

# CGM Communications

Reflect Reconciliation Action Plan

July 2018 - June 2019

- ▶ We are currently progressing work on our Innovate Reconciliation Action Plan 2020



RECONCILIATION  
ACTION PLAN

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**REFLECT**

# PURPOSE

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As a communications agency that works with a number of Aboriginal organisations in Western Australia, CGM Communications is acutely aware of the importance of reconciliation and the responsibility we all have to help create a better future.

We are pleased to have commenced our first Reconciliation Action Plan (RAP). Through this plan, we have identified a number of practical things we can do in the year ahead to make a small but meaningful contribution to the reconciliation process.

In considering our RAP, we reflected on what we could do to build relationships, grow our understanding of the reconciliation process, then raise awareness among our friends, families and business associates.

In developing this Reflect RAP, CGM Communications commits to completing the following actions over the next 12 months to ensure we are well positioned to implement effective and mutually beneficial initiatives as part of future RAPs.

Development of our future RAPs will involve consultation with our staff and Aboriginal and Torres Strait Islander staff and/or stakeholders to achieve our vision for reconciliation.

**For the purposes of this document, use of the term 'Aboriginal' is inclusive of Torres Strait Islander peoples.**

# OUR BUSINESS

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CGM Communications affects change through the delivery of strategic communications with the community, government and media.

We use our strong networks and detailed knowledge of WA government policy to identify common ground and deliver outcomes for our clients that benefit the state.

We use innovative community engagement techniques, a contemporary understanding of local and national media and market-leading digital influence to tell stories, build stakeholder support and shape public policy.

CGM is a 100 per cent West Australian owned business, with a deep commitment to WA.

CGM Communications employs eight people and is committed to attracting Aboriginal and Torres Strait Islander staff in the future. The development of our first RAP forms part of our commitment to Aboriginal and Torres Strait Islander employment at CGM Communications.

# A MESSAGE FROM THE DIRECTORS

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As a public relations and communications agency that works with a number of Aboriginal organisations in Western Australia, CGM Communications is acutely aware of the importance of reconciliation and the responsibility we all have to help create a better future.

Together, our team decided that we wanted to turn our good intentions into real actions and rise to the challenge of reconciling Australia.

In considering our RAP, we reflect on what reconciliation means to us, personally. We thought about where we are and what we could do to build relationships, grow our understanding and ownership of the reconciliation process, then raise awareness among our friends, families and business associates.

Our commitment to reconciliation goes beyond the paid work we do on behalf of our clients.

The CGM Communications team has identified our core values as excellence, accountability, respect and reconciliation. The commitment we are showing to the reconciliation process through the development of this first RAP is about living these values in a deeper way.

As a team, we have identified a number of practical things we can do in the year ahead to make a small but meaningful contribution to the reconciliation process. CGM Communications has discussed internally why and how it has developed its RAP, confirmed its commitment, ensure all staff understand its purpose and value, and to encourage their engagement and participation. The CGM Communications team is committed to making our reconciliation journey a permanent part of our organisation's culture.

This is exhibited in our work over the last year. We have helped Aboriginal organisations communicate messages more effectively, resulting in more effective advocacy in government and to the broader community.

We look forward to continuing our commitment to reconciliation reflecting in our work with clients directly and how we shape public opinion.



Daniel Smith  
**Founder & Executive Director**



Anthony Fisk  
**Executive Director**

**RAP Champion:** Anthony Fisk, Executive Director, will champion our RAP.

**RAP Working Group:** Anthony Fisk, Executive Director, Rebecca Boteler, Lead Media Advisor, and Aboriginal Yamatji man Rhys Paddick will be the main drivers of our reflect RAP's development.

# OUR PARTNERSHIPS/ CURRENT ACTIVITIES

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## Community partnerships

CGM Communications currently provides public relations and communications services to four Aboriginal organisations across Western Australia. We have provided media liaison and media training services, web development services, annual report production and government relations advice. We also produce written and audiovisual content for our clients.

CGM Communications has a number of other clients who work closely with Aboriginal and Torres Strait Islander peoples/cultures/histories, and we work to raise the profile of this work in the community. Additionally, we encourage clients who have opportunities to meaningfully engage with Aboriginal and Torres Strait Islander communities.

Through this work, we have seen ourselves as making a contribution to reconciliation by providing opportunities for Aboriginal and Torres Strait Islander peoples/cultures/histories to be heard in public debate.

