



# IPSOS INNOVATE RECONCILIATION ACTION PLAN

OCT 2017 - OCT 2019





# OUR VISION FOR RECONCILIATION

Our vision for reconciliation is to contribute towards an Australia where Aboriginal and Torres Strait Islander people have the same opportunities as other Australians. We are committed to listening to, learning from, and demonstrating respect for the first people of this land.

We want all Ipsos employees to know more about Aboriginal and Torres Strait Islander histories, cultures and contemporary issues. We acknowledge, respect and celebrate the rich heritage

of Aboriginal and Torres Strait Islander people as the longest continuous culture on earth.

We understand our role as researchers is to give all people a voice through the work that we do. Research that is done by and as Aboriginal and Torres Strait Islander people will ensure these voices are authentic and represent the community. Working together with Aboriginal and Torres Strait Islander people will ultimately progress

knowledge and inform public policy. This will contribute towards improving outcomes for Aboriginal and Torres Strait Islander people and raising awareness of the challenges they face and the successes they achieve.

Finally, we will contribute to economic empowerment by working in meaningful collaboration with Aboriginal and Torres Strait Islander organisations and individuals and creating employment and learning opportunities within our business.



Badu Island Backbone Committee

## OUR BUSINESS

Ipsos is a global market research services organisation, essentially concerned with providing an understanding of people, as consumers, citizens and audiences, to our clients and communities. Ipsos has a presence in over 88 countries and specialises in research around customer experience, media and advertising, public affairs, brand strategy and marketing innovation as well as specialised data collection services. Ipsos' point

of difference, relative to other large research organisations, is that it is owned and managed by researchers who strive to deliver game changing research to their clients.

Ipsos employs over 16,500 people globally, and more than 200 across Australia with offices in Sydney, Melbourne, Brisbane and Perth. At least two of our employees in Australia identify as Aboriginal and Torres Islander.

# OUR RAP

The idea for developing the Ipsos RAP was initially created out of an interest in undertaking research for and about Australia's Indigenous peoples. To do so with the necessary integrity required greater knowledge and understanding from Ipsos employees about the cultures, communities and outlook of Aboriginal and Torres Strait Islander people.

A survey of Ipsos employees in mid-2015 highlighted two key findings: there was high degree of interest from employees in learning more about Aboriginal and Torres Strait Islander cultures, and there was a low level of knowledge in the business about Aboriginal and Torres Strait Islander people, their cultures, history and land.

The Ipsos RAP was developed by an internal team. A call for expressions of interest to participate in the RAP Working Group (RWG) went out in early 2016. Expressions of interest were received from different areas of the business and from people with varying ethnic and cultural backgrounds, which was positive given the diversity of perspectives that would inform the discussions and action planning.

The RWG first met in June 2016 to discuss various priorities, issues and considerations that Ipsos could focus on, and that could be included in the RAP. The group first developed a vision for the RAP and then focused on the various subsections of the document. Small groups were formed to work more specifically on actions. In doing so, the RWG members began to familiarise themselves with local Indigenous groups and encouraged participation in NAIDOC week activities.

The RWG included members from all four Australian offices and each local office had a RWG representative. These people were:

