

Reconciliation Action Plan

MARCH 2023 - MARCH 2024




ACKNOWLEDGEMENT OF COUNTRY

Cannings Purple acknowledges the Whadjuk People of the Noongar nation as the Traditional Owners of the Land on which we operate, and we pay our respects to Elders, past and present.

As passionate communicators, we celebrate Aboriginal and Torres Strait Islander peoples' art of storytelling and oral traditions - their stories of creation and culture, and knowledge about caring for Country passed down through generations.

COMMITMENT TO THE ULURU STATEMENT FROM THE HEART



Cannings Purple fully supports the implementation of the Uluru Statement and will contribute positively to related conversation ahead of a referendum on the Voice to Parliament.

The Uluru Statement is an invitation from Aboriginal and Torres Strait Islander peoples to “Walk with us in a movement of the Australian people for a better future”. It calls for structural reforms including constitutional change to establish a Voice to Parliament enshrined in the Constitution.



ABOUT THE ARTWORK - YARNING TOGETHER



Inspired by the passion and vision of Cannings Purple, this artwork is about yarning, exchanging knowledge and stories, listening and learning together.

Yarning has always played an important role in Aboriginal and Torres Strait Islander culture, bringing us together and connecting us as individuals, family and friends, and as a community. Coming together to yarn opens up opportunities for us to share important conversations, key messages, ideas and visions for the future. Having these conversations helps us build new relationships, partnerships, networks and a better future for all.

ABOUT THE ARTISTS



Buffie Corunna

Noongar Yorga - Aboriginal Woman of the Noongar Nation, born in Albany, Western Australia. My family connections are from Gnowangerup, a small town in Western Australia. I was raised in Perth and consider Perth my home.

I love spending time with those that I love and have a strong bond with my family. Much of my work is greatly influenced by family, cultural connections, my spirituality and relationships.

I can express myself wholeheartedly through my artwork. I believe art is one of the greatest tools to help with any mental and emotional issues. I have always loved painting, design and experimenting in a variety of art mediums. I am especially drawn to the challenge of conveying to others, through art, how I am influenced by my spirituality, my culture and my life experiences. I use art as a platform for storytelling.

We all have a story to tell and art is one of the most creative forms to share our stories.



Dana Garlett

I am a proud Whadjuk, Nyikina, Minang, Ballardong woman of Western Australia.

I am passionate about creating meaningful connections through my designs and sharing my knowledge with others. I've always had a creative nature and drive to express myself through art and storytelling.

In 2020 I created Paperbark Prints, a unique greeting card business that prides itself on creating cards that connect you to Aboriginal Australia. Each print tells its own unique story and is a high quality product that leaves a lasting impression and showcases Aboriginal culture.

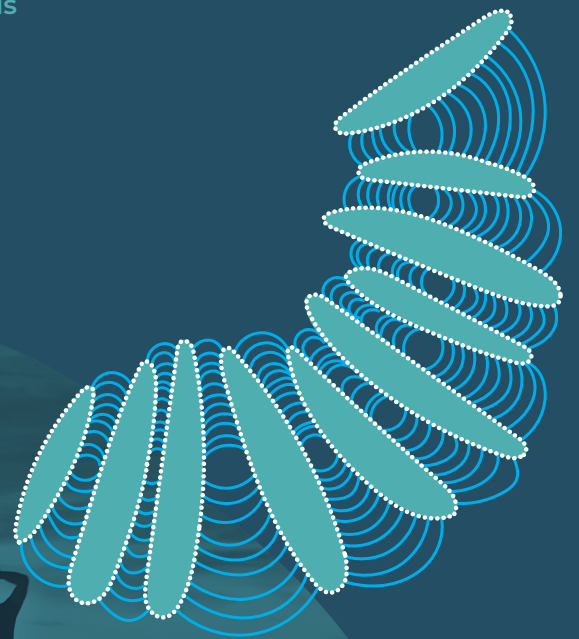
Through Paperbark Prints I have had the privilege of continuing my love for art and design by creating Aboriginal artworks, paintings, digital art and graphic design.



CANNINGS PURPLE'S RECONCILIATION VISION

Cannings Purple has a clear purpose – to start and shape conversations that matter. And few conversations matter more than reconciling with Australia's Aboriginal and Torres Strait Islander peoples.

As a team of communications professionals, Cannings Purple is committed to work with our stakeholders to progress the all-important conversation of reconciliation, and to take positive actions towards a reconciled society.



