programming regularly includes representations of Australia’s colonial history and its continuing consequences for Aboriginal and Torres Strait Islander peoples, helping to build acknowledgement and acceptance of that past.</p> |
| Equality and Equity | <p>We contribute to equal participation by Aboriginal and Torres Strait Islander people in Australia’s media by providing creative and employment opportunities for Indigenous Australians, including in senior and content-making roles.</p> <p>Through the partnerships that are central to our Transformation Project, we will help strengthen First Nations language and media bodies that likewise provide such opportunities.</p> |
| Institutional Integrity | <p>We promote reconciliation and seek respectful relationships with communities in our program-making and other dealings.</p> |

PROFILE



“I have been so fortunate to have opportunities to work alongside incredible colleagues, First Nations and non-Indigenous, who have been so generous in giving me guidance, support and inspiration. That is a legacy that drives me to connect with others and to give special attention to those at the beginning of their careers. Whether it is through formal mentoring and training or a chance conversation in a corridor, there are countless possibilities to reach out, learn and encourage those we work alongside.

Through doing this we set an example that strengthens our workplace culture to be a place where ideas, stories and people flourish and we become a richer organisation for the nation. In stepping into the newly created role of Senior Cultural Advisor – News, I am more closely connected to this goal and stand alongside a wealth of expertise shared by Indigenous and culturally diverse colleagues.

It is with deep pride and excitement that I look around at the ABC and see the many extraordinary people working to tell our stories respectfully and intelligently and to see our First Nations staff taking such a strong lead in this very important public media organisation. I look forward to seeing what we can do next.”

Miriam Corowa

Senior Cultural Advisor, ABC News

Our business

We are an independent national broadcaster operating under our own Act of Parliament and Charter. We inform, educate and entertain Australians through innovative and comprehensive television, radio, online and mobile services, including local services in all capital cities and throughout regional Australia. Through our programs and services, we contribute to a sense of national identity, encourage creativity and the arts and reflect the cultural diversity of the Australian community.

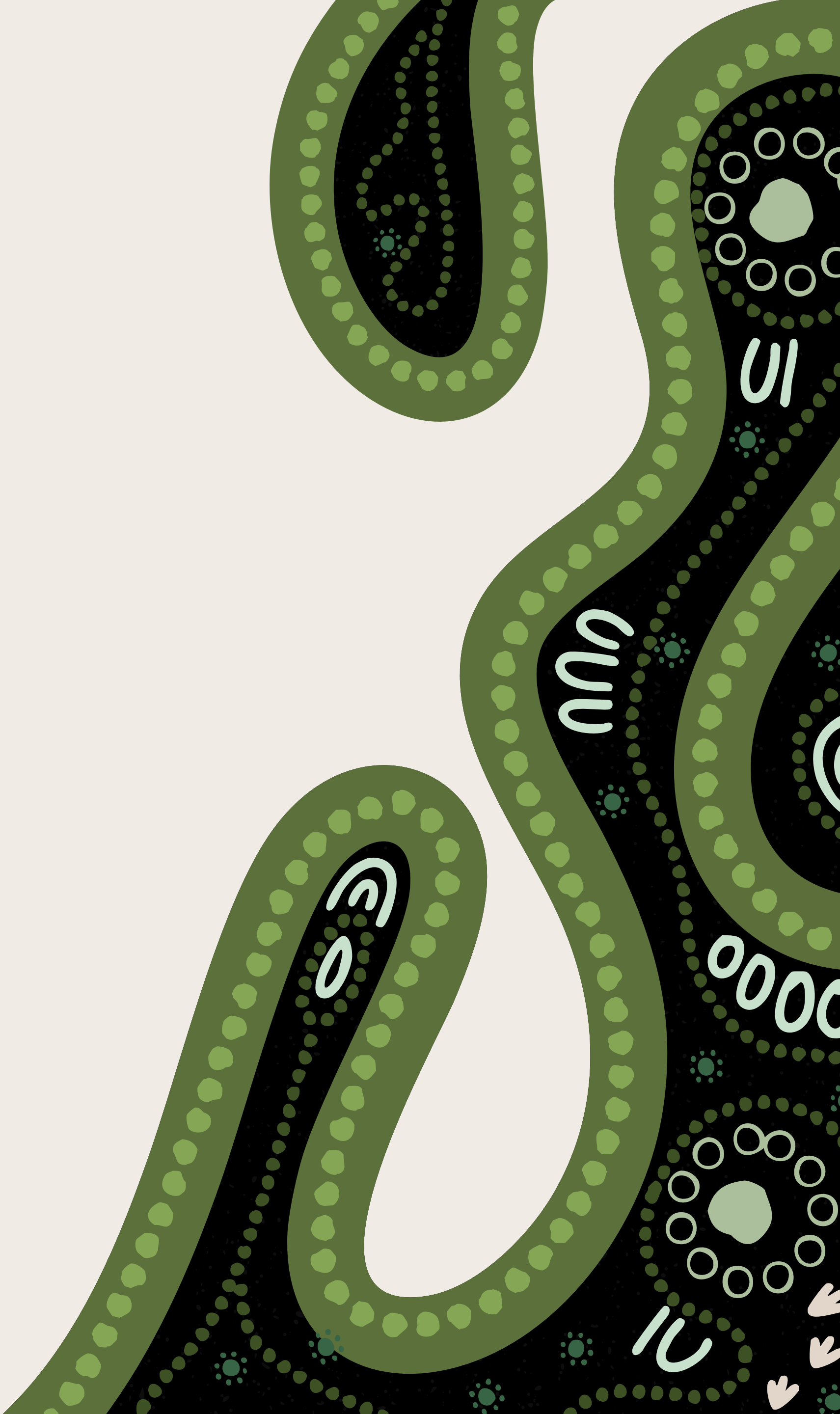
We deliver a range of services to audiences across Australia: four national radio services, local radio services from 56 locations around the country, six digital radio services in the capital cities, five television services across four channels, and a multitude of digital services, including abc.net.au (website), ABC iview and KIDS iview (video streaming), ABC listen and ABC KIDS listen (audio), as well as through social media and other third-party platforms.

We also operate international media services that reflect Australia to audiences across Asia and the Pacific. We provide high-quality, independent news and current affairs to Australian and international audiences.

At 30 September 2024, we had 4,636 staff (excluding casuals), of whom 147 (3.2%) were Aboriginal and/or Torres Strait Islander persons.

Our programs and services provide images and stories that reflect and define Australia. We foster the national conversation through coverage of contemporary issues and debates. We actively participate in Australian cultural life and are able to make important contributions to the wider recognition of Indigenous Australians and cultures and to the process of reconciliation.

Text continues after profile →



PROFILE



“As the Marketing Manager for Screen at the ABC, a large part of my role is to ensure that through our marketing communications we reflect the diversity of our Australian audiences and that we are reaching them. I am a firm believer that to have diversity reflected on screen, it must be reflected off screen as well. I have been guided, backed and inspired by some brilliant leaders and colleagues during my time in the Audiences division, both Indigenous and non-Indigenous.

A key component of my leadership legacy is to ensure that I pay it forward, mentoring and championing younger team members to ensure that they feel empowered to speak up and back themselves. I am positive we will see an ABC that listens loudly and acts strongly.

I am most proud of my resilience and tenacity which is a testament to my ancestors. Whilst at the ABC, I have led award-winning campaigns and worked with iconic talent like Deborah Mailman. I completed my MBA, which was extra special because I was the first person in my family to have attained a postgraduate qualification. Prior to the ABC I would have never believed this to be possible.”

Siobhan McGeown

Yuin — She/Her

Marketing Manager, Audiences

We are committed to the principle of self-determination and ensure that ABC content-making and activities by, for and about First Nations people are led by Aboriginal and Torres Strait Islander staff.

The Chair of our primary Indigenous advisory and representative body, the Bonner Committee, directly advises the Managing Director on issues of relevance to Aboriginal and Torres Strait Islander staff and relationships with Indigenous communities. The Chair is also the ABC RAP champion. The Chair and Deputy Chair of the Bonner Committee are Aboriginal and/or Torres Strait Islander employees, as are the majority of members.

We have a number of dedicated Indigenous content teams. The Head of Indigenous News, a member of the ABC News Executive, leads the Indigenous Affairs reporting team. The ABC Indigenous team within our Content division produces programs for radio, television and online platforms. It is led by the Head Indigenous, who sits on the ABC Content Executive and chairs our Indigenous Content

Action Group (ICAG), which coordinates Indigenous content initiatives across the Corporation.

We have three dedicated Indigenous radio programs: *Speaking Out* on ABC Radio, Indigenous arts and culture program *Awaye!* on RN, which celebrated its 30th anniversary in February 2023, and *Blak Out* on triple J.

The ABC's newly created First Nations Strategy division will advance Aboriginal and Torres Strait Islander representation, inclusion and cultural safety across the ABC and work closely with internal teams, employees, and external partners to ensure consistent and effective implementation of culturally appropriate practices across the organisation.

We hold an Indigenous staff conference each year that includes opportunities for our Aboriginal and Torres Strait Islander staff to engage directly with the ABC executive leadership team.

PROFILE



“As the leader of a regional bureau, I have the enormous privilege of being able to work closely with each member of my team to tell the stories that reflect what matters most to our communities. We are permanently embedded in our area, which puts us in the best position to tell its stories.

Since joining the ABC, I have been passionate about amplifying the voices of Indigenous people in the organisation’s content. I first achieved this during my years as a reporter, working exclusively in regional areas. Now in my current role as Editor at ABC Riverina, I have been able to continue this at a local, state and national level, which I am very proud of.

The recruitment and retention of Indigenous people at the ABC is essential to its need to reflect the experiences of all Australians. It has been a great honour to have been involved in the hiring of First Nations people both to my local bureau and the ABC more broadly.”