**Julia Knapp –  
Research Manager (VIC)**

**Andrew Ross – Director (QLD)**

**Sharon Barnes – Research  
Director – Ngunawal Woman  
(NSW)**

**Simon Wake – Chief Executive  
Officer (NSW)**

**Susan Wall – Director (WA)**

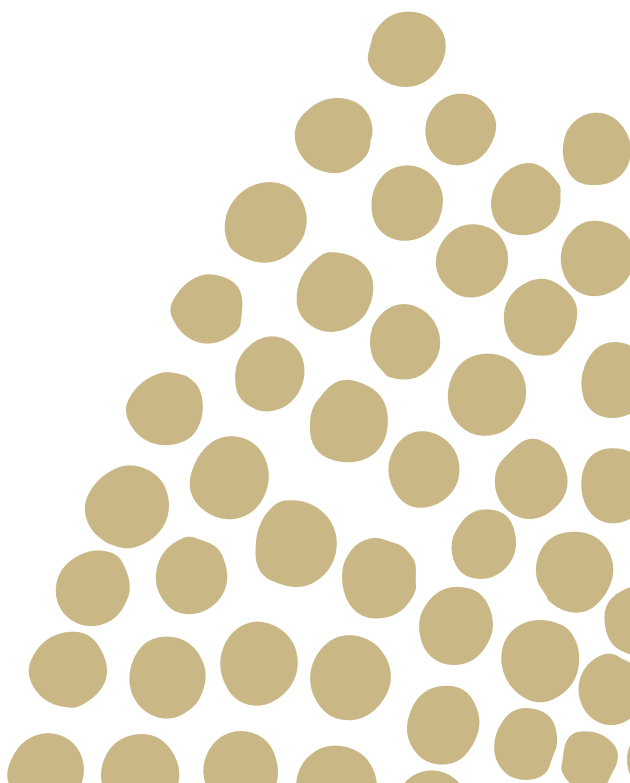
These people assumed the role of RAP advocates to educate and encourage engagement with the content and activities being covered in the Ipsos RAP. The concept of the Ipsos RAP received strong support from Ipsos senior management with our CEO and Human Resources Director both members of the RWG and leaders of various research divisions contributing regularly and meaningfully. Our CEO, Simon Wake, has taken on the role of RAP Champion.

Progress of the RAP is communicated to all employees during CEO-led town hall meetings, via internal communications and is a subject of discussion in the bi-monthly Senior Management meetings.

Ipsos has also established an Aboriginal and Torres Strait Islander Research Unit to provide ethical and culturally sensitive research for and by Aboriginal and Torres Strait Islander people. In addition, Ipsos has assembled an Aboriginal and Torres Strait Islander Advisory Group, made up of prominent researchers and academics in this space and co-Chaired by Professor Maggie Walter and Professor Mick Dodson.

## COVER ARTIST

Bettina Danganbarr  
- Galiwinku Elcho Island NT





# RELATIONSHIPS



Relationships are fundamental to the success of Ipsos; relationships with clients, consumers, members of the public and employees alike.

Ipsos wants to establish meaningful relationships with local Aboriginal and Torres Strait Islander groups in order to build understanding and increase the appreciation and respect for cultural differences and sensitivities. Building this understanding will contribute to a wider social

understanding and respect of the Aboriginal and Torres Strait Islander people within Ipsos.

Furthermore, building relationships with Aboriginal and Torres Strait Islander people will contribute to our understanding of the ethical and cultural considerations for research and can make a contribution to the process of reconciliation with our Nation's first people.

## FOCUS AREA:

One of the key organisational objectives for Ipsos is to "Grow Together" and we believe this is fundamental to effective relationships. Collaboration is one of our organisational values and we want each of our Australian offices

to initiate and build ongoing and meaningful relationships with local Aboriginal and Torres Strait Islander groups. This will increase the knowledge and understanding, in our employees, of the cultural diversity of our first people, the challenges they face and our Nation's history.



Teyana Wanybarnga

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<b>1.</b> RAP Working Group (RWG) actively monitors RAP development and implementation of actions, tracking progress and reporting	RWG oversees the development, endorsement and launch of the RAP.	Oct 2017	RWG Chair
	Ensure Aboriginal and Torres Strait Islander people are represented on the RWG.	Oct 2017, 2018, 2019	
	Meet at least twice per year to monitor and report on RAP implementation.	Nov 2017 / 2018 / 2019 May 2017 / 2018	
	Establish Terms of Reference for the RWG.	Dec 2017	
	Establish an external Aboriginal and Torres Strait Islander Advisory Group to provide cultural advice and guidance.	Complete	
<b>2.</b> Celebrate and participate in National Reconciliation Week (NRW) by providing opportunities to build and maintain relationships between Aboriginal and Torres Strait Islander people and other Australians	Organise at least one internal event for NRW each year.	May – June 2018 May – June 2019	RAP Event Coordinator
	Register our NRW event via Reconciliation Australia's NRW website.		
	Support an external NRW event.		
	Ensure our Working Group participates in an external event to recognise and celebrate NRW.		
	Extend an invitation to Aboriginal and Torres Strait Islander people to share their reconciliation experiences or stories.		
	Encourage staff to participate in external events to recognise and celebrate NRW.		
	Download Reconciliation Australia's NRW resources and circulate to staff.		
<b>3.</b> Develop and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander people, communities and organisations to support positive outcomes	Develop and implement an engagement plan to work with our Aboriginal and Torres Strait Islander stakeholders.	Nov 2017	RWG Chair
	Meet with local Aboriginal and Torres Strait Islander organisations to develop guiding principles for future engagement.	Feb 2018	RWG Chair
	Meet with Aboriginal & Torres Strait Islander Advisory Group to advise Ipsos on culturally sensitive research practices.	July 2018	CEO & RWG Chair
<b>4.</b> Raise internal and external awareness of our RAP to promote reconciliation across our business and sector	Implement and review a strategy to communicate our RAP to all internal and external stakeholders.	Nov 2017	RWG Chairperson & Marketing Communications Director
	Promote reconciliation through ongoing active engagement with all stakeholders.	July 2018	

