



Reconciliation Australia
Annual Review 2012–13



Born in the heart,
reconciliation is nurtured by
an appreciation of history and culture,
guided by goodwill and trust,
and ultimately achieved through mutual
respect and understanding.

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Co-Chairs' message

In last year's Annual Review we reported that support for reconciliation in Australia was at an all-time high, citing the record number of National Reconciliation Week (NRW) events (632) and the signing of the 300th Reconciliation Action Plan (RAP) as clear evidence. One year on and the momentum continues with 724 NRW events held this year and signed up RAPs now exceeding 450*.

These are not the only indicators that reconciliation is on a roll. We have been buoyed by the Australian Parliament's support for the *Aboriginal and Torres Strait Islander Peoples Recognition Act 2012*, signed in March. This legislation is a precursor to the proposed referendum to recognise Aboriginal and Torres Strait Islander peoples in the Australian Constitution. Like the Apology, such an act of recognition will be a significant reconciliation landmark.

Another positive indicator comes from the contrast in attitudinal findings in two research reports we released earlier this year—the third Australian Reconciliation

Barometer and the second RAP Impact Measurement Report (IMR). While the Barometer indicates incremental improvements on previous research, results from the RAP IMR are inspiring.

The Barometer reveals that only about half the Australian population believes the relationship between Aboriginal and Torres Strait Islander people and other Australians is good, but the RAP IMR shows that in organisations with a RAP, the figure rises to 95 per cent.

The RAP IMR also shows the level of trust between Aboriginal and Torres Strait Islander people and their colleagues in RAP organisations running at 71 per cent, compared to the Barometer's 13 per cent. There is also far less prejudice (nine per cent compared to the Barometer's 70 per cent) and greater pride in Aboriginal and Torres Strait Islander cultures (77 per cent compared to 51 per cent).

RAPs have been one of Reconciliation Australia's great success stories. Over the past seven years, RAPs have significantly improved economic and social outcomes for Aboriginal and Torres Strait Islander Australians through employment, scholarships, training and mentoring, securing nearly 20,000 jobs in that time. But we now

know they are also making a profound impact on improving workplace culture and attitudes.

Earlier this year, the public education campaign for Constitutional Recognition of Aboriginal and Torres Strait Islander peoples that was rebranded from *You Me Unity* to *Recognise*. The refresh has invigorated the campaign giving it a confident and more active tone and the feedback as our team travels around the country has been overwhelmingly positive.

We warmly welcome the decision of the Australian Government to renew Reconciliation Australia's funding for the next four years. We thank the Government and Opposition for their continued bipartisanship in supporting the reconciliation process. This funding guarantee will enable the multiple initiatives and programs detailed in the following pages to flourish and expand.

This year, the Board farewelled Terry Waia, our Torres Strait Islander representative, and welcomed his replacement Kenny Bedford. Terry served on the Reconciliation Australia Board for six years and we thank him very much for his contribution and commitment to reconciliation.

Kenny brings a wealth of experience in representing his people and playing a key role in negotiating challenging management arrangements in Torres Strait fisheries.

Sam Jeffries has also advised the Board that he will be stepping down as a director later this year and a process to replace him has commenced.

Finally, we sincerely thank those thousands of individuals, communities, businesses, organisations and governments from around Australia for sharing the reconciliation journey with us. Together we are making much progress in our quest to make Australia fair for Aboriginal and Torres Strait Islander peoples and a better nation for all Australians.

**Dr Tom Calma AO and
Ms Melinda Cilento**

*as at 30 June 2013

CEO report

The past 12 months have been an exhilarating time at Reconciliation Australia. Thanks to the dedication of our talented and committed team, we've enjoyed a spectacular year of achievement and success. In the following pages you will read more about these accomplishments but I want to make special mention of several of the key outcomes.

The Indigenous Governance Awards (IGA) in October last year were a triumph. Our finalists emerged from a record 107 applications and represented the very best of what is happening in Aboriginal and Torres Strait Islander communities. These impressive organisations strongly reinforced the belief that self-determination is the key to success for Aboriginal and Torres Strait Islander communities. I warmly congratulate the category winners Ngaanyatjarra Pitjantjatjara Yankunytjatjara Women's Council Aboriginal Corporation (NPY Women's Council) and the Yiriman Project, and the highly commended organisations Secretariat of National Aboriginal and Islander Child Care (SNAICC) and the Murdi Paaki Regional Assembly.

Our new online Indigenous Governance Toolkit builds on the pioneering research of the Indigenous Community Governance Project and was developed as part of Reconciliation Australia's partnership with BHP Billiton with support from the new Australian Indigenous Governance Institute. The toolkit is a comprehensive stockpile of information, tools, templates and audio-visual resources that will assist Aboriginal and Torres Strait Islander organisations and communities determined to improve their governance and take greater control of their affairs.

Our Workplace Ready program is now up and running and comprises tools, strategies and information to assist organisations to achieve their public commitments to Aboriginal and Torres Strait Islander employment. We conducted six workshops in Sydney and Melbourne with companies that included Woolworths, Myer and Toll Transport. We also held CEO lunches where the Minister for Indigenous Employment and Economic Development, the Hon Julie Collins MP and her Departmental Secretary Ms Lisa Paul met with CEOs and senior executives to discuss the driving factors for organisations committing to Aboriginal and Torres Strait Islander employment targets and how diversity enhances a workforce.

The RAP Showcase at Parliament House in Canberra in February was a sparkling celebration of the RAP program that coincided with the Prime Minister's speech to Parliament on *Closing the Gap*. Attended by Prime Minister the Hon Julia Gillard MP, Deputy Leader of the Opposition the Hon Julie Bishop MP and other senior politicians, the one-day event was a visual reminder of just how far the RAP program has come in seven years. Forty of Reconciliation Australia's RAP partners were showcased, enabling them to highlight their successes and contributions to *Closing the Gap* initiatives. For the more than 500 attendees, it was an uplifting event full of positive reconciliation stories.

