

M ABC


ELEVATE

**RECONCILIATION ACTION PLAN
JULY 2019 – JUNE 2022**



**RECONCILIATION
ACTION PLAN
ELEVATE**

**RECONCILIATION IS
EVERYONE'S BUSINESS**



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.

Graphic design: Jessica Johnson, Nungala Creative.

CONTACT INFORMATION

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FORWARD

Reconciliation Australia congratulates the ABC on its past achievements and ongoing commitment to advancing reconciliation as it adopts its fourth Reconciliation Action Plan (RAP); its first Elevate RAP.

The RAP program inspires social change in workplaces across Australia, generating economic and behavioural transformation with far-reaching, positive impacts. By raising the bar of its RAP ambitions, the ABC continues to lead national reconciliation action in the Australian media industry.

The ABC has been providing radio services since 1932 and television services since 1956, and is not only an icon of Australian media, but an international broadcaster with services available worldwide.

The ABC's vision for reconciliation, and the leadership role that the organisation has taken to embed Aboriginal and Torres Strait Islander names, voices and languages into Australia's national vocabulary, is what has earned the organisation its Elevate RAP.

Commencing this plan in 2019—the International Year of Indigenous Languages—is fitting, as the ABC's commitments in this RAP focus heavily on awareness raising and promotion of Aboriginal and Torres Strait Islander languages. The ABC is dedicated to increasing the use of Aboriginal and Torres Strait Islander nation names in its content, and intends to roll this out across its video programming, news reporting, and online.

It is fantastic to see that the ABC will partner with First Languages Australia to develop a new version of the Gambay Indigenous language map, and embed it into the ABC Indigenous website. This collaborative approach to building and maintaining mutually beneficial relationships between First Nations and non-Indigenous peoples speaks to the core purpose of reconciliation.

On behalf of Reconciliation Australia, I congratulate the ABC on adopting its first Elevate RAP, and look forward to following its future achievements.

Karen Mundine
Chief Executive Officer
Reconciliation Australia



ABC Chair Ita Buttrose and Managing Director David Anderson presenting staff awards at the Indigenous Staff Conference.

MESSAGE FROM THE CHAIR AND MANAGING DIRECTOR

The ABC has a legacy of distinctive content by, for and about Australia's First Peoples. Over many years we have supported Aboriginal and Torres Strait Islander people to share their stories and to build a greater understanding of Indigenous cultures.

The launch of the ABC's first Reconciliation Action Plan in 2009 established a long-term commitment by the Corporation to take demonstrable action to strengthen relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples.


While much has been achieved in the last 10 years, the reconciliation journey continues. As we look to the future, the ABC must rededicate itself to this cause. As Australia's foremost cultural institution, it is our purpose to inspire and enrich the lives of all Australians. As the national broadcaster, it is incumbent on the ABC to show leadership in advancing reconciliation.

The Elevate RAP 2019–2022 is the ABC's next step in our journey. This RAP articulates the Corporation's commitment to champion initiatives that contribute to building a shared national identity that recognises and embraces Australia's Indigenous heritage.

It continues and deepens the ABC's standing commitments to Indigenous content across its media platforms, strengthening employment and business opportunities for Aboriginal and Torres Strait Islander individuals and organisations, and building relationships with Indigenous communities across the country.

To these it adds a major new commitment to bringing Aboriginal and Torres Strait Islander languages and stories into the national conversation.

In this International Year of Indigenous Languages, and beyond, the ABC is dedicated to ensuring First Nations voices are heard in our organisation and reflected in our content for audiences. The Elevate RAP aims to embed Aboriginal and Torres Strait Islander languages, voices and names within our vocabulary and style so that they may, in turn, become an everyday part of the vocabulary and voices of the nation.



To do this, the Elevate RAP commits the ABC to specific initiatives, such as rolling out radio station IDs incorporating local languages, increasing the use of Aboriginal and Torres Strait Islander nation names in content, and introducing rights and release forms enabling Indigenous communities to retain the copyright and ownership of their cultural knowledge and languages.

We will continue to develop partnerships with Aboriginal and Torres Strait Islander bodies to support the realisation of our goals, including our work with First Languages Australia to develop a new version of the Gumbay Indigenous language map for audiences.

Achieving these aims will require honest and ongoing conversations about inclusion and reconciliation at the ABC, as part of our broader pledge to ensure that the Corporation looks and sounds like modern Australia.