MESSAGE FROM OUR CHAIR



“ As we embark on this more formal process to be the change we want to see in our society, we acknowledge the Whadjuk Noongar people as the Traditional Owners of the Land on which we operate. ”

At Cannings Purple, we have long been committed to promoting the importance of reconciliation, and our team is excited to formalise this commitment with the development of our first Reconciliation Action Plan (RAP).

We also understand that reconciliation, the Voice to Parliament, and other key features of the Uluru Statement of the Heart are important conversations that the nation has to have, and we are committed to helping to drive those.

As we embark on this more formal process to be the change we want to see in our society, we acknowledge the Whadjuk Noongar people as the Traditional Owners of the Land on which we operate. We also acknowledge the many Traditional Owners of the Lands on which our clients operate across Australia. We pay our respects to their Elders – past and present.

Importantly, our Board strongly supports Cannings Purple’s ongoing partnership with the Noongar Chamber of Commerce and Industry (NCCI), in support of its mission: To build capacity and prosperity for Noongar and other First Nations people.

I am incredibly proud to be part of this team of people who share a genuine passion for positive change and look forward to reporting on our progress in the months and years ahead.

Karen Brown
Cannings Purple Non-Executive Chair

MESSAGE FROM OUR MANAGING DIRECTOR



“ We recognise that an important goal of our RAP is creating cultural safety for Aboriginal and Torres Strait Islander people we employ or work with, and to this end, are committed to delivering the actions we have outlined in the Plan.”

At Cannings Purple we are proud of the ties we have forged with Aboriginal people in our workplace and in our community, and of the meaningful work we do together. We also recognise that we can do more.

The Reflect phase of our RAP will allow us to focus on what we can do to further strengthen our relationships with Aboriginal and Torres Strait Islander stakeholders, and better demonstrate our commitment to reconciliation - through mindful and positive action.

More than a document, our RAP is a living plan. It is a product of the

combined efforts of our dedicated Reconciliation Working Group members, engagement with our entire team, and a very clear mandate and support from our Board and executive team.

We recognise that an important goal of our RAP is creating cultural safety for Aboriginal and Torres Strait Islander people we employ or work with, and to this end, are committed to delivering the actions we have outlined in the Plan.

We also look forward to further strengthening our capacity and capability to provide respectful strategic communications advice to clients in relation to reconciliation, continuing our own learning

journey as a team, and continuing to promote and support Aboriginal organisations.

We offer the people of the Noongar Nation, the Custodians of the Land we operate on, our respect, our friendship, and our commitment to supporting our shared vision of a reconciled society.

Annette Ellis
Managing Director
and Chair of Cannings Purple's
Reconciliation Working Group

MESSAGE FROM RECONCILIATION AUSTRALIA CEO



Reconciliation Australia welcomes Cannings Purple to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

Cannings Purple joins a network of more than 2,200 corporate, government, and not-for-profit organisations that have made a formal commitment to reconciliation through the RAP program.

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement. The program's potential for impact is greater than ever, with close to 3 million people now working or studying in an organisation with a RAP.

The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously develop and

strengthen reconciliation commitments in new ways. This Reflect RAP will lay the foundations, priming the workplace for future RAPs and reconciliation initiatives.

The RAP program's strength is its framework of relationships, respect, and opportunities, allowing an organisation to strategically set its reconciliation commitments in line with its own business objectives, for the most effective outcomes.

These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance.

