

# Reconciliation Action Plan

**Social**

**Traders**

Unlocking business for good

July 2022 – July 2023



RECONCILIATION  
ACTION PLAN

REFLECT

# Foreword

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

Social Traders joins a network of more than 1,100 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 Social Traders 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 Social Traders, 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



## Our Business

Social Traders have a vision to build a thriving social enterprise sector that significantly contributes to a more inclusive and equitable Australia.

To contribute to a more equitable nation, Social Traders see that every organisation who operates in Australia has the responsibility to support reconciliation and strengthen relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous Australians. As a not-for-profit organisation, Social Traders prides itself on leading the charge for social enterprise procurement in Australia. We have achieved this by certifying over 400 social enterprises across the country and building a social enterprise procurement network of over 110 business and government Members.

Social enterprise procurement is when an organisation chooses to buy goods and services from a social enterprise, to contribute to a fairer and more sustainable world. Parallel to Indigenous Procurement, social enterprise procurement generates some of the most impactful procurement outcomes, creating support for our most marginalised communities through jobs, community services, and positive environmental impacts.

Social Trader advocate for business and governments across Australia to adopt a policy that supports social enterprise procurement. We also connect our business and government members with our certified social enterprises community, to deeply integrate social enterprise throughout supply chains. This helps our business and government member to successfully contribute to their ESG and sustainability goals while building a thriving social enterprise sector.

Our certified social enterprise members create positive impacts in a range of marginalised community groups, including an estimated 27 enterprises that exist primarily to support Aboriginal and Torres Strait Islander people. This support is mostly through direct employment and training opportunities for Aboriginal and Torres Strait Islander people, yet there are other impact models also represented.

Social Traders exist to drive systemic change to reduce inequalities. Critical to this change we recognise the need to implement an action orientated plan, which contributes to building strong and respectful relationships between non-Indigenous people and Aboriginal and Torres Strait Islander Australians. Social Traders therefore commit to creating a more dynamic and respectful workplace – a place that embraces Australia's diverse society and recognises the gaps that need to be closed.

The Social Traders Reconciliation Action Plan cements its commitment to closing the gap between First Nations peoples and non-Indigenous Australians.

Social Traders network has a national reach, with head office in Melbourne and staff in New South Wales, South Australia, and Queensland. Our certified social enterprises operate across Australia, supported by approximately 26 staff. At present, there are no known Aboriginal and Torres Strait Islander staff.



## Our RAP

Social Traders acknowledges that as a business operating in Australia, it is our responsibility to contribute to reconciliation through all areas of our work. As an organisation, Social Traders wants to continue to expand its connections and relationships with First Nations organisations to ensure programs are culturally sensitive and relevant to First Nations peoples. This is relevant to all stakeholders within our sphere of influence – including employees, beneficiaries of social enterprises, and business and government members.

Social Traders aim to have stronger collaboration with First Nations organisations including Kinaway and Supply Nation. The development of a RAP will provide strategic guidance of positive and tangible outcomes, keeping Social Traders accountable for advancing reconciliation and the fulfilment of its commitments.

Social Traders reconciliation journey to date is:

In 2020 a RAP Committee was established, with the appointment of a Project Manager and the CEO Mike McKinstry as the RAP champion. The current RAP Committee consists of:

- CEO
- Executive Assistant to the CEO
- Certification Analyst
- Head of Government Advocacy
- Head of Marketing and Communications
- Head of Social Procurement Innovation
- Social Procurement Advisor (RAP Project Manager)

The RAP Committee membership may vary over time. This was followed by further staff consultation on how we could advance reconciliation through all our work areas. This staff conversation informed this Reflect RAP document.

We have prioritised our Acknowledgement of Country, which is delivered at all our events and in our email signatures and website. Social Traders conducted an all-staff session to have an open dialogue about the Acknowledgement of Country, to build confidence and awareness with our staff and develop authenticity in our approach. The RAP Committee has provided employees with resources for key First Nations events like NAIDOC and National Reconciliation Week.

The tables shown on the following pages include allocations of Timeframe, Accountability and Responsibility. Here, Timeframe refers to the final completion date of the action (additional work may be required prior), Accountability refers to the individual who oversees the delivery of the task and Responsibility refers to the individual completing the task.

