



# Reflect Reconciliation Action Plan

November 2022 - November 2023





## Artist Statement

This artwork represents oOh!media's multifaceted commitment to making public spaces better. oOh!'s purpose includes helping support connection between people and our environment with the colours and segments of this artwork representing the vibrancy and diversity of country across Australia and New Zealand. oOh! has six offices located across Australia and New Zealand with this Trans-Tasman relationship represented through the inclusion of both Australian wattles and New Zealand kowhai blooms, which are widely regarded as the unofficial national flower of New Zealand. The work also features six prominent concentric circles representing oOh!'s six offices and the various staff across the business who work in each of these locations. This includes not only the office staff but all the staff such as the Field and Cleaning operatives, Warehouse operatives and oOh! electricians.

oOh!'s purpose to make public spaces better includes safety through providing adequate lighting at bus shelters and other locations represented through the yellow paint in contrast to the black background. Making public spaces better for oOh! also includes sustainability. Regardless of their locations, oOh!'s offices are connected by our beautiful waterways including our ocean, therefore, water features heavily through the artwork representing our fundamental connection to one another, the importance of sustainability, the need to keep our waterways clean.

## The Artist

**Lua Pellegrini** is a young Wiradjuri Woman who grew up on Darug country in Western Sydney. She is currently studying at the University of NSW completing a Bachelor of Fine Arts/Arts majoring in Indigenous Studies and is an Alumni of the GO Foundation. Lua's love for art began at a young age, however, her passion for expressing her culture through art only began after spending time painting with her elders when she was in high school. Lua's 2019 HSC major work *Our Past, Her Future* was featured on the cover of the 2020 Catholic Schools guide and was showcased in the Grace Cossington Smith Gallery. That same year, Lua was humbled to be asked to exhibit her work on the Reconciliation Wall at NSW Parliament House beginning her exhibition *Our Past, Our Future* in NAIDOC Week 2020.

As an emerging artist, Lua's experience has grown through 2021 and 2022 being asked to create various commissioned art including work for Youth Action and the office of the Advocate for Children and Young People. Lua is currently taking on the role of the Catholic Schools Guide Artist in Residence and is the proud designer of the Sydney Swans Marngrook Guernsey.

Lua has worked closely with oOh!media over the last 7 months to design oOh!'s first RAP artwork and created an animated Acknowledgement of Country video for oOh!'s 2022 Outfront.





## A statement from our CEO

**It is with immense pride that I present oOh!media's inaugural Reconciliation Action Plan (RAP).**

Our Reflect RAP will lay the foundations of our company's commitment to listening and learning, and in turn, give us an even greater understanding and awareness of Aboriginal and Torres Strait Islander peoples.

oOh!'s purpose to make public spaces better and brands unmissable is at the core of everything we do. We value our ability to deliver genuine value for the community, by building and maintaining public infrastructure and supporting the work of local communities. As an organisation we do this every day through our connection with communities and in environments on land that Australia's First peoples have lived on for millennia.

As a leader in Out of Home, we work with advertisers, governments, and commercial property partners, to engage communities and people with our public space assets. We know the more people are engaged, and we are engaged as a company, the more integral we become to helping make our society a better place to live, work and play. We can contribute best to this reconciliation journey by formalising and voicing our commitment to building sustainable, supportive, and resilient communities.

Our employees expect us as a company to lead the way in the future of diversity and inclusion through knowledge, understanding, and actions, and it is our responsibility to deliver.



At oOh! we know that one size does not fit all, and we remain open-minded and curious about seeing things from varied perspectives. Our RAP underpins our ability to welcome everyone equally, in the knowledge that our strength as a company and individuals lies in our different ideas and views. I look forward to contributing in 2023 to reconciliation by delivering on the initiatives outlined in this plan.

