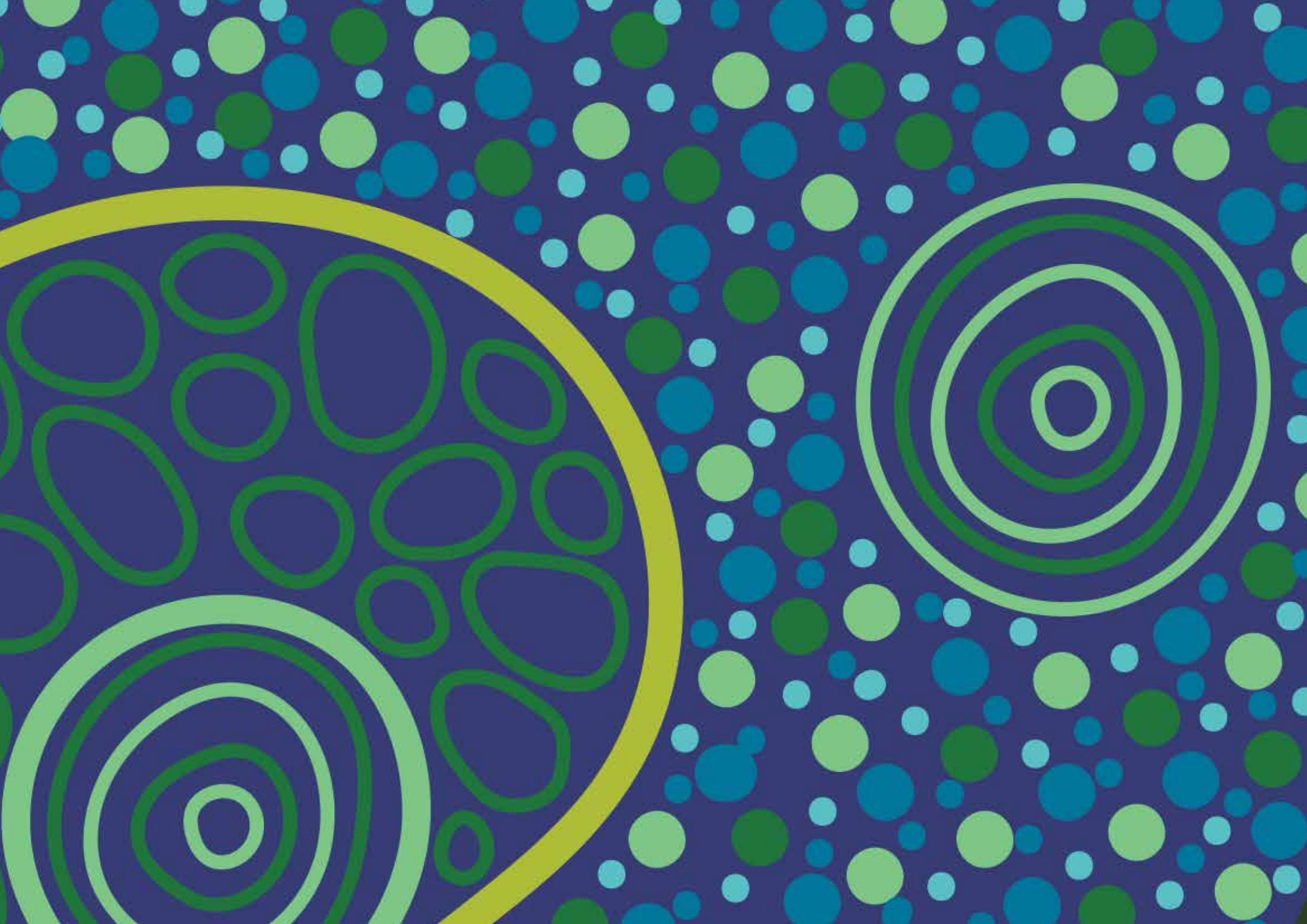




Innovate Reconciliation Action Plan

May 2023 – May 2025





Acknowledgement from GESB

We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Owners of this country.