Contributing to a better future for Indigenous Australians will challenge us to confront the realities of the past and present, while celebrating our prospects for the years to come. Through this Elevate RAP, the ABC is proud to play a leading role in helping the nation walk a shared path towards reconciliation.



Ita Buttrose
Chair



David Anderson
Managing Director



2019 ABC Indigenous Staff Conference.
Image: Hugh Sando.

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

The ABC is Australia’s national broadcaster. It exists to serve all Australians through programs and services that reflect and define the nation and seeks to be the home of Australian conversations, culture and stories.

The ABC provides a truly national service and is active in communities across the country. It provides both nationwide radio services and local radio from 54 locations that reach more than 99% of Australians. Its television broadcasts are available to more than 98% of the population, and it offers an array of online services and mobile apps to audiences. Each week, nearly 70% of Australians listen to, watch or read ABC programs and online content.

This vast reach enables the ABC to foster the national conversation and play a vital role in Australian cultural life. In doing so, it is vital that its 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—become an everyday part of the national vocabulary.

It will know that 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.

To lead this change, the Corporation will embed Aboriginal and Torres Strait Islander languages and names within its vocabulary and style so that they, in turn, become part of the language of the nation. It will do this across mainstream and dedicated Indigenous¹ programming alike.

¹ In this document, “Indigenous” refers to Aboriginal and Torres Strait Islander people.



The ABC's reach and reputation place it in a unique position to do this. By normalising the use of Aboriginal and Torres Strait Islander names and languages across its content, the ABC will give quiet and proud visibility to Australia's rich Indigenous heritage. It will help lay foundations for reconciliation by promoting awareness and understanding of Aboriginal and Torres Strait Islander cultures among non-Indigenous Australians; by giving them permission to make Indigenous language and culture a part of their daily lives, it will create openings for them to start conversations and to embrace and form personal connections with Australia's ancient cultures.

Throughout its RAP journey, the ABC has already pursued this in various ways. Through this Elevate RAP, the Corporation will give this commitment clearer focus and expand the range of actions, bringing together in a consistent and unified way across all that it does.

Among the specific initiatives it will undertake during the life of this Elevate RAP, the ABC will:

- continually increase the use of Aboriginal and Torres Strait Islander nation names in content, including through supers (superimposed text on screen) in video programming, news reporting and in social media briefs;
- provide advice on how to be inclusive of Aboriginal and Torres Strait Islander languages and nation names in its Style Guide;
- incorporate guidance on the pronunciation of Aboriginal and Torres Strait Islander names, places and concepts into the publicly accessible ABC Pronounce pronunciation guide;
- introduce radio station idents incorporating the local language(s) of the location from which they are broadcast;
- work with First Languages Australia to develop a new version of the Gambay Indigenous language map and embed it in the ABC Indigenous website to enable audiences to relate Aboriginal and Torres Strait Islander languages and names to the places they live or visit;
- continue to foster programming and initiatives that teach and explore Aboriginal and Torres Strait Islander languages and names;
- introduce rights and release forms that ensure Indigenous communities and speakers retain the copyright and intellectual property ownership of cultural knowledge and languages that they share with the ABC; and
- develop partnerships with external bodies, including Aboriginal and Torres Strait Islander communities, peak bodies and media organisations, to support the realisation of these goals.

These initiatives represent the first stage of a longer journey. The overarching project of fostering a richer and more inclusive national conversation that the ABC is committing to will take many years and will continue beyond the end of this Elevate RAP and into the next. It is one small contribution to the broader journey to reconciliation.



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

Dimension	ABC contribution
Race Relations	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.
Unity	Promoting Indigenous voices, languages and stories within the national conversation and contributes to building a shared national identity that recognises and embraces Australia’s Indigenous heritage.
Historical Acceptance	ABC programming includes representations of the nation’s colonial history and its continuing consequences for Aboriginal and Torres Strait Islander people, helping to build acknowledgement and acceptance of that past.
Equality and Equity	The ABC contributes 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.
Institutional Integrity	The ABC promotes reconciliation and seeks respectful relationships with communities in its program-making and other dealings.

Ngunnawal elders with ACT 7pm News presenter Dan Bouchier for the launch of the inaugural News Acknowledgement of Country. Image: Huge Sando.





OUR BUSINESS

The ABC is an independent national broadcaster operating under its own Act of Parliament and Charter. It informs, educates and entertains Australians through innovative and comprehensive television, radio, online and mobile services, including local services in all capital cities and throughout regional Australia. Through its programs and services, the Corporation contributes to a sense of national identity, encourages creativity and the arts and reflects the cultural diversity of the Australian community.

