

UnLtd:



REFLECT

July 2025 – June 2026

Reconciliation Action Plan (RAP)





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ABOUT THE ARTWORK

This powerful artwork was created by Bailie, a young artist from Anaiwan Country and previous participant of the BackTrack program.

BackTrack is one of UnLtd's longest-standing charity partners and exists to help as many young people having a hard time as possible with a simple mission - to keep kids alive, out of jail, and chasing their hopes and dreams.

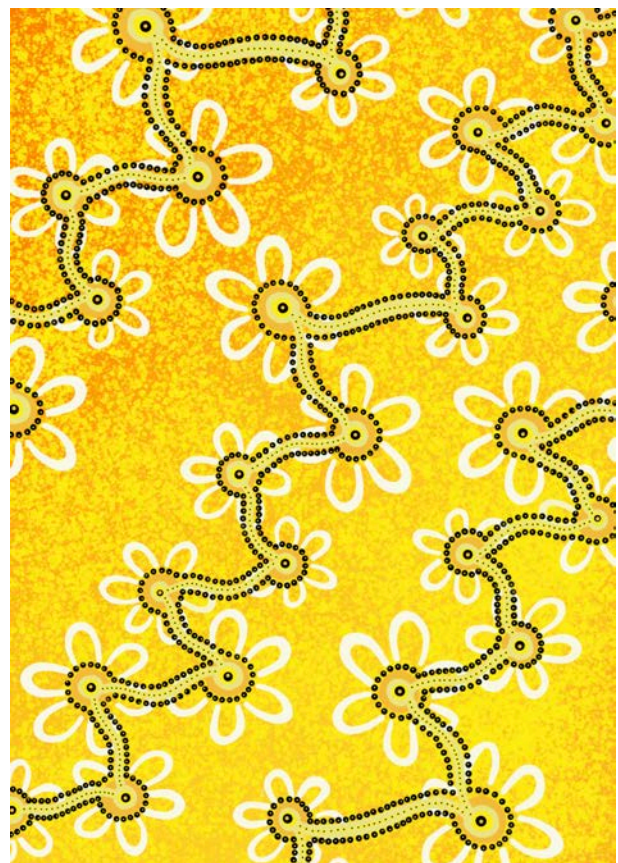
BackTrack helps some of the toughest kids to get their life back on track, through holistic wrap around support offering education, training, housing and employment. Their approach is grounded in the Circle of Courage, framework built on Belonging, Mastery, Independence, and Generosity - a holistic model of wellbeing rooted in First Nations wisdom from Canada.

At the heart of BackTrack is their art program, where young people are given the space to express their stories, often for the first time.

BackTrack

ARTIST STATEMENT FROM BAILIE:

"Inspiration for this work came from the charities involved, and how such change can make a difference to many of people involved with them. Each of the groups represent a charity along the track, and the lines joining are the reciprocation lines of giving, receiving, and sharing. Each charity being equally important as the other, some bigger, some smaller. The joining parts also represent the utmost respect and appreciation from both the charities and UnLtd."



