



# The Marketing Academy Reconciliation Action Plan

July 2022 – July 2023



Reflect Reconciliation Action Plan

# Acknowledgement of country

The Marketing Academy acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

For The Marketing Academy, our truth telling starts on the traditional land of Car-rang gel / Garangal, Saltwater Country, or North Head.

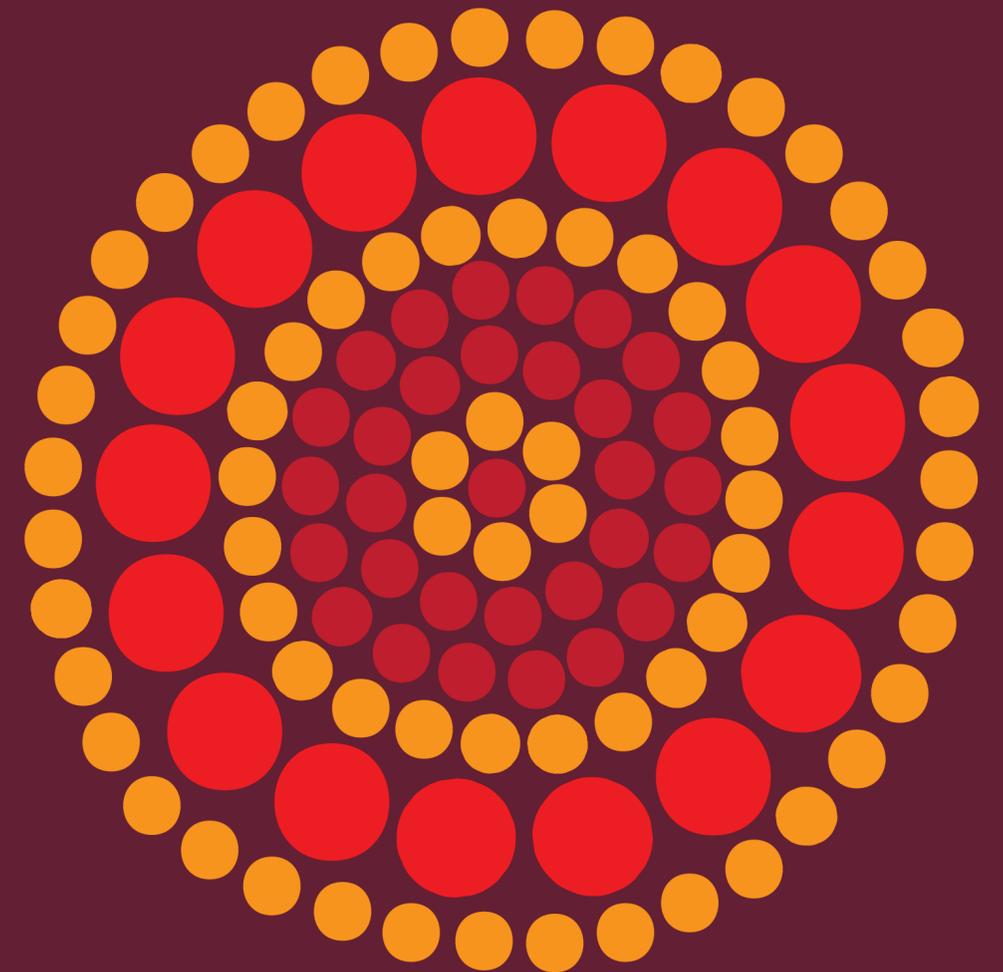
The Koradgee (Medicine Healers) use this land for spiritual ceremonies, a powerful acknowledgement of the land's impact.

The Marketing Academy teaches the transformative power of truth telling, through the removal of the masks we all metaphorically wear.

We wish to activate the unmasking of the Australian identity and consciousness, through the power of the marketing ecosystem, using the power of story and truth telling, which are central to Aboriginal and Torres Strait Islander Cultures and to leadership success.

We want to create an Australian identity rooted in honesty, empowering Aboriginal and Torres Strait Islander peoples, promoting mutually respectful and genuine two-way relationships of shared significance throughout our sphere of influence.

We acknowledge the work that needs to be done and the sacred land on which we engage together to create positive change.



# Acknowledgement of artist

Chad Briggs is an Indigenous artist born in Brisbane, Queensland.

His mother is a Muralag woman from the Torres Strait and his father is a Noongar man from Western Australia.

Chad enjoys incorporating styles, techniques and colours from both his Aboriginal and Torres Strait Islander heritage which translates into completely original contemporary art pieces.

Chad has been a full-time artist since 1998 and has been commissioned by the BRONCOS NRL Club, Imparja Cricket Australia, ACECQA, FOGS (Former Origin Greats), Australian Federal Police and many more.

His completed artworks can be viewed at [www.chadbriggs.com.au](http://www.chadbriggs.com.au)



## The story behind The Marketing Academy's Reconciliation Action Plan artwork

The Marketing Academy RAP artwork has within its design six Boras (circles) upon a dotted background. The background shows the connection between the many communities.

The central boras have flags representing both the Aboriginal and Torres Strait Island nations.

