



# National Australia Day Council

## Reconciliation Action Plan 2011–2013



# Our vision for Reconciliation

The National Australia Day Council's vision is to inspire national pride and spirit to enrich the life of all Australians – including Aboriginal and Torres Strait Islander Australians.

On Australia Day we recognise the unique status of the Aboriginal and Torres Strait Islander (ATSI) peoples. The National Australia Day Council (NADC) is committed to playing a part in the journey of Reconciliation by helping all Australians to move forward with a better understanding of our shared past, and importantly how this affects the lives of ATSI peoples today and how we might build a better future together.

## Our approach to Reconciliation

The NADC's approach to Reconciliation is one of leadership. We recognise that some ATSI people and some non-ATSI Australians may have mixed feelings about celebrating this day. January 26 has multiple meanings: it is Australia Day and it is also, for some, Survival Day or Invasion Day. The NADC acknowledges that the date brings a mixture of celebration and mourning and we believe that the programs presented by the NADC should play a powerful and positive role in advancing Reconciliation.

The NADC believes that our national day should be authentic and mature where we can celebrate and mourn at the same time. We can honour all that is great about Australia and being Australian, remember the sufferings and our shortcomings, and commit to build a more cohesive and inclusive nation. We do so with an underlying spirit of optimism.

We believe that the NADC's programs play an important role in the symbolic aspects of Reconciliation. Acknowledging the contribution of ATSI people and their cultures to our past, present and future:

- offers an appropriate mark of respect on the national day;
- nurtures pride amongst ATSI peoples and all Australians; and
- raises awareness of the issues that still challenge the nation, such as the life expectancy gap between ATSI Australians and the wider community.

We encourage all Australians, and particularly our immediate stakeholders, to work with us to ensure that our events and programs are inclusive. Our immediate stakeholders include: our board and staff, the committee members and staff of state/territory network organisations and local committees, and our sponsors and key contractors.

## Climate for Reconciliation on Australia Day

An NADC Newspan survey conducted in November 2009 suggests that Australians appreciate that Australia Day celebrations should be inclusive. It was reported that 90% of Australians believe it is important to recognise Australia's Indigenous people and culture as part of Australia Day celebrations. While the sentiments are overwhelmingly solid across all ages and demographic backgrounds, they are particularly popular among younger Australians. Ninety-four per cent of those aged 18-34 years said recognising Australia's Indigenous people and culture was important in celebrations compared to 88% of those in the 50 years and older age bracket. Australians see themselves as a people made up of a rich mix of cultures and heritage, and they celebrate their place in a contemporary cosmopolitan society.

## Our Business

The NADC works with and for the people and government of Australia to inspire national pride and spirit by:

- [Uniting all Australians through celebration;](#)
- [Promoting the meaning of Australia Day;](#)
- [Acknowledging active citizenship and achievement.](#)

The NADC's key programs are the Australia Day celebrations and the Australian of the Year Awards. These programs and their campaigns are coordinated nationally through a network of 8 state and territory Australia Day affiliate organisations and 780 local Australia Day committees.

## Implementing our Reconciliation Action Plan

The NADC's Reconciliation Action Plan (RAP) is a statement of commitment and intent that outlines our organisation's commitment to work towards Reconciliation between ATSI peoples and the wider Australian community to enrich the lives of all Australians.

This is NADC's third RAP. We believe the NADC has a very mature Reconciliation agenda and a series of successful strategies already in place. We therefore have not significantly expanded our activities for 2011-2013, but rather refreshed our plan to demonstrate our ongoing commitment to an inclusive and cohesive Australia.

Administration of the RAP will be managed by the Chief Executive Officer and National Program Director.

The NADC's RAP will be publicly available on the website [www.australiaday.org.au](http://www.australiaday.org.au) and will be presented to our Australia Day network and corporate partners.

The NADC is committed to the development and implementation of Reconciliation initiatives in the areas of:

- Relationships;
- Respect; and
- Opportunities.