The ABC delivers 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 capital cities and nationwide via television, 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), ABC News and current affairs online, ABC Life, and podcasts.

The Corporation also operates international media services that reflect Australia to audiences across Asia and the Pacific. It provides high-quality, independent news and current affairs to Australian and international audiences.

At 31 December 2018, the ABC had 3,948 staff (excluding casuals), of whom 111 (2.81%) were Aboriginal and/or Torres Strait Islander persons. The Corporation has 54 offices around Australia.

The ABC's programs and services provide images and stories that reflect and define the nation. The Corporation fosters the national conversation through coverage of contemporary issues and debates. As an active participant in Australian cultural life, the ABC is able to make important contributions to the wider recognition of Indigenous Australians and cultures and to the process of reconciliation.

OUR RAP

The ABC's fourth Reconciliation Action Plan (RAP) spans the period from 1 July 2019 to 30 June 2022. It has been developed as an Elevate RAP under Reconciliation Australia's RISE (Reflect, Innovate, Stretch, Elevate) framework. Through it the Corporation is challenging itself to build on the successes of its first three RAPs (November 2009 to December 2012, January 2013 to December 2015, and January 2016 to June 2019).

The development of this RAP was overseen by the Bonner Committee, the ABC's primary 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 ABC's only Aboriginal Board Director to date. Neville Bonner was an inaugural ABC Board Director and served on the Board from 1983 to 1991.

The Bonner Committee was refreshed and relaunched in 2012 to clearly define its role with a clarified and expanded remit, including 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. In accordance with the wishes of the Bonner Family, its membership is geographically diverse. The Chair of the Bonner Committee directly advises the Managing Director on Indigenous policy, issues of relevance to Aboriginal and Torres Strait Islander staff and relationships with Indigenous communities; the Chair is also the RAP champion within the Corporation.



The ABC's newly updated Gumbay Map, a live, interactive map of Indigenous languages across Australia.

In developing the RAP, the 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.

The Bonner Committee will monitor and report on the Corporation's progress against the Plan.

OUR PROGRESS

In October 2009, the ABC launched its first RAP, committing the Corporation 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 the organisation.

As a trusted media organisation with national reach, the ABC recognised that it 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 its delivery of distinctive, high-quality Indigenous content across all of its media platforms.

As described above, the Corporation reconstituted its internal Indigenous advisory body, the Bonner Committee, to clarify its role. The Committee has particular responsibility for monitoring the ABC's progress against its RAP targets. The Corporation also established formal structures to oversee activity to promote RAP activities within its divisions and state and territory branches. It 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 its branches around the country.

The Corporation achieved almost all of its objectives under the RAP 2009–12. However, it did not meet all of its employment-related targets and Indigenous employment levels did not rise over the course of the RAP.



Accordingly, the ABC's second RAP, which came into effect on 1 January 2013, took a refocused and strategic approach to Indigenous employment. The ABC engaged a new Head of Indigenous Employment and Diversity to coordinate a Corporation-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. The ABC committed not only to reaching its 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 the ABC's existing commitments to quality Indigenous content, respect for Aboriginal and Torres Strait Islander cultures and community relationships. It also committed the Corporation 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, the ABC succeeded in meeting all of the targets in the RAP 2013–15. In particular, it steadily increased Aboriginal and Torres Strait Islander staff numbers, passing the 2% target in 2014. In December 2015, Indigenous staff represented 2.26% of the ABC's workforce at a time when staffing levels across Corporation were contracting as a result of budget cuts in late 2014.

Throughout the life of the second RAP, the ABC continued to deliver outstanding Indigenous content on television, radio and online. It 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, the Corporation 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, the ABC began installing recognition plaques in regional offices.



ABC Drama: *The Heights*.





ABC staff Garma festival 2019. Image: Tim Leslie.

For its third RAP, the ABC committed to developing a Stretch RAP under Reconciliation Australia's RISE framework. This entailed the Corporation challenging itself to extend and deepen its commitments beyond those in the first two RAPs, including introducing more measurable targets.

Under the ABC Stretch RAP 2016–18, the ABC 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 expand the number of Aboriginal and Torres Strait staff members in content-making, editorial decision-making and management roles. It 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.


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

The ABC continued its commitment to providing high-quality Indigenous programming on radio, television and online. Further, the RAP introduced the objective of maximising the effective promotion of its Indigenous content in order to bring it before larger audiences.

The Stretch RAP committed the Corporation 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, where appropriate, training.