The top left bora shows the heart shaped Boab seed with the young emerging seedling reaching skywards representing the start of a journey. The trail shows the path to the mature Boab (Tree of Life) at the bottom right which is a symbol of Knowledge, Strength and Stability.

The top right bora is encircled with the "U" symbols which, in Aboriginal and Torres Strait Islander cultures, represents people. The central image shows in symbolism the coming together of different communities to meet and yarn.

The final bora has images of bush tukka and healing plants which signifies health, medicine and teaching.



# Message from CEO of Reconciliation Australia

## Reconciliation Australia welcomes The Marketing Academy to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

The Marketing Academy 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 The Marketing Academy 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 The Marketing Academy, 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



# Message from CEO of The Marketing Academy

## It gives me great pleasure to introduce The Marketing Academy Australia's first Reflect Reconciliation Action Plan.

We believe that marketing, media and advertising at its best is the means to create a powerful & meaningful impact on the citizens of our planet. This is an industry that powerfully influences the way people think and the way they choose to behave. For this collective power to be wielded in a positive way, our talent needs to be nurtured & developed. With this in mind the Academy works to identify the industry's brightest & best minds and to equip them with the values, beliefs, behaviours and skills to be outstanding leaders. We do this by providing a platform for high potential talent to learn best practice from around the globe and be inspired to make a difference in the world by encouraging impactful change.

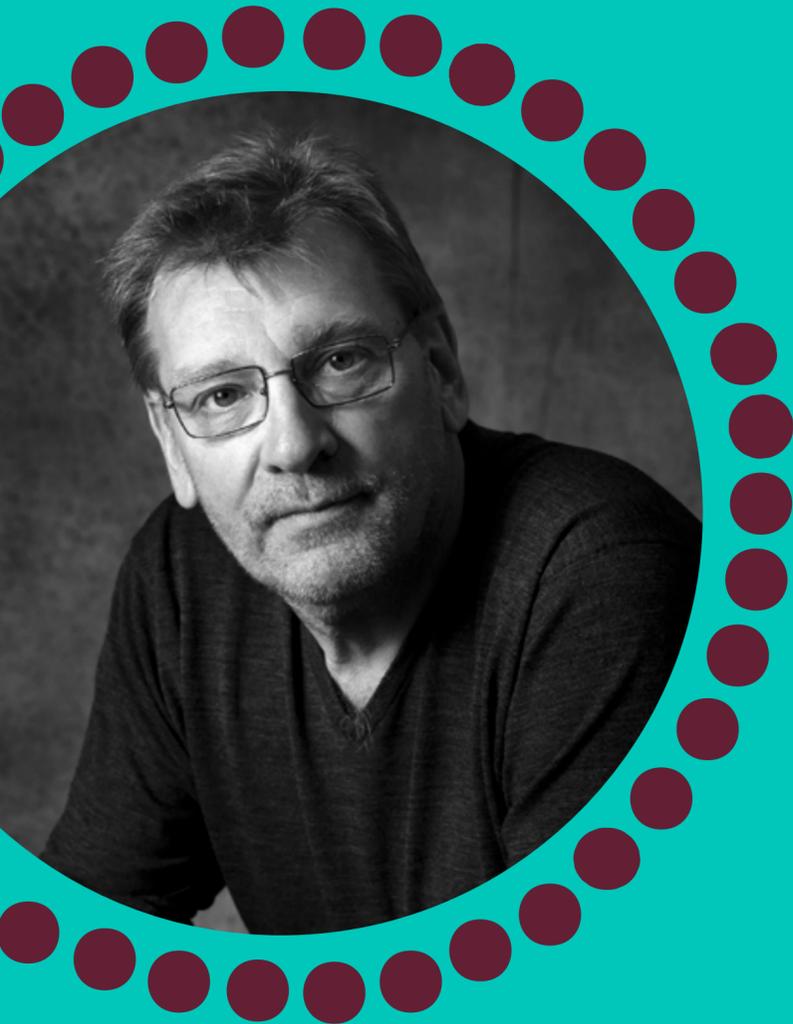
With this Reflect RAP, we aim to lead our community of Scholars, Scholar Alumni, Mentors, Coaches and Partners by example. We are deeply committed to developing cultural sensitivity and awareness through the education and exposure of our Scholars to the diverse nations and traditions of Aboriginal and Torres Strait Islander peoples across Australia.

This is the beginning of our Reconciliation process, and we are all excited to start our Reflect RAP journey. Our RAP champion is our Program Director in Australia, Emma Beaumont. She is joined by four representatives from within our Australian Alumni community of industry leaders who have volunteered their time to develop this RAP and to work with the Academy on implementing this plan. We thank them for their commitment and energy.

We hope that our commitment to this Reconciliation Action Plan will, in our own small way, assist our wonderful nation in its journey to true reconciliation and we aim for this RAP to be instrumental in addressing the current underrepresentation of Aboriginal and Torres Strait Islander talent in the Australian marketing, media and advertising industry.

The collective power of our alumni here in Australia and globally is highly influential, we can and will make a difference, and we are grateful to our partners who support us by sharing our belief in the value of learning and the importance of exceptional & inclusive leadership; Google Australia, KFC YUM Brands, Commonwealth Bank, Salesforce, IAG, Arnott's Group, Deloitte Digital, dentsu, realestate.com.au and American Express.