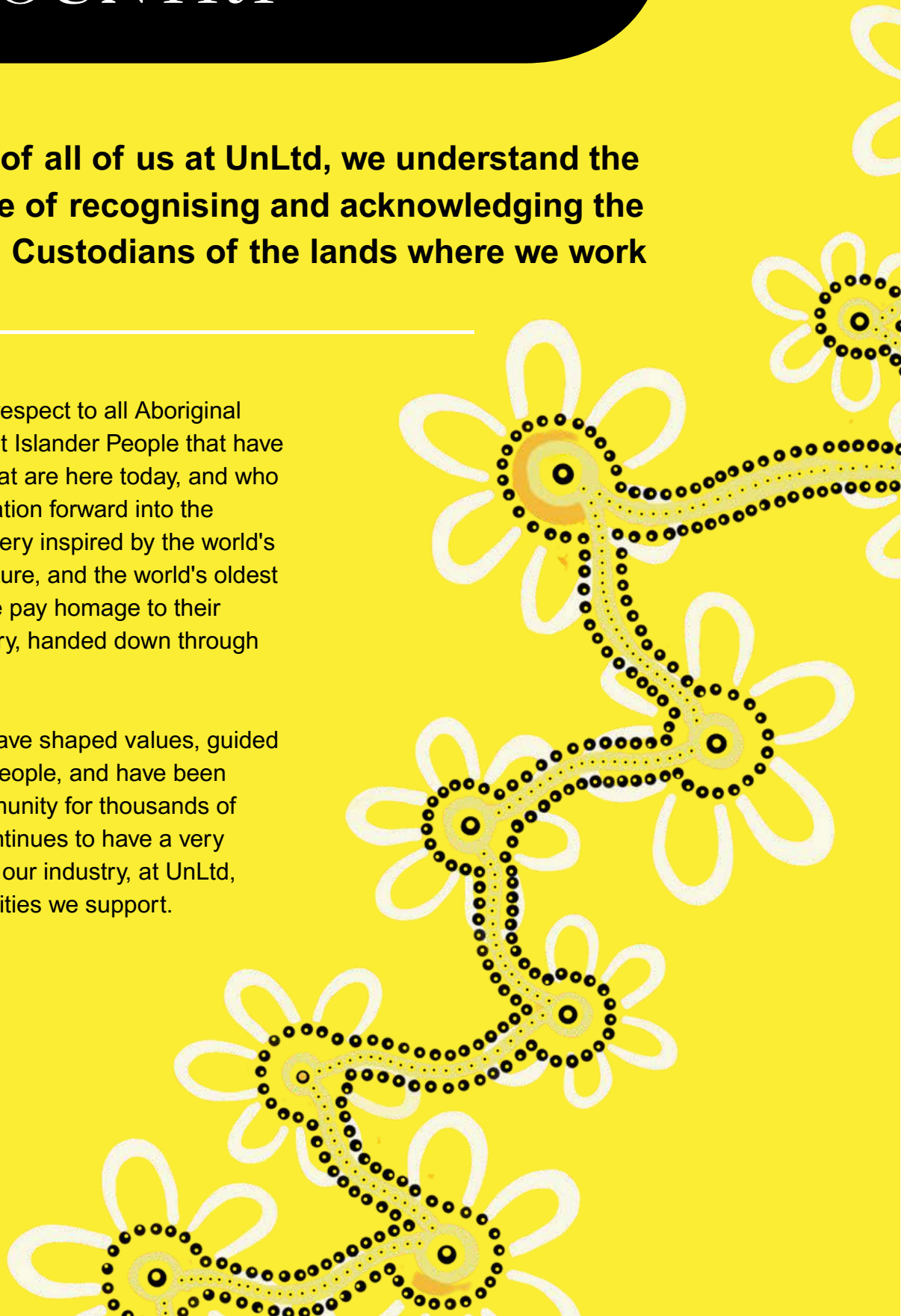
This image was created via digital print (App: Procreate on iPad)

ACKNOWLEDGMENT OF COUNTRY

On behalf of all of us at UnLtd, we understand the importance of recognising and acknowledging the Traditional Custodians of the lands where we work and learn.

We extend our respect to all Aboriginal and Torres Strait Islander People that have come before, that are here today, and who will carry this nation forward into the future. We are very inspired by the world's oldest living culture, and the world's oldest story tellers. We pay homage to their traditions of story, handed down through generations.

These stories have shaped values, guided and protected people, and have been integral in community for thousands of years. Story continues to have a very special place in our industry, at UnLtd, and for the charities we support.



STATEMENT FROM CEO OF RECONCILIATION AUSTRALIA

Reconciliation Australia welcomes UnLtd to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

UnLtd 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 UnLtd 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 UnLtd, 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

REFLECT RECONCILIATION ACTION PLAN



UnLtd is a social purpose organisation connecting the media, marketing, tech and creative industry with charities working with at-risk children and young people. Our purpose is to ensure every young person has the opportunity to fulfil their potential. We believe every young person has something to offer and we also believe the media, marketing, tech and creative industry and its people have the potential to use their financial and cultural influence to create significant social change. We work with innovative initiatives from those organisations that assist individuals and communities facing extreme disadvantage including programmes that help vulnerable youth, First Nations Communities, youth facing trauma and domestic violence, and those with mental health challenges.

