

Reflect Reconciliation Action Plan

July 2025 – June 2026



RECONCILIATION
ACTION PLAN

REFLECT



Our Acknowledgement

We acknowledge the Traditional Owners of Country across Australia and recognise their continuing connection to lands, waters, skies and communities. We respect and celebrate Australia's history of more than 60,000 years of Aboriginal and Torres Strait Islander customs, language and cultures, and acknowledge the significant personal,

spiritual and cultural impacts caused by colonisation. We pay our respects to Elders past and present, and to the ongoing leadership role of Aboriginal and Torres Strait Islander communities on our shared path to reconciliation. We acknowledge our role and responsibility to contribute to this shared path and achieve positive outcomes for all Australians.

Artwork

Walkabout 2022 by Luke Mc of the Wulgurukaba People of Northern Queensland.



It shows a young man who has come of age and has embarked on a walkabout journey. He is learning by crossing Songlines and walking across Country and meeting with other Mobs.

This artwork was purchased from an online exhibition by The Torch, a program that supports Indigenous offenders and ex-offenders in Victoria through its Indigenous Arts in Prisons and Community program. The Torch Statewide Indigenous Arts in Prisons and Community program is funded by a mix of government and philanthropic sources.

The Torch assists artists to reconnect with culture and earn income from art sales, with 100% of the artwork price going directly to the artist, as well as licensing and projects.

Vision

Our vision for reconciliation is grounded in the concepts of collaboration, respect and understanding. It is to work respectfully with Aboriginal and Torres Strait Islander peoples to embrace and celebrate their cultures and valued contribution to our nation and to create opportunities through digital inclusion and innovation.

We will achieve our vision by:

- Engaging with Aboriginal and Torres Strait Islander peoples to ensure they have a strong voice in building an inclusive .au domain
- Unlocking positive social and economic value for Aboriginal and Torres Strait Islander peoples through the .au domain
- Partnering with Aboriginal and Torres Strait Islander organisations to enhance the utility of the internet and promote digital inclusion for all Aboriginal and Torres Strait Islander peoples
- Actively supporting and encouraging discussion about the Uluru Statement from the Heart with the Australian internet community
- Recognising that our organisation is better for working inclusively with Aboriginal and Torres Strait Islander peoples
- Improving our understanding of Aboriginal and Torres Strait Islander history, cultures and peoples by participating in cultural awareness training and cultural immersion activities.

Our organisation

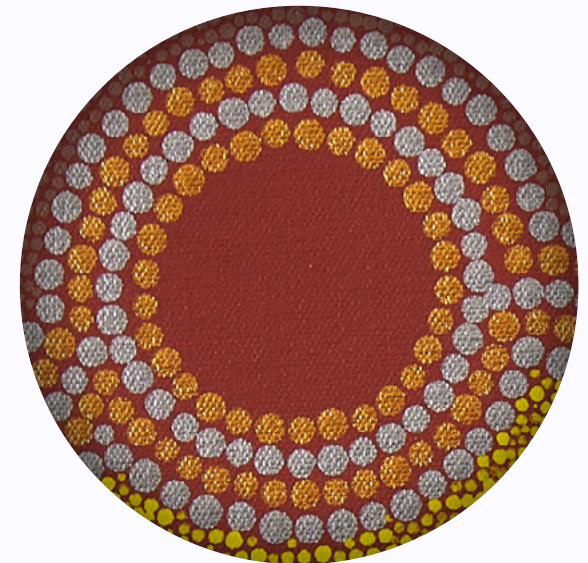
The .au Domain Administration Limited (auDA) is a self-regulatory Australian not-for-profit organisation that administers the .au domain for the benefit of all Australians, and champions an open, free, secure and global internet.

auDA is endorsed by the Australian Government to ensure the .au domain is administered in the public interest and for the benefit of all Australians. Our core functions, as set out by our Terms of Endorsement from Government, are to:

- Ensure stable, secure and reliable operation of the .au domain, as part of Australia's suite of critical infrastructure.
- Administer a licensing regime for .au domain names based in multi-stakeholder processes that is transparent, responsive, accountable, accessible and efficient.
- Actively advocate for, participate in, and support multi-stakeholder internet governance processes domestically, regionally and internationally.