Working with Reconciliation Australia, Two Point Co. and our employees to develop our RAP has been rewarding, and as we focus every single day on improving personally, professionally, and as a business, we are looking forward to building on these relationships to create a better today for Australia's First Peoples.

**Cathy O'Connor**  
Chief Executive Officer  
oOh!media



## A statement from the CEO Reconciliation Australia

**Reconciliation Australia welcomes oOh!media to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.**

oOh!media 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 oOh!media 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 oOh!media, 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**



## Our Business

oOh!media is the leading Out of Home (OOH) advertising company across Australia and New Zealand. A publicly listed company on the Australia Securities Exchange (ASX), oOh! employs 785 people in Australia across Sales and Marketing, Commercial, Support Services and Operations; our company currently employs three Aboriginal and/or Torres Strait Islander people.

Our core business is to work with advertisers, media agencies, Government, and private landowners to install and sell advertising space. We have over 35,000 assets across our business, from bus shelters to retail centres to airport signs to large format billboards. oOh!'s headquarters are located on Cammeraygal Land in NSW, with four other Australian corporate offices in each capital city (Perth, Melbourne, Adelaide, and Brisbane).

With a company purpose of Making Public Spaces Better and Brands Unmissable, oOh! has 3 core values:

### **Grow sustainably**

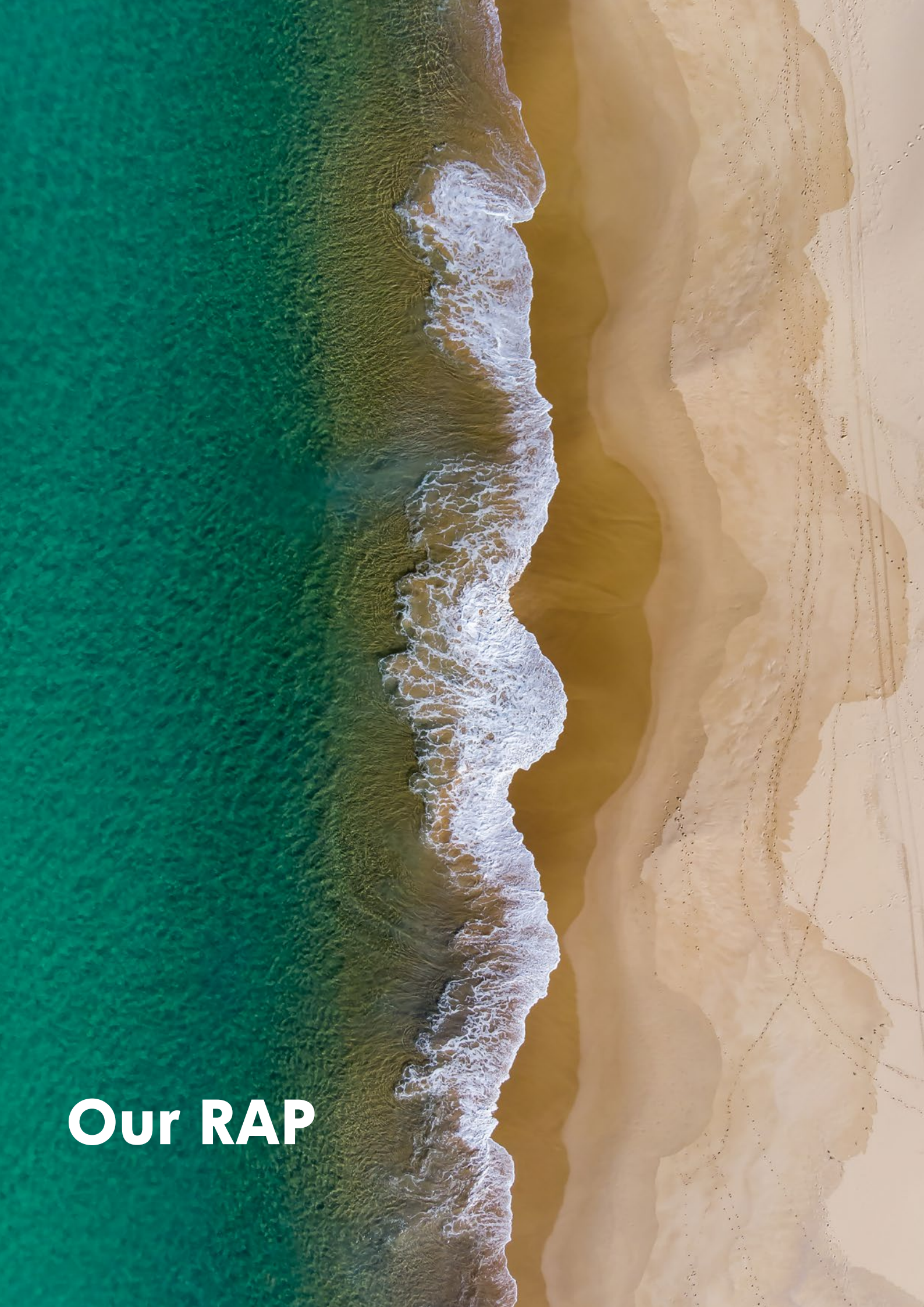
We get better – personally, professionally, and as a business – every single day.