Gary-Jon Lysaght

Editor, ABC Riverina

Our RAP

Our fifth RAP spans the period from 1 July 2024 to 30 June 2027. It has been developed as our second Elevate RAP under Reconciliation Australia’s RISE (Reflect, Innovate, Stretch, Elevate) framework. Through it, we are challenging ourselves to build on the successes of our earlier RAPs. Further, as an Elevate RAP organisation, we will play a leadership role in the RAP network, sharing our knowledge and experience with other organisations on the RAP journey.

The development of this RAP was overseen by the Bonner Committee, our peak internal advisory and representative body on matters relating to Aboriginal and Torres Strait Islander staff, content and communities. The Committee is named as a mark of respect for the late Neville Bonner AO, who was Australia’s first Aboriginal Senator and the only Aboriginal Director on the ABC Board to date. Neville Bonner was an inaugural ABC Board Director, serving from 1983 to 1991.

The Bonner Committee was refreshed and relaunched in 2012 to clarify its role and expand its remit, giving it direct responsibility for monitoring progress

against the ABC RAP. The Committee comprises a mix of Indigenous and non-Indigenous staff of different levels from across the Corporation. The Chair and Deputy Chair of the Committee are First Nations employees, as are the majority of members. In accordance with the wishes of the Bonner Family, the Committee’s membership is geographically diverse. The Chair is also the ABC RAP champion. The Committee is supported by a secretariat based around our Indigenous Employment Team.

In developing the RAP, the Bonner Committee consulted widely, including with Aboriginal and Torres Strait Islander ABC staff, ABC Divisions, ABC diversity champions, ABC State and Territory branches and interested individuals within the Corporation. To identify new and expanded initiatives, the Committee conducted a series of think-tanks with Indigenous staff.

The ABC’s Head of Indigenous, Diversity and Inclusion led the consultation with First Nations Media Australia (FNMA) and First Languages Australia (FLA) in the development of this Reconciliation Action Plan.

The ABC, FNMA and FLA have agreed to a set of shared objectives:

- a. Supporting career pathways for Aboriginal and Torres Strait Islander people working in media in public-facing roles, administrative roles and/or leadership and decision-making roles.
- b. Supporting and increasing the visibility of Aboriginal and Torres Strait Islander stories and matters in media.
- c. Diversifying the range of First Nations stories, voices and communities represented in media.
- d. Supporting and increasing the visibility of Aboriginal and Torres Strait Islander languages.
- e. Supporting career pathways for Aboriginal and Torres Strait Islander people working in Indigenous languages sectors.

These shared objectives underpin the development of the ABC’s strategic partnerships with FNMA and FLA at the heart of this Plan.

The Bonner Committee will monitor and report on our progress against this Plan.

Our progress

ABC RAP 2009–12

We launched our first RAP in October 2009, committing to a long-term course of action to improve opportunities for Aboriginal and Torres Strait Islander people in the four key areas of cultural understanding and respect, employment opportunities, content and community links. This commitment to the RAP process, and the actions that flowed from it, have had positive effects within our organisation.

As a trusted media organisation with national reach, we recognised that we had a particular and important role to play in supporting the place of Aboriginal and Torres Strait Islander issues and voices in the national conversation. This was reflected in our delivery of distinctive, high-quality Indigenous content across all of our media platforms.

As described above, we reconstituted our internal Indigenous advisory body, the Bonner Committee, to clarify its role. The Committee has responsibility for monitoring our progress against ABC RAP targets. We also established formal structures to oversee activity to promote RAP activities within our divisions and State and Territory branches.

We introduced guidelines for the use of appropriate cultural protocols at ABC events, built relationships with Aboriginal and Torres Strait Islander communities and held richer NAIDOC celebrations on air and in our branches around the country.

We achieved almost all of our objectives under the RAP 2009–12. However, we did not meet all of our employment-related targets, and Indigenous employment levels did not rise over the course of the RAP.

Text continues after profile →



PROFILE



“I’m a descendant of the Trawulwuy people of northeast Tasmania, Tebrakunna Country.

I work in nipaluna, the land of the south east Mouheneenner people.

When I began working at the ABC in 1997, I was the first First Nations news cadet in a few years. Not long after I began I was asked if I was going to crash the work car drunk ‘like the other one’. The ABC has come a long way since then. Linking into that, I guess I’m most proud of my resilience.

A frequent question was and to a lesser extent still happens today is ‘Airlie, what percentage are you Aboriginal? An eighth? You’re white not black’. I can’t put it any better than fellow Trawulwuy descendant, historian Professor Greg Lehman ‘... what is unique about my Tasmanian heritage is that once you go back beyond the marriages with settlers, I have a family that has uninterrupted continuity with a population that was living for thousands of years in almost complete isolation on this island’.

Like most news hounds I’m driven by a passion to find the truth and to accurately inform our audience of that truth, as succinctly as I can, and why that matters.”

Airlie Ward

Journalist, ABC News

ABC RAP 2013–15

Our second RAP, which came into effect on 1 January 2013, took a refocused and strategic approach to Indigenous employment. We engaged a new Head of Indigenous Employment and Diversity to coordinate an ABC-wide Indigenous Employment Strategy that made all divisions responsible for contributing to the collective task of increasing employment opportunities for Aboriginal and Torres Strait Islander people. We committed not only to reaching our decade-old target of 2% Indigenous employees within the life of the second RAP, but to surpassing it in the final year.

The RAP 2013–15 maintained our existing commitments to quality Indigenous content, respect for Aboriginal and Torres Strait Islander cultures and community relationships. It also committed us to progressively installing plaques recognising Traditional Owners in ABC offices across the country, adopting Indigenous cultural protocols for content makers and developing opportunities for Indigenous suppliers.

Overall, we succeeded in meeting all of the targets in the RAP 2013–15. In particular, we steadily increased Aboriginal and Torres Strait Islander staff numbers, passing the 2% target in 2014. In December 2015, Indigenous staff represented 2.26% of our workforce at a time when staffing levels across ABC were contracting as a result of budget cuts.

Throughout the life of our second RAP, we continued to deliver outstanding Indigenous content on television, radio and online. We also developed an Editorial Policies Guidance Note on Indigenous Content, which provides advice and information for content makers on working with Aboriginal and Torres Strait Islander peoples, cultures and heritage. In 2013, we unveiled plaques in all capital-city offices and in Launceston to acknowledge the Traditional Owners of the land on which ABC premises are located. The plaques were commissioned from Indigenous artists and reflected consultation with local communities on appropriate wording and designs. In subsequent years, we began installing recognition plaques in regional offices.

ABC Stretch RAP 2016–18

For our third RAP, we committed to developing a Stretch RAP under Reconciliation Australia’s RISE framework. This entailed us challenging ourselves to extend and deepen our commitments beyond those in our first two RAPs, including introducing more measurable targets.

Under the ABC Stretch RAP 2016–18, we committed to increasing Indigenous employment levels to 3% — the proportion of Aboriginal and Torres Strait Islander people within the Australian population — over the life of the RAP, and to expanding the number of Aboriginal and Torres Strait Islander staff members in content-making, editorial decision-making and management roles. We likewise committed to creating greater opportunities for Indigenous companies to supply goods and services, with an objective of achieving 3% procurement from Indigenous suppliers (excepting major technical and broadcast contracts) by 2020, in line with the wider policy applying to Commonwealth agencies.

Text continues after profile →

PROFILE



“I feel immense pride and cultural obligation in the work that I have the privilege of doing within the ABC Archives.

I have seen people who have been reunited with images or the sounds of their parents voices that they may never of met. Or watching an Ancestor dance and taking that knowledge back to Community.

Our Ancestors live within these songs, stories, languages, cultural material. So it’s very important that these collections are managed and cared for in a culturally appropriate way by Aboriginal and Torres Strait Islander peoples acting as guardians of these collections.

Implementing the ABC’s ‘Giving Back’ back program Kin-nect has been my proudest. Kin-nect being a digital return program is providing access and pathways for Indigenous knowledge holders to inform our storytelling and amplify Indigenous voices.

We have a powerful platform at the ABC to change the negative view of our people and smash down stereotypes that have overshadowed our people for too many years in Australia.”

Tasha James

Wiradjuri — She/Her

ABC Manager, Indigenous Collections & Community Access, ABC Archives

Having rebuilt our online cultural awareness training tool in 2015, we set cultural awareness objectives in our third RAP, including ensuring that 30% of staff undertook the training each year and that all managers of Indigenous staff had completed training.

We continued our programming commitments and introduced the new objective of maximising the effective promotion of our Indigenous content in order to bring it before larger audiences.

The Stretch RAP committed us to completing the installation of recognition plaques in all ABC offices across the country and to supporting the Indigenous community media sector through in-kind support, advice and training.

We met almost all of the targets set out in the Stretch RAP 2016–18. The proportion of Aboriginal and Torres Strait Islander people in our workforce rose steadily throughout the life of the RAP and we met or exceeded our annual Indigenous employment targets.

We continued to deliver and promote outstanding Indigenous content across our platforms. We commissioned and broadcast a range of high-profile

television programs by Indigenous content-makers, as well as a wide array of programs by non-Indigenous content-makers. Likewise, on radio, we continued to broadcast the dedicated Indigenous radio programs *Speaking Out* and *Awaye!*, as well as a wide array of programming about Indigenous individuals, peoples and matters across our radio networks.

In 2016, we began coordinating and promoting our annual NAIDOC Week programming and coverage on a whole-of-ABC basis.

During National Reconciliation Week 2017, we delivered special programming to commemorate two very significant events in Australia's journey towards reconciliation: the 50th anniversary of the 1967 Referendum and the 25th anniversary of the recognition of native title in the High Court's Mabo judgement.

To increase opportunities for Indigenous businesses, we became a member of Supply Nation in 2016. Our Procurement team worked with Supply Nation to update its policies and capabilities, and actively promoted the use of Indigenous suppliers within the ABC. In the 2016–17 and 2017–18 financial years, we

significantly exceeded our 3% target for procurement of goods and services from Indigenous suppliers.