## Internal initiatives

CGM Communications commenced cultural awareness training in 2014 and will continue this over the coming years. This program involves undertaking different modules every 12 months to build and refresh the understanding and capacity of our team.

CGM Communications will acknowledge and celebrate with key reconciliation dates/events annually.

# ACTIVITIES

## RELATIONSHIPS

### Over the next 12 months, CGM Communications commits to:

#### Action

Establish a RAP Working Group

#### Responsibility

Executive Director

#### Timeline

November, 2018

#### Deliverables

Form RAP Working Group (RWG) that supports the execution of our RAP, comprising Aboriginal people, CGM Communication's Executive Director, Lead Media Advisor, and Community Engagement Specialist.

We will establish a RWG and invite representation from local Aboriginal people. By doing this, we aim to broaden the understanding and perspective of the CGM Communications team and identify future opportunities to contribute to the reconciliation process.

#### Action

Develop internal and external relationships

#### Responsibility

Senior Consultant

#### Timeline

April, 2019

#### Deliverables

- Develop a list of Aboriginal and Torres Strait Islander communities, organisations and stakeholders within our local area or sphere of influence that we could approach to assist us in our understanding of the potential activities in our future RAPs will be developed.
- We will build on our client and community partner relationships to extend to Aboriginal and Torres Strait Islander peoples/cultures/histories, communities, organisations and stakeholders in our local area and sphere of influence to increase our understanding of Aboriginal and Torres Strait Islander peoples/cultures/histories, and how we can best work with and/or support them. Where appropriate, we will connect with local Aboriginal peoples/cultures/histories and communities and build our understanding of different traditions across Western Australia.
- Develop a list of RAP organisations and other like-minded organisations that we could approach to connect with on our reconciliation journey. Engage those stakeholders through email introduction, then by inviting them to collaborate on Reconciliation events at the guidance of the RWG.

# ACTIVITIES

## RELATIONSHIPS

### Action

Celebrate National Reconciliation Week (NRW)

### Responsibility

Community Engagement Specialist

### Timeline

27 May- 3 June, 2019

### Deliverables

- Ensure our RWG will acknowledge/celebrate/participate with clients at a National Reconciliation Week event (27 May – 3 June annually).
- In 2019, we will celebrate National Reconciliation Week by taking an Indigenous walking tour or information session with a local Aboriginal guide. We will aim to take a different session each year to grow our understanding of Aboriginal culture and build new relationships. Each year, we will invite representatives from one of our clients to participate in the walk with us.
- Identify valuable events for staff to attend and purchase tickets to attend. Each staff member is provided the opportunity to attend at least one event during National Reconciliation Week.
- Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff via email.

### Action

Raise internal awareness of the RAP

### Responsibility

Executive Director

### Timeline

December, 2018

### Deliverables

- Raise awareness across the organisation about the RAP commitment, particularly with key internal stakeholders, clients and suppliers.

We will develop and execute a plan to raise awareness about our RAP internally and externally, to our client and suppliers, and invite them on the journey with us through our various actions and activities.

- Present our RAP commitment to our business and stakeholders to ensure they have an understanding of how their area can contribute to our RAP. We will present our RAP commitment internally and externally, and share our experience in developing our RAP with our clients and suppliers.
- Develop and implement a plan to engage and inform key internal stakeholders of their responsibilities within our RAP.

# ACTIVITIES

## RESPECT

### Action

Investigate Aboriginal and Torres Strait Islander cultural learning and development

### Responsibility

Senior Consultant

### Timeline

May, 2019

### Deliverables

- Develop a business case for cultural awareness, capability and development based on our core business will be developed, with findings presented to clients and suppliers regarding our cultural development experience to encourage others to invest in cultural development training.

We will develop a business case for cultural awareness training, capability and development, and share our experience with our clients and suppliers, and encourage them to undertake similar.

- Capture baseline data on our employee's current level of understanding around Aboriginal and Torres Strait Islander history, cultures and contributions. We will record each employee's attendance/participation in a database.
- Conduct a review of cultural awareness training needs within our organisation. Conduct initial survey in October to assess gaps in understanding.