The ABC met almost all of the targets set out in the Stretch RAP 2016–18. The proportion of Aboriginal and Torres Strait Islander people in its workforce rose steadily throughout the life of the RAP and the Corporation met or exceeded its annual Indigenous employment targets in 2016 and 2017. In December 2018, 2.83% (113) of ABC full-time staff were Aboriginal and Torres Strait Islander people, and the Corporation was on track to meet its overall 3% target. These increases were achieved during a period of significant restructuring of the ABC that included staff reductions and turnover.

The Corporation continued to deliver and promote outstanding Indigenous content across its platforms. It 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. Significant programs included: two series of the science-fiction drama *Cleverman*, *Black Comedy (Series 2)*, *Black As*, *The Warriors*, children's drama *Ready For This*, short-form comedies *Kiki and Kitty* and *Aussie Rangers*, the documentary *Destination Arnold*, and the short films *Karroyul* and *Nan and a Whole Lot of Trouble*.



Likewise, on radio, the ABC continued to broadcast its two dedicated Indigenous radio programs, *Speaking Out* and *Away!*, as well as a wide array of programming about Indigenous individuals, peoples and matters across its radio networks.

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

2017 included the anniversaries of two very significant events in Australia's journey towards reconciliation. The 50th anniversary of the 1967 Referendum, which empowered the Commonwealth to legislate for Aboriginal peoples for the first time, occurred on 27 May, while 3 June marked the 25th anniversary of the recognition of native title in the High Court's Mabo judgement. During National Reconciliation Week, the ABC delivered a range of programs commemorating these events and exploring their legacies. A particular highlight was *Right Wrongs*, a digital feature to commemorate the 50th anniversary of the 1967 referendum, which the ABC developed in partnership with National and State Libraries Australasia.

To increase opportunities for Indigenous businesses, the Corporation became a member of Supply Nation in 2016. The ABC's Procurement team worked with Supply Nation to update its policies and capabilities, and actively promoted the use of Indigenous suppliers within the Corporation. In the 2016–17 and 2017–18 financial years, the ABC significantly exceeded its 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. The number of staff receiving the training was consistently well below the target of 30% in the first two years of the RAP, but met the 30% in the third year. While 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, 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, the ABC will make cultural awareness training mandatory for all staff and institute a coordinated online and face-to-face programme in late 2019. This will be reflected in the ABC Elevate RAP 2019–22.

At the end of 2018, the ABC extended the duration of the actions and targets of the Stretch RAP 2016–18 to the end of June 2019 in order to provide greater time to develop an Elevate RAP for its fourth Plan.

Jawun secondment program, SA 2019. Image: Phillipa McDonald, ABC secondee.



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	Action leader	Action team	Timeframe	Deliverables
1.1 Continue to support the Bonner Committee, the ABC's Indigenous advisory group, which monitors and coordinates the ABC's Reconciliation Action Plan.	Managing Director	Chief People Officer, ABC Leadership Team, Bonner Committee Secretariat	Bi-monthly throughout 2019, 2020, 2021 and 2022	<ul style="list-style-type: none"> The Bonner Committee will meet at least six times each year, including two face-to-face meetings.
			Bi-monthly throughout 2019, 2020, 2021 and 2022	<ul style="list-style-type: none"> The Chair of the Bonner Committee will meet regularly with the Managing Director, to provide an update on RAP implementation.
			June 2020	<ul style="list-style-type: none"> Review the Bonner Committee periodically to ensure its effectiveness.
1.2 Ensure the ABC's formal diversity strategy and processes include representation of Indigenous staff, content and issues.	Chief People Officer, Executive DISC Leads	Diversity & Inclusion Standing Committee (DISC)	Quarterly throughout 2019, 2020, 2021 and 2022	<ul style="list-style-type: none"> Indigenous targets are a standing agenda item at all DISC meetings. Indigenous targets are included in all quarterly workplace diversity reports prepared by the DISC.
		Bonner Committee	June 2020, 2021 and 2022	<ul style="list-style-type: none"> Maintain an Indigenous-focused employee network group to help implement Indigenous initiatives at the ABC.
1.3 Continue to create strategic partnerships and projects with Indigenous communities, peak bodies and external organisations, with a focus on educational and media organisations.	Chief People Officer, Director of Entertainment & Specialist, Head of Public Affairs	Indigenous Employment & Diversity Team, Community Engagement Team	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Maintain and update a database of Aboriginal and Torres Strait Islander contacts and organisations that the ABC could build strategic partnerships with.
		Divisional Leads, Community Engagement Team	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Maintain existing partnerships with Aboriginal and Torres Strait Islander organisations. Develop new relationships with relevant sectoral partners, particularly Aboriginal and Torres Strait Islander media organisations.