We represent .au's interests internationally and have an agreement with the Internet Corporation for Assigned Names and Numbers (ICANN) – the international body responsible for coordinating the internet's naming and numbering systems.

auDA has 60 staff from a range of backgrounds but we are currently unaware of any staff who identify as an Aboriginal and/or Torres Strait Islander person. Our staff work in our head office Melbourne and satellite offices in Canberra and Sydney. auDA undertakes in-person outreach activities in the community across all states and territories in Australia, including events at universities, local and regional business chambers, industry organisations and startup hubs.



CEO message

Dr Bruce Tonkin

Chief Executive Officer, auDA



auDA's inaugural Reflect Reconciliation Action Plan (RAP) sets out the first steps on our reconciliation journey.

Our RAP reinforces our commitment to developing stronger relationships for meaningful engagement with Aboriginal and Torres Strait Islander peoples grounded in collaboration, respect and understanding. With meaningful engagement we can work together to drive genuine change to create an inclusive and equitable future for all Australians.

As Australia's multi-stakeholder administrator of the .au domain name system, auDA's purpose is to ensure the secure and reliable operation of .au and the internet's naming system, and champion an open, free, secure and interoperable internet, for the benefit of all Australians.

Our reflect RAP focusses on engagement, education and cultural awareness to build stronger relationships with Aboriginal and Torres Strait Islander communities and create business and employment opportunities. All members of the auDA team play a

role in creating opportunities to connect and build collective understanding and opportunities. Our goal is to become an organisation that reflects the diversity and rich culture of the whole community.

We believe in the transformative power of digital inclusion and innovation to connect communities and create opportunities. Through the auDA Public Benefit Program, we support programs led and supported by Aboriginal and Torres Strait Islander organisations that promote digital inclusion and innovation. We recognise our important responsibility for shaping a more diverse and inclusive .au, which is only possible if we work hand in hand with Aboriginal and Torres Strait Islander peoples.

auDA is working with key Aboriginal and Torres Strait Islander organisations to respectfully engage with Aboriginal and Torres Strait Islander decision-makers and bodies to raise awareness of the .au domain.

auDA already participates in National Reconciliation Week and acknowledges the Traditional Custodians of the land where we meet as part of meeting protocol.

On 19 June 2023 the auDA Board released a statement accepting the invitation to walk with First Nations peoples towards reconciliation, as set out in the Uluru Statement from the Heart.

I extend my gratitude to everyone on the Working Group for their contributions to the development of this RAP. auDA's RAP has the full support of the auDA Board and the Executive Team who will ensure that we meet our objectives and report transparently on our progress. We look forward to delivering and building on the commitments in our RAP to contribute to a more inclusive and fair future.

Message from Reconciliation Australia CEO

Karen Mundine

Chief Executive Officer, Reconciliation Australia

Reconciliation Australia welcomes .au Domain Administration Limited (auDA) to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.



auDA joins a network of more than 3,000 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 auDA 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 auDA, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.

Our RAP

**We are proud to publish our Reflect RAP.
We recognise reconciliation as fundamental
to the best future for all Australians.**

Our Reflect RAP sets out our commitment and steps for identifying and acting on opportunities for reconciliation. We move forward with humility, seeking guidance from Aboriginal and Torres Strait Islander partners on the path to meaningful and sustainable reconciliation.







A RAP Working Group was established in 2022, comprising staff from across the organisation who are responsible for advancing the RAP targets within their respective areas and building staff engagement. The CEO of auDA is our RAP champion, ultimately responsible for championing our RAP across the organisation, with the support of the RAP Working Group.

The RAP Working Group worked closely with Karen Milward, First Nations Consultant, in the development of this RAP. The consultation was finalised with the assistance of the Terri Janke and Company.

The RAP Working Group meets monthly to drive implementation of the RAP. It reports to the CEO monthly and to the auDA Board quarterly, holding auDA accountable to the commitments in our Reflect RAP.