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# Relationships



Through the Australia Day and Australian of the Year Awards programs, the NADC will build positive and productive relationships with inspirational and outstanding Australians, including many who are ATSI.

## Focus area: Building and maintaining relationships with ATSI Australians and learning from each other.

Action	Responsibility	Timeline	Target
NADC will establish a RAP Working Group consisting, at a minimum, of NADC's ATSI Board Member and two senior staff to support the development and review of this RAP.	CEO	November 2011	<p>The finalisation and publication of this RAP is a result of this RAP Working Group.</p> <p>The RAP Working Group will discuss tracking and reporting at last twice each year.</p>
<p>NADC will maintain an informal network of ATSI Australians and Reconciliation organisations including the many past ATSI finalists for and recipients of the Australian of the Year Awards, our ATSI Board Member and Reconciliation Australia.</p> <p>We will work with these people informally in developing and participating in our programs. In working with them we will grow in our cultural understanding and awareness, and therefore our programs will be more inclusive. When more formal consultation is required we will make use of our ATSI network. These people are our informal advocates conferring legitimacy on our Reconciliation endeavours.</p>	<p>CEO</p> <p>National Program Director</p> <p>National Manager, Awards</p> <p>Operations Manager, Awards</p>	<p>June 2012 and annually</p>	<p>All past finalists and recipients are invited to state, territory and national presentations each year, as well as any other appropriate events which take place throughout the year.</p> <p>Feedback from participation is gained from NADC's ATSI network which will result in more inclusive plans, programs and campaigns.</p>

Action	Responsibility	Timeline	Target
<p>Consult and collaborate with the Ngunnawal and Ngambri traditional custodians in the development of our event programs in Canberra and foster their involvement both as participants and audiences.</p> <p>Create similar local relationships whenever we present events in other locations.</p>	CEO and National Program Director	January 2012 and annually	Feedback is gained from NADC's ATSI stakeholders which will result in inclusive events.
<p>Encourage Australia Day network staff to build relationships with their state Reconciliation organisations and local ATSI elders where they have no relationship already. Having close relationships will assist them as they develop and implement their business and program plans.</p>	CEO	By July 2012	All states/territories have effective relationships. At least every second year a cultural awareness professional development activity to be included in network meetings.

# Respect



As the organisation responsible for Australia's national day, the NADC values and respects the unique and rich contribution of ATSI Australians to the development of our nation. In addition, we believe that NADC can play an important role in encouraging positive engagement and respect between ATSI people and the wider Australian community.

## Focus area: Publicly celebrating our respect of the history and living cultures of ATSI Australians.

Action	Responsibility	Tim eline	Target
All NADC Programs are inclusive of ATSI and Reconciliation themes where appropriate e.g. education resources, performer selection, selection of themes and speakers in conferences and seminars.	All program staff	January 2012 and annually	Events and programs are inclusive where appropriate and possible.
Acknowledgement of Country and/or Welcome to Country are a part of all NADC events and major meetings including board meetings.	National Manager, Australian of the Year Awards  Project Manager, Australia Day	January 2012 and annually	Protocols implemented at all NADC events and major meetings.
ATSI flags are displayed as part of all NADC events, including all Awards events.  At non-NADC events, such as those hosted by sponsors or national leaders, we will recommend displaying the ATSI flags.	National Manager, Australian of the Year Awards  Project Manager, Australia Day	January 2012 and annually	Protocols implemented at all NADC and partner events.