Introducing Kiya:
Play School's 2019 NAIDOC
episode, 'Welcome to Country'.

Action	Action leader	Action team	Timeframe	Deliverables
1.4 Provide opportunities for ABC staff to celebrate National Reconciliation Week (NRW) each year.	ABC Leadership Team	Indigenous Employment and Diversity Team, State/Territory Executives	27 May – 3 June 2020, 2021 and 2022	<ul style="list-style-type: none"> Host eight or more NRW activities, including at least one in each state/territory office. Register NRW events on Reconciliation Australia's NRW web site.
		Bonner Committee	27 May – 3 June 2020, 2021 and 2022	<ul style="list-style-type: none"> Bonner Committee representatives to participate in four external events around the country.
		Content Divisions	27 May – 3 June 2020, 2021 and 2022	<ul style="list-style-type: none"> Deliver and promote NRW programming on television, radio, online and social media.
1.5 Promote the ABC's Elevate RAP internally and externally to promote reconciliation across the Corporation and sector.	Bonner Committee Chair, Chief People Officer, ABC Leadership Team	Public Affairs Team, Marketing Team	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Promote reconciliation via ongoing engagement with stakeholders.
			Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Communicate the ABC's RAP to staff, including via newsletters, content working groups and the Intranet.
			Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Promote the ABC's RAP to external stakeholders and audiences, including through ABC press releases, the ABC website, and industry communications and events.
1.6 Highlight ABC Indigenous content output and Indigenous staff achievements.	Director Public Affairs, ABC Leadership Team	Communications Team, Team Leads	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Internal communications (e.g. Intranet, divisional newsletters) to improve awareness of Indigenous achievement and activity in the ABC.
		Marketing Team	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> External communications to improve awareness of Indigenous achievement and activity in the ABC.
1.7 Promote positive race relations through anti-discrimination strategies.	Director People and Culture	Indigenous Employment & Diversity Team	August 2019, 2020, 2021	<ul style="list-style-type: none"> Consistent with the ABC's obligations under the <i>Equal Employment Opportunity (Commonwealth Authorities) Act 1987</i>: <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 education opportunities for senior leaders and managers on the effects of racism. Ensure that senior leaders publicly support anti-discrimination campaigns, initiatives or stances against racism.



Maintaining culture at the 2019 Indigenous Staff Conference. Image: Hugh Sando.



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	Action leader	Action team	Timeframe	Deliverables
2.1 All ABC staff to undertake training that enhances their knowledge and awareness of Australia's Indigenous peoples, cultures and history.	Chief People Officer, ABC Leadership Team	Indigenous Employment and Diversity Team	December 2019	<ul style="list-style-type: none"> Implement compulsory online Indigenous cultural awareness training for all ABC employees.
			Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Ensure all staff receive online cultural awareness training as part of their induction process.
			June 2020	<ul style="list-style-type: none"> Expand the ABC's cultural awareness training resources to include modular online material and face-to-face training on specific topics relevant to ABC content makers (e.g. editorial standards) and staff involved in hiring.
			June 2020, 2021 and 2022	<ul style="list-style-type: none"> Review cultural awareness training strategy annually and adjust as required.
2.2 Use appropriate Indigenous cultural protocols, including Acknowledgement of and/or Welcome to Country, at ABC events.	ABC Leadership Team, Head of Marketing	All Staff	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Ensure Traditional Owners are invited to provide a Welcome to Country at significant ABC events.
			Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Ensure Acknowledgement of Country is included in the commencement of all public ABC events and major internal events.
			December 2019	<ul style="list-style-type: none"> Maintain a list of key contacts for organising a Welcome to Country for all states in which the ABC operates.
		Marketing Team	Review in July 2020, 2021 and 2022 <ul style="list-style-type: none"> Include an Acknowledgement of Country in ABC email signatures. 	
2.3 Apply Indigenous Content editorial principles in content making.	Content Directors, Editorial Director	Ed Pols Group, Bonner Committee	December 2019, 2020 and 2021	<ul style="list-style-type: none"> Ensure the principles set out in the Editorial Policies Guidance Note on Indigenous Content are included in editorial training in all content divisions and are periodically reviewed.



