

CPM Australia Group

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Reflect  
**Reconciliation  
Action Plan (RAP)**

February 2024 – February 2025



RECONCILIATION  
ACTION PLAN

REFLECT

**CPM**

RETAIL **safari**

**my combo**

# Acknowledgement of Country

CPM Australia Group would like to acknowledge the Traditional Custodians of this land and pay our respects to their Elders past and present. We extend that respect to Aboriginal and Torres Strait Islander peoples – Australia's First Peoples.

We are proud to be an organisation committed to reconciliation, unity and historical acceptance.





## Artist collaboration

The aerial landscape photography used throughout this document has been taken by the talented First Nations artist, James Henry.

James has been shooting landscapes, portraits and events since 2010. CPM Australia is proud to support his art by licensing its use in our RAP documents.

Brands James has worked with include; City of Melbourne, Melbourne Museum, Essendon Football Club, The Long Walk Foundation, Songlines Aboriginal Music and more. If you'd like to work with him, please contact [jameshenryphotography@gmail.com](mailto:jameshenryphotography@gmail.com)



# A message from Reconciliation Australia

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

CPM Australia joins a network of more than 2,500 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 CPM Australia 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 CPM Australia, 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

CPM Australia is a sales and marketing agency that provides field marketing and contact centre services to industry across Australia. CPM Australia have been in operation since 1994 and is an affiliate partner of the CPM International Group which operates across 23 countries globally. We deliver our services under three brands, CPM, Retail Safari and myCombo. Employing over 500 people nationally we aim to connect consumers with brands, to influence purchase decisions and to acquire more customers for our clients. We do this via a number of channels including business to business field sales, merchandising, events, local area marketing, mystery shopping, inbound and outbound contact centre services and training.

Whilst CPM Australia has two offices, one on Wurundjeri Country, Wantirna South, Melbourne and one on Gadigal

Country, Sydney most of our employees work in the field across all States and Territories in Australia in both metro and regional locations. Our senior leadership team comprises of 12 people who represent our three brands; CPM, Retail Safari & myCombo, and our shared services division and our Advisory Board comprises industry experts across business, retail, technology, legal and philanthropy.

Currently CPM Australia do not capture information regarding the number of Aboriginal and Torres Strait Islander staff employed and as such we are currently unaware of any staff who identify as Aboriginal and/or Torres Strait Islander people.



RETAILsafari





# Our RAP

As a business that employs people from diverse backgrounds, varying ethnicities, gender identities and age groups it is important that as a business we represent our collective values through promoting and encouraging reconciliation, equality and equity in the communities in which we live and work. We see that our RAP will provide a framework that will shape how we listen, learn and collaborate with First Nations Peoples and that these experiences and learnings will have a real and positive impact on our employees, our clients and our community.

We have informally participated in volunteer opportunities with Aboriginal and Torres Strait Islander organisations such as SNAICC and promoted and participated in NAIDOC activities for many years and we see establishment of our RAP as a way to embed the journey we are on in a formal way that is organisation led rather than individual led which is important to sustained change. We believe in an organisation led approach as this unifies and formalises our commitment to the CPM RAP as a business. In turn this becomes embedded within our culture as we approach reconciliation together as a group and make changes

together. Leaving change as individually led may narrow the overall learning and implementation; we are all in this together to continually strive to do better across the board and especially in support of Aboriginal and Torres Strait Islander peoples, as well as all people from diverse backgrounds, varying ethnicities, gender identities and age groups. We want to ensure as an organisation, we provide and promote an inclusive and safe workplace for all and this can only be achieved together, as an organisation.

Our approach to RAP implementation will be to establish a RAP Working Group and to have an Aboriginal and Torres Strait Islander advisor act as a critical friend to our working group. We will empower our RAP Working Group to strengthen and build relationships with Aboriginal and Torres Strait Islander peoples, stakeholders and organisations to empower them to challenge the status quo at every opportunity. Our Director Cath Upham will be our RAP Champion and will be responsible for driving awareness and engagement of the RAP at CPM. Whilst this is the start of our reconciliation journey we see this as a constantly evolving and dynamic journey.



# Our reconciliation journey so far

As an organisation this RAP is the start of our formal reconciliation journey. However, prior to starting our RAP we have taken active steps to promote reconciliation and to participate in reconciliation activities, we have done this by including traditional place names in our email address footers, on our websites and on our business cards. We start our conferences and business pitches to clients with an Acknowledgement of Country. We also actively promote NAIDOC week each year and distribute information to all staff on how to get involved in local activities in their area, and we publish an all staff newsletter promoting books, films, music and podcasts made by or featuring First Nations Peoples. We also buy clothing apparel from Clothing the Gaps to give to staff to wear during and after NAIDOC week.