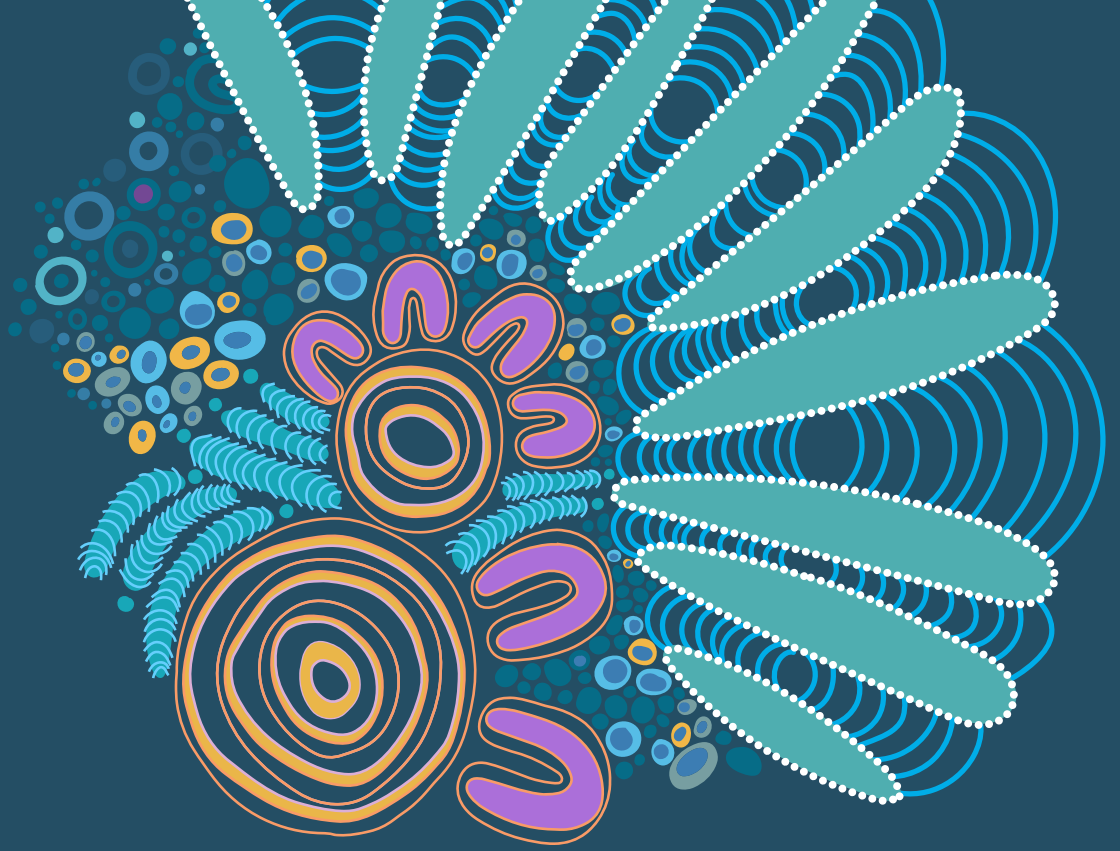
It is critical to not only uphold all five dimensions of reconciliation, but also increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables Cannings Purple to deepen its understanding of its sphere of influence and the unique contribution it can make to lead progress across the five dimensions. Getting these first steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Cannings Purple, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.

Karen Mundine
Chief Executive Officer
Reconciliation Australia

ABOUT US



Cannings Purple is Western Australia's leading communications consultancy, and one of the largest and most respected in Australia. Our purpose is to help our clients start and shape the conversations that matter to them.

Our clarity of purpose drives us and defines the way we work - underpinned by five brand pillars: people, insight, influence, impact, and innovation.

SPECIALIST TEAMS
Corporate Affairs
Social Impact
Government Relations
Investor Relations
Stakeholder Engagement
Digital
Design



INDUSTRIES
Property / Infrastructure / Construction
Energy / Resources / Utility
Education
Health / Aged Care
Technology
Not-for-Profit

Our people bring the best talent and experience, combining specialist insight and deep industry knowledge.

Together, we build and maintain strong connections across business, media and the public sector, to help clients reach influential commentators and decision-makers when they need them most. We design and implement tailored communication strategies that deliver real impact for our clients, helping them to achieve their corporate goals. And we continually look for better ways to do things, embedding innovation in all we do.

Cannings People has a team of 41 people, including a communications consultant who identifies as an Aboriginal person.

The hallmark of our team is "Greater Together" and we work to a set of shared CORE values:

- We stay **Connected** to what's happening in our clients' markets.
- We **Own** our individual and collective performance.
- We **Respect** ourselves and others.
- We strive for **Excellence**. Being 'good enough' is not good enough.

Our commitment to a strong purpose and clearly defined values has led us to work for some of Australia's biggest brands, on some of the most complex and challenging communication briefs. While our people routinely deliver award winning work around Australia and around the world, home is proudly Boorloo (Perth) – on the land of the Whadjuk Noongar people, on the edge of the Derbarl Yerrigan (the Swan River).