The showcase coincided with the introduction of our new RAP framework comprising four distinct types of RAPs that organisations can adopt according to their different needs and commitments. A Reflect RAP lays strong foundations, an Innovate RAP tries new approaches, a Stretch RAP sets measurable outcome targets and an Elevate RAP focuses attention towards large-scale societal change. We know that a RAP is not an end in itself but continues to evolve, and the new categories further encourage that evolution.

On the fifth Anniversary of the Apology to the Stolen Generations, we moved another step closer to the recognition of Aboriginal and Torres Strait Islander peoples in Australia's Constitution. The passing of the *Aboriginal and Torres Strait Islander Peoples Recognition Act 2012* through the House of Representatives had bipartisan support, so vital to the process. It was another significant milestone for our Constitutional Recognition unit based in Sydney who coordinate our public awareness and community support program, *Recognise*.

We have been mindful of the need to engage schools in reconciliation and are well on the way to developing a strategy to that end. With the introduction of the Australian Curriculum and the Australian Professional Standards for Teachers, we now have a real opportunity to encourage all Australian schools to respect, understand and teach Aboriginal and Torres Strait Islander histories and cultures.

National Reconciliation Week (NRW) 2013 was the most successful ever. Over 700 events were held around the country to mark the week with hundreds of thousands of Indigenous and non-Indigenous Australians coming together in the spirit of reconciliation. We kicked off our own NRW celebrations with events in

Melbourne and Cairns combining the first ever simultaneous flash mobs who danced to Yothu Yindi's *Djapana (Sunset Dreaming)*.

On Sorry Day we launched the Journey to Recognition at Melbourne's Federation Square with AFL legend Michael Long. This epic relay across the country promoting the constitutional recognition of Aboriginal and Torres Strait Islander Australians has demonstrated how sport can bring people together.

I must pay tribute to our Co-Chair Dr Tom Calma AO who was named 2013 ACT Australian of the Year for his work in advocating for improved outcomes for Aboriginal and Torres Strait Islander people. Tom has dedicated his life to serving the community and promoting reconciliation and I am proud to call him a colleague and friend.

In closing I want to say that it is a privilege to head up a purpose driven organisation that mirrors my own values and works towards justice and equality for Aboriginal and Torres Strait Islander peoples. At Reconciliation Australia we look forward to the year ahead, confident that our policies and programs are making a real impact and that the groundswell of support for reconciliation in Australia has never been stronger.

Ms Leah Armstrong



Reconciliation Australia Chief Executive Leah Armstrong and University of Western Sydney Chancellor Professor Peter Shergold AC before Leah's 2013 address to the university students. (Image by Sally Tsoutas)



AFL legend Michael Long with actor Aaron Pedersen at the launch of the Journey to Recognition in Federation Square in Melbourne on 26 May 2013. (Image by James Henry)

Recognise—Constitutional Recognition

Momentum and support continue to build towards a referendum. By the end of June 2013, more than 145,000 Australians had signed up as supporters of the people's movement to recognise Aboriginal and Torres Strait Islander peoples in the Australian Constitution.

As we travel around the country we are continually heartened by the positive messages of support for recognition. A recurring theme is the view that our great Indigenous culture that has endured for more than 40,000 years is integral

to our history and our nationality. The overwhelmingly supportive feedback is one of the reasons we decided to adjust our branding from *You Me Unity* to *Recognise*. It's a more confident message that acknowledges the ancient culture, while also better connecting with contemporary Australian society.

Early on, the funded activities and partnerships programs had provided an initial burst of publicity and made connections with the many organisations supporting the cause. In late 2012, it became apparent that although steady progress was being made, the movement would benefit from a fresh impetus to spread the word and inform as many Australians as possible before a referendum.

To help achieve this goal, the *Journey to Recognition* was launched from Melbourne in May 2013. This nationwide relay is taking the message of the movement out of the parliament and into the community. Inspired by Michael Long's 2004 'Long Walk' when the AFL legend walked from Melbourne to Canberra to put Indigenous issues back on the agenda, the Journey to Recognition has, to date, proven a highly successful project. It has raised grassroots community support across regional and urban communities, created a pool of stories and images for our social media channels and boosted media coverage locally and nationally.

In a blog about the Journey and why it is important to all Australians, actor and storyteller Aaron Pedersen said:

Recognition means a lot. It's true. It's necessary. It's about acknowledgement and respect. I don't care how we go about doing it. Just do it. Because some people need to hear it. The old people need to hear it before they go. I don't want them to die with broken hearts. So let's just acknowledge us. For me, when you recognise us, then you recognise yourselves.

Otherwise Australia doesn't know who it is. We want people to look inside themselves and just realise—when you recognise the first people, you recognise yourself. Our people have been waiting for this for so long. There are people that need to hear this—and people that need to know this. A lot of people have left this world not knowing where this country is heading. The stolen generation and the old people need to hear it before they go. Us blackfellas are proud people. We've been knocked around, but we are going to get there. We've survived so much. It's simple, really. Acknowledge it. Respect it.

Both the launch of the *Journey to Recognition* and the Act of Recognition (passed through the House of Representatives in February) have yielded a significant increase in awareness and support. The number of grassroots supporters behind the campaign continues to rise, as does the pace and breadth of media coverage, both traditional and through social media platforms. The rising momentum, together with the strong level of multi-party support, is providing a solid platform for further progress as we head towards referendum day.

Key achievements in 2012–2013

- Launch of the *Recognise* brand at the Australian Recording Industry Association (ARIA) awards in association with the induction of the band Yothu Yindi into the ARIA Hall of Fame, November 2012
- The passing of the Bill for the Act of Recognition through the House of Representatives on the 5th Anniversary of the Apology to the Stolen Generations, February 2013
- Launch of the *Journey to Recognition*: an epic nationwide relay that will cross the country by foot, car, bike and boat, from Federation Square, Melbourne, May 2013
- The joint address to the National Press Club on 13 February by Deputy Campaign Director for Recognise, Tanya Hosch, and Reconciliation Australia Board Director, Jason Glanville, on changing the Constitution.