**Sherilyn Shackell**  
Chief Executive Officer  
The Marketing Academy



# Message from the Chair of The Marketing Academy

**As a body made up of Media, Marketing and Advertising people, it was a great pleasure to see that The Marketing Academy Alumni were at the forefront of the development of our Reconciliation Action Plan.**

Led by Emma Beaumont, our Australian Program Director, everyone saw that the people who form part of our RAP Committee were ideally placed to embrace and accelerate, to a far wider circle of people and companies, the aims and mission of helping achieve reconciliation. In doing so, we will hope to ensure that our non-Indigenous staff and Alumni appreciate the struggles Aboriginal and Torres Strait Islander peoples have endured because of Australia's history and show respect for and listen and act on the concerns of Aboriginal and Torres Strait Islander peoples in all the work we do.

I am proud as Chairman and I am proud as an Australian, that we will play our part and in so doing give greater engagement and visibility to ensuring that First Nations people are not underrepresented in our industry. It is a journey and one we are thankful to be part of.

**Terry Savage**  
Chairman  
The Marketing Academy

# The Academy

**The Marketing Academy (TMA) is a non-profit organisation developing leadership capability in talented marketers from the Marketing, Advertising and Communications industries through mentoring coaching and intensive learning.**

We are dedicated to delivering programs that ensure the commercial and positive social impact of marketing, media and advertising is felt in every boardroom, now and in the future. A future which is in the hands of our emerging leaders.

We also believe money should not be a barrier to the development of our talent. So, whilst highly selective, our programs are delivered free of charge.

Headquartered in the UK, The Marketing Academy is a global organisation active in EMEA, the USA and Australia. The program is delivered by a team of 8, with one team member based in Australia. Currently we have no staff members who identify as an Aboriginal and/or Torres Strait Islander person.

Every year, in each country, through a rigorous process, we select 30 emerging leaders from within the marketing, media, communications and advertising sectors to experience this program together.

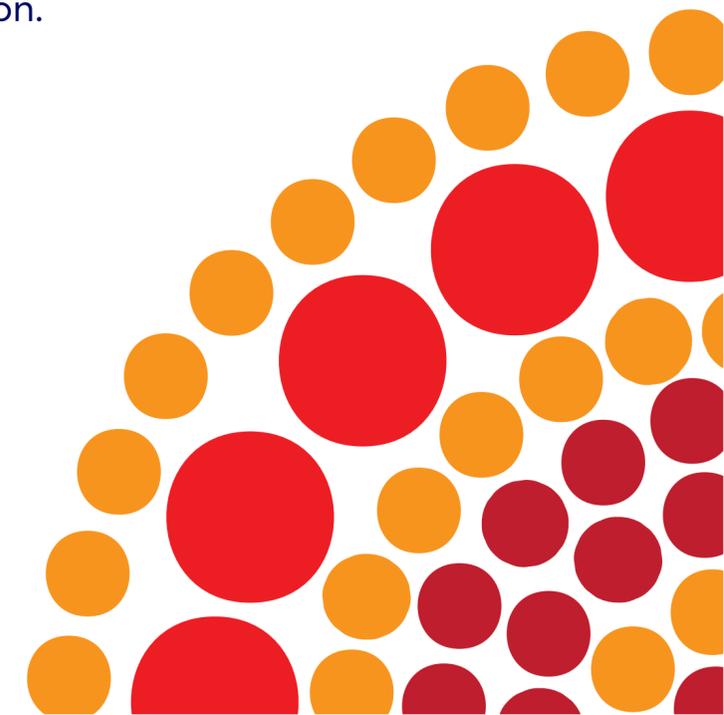
## **Through our programs we:**

- Identify the industry's brightest and best minds and equip them with the values, beliefs, behaviours, and skills to be outstanding leaders.
- Enable our emerging leaders to gain wisdom and experience from C-Suite leaders within diverse sectors and disciplines.

To deliver these programs, we unite a powerful, committed and engaged community of client-side CEO's and CMO's, media and creative agency CEO's and subject matter experts from every marketing discipline in the industry who share their wisdom and knowledge on a pro bono basis.

We have over 700 Alumni globally, who enjoy ongoing development through powerful Alumni programs operating in each country.

Approximately 180 of our Alumni are based in Australia.  
One Scholar Alumni identifies as an Aboriginal person.



# Our Values

Our values inform our thoughts, words, and actions. Our values are important because they help us to grow and develop. They help us create the future we want to experience. The decisions we make reflect our values and beliefs, and they are directed towards a specific purpose.