We help people in the marketing, media, tech and creative industries make an impact in the lives of young people at risk, either as an individual or organisation using their talent, resources, fundraising and CSR programs – essentially, we connect the right resource with the right needs to create impactful partnerships and projects.

UnLtd has 16 team members across Australia and Aotearoa (NZ). We have head office space available for NSW team in Sydney, plus remote team members in Melbourne, Brisbane, Gold Coast, Newcastle and Gosford. We currently employ no Aboriginal and Torres Strait Islander staff members.

Our core values help us define our identity, purpose, and culture. The following are fundamental beliefs and principles that guide our business decisions, actions, and behaviours.

IMPACT:

Make Every Action Count. The core value of impact reflects our desire to act with intention, to leave a mark, and create meaningful change. It serves as a driving force behind our decisions and behaviours, and compels us to seek solutions, innovate, and contribute positively. We are committed to impact outcomes as the measurement of our success.

COLLABORATION:

Only Possible Together. The core value of collaboration recognises that greater outcomes are achieved when working together and leveraging our respective skills, opinions, and contribution.

ACCOUNTABILITY:

Own It. The core value of accountability reflects that we are all responsible for our behaviour, performance and decisions. It recognises that the work we do matters and has an impact on each of us and the business as a whole.

COMMUNICATION:

Tell it Straight and Listen Well. The core value of communication encompasses honesty, empathy, trust, and clarity. These help to ensure messages are conveyed accurately and productively. We value listening over speaking and aim to ensure all voices are heard equally.



OUR RAP

At UnLtd we are very inspired by the world's oldest living cultures, and the world's oldest story tellers, the Aboriginal and Torres Strait Islander Peoples. We continue to pay homage to their traditions of story, handed down through generations. These stories have shaped values, guided and protected people, and have been integral in communities for thousands of years. Story continues to have a very special place in our industry, at UnLtd, and for the charities we support. We are proud to use our influence to provide more opportunities to drive change through storytelling.

As an organisation we work every day to drive equity, inclusivity and empowerment to all the young people we serve through our charity partners. Many of our charity partners specifically operate to support First Nations Youth, and many of the others serve this important community through the work they do to help all young Australians to achieve their full potential with support, opportunities and empowerment. We have been and continue to be committed to reconciliation and now as we have grown, we recognise the need to formalise an approach that guides our actions by implementing a Reconciliation Action Plan.

Formalising our RAP through Reconciliation Australia will become our roadmap for the next 12 months as we add more structure to our activities to drive reconciliation through our business.

Our CEO, COO and RAP Ambassador/GM make up the committee, taking on proposed roles and responsibilities, and will work to implement allocated tasks by the set timelines. Our RAP Champion, at the time of creating this RAP is Emma Davis, GM in QLD, who will take on the responsibility of driving and championing internal engagement and awareness of the RAP, which is a role she is already undertaking. Our CEO and COO will confirm board approval and endorsement of the RAP to ensure this filters through all layers of our organisation. We will have monthly progress check-ins as a committee and manage the work and timelines. We also see our RAP as an important way to engage with our charity and corporate partners. During this first 12 months, we will actively reach out to share our commitments and to learn from key partners as we all pull together to elevate reconciliation at an industry level and beyond. We will share our commitment to all team members and update them on our progress as we move forward to achieve our RAP goals.

Whilst this is our first official RAP, we have already been implementing many strategies as a team. Formalising the RAP will be a positive opportunity to solidify those existing strategies and build on our action plan. Across the core pillars we have already engaged in the following ways:

RELATIONSHIPS:

- Celebrating National Reconciliation Week and NAIDOC Week across our business. Using these events as an opportunity to distribute materials, and actively educate our team members on the meaning, history, significance and importance of these events.
- Communicate our commitment to reconciliation to our staff and our intention to implement a formal RAP.
- Celebrate and promote additional dates of significance to our charity partners using our sphere of influence and encourage support – including Indigenous Literacy Day and National Science Week (important for DeadlyScience).