# RESPECT



Respect is fundamental to the work we do at Ipsos. Integrity and Curiosity are two of the organisational values at Ipsos. These values are expressed in our work and relationships inside and outside of Ipsos. We work in the community and we strive to let voices be heard. This in part has driven our desire to develop a RAP.

We have acknowledged that our level of

knowledge of Aboriginal and Torres Strait Islander people, their cultures, histories and lands is low and we are committed to learning about, appreciating and acknowledging the Aboriginal and Torres Strait Islander peoples, cultures, lands, waters, histories and rights. In carrying out our work, we will acknowledge the Traditional Owners of the land.

## FOCUS AREA:

Ipsos is focused on being “Game Changers” for our clients and fundamental to this is to see things from the perspective of our client. In the same way, we are

seeking to build our understanding of Aboriginal and Torres Strait Islander people, their histories, cultures, traditions, values and aspirations so we can acknowledge, appreciate, celebrate and respect.



Lawurpa Maypilama and Jenny Marika



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<b>5.</b> Engage employees in cultural learning opportunities to increase understanding and appreciation of Aboriginal and Torres Strait Islander cultures, histories and achievements	Develop and implement a cultural awareness training strategy for our staff which defines cultural learning needs of employees in all areas of our business and considers various ways cultural learning can be provided (online, face to face workshops or cultural immersion).	Mar 2018	HR Director
	Investigate opportunities to work with local Traditional Owners and/or Aboriginal and Torres Strait Islander consultants to develop cultural awareness training.	Mar 2018	
	Provide opportunities for RWG members, RAP champions, HR managers and other key leadership staff to participate in cultural training.	Mar 2018	
	Promote Reconciliation Australia's Share Our Pride online tool to all staff.	Mar 2018	
<b>6.</b> Engage employees in understanding the significance of Aboriginal and Torres Strait Islander cultural protocols, such as Welcome to Country and Acknowledgement of Country, to ensure there is a shared meaning	Develop, implement and communicate a cultural protocol document for Welcome to Country and Acknowledgement of Country.	Mar 2018	RWG Chair
	Develop a list of key contacts for organising a Welcome to Country and maintaining respectful partnerships.	Mar 2018	
	Invite a Traditional Owner to provide a Welcome to Country for at least one significant event including Advisory Group meetings.	July 2018	
	Include Acknowledgement of Country at the commencement of important internal and external meetings.	Oct 2017	
	Produce artwork incorporating the Aboriginal and Torres Strait Islander flags to hang prominently in each Ipsos office.	Nov 2017	
<b>7.</b> Provide opportunities for Aboriginal and Torres Strait Islander staff to engage with their culture and communities by celebrating NAIDOC Week	Review HR policies and procedures to ensure there are no barriers to staff participating in NAIDOC Week.		RAP Event Coordinator
	Provide opportunities for all Aboriginal and Torres Strait Islander staff to participate with their cultures and communities during NAIDOC Week.	July 2018 July 2019	
	Provide opportunities for all staff to participate in NAIDOC Week activities.		

# OPPORTUNITIES



Ipsos has a long history and significant experience in social and governmental research. The Australian business has a strong focus on Public Affairs research and, due to the interests and expertise of employees, is growing its capability and capacity in the area of Indigenous research. In 2016 Ipsos commenced a partnership with Indigenous agency, Winangali, and subsequently, launched an Aboriginal and Torres Strait Islander Research Unit.