Value	What does this mean for TMA?	Why is it important?	How does it apply to our RAP
<b>Generosity</b>	As leaders, we cannot control what we get, only what we give.	Control the controllable.	As an NFP, generosity is the fuel that powers our engine, this extends to the output of our RAP objectives.
<b>Connectivity</b>	We know that humans need to belong. We create a place of belonging and acceptance for high performing marketing & leadership.	Our power resides in the connectivity of our network, without it there is no Marketing Academy or community to scale outcomes through.	We will leverage the power of our connected community to deliver our reconciliation vision.
<b>Collaboration</b>	We bring the best and brightest together to collaborate on a Marketing and Leadership Program.	The Marketing Academy would not be possible without the collaboration and support of the Marketing Community.	Collaborating with Aboriginal and Torres Strait Islander peoples is central to our RAP vision.
<b>Reciprocity</b>	The exchanging of resources between people.	Generosity is poured into the program, it's important we create an environment in which value is exchanged, often that comes in the form of inspiration.	To unmask Australia's identity, we're going to have to exchange resources in many forms. We want to be true to our philosophy of giving and engage in a culturally- safe way with Aboriginal and Torres Strait Islander peoples.
<b>Excellence</b>	It means achieving at the highest level possible. Greatness is achieved through operational excellence and that is what we seek.	We only attract and work with the best in order to facilitate the very best outcomes in the world. We're not interested in anything less than excellence.	We want our RAP to deliver on our vision and our desired outcomes. We expect excellence from our committee and community in bringing the vision to life by ensuring that all non-Indigenous people act as allies and in a culturally appropriate way.

# Our Vision

**Great marketing is great storytelling.  
Great stories engage people's hearts and minds.**

Aboriginal and Torres Strait Islander peoples have used story to make a profound impact on the world for over 60,000 years. Story empowers the oldest surviving culture on earth, a culture of incredible resilience, a quality of immeasurable value. Marketers have much to learn about the power and role of story within Aboriginal and Torres Strait Islander people's history, traditions and cultural practices.

Our vision for reconciliation is such that Australian Marketing is truly inclusive of Aboriginal and Torres Strait Islander peoples, their cultures, their knowledge and their stories. Cultural awareness, understanding and advocacy are at the heart of our vision.

We must create change - Aboriginal and Torres Strait Islander peoples are grossly underrepresented in our profession.

Industry participation sits at 0.3%, far below the 3% representation of Aboriginal and Torres Strait Islander peoples within the Australian population.

The Marketing Academy enables transformative change through embracing our identity, through removing the metaphorical mask we all wear and the practise of deep listening, with the intent to learn, understand and connect. Such practices enable Scholars to become inspirational leaders.

Deep listening creates space for stories to be shared and the space for people to give a voice to things that may have been silenced.

We acknowledge the need for deep listening to Aboriginal and Torres Strait Islander people and recognise the importance of truly understanding our country, its people and history. Our RAP demonstrates our commitment to the cultural practice of Dadirri, deep listening to respect.

The Marketing Academy is a powerful community of Scholars, Alumni, Mentors, Coaches and Partners. Our vision for reconciliation will be achieved by building greater levels of awareness, understanding and advocacy of Aboriginal and Torres Strait Islander peoples and cultures across this community.

We see our RAP as a figurative removal of 'The Mask' that is Australia's identity, to create transformational change.

# Our Journey

**July 2020**

Partnered with the  
Indigenous Literacy  
Foundation

**August 2020**

Introduced cultural  
awareness training into  
the Program

**September 2020**

Established The Marketing  
Academy RAP Committee  
with members of the  
Marketing Academy Alumni  
& Australian Program  
Director as Chair