The one significant area of underperformance during the life of the RAP was in relation to cultural awareness training. While we met our annual 30% target in the third year of the RAP, the number of staff receiving the training was consistently well below the target in the first two years. A variety of factors, including structural changes in 2017 and 2018, reduced the number of cultural awareness training sessions that were requested or delivered at certain times. Nonetheless, it is clear that cultural awareness training did not receive the same focus, high-level support and coordination as other areas of the RAP. Accordingly, we made cultural awareness training mandatory for all staff in late 2019 and instituted a coordinated online and face-to-face programme to support it. This was reflected in the ABC Elevate RAP 2019–22.

At the end of 2018, we extended the duration of the Stretch RAP 2016–18 to the end of June 2019 in order to provide greater time to prepare our fourth Plan.

Text continues after profile →

PROFILE



“As a law student you do not think of the ABC as a place you go to start your legal career, it’s always seen as a place for journalists and content makers.

As a lawyer, or anyone working in a support function, you get to see the organisation in a way that few people do. You get to lend your experience and cultural lens to the processes and frameworks that help shape the ABC.

I have been lucky to be in a position that not only allows me to have an impact on the organisation but enables me to work with so many talented people and help them find ways to create the stories that they want to tell.

Not only do we need more Aboriginal and Torres Strait Islanders on screen, but I hope that we can get more of our mob in the support functions such as Legal, Finance and People & Culture, to ensure that there is representation across all of the organisation.”

Dominic Zahra

Ngemba-Muruwari

Employment Counsel, ABC People & Culture

ABC Elevate RAP 2019–23

With the introduction of the ABC's first Elevate RAP, we committed to the long-term project of bringing Aboriginal and Torres Strait Islander names, languages and voices into our programming so that they, in turn, become part of the language of the nation. We committed to doing this across mainstream and dedicated Indigenous programming alike.

To support our commitment, we undertook a range of initiatives. We increased the use of Aboriginal and Torres Strait Islander place names in our content, including introducing an on-screen Acknowledgement of Country in all 7pm television news bulletins across the country and including place names in programs such as *Gardening Australia* and *Good Game Spawn Point*. We created 130 Indigenous-language station idents across our capital-city and regional radio networks.

We collaborated with First Languages Australia to develop and publish a new version of the Gambay Indigenous language map on the ABC Indigenous

website. The map incorporates video explanations of place names by Traditional Owners from around the country that were collected through the This Place initiative. The map and This Place were launched as part of the 2019 International Year of Indigenous Languages. This collaboration with First Languages Australia resulted in the creation of more than 300 pieces of video content.

We continued to foster programming and initiatives that teach and explore Aboriginal and Torres Strait Islander languages and names. In particular, *Word Up* (broadcast as a segment in RN's *Away!* and available online) introduces listeners to the diverse languages of black Australia one word at a time. Likewise, station idents on the ABC Kids service taught listeners a word from one of 11 Indigenous languages. ABC Kids listen delivered *Little Yarns*, a podcast series for pre-schoolers about the diversity of languages and stories of Indigenous Australia, as well as a series of new Indigenous lullabies. During National Reconciliation Week 2020, we introduced 30-minute Indigenous Language lessons for our staff to promote understanding and appreciation of local Aboriginal

and Torres Strait Islander languages. Developed in collaboration with First Languages Australia, the lessons were delivered by various language custodians over videoconferencing platforms.

We updated our Style Guide and an accompanying Indigenous Content guidance note to provide advice to staff on how to be inclusive of Aboriginal and Torres Strait Islander languages and nation names.

Likewise, we updated the publicly accessible ABC Pronounce pronunciation guide to incorporate guidance on the pronunciation of Aboriginal and Torres Strait Islander names, places and concepts, including updating the site's pronunciation key to include sounds typically found Indigenous languages.

We introduced rights and release forms that recognise Indigenous cultural and intellectual property (ICIP) rights for use by ABC staff. We also modified the rights training provided to our staff to include recognition of ICIP and updated our contracts to include appropriate provisions wherever ICIP might be used or referenced.

Text continues after profile →

PROFILE



“I’m driven by the stories that we’ve been telling for the last 60,000 years — because if you accept that we are the world’s oldest continuous culture, you must also accept that we inherit the world’s oldest storytelling tradition. That’s a profound — if slightly daunting — realisation. But rather than be daunted by that knowledge, us mob at the ABC should be inspired and empowered by it as storytellers.

It follows that we will keep telling stories, and if we’ve learned anything over the past 236 years it’s that our stories are integral to our survival. Our stories surpass recorded history. Maligned as superstition, characterised as mythology, refuted as lies, picked apart by anthropologists, disputed in courts, fact-checked by hostile lawyers and incredulous judges, our stories have been suppressed, appropriated, stolen, misinterpreted, disregarded, and dismissed. But they haven’t been extinguished.

We know what story is, and the stories we must tell in 2024 and beyond are different. But they’re stories nonetheless. For some of us, our stories are all we have. It’s an unbroken line to our Ancestors. Holding the line is what we are doing as journalists, even if we don’t do it consciously. It’s a fire you have to tend, and for now we are keeping the fire.

I’m proud of the younger journalists on my team — I currently manage the Indigenous Radio Unit and the longstanding flagship programs *Awaye!* and *Speaking Out*. For more than three decades, through the combined effort of some of Australia’s finest journalists and radio broadcasters, we’ve done everything humanly possible to keep a conversation going, even when it felt like no one was listening. I’m proud that, despite serious challenges over the past 30 years, we are still holding the line and amplifying the voices of our mobs. We always will.”

Daniel Browning

Bundjalung and Kullilli
 Editor, ABC Indigenous Radio
 Presenter, The Art Show
 (Radio National)

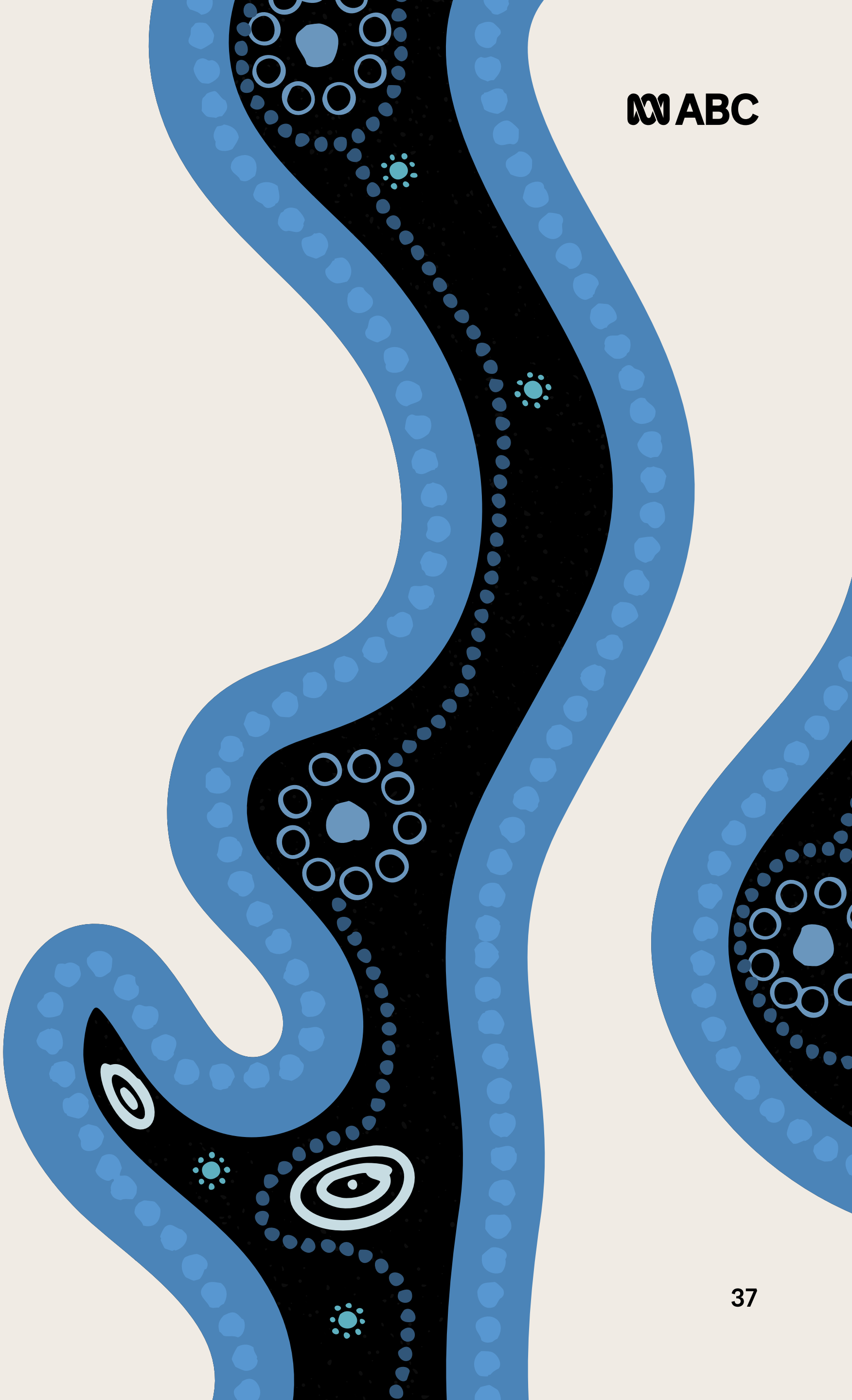
To support this work, we developed partnerships and collaborated with a range of bodies.

In particular, we partnered with the following bodies:

- First Nations Media Australia on staff exchanges, projects and training.
- First Languages Australia on the Gambay Indigenous languages map and the associated This Place initiative, as well as *Good Mornings*, a collection of content centred around Indigenous languages across radio, television, online platforms and in children’s programs. We were also the official media partner for FLA’s Young Champions Conference youth forum in November 2022 and provided MCs and media skills workshops for participants.
- Reconciliation Australia on content initiatives for the Walking Together project.
- The University of Sydney Indigenous Services & Strategy to establish the annual Charles Perkins Oration discussing race relations in Australia.