RESPECT:

- Initial stages of Cultural Learning and Awareness Training for a core group of team members, via the SBS Inclusion Course in 2024.
- Educating all team members on how to learn their own local Traditional Owners and Custodians of the lands and waters within their area. Encouraged all team members to add this to their address/email signature.
- Educating all team members on the purpose and significance behind Acknowledgment of Country and Welcome to Country.
- Ensure all UnLtd Events have a personalised Acknowledgment of Country or engage a local Elder to deliver a Welcome to Country.

OPPORTUNITY:

- Working with our charity partner DeadlyScience and their media partner, dentsu, to scope an education-based pathways program for DeadlyScience staff in 2025, and students in 2026.

GOVERNANCE:

- Developed a working group for our RAP including senior leader champions.

OUR PARTNERSHIPS/ CURRENT ACTIVITIES



Of the 27 charities we support, there are three that specifically serve First Nations Youth which are: *The Indigenous Literacy Foundation*, *DeadlyScience* and *Shooting Stars*. Alongside these specific charities, all other charity partners also support Aboriginal and Torres Strait Islander Young Peoples through the work they do to drive social change across their cause-focused-area. Some examples include, The Pyjama Foundation, Australian Children's Music Foundation, Bravehearts, BackTrack and Youth Off The Streets. We support our charity partners, by facilitating impactful partnerships with the media and creative industries to help them drive awareness and fundraising for their cause. These partnerships include pro bono support using the skills and expertise of media and creative partners, and then the free of charge media space, to provide a platform to drive reach for these important messages. We also rally the entire industry to support, volunteer, donate and promote these causes, driving significant change.

OUR CURRENT INTERNAL ACTIVITIES AND INITIATIVES

- Deliver an Acknowledgement of Country or Welcome to Country at all major events.
- Celebrates NAIDOC Week, National Reconciliation Week, Indigenous Literacy Day both internally and externally. Internally we use these events as an educational opportunity for our team and externally we promote ways that our industry can drive purpose and change during these times via engagement and support for our charity partners.
- Cultural Awareness Training for a core group of employees via the SBS Inclusion program, with scope to broaden to all staff as part of our RAP.
- Educated all staff on how to find their Traditional Country Name and then add to their email signature.
- Encouraged all staff to support / follow / donate / purchase items from our charity partners.
- Selected DeadlyScience as our 2024 Gala Ball live auction beneficiary, raising ~\$100K.