Action	Action leader	Action team	Timeframe	Deliverables
2.4 Include Aboriginal and Torres Strait Islander languages in ABC Content.	Content Directors	Content Teams	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> 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.
	Editorial Director	Ed PolS Group	December 2019 and reviewed in June 2020, 2021 and 2022	<ul style="list-style-type: none"> Include Indigenous languages in the ABC Pronounce pronunciation guide and update regularly.
	Editorial Director	Ed PolS Group	December 2019	<ul style="list-style-type: none"> Update the ABC Style Guide to provide advice on how to be inclusive of Aboriginal and Torres Strait Islander languages and nation names.
	Director Regional and Local	Local radio stations	July 2019	<ul style="list-style-type: none"> Maintain and build on the collection of ABC Radio idents in Indigenous languages.
	Regional & Local Team		July 2019	<ul style="list-style-type: none"> Work with First Languages Australia to develop a new version of the Gambay Indigenous language map and embed it in the ABC Indigenous website.
2.5 Recognise and participate in NAIDOC Week each year and create opportunities for ABC staff to do likewise.	Director Audiences, Content Directors	Content Teams	June and first week in July 2019, 2020 and 2021	<ul style="list-style-type: none"> Deliver and promote coordinated NAIDOC Week programming across ABC content platforms.
	Chief People Officer	People and Culture Business Partners	First week in July 2019, 2020 and 2021	<ul style="list-style-type: none"> Promote awareness of cultural leave available to Indigenous staff.
	State/Territory Executives	Indigenous Employment & Diversity Team	First week in July 2019, 2020 and 2021	<ul style="list-style-type: none"> Host at least eight internal NAIDOC Week activities—one in each state/territory office and in regional offices.
	Bonner Committee		First week in July 2019, 2020 and 2021	<ul style="list-style-type: none"> Bonner Committee representatives to participate in four external events around the country.
2.6 Maintain an Indigenous directory page on the ABC Intranet.	Chief People Officer	Indigenous Employment & Diversity Team	Review in June 2020, 2021 and 2022	<ul style="list-style-type: none"> Provide a unified source of information for ABC staff on the ABC Intranet that includes relevant policies, employment information for Aboriginal and Torres Strait Islander staff, community links and advice for policy makers. Regularly update information on the Indigenous Employment and Strategies page.
2.7 Participate in and cover key Aboriginal and Torres Strait Islander cultural events.	Content Directors, Chief People Officer	ABC Leadership Team, Bonner Committee	Review in June 2020, 2021 and 2022	<ul style="list-style-type: none"> Cover key Aboriginal and Torres Strait Islander cultural events, such as the Garma Festival and Yabun. Where practical, participate in Aboriginal and Torres Strait Islander cultural events through signage, stalls and staff representation.
2.8 Continue to offer cultural immersion and skill-sharing secondments to ABC employees.	Chief People Officer	Indigenous Employment & Diversity Team	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Partner with Jawun to provide ABC employees with the opportunity to participate in at least two secondments per financial year in the West Kimberly or Lower River Murray Regions.



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	Action leader	Action team	Timeframe	Deliverables
3.1 Ensure all ABC divisions develop an annual Indigenous Action Plan for reaching Indigenous employment and other RAP targets.	Divisional Directors, Bonner Committee	Divisional Indigenous Leads, Indigenous Employment & Diversity Team, People & Culture Business Partners	September 2019	<ul style="list-style-type: none"> Develop divisional Action Plans setting out strategies to meet RAP targets, including improving Indigenous employment, the career progression of Indigenous staff, completion of cultural awareness training, and content targets, where applicable.
			Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Review and update Indigenous Action Plans each year to ensure effectiveness.
3.2 Ensure that the proportion of Aboriginal and Torres Strait Islander employees at the ABC is at least as high as the proportion of Indigenous people in the overall Australian population.	ABC Leadership Team, Chief People Officer	People & Culture Business Partners, Recruitment Team, Hiring Managers	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Increase the overall proportion of Indigenous employees at the ABC by: <ul style="list-style-type: none"> At least 3.2% by 30 June 2020 At least 3.4% by 30 June 2021 At least 3.6% by 30 June 2022.
		Indigenous Employment and Diversity Team	Quarterly throughout 2019, 2020, 2021 and 2022	<ul style="list-style-type: none"> 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.
3.3 Increase the number of Indigenous employees in content-making, editorial decision-making and management roles, particularly at a senior level.	ABC Leadership Team, Chief People Officer	Divisional Executive Teams, People & Culture Business Partners, Hiring Managers	September 2019	<ul style="list-style-type: none"> Establish measures of Indigenous staff in content-making, editorial decision-making and management roles to set benchmarks and create targets (ideally 3%).
			June 2021	<ul style="list-style-type: none"> Increase the number of Indigenous employees in content-making, editorial decision-making and management roles in line with the targets created above.
			June 2021	<ul style="list-style-type: none"> Increase the proportion of Indigenous staff at Executive level to 3% by the end of 2021.
	Divisional Directors	Learning Team	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Promote opportunities for Indigenous staff to participate in internal and external leadership development programs.