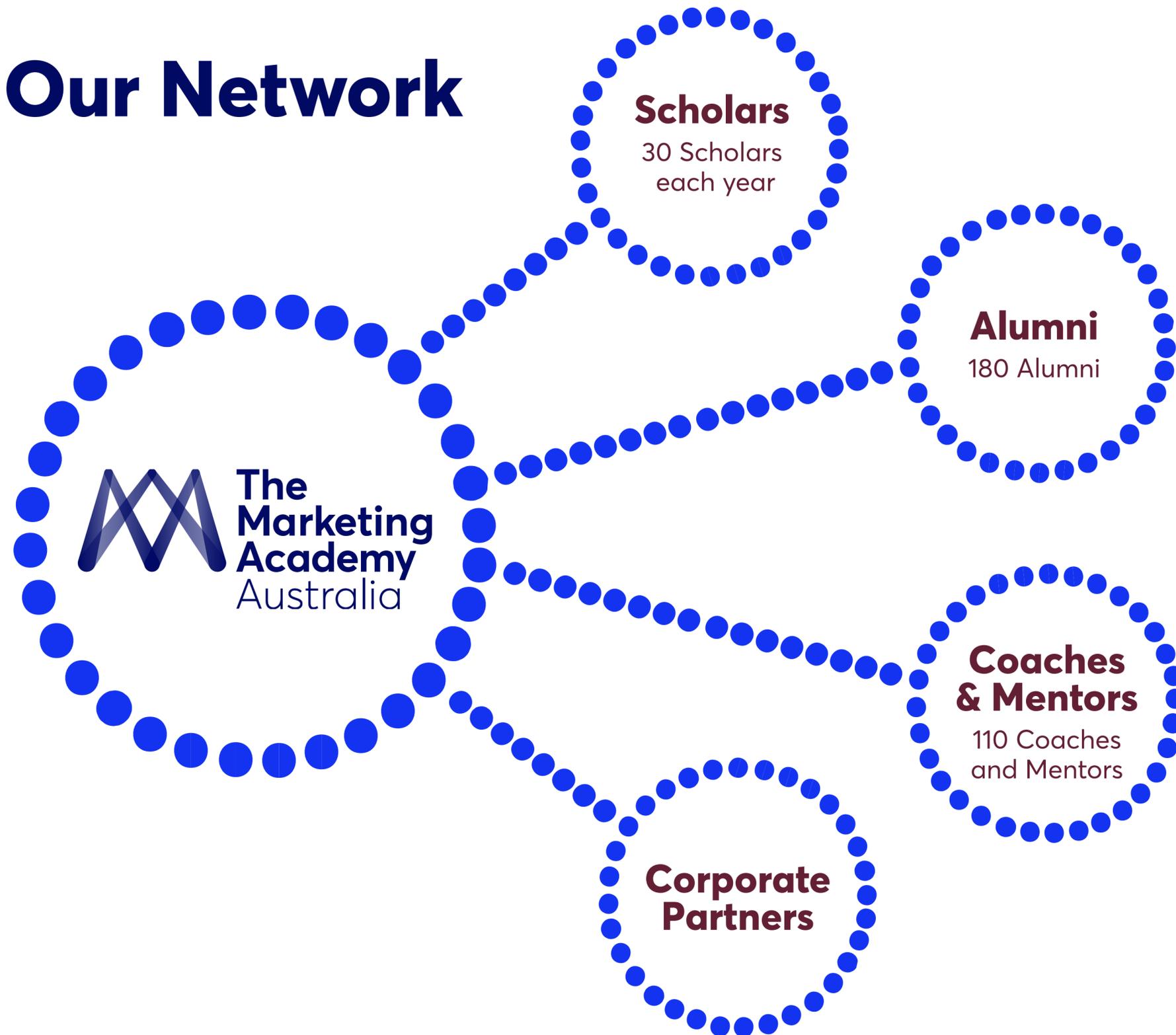
**January  
2021 & 2022**

Engaged the services  
of Spirit Creative  
to design and print  
program materials

**November 2021**

Partnered with  
Chad Briggs to design  
our RAP

# Our Network



## Corporate Partners



Commonwealth Bank



# The RAP Committee

<b>Emma Beaumont, Chair</b>	Australian Program Director	The Marketing Academy
<b>Mitchell Parkins</b>	Founder & MD	The Food Story and Build Brand Equity
<b>Jo Higgins</b>	Manager, Customer Identity and Consent	IAG
<b>Pamela Bishop</b>	COO	BLOOMS the Chemist
<b>Loan Morris</b>	Director	LM Consulting

# Our Strategic Priorities



**Raise awareness, knowledge, appreciation and advocacy for Aboriginal and Torres Strait Islander peoples, cultures, beliefs and practices within the Academy's community of Scholars and Alumni.**



**Our Scholarship Program will provide our Scholars and Alumni with the appropriate references and tools to drive diversity and inclusion in their own workplaces.**



**Influence and encourage the broader Academy community of Mentors, Coaches and Partners within the marketing, media, communications and advertising sectors to celebrate Aboriginal and Torres Strait Islander peoples' stories and cultures.**

# Alumni Case Study

## Mitchell Parkins Founder & MD, The Food Story & Build Brand Equity.

I am a descendant of the First Nations people from Brewarrina; I graduated from TMA in 2018, with over a decade's experience within the wagering category in senior leadership positions, having driven defining partnerships and platforms that resulted in cultural shifts in how customers engage with the category.

2018 was a significant year for me. TMA was a "Life Changing" experience, it represented so much more than professional development. It was the year I discovered my Great Grandmother was raised by Nuns in Bre, I went home to Bre and found the courage to share my story, which I credit to TMA.

I entered the Academy hoping for some kind of awakening, searching for new ingredients to unlock my potential. I learnt that the ingredients to future success were within, the secret is to work out how to put them to good use once they're unearthed!

The first thing you do at TMA is share a secret, write it down, pop it in an envelope, put it into a hat knowing that someone in the group is going to read your secret and in turn would identify you as the owner of that secret, potentially sharing your vulnerabilities to the cohort.

I went right to the core of who I was. I'm Aboriginal. At the time, I really was grappling with this information, it was new news, came with very little context and it wasn't something that I had shared with anyone to that point in my life. Looking back, it's symbolic. I trusted in TMA's promise of helping us to become change

markers. I was determined to be someone who made the world a better place and who had greater meaning in my life.



Fast forward to July 2021. Ikigai is something I've been schooled in by Sherilyn Shackell, which was a game changing concept; what do I enjoy, what does the world need, what am I good at, what can I make money doing = Your Ikigai. Penny Ferguson schooled us in the power of vulnerability and how shame can anchor our being, preventing us from truly connecting and becoming the very best versions of ourselves. Both Ikigai and the Removal of the Mask, had a profound impact on me.

# Alumni Case Study



My Great Nan, likely through shame imparted upon her and her brothers and sisters, appeared to have her connection with culture and country fractured. Being Aboriginal was something she must have felt compelled to mask. That my Great Nan was made to feel shame for being Aboriginal, greatly saddens me. It also drives me to ensure you're able to positively identify with who you are and to use your unique ingredients to drive you to happiness, health and your definition of success.