# Section 1: Relationships

Action	Deliverable	Timeline	Responsibility
<b>1. 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.	February 2024	Director
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	February 2024	Director
	Identify opportunities to provide support to local First Nations communities local to our partner organisations through our Corporate Social Responsibility (CSR) activity.	February 2024	Project Manager
<b>2. Build relationships through celebrating National Reconciliation Week (NRW).</b>	Circulate Reconciliation Australia's National Reconciliation Week (NRW) resources and reconciliation materials to our staff.	May 2024	Group Marketing Manager
	Create an information pack to share with internal and external stakeholders to raise awareness of the meaning of NRW.	May 2024	Project Manager
	RAP Working Group members to participate in an external NRW event.	May 2024	Director
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	May 2024	Director and Project Manager
	Hold an internal event to celebrate NRW.	May 2024	Office Manager
<b>3. Promote reconciliation through our sphere of influence.</b>	Communicate our commitment to reconciliation to all staff.	February 2024	Director
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	February 2024	Project Manager
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	May 2024	Project Manager
	Publish our RAP on our website and promote it through social media.	May 2024	Group Marketing Manager
	Use our Social Media to acknowledge, celebrate and promote NAIDOC and NRW to our community, clients, and external stakeholders.	May 2024, July 2024	Group Marketing Manager
<b>4. Promote positive race relations through anti-discrimination strategies.</b>	Research best practice and policies in areas of race relations and anti-discrimination.	April 2024	Director
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	April 2024	Director



## Section 2: Respect

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.	February 2024	Project Manager
	Investigate our current cultural awareness and conduct a review of cultural learning needs within our organisation.	April 2024	Training Manager
	Senior Leadership Team to participate in cultural awareness training.	April 2024	Director
	Identify cultural competency training & encourage staff to identify and participate in training.	April 2024	Training Manager
	Investigate the names of the Traditional Owners and Country names of the lands where our offices are located and where our staff work.	February 2024	Project Manager
	Display Aboriginal and Torres Strait Islander flags, maps, painting posters and artworks in our offices and where appropriate on our website to provide a more culturally safe and welcoming environment to prospective Aboriginal and Torres Strait Islander employees and volunteers.	April 2024	Project Manager & Group Marketing Director
<b>6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.</b>	Increase staff understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	February 2024	Director
	Include a Welcome to Country at the beginning of all significant internal and external meetings.	February 2024	Project Manager
	Publish an Acknowledgement of Country on our website.	May 2024	Group Marketing Manager
	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	July 2024	Project Manager
	Promote and encourage our staff to build their own knowledge of the local Traditional Owners or Custodians of the lands and waters they live on and local Aboriginal and Torres Strait Islander groups and organisations within their own communities.	July 2024	Group Marketing Manager
	Continue to raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2024	Director

# Section 2: Respect

Action	Deliverable	Timeline	Responsibility
<b>7. 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.	June 2024	Group Marketing Director
	Prepare and circulate a calendar of significant Aboriginal and Torres Strait Islander dates with particular attention to local events.	May 2024	Group Marketing Director
	Introduce our staff to NAIDOC Week by promoting external events in our local area. Promote events on our intranet site.	June 2024	Group Marketing Director
	RAP Working Group to participate in an external NAIDOC Week event.	July 2024	Director
	Utilise Marketing collateral within our offices, such as NAIDOC week posters, to show support of NAIDOC week by promoting local NAIDOC week events and encouraging participation across our organisation.	July 2024	Office Manager

# Section 3: Opportunities

Action	Deliverable	Timeline	Responsibility
<b>8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</b>	Develop a plan for Aboriginal and Torres Strait Islander employment within our organisation.	September 2024	Human Resource Manager
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	September 2024	Human Resource Manager
<b>9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.</b>	Where CPM needs to engage in procurement, develop a plan for procurement from Aboriginal and Torres Strait Islander owned businesses.	October 2024	Director & Project Manager
	Create a list of Aboriginal and Torres Strait Islander owned businesses that CPM offices and teams can source products from.	October 2024	Office Manager
	Investigate Supply Nation membership.	July 2024	Project Manager

# Section 4: Governance

Action	Deliverable	Timeline	Responsibility
<b>10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.</b>	Form a RWG to govern RAP implementation.	February 2024	Director
	Draft a Terms of Reference for the RWG.	February 2024	Project Manager
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	February 2024	Director
	Send calendar invites to CPM RWG for regular meetings, one per month.	February 2024	Project Manager
<b>11. Provide appropriate support for effective implementation of RAP commitments.</b>	Define resource needs for RAP implementation.	February 2024	Director
	Engage senior leaders in the delivery of RAP commitments and add RAP deliverables as an agenda at Senior Leadership Team meetings.	March 2024	Director & Project Manager
	Appoint a senior leader to champion our RAP internally.	March 2024	Director
	Define appropriate systems and capability to track, measure and report on RAP commitments.	March 2024	Project Manager
<b>12. 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.	March 2024	Project Manager
	Report on progress of our RAP implementation at CPM company development days and annual updates.	November 2024	Director & Project Manager
	Follow up with Reconciliation Australia if we have not yet received our unique reporting link to participate in the RAP Impact Survey.	1 August 2024	Project Manager
	Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	30 September 2024	Project Manager
	Update our websites to include updates on our RAP achievements and learnings.	November 2024	Group Marketing Director
<b>13. Continue our reconciliation journey by developing our next RAP.</b>	Register via Reconciliation Australia's <a href="#">website</a> to begin developing our next RAP.	November 2024	Project Manager

# Contact details

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