CANNINGS PURPLE RECONCILIATION WORKING GROUP

Chair



Annette Ellis
Managing Director

Members



Renee Wilkinson
RAP Champion
Director, Stakeholder Engagement



Wendy Pryer
Associate Director,
Corporate Affairs



Fran Lawrence
Senior Director,
Corporate Affairs



Glenn Langridge
Director,
Design and Digital



Jo Monery
Director,
Social Impact



Stav Pisk
Account Manager,
Corporate Affairs



Lisa McCarthy
Manager,
People and Culture



Justin Ware
Consultant,
Corporate Affairs

OUR PARTNERSHIPS: MAKING A REAL DIFFERENCE

Relationships.

“We are grateful for Cannings Purple’s continued support and belief in the Noongar Chamber of Commerce and Industry. It is thanks to partnerships like this that we can keep growing and supporting our members while we make systematic change to provide all Aboriginal and Torres Strait Islander people an equal opportunity for themselves and their families.”

- Tim Milsom
NCCI CEO

The Noongar Chamber of Commerce and Industry (NCCI) is Australia’s first, nation-based chamber of commerce, and it advocates for all Aboriginal and Torres Strait Islander businesses, with a focus on Noongar businesses. It was established to build capacity and capability among the Aboriginal business sector, in particular ensuring economic benefit flows to the people of the Noongar nation, and all of Australia’s First Nations people living and working in Western Australia.

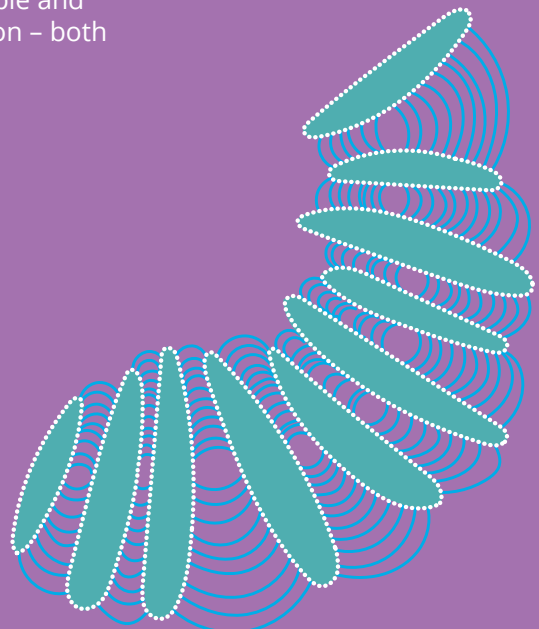
Cannings Purple has partnered with the NCCI since 2018. Most recently, following the exponential growth of the NCCI – now the fastest-growing chamber in the

country – Cannings Purple and the NCCI revisited the partnership and forged a new agreement to support the NCCI in the development of its external communications capability.

Cannings Purple is proud of this partnership with the NCCI, to help communicate the stories of its members, and importantly, help to change the narrative in relation to Aboriginal people and their economic contribution – both past and present.

Artwork description

Like message sticks, Cannings Purple communicates important information, key messages and knowledge to the wider community.



NATIONAL RECONCILIATION WEEK: A TIME TO CELEBRATE AND REFLECT

Respect.



Artwork description

These symbols represent the important conversations that are a hallmark of Cannings Purple's values.

In 2022, celebrating National Reconciliation Week was particularly poignant and purposeful for Cannings Purple and our people, as we had just embarked on developing our Reconciliation Action Plan.

We kicked off the week with a breakfast, bringing our team together to attend Reconciliation WA's National Reconciliation Week virtual launch - featuring stories and interviews from around our vast State.

Closer to home, we were delighted to hear from our colleague Justin Ware, a Consultant, and from Watjarri country. He shared the language he learned during his childhood with his Cannings Purple teammates.

Each morning during the week, team members took turns to share their personal reflections, culminating with a contingent of Purple People taking part in Reconciliation WA's Walk for Reconciliation in Mooro Kaarta (Kings Park). The curated walk

highlighted and celebrated various aspects of the Noongar culture, art, music, dance, and storytelling.

We look forward to continuing to grow our team's participation and engagement in this important week in our annual calendar, as we pause to celebrate progress towards reconciliation, and reflect on the work still to be done.

CONNECTING CLIENTS TO SUPPORT ABORIGINAL BUSINESSES

Opportunities.



Artwork description

The central meeting place and yarning circles are a safe place Canning's Purple provides to foster new connections, build respectful relationships and strengthen existing partnerships.