As a member of the TMA RAP Committee, with some awesome humans, I'm closer to living my purpose every single day – which is very cool. I'm proud to be a part of the team pulling together the TMA RAP. The powerful ripple effect TMA has on our industry through meaningful conversation on how we can better represent and promote Aboriginal and Torres Strait Islander peoples and culture in both the work and the culture we create as marketers, is underway.

As marketers, we're trained to identify and communicate value. Aboriginal and Torres Strait Islander culture sets Australia apart. Our Deadly DNA should be Australia's greatest Brand Code, and with permission, it could be a part of everything that we do here and fundamental to our truth telling and identity.

I'm excited to launch our RAP. It will raise awareness and provide our ecosystem with the tools to make change.

# Partnerships and Current Activities

Partnerships and reconciliation activities the Academy is currently engaged in and looking to build upon include:



A RAP Working Group was established in January 2020 to develop, articulate and confirm commitment to diversity and inclusion within the Academy Community and the extended TMA Community.



The TMA RAP Working Group has consulted with external organisations with their own RAP working groups for advice and guidance, including IAG and Tourism Australia.



Working with external consultancies including John Briggs Consultancy to develop and implement Reconciliation Workshops and making them a cornerstone of the annual Scholarship and Alumni Programs.



Inviting Aboriginal and Torres Strait Islander speakers to participate in the annual scholarship and alumni programs, e.g. Joe Williams.



Building community partnerships with organisations like the Indigenous Literacy Foundation. Since 2020 the Academy has started making regular donations to the ILF as a thank you to our speakers, mentors and coaches.



The Marketing Academy has begun to proactively seek out diverse local suppliers such as Spirit Creative who designed and printed all the 2021 and 2022 print materials and to provide opportunities for diverse suppliers and minority groups to participate in our future quoting processes, e.g. graphic design work.



Since 2019, TMA has commenced all public events and key functions with either a Welcome or an Acknowledgement of Country.