- The PuliiMA Indigenous Language and Technology Conference as official media partner. This created opportunities for ABC Indigenous content-makers.
- The National Museum of Australia on *View from the Shore*, which described First Nations peoples’ first sightings of the Endeavour in response to the 250th anniversary of Captain Cook’s voyage to Australia.
- The National Gallery of Australia on *This Place*, which showcased the work of prominent First Nations artists
- CSIRO and Indigenous communities on a pilot Indigenous seasonal weather series.
- SA Water and Indigenous communities on the series *Water Wisdom* about the use of water in communities.

Text continues after profile →



PROFILE



“As Senior Cultural Advisor for Content, my role is to ensure that any cultural or community issues arising at the ABC are dealt with in an appropriate and respectful manner. I provide advice, training and guidance to members of the Content team in approaching engagement with cultural elements, including any Indigenous Cultural and Intellectual Property matters.

It is important to ensure Indigenous and diverse communities’ culture is respected and not misused or exploited. The ABC has built a reputation of trust and this trust needs to extend to communities, particularly those that have experienced discrimination and neglect in the past.

I am excited to see the ABC working to ensure increased awareness of cultural sensitivities and engage with respectful practices throughout the organisation.”

Jannali Jones

*Krowathunkoolong woman of the Gunai nation
Senior Cultural Advisor, ABC Content*

We entered into content collaborations with Koori Radio, 6DBY (Derby community radio) and Culture Is Life, and training partnerships with Indigenous Community Television (ICTV) and the Australian Indigenous Learning Centre. The partnership with ICTV included equipment donations to outfit ICTV's first outside broadcast van and the development of ICTV media production skills. It laid the foundation for a content-sharing arrangement between ABC News and ICTV through which we receive news in language and ICTV has access to ABC file footage.

In spite of the period of the Elevate RAP coinciding with the COVID-19 pandemic, we achieved almost all of our objectives.

Throughout the life of the Elevate RAP, we continued to deliver and expand the range of our content by, for, about and featuring Indigenous Australians across all platforms. During the period, we delivered a range of programs on television, ABC iview and

social platforms, including the dramas *Mystery Road: Origin* and *Total Control* (two seasons), the comedies *Preppers* and *All My Friends Are Racist*, the documentaries *Will Australia Ever Have a Black PM*, *Blue Water Empire*, *Still We Rise*, *Maralinga Tjarutja* and *Harley & Katya*, and the language-based factual comedy *No Offence!*. Likewise, on radio, we continued to broadcast *Speaking Out* and *Awaye!*, as well as a wide array of programs and segments across our radio networks.

During NAIDOC Week 2019, we introduced a new *Play School* doll, Kiya, whose name means “hello” in the Noongar language, during a special Acknowledgement of Country episode of the program that featured all Indigenous presenters. In 2021, the triple j radio station introduced *Blak Out*, a weekly program featuring music by First Nations artists across all genres, as well as interviews, premieres and playlists.

Text continues after profile →

PROFILE



“My role at the ABC is to ensure that our content meets established standards and adheres to relevant policies and guidelines, enhancing the quality and credibility of our content.

A key part of my role is to provide editorial guidance concerning coverage of topics related to Aboriginal and Torres Strait Islander people. This includes ensuring that stories are presented accurately, respectfully, and with cultural sensitivity. My lived experience as a Jingili and Mudburra woman helps to foster a deeper understanding of the complexities and perspectives of the issues that affect our community. I view my role at the ABC as a responsibility to my people and community, aiming to ensure that our storytelling is represented accurately, authentically and handled with care.

I also play a role in shaping editorial guidance and engaging in projects directed towards achieving the ABC’s Reconciliation Action Plan (RAP) goals. This involves incorporating Indigenous perspectives into our editorial decision-making processes and actively working towards fostering reconciliation and understanding through our content. My contributions help to ensure that our editorial practices reflect a commitment to and respect for Aboriginal and Torres Strait Islander people across the nation.”

Bridget Caldwell-Bright

Jingili and Mudburra — She/Her

Editorial Policies Advisor, ABC Editorial Policies

In addition, the Elevate RAP set ambitious employment targets for Aboriginal and Torres Strait Islander staff, seeking to increase the overall proportion of Indigenous employees at the ABC to 3.2%, 3.4% and 3.6% respectively over the three years. We also set targets for Indigenous employees in content-making, editorial decision-making and management roles and for Indigenous staff at the Executive level.

In practice, the overall employment target of 3.6% proved difficult to achieve in a competitive employment market — according to the 2021 Census, 1.9% of the people employed across the Information Media and Telecommunications and Arts and Recreation Services industries were Indigenous Australians. Nonetheless, Indigenous employment at the ABC was consistently above 3.2% from the second year of the Elevate RAP onwards and consistently averaged 3.3% during

the February–October production period. In our second Elevate RAP, we will reduce this target to 3.4%, which we believe is achievable yet remains significantly above the average in our industry sector. We will continue to provide leadership training and career development for Indigenous Australians both within the ABC and the wider media industry.

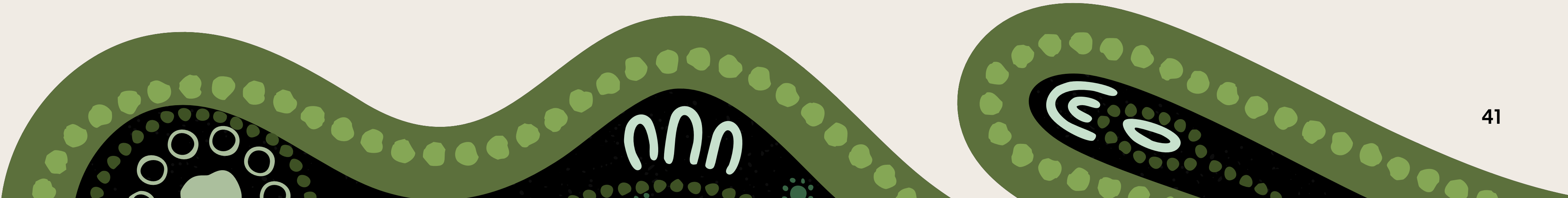
We also did not succeed in bringing the Indigenous staff retention rate into line with our overall workforce. In December 2022, the Indigenous voluntary turn-over rate was roughly 3 percentage points higher than the ABC average. This again reflected a competitive market for Indigenous talent in media and we have long recognised the wider benefits to the media industry of Indigenous employees leaving the ABC to advance their careers. To support Indigenous staff in the workplace, we introduced the executive position of Indigenous and Diversity Employee Support Lead. This role provides

support for Indigenous and diverse employees with a focus on a culturally appropriate and tailored approach. During the period, we introduced employee forums offering opportunities for Aboriginal and Torres Strait Islander employees to speak directly with the Managing Director about their workplace experience as Indigenous employees. These initiatives will continue during our second Elevate RAP.

The other area in which we did not succeed in meeting our Elevate RAP targets was the introduction of audience surveys to understand the use of our services. The specific research set out in the Elevate RAP proved to be impractical or prohibitively expensive. We have refined our approach to measuring audiences for our second Elevate RAP.

In 2022, we extended the duration of our Elevate RAP to allow us to maximise the impact and reach of projects underway to embed Indigenous names, voices and languages in our content and services.

Text continues after profile →



PROFILE



“I always aim to challenge the stereotype that portrays the first peoples of our country in a negative light.

I am driven each day to do the best I can to make my family and my Gurindji brothers and sisters feel proud. Proud of who they are individually as a Gurindji person with a history that stretches back 60,000 years. We are not Aboriginal, Indigenous or First Nations people, we are tribal people. Thinking tribal is essential to our identity.

Our future is bright, despite the outcome of the referendum. A positive outlook can be the driving force to a future where we stand tall with pride in our tribe.

I have faith in the next generation, they will be formidable. They will not want to know about truth telling, they will already know.

I am proud of my career at the ABC and especially proud of the years I spent as the Chair of the Bonner Committee. I believe strongly in Reconciliation Action Plans.”

Charlie King

Gurindji

Content Maker, ABC Sport

During the historic Referendum on establishing a Voice to Parliament held in 2023, we delivered fair, nuanced and accurate reporting that provided the widest possible array of Indigenous perspectives on the national debate. Our coverage was led by the Head of Indigenous, National and International News.

To support that work, senior Aboriginal and Torres Strait Islander journalists developed a Referendum Reference Group (RRG) to enable First Nations' employees to have open dialogues with senior leaders within the ABC during the Voice

to Parliament Referendum. The RRG developed a shared resource providing online editorial and cultural guidance, information and community engagement advice to all ABC content-makers.

The Referendum Reference Hub has set the standard for internal ABC guidance on national conversations on Indigenous issues. It will now provide the basis for a new perpetual shared resource providing

guidance on Indigenous editorial matters and cultural practices for all ABC employees.

Our coverage of the King's coronation in May 2023 attracted a high level of racist abuse on the social media platforms that had a significant impact on ABC staff. On the advice of the Bonner Committee, the Managing Director announced the commissioning of an independent review of how the ABC responds to employees' experiences of racism and discrimination. He committed to publishing the results of the review.

In October 2023, the Managing Director announced that respected Aboriginal lawyer Dr Terri Janke had agreed to conduct the review, which will report in July 2024. Implementing initiatives arising from the review's outcomes will be an important task for us during the life of this Elevate RAP.