National Reconciliation Week 2013

In last year's Annual Review we reported on the great success of National Reconciliation Week 2012 which included 632 events conducted during the eight day celebration. Twelve months on and the profile of NRW has been lifted even higher, with 724 events staged around the country in 2013, a rise of 14 per cent. This record number was achieved largely as a result of our promotional strategy and the resultant media coverage.

In highlighting our shared histories, cultures and achievements, NRW has long been an important reconciliation opportunity, and in the past few years Reconciliation Australia has devoted additional resources to maximise its impact. Our NRW Ambassadors this year were selected with an eye to engaging a younger audience, largely through a performing arts connection. They comprised comedian Meshel Laurie, actress Miranda Tapsell, singer Emma-Louise, singer Thelma Plum, 2013 Young Australian of the Year, Akram Azimi, Triple J presenter Alex

Dyson, the musical duo Busby Marou, cultural advisor Gail Mabo, singer Gurrumul Yunupingu, singer James Henry, comedian Kevin Kropinyeri, hip hop trio The Last Kinnnection, music producers Mark Grose and Michael Hohnen, singer Troy Cassar-Daley and hip hop MC Urthboy.

We arranged two launches, held simultaneously in Melbourne (Federation Square) and in Cairns. Digitally linked via video screens, the launches were well attended, especially in Cairns. Guest speakers in Melbourne included Reconciliation Australia Co-Chairs Dr Tom Calma and Melinda Cilento, Melbourne Lord Mayor Robert Doyle and Victorian Minister for Aboriginal Affairs Jeanette Powell. In Cairns, guest speakers included Mayor Bob Manning, Reconciliation Australia CEO Leah Armstrong and NRW Ambassador Gail Mabo.

Our marketing was a mix of targeted advertising and promotional collateral. We advertised in the *Koori Mail*, *National Indigenous Times*, *The Canberra Times*, *mX* in Melbourne, Sydney and Brisbane, the *Cairns Post*, News.com online and *Deadly Vibe*. We also produced 100,000 posters for distribution through the *Koori Mail* and the *National Indigenous Times*

and to schools, along with school kits, postcards and street banners (328 in Sydney CBD and 136 in Canberra).

Carbon Media created a community service announcement for television which was generously broadcast and supported by SBS, Foxtel, UKTV, BBC Knowledge, BBC World News, ABC, NITV and Networks National Nine, Prime7, Imparja and WIN Television. It was also shown on board Qantas flights and at outdoor events including the Long Walk, Federation Square, Dreamtime at the G and the News Ltd and Commonwealth Bank reception areas.

Media coverage of NRW 2013 was excellent with a reported 2,538 media mentions between 20 May and 7 June 2013 (a 43 per cent increase on 2012). Almost 40 per cent of media mentions were online, 25 per cent on radio, 20 per cent in print and 15 per cent on television. These figures indicate a potential audience of 26.4 million. Channel Nine's *The Voice* also raised awareness of National Reconciliation Week with more than 1.5 million viewers witnessing the moving rendition of *Bayini* by Geoffrey Gurrumul Yunupingu and Delta Goodrem.

Key achievements in 2012–13

- A 14 per cent Increase in registered NRW events to 724
- Staged simultaneous launches in Melbourne and Cairns
- A 43 per cent Increase in publicity across media organisations
- Information taken up by RAP organisations
- Great support by wide range of print, and online television broadcasters



2013 NRW Ambassadors, singers Emma-Louise and Thelma Plum. (Image by Ali Mitton)



The Indigenous Governance Award winners, highly commended finalists and the IGA judges pictured following the announcement in Melbourne. Standing, from left to right: Eddie Cubillo (IGA judge), Geraldine Atkinson (SNAICC), Sharon Williams (SNAICC), Michael Dillon (IGA judge), Frank Hytten (SNAICC), Simon Longstaff (IGA judge), Annie Milgin (Yiriman), Sylvia Shovellor (Yiriman), Andrea Mason (NPYWC), Sam Jeffries (Murdi Paaki), Jason Glanville (IGA judge), Professor Mick Dodson (IGA Chair); seated: Glenda Humes (IGA judge), Joe Brown (Yiriman), John Watson (Yiriman), Isabel Orcher (Murdi Paaki), Yanyi Bandicha (NPYWC) and Charlee-Sue Frail (Murdi Paaki). (Image by Wayne Quilliam)

Indigenous Governance Awards

Created by Reconciliation Australia in partnership with BHP Billiton, the Indigenous Governance Awards (IGA) are staged every two years to identify, celebrate and promote effective governance in Aboriginal and Torres Strait Islander organisations and projects around Australia.

In last year's Annual Review, we reported that the 2012 Awards had attracted a record 107 applications from Aboriginal and Torres Strait Islander organisations. We also named the eight finalists that had emerged from all those entries.

The October finale of the 2012 IGA journey was a dazzling ceremony high in the sky in BHP Billiton's Melbourne building where top honours in category A went to the NPY Women's Council, one of Australia's oldest and most respected Aboriginal organisations; and in category B to the Yiriman Project, a very successful youth program in the West Kimberley.

Category A comprises outstanding examples of Indigenous governance in Indigenous incorporated organisations, and category B comprises outstanding examples of Indigenous governance in

a non-incorporated initiative or project. The highly commended award in category A went to the Secretariat of National Aboriginal and Islander Child Care (SNAICC) and in category B to the Murdi Paaki Regional Assembly.

IGA Chair Professor Mick Dodson AM said that having to whittle the large array of impressive organisations down to just eight finalists and then to select four prize-winning recipients was exceedingly difficult for the judging panel.

"The high quality of applicants and finalists made this year's decision the hardest yet. The slimmest of margins separated the finalists, because they are all excellent," Professor Dodson said.

"Being a judge in these awards opens your eyes and your heart to the extraordinary work that is being done out there. I wish all Australians could visit these organisations on the ground and see and hear what we saw and heard.

