



currie

Currie Communications

Reflect Reconciliation Action Plan

September 2023 – September 2024



Currie Communications Pty Ltd

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Our Business

For almost 30 years, Currie has provided strategic and tactical support for communications campaigns and programs which look to build a better, more sustainable world. We share expertise and experience, influence policy and practice, and drive behaviour change for a kinder, safer future.

As a sustainability communications company, our mission is to give voice to the people and organisations that sustain our planet. Our key areas of expertise include:

- strategic communications and engagement
- sustainability frameworks and reports
- media relations
- issues management
- publications
- stakeholder consultation
- brand positioning
- content creation

More than 70% of our work is in rural and regional communications and engagement, including the agri-food sector. Our approach brings a strong understanding of Australian agriculture and its cultural, environmental and structural context. Currie is a signatory of the United Nations Global Compact, and in our Sustainability Report, we aligned ourselves with the UN Sustainable Development Goals (SDGs). We're also a proudly certified B Corporation.

With our office located in Naarm, our team currently has 10 staff who live and work across Wadawurrung, Wurundjeri, Boon Wurrung and Gunaikurnai Country. While there are no known staff that identify as Aboriginal and/or Torres Strait Islander people, we understand the importance of representation and acknowledge we have progress to make in this area.

Our RAP

At the heart of what Currie does is our vision – a better tomorrow where people use their voice to create a kinder, safer, fairer world. We recognise that working in partnership with Aboriginal and Torres Strait Islander peoples towards reconciliation is an integral part of our company's vision.

Our Reflect RAP will pave the way for us to foster meaningful relationships with Aboriginal and Torres Strait islander peoples, further our cultural awareness as a team and deepen our understanding of the Country that we live and work on. We believe that no company is too small to have an impact and create change for the better. We aim to build knowledge within our business and within our sphere of influence – clients, consultants, our peoples and our communities.

We acknowledge that we are at the beginning of our reconciliation journey. Our first attempt of developing a Reflect RAP was interrupted by the COVID-19 pandemic in 2020, but we are committed to doing better.

We intend to approach the implementation of our RAP openly, transparently and authentically. We recognise that the successful implementation of our RAP requires engagement from all staff members. Our RAP Champion is Susan McNair, Partner, and our RAP working group comprises four staff.

We look forward to building our understanding of Aboriginal and Torres Strait Islander peoples and cultures and establishing partnerships with Aboriginal and Torres Strait Islander organisations and communities.

Our Partnerships/ Current Activities

Currie's reconciliation activities to date have involved introductory-level reflecting and learning at community partnership and internal company levels. This includes a year of pro-bono work for Wathaurong Aboriginal Co-operative, a racism training webinar delivered to Currie staff and a copy of the Uluru Statement from the Heart housed in our office.

A key component of both our company strategy's pro bono plan and our Reflect RAP is to identify and establish a relationship with an Aboriginal and/or Torres Strait Islander community partner.

Relationships			
Action	Deliverable	Timeline	Responsibility
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify and refresh list of Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	September 2023	Partner
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	September 2023	Partner
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	September 2023	Consultant (staff)
	All staff to participate in an external NRW event.	27 May-3 June, 2024	CEO
	Encourage and support staff and senior leaders to participate in at least one	27 May-3 June, 2024	CEO

	external event to recognise and celebrate NRW.		
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	September 2023	Partner
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	January 2024	Partner
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	January 2024	Consultant (staff)
	Communicate our commitment to reconciliation on company website, emails and marketing materials, including Acknowledgement of Country	September 2023	Marketing Coordinator
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	September 2023	CEO
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	September 2023	CEO

Respect			
Action	Deliverable	Timeline	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	March 2024	CEO
	Engage with external stakeholders to conduct a review of cultural learning needs within our organisation.	January 2024	Partner
	Investigate cultural learning opportunities for all staff	February 2024	CEO

6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	September 2023	Partner
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. These protocols are to be incorporated into Confluence, Currie's online knowledge base which includes workplace practice information.	September 2023	Consultant (staff)
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week via the organisation of an internal event (e.g. lunch and learn event).	July 2024	Consultant (staff)
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2024	Marketing Coordinator
	All staff to participate in an external NAIDOC Week event.	First week in July, 2024	CEO

Opportunities			
Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a plan for Aboriginal and Torres Strait Islander employment within our organisation.	May 2024	CEO
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	May 2024	CEO
	Develop culturally safe policies within our organisation through implementation of the Aboriginal and Torres Strait	January 2024	CEO

	Islander Cultural Safety framework.		
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	January 2024	Partner
	Investigate Supply Nation membership.	February 2024	Partner

Governance			
Action	Deliverable	Timeline	Responsibility
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	September 2023	Consultant (staff) / CEO
	Draft a Terms of Reference for the RWG.	September 2023	Consultant (staff) / CEO
	Establish Aboriginal and Torres Strait Islander representation on the RWG through an external stakeholder.	September 2023	Consultant (staff) / CEO
11. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	September 2023	CEO
	Engage senior leaders in the delivery of RAP commitments.	October 2023	Partner
	Appoint a senior leader to champion our RAP internally.	September 2023	Partner
	Define appropriate systems and capability to track, measure and report on RAP commitments.	October 2023	Consultant (staff)/CEO
12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important RAP correspondence.	June annually	Marketing Coordinator
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August annually	Marketing Coordinator

	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September, 2023	CEO
13. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	June 2024	Consultant (staff)

Contact details

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Artist acknowledgement

In this painting **Mavis Nampitjinpa** paints her Tjukurrpa (Dreaming), the Water Dreaming. It's north of Kintore, in the Northern Territory.

For Aboriginal people of the Western Desert, Kapi (water) is a crucial resource for survival. When the rains arrive in the desert the landscape comes to life with all the desert flowers blooming, bush tucker abundant and people taking advantage of all the joys that water brings.

Mavis was born in 1945 at New Haven. She is the sister of Ronnie Tjampitjinpa and Smithy Zimran Tjampitjinpa. Her sisters Yuyuya Nampitjinpa and Gina Nampitjinpa are from the same birth mother and father (Tjangala). She enjoys traveling to Walungurru (Kintore) to visit with her sister Yuyuwa. Gina lives in Alice Springs and Mavis is able to see her regularly. She moved to Ikuntji (Haasts Bluff) as a teenager with her mother. When she married, she moved to Watiyawanu (Mt Liebig) with her husband and began to paint at the art centre there. Mavis returned to Ikuntji (Haasts Bluff) at the death of her husband, later moving to Papunya. She has raised five children as her own, and her daughter, Sylvana Marks, is also an artist.

Mavis likes to paint the ceremonial dancing of ladies at Watiyawanu (Mt Liebig) and represents their body painting designs. She also paints the story given to her by her grandfather of Kalipinpa, the Water Dreaming, which comes from her mother's side. It shows the big rains travelling from West to East across the Western Desert.