We will also provide benchmark data to Reconciliation Australia annually through the RAP Impact Survey. We will report on our progress under our Reflect RAP each year.

Our RAP Working Group members are:

-  **Jane Smith**
Chief People and Culture Officer (CPCO)
-  **Barbara Schade**
Senior Compliance Policy Officer (SCPO)
-  **Steph Viljoen**
Manager Licensing Framework Compliance and Privacy Officer (Manager Licensing)
-  **Sophie O'Shea**
Corporate Communications Adviser
-  **Rikki Andrews**
Manager, Public Benefit
-  **Tom Lace**
Digital Communications Adviser

Our initiatives and community partnerships

Public Benefit Program

auDA has a comprehensive Public Benefit Program to unlock positive social and economic value for Australians through an open, free, secure and global internet. auDA delivers a number of initiatives including a Community Grant Program and a Research and Development Program. First Nations-led organisations are actively encouraged to apply and we will increase our focus on initiatives with significant Aboriginal and Torres Strait Islander peoples involvement, including sustainability projects.

Community Grant Program

The Community Grant Program was established to fund education and research activities that will enhance the utility of the internet for Australians. Since 2006, auDA has distributed more than \$5million in community grants. There are five focus cohorts for the Community Grant Program including Aboriginal and Torres Strait Islander peoples. In 2023 and 2024, the five-member Grant Review Panel included an Aboriginal participant.

Since 2021, auDA has provided grants to universities and not-for-profit organisations to deliver digital inclusion and digital innovation projects for this focus area. Examples include:

First Nations Foundation **- Digital Safety for Aboriginal and Torres Strait Islander peoples**

An Aboriginal and Torres Strait Islander-led organisation delivered a project to enable the development and distribution of culturally relevant education materials and training teaching Aboriginal and Torres Strait Islander peoples how to identify scams online and through mobile devices, the importance of keeping personal information, pin numbers and passwords secure. Resources are available through an online portal and actively shared via financial mentors and social media.

Dr Jessa Rogers (a Wiradjuri researcher) **- Queensland University of Technology -** **Connecting in Cape York: Understanding and addressing digital inclusion in low-income Indigenous families living on Mornington Island.**

Employing Aboriginal and Torres Strait Islander methodologies including yarning, and co-design workshops to inform policies, practices and programs that address the particular and acute barriers to access and use of digital technologies and the internet on Mornington Island. The findings are being disseminated to the community (through conversations, plain English research summaries and a short video), to the wider public (through mainstream media pieces and webpage) and with policymakers and academic audiences (through a report, academic publications and conference presentations). These first-hand stories from Mornington Island and the overall findings are intended to inform future digital inclusion policy in Far North Queensland and remote Australia more broadly.



University of Queensland – First Nations Youth Digital Story-Telling Project

Working with the Gurindji people, Karungkarni Art, Kalkaringi School and ICTV (Indigenous digital media channel) to empower Gurindji people in renewing their language and culture across generations through participatory digital storytelling to ensure the longevity of Aboriginal and Torres Strait Islander linguistic and cultural practices. The co-creation of an animation resulted in renewal of youth engagement with Gurindji language and culture, upskilling of emerging Gurindji artists and filmmakers, and messaging of Indigenous Ecological Knowledge. Resources such as these are important for embedding Aboriginal and Torres Strait Islander knowledge systems into the Framework for Aboriginal and Torres Strait Islander Languages of the Australian Curriculum developed by ACARA. The animation has become part of the education kit for primary and high school students developed by Hardie Grant to accompany the Tamarra book, ensuring that this Gurindji knowledge will reach a broader non-Indigenous audience. In particular, the animation will help the general public understand Gurindji child-rearing practices.

Research and Development Grant Program

auDA has developed a new stream of research and development funding to drive innovation and impact through the internet. Through the new Research and Development Grant Program, auDA champions innovation in partnership with external stakeholders such as universities, research institutes, industry and civil society. Aboriginal and Torres Strait Islander researchers and organisations are actively encouraged to participate. There is also potential for Community Grant Recipients to be invited to collaborate on an expansion or extension project.

Public Benefit Program projects are shared via auDA communications and networks including to other funding bodies. This raises awareness of the findings, resources and stories to a broader audience.