"The NPY Women's Council has courageously tackled issues, but it is their governance and commitment to culture that allows them to take on tough issues," Professor Dodson said.

"The Yiriman Project is addressing a vital community need in an innovative, well-structured and cost-effective

manner. They have clear and effective ownership by the elders with strong cultural underpinning. It's a model that could be replicated in other parts of the Kimberley and the country at large."

An independent judging panel visited each of the eight finalists throughout August and September 2012 assessing them against set criteria including self-determination, cultural relevance and legitimacy, and future planning and government resilience.

INDIGENOUS GOVERNANCE TOOLKIT

Building on the success of the 2012 IGA, Reconciliation Australia launched the new and improved Indigenous Governance Toolkit in April 2013. Developed in partnership with BHP Billiton and the Australian Indigenous Governance Institute, the toolkit provides Aboriginal and Torres Strait Islander organisations and communities with information to strengthen their governance. It includes comprehensive advice, tools, templates and audio-visual resources that can be downloaded and customised to local circumstances.

The toolkit draws on evidence from the Indigenous Community Governance

Project in Australia and the latest international research from the United States and Canada. Most importantly it pairs this research with practical examples of outstanding governance from the IGA program since 2005. The case studies, insights and tips in the toolkit link directly to the experiences of Aboriginal and Torres Strait Islander Australians working in their own communities and organisations.

Reconciliation Australia CEO, Leah Armstrong, said the new toolkit is about nurturing success by sharing knowledge and innovation. "It's a way to share the innovation, wisdom and resilience that we reap from the Indigenous Governance Awards. The 2012 finalists demonstrate just how successful the best Indigenous organisations are at sustaining governance models that are legitimate and meaningful in both worlds," she said.

Reconciliation Australia is confident the toolkit will become an invaluable resource for Aboriginal and Torres Strait Islander people determined to exercise control over their own futures and create shared prosperity across the nation.

The toolkit is available at www.reconciliation.org.au/governance.

Reconciliation Action Plans

Through a common framework of relationships, respect and opportunities, more than 450 organisations* are having a tangible impact on the lives of Aboriginal and Torres Strait Islander peoples and on the nation. Through their Reconciliation Action Plans they lead the way, providing employment, encouraging positive social change and enhancing cultural awareness.

The Reconciliation Action Plan (RAP) program turns 'good intentions into action' by supporting organisations, large and small, to take practical steps to build meaningful relationships and foster greater respect between non-Indigenous and Aboriginal and Torres Strait Islander individuals, communities and organisations.

The past year has seen exciting growth and innovation for the RAP program with more than 100 new organisations including Crown Resorts, the Toll Group, Australian Rugby Union, World Vision, Youth Off the Streets and Townsville City Council registering their endorsed RAPs with us. This has been the largest expansion of

the program in any 12-month period, extending the number of Australians working or studying in an organisation with an endorsed RAP to almost two million.

In September 2012, we measured the cumulative impact of the 358 organisations that were in the program at that time. The results clearly show how the RAP community is driving growth in Aboriginal and Torres Strait Islander employment, in support for Aboriginal and Torres Strait Islander businesses and in provision of pro-bono services to kindred communities and organisations.

The program also passed some significant milestones including the launch of the redesigned RAP framework, the advent of RAP Forums, completion of the online RAP Hub and staging the largest ever gathering of RAP organisations for the RAP Showcase.

RAP RISE

To maximise the effectiveness of the RAP program and to encourage organisations to refresh their reconciliation expectations we decided to redesign the RAP business model. Under the new structure, RAP RISE, each new organisation to the RAP family has a choice between four discrete RAP models: *Reflect*, *Innovate*, *Stretch* or *Elevate*, enabling them to develop a RAP tailored to suit their core business. In

time an organisation may decide to move to one of the other models, empowering them to push the boundaries and become leaders in their sector.

In March 2013, the National Australia Bank (NAB) became the first organisation to adopt an *Elevate* RAP. The bank's Group Chief Executive Officer Cameron Clyne was fully supportive saying 'I am very proud of our work with Indigenous Australia and our new *Elevate* recognition from Reconciliation Australia. Our latest RAP demonstrates NAB's transparency and commitment to this important work and our belief that all Australians should have the opportunity for a better future.'

RAP HUB

In April 2013, Reconciliation Australia launched the RAP Hub—a one stop shop for organisations at all stages of their RAP journey. The Hub is a first and continuing point of contact providing guidance on how to develop, implement and report on a RAP. It also provides tools, fact sheets, templates and other resources along with valuable information about upcoming events. A key feature is the Sharing Centre, where RAP organisations can detail their experiences, strategies and approaches and share handy hints and useful tips. It's an excellent repository of best-practice based on evidence of what works.

RAP SHOWCASE

The RAP Showcase was an extravaganza event held at Parliament House in Canberra on 6 February 2013 coinciding with the Prime Minister's report to Parliament on *Closing the Gap*. Launched by then Prime Minister the Hon Julia Gillard MP and attended by numerous high profile politicians including then Deputy Leader of the Opposition, the Hon Julie Bishop MP, the Showcase was the biggest ever gathering of RAP organisations and related stakeholders.

The event brought together 40 organisations from around Australia, each with their own mini-exhibition space in the Great Hall. Throughout the day, there were informative presentations from RAP leaders on topics such as employment, innovation and business development. The previous evening, the Prime Minister and key Cabinet ministers attended a welcome dinner hosted by Reconciliation Australia and Rio Tinto for the CEOs of the 40 represented organisations.

The RAP Showcase was an uplifting event and a stunning display of the amazing breadth and diversity of the RAP program to Members of Parliament, potential RAP organisations and the public.