RELATIONSHIPS

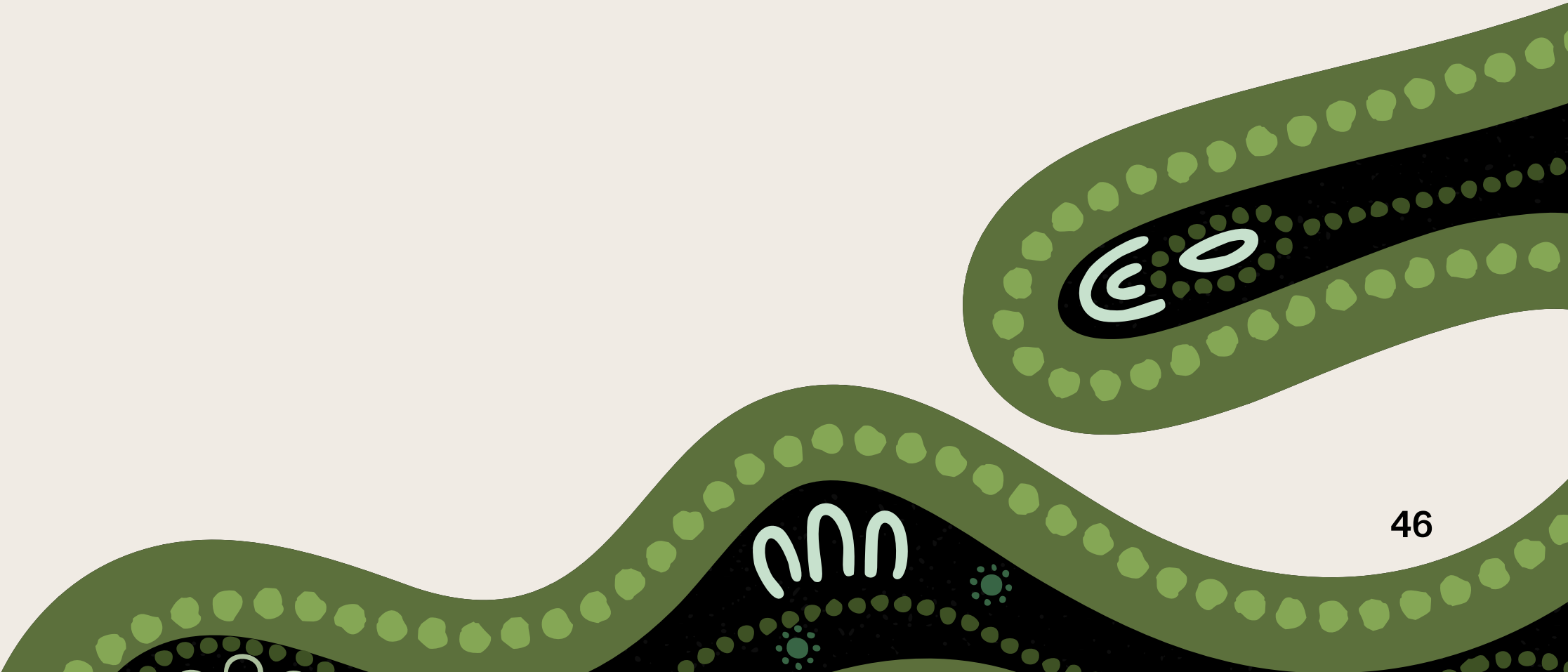
The ABC aims to foster a culture that supports reconciliation by bringing Aboriginal and Torres Strait Islander languages and stories into the national conversation.

Relationships

Respectful relationships between Aboriginal and Torres Strait Islander peoples and the broader Australian community are important to the ABC as the national broadcaster, as it aims to support reconciliation and engender a better understanding of the shared history of the nation.

| Action 1.1 | | | |
|--|---|------------------------------------|--|
| Continue to create strategic partnerships and projects with Indigenous media and educational organisations to enable language-based initiatives, staff secondments, two-way learning and media skills transfers. | | | |
| Lead | Team | Timeframe | Deliverables |
| Director First Nations Strategy, Chief Content Officer, Director News | First Nations Strategy Team, Divisional Leads | Review in June 2025, 2026 and 2027 | Establish and maintain formal two-way partnerships with Aboriginal and Torres Strait Islander communities, organisations and conferences, including: First Nations Media Australia, First Languages Australia, Indigenous community Television (ICTV), Ngaarda Media, National Indigenous Radio Service, Community Media Training Organisation, PuliiMA Indigenous Language and Technology Conference. |
| | | Review in June 2025, 2026 and 2027 | Meet with local Aboriginal and Torres Strait Islander stakeholders and organisations to continuously improve guiding principles for engagement. |
| | | Review in June 2025, 2026 and 2027 | Extend the ABC’s content collaboration with First Languages Australia (FLA) into a strategic partnership to connect ABC offices with local language centres and facilitate language-based projects via at least four ABC secondments to FLA language centres per year and ABC regional and metropolitan offices working with local Indigenous communities to produce one place-name video each per year to continually populate FLA’s Gambay language map. |
| | | June 2027 | Ensure at least one secondment placement or employee swap to the Torres Strait Islander Media Association (TSIMA), National Indigenous Radio Service (NIRS), Indigenous Community Television, Koori Radio, Ngaarda Media, Cherbourg Radio, Indigitube and 6 DBY Derby Radio. |
| | | Review in June 2025, 2026 and 2027 | Review, update and implement an engagement plan to work with Aboriginal and Torres Strait Islander stakeholders. |
| Head of ABC Indigenous | Content Teams, Marketing | July 2024 | Partner with the National NAIDOC Committee to support NAIDOC Week 2024 by broadcasting the Awards ceremony and producing educational content during NAIDOC Week. Seek to continue this relationship. |

| Action 1.2 | | | |
|--|---|-------------------------------------|---|
| Provide opportunities for ABC staff to celebrate National Reconciliation Week (NRW) each year. | | | |
| Lead | Team | Timeframe | Deliverables |
| Managing Director | First Nations Strategy Team, State/Territory Executives | 27 May – 3 June 2025, 2026 and 2027 | Host eight or more NRW activities, including at least one in state/territory office. |
| | | | Register all NRW events on Reconciliation Australia’s NRW web site. |
| | | | Circulate Reconciliation Australia’s NRW resources and reconciliation materials to all staff. |
| | Bonner Committee | 27 May – 3 June 2025, 2026 and 2027 | Bonner Committee members to participate in four external NRW events around the country. |
| | ABC Leadership Team | 27 May – 3 June 2025, 2026 and 2027 | Encourage and support staff and senior leaders to participate in four external events to recognise and celebrate NRW. |
| Indigenous Content Action Group | Content Teams, Marketing | 27 May – 3 June 2025, 2026 and 2027 | Coordinate delivery and promotion of NRW programming on television, radio, online and social media. |
| | | | Record and report details of NRW programming. |



| Action 1.3 | | | |
|--|---|---|--|
| Promote the ABC’s Elevate RAP internally and externally to promote reconciliation across the Corporation and sector. | | | |
| Lead | Team | Timeframe | Deliverables |
| Bonner Committee Chair, Chief People Officer, ABC Leadership Team | First Nations Strategy Team | June 2027 | Review and communicate a staff engagement strategy to raise awareness of reconciliation across the ABC. |
| | | June 2025, 2026, and 2027 | Collaborate with at least four RAP and other like-minded organisations to implement ways to advance reconciliation. |
| | | December 2024, June and December 2025 and 2026, and June 2027 | Participate in at least two quarterly RAP Leadership Gatherings per year. |
| | Communications Team, First Nations Strategy Team | Review in June 2025, 2026 and 2027 | Communicate the ABC’s RAP to staff, including via newsletters, content working groups and the Intranet. |
| | Communications Team, First Nations Strategy Team | Review in June 2025, 2026 and 2027 | Promote the ABC’s RAP to external stakeholders and audiences, including through ABC press releases, the ABC website, and industry communications and events. |

| Action 1.4 | | | |
|---|--|------------------------------------|--|
| Highlight ABC Indigenous staff achievements and Indigenous content output to showcase the skills and expertise of the Corporation’s Indigenous personnel, demonstrate its commitment to Indigenous programming and provide positive examples for future content-makers. | | | |
| Lead | Team | Timeframe | Deliverables |
| Director Strategy | Communications Team, Divisional Directors | Review in June 2025, 2026 and 2027 | Showcase Indigenous achievement and activity through internal corporate communications, divisional newsletters and reporting through the Indigenous Content Action Group to improve awareness of within the ABC. |
| | Communications Team | Review in June 2025, 2026 and 2027 | Media releases and other external communications to improve awareness of Indigenous achievement and activity at the ABC. |

| Action 1.5 | | | |
|---|--|---|---|
| Promote positive race relations through anti-discrimination strategies. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief People Officer, Director First Nations Strategy | Inclusion & Wellbeing Team, First Nations Strategy Team | June 2025, 2026, 2027 July 2024, 2025, 2026 May 2025,2026,2027 March 2025, 2026, 2027 August 2024, 2025, 2026 | <ul style="list-style-type: none">Continuously improve human resources policies and procedures concerned with anti-discrimination.Maintain and communicate an ABC anti-discrimination policy.Engage with Indigenous staff and/or advisors to continuously improve its anti-discrimination policy.Provide all ABC employees with resources, training and communications on how to respond to racism and discrimination.Ensure that senior leaders publicly support anti-discrimination campaigns, initiatives or stances against racism. <i>(In line with the ABC’s obligations under the Equal Employment Opportunity (Commonwealth Authorities) Act 1987.)</i> |

| Action 1.6 | | | |
|---|--|----------------|--|
| Commission an independent review of ABC of responses to racism affecting staff and what the ABC can do better to support staff who face it. | | | |
| Lead | Team | Timeframe | Deliverables |
| Managing Director | Bonner Committee Diverse staff groups | September 2023 | Commission an independent expert to conduct the review. The reviewer will be assisted by the Bonner Committee and diverse staff representation groups. |
| | | October 2024 | Consult with Reconciliation Australia on review outcomes. |
| | | October 2024 | Publicly release the recommendations of the Review. |
| | Leadership Team | September 2024 | Develop actions to respond to review outcomes. |
| | Leadership Team | October 2024 | Announce response to Review recommendations. |
| Director First Nations Strategy | | December 2026 | Share the recommendations of the Review with other RAP partners and reflect on the actions that the ABC is taking. |