We believe these developments provide a platform for Ipsos to provide employment opportunities for Aboriginal and Torres Strait Islander people.

In addition, as a corporate organisation, we have a multitude of supplier relationships. We can assess the opportunity for Aboriginal and Torres Strait Islander businesses to supply Ipsos with goods and services.

## FOCUS AREA:

Ipsos has an ongoing objective to operate a healthy and sustainable organisation. Fundamental to this is seeking to improve our processes, cost structures and of course, to

grow as an organisation. In the execution of this objective, we will seek opportunities to provide employment and supply relationships for and with Aboriginal and Torres Strait Islander people.

8. Investigate opportunities to improve and increase Aboriginal and Torres Strait Islander employment outcomes within our workplace

RWG Chair and HR Director

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
	Develop and implement an Aboriginal and Torres Strait Islander Employment and retention strategy.	Mar 2018	
	Engage with existing Aboriginal and Torres Strait Islander staff to consult on employment strategies, including professional development.	Mar 2018	
	Advertise all vacancies in Aboriginal and Torres Strait Islander media.	Mar 2018	
	Collect information on our current Aboriginal and Torres Strait Islander staff to inform future employment opportunities.	Mar 2018	
	Review HR and recruitment procedures and policies to ensure there are no barriers to Aboriginal and Torres Strait Islander employees and future applicants participating in our workplace.	Nov 2017	
	Include in all job advertisements, "Aboriginal and Torres Strait Islander people are encouraged to apply."	Nov 2017	
	Engage with external Aboriginal and Torres Strait Islander people and/or consultants to advise on recruitment, employment and retention strategies, including professional development.	Mar 2018	



## OPPORTUNITIES CONT. >>

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<b>9.</b> Investigate opportunities to incorporate Aboriginal and Torres Strait Islander supplier diversity within our organisation	Review procurement policies and procedures to identify barriers to Aboriginal and Torres Strait Islander businesses to supply our organisation with goods and services.	Mar 2018	RWG Chair and Chief Financial Officer
	Develop and communicate to staff a list of Aboriginal and Torres Strait Islander businesses that can be used to procure goods and services.	June 2018	
	Develop at least one commercial relationship with an Aboriginal and/or Torres Strait Islander owned business.	June 2018	
	Use Supply Nation listings to access suppliers.	Jul 2017	
<b>10.</b> Utilise our core business, research, to support Aboriginal & Torres Strait Islander people.	Provide high quality research services to government and policy makers to help reduce the levels of social and economic inequality experienced by Aboriginal and Torres Strait Islander people.	Oct 2017	Head of Ipsos Aboriginal and Torres Strait Islander Research Unit and HR Director
	Investigate opportunities to increase pro bono activities.	Oct 2017	
	Support scholarships for Aboriginal and Torres Strait Islander students.	June 2018	

# TRACKING PROGRESS & REPORTING



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<b>11.</b> Report RAP achievements, challenges and learnings to Reconciliation Australia	Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia annually.	Sept 2018, 2019	RWG Chair
	Investigate participating in the RAP Barometer.	May 2018	
<b>12.</b> Report RAP achievements, challenges and learnings internally and externally	Publically report our RAP achievements, challenges and learnings.	Nov 2017	RWG Chair
<b>13.</b> Review, refresh and update RAP	Review, refresh and update RAP based on learnings, challenges and achievements.	Mar 2019	RWG & CEO
	Send draft RAP to Reconciliation Australia for formal feedback and endorsement.	May 2019	



My name is Jonathon Knight, I am a tribal man of the  
BARKINDJI / GURNU / WANKAMARRA TRIBES.

I was born in Bourke NSW, I started painting when I was 14  
years old, I was taught by my cousin who is from Bourke also.

I live in Bourke and with help from other Aboriginal Men, we  
teach art to anyone who would like to learn, we need our  
future kids to learn, understand, and pass on knowledge of  
our culture, to their future children when they are ready.

Jonathon Knight [jonathonjk35@hotmail.com](mailto:jonathonjk35@hotmail.com)

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