Speaking Out host Larissa Behrendt moderating the Unlocking Justice panel, Sydney Opera House, as part of the 2019 Antidote Festival. Image: Daniel Boud.



Action	Action leader	Action team	Timeframe	Deliverables
3.4 Encourage awareness of potential careers at the ABC and in the wider media sector among Indigenous secondary and tertiary students.	Community Engagement Manager, Indigenous Employment and Diversity Lead, Head of Public Affairs		Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Undertake targeted "pipeline" activities (e.g. work experience placements, representation at Indigenous careers expos and active strategic partnerships with schools, tertiary institutions and other relevant organisations). Create opportunities for ABC staff to volunteer time and skills to support Indigenous student learning.
3.5 Provide career development planning support and opportunities for Indigenous employees.	Indigenous Employment and Diversity Lead, Divisional Directors	People and Culture Business Partners, Divisional line managers, Bonner Committee	Review in July 2020, 2021 and 2022 July 2019, July 2021	<ul style="list-style-type: none"> Ensure ABC mentoring programs are appropriate for and available to Indigenous staff. Continue to offer biennial Indigenous Staff Scholarships worth a total of up to \$20,000 to support professional development of Indigenous employees.
3.6 Maximise the retention of Indigenous employees.	ABC Leadership Team	Indigenous Employment and Diversity Team, People & Culture Team	June 2020 June 2020 Review in July 2020, 2021 and 2022 Review in July 2020, 2021 and 2022 Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Increase the retention rate of Indigenous staff to match the overall ABC workforce. Ensure the retention rate of Indigenous staff in content-making, editorial decision-making and management roles, at least matches the corresponding ABC workforce rate. Monitor the rate of conversion of trainee, cadet and intern roles into ongoing positions. Ensure all pending Indigenous staff exits are referred to relevant Directors and the Managing Director. Ensure all exiting Indigenous staff are offered exit interviews and that results are discussed with their Director and the Managing Director.
3.7 Contribute to the growth of Indigenous employment opportunities in the wider media industry.	Content Directors		December 2019, 2020 and 2021	<ul style="list-style-type: none"> 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 and Diversity Lead		December 2019, 2020 and 2021	<ul style="list-style-type: none"> Report on the number of Indigenous staff leaving the Corporation for media-sector and other jobs that draw on their ABC experience.

Action	Action leader	Action team	Timeframe	Deliverables
3.8 Increase opportunities for Indigenous suppliers to work with the ABC.	Chief Financial Officer, Procurement Team	All Divisions	June 2021	<ul style="list-style-type: none"> Increase awareness of Indigenous business within the ABC through a Social and Sustainable procurement awareness program provided to ABC management and staff.
			Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Ensure at least 3% procurement from Indigenous suppliers (excepting major technical and broadcast contracts).
			Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Engage with Supply Nation to develop channels of communication and awareness for Indigenous businesses, including ABC open tender opportunities published on AusTender (contracts valued at \$400,000+).
			June 2021	<ul style="list-style-type: none"> Develop a program of information sessions for Indigenous Businesses to support them in responding to ABC tender opportunities.
			June 2021	<ul style="list-style-type: none"> Develop a Social and Sustainable Procurement Strategy for the ABC which will include engagement with Indigenous business.



ABC stall Garna 2019.



ABC Drama:
Total Control.



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	Action leader	Action team	Timeframe	Deliverables
<p>4.1 Demonstrate a stronger Aboriginal and Torres Strait Islander presence in ABC content, including regional content, and in subsequent scheduling.</p>	Content Directors, General Manager ABC Commercial		Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Deliver television programs featuring Aboriginal and Torres Strait 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 at least 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. Deliver commercial products that feature Aboriginal and Torres Strait Islander people, perspectives or issues.
<p>4.2 Provide content makers with access to release forms that recognise Indigenous cultural and intellectual property rights.</p>	General Counsel		December 2019	<ul style="list-style-type: none"> Introduce release forms enabling Indigenous communities and individuals to retain intellectual property ownership of cultural knowledge and languages that they share with the ABC.
	Content Directors		Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Promote and encourage the use of these forms within the ABC.