*as at 30 June 2013

The Reconciliation Action Plan Showcase in the Great Hall of Parliament House was an outstanding success. (Image by Cole Bennetts)



Aboriginal leader Professor Pat Dodson chats to students outside the National Gallery in Canberra. The Reconciliation Barometer findings show that the overwhelming majority of Australians believe the relationship between Aboriginal and Torres Strait Islander peoples and non-Indigenous Australians is important. (Image by Cole Bennetts)



Research and Evidence Base

Reconciliation Australia relies on research and evidence to guide the policy settings for our programs and to assist in their evaluation. Research is also essential for us to gauge changes in attitudes between Australia's First Peoples and the wider community.

In 2012, two key pieces of research provided some real and positive insights into the impact of our Relationships, Respect and Opportunities framework for Reconciliation Action Plans (RAPs). Looked at together, the third biennial National Reconciliation Barometer and the RAP Impact Measurement Report clearly show that in organisations with a RAP the trust and understanding between people of Aboriginal or Torres Strait Islander background and other Australians is dramatically higher.

These insights confirm consistent anecdotal evidence that RAPs are driving positive change in Australian workplaces. As the number of RAP organisations grows, we can see the day where a RAP will be as common in an organisation's governance as its

OH&S policy. The chorus line from Paul Kelly's song *From Little Things Big Things Grow* certainly sums up RAPs which, in just seven years, have created thousands of employment positions for Aboriginal and Torres Strait Islander people and is changing workplace culture for the better.

AUSTRALIAN RECONCILIATION BAROMETER 2012

First conducted in 2008, the Reconciliation Barometer is a biennial, national study that examines Australia's perceptions of the relationships between non-Indigenous and Aboriginal and Torres Strait Islander peoples; and how these perceptions affect progress towards reconciliation.

The latest Barometer indicates that abundant goodwill exists across the community with 98 per cent of Aboriginal and Torres Strait Islander respondents and 87 per cent of general community (non-Indigenous) respondents believing the relationship between them is important. This figure is almost unchanged from the 2010 Barometer.

While the relationship is perceived as being overwhelmingly important, on the question of whether the current relationship is good, 47 per cent of

Aboriginal and Torres Strait Islander respondents agree (compared to 46 per cent in 2010) and 46 per cent of general community respondents agree (43 per cent in 2010). So there is some upward movement there.

As you might expect, knowledge of Aboriginal culture and history remains consistently high among Aboriginal and Torres Strait Islander respondents. Pleasingly some improvement is evident among general community respondents. The 2012 Barometer shows that their knowledge of Aboriginal and Torres Strait cultures has risen to 31 per cent (compared to 28 per cent in 2010) and their knowledge of Aboriginal and Torres Strait Islander histories is now 42 per cent (up from 39 per cent in 2010).

However the 2012 Barometer also indicates the level of trust remains low (15 per cent for Indigenous respondents and 13 per cent of general respondents) and the level of prejudice is high (72 and 70 per cent respectively). Again these figures correlate closely with the findings in the 2010 Barometer. So in some areas we are making incremental improvements but overall we appear to be holding steady. The 2012 Reconciliation Barometer can be found on our website under 'Resources'.

RAP IMPACT MEASUREMENT REPORT 2012

The news emerging from our RAP Impact Measurement Report (IMR) is impressive. Compared to the Barometer findings, it shows that Aboriginal and Torres Strait Islander and non-Indigenous people in RAP organisations believe there is a much higher level of trust between each other (71 per cent compared to 13 per cent); far less prejudice (9 per cent compared to 70 per cent); and greater pride in Aboriginal and Torres Strait Islander cultures (77 per cent compared to 51 per cent). Also the percentage of employees in RAP organisations who believe the relationship between Aboriginal and Torres Strait Islander and non-Indigenous staff is good (95 per cent) is more than double the level in the general community.

These significant findings confirm that RAPs are changing workplace culture and attitudes in Australian organisations and are laying the foundations for significant social and economic outcomes for Aboriginal and Torres Strait Islander people.

At 30 June 2013, more than 450 Australian organisations had a Reconciliation Australia endorsed

Reconciliation Action Plan. The next RAP survey will be conducted later this year but the figures compiled in late 2012 show that RAP organisations have employed around 20,000 Aboriginal and Torres Strait Islander people, and since 2006 have purchased around \$58 million of goods and services from certified Aboriginal and Torres Strait Islander businesses. RAP organisations have also provided more than \$15 million worth of pro bono support for Aboriginal and Torres Strait Islander organisations and contributed more than \$15 million towards education scholarships for Aboriginal and Torres Strait Islander students.

These impacts underpin a substantial contribution to national efforts to close the gap, but we also recognise that there is still more to be done. Effective engagement with Aboriginal and Torres Strait Islander peoples, communities, organisations and businesses is a core focus of our Reconciliation Action Plan program and an essential prerequisite for building respectful relationships.

CLOSING THE WORK GAP

While figures and percentages provide valuable statistical evidence, we are always keen to hear the candid views and opinions of Aboriginal and Torres Strait Islander people on how particular

policies work in practice. And so last year we teamed up with the Diversity Council of Australia and Lend Lease in a special research project to find out what Aboriginal and Torres Strait Islander employees felt about their company's approach to community engagement for employment. The *Closing the Work Gap* project gathered and analysed the opinions of 27 Aboriginal and Torres Strait Islander leaders and practitioners.

The feedback was wide-ranging and instructive with the most common message being the importance of feeling free to speak and being respected. When Aboriginal and Torres Strait Islander voices are allowed to be heard, community engagement builds trust and understanding and lays the foundation for genuine and mutually beneficial partnerships. In this environment, sustainable opportunities in Aboriginal and Torres Strait Islander employment, business and economic development can thrive.



Workers at MG Corporation managing a controlled burnoff. Organisations benefit when their Aboriginal and Torres Strait Islander employees are able to speak freely and feel respected. (Image by Wayne Quilliam)

Reconciliation Industry Networking Groups

The Reconciliation Industry Networking Groups (RINGS) demonstrate that organisations are more powerful working together than working alone. A RING provides a forum for industries to harness their combined goodwill, knowledge and experience to achieve better outcomes for Aboriginal and Torres Strait Islander peoples and RAP organisations.