When Reconciliation WA (RecWA) engaged Canning's Purple to develop its website, we were delighted to be introduced to the team of local Aboriginal design company, Nani Creative and Nani's artist, Kevin Wilson.

Importantly, collaborating with Kevin on the design of RecWA's website allowed us to meet RecWA's requirements through a culturally-sensitive lens. Working with Nani Creative ensured our team had a much finer understanding of the importance of appropriate cultural consultation

and, going forward, we are better equipped to engage respectfully with Aboriginal and Torres Strait Islander businesses on other projects.

The engagement with Nani has also advanced our understanding of Aboriginal and Torres Strait Islander cultures, with our team better appreciating the intricacies of Aboriginal design, and the links between art and culture. We were reminded that Aboriginal and Torres Strait Islander design is not a one-size-fits-all approach – but is unique from region to region, and country to country.

As part of our collaboration on this project, Nani consulted with several Aboriginal designers to ensure that the website we ultimately delivered to RecWA was reflective and respectful of Aboriginal and Torres Strait Islander people from across Western Australia, which was an important consideration for our shared client.

The experience was rewarding, and we look forward to collaborating with Kevin and the team at Nani Creative on more projects.

ACTION	DELIVERABLES	RESPONSIBLE OWNER	TIMELINE
RELATIONSHIPS			
Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	Director, Stakeholder Engagement	July 2023
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Director, Stakeholder Engagement	September 2023
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to staff.	Account Manager, Corporate Affairs	May 2023
	RAP Working Group members to participate in an external NRW event.	Account Manager, Corporate Affairs	27 May – 3 June 2023
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	Managing Director, RWG Chair	27 May – 3 June 2023
Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	Associate Director, Corporate Affairs	March 2023
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	Associate Director, Corporate Affairs	April 2023
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	Associate Director, Corporate Affairs	August 2023
Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	People and Culture Manager	June 2023
	Conduct a review of existing policies and procedures to identify any existing anti-discrimination provisions, and future needs.	People and Culture Manager	September 2023
ACTION	DELIVERABLES	RESPONSIBLE OWNER	TIMELINE

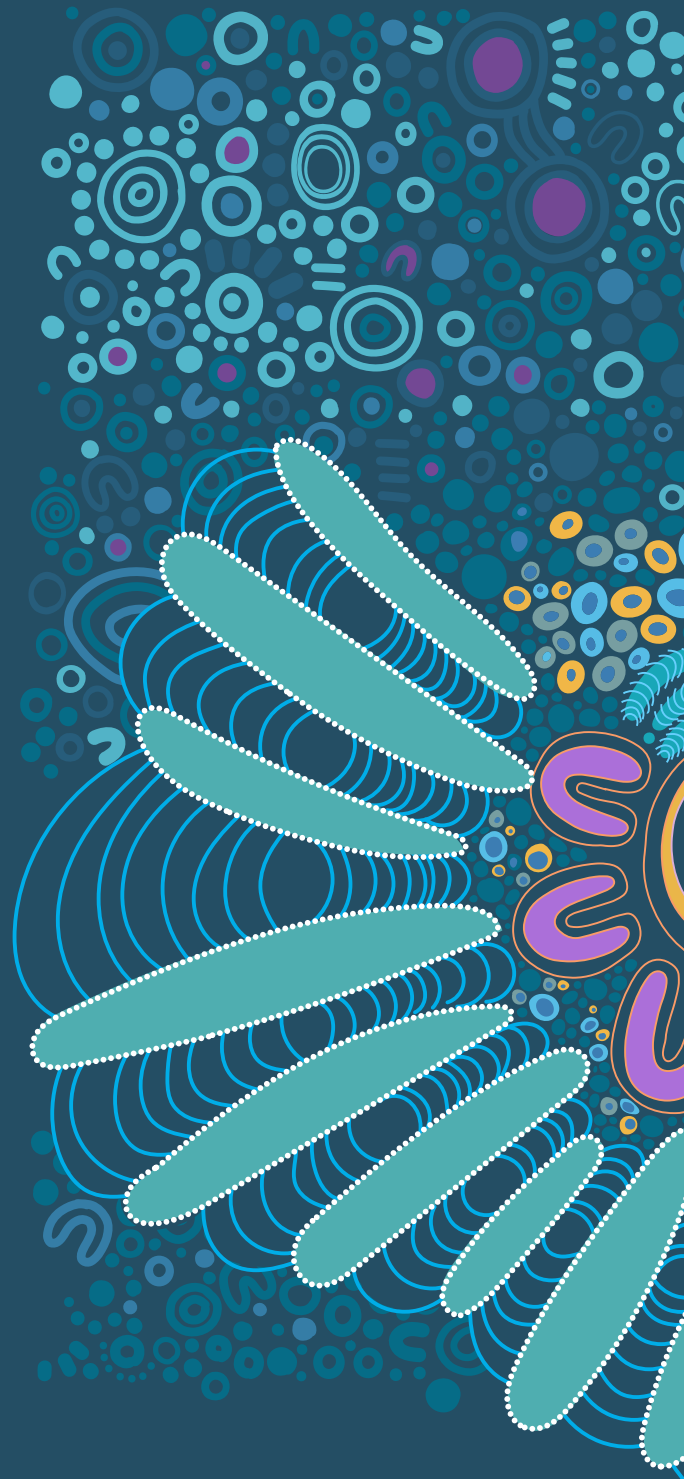
RESPECT			
Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Conduct a review of cultural learning needs within our organisation.	People and Culture Manager	April 2023
	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	Consultant, Corporate Affairs	October 2023
Demonstrate respect for Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	Consultant, Corporate Affairs	July 2023
	Develop an understanding of the local Traditional Owners or Custodians of the Lands and Waters within our organisation's operational area.	Associate Director, Corporate Affairs	November 2023
Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst staff about the meaning of NAIDOC Week.	Account Manager, Corporate Affairs	June 2023
	Introduce staff to NAIDOC Week by promoting external events in our local area.	Account Manager, Corporate Affairs	June 2023
	RAP Working Group to participate in an external NAIDOC Week event.	Account Manager, Corporate Affairs	First week in July 2023
ACTION	DELIVERABLES	RESPONSIBLE OWNER	TIMELINE
OPPORTUNITIES			