Building relationships

Through these initiatives we are building and consolidating relationships with Aboriginal and Torres Strait Islander organisations and individuals and welcome their expertise and support in our projects to improve the .au domain and digital inclusion and innovation more broadly.

We have developed a relationship with Kinaway Chamber of Commerce through its Chair Karen Milward, who has worked closely with our RAP Working Group.

auDA has been working with Terri Janke and Company to improve staff's cultural awareness.

Optional holiday on 26 January

To promote auDA as a workplace where cultural differences are respected, staff are given the option to work on 26 January and take leave on an alternative day should they wish to do so.

Developing an engagement plan

We worked with an Indigenous Law Firm Terri Janke and Company to consult with Aboriginal and Torres Strait Islander stakeholders on issues relating to the .au domain. Key staff have participated in a True Tracks workshop on Aboriginal and Torres Strait Islander cultural and intellectual property and engagement principles and protocols. Terri Janke and Company have also assisted us in the drafting of this RAP.



Relationships

ACTION 1 • Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.

Deliverable	Timeline	Responsibility
Continue to identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence, including local communities, and other organisations in the communications and digital space.	Jul 2025	Chief People and Culture Officer (CPCO)
Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander peoples and organisations.	Jul 2025	CPCO/Senior Compliance Policy Officer (SCPO)
Build mutually beneficial relationships with Aboriginal and Torres Strait Islander peoples to support our Public Benefit Program.	Jul 2025	CPCO/SCPO
Develop Aboriginal and Torres Strait Islander engagement principles to guide staff that align with best practice for working with Aboriginal and Torres Strait Islander peoples and cultures.	Jul 2025	SCPO

ACTION 2 • Build relationships through celebrating National Reconciliation Week (NRW).

Deliverable	Timeline	Responsibility
Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff via internal online networks and within office spaces.	May 2025	Administration Assistant
RAP Working Group members to participate in an external NRW event.	27 May – 3 Jun 2025	CPCO
Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW by sharing details via internal communications.	27 May – 3 Jun 2025	CPCO
Circulate Reconciliation Australia's NRW resources and reconciliation materials to members and stakeholders.	May 2025	CPCO
Actively engage auDA staff in a NRW event that celebrates and acknowledges National Reconciliation Week.	27 May – 3 Jun 2025	CPCO

ACTION 3 • Promote reconciliation through our sphere of influence.

Deliverable	Timeline	Responsibility
Communicate our commitment to reconciliation to all staff by publishing the RAP on our website, issuing a communication to stakeholders and members and reporting on our progress on an annual basis.	Within 1 month of RAP approval and ongoing	CEO
Identify external stakeholders that auDA can engage with on our reconciliation journey and engage with them via collaborative events and projects.	Jun 2025	CPCO
Identify other organisations within the internet and technology sectors that have developed RAPs and that we could approach to collaborate with on our reconciliation journey.	Jun 2025	CPCO, Manager Licensing Framework

ACTION 4 • Promote positive race relations through anti-discrimination strategies.

Deliverable	Timeline	Responsibility
Research best practice and policies in areas of race relations and anti-discrimination.	Dec 2025	CPCO/SCPO
Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	Dec 2025	CPCO
Aboriginal and Torres Strait Islander candidates will be encouraged to apply for auDA advisory committees. Appointment to advisory committees will include as part of selection criteria a question about identification as an Aboriginal and Torres Strait Islander person.	May 2026	CPCO



Respect

ACTION 5 • Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.

Deliverable	Timeline	Responsibility
Develop a program for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation, including with training, educational resources, and collaborative partnerships.	Jun 2025	Lead: Public Benefit Manager / Support: RAP Working Group
Conduct a review of cultural learning needs within auDA.	Apr 2025	CPCO
Conduct annual cultural competency training for all staff, facilitated by an Aboriginal and Torres Strait Islander person or organisation.	Dec 2025	CPCO
Explore the provision of culturally safe services to stakeholders.	Jul 2025	SCPO

ACTION 6 • Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.