### Action

Celebrate NAIDOC Week

### Responsibility

Engagement Specialty

### Timeline

July, 2019

### Deliverables

- Ensure our RWG will acknowledge/celebrate/participate with staff and clients at a NAIDOC Week event (1st Sunday – 2nd Sunday in July each year).
- Sponsor a NAIDOC Week event. CGM Communications will provide sponsorship to an individual or organisation to assist with the staging of an event in NAIDOC Week that celebrates local Aboriginal history, culture or achievements. We will promote the availability of this sponsorship through our client networks and consult our RAP Working Group in the assessment of applications and the decision to award the sponsorship.
- Raise awareness and share information amongst our staff of the meaning of NAIDOC Week which includes information about the local Aboriginal and Torres Strait Islander peoples/cultures/histories and communities.
- Introduce our staff to NAIDOC Week by promoting community events in our local area.



# ACTIVITIES

## RESPECT

### Action

Acknowledge and celebrate Aboriginal and Torres Strait Islander days of significance

### Responsibility

Executive Director

### Timeline

August, 2018

### Deliverables

- CGM Communications will celebrate International Day of the World's Indigenous Peoples (IDWIP) and the anniversary of The Apology.

We will invite a guest speaker to talk to our guests about the significance of IDWIP on 9 August and its importance to Indigenous peoples/cultures/histories worldwide

- CGM Communications will commemorate the significance of The Apology to the stolen generations made by former Prime Minister Kevin Rudd on 13 February, 2008. We will do this by working with our Aboriginal client organisations to create a short video or written story, highlighting the importance of the apology to Aboriginal peoples/cultures/histories. We will then work with our client base and other networks to distribute this story to a broad audience.

### Action

Raise internal understanding of Aboriginal and Torres Strait Islander cultural protocols

### Responsibility

Executive Director

### Timeline

February, 2019

### Deliverables

- Develop and implement a plan to raise and awareness and understanding of the meaning and significance of Aboriginal and Torres Strait Islander protocols, such as Welcome to Country and Acknowledgment of Country among our clients and suppliers.

CGM Communications will work to raise awareness and increase understanding of Aboriginal and Torres Strait Islander protocols, both internally and among our clients and suppliers. Where we are managing events on behalf of our clients, we will encourage the adoption of appropriate protocols, such as a Welcome to Country and / or an Acknowledgment of Country.

- Explore who the Traditional Owners are of the lands and waters in our local area.
- Scope and develop a list of local Traditional Owners of the lands and waters within our organisations sphere of influence.

# ACTIVITIES

## OPPORTUNITIES

### Action

Investigate Aboriginal and Torres Strait Islander employment

### Responsibility

Executive Director

### Timeline

May, 2019

### Deliverables

- Develop a business case on Aboriginal and Torres Strait Islander employment to our staff, clients and suppliers.

We will actively seek to create opportunities for Aboriginal peoples/cultures/histories in our business and share employment opportunities – actively seek applications from Aboriginal people for employment opportunities that arise in our business. We will do this by asking our Aboriginal client organisations to share job advertisements among their networks.

- We will capture baseline data on current Aboriginal and Torres Strait Islander employees to inform future employment and development opportunities.

### Action

Investigate Aboriginal and Torres Strait Islander supplier diversity

### Responsibility

Executive Director

### Timeline

March, 2019

### Deliverables

- Develop a business case for Aboriginal and Torres Strait Islander supplier diversity to our staff, clients and suppliers.

We will work with each of our Aboriginal client organisations to identify potential suppliers to our business, as well as other opportunities for Aboriginal people to participate in our business and the work that we do.

- Develop an understanding of the mutual benefits of procurement from Aboriginal and Torres Strait Islander owned businesses.

# ACTIVITIES

## TRACKING PROGRESS

### Action

Build support for the RAP

### Responsibility

Executive Director

### Timeline

Commencing July, 2018

### Deliverables

- Review and update available resourcing for our RAP development and implementation.
- Ensure our data collection is able to measure our progress and successes.
- Define systems and capability needs to track, measure and report on RAP activities.
- Submit our annual Impact Measurement Questionnaire to Reconciliation Australia due in September.

### Action

Review and Refresh RAP

### Responsibility

Executive Director

### Timeline

February, 2019

### Deliverables

- Liaise with Reconciliation Australia to develop a new RAP based on learnings, challenges and achievements.
- Submit draft RAP to Reconciliation Australia for review
- Submit draft RAP to Reconciliation Australia for formal endorsement.

## CONTACT DETAILS

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