## Relationships

Action	Deliverable	Timeline	Accountability	Responsibility
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.	July 2022	Executive Director, Strategy and Growth	Head of Advocacy and Governance Relations
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	August 2022	RAP Project Manager	Certification Analyst and TBC
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2023	EA to CEO/ RAP Project Manager	RAP Project Manager
	RAP Committee members to participate in an external NRW event.	27 May - 3 June 2023	CEO	RAP Project Manager Events
	Encourage and support all staff to participate in at least one external event to	27 May - 3 June 2023	CEO	EA to CEO/RAP

Action	Deliverable	Timeline	Accountability	Responsibility
	recognise and celebrate NRW.			Project Manager
Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	July 2022 September 2022 December 2022 May 2023	CEO	RAP Project Manager
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	July 2022	Executive Director, Strategy and Growth  Head of Marketing and Digital Solutions	Head of Advocacy and Head of Partnerships
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	July 2022	Executive Director, Social Procurement and Impact	RAP Project Manager and Head of Partnerships
Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination	September 2022	RAP Project Manager	Certification Analyst and Head of Finance

Action	Deliverable	Timeline	Accountability	Responsibility
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	September 2022	RAP Project Manager	Certification Analyst and Head of Finance
Promote positive race relations through processes and systems that can easily adapt to different ways of working.	Review the process and practices of working with Indigenous social enterprises and identify ways to better support cultural differences.	October 2022	Head of Social Procurement Services	Certification Analyst and Head of Social Procurement Innovation

## Respect

Action	Deliverable	Timeline	Accountability	Responsibility
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.	August 2022	CEO	Head of Advocacy and Governance Relations
	Conduct a review of cultural learning needs within our organisation.	July 2022	EA to CEO/RAP Project Manager	Certification Analyst and TBC

Action	Deliverable	Timeline	Accountability	Responsibility
	Run cultural awareness training for staff based on survey of needs.	November 2022	RAP Project Manager	EA to CEO
	Implement interactive sessions based on outcomes of cultural training, according to staff learning needs and to ensure any new staff is up-to-date on cultural training.	January 2023 May 2023 August 2023	EA to CEO/RAP Project Manager	RAP Project Manager
	Include an annual cultural immersion activity / on-Country tour into our social calendar.	December 2022 and December 2023	EA to CEO/RAP Project Manager	Certification Analyst
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.	October 2022	RAP Project Manager	Social Procurement State Leads
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of	November 2022	CEO	RAP Project Manager



Action	Deliverable	Timeline	Accountability	Responsibility
	Country and Welcome to Country protocols.			
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.	June 29th, 2023 (ready for 4-11 July 2023)	EA to CEO/RAP Project Manager	RAP Project Manager Events
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	July 2022	Executive Director, Strategy and Growth  Head of Marketing and Digital Solutions	Head of Advocacy and Head of Partnerships
	RAP Working Committee to participate in an external NAIDOC Week event.	4 – 11 July 2023	CEO	RAP Project Manager
Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	January 2023	CEO	RAP Project Manager
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future	January 2023	EA to CEO/RAP Project Manager	RAP Project Manager

Action	Deliverable	Timeline	Accountability	Responsibility
	employment and professional development opportunities.			
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.	April 2023	CEO	RAP Project Manager
	Work collaboratively with First Nations arts to commission artwork for the publication of the Innovate RAP.	July 2023	Head of Marketing	RAP Project Manager
	Investigate how Social Traders can collaborate with Supply Nation and Kinaway.	October 2022	Head of Social Procurement Services	Head of Social Procurement Innovation
	Further develop working relationship with Supply Nation.	July 2023	Executive Director, Strategy and Growth	Head of BD, Innovation and Partnerships
Establish and maintain an effective RAP Working Committee to ensure compliance of RAP implementation.	Maintain a RWC to govern RAP implementation.	June 2022 September 2022 December 2022	CEO	RAP Project Manager

Action	Deliverable	Timeline	Accountability	Responsibility
		May 2023		
	Draft a Terms of Reference for the RWC.	July 2022	RAP Project Manager	Certification Analyst
	Establish Aboriginal and Torres Strait Islander representation on the RWC.	October 2022	RAP Project Manager	Head of Advocacy and Governance Relations
Provide appropriate support for effective implementation of RAP commitments.	Reaffirm RAP champion.	July 2022 July 2023	CEO	RAP Project Manager
	Define resource needs for RAP implementation.	August 2022	CEO	Executive Director, Strategy and Growth Executive Director, Social Procurement and Impact
	Engage senior leaders in the delivery of RAP commitments.	July 2023	CEO	RAP Project Manager
	Define appropriate systems and capability to track, measure and report on RAP commitments.	October 2022	RAP Project Manager	Certification Analyst

Action	Deliverable	Timeline	Accountability	Responsibility
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	30 September 2022	RAP Project Manager	Certification Analyst
	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.	July 2022 January 2023	RAP Project Manager	Certification Analyst
13. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	May 2023	CEO	RAP Project Manager

### Contact details

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## Acknowledgements

The header image in this report was provided by Flashpoint Labs, a Social Traders certified social enterprise aiming to support young people from Indigenous or diverse backgrounds to be professionals in the creative industry. The image features Bridget, a proud Ngiyampee and Paakantji woman creating brilliant imagery through her role at Flashpoint Labs.