INDIGENOUS FINANCIAL SERVICES NETWORK (IFSN)

The Indigenous Financial Services Network (IFSN) was the first networking group to be established and began with a recommendation from the National Indigenous Money Management Agenda (NIMMA). The IFSN brings together financial institutions, financial counsellors and other kindred organisations to address barriers to Aboriginal and Torres Strait Islander peoples' understanding of financial services and their access to financial products.

Over the last year, initiatives driven by IFSN participants included changes to the Australian Bankers Association's (ABA) Banking Code of Conduct. The Code now contains provisions pertinent to customers in remote Indigenous communities, including appropriate cultural awareness training for relevant staff. The IFSN has also worked with the ABA and the major banks to establish new standards for identification of customers including community based ID cards and authentication by community Elders. We also lobbied the Federal Government on CentrePay issues raised by our Indigenous Advisory Group.

MEDIA RING

Led by FOXTEL in early 2008, multiple media organisations teamed up with producers, and funding and training bodies to form the Media Reconciliation Industry Network Group (Media RING). As a collective, the Media RING aims to drive practical measures to support and promote reconciliation in the media sector. Members aim to develop and enhance career opportunities for Aboriginal and Torres Strait Islander peoples, share resources and provide leadership.

Knowing they were well placed to provide employment training, members collaborated to develop and launch

the Media RING Aboriginal and Torres Strait Islander Employment Strategy 2012–2014 in August last year. The \$1.1 million work and training program, funded by the Australian Government through the Department of Education, Employment and Workplace Relations (DEEWR) will create 40 new jobs for Indigenous Australians in sectors including newspapers, new media, film and television.

Media RING members include the ABC, AFTRS, ASTRA, Aurora Community Channel, Austar, Australian News Channel (SKY NEWS), BBC Worldwide Channels Australasia, Film Victoria, FOXTEL, Gadigal Information Service Aboriginal Corporation, NITV, Metro Screen, National Film and Sound Archive, Premier Media Group, Reconciliation Australia, SBS, Screen Australia, Screen NSW, ScreenWest, SPAA, the City of Sydney and XYZ Networks.

LEGAL PROFESSION RECONCILIATION NETWORK

The Legal Profession Reconciliation Network (LPRN) was established in 2010 as a forum to promote the RAP program and reconciliation across the legal profession, create a network of contacts, share ideas and benefit from each other's experiences.

Law firm Arnold Bloch Leibler (ABL) was integral to establishing the network, having made it one of their key RAP commitments. Their reasoning for driving the formation of the group comprising law firms, peak bodies and Government agencies was to further reconciliation and equal opportunity in the legal sector by sharing good practice. They also saw the network's potential to create opportunities to work collaboratively on profession-wide reconciliation issues.

Legal firm Allens has worked in partnership with ABL to coordinate the network. In line with their RAP commitments, they also advocate and lead on reconciliation, sharing knowledge and working closely with other law firms, regulatory bodies and student associations. The network also benefits from the input and guidance from Aboriginal and Torres Strait Islander Australians and Aboriginal organisations engaged in the profession, such as Tarwirri and Ngalaya Aboriginal Corporation.

LPRN members include Allens, Arnold Bloch Leibler, Baker & McKenzie, Clayton Utz, DLA Piper, Gadens Lawyers, Gilbert + Tobin, Lavan Legal, Law Council of Australia, Law Institute of Victoria, Maurice Blackburn, Ngalaya Aboriginal Corporation, Tarwirri and the Law Society of New South Wales.

Workplace Ready Program

For new staff in any organisation, the unfamiliarity of a new workplace can often be a little daunting, which is why most organisations have programs in place to nurture and support new employees.

Funded by the Australian Government through the Department of Education, Employment and Workplace Relations, our Workplace Ready program goes a step further by assisting organisations committed to cultural diversity, who are keen to employ Aboriginal and Torres Strait Islander people, or who do business with Indigenous suppliers.

To achieve cultural diversity, creating a workplace that is genuinely supportive and inclusive is essential. The premise of the Workplace Ready program is that respectful relationships in the workplace go hand in hand in creating sustainable opportunities. The program provides tools, strategies and information to help organisations achieve the inclusive culture in line with their public commitments.

The Workplace Ready program involves three key areas of delivery: masterclass sessions; an online toolkit and sharing best practice.

MASTERCLASS SESSIONS

Organisations chosen for the program take part in six, one-day employment masterclass sessions over six months on:

- the business case for Aboriginal and Torres Strait Islander employment;
- creating a socially inclusive workplace;
- effective recruitment and advertising and culturally appropriate interviews;
- post-employment programs to achieve maximum retention;
- career and personal development for Aboriginal and Torres Strait Islander staff;
- the benefits and opportunities of diversifying your supply chain to include Aboriginal and Torres Strait Islander businesses.

ONLINE TOOLKIT

An online toolkit supports masterclass participants to engage broadly across their organisation. Along with information, strategies and tools, the online toolkit includes 'good practice' case studies linked to each of the six masterclass sessions. The case studies share the

strategic and operational focus that led to the success of each organisation's programs and approaches.

SHARING BEST PRACTICE

Guest speakers from community organisations, the corporate sector and Government Departments share best practice case studies to enable the participating organisations to gain greater awareness of successful approaches to Aboriginal and Torres Strait Islander recruitment, retention and career progression and supplier diversity.

At the end of the six month program, the participating organisations will have developed or strengthened their knowledge and delivery on:

- their current workplace culture and what they would like it to be in the future;
- how to build strong relationships with the Aboriginal and Torres Strait Islander community; service providers, Job Services Australia, Indigenous Employment Program panel members, training organisations and other service providers;
- how best to maximise the roles and locations for Aboriginal and Torres Strait Islander employees;

- how to determine a baseline indicator for the number of Aboriginal and Torres Strait Islander people who work within the business;
- the need to develop the capacity of people managers (and other key personnel) to work with Aboriginal and Torres Strait Islander new starters e.g. cultural awareness and cultural competency training;
- formulating the business case for supplier diversity;
- defining the scope of the Aboriginal and Torres Strait Islander supplier diversity program;
- how to better connect with Aboriginal and Torres Strait Islander business suppliers.