Deliverable	Timeline	Responsibility
Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area by researching the history of the local area, engaging in relationship building with members of the local Aboriginal community, and attending local events.	Apr 2025	Lead: SCPO / Support: RAP Working Group
Increase staff understanding of the purpose and significance behind cultural protocols, such as Acknowledgement of Country and Welcome to Country protocols, the difference between them, and how/when they should be done.	Mar 2025	Lead: SCPO / Support: RAP Working Group
Adopt the auDA Acknowledgement of Country statement to be used at auDA meetings and public events and support staff to engage with the Acknowledgement of Country and personalise it.	Mar 2025	CPCO

ACTION 7 • Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.

Deliverable	Timeline	Responsibility
Raise awareness and share information amongst our staff about the meaning of NAIDOC Week as well as celebrating Aboriginal and Torres Strait Islander cultures.	Jun 2025	Lead: CPCO / Support: RAP Working Group
Introduce our staff to NAIDOC Week by promoting external events in our local area and encouraging and supporting staff and senior leaders to attend.	Jun 2025	Lead: CPCO / Support: RAP Working Group
RAP Working Group to participate in an external NAIDOC Week event.	7-14 Jul 2025	RAP Working Group



Opportunities

ACTION 8 • Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.

Deliverable	Timeline	Responsibility
Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	Jun 2025	CPCO
Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Apr 2025	CPCO
Research best practice and opportunities to support cultural mentorship programs.	Jan 2026	CPCO
Investigate ways in which additional cultural leave can be provided for Aboriginal and Torres Strait Islander employees.	Aug 2025	CPCO
Develop a relationship with Pipeline Talent and First Peoples Recruitment Solutions.	Jun 2025	CPCO
Include an optional question on First Nations identity in our staff survey, should staff wish to self-identify as Aboriginal and/or Torres Strait Islander.	Jul 2025	CPCO

ACTION 9 • Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.

Deliverable	Timeline	Responsibility
Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses and prioritise these businesses as suppliers wherever possible.	Jun 2025	Chief Financial Officer (CFO) and CPCO
Research state-based Aboriginal and Torres Strait Islander business directories and develop a list of Aboriginal and Torres Strait Islander suppliers to make choices that support Aboriginal and Torres Strait Islander suppliers.	Jul 2025	CPCO, CFO
Investigate Kinaway Aboriginal Chamber of Commerce (Victoria) and First Nations Indigenous Chamber of Commerce (national) membership.	Apr 2025	SCPO



Governance

ACTION 10 • Establish and maintain an effective RAP Working Group to drive governance of the RAP.

Deliverable	Timeline	Responsibility
Maintain a RAP Working Group to govern RAP implementation.	Jun 2025	CPCO
Draft Terms of Reference for the RAP Working Group.	Jun 2025	CPCO
Establish Aboriginal and Torres Strait Islander representation on the RAP Working Group.	Jun 2025	CPCO

ACTION 11 • Provide appropriate support for effective implementation of RAP commitments.

Deliverable	Timeline	Responsibility
Engage Project Manager (Project Director).	Mar 2025	Lead: Project Director / Support: RAP Working Group
Define resource needs for RAP implementation.	Mar 2025	Executive Team
Engage senior leaders in the delivery of RAP commitments.	Apr 2025	Executive Team
Explore best practices to support and create an internal network for Aboriginal and Torres Strait Islander staff members.	Jan 2026	CPCO
Define and design appropriate systems and capability to track, measure and report on RAP commitments including deciding times for review of RAP progress.	May 2025	Project Director, CPCO and RAP Working Group
Establish clear approval and decision-making chain to ensure implementation of projects as part of RAP deliverables.	Jun 2025	Project Director, RAP Working Group

ACTION 12 • Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.

Deliverable	Timeline	Responsibility
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.	Jun, annually	Admin Assistant
Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.	1 Aug, annually	Admin Assistant
Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	30 Sep, annually	CPCO

ACTION 13 • Continue our reconciliation journey by developing our next RAP.

Deliverable	Timeline	Responsibility
Register via Reconciliation Australia's website to begin developing our next RAP.	3 months prior to RAP expiry date: Mar 2026	Admin Assistant



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