### **Play with heart**

We infuse passion, pride and, above all, fun into our interactions and work.

### **Stronger together**

We're best as a team when we're united by what makes us different.



**Our RAP**

## Our RAP

**As a business, we are committed to creating a workplace that is inclusive and diverse. We understand that this necessarily begins with acknowledging, respecting and listening to the First Peoples of this nation.**

We operate over 35,000 advertising signs across the country. We understand that each of those signs sits on land that was never ceded and we believe that formalising our reconciliation journey through a Reflect RAP is a vital first step in acknowledging the cultures, the histories, the knowledge and the rights of the people and communities on whose land we work. We have a great deal of growth to do – as a business and as an industry more broadly – and we believe that the structure of the Reflect RAP will best enable us to educate our staff and create a working environment where Aboriginal and Torres Strait Islander peoples feel culturally safe, respected and valued.

As an ASX-listed business, we have a formal leadership structure in place including an external Board. The RAP work has been endorsed by the Board and has been communicated to our shareholders – a powerful way of keeping the business accountable in terms of achieving the deliverables we have outlined further down.

Our RAP Working Group is sponsored by Chief Content, Marketing and Creative Officer, Neil Ackland, who has been appointed as the oOh! RAP Champion. Neil is a member of our Executive Leadership Team and passionate about driving internal awareness and engagement of the RAP. The RAP Working Group is made up of a diverse team across the business that reports progress to the Executive Leadership team on a monthly basis to ensure ongoing accountability. The Working Group is supported by a larger group of 'supporters' across the business who are committed to sharing progress on the RAP deliverables in an informal manner. We have also set up an internal strategic communications plan to focus on ongoing education for all staff which will be a key part of our learning journey together.

We partnered with Two Point Co. – an Aboriginal and Torres Strait Islander consultancy firm – to provide education workshops for the Board, the Executive Leadership Team and the RAP Working Group. Two Point Co. then guided the business through the development of the draft RAP.

The oOh!media RAP Working Group consists of the following staff:

<b>Neil Ackland</b>	Chief Content, Marketing & Creative Officer / CEO POLY
<b>Michael Cali</b>	Group Director, Road, Street and Retail
<b>Finn Porter</b>	Commercial Manager
<b>William Littlefield</b>	Digital Producer
<b>Bec Haefeli</b>	Executive Assistant
<b>Tonya Greer</b>	Community Manager
<b>Marcos Hasiotis</b>	Senior Business Manager
<b>Nathan Urquhart</b>	Program Manager & Business Analyst
<b>Anna Wyatt-Spratt</b>	Senior Business Manager
<b>Amanda McDermott</b>	Finance Manager
<b>Olivia Finnan</b>	Marketing Executive
<b>Krista Walton</b>	Group Sales Leader
<b>Lisa Kong</b>	Head of Group Procurement
<b>Anna Fredericks</b>	Senior People Partner
<b>Sarah Young</b>	Group Director ESG
<b>Jamie Whitehead</b>	ESG Manager
<b>Zoe Chan-Iverach</b>	Digital Producer
<b>Gabrielle Stolojan-Filipesco</b>	Operations Lead
<b>Vanessa O'Hanlon</b>	Senior PR & Communications Consultant



# **Our Partnerships /Current Activities**



## Our Partnerships /Current Activities

### Community Partnerships

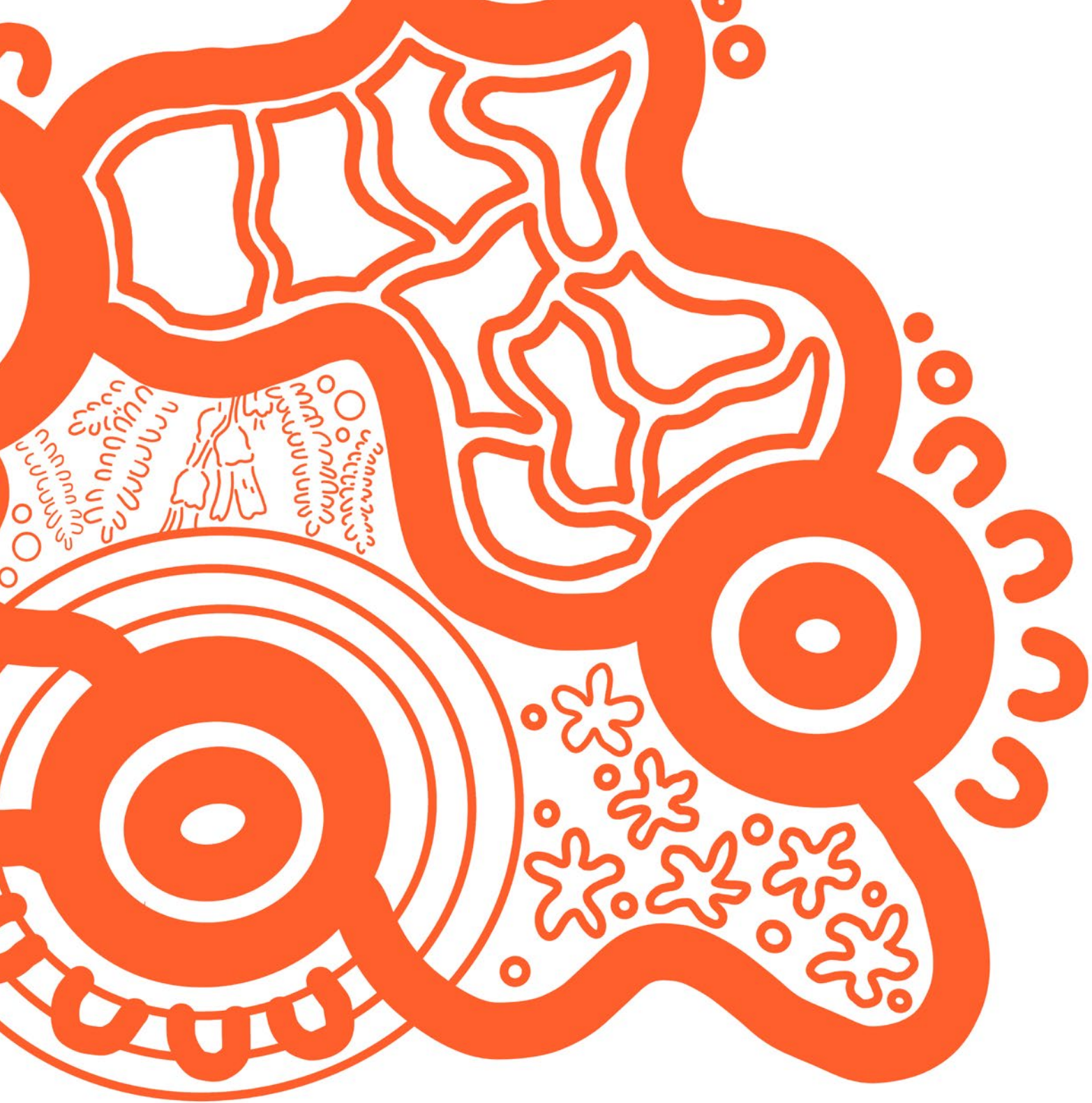
- Two Point Co. contracted as our partner consultancy firm to guide our Reflect RAP development and provide cultural awareness benchmarking and training for all staff.
- Formal Community Partnership with the GO Foundation to promote their work and develop mentoring opportunities for GO Foundation graduates within the media industry.