Masterclass sessions were attended by 40 organisations in Sydney and Melbourne in 2012, and a further 40 organisations will have attended sessions in Brisbane and Canberra by the end of 2013.



Commander Chris Curtis, Director Recruiting Management for the Australian Navy, at the Sydney masterclass. (Image by Cole Bennetts)



One, two, three, four...and our two original reconciliation songs are recorded live in the Giralang Primary School 'studio'! (Image by Grace Costa)

Cultural Programs

GARMA FESTIVAL 2012

Each year since 2006, Reconciliation Australia has hosted up to 20 influential women from business, government, media and community organisations at the annual Garma Festival of traditional culture in east Arnhem Land. The purpose of the program is to give the women a powerful and inspiring introduction to Aboriginal and Torres Strait Islander culture in an environment where they can:

- find common ground as Aboriginal and Torres Strait Islander and non-Indigenous women engaging in reconciliation
- discuss the unique contributions that women in differing sectors can make to the reconciliation process
- enjoy a cultural experience that might positively influence their work in developing government and industry policy that affects Aboriginal and Torres Strait Islander peoples
- be stimulated and challenged outside normal meeting and working places.

Last year, in order for major improvements to be made to the

Festival site, Garma was temporarily downsized. Attendance for 2012 was by invitation only and so Reconciliation Australia was unable to take a women's group to the Festival last year. However we will again host a women's group to the Garma Festival in August 2013.

In November 2012, the Reconciliation Australia Women's Group held an event hosted by the Commonwealth Bank to inaugurate the Garma Alumni. We wanted to provide an opportunity for the 90 or so past participants in our Garma program to reconnect and to enjoy the benefits of coming together as a dedicated group.

Reconciliation Co-Chair Melinda Cilento, Board Director and Yolngu elder Djapirri Mununggirritj and General Manager Affiliate Business Banking at the Commonwealth Bank, Karen James gave presentations at the event.

SHARE OUR PRIDE

At the start of 2013 we gave our interactive, multimedia website *Share our Pride* a facelift. It's an informative resource just a button click away for anyone interested in finding out about Aboriginal and Torres Strait Islander histories, cultures and contributions.

While *Share our Pride* captures the diversity of Aboriginal and Torres Strait Islander cultures throughout Australia it was mainly designed as an introductory learning tool.

The website is especially useful for RAP organisations to incorporate into their cultural awareness activities and for their employees to dip into to expand their own cultural awareness.

Reconciliation Australia developed this website with initial funding from the Westpac Foundation and the Coles Group Community Fund.

SAY IT WITH MUSIC

After a hectic week of celebrations during National Reconciliation Week 2013, Reconciliation Australia staff and one or two friends from the Healing Foundation, the Australian Indigenous Leadership Centre, the ACT Department of Education, the Department of Education, Employment and Workplace Relations, the Central Australian Aboriginal Media Association and Communities at Work, got together with the creative team at Song Division to make some music.

With assistance from our host, Giralang Primary School, we split into two groups and spent several hours immersed in some collaborative song writing. First off, Song Division guided us through aspects of musical composition, key themes, and lyric writing before we set about composing not one, but two smash hits, covering the themes of recognition of Aboriginal and Torres Strait Islander history and the journey towards equality. It was an ideal team building exercise and a great way to finish off National Reconciliation Week.

Financial summary

Reconciliation Australia's financial sustainability depends on four major funding sources: government grants; corporate partnerships; philanthropic trust funding; and tax deductible donations from individuals.

The result of Reconciliation Australia's consolidated operation in 2012–2013 was a surplus of \$300,082 (\$360,266 surplus in 2011–2012).

Reconciliation Australia's general operational activities were funded by monies granted by the Australian Government, in addition to funding received from corporate supporters and private donors.

Total revenue and other income for the current year was \$10,714,193 (\$6,022,286 in 2011–2012). Total expenditure for the current year was \$10,414,111 (\$5,662,020 in 2011–2012). The increase in our revenue and expenditure in the current year relates to a \$10 million, two year funding agreement entered into in July 2012 with the Australian Government to

continue to build public awareness and community support for constitutional recognition of Aboriginal and Torres Strait Islander peoples.

WHERE DO OUR FUNDS COME FROM?

We are an independent, non-government organisation and the proportion of our income from non-government sources is on the increase. However the bulk of our funding is still sourced from the Australian Government, through the Department of Families, Housing, Community Services and Indigenous Affairs. In addition, we receive funding from BHP Billiton and the Department of Education, Employment and Workplace Relations.

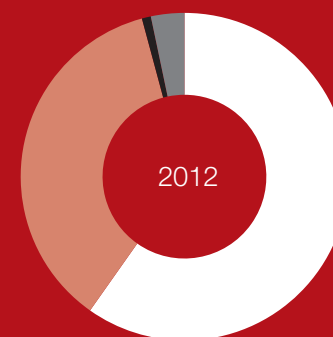
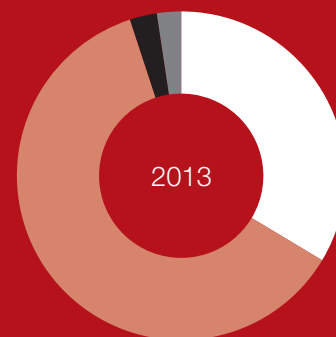
WHERE DO OUR FUNDS GO?