RESPECT

Respect

Respect for Aboriginal and Torres Strait Islander peoples, cultures, land and history is important to the ABC because the ABC acknowledges the uniqueness and distinctiveness of Aboriginal and Torres Strait Islander cultures, and their rights to cultural expression.

| Action 2.1 | | | |
|--|----------------------------|------------------------------------|--|
| Ensure all ABC staff undertake online training that enhances their knowledge and awareness of Australia’s Indigenous peoples, cultures and history and that all ABC senior managers undertake face-to-face inclusive workforce training. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief People Officer, ABC Leadership Team | Inclusion & Wellbeing Team | Review in June 2025, 2026 and 2027 | Ensure all staff receive online cultural awareness training as part of their induction process. |
| | | June 2025, 2026 and 2027 | Ensure existing staff refresh their cultural awareness training online every two years. |
| | | December 2026 | Provide face-to-face inclusive workforce training for all managers and content leads that will develop their understanding of cultural competence, expand their capabilities to lead organisational change and learn strategies to recognise and challenge racism. |
| | | Review July 2025, 2026, 2027 | Ensure all team leaders have created inclusive team plans. |
| | | June 2025, 2026 and 2027 | Review cultural awareness training strategy annually and adjust as required to ensure at least 70% of ABC staff have completed training at the end of the life of the RAP. |

| Action 2.2 | | | |
|---|--|------------------------------------|--|
| Use appropriate Indigenous cultural protocols, including Acknowledgement of and/or Welcome to Country, at ABC events. | | | |
| Lead | Team | Timeframe | Deliverables |
| ABC Leadership Team | All Staff | Review in June 2025, 2026 and 2027 | Ensure Traditional Owners are invited to provide a Welcome to Country at significant ABC events, such as NAIDOC week launches, Indigenous Conferences and ABC Open days, as defined in the ABC policy. |
| | | Review in June 2025, 2026 and 2027 | Ensure Acknowledgement of Country is included in the commencement of all public ABC events and major internal events. |
| | Inclusion & Wellbeing Team | Review in June 2025, 2026 and 2027 | Ensure that the purpose and significance of Indigenous cultural protocols is included in mandatory cultural awareness training. |
| Editorial Director | Editorial Team, Senior Cultural Advisors | June 2027 | Implement and communicate a cultural protocol document (tailored for all local communities we operate in), including protocols for Welcome to Country and Acknowledgement of Country. |
| Bonner Committee | | June 2025 | Provide ABC staff with employee ID cards that include a form of words for proper Acknowledgement of Country. |

| Action 2.3 | | | |
|--|-------------------------|--------------------------|--|
| Ensure that the Editorial Policies that guide ABC content-makers include appropriate guidance about making content with, for and about First Nations People. | | | |
| Lead | Team | Timeframe | Deliverables |
| Editorial Director | Editorial Policies Team | June 2025, 2026 and 2027 | Ensure the principles set out in the Editorial Policies Guidance Note on Indigenous Content are included in editorial training in all content divisions. |
| | | Review in June 2026 | Review editorial guidance on Indigenous content and update as required. |

| Action 2.4 | | | |
|--|--|--------------------------|---|
| Continue to increase the use and recognition of Aboriginal and Torres Strait Islander languages across ABC content | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief Content Officer, Director News | Content Teams | June 2025, 2026 and 2027 | Continually increase the use of Aboriginal and Torres Strait Islander nation names in content, including through supers in video programming, news reporting and in social media briefs. |
| Director Audiences | Head ABC Made, Local radio stations | June 2025, 2026 and 2027 | Maintain and build on the collection of ABC Radio idents in Indigenous languages. |
| Head of Education | ABC Education | June 2025 | Develop and publish a collection of songs in Indigenous languages and accompanying teaching resources. |
| Editorial Director | Ed Pols Group | June 2025, 2026 and 2027 | Continue to update information on Indigenous names and languages in the ABC Pronounce pronunciation guide. |
| Chief Content Officer, Director News | Content Teams | June 2025, 2026 and 2027 | Work with First Languages Australia to continually update the Gambay Indigenous language map embedded in the ABC Indigenous website. |
| | | June 2025, 2026 and 2027 | Work with Indigenous communities around the country to create at least one Indigenous place-name video story for inclusion in the Gambay Map collection from each ABC location each year. |

| Action 2.5 | | | |
|---|--|--------------|--|
| Extend the recognition of Indigenous place names by creating software tools so program makers and audience members can understand which First Nations country they are on and/or where ABC content is coming from. Share learnings from the development of this tool with other organisations that can benefit from it. | | | |
| Lead | Team | Timeframe | Deliverables |
| Head Digital Product, Editorial Director | Digital Product Team, Editorial Policies | June 2027 | Develop a unified First Nations country database that allows identification of country from geographic (e.g. GPS) coordinates. The process will include collaboration with other organisations, including RAP partners who have similar interests in geographic location. It will also include consultation with communities and cultural experts around contested boundaries. |
| Director First Nations Strategy | Indigenous Strategies Unit | January 2025 | Hold a workshop with other Elevate RAP partners and First Nations data and app developers to collaborate on geographic location and polygon data. |
| Head Digital Product | Digital Product Team, Editorial Policies | June 2027 | Develop an application programming interface (API) to query the database and provide country information corresponding to geographic coordinates. |
| | Digital Product Team | June 2027 | Deploy the API in ABC digital products as appropriate. |

| Action 2.6 | | | |
|---|------------------------------|---------------------------|---|
| Continue the Kin-nect “giving back” program, launched in 2023, which provides Indigenous communities with access to content in the ABC Archives relating to their kin and culture that they may not know is stored there. The program will invite communities to respond to the content, including correcting the record and contributing a First Nations perspective on it, to inform the data and management of the collection. | | | |
| Lead | Team | Timeframe | Deliverables |
| ABC Archives Manager | ABC Archives Indigenous Unit | July 2024, 2025 and 2026. | Invite First Nations community members to the ABC to view the archive, beginning with Elcho Island in April 2024. |

| Action 2.7 | | | |
|---|------------------------------------|---|--|
| Recognise and participate in NAIDOC Week each year and create opportunities for ABC staff to do likewise. | | | |
| Lead | Team | Timeframe | Deliverables |
| Director Audiences, Chief Content Officer, Director News | Content Teams | June and first week in July 2025, 2026 and 2027 | Deliver and promote coordinated NAIDOC Week programming across ABC content platforms. |
| Head of ABC Indigenous | ABC Indigenous | July 2024 | Broadcast the 2024 NAIDOC Awards as the official broadcast partner, creating leadership opportunities for Indigenous content-makers. Offer free radio and TV broadcast rights to First Nations media organisations. Seek to continue to broadcast the Awards in 2024 and beyond. |
| Chief People Officer | People & Culture Business Partners | June 2025, 2026 and 2027 | Promote awareness of cultural leave available to Indigenous staff. |
| State/Territory Executives | First Nations Strategy Team | First week in July 2024, 2025 and 2026 | Host at least eight internal NAIDOC Week activities — one in each state/territory office and in regional offices. |
| | | | In consultation with Aboriginal and Torres Strait Islander stakeholders, support four external NAIDOC Week events each year. |
| Bonner Committee | | First week in July 2024, 2025 and 2026 | Bonner Committee members to participate in four external NAIDOC events around the country. |

| Action 2.8 | | | |
|---|-----------------------------|------------------------------------|--|
| Provide a unified internet source of information for ABC staff that includes policies, employment information for Aboriginal and Torres Strait Islander staff, community links and advice for content- and policy-makers. | | | |
| Lead | Team | Timeframe | Deliverables |
| Director First Nations Strategy | First Nations Strategy Team | Review in June 2025, 2026 and 2027 | Maintain an Indigenous directory page on the ABC Intranet. |
| | | June 2025 | Use the Referendum Reference Group Hub as the basis for the ABC Aboriginal and Torres Strait Islander Information Hub a new, ongoing internal shared resource for all ABC staff providing guidance on Indigenous editorial matters and cultural practices. |
| | | July 2024 | Launch the ABC Mob internal SharePoint site. |

| Action 2.9 | | | |
|---|---------------------------------|------------------------------------|--|
| Participate in and cover key Aboriginal and Torres Strait Islander cultural events. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief Content Officer, Director News, Chief People Officer | Content Teams, Bonner Committee | Review in June 2025, 2026 and 2027 | Send Indigenous coverage teams to cover key Aboriginal and Torres Strait Islander cultural events, such as the Garma Festival and Yabun. |
| | | Review in June 2025, 2026 and 2027 | Ensure at least 10 staff participate in Aboriginal and Torres Strait Islander media conferences each financial year. |