# The Marketing Academy 2022 Partners

These companies enable us to deliver our programs free of charge in Australia

## Scholarship Program Sponsors

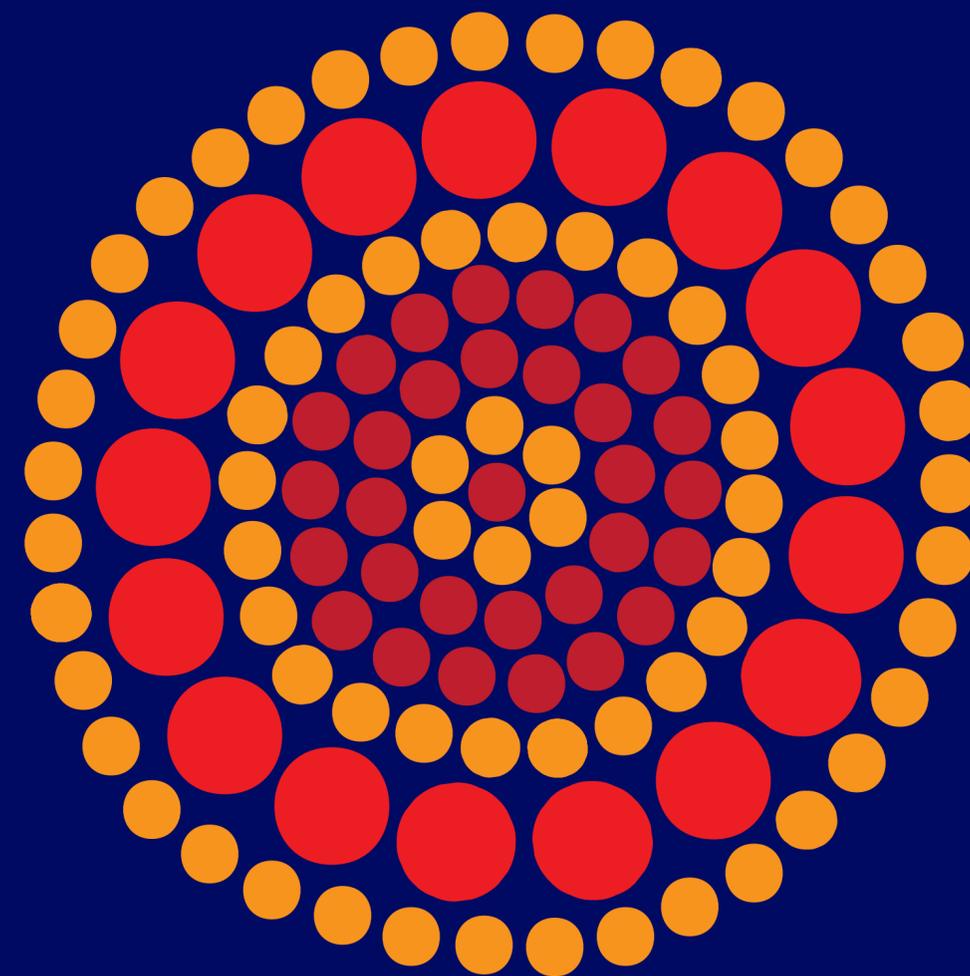


## Community and Alumni Program Sponsors



Reflect Reconciliation Action Plan

# RAP actions and Deliverables



# Relationships



Action	Deliverable	Timeline	Responsibility
<b>1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.</b>	<b>Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence:</b>	<b>Dec 2022</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
	<ul style="list-style-type: none"> <li>● Develop a list of key Aboriginal and Torres Strait Islander peoples, communities and organisations within our local areas or sphere of influence that we could approach to connect with on our reconciliation journey.</li> </ul>	<b>Dec 2022</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
	<ul style="list-style-type: none"> <li>● Meet with local Aboriginal and Torres Strait Islander organisations to develop guiding principles for future engagement.</li> </ul>	<b>Feb 2023</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
	<ul style="list-style-type: none"> <li>● Increase the number of Aboriginal and Torres Strait Islander organisations we partner with to support the delivery of our programs and services.</li> </ul>	<b>Feb 2023</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>

Action	Deliverable	Timeline	Responsibility
<b>1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.</b>	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations:	<b>Dec 2022</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
	<ul style="list-style-type: none"> <li>● Develop a guide to partnering with Indigenous organisations to ensure we build effective and respectful partnerships with Indigenous organisations and communities.</li> </ul>	<b>Dec 2022</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
	<ul style="list-style-type: none"> <li>● Follow community protocols and seek to develop partnerships with local Aboriginal and Torres Strait Islander communities and/or organisations when delivering culturally specific programs and services.</li> </ul>	<b>Feb 2023</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
<b>2. Build relationships through celebrating National Reconciliation Week (NRW).</b>	Circulate Reconciliation Australia's NRW resources and reconciliation materials to TMA Alumni and Scholars.	<b>May 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	RAP Committee members to participate in an external NRW event.	<b>27 May- 3 June, 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Encourage and support TMA Alumni, Scholars and senior industry leaders – mentors and coaches, to participate in at least one external event to recognise and celebrate NRW. To be communicated via direct email communications and via LinkedIn, Facebook and WhatsApp groups.	<b>27 May- 3 June, 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

Action	Deliverable	Timeline	Responsibility
<b>2. Build relationships through celebrating National Reconciliation Week (NRW).</b>	Communicate external NRW Week activities to TMA Scholars and Alumni and encourage them to participate in NRW events in the local community	<b>27 May- 3 June, 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
<b>3. Promote reconciliation through our sphere of influence.</b>	Provide an electronic copy of TMA's RAP on TMA website and promote commitments to reconciliation through TMA social media channels	<b>September 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Communicate our commitment to reconciliation to all alumni and scholars and the extended community of partners, mentors and coaches.	<b>September 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	<b>Feb 2023</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>
	Develop an external stakeholder engagement plan of RAP organisations and other like-minded marketing organisations to approach and connect with on our reconciliation journey.	<b>Feb 2023</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>
	Include a formal statement of TMA's commitment to reconciliation on TMA publications.	<b>July 2022</b>	<b>Pamela Bishop</b> COO BLOOMS the Chemist <b>TMA Scholar Alumni 2020</b>

Action	Deliverable	Timeline	Responsibility
<b>4. Promote positive race relations through anti-discrimination strategies.</b>	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	<b>Dec 2022</b>	<b>Loan Morris</b> Director LM Consulting <b>TMA Scholar Alumni 2019</b>
<b>4. Promote positive race relations through anti-discrimination strategies.</b>	Research best practice and policies in areas of race relations and anti-discrimination.	<b>Dec 2022</b>	<b>Loan Morris</b> Director LM Consulting <b>TMA Scholar Alumni 2019</b>
	Develop, implement and communicate an anti-discrimination policy for our organisation.	<b>Feb 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Engage with Aboriginal and Torres Strait Islander staff and/or Aboriginal and Torres Strait Islander advisors to consult on our anti-discrimination policy.	<b>Feb 2023</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>

Action	Deliverable	Timeline	Responsibility
<b>5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.</b>	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	<b>Dec 2022</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>
	Conduct a review of cultural learning needs within our organisation.	<b>Dec 2022</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>
	Develop an intranet page with information about reconciliation and TMA's RAP commitments.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Measure TMA's scholars and alumni current level of knowledge and understanding of Aboriginal and Torres Strait Islander cultures, histories and achievements.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Run at least one cultural awareness session for TMA scholars and alumni to increase awareness of Aboriginal and Torres Strait Islander cultures, histories and knowledge and rights within our organisation.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Create a program template and survey/poll community once a year.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

# Respect



Action	Deliverable	Timeline	Responsibility
<b>6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.</b>	Implement, review and update our cultural protocol document, including protocols for Welcome to Country and Acknowledgement of Country.	<b>July 2022</b>	<b>Pamela Bishop</b> COO BLOOMS the Chemist <b>TMA Scholar Alumni 2020</b>
	Include a formal statement of TMA's commitment to reconciliation on TMA website	<b>July 2022</b>	<b>Pamela Bishop</b> COO BLOOMS the Chemist <b>TMA Scholar Alumni 2020</b>
	Commence public events and key functions with either a Welcome to Country by a local First Nations Traditional Custodian, or an Acknowledgement of Country by a member of staff.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