Increase Aboriginal and Torres Strait Islander employment through recruitment, retention and professional development.	Develop a business case to increase Aboriginal and Torres Strait Islander employment at Cannings Purple.	People and Culture Manager	October 2023
	Build an understanding of Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	People and Culture Manager	December 2023
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.	Senior Director, Corporate Affairs	December 2023
	Investigate Supply Nation membership.	Senior Director, Corporate Affairs	December 2023
	Investigate membership with the WA Aboriginal Business Directory.	Senior Director, Corporate Affairs	December 2023
	Continue the partnership with the Noongar Chamber of Commerce and Industry and engaging with its member businesses.	Senior Director, Corporate Affairs	December 2023

ACTION	DELIVERABLES	RESPONSIBLE OWNER	TIMELINE
GOVERNANCE			

Maintain an effective Reconciliation Working Group (RWG) to drive governance of the RAP.	Maintain Reconciliation Working Group to govern RAP implementation.	Associate Director, Corporate Affairs	March 2023
	Draft Terms of Reference for the RWG.	Associate Director, Corporate Affairs	March 2023
	Maintain Aboriginal and Torres Strait Islander representation on the RWG.	Associate Director, Corporate Affairs	December 2023
Provide appropriate support for effective implementation of RAP commitments.	Maintain a senior leader to champion our RAP internally.	Director, Stakeholder Relations	March 2023
	Define appropriate systems and capability to track, measure and report on RAP commitments.	Director, Corporate Affairs	March 2023
	Engage senior leaders in the delivery of RAP commitments.	Director, Corporate Affairs	April 2023
	Define resource needs for RAP implementation.	Director, Corporate Affairs	May 2023
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.	Associate Director, Corporate Affairs	June 2023
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	Associate Director, Corporate Affairs	August 2023
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	Associate Director, Corporate Affairs	30 September, annually
	Provide quarterly updates to Executive on RAP deliverables and annually to Board.	Associate Director, Corporate Affairs	April 2023, July 2023, October 2023 and January 2024 and Board October 2023
Continue our reconciliation journey by developing our next Innovation RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	Associate Director, Corporate Affairs	December 2023

Reconciliation Action Plan



For any queries in relation to Canning Purple's Reflect Reconciliation Action Plan please contact us on (08) 63146300 or diversityandinclusion@canningspurple.com.au or contact Wendy Pryer, Associate Director Corporate Affairs, Canning Purple wpryer@canningspurple.com.au