RELATIONSHIPS

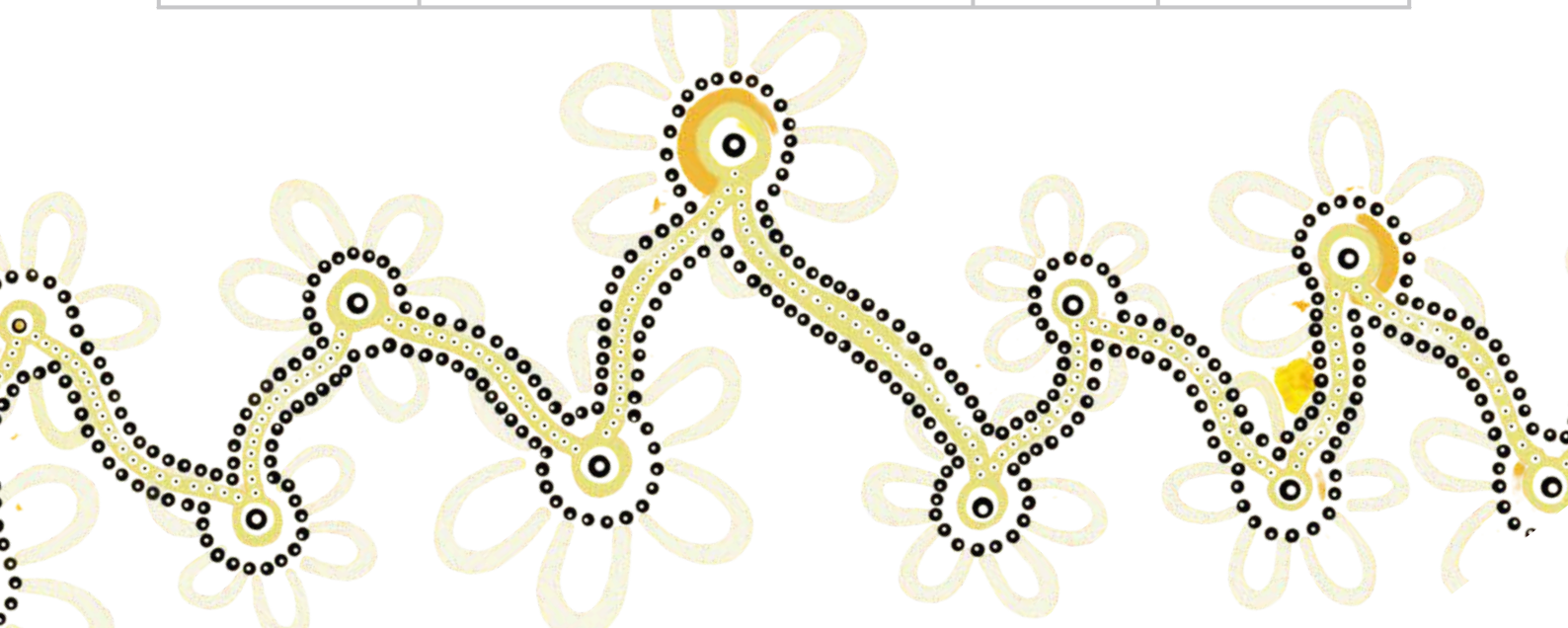


ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	August 2025	General Manager (GM) QLD
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	September 2025	GM QLD
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff, including those relevant to our Aboriginal and Torres Strait Islander focused charity partners.	May 2026	GM QLD
	Hold an internal all-staff session explaining the significance and purpose of National Reconciliation Week with links to Reconciliation Australia website resources and events.	May 2026	GM QLD
	RAP Working Group members to participate in an external NRW event.	27 May-3 June, 2026	Chief Executive Officer
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May-3 June, 2026	CEO/GM QLD
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	July 2025	CEO
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	August 2025	GM QLD
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	September 2025	GM QLD
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	November 2025	GM QLD
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	October 2025	Chief Operations Officer/GM QLD

RESPECT



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	December 2025	GM QLD/COO
	Conduct a review of cultural learning needs within our organisation.	November 2025	GM QLD/COO
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area. Empower leaders in each state to research this information.	February 2026 (annually)	GM QLD
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	February 2026 (annually)	GM QLD
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2026	GM QLD
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2026	GM QLD
	RAP Working Group to participate in an external NAIDOC Week event.	First week in July, 2025	GM QLD/CEO



OPPORTUNITIES



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a strategy to improve the likelihood of Aboriginal and Torres Strait Islander people finding employment within our organisation.	March 2026	COO/GM QLD
	Build an understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	March 2026	COO/GM QLD
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	January 2026	GM QLD/COO
	Investigate Supply Nation membership.	December 2025	GM QLD/COO
	Develop sustainable partnerships with Aboriginal and Torres Strait Islander suppliers for our events.	January 2026	Head of events/COO

GOVERNANCE



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Maintain a RWG to govern RAP implementation.	November 2025	COO
	Draft a Terms of Reference for the RWG.	November 2025	COO
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	June 2026	CEO/GM QLD
11. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	August 2025	GM QLD
	Engage senior leaders in the delivery of RAP commitments.	July 2025	GM QLD
	Appoint a senior leader to champion our RAP internally.	October 2025	CEO
	Define appropriate systems and capability to track, measure and report on RAP commitments.	September 2025	GM QLD
12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	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	GM QLD
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.	1 August annually	GM QLD
	Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	30 September, annually	GM QLD, CEO
13. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	June 2026	GM QLD

CONTACT

CONTACT DETAILS:

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