Action	Responsibility	Tim eline	Target
Provide cross cultural training opportunities for NADC staff and Australia Day network staff.	CEO National Program Director Corporate Services Director	January 2012 and annually	<p>Appropriate cross cultural awareness and protocols briefing is part of induction for all NADC staff.</p> <p>All NADC staff members attend cultural awareness training within 12 months of beginning service.</p> <p>All NADC spokespeople are confidently able to give an acknowledgement of country. Any new spokespeople are given training in giving an acknowledgement of country.</p> <p>Cultural awareness training or experience scheduled for network staff a minimum of once every two years.</p> <p>A session addressing cultural awareness scheduled at the biennial Australia Day Community Conference.</p>
Recognise the 75th anniversary of the first Day of Mourning for Australia Day 2013 to celebrate how far we have grown as a nation and to recommit to address the continuing challenges.	CEO National Program Director	26 January 2013	An appropriate event is held.
All staff are encouraged to attend ATSI cultural celebrations and other positive cultural events e.g. NAIDOC Week and Reconciliation Week.	National Program Director	May 2012 and 2013 July 2012 and 2013	<p>Information about NAIDOC Week, Reconciliation Week and other cultural celebrations and events are distributed to staff members.</p> <p>All staff have the opportunity to participate in at least one cultural celebration annually.</p>

# Opportunities



The NADC is uniquely positioned to promote the stories of outstanding Australian role models through the Australian of the Year Awards. We are committed to ensuring that these opportunities are widely known and that we maintain the opportunity for ATSI Australians to engage with our programs. Our Australia Day programs also provide an opportunity for the NADC to provide leadership in the symbolic aspects of Reconciliation.

**Focus area:** Using our position of leadership to promote the stories of high achieving ATSI Australians and create opportunities for interaction between ATSI Australians and the wider Australian community.

Action	Responsibility	Timeline	Target
NADC will seek to maintain the inclusion of an ATSI person on the NADC Board by making representations to the Minister responsible and PM&C.	CEO	June 2012 and annually	NADC always has at least one ATSI board member.
Advertising for all staff vacancies at the NADC will state that ATSI people are encouraged to apply.  NADC staff vacancies to be advertised in the Koori Mail.	Corporate Services Director	June 2012 and annually	All advertised positions include this line and are advertised appropriately.
Encourage Australia Day network organisations to include an ATSI person on their committees.	CEO	By July 2012	States/territories to have at least one ATSI person on their committees.
Recognise meritorious, outstanding and inspirational ATSI people through the Australian of the Year Awards.	National Manager, Awards	January 2012 and annually	ATSI Australians are well represented as finalists and recipients in the Australian of the Year Awards program.
Include high achieving ATSI people in each state/territory as Australia Day Ambassadors.	National Program Director	January 2012 and annually	At least fifteen ATSI Ambassadors are involved in the program by 2013.

Action	Responsibility	Timeline	Target
Target ATSI media encouraging ATSI participation in the Awards (call for nominations, finalists and recipients) and other programs by NADC's PR contractor issuing media releases and placing stories in ATSI media.	National Manager, Awards  National Manager, Australia Day	January 2012 and annually	Stories run in ATSI media.
Target ATSI media profiling NADC's leadership role in Reconciliation.			
Investigate the mutually beneficial opportunities that supplier diversity will provide to NADC.	Director, Corporate Services	January 2012 and annually	Become a member of the Australian Indigenous Minority Supplier Council.

# Tracking progress and reporting

Action	Responsibility	Timeline	Target
RAP refreshed for 2011-2013, approved by RA and publically celebrated.	CEO	December 2011	<p>NADC RAP is available on both the RA and NADC websites.</p> <p>A latest news item is published on the Australia Day website and on Facebook.</p> <p>RAP is distributed to all staff and the Australia Day Network.</p> <p>An email is sent to all our corporate partners outlining NADC RAP commitments.</p>
Progress updates on the actions and targets of the RAP will be reported to the NADC Board annually.	CEO National Program Director	June 2012 and annually	RAP progress reported to the Board annually.
RAP reported on and refreshed annually.	Project Manager, Australia Day	<p>June 2012 and annually</p> <p>December 2011</p>	<p>RAP Report submitted to RA and publically celebrated on both the RA and NADC websites.</p> <p>Refreshed RAP sent to RA, accepted and publically celebrated on both the RA and NADC websites.</p>







National  
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