Action	Deliverable	Timeline	Responsibility
<b>6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.</b>	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	<b>July 2022</b>	<b>Pamela Bishop</b> COO BLOOMS the Chemist <b>TMA Scholar Alumni 2020</b>
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	<b>July 2022</b>	<b>Pamela Bishop</b> COO BLOOMS the Chemist <b>TMA Scholar Alumni 2020</b>
<b>7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.</b>	Raise awareness and share information amongst TMA staff and network about the meaning of NAIDOC Week.	<b>July 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Encourage all TMA employees, scholars and alumni to participate in NAIDOC week activities.	<b>July 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Invite Aboriginal and Torres Strait Islander TMA employees, scholars and alumni to volunteer to share their heritage and experiences as part of NAIDOC Week activities.	<b>July 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Introduce our community of Scholars, Alumni, Mentors and Coaches to NAIDOC Week by promoting external events in our local area.	<b>July 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

Action	Deliverable	Timeline	Responsibility
<b>7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.</b>	RAP Working Group to participate in an external NAIDOC Week event.	<b>July 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

# Opportunities

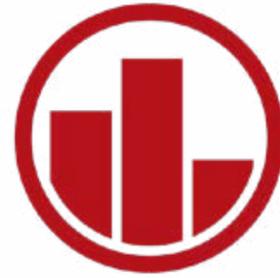


Action	Deliverable	Timeline	Responsibility
<b>8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</b>	Ensure all recruitment activity includes a statement encouraging applications from Aboriginal and/or Torres Strait Islander peoples.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	<b>July 2022</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>
	Include an optional question about identity to baseline the number of Aboriginal and Torres Strait Islander scholars and alumni.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Explore the introduction of the Foundation in AUS.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

Action	Deliverable	Timeline	Responsibility
<b>8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</b>	Explore ways in which TMA network can support Aboriginal and Torres Strait Islander marketing students and early in career professionals via workshops or training. E.g. TMA to provide special invitations to enrol all indigenous marketing students to the TMA Global Virtual Campus.	<b>Dec 2022</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
<b>9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.</b>	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	<b>Jan 2023</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>
	Investigate Supply Nation membership.	<b>Jan 2023</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
	Provide opportunities for diverse suppliers and minority groups to participate in our procurement tendering and quoting processes.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Develop a list of Aboriginal and Torres Strait Islander businesses that can be used to procure goods and services.	<b>Dec 2022</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>

Action	Deliverable	Timeline	Responsibility
<b>9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.</b>	Proactively seek out diverse suppliers and minority groups to create meaningful long-term business partnerships.	<b>Dec 2022</b>	<b>Jo Higgins</b> Manager, Customer Identity and Consent <b>TMA Scholar Alumni 2019</b>
	Develop one significant commercial relationship with an Aboriginal and/or Torres Strait Islander owned business.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Develop an understanding of the mutual benefits of procurement from Aboriginal and Torres Strait Islander owned businesses.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

# Governance



Action	Deliverable	Timeline	Responsibility
<b>10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.</b>	Maintain a RAP Working Group (RWG) to govern RAP implementation.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Establish a RAP Working Group that is operational to support the implementation of our RAP, comprising of Aboriginal and Torres Strait Islander peoples, Alumni and Scholars from across The Marketing Academy.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Draft a Terms of Reference for the RWG.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	RWG to meet regularly; quarterly at minimum to discuss progress against RAP actions and initiatives.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
<b>11. Provide appropriate support for effective implementation of RAP commitments.</b>	Define resource needs for RAP implementation.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

Action	Deliverable	Timeline	Responsibility
<b>11. Provide appropriate support for effective implementation of RAP commitments.</b>	Define resource needs for RAP implementation.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Engage senior leaders in the delivery of RAP commitments.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Develop and implement a plan to engage and inform key internal stakeholders of their responsibilities within our RAP.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	Define appropriate systems and capability to track, measure and report on RAP commitments.	<b>Dec 2022</b>	<b>Mitchell Parkins</b> Founder Build Brand Equity & Story Bites <b>TMA Scholar Alumni 2018</b>
<b>12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.</b>	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	<b>30 Sept 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	RWG Collect data for the RAP Impact Measurement Questionnaire.	<b>Aug 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

Action	Deliverable	Timeline	Responsibility
<b>12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.</b>	RWG to seek internal approval to submit the RAP Impact Measurement Questionnaire to Reconciliation Australia.	<b>Aug 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	RWG to write up and present half yearly reports on progress against RAP actions and deliverables to the CEO.	<b>Dec 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	TMA to incorporate details of RAP initiatives undertaken and planned in all TMA materials, including partnership proposals.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
	TMA to explore asking partners to identify their reconciliation actions in partnership proposals.	<b>July 2022</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>
<b>13. Continue our reconciliation journey by developing our next RAP.</b>	Liaise with Reconciliation Australia to develop a new RAP based on learnings, challenges and achievements.	<b>Feb 2023</b>	<b>Emma Beaumont</b> Program Director <b>The Marketing Academy AUS</b>

### CONTACT DETAILS

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