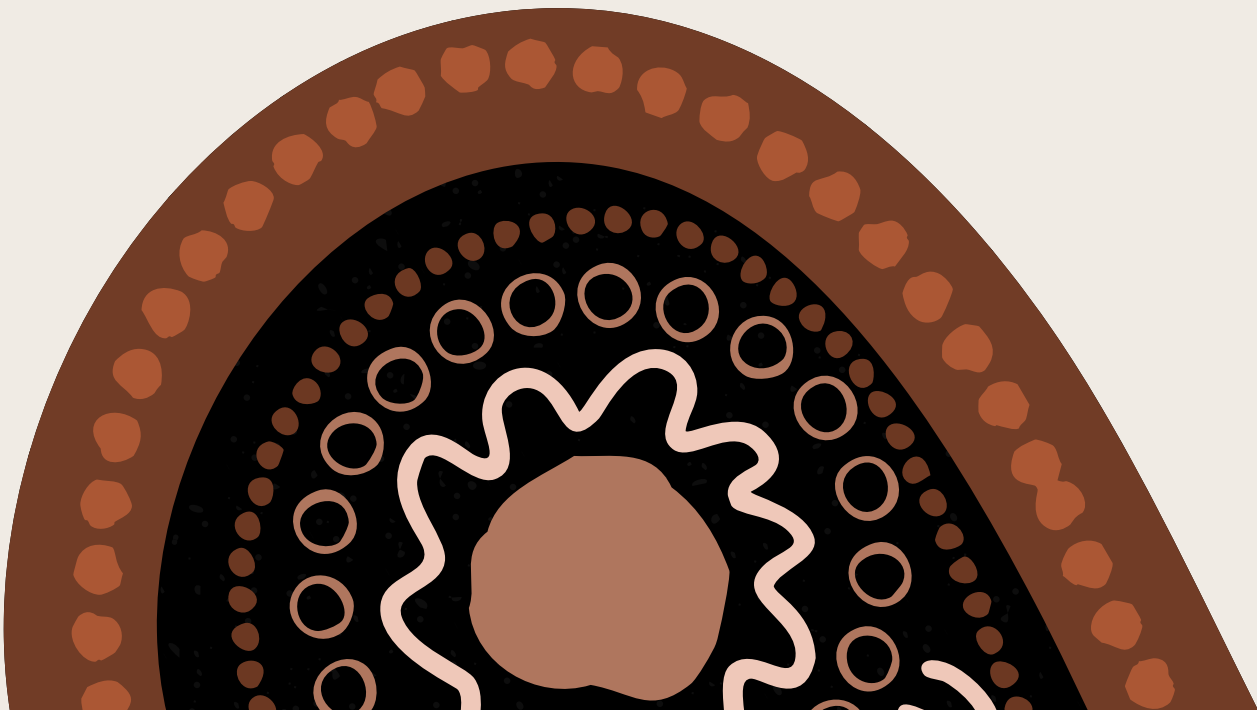
OPPORTUNITIES

Employment and Supplier Diversity

Opportunities—Employment and Supplier Diversity

Opportunities for Aboriginal and Torres Strait Islander individuals, organisations and communities are important to the ABC as it strives to reflect the cultural diversity and national identity of Australia. By increasing opportunities for Aboriginal and Torres Strait Islander employees, the Corporation ensures that Indigenous knowledge and perspectives are incorporated into ABC decision-making and content.

| Action 3.1 | | | |
|---|--|------------------------------------|--|
| Ensure all ABC divisions develop an annual Indigenous Action Plan for reaching Indigenous employment and other RAP targets. | | | |
| Lead | Team | Timeframe | Deliverables |
| Divisional Directors, Bonner Committee | Divisional Indigenous Leads, First Nations Strategy Team, People & Culture Business Partners | September 2026 | Develop divisional Action Plans setting out strategies to meet RAP targets, including: <ul style="list-style-type: none">– improving Indigenous employment– improving Indigenous staff retention– the career progression of Indigenous staff– completion of cultural awareness training, and content targets, where applicable. |
| | | Review in June 2025, 2026 and 2027 | Review and update divisional Indigenous Action Plans each year to ensure effectiveness. |
| Director First Nations Strategy | First Nations Strategy Team | June 2026 and 2027 | Review and update the ABC’s overarching Indigenous employment strategy to ensure effectiveness. |



| Action 3.2 | | | |
|--|--|--|--|
| Increase the proportion of Aboriginal and Torres Strait Islander employees at the ABC. | | | |
| Lead | Team | Timeframe | Deliverables |
| ABC Leadership Team, Chief People Officer | People & Culture Business Partners, Recruitment Team, Hiring Managers | Review in July 2025, 2026 and 2027 | Ensure that the proportion of Indigenous employees at the ABC is at least 3.4%. |
| | First Nations Strategy Team | September and December 2024 March, June, September and December 2025, 2026 and March and June 2027 | Present a quarterly progress report to the Leadership Team on the ABC’s Indigenous workforce, broken down by divisions, state/territory, job groups and progression. |

| Action 3.3 | | | |
|--|--|------------------------------------|---|
| Increase the number of Indigenous employees in content-making, editorial decision-making and management roles, particularly at a senior level. | | | |
| Lead | Team | Timeframe | Deliverables |
| ABC Leadership Team, Chief People Officer | Divisional Executive Teams, People & Culture Business Partners, Hiring Managers | July 2025, 2026 and 2027 | Ensure that the proportion of Indigenous employees in content-making, editorial decision-making and management roles at the ABC is at least 3%. |
| | | | Maintain the proportion of Indigenous staff at Executive level at 3%. |
| Divisional Directors | First Nations Strategy Team | Review in July 2025, 2026 and 2027 | Provide funded opportunities for at least eight Indigenous staff to participate in internal and external leadership development programs each year. |

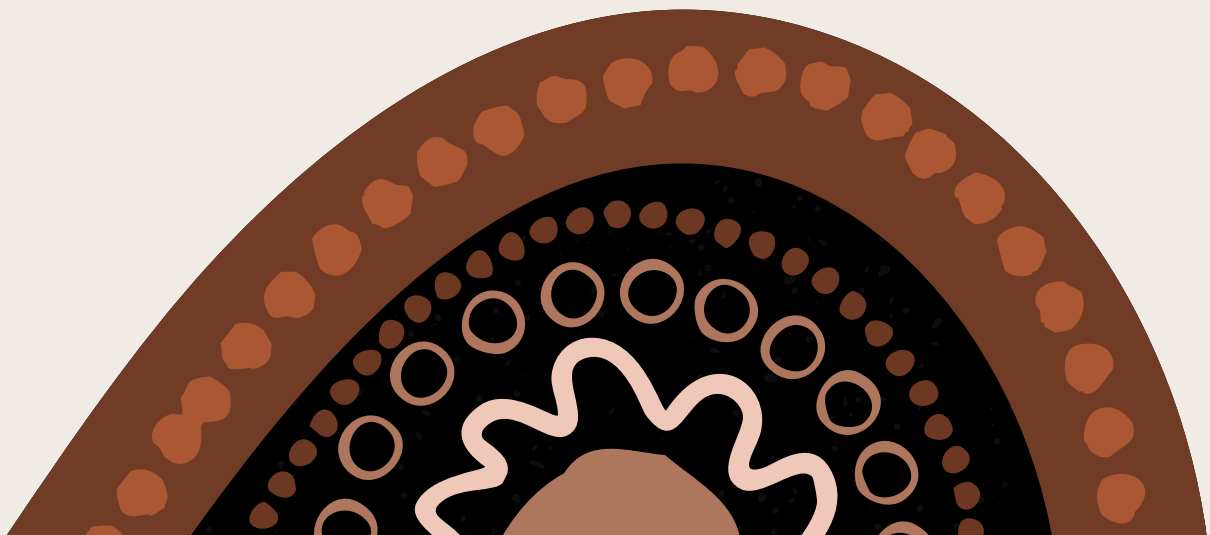
| Action 3.4 | | | |
|--|---------------|------------------------------------|--|
| Promote awareness of potential careers at the ABC and in the wider media sector among Indigenous students. | | | |
| Lead | Team | Timeframe | Deliverables |
| Indigenous Employment Manager | Content Teams | Review in July 2025, 2026 and 2027 | Engage in at least four active partnerships with tertiary institutions and other relevant organisations to create casual employment opportunities for Indigenous students. Facilitate at least four workshops each year led by ABC staff to share skills and expertise with Indigenous students and trainees. |

| Action 3.5 | | | |
|---|--|------------------------------------|---|
| Provide career development planning support and opportunities for Indigenous employees. | | | |
| Lead | Team | Timeframe | Deliverables |
| Indigenous Employment Manager, Divisional Directors | People & Culture Business Partners, | Review in July 2025, 2026 and 2027 | Ensure ABC Indigenous staff have access to tailored, culturally appropriate mentoring programs. |
| | Divisional line managers, Bonner Committee | July 2024, 2025 and 2026 | Continue to offer annual Indigenous Staff Scholarships worth a total of up to \$20,000 to support professional development of Indigenous employees. |



| Action 3.6 | | | |
|---|---------------|------------------------------------|---|
| Maximise the retention of Indigenous employees. | | | |
| Lead | Team | Timeframe | Deliverables |
| ABC Leadership Team | All Divisions | June 2025 | Increase the retention rate of ongoing Indigenous staff to match the overall ABC workforce. |
| | | June 2025 | Ensure the retention rate of ongoing Indigenous staff in content-making, editorial decision-making and management roles matches the corresponding ABC workforce rate. |
| | | Review in July 2025, 2026 and 2027 | Increase the rate of conversion of trainee, cadet and intern roles into ongoing positions to at least 50%. |
| | | Review in July 2025, 2026 and 2027 | Ensure all pending Indigenous staff exits are referred to relevant Directors and Managing Director. |
| | | Review in July 2025, 2026 and 2027 | Ensure all exiting Indigenous staff are offered exit interviews and that results are discussed with their Director and the Managing Director. |

| Action 3.7 | | | |
|--|------|------------------------------|--|
| Contribute to the growth of Indigenous employment opportunities in the wider media industry. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief Content Officer, Director News | | December 2024, 2025 and 2026 | Report on the number of Aboriginal and Torres Strait Islander persons engaged externally as a result of ABC-funded television and other content productions. |
| Indigenous Employment & Diversity Lead | | December 2024, 2025 and 2026 | Report on the number of Indigenous staff leaving the Corporation for media-sector and other jobs that draw on their ABC experience. |



| Action 3.8 | | | |
|--|-----------------------------|------------------------------------|--|
| Contribute to the development of media skills in Indigenous community and media organisations. | | | |
| Lead | Team | Timeframe | Deliverables |
| Director First Nations Strategy | First Nations Strategy Team | Review in June 2025, 2026 and 2027 | Fund at least four secondments to Indigenous communities and/or media organisations for ABC employees each financial year. |
| | | | Make at least four ABC placements available to staff from Indigenous media organisations each financial year. |

| Action 3.9 | | | |
|---|---------------------------------|---|--|
| Increase opportunities for Indigenous suppliers to work with the ABC. | | | |
| Lead | Team | Timeframe | Deliverables |
| National Procurement Manager | Procurement Team, All Divisions | June 2025, 2026 and 2027 | Continue to increase awareness of engaging with Indigenous business via promotion of the ABC’s Social and Sustainable Procurement Strategy. |
| | | Review in July 2024, 2025 and 2026 | Ensure at least 3% procurement from Indigenous suppliers (excepting major technical and broadcast contracts). |
| | Procurement Team | Review in July 2024, 2025 and 2026 | Engage with Supply Nation to communicate ABC supply opportunities for Indigenous businesses via their Member Opportunity Board (MOB). |
| | | June 2025, 2026 and 2027 | Hold one information session each year for Indigenous businesses to support them in responding to ABC market engagements. |
| | | Review in June 2025 and 2027 | Periodically review and update the guidance on Indigenous procurement in the ABC’s Social and Sustainable Procurement Strategy. |
| | | Benchmark in July 2024; increase in 2025, 2026 and 2027 | Report on the number of Indigenous suppliers the ABC has engaged with over the reporting period, including total spend in dollar and percentage terms. |
| | | | |