### Internal Activities/Initiatives

- Incorporation of Acknowledgement of Country for all key business events.
- Engagement with Metropolitan Aboriginal Land Council (oOh!'s Head Office is on Cammeraygal Land) to partner with Elders for Welcome to Country ceremonies for external events.
- Establishment of the RAP Working Group.
- Internal communications page to share activities and learning resources for all staff.
- Hosting of events for NAIDOC Week and National Reconciliation Week in partnership with the GO Foundation and Two Point Co.



The Roadmap to our  
**Reconciliation Journey**





# Relationships

Action	Deliverable	Timeline	Responsibility
<b>Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.</b>	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	Nov 2022	Group Director, Road, Street and Rail
	Engage Local Aboriginal Land Councils in each suburb where oOh! has an office or warehouse.	May 2023	Sales Director
	Establish connection with local Aboriginal and Torres Strait Islander communities.	Dec 2022	Group Director, Road, Street and Rail
	Ensure any internal events held on Country are done so in consultation with the relevant Land Aboriginal Land Council.	May 2023	Marketing Director
	Invite Elders to events open to external audiences.	May 2023	Marketing Director
<b>Build relationships through celebrating National Reconciliation Week (NRW).</b>	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2023	Marketing Director
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May – 3 Jun 2023	Chief Content, Marketing and Creative Officer
	RAP Working Group members to participate in an external NRW event.	27 May – 3 Jun 2023	Chief Content, Marketing and Creative Officer
	Hold an internal all-staff email explaining the purpose of National Reconciliation Week with links to Reconciliation Australia website resources and events.	May 2023	Marketing Director
	Assist our staff in understanding the importance and significance of National Reconciliation Week	May 2023	Marketing Director
<b>Promote reconciliation through our sphere of influence.</b>	Communicate our commitment to reconciliation to all staff.	Nov 2022	CEO + Chief Content, Marketing and Creative Officer
	Establish a Workplace page to be updated monthly with educational resources and progress on the RAP work.	Nov 2022	Marketing Director
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	Dec 2022	Group Director, Road, Street and Rail
	Liaise with the Outdoor Media Association to determine other outdoor advertising companies who have established their own RAP.	Feb 2023	Group Director, Road, Street and Rail
	Engage other outdoor companies who are yet to start their RAP journey and offer assistance and encouragement as well as the sharing of resources and ideas.	Jun 2023	Group Director, Road, Street and Rail
	Implement key RAP messages in our internal communication platforms.	Dec 2022	Group Director, Road, Street and Rail
	Develop an internal communications plan to promote our RAP.	Dec 2022	Marketing Director
<b>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.	Aug 2023	Chief People and Culture Officer
	Research best practice and policies in areas of race relations and anti-discrimination.	Aug 2023	Chief People and Culture Officer