Murrandoo Yanner
- *Back Roads Dreaming
and Other Stories.*
Image: Maddi Whitford.

Action	Action leader	Action team	Timeframe	Deliverables
4.3 Conduct surveys to understand the needs of Indigenous audiences for ABC content.	Audience Data and Insights, Head of Marketing		Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Conduct an annual survey of Indigenous media consumption to understand Indigenous use of ABC content. Ensure the results of the survey are shared with content teams.
4.4 Conduct surveys to measure audience perceptions of the presence of Indigenous people and languages in ABC content.	Research Lead Indigenous Employment and Diversity		Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Conduct an annual survey analysing the perceived numbers of Indigenous characters, guests and presenters in ABC content. Ensure the results of the survey are shared with content teams to inform programming.
	Audience Data and Insights		Quarterly throughout 2019, 2020, 2021 and 2022	<ul style="list-style-type: none"> Measure awareness of Indigenous people, issues and languages on ABC platforms in Corporate Tracker surveys.
4.5 Implement a coordinated system for recording Indigenous and wider diversity data in relation to presenters, guests, cast and crew in ABC content.	DISC Chairs	Content Teams, Marketing Team, Diversity Team	December 2019	<ul style="list-style-type: none"> Develop and implement an ABC-wide Indigenous and Diversity tracking system.
			Quarterly throughout 2020, 2021 and 2022	<ul style="list-style-type: none"> Report results from the system in ABC Workplace Diversity reports.
4.6 Maximise audiences for Indigenous content and other initiatives through effective promotion.	Director Audiences, Content Directors	Marketing Team	Review in July 2020, 2021 and 2022	<ul style="list-style-type: none"> Promote Indigenous content output, including through social media, 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 (e.g. Stargazing). Include Indigenous languages in relevant promotions, publicity and collateral.
4.7 Increase the number of Indigenous on-air presenters across all platforms.	Content Directors		Review in June 2020, 2021 and 2022	<ul style="list-style-type: none"> Increase Indigenous representation in on-air roles, including journalists (38 regular presenters at 31 December 2018).
			Review in June 2020, 2021 and 2022	<ul style="list-style-type: none"> Ensure development plans are in place for all Indigenous on-air roles.



ABC RN presenter Daniel Browning interviews writer Melissa Lucashenko, winner 2019 Miles Franklin Award. Image: Belinda Rolland.

TRACKING PROGRESS AND REPORTING

Action	Action leader	Action team	Timeframe	Deliverables
5.1 Monitor and report on progress against RAP commitments.	Bonner Committee Chair	Bonner Committee	Each February and August	<ul style="list-style-type: none"> Report to the ABC Executive on progress against RAP targets biannually.
			Each March and October	<ul style="list-style-type: none"> Publish external reports on progress against RAP targets annually, including in the Equity and Diversity Report and Annual Report.
5.2 Provide data to Reconciliation Australia on RAP progress.	Bonner Committee Chair	Bonner Committee	September 2019, 2020 and 2021	<ul style="list-style-type: none"> Provide RAP Impact Measurement Questionnaire responses to Reconciliation Australia.
	Leadership Team	Bonner Committee, Indigenous Employment and Diversity Team	May 2020 and 2022	<ul style="list-style-type: none"> Participate in Reconciliation Australia's biennial Workplace RAP Barometer.
	Bonner Committee Chair	Bonner Committee	September 2022	<ul style="list-style-type: none"> 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.
5.3 Refresh and update the ABC RAP.	Bonner Committee Chair	Bonner Committee	December 2021	<ul style="list-style-type: none"> Liaise with Reconciliation Australia on the preparation of the new RAP.
			June 2022	<ul style="list-style-type: none"> RAP renewed.

The background features a vibrant yellow circle in the top left corner. The rest of the space is filled with intricate black and white patterns. Large, flowing white wavy lines are set against a black background. Overlapping these are circular areas containing dense black dots on a white background, interspersed with smaller, more delicate white wavy lines. The overall aesthetic is bold and graphic, reminiscent of traditional Indigenous art styles.

THE ABC AIMS TO FOSTER A CULTURE THAT SUPPORTS RECONCILIATION BY BRINGING ABORIGINAL AND TORRES STRAIT ISLANDER LANGUAGES AND STORIES INTO THE NATIONAL CONVERSATION.