In 2012–2013 Reconciliation Australia supported programs and initiatives which accounted for 90 per cent of the organisation's 2012–2013 expenditure (77 per cent in 2011–2012). Copies of the full Annual Financial Report including the Independent Audit Report can be obtained from:

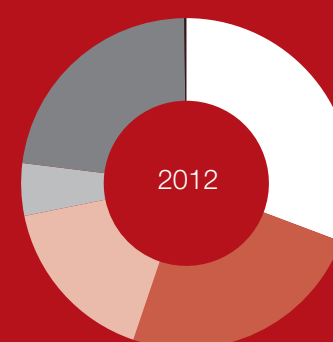
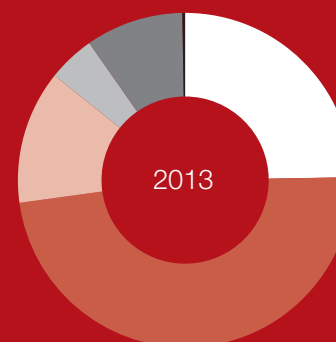
The Finance Manager
Reconciliation Australia
PO Box 4773
Kingston ACT 2604
or www.reconciliation.org.au

	2012–13	2011–12
Total revenue and other income	\$10,714,193	\$6,022,286
Total expenditure	\$10,414,111	\$5,662,020

Sources of income



Use of operating funds



Our supporters

Building partnerships is the key to providing a national focus for reconciliation. As a non-government, not-for-profit organisation, Reconciliation Australia depends on the help and financial support of many companies and individuals. The Board and staff of Reconciliation Australia congratulate and thank all of our friends and partners across the country for their commitment to reconciliation in 2012–2013.

PROGRAM FUNDERS

BHP Billiton

Department of Families,
Housing, Community Services and
Indigenous Affairs

Department of Education, Employment
and Workplace Relations

MAJOR SUPPORTERS

Allen Consulting Group

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Education Services Australia

KPMG

Lend Lease

NAB

Rio Tinto

Transfield Services

Accor

SUPPORTERS

ABC Television

ABC Books

Aboriginal and Torres Strait Islander
Healing Foundation (RA and Recognise)

Aboriginal Catholic Ministry (Recognise)

Aboriginal Health Council of SA
(Recognise)

Aboriginal Legal Services ACT/NSW
(Recognise)

ACT Government

ACTU (Recognise)

Adelaide City Council (Recognise)

Adelaide Festival Centre (Recognise)

Allens Linklaters

Amnesty International (Recognise)

Anglican Diocese of Brisbane
(Recognise)

Anglican Diocese of Willochra
(Recognise)

Anglicare South Australia (Recognise)

ANTaR (RA and Recognise)

ANZ Bank

Auspoll

Australian Council of Social Services (RA
and Recognise)

Australian Football League

Australian Human Rights Commission

Australian Institute of Aboriginal and
Torres Strait Islander Studies

Australian Institute of Health and Welfare

Australian National University

Australian Volunteers International
(Recognise)

Australian War Memorial

Australian Youth Affairs Coalition

Blackchili Productions

Brambuk – the National Park and
Cultural Centre (Recognise)

Business Council of Australia

Cairns Regional Council

Cape York Institute (RA and Recognise)

Carbon Media

Caritas (Recognise)

Centenary of Canberra

City of Ballarat (Recognise)

City of Melbourne

City of Melton (Recognise)

City of Sydney

Close the Gap Coalition

Crowne Plaza Adelaide

Deadly Vibe

Diversity Council of Australia

Don Dunstan Foundation (Recognise)

Early Childhood Australia (Recognise)

Entertainment One Hopscotch Pty Ltd

Federation Square (RA and Recognise)

Footstomp Music

FOXTEL

Fred Hollows Foundation (Recognise)

Gilbert + Tobin

Gilbert and Tobin Law Centre, University
NSW (Recognise)

Great Big Events

Ground Control Music

Herbert Smith Freehills

Human Rights Commission (Recognise)

Human Rights Law Centre (Recognise)

Imparja Television

Indigenous Business Australia

Koori Mail

KPMG (RA and Recognise)

Law Society of NSW (Recognise)

Leanne de Souza Artist Management

Life Without Barriers (Recognise)

Local Government Association of
Australia (Recognise)

More Comedy

Much Bravado

Mushroom Music

Museum of Australian Democracy

National Aboriginal and Torres Strait
Islander Women's Alliance (Recognise)

National Association of Community Legal
Centres (Recognise)

National Australia Day Council

National Centre of Indigenous Excellence
(RA and Recognise)

National Congress of Australia's First
Peoples (RA and Recognise)

National Council of Churches
(Recognise)

National Gallery of Australia

National Indigenous Times

National Union of Students (Recognise)

News Limited
 Nine Network
 NITV
 NOVA FM Melbourne
 NSW Aboriginal Land Council
 (Recognise)
 NSW Reconciliation Council (RA and
 Recognise)
 NSW Teachers Federation (Recognise)
 Oxfam (Recognise)
 Police Citizens Youth Clubs
 Prime 7 Television
 Public Interest Advocacy Centre
 (Recognise)
 Qantas
 Radio National
 Reconciliation Queensland Inc.
 Reconciliation South Australia (RA and
 Recognise)
 Reconciliation Victoria (RA and
 Recognise)
 Reconciliation Western Australia
 Richmond Football Club
 Rural Health Education Foundation
 SBS
 Seymour Centre
 Shine Australia
 Skinnyfish Music
 Social Ventures Australia
 Stellar Entertainment
 St Peter's Cathedral, Diocese of
 Adelaide (Recognise)

Sue Barnett & Associates
 Supply Nation
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 The Canberra Times
 The Long Walk Trust (Recognise)
 The Smith Family (Recognise)
 Triple J
 Troy Cassar-Daley Management
 Uniting Justice Australia (Recognise)
 Uniting Justice Australia, Uniting
 Church (Recognise)
 University of Sydney
 Wayne Quilliam Photography
 Wesfarmers
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 (Recognise)
 Winangali Indigenous
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 WIN Television
 Womens Legal Services (Recognise)
 World Vision
 Yothu Yindi Foundation

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Cover image: Reconciliation Board Director and Leader of our Garma women's group Djapirri Mununggirritj enjoys a quiet moment on Galaru beach near Nhulunbuy, NT. (Image by Phoebe Dent)

Reconciliation Australia acknowledges the traditional owners of country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respect to them and their cultures; and to elders both past and present.