OPPORTUNITIES

Content

Opportunities—Content

Creating opportunities for Aboriginal and Torres Strait Islander voices, perspectives and stories to be heard is a vital part of the ABC’s role in fostering the national conversation and in comprehensively and fairly reflecting the cultural diversity and national identity of Australia. The ABC will demonstrate best practice in its content development and delivery that provides an example to the wider Australian media industry.

| Action 4.1 | | | |
|---|----------------|------------------------------------|---|
| Demonstrate a stronger Aboriginal and Torres Strait Islander presence in ABC content, including regional content, and in subsequent scheduling. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief Content Officer, Director News | Content Teams | Review in July 2025, 2026 and 2027 | Deliver television programs featuring Aboriginal and Torres Islander people, perspectives or issues. |
| | | | Deliver radio content projects and/or activities featuring Aboriginal and Torres Strait Islander people, perspectives or issues. |
| | | | Deliver online and mobile content featuring Aboriginal and Torres Strait Islander people, perspectives or issues. |
| | | | Deliver programming and initiatives that teach and explore Aboriginal and Torres Strait Islander languages and names. |
| | | | Ensure 3% of Australian music on relevant radio networks is by Indigenous musicians. |
| | | | Deliver content on international media services that features Aboriginal and Torres Strait Islander people, perspectives or issues. |
| Head ABC Commercial | ABC Commercial | Review in July 2025, 2026 and 2027 | Deliver commercial products that feature Aboriginal and Torres Strait Islander people, perspectives or issues. |

| Action 4.2 | | | |
|--|----------------------------------|-----------|--|
| Introduce an ABC Indigenous cultural and intellectual property (ICIP) framework for internal and external content productions. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief Content Officer | Content Business team, ABC Legal | June 2026 | Develop the ABC ICIP framework, including associated protocols, materials and training, in conjunction with expert advisors. |
| | | June 2027 | Provide training on the use of the framework with external production companies to teams as required. |
| Chief Content Officer, Director News | Content Teams, ABC Commercial | June 2027 | Promote and encourage the use of the framework in ABC content-making, including with external production companies. |

| Action 4.3 | | | |
|--|---------------------------------|--------------------------|--|
| Conduct research to improve the ABC’s content offering for and about Aboriginal and Torres Strait Islander people, including understanding the role that the ABC plays in helping Indigenous Australians and the broader Australian community to understand Indigenous issues. | | | |
| Lead | Team | Timeframe | Deliverables |
| Head Audience Data and Insights | Audience Data and Insights team | June 2025, 2026 and 2027 | Conduct annual reviews of all available relevant research studies, including the monthly ABC Corporate Tracking program, to identify usage and attitudes towards the ABC and its content among Indigenous audiences. |
| | | June 2025, 2026 and 2027 | Ensure relevant learnings are shared with all content teams. |
| | | June 2025, 2026 and 2027 | Share relevant learning, where possible, with the wider RAP network. |
| | | June 2025, 2026 and 2027 | Use available research studies, including the ABC Corporate Tracking program, to understand if Indigenous and non-Indigenous audiences are watching, reading and hearing Indigenous voices, language and conversations, and whether this is helping to them understand reconciliation and other Indigenous issues. |

| Action 4.4 | | | |
|---|-------------------|---------------------------------------|--|
| Promote Indigenous content and initiatives to raise awareness and maximise audiences. | | | |
| Lead | Team | Timeframe | Deliverables |
| Director Audiences, Chief Content Officer, Director News | Marketing Team | Review in July 2024, 2025 and 2026 | Promote Indigenous content output, including weekly on ABC Indigenous social platforms, and measure audiences. |
| | | | Forward-promote Indigenous programming, including National Reconciliation Week and NAIDOC Week, across program schedules, including in prime time. |
| | | | Include Indigenous people, perspectives and issues in major content events. |
| | | | Include Indigenous languages in relevant promotions, publicity and collateral. |

| Action 4.5 | | | |
|---|---|---------------------------------------|---|
| Increase the number of Indigenous on-air presenters across all platforms. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief Content Officer, Director News | Bonner Committee, First Nations Strategy Team | Review in June 2025, 2026 and 2027 | Increase Indigenous representation in on-air roles, including journalists (53 regular presenters at 31st of September 2024) to 55 by June 2026. |
| | | Review in June 2024, 2025 and 2027 | Ensure development plans are in place for all Indigenous on-air roles. |

| Action 4.6 | | | |
|--|---------------------------|---------------|--|
| Provide fair, nuanced and accurate reporting on the national conversation flowing from the 2023 referendum on a Voice to Parliament. | | | |
| Lead | Team | Timeframe | Deliverables |
| Director News | Indigenous Reporting Team | November 2024 | Lead and coordinate reporting of the outcomes of the Voice to Parliament Referendum. |



GOVERNANCE

Governance

| Action 5.1 | | | |
|---|--|---|---|
| Continue to support the Bonner Committee, the ABC’s Indigenous advisory group, which monitors and coordinates the ABC’s Reconciliation Action Plan. | | | |
| Lead | Team | Timeframe | Deliverables |
| Managing Director | Director First Nations Strategy, ABC Leadership Team, Bonner Committee Secretariat | Bi-monthly throughout 2024, 2025, 2026 and 2027 | The Bonner Committee will meet at least six times each year, including two face-to-face meetings. |
| | | Bi-monthly throughout 2024, 2025, 2026 and 2027 | The Chair of the Bonner Committee will meet regularly with the Managing Director, to provide an update on RAP implementation. |
| | | November 2026 | Review — and, if necessary, propose refinements to — the purpose, vision, objectives, composition and operations of the Bonner Committee to ensure its effectiveness. |

| Action 5.2 | | | |
|--|---|--|--|
| Ensure the ABC’s formal diversity strategy and processes include representation of Indigenous staff, content and issues. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief People Officer, Executive DISC Leads | Diversity & Inclusion Standing Committee (DISC) | Quarterly throughout 2024, 2025, 2026 and 2027 | Ensure Indigenous targets are a standing agenda item at all DISC meetings. |
| | Bonner Committee | June 2025, 2026 and 2027 | Ensure that performance against Indigenous targets are included in all quarterly workplace diversity reports prepared by the DISC. |
| | | | Maintain an Indigenous-focused employee network group to help implement Indigenous initiatives at the ABC. |

| Action 5.3 | | | |
|--|----------------------------|--|--|
| Monitor Indigenous representation in ABC content-making. | | | |
| Lead | Team | Timeframe | Deliverables |
| Chief Content Officer, Director News | Content Teams | Quarterly throughout 2024, 2025, 2026 and 2027 | Regularly report on the number of Indigenous presenters, guests, cast and crew in ABC content. |
| Chief People Officer | Inclusion & Wellbeing Team | Quarterly throughout 2024, 2025, 2026 and 2027 | Report results in ABC Workplace Diversity reports. |

| Action 5.4 | | | |
|---|------------------|---|--|
| Monitor and report on progress against RAP commitments. | | | |
| Lead | Team | Timeframe | Deliverables |
| Bonner Committee Chair | Bonner Committee | September and December 2024, March, June, September and December 2025, 2026 and March and June 2027 | Report RAP progress to all staff quarterly. |
| | | Each February and August | Report to the ABC Executive on progress against RAP targets biannually. |
| | | Each March and October | Publish external reports on progress against RAP targets annually, including in the Equity and Diversity Report and Annual Report. |

| Action 5.5 | | | |
|---|---|---|--|
| Provide data to Reconciliation Australia on RAP progress. | | | |
| Lead | Team | Timeframe | Deliverables |
| Bonner Committee Chair | Bonner Committee | September 2024, 2025 and 2026 | Provide RAP Impact Measurement Questionnaire responses to Reconciliation Australia. |
| Leadership Team | Bonner Committee, First Nations Strategy Team | May 2026 | Participate in Reconciliation Australia’s biennial Workplace RAP Barometer. |
| Bonner Committee Chair | Bonner Committee | September 2027 | Provide a report to Reconciliation Australia on performance against each RAP target at the conclusion of the RAP. |
| | | | Evaluate the progress and effectiveness of ABC’s actions in ensuring Aboriginal and Torres Strait Islander names, voices and languages become an everyday part of the national vocabulary, and include the outcomes in the final RAP report. |
| | | | Conduct a limited assurance and provide the report to Reconciliation Australia at the conclusion of the RAP. |
| Director First Nations Strategy | First Nations Strategy Team | September and December 2024 March, June, September and December 2025 and 2026 March and June 2027 | Hold quarterly meetings with Reconciliation Australia to discuss RAP implementation. |

| Action 5.6 | | | |
|--------------------------------|------------------|---------------|---|
| Refresh and update the ABC RAP | | | |
| Lead | Team | Timeframe | Deliverables |
| Bonner Committee Chair | Bonner Committee | June 2026 | Liaise with Reconciliation Australia on the preparation of the new RAP. |
| | | February 2027 | Participate in Elevate Peer Review process. |
| | | June 2027 | RAP renewed and launched. |



Contact

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