# Respect

Action	Deliverable	Timeline	Responsibility
<b>Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.</b>	Develop a cultural learning plan for our organisation	Feb 2023	Group Director, Road, Street and Rail
	Conduct a review of cultural learning needs within our organisation.	Nov 2022	Chief People and Culture Officer
	Engage in cultural awareness training for all staff.	Feb 2023	Chief People and Culture Officer
<b>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.	Dec 2022	Sales Director
	All senior leaders to receive training on preparing an authentic Acknowledgement of Country.	Dec 2022	Group Sales Leader
	Create a video for all staff to access to help them understand the difference between an Acknowledgement to Country and a Welcome to Country and when to use them.	Mar 2023	Marketing Director
	Ensure all major events in the business engage the relevant Local Aboriginal Land Council to arrange a Welcome to Country in the first instance, or delivery of an Acknowledgement of Country where the former is not possible.	Oct 2023	Marketing Director
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	Feb 2023	Chief Content, Marketing and Creative Officer
<b>Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.</b>	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	Jul 2023	Marketing Director
	Promote NAIDOC events via all-staff communications.	Jul 2023	Marketing Director
	Host educational materials about NAIDOC on Workplace for all staff to access.	Jul 2023	Marketing Director
	Hold 'lunch and learn' events leading up to and during NAIDOC Week to engage staff across the business.	Jun 2023	Program manager & Business Analyst
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	Jun 2023	Marketing Director
	RAP Working Group to participate in an external NAIDOC Week event.	First week of Jul 2023	Program Manager & Business Analyst



## Opportunities

Action	Deliverable	Timeline	Responsibility
<b>Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</b>	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	Dec 2022	Finance Director
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Dec 2022	Chief People and Culture Officer
	Review current recruitment process and identify best practice methods to attract Aboriginal and Torres Strait Islander candidates.	Dec 2022	Chief People and Culture Officer
	Identify and establish employability pathways for Aboriginal and Torres Strait Islander peoples via partnerships with educational institutions.	Dec 2022	Chief People and Culture Officer
<b>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.	Mar 2023	Finance Director
	Create an Aboriginal and Torres Strait Islander Advertising Grant Initiative.	Nov 2023	Chief Content, Marketing and Creative Officer
	Investigate Supply Nation membership.	Mar 2023	Group Procurement Director
	Develop sustainable partnerships with Aboriginal and Torres Strait Islander suppliers through our procurement processes.	Apr 2023	Group Procurement Director





## Governance

Action	Deliverable	Timeline	Responsibility
<b>Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.</b>	Maintain a RWG to govern RAP implementation.	Nov 2022	Group Director, Road, Street and Rail
	Review and update a Terms of Reference for the RWG.	Nov 2022	Group Director, Road, Street and Rail
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	Nov 2022	Chief People and Culture Officer
<b>Provide appropriate support for effective implementation of RAP commitments.</b>	Define resource needs for RAP implementation.	Dec 2022	Finance Director
	Engage senior leaders in the delivery of RAP commitments.	Dec 2022	Chief Content, Marketing and Creative Officer
	Maintain a senior leader to champion our RAP internally.	Nov 2022	CEO
	Define appropriate systems and capability to track, measure and report on RAP commitments.	Dec 2022	Technology Director
	Consult with Aboriginal and Torres Strait Islander staff and community members to establish a functional Aboriginal and Torres Strait Islander Reference Group.	Nov 2022	Senior Partner People
	Continue working with Two Point Co. to ensure that the oOh! RAP targets are met.	Nov 2022	Chief Content, Marketing and Creative Officer
	<b>Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.</b>	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.	June annually
Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.		1 Aug annually	Digital Producer
Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.		30 Sep 2023	Head of Group Procurement and Operations Lead
<b>Continue our reconciliation journey by developing our next RAP.</b>	Register via Reconciliation Australia's website to begin developing our next RAP.	Aug 2023	ESG Manager



**Contact details**

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