We pay respect to the Traditional Owners and Elders, past and present of all lands on which we come together.

Aboriginal and Torres Strait Islander peoples are advised that this publication may contain the names of deceased people. Any images have been used with the permission of the family.

About the artist – Acacia Collard

About the artist – Acacia Collard

Acacia is a Badimia Yamatji – Balladong Noongar woman who comes from two large and prominent families in Western Australia (WA). She specialises in contemporary Aboriginal artworks and designs including canvas painting, rock art and sand murals.

Artwork story as told by the artist

'The four orange/red/white circles represent GESB itself and the four core values – members first, sustainable performance, achieve together and act with integrity. The colours also symbolise the colours of the landscapes across WA – from the white beaches to the red desert.

The green pathway is connecting the values all together. The blue patterns on the inside are the initiatives coming in the future that GESB is working towards.

Each green meeting place represents the communities in which GESB is involved with and impacts, they are spread all over WA.

As well as the GESB team amongst the communities there are a number of people who are involved. They are symbolised by the green circles on the outside of the design.'







Contents

Message from our Board Chair and Chief Executive Officer	8
Message from Reconciliation Australia	10
Sharing our path to reconciliation	12
Our vision for reconciliation	12
Reconciliation and the superannuation industry	12
Our Reconciliation Working Group	12
Our reconciliation champions	12
About us	14
Our business	14
Our values	14
Our people	15
Workforce and diversity plan	15
Multicultural access plan	15
Working together: Our partnerships	16
Our journey	18
Connecting with the community	18
Sharing and celebrating culture	21
Improving financial outcomes	26
Showing our commitment	27
Our plan in action	28



Message from our Board Chair and Chief Executive Officer

At GESB we recognise we have a responsibility to provide ongoing support to Aboriginal and Torres Strait Islander members and employees. Our efforts to date have built a strong foundation from which we pledge our continuing commitment to drive positive change.

We took our first steps on our reconciliation journey in 2019 with the launch of our 'Reflect' Reconciliation Action Plan (RAP). Now, we are proud to present our second 'Innovate' RAP to support our ongoing work to meet the unique needs and challenges faced by Aboriginal and Torres Strait Islander peoples in accessing the benefits offered by superannuation providers.

Our 'Reflect' RAP helped us define our vision for reconciliation, which is to support Aboriginal and Torres Strait Islander members and employees in ways that are responsive and relevant to their needs – and which result in improved financial outcomes for them and their families.

Our first 'Innovate' RAP provided a guiding framework with which to further develop our initiatives, networks and awareness of Aboriginal and Torres Strait Islander cultures and communities.

This plan, our third RAP and our second 'Innovate' plan, aims to build on the achievements, strategies and relationships formalised through our first two RAPs. In this plan, we have outlined how we will continue to:

- Recognise and celebrate key achievements in our journey towards reconciliation
- Implement ongoing and newly identified strategies, initiatives and policies to support our vision for reconciliation
- Support and strengthen existing relationships with Aboriginal and Torres Strait Islander members, employers, employees, trainees, suppliers and other stakeholders
- Encourage all GESB employees and stakeholders to deepen their understanding of Aboriginal and Torres Strait Islander cultures, values, practices and beliefs

This plan – and our achievements so far in our reconciliation journey – would not have been possible without the commitment and dedication of our Reconciliation Working Group and wider GESB employees, and assistance from our valued community partners. We would like to thank everyone involved, including Reconciliation Australia and Reconciliation WA, the Indigenous Superannuation Working Group and the Public Sector Commission of WA.

Co-signatories,



Jo Gaines
Chair



Ben Palmer
Chief Executive Officer



GESB Board Chair, Jo Gaines and GESB CEO, Ben Palmer.

Message from Reconciliation Australia

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement.

With over 2.3 million people now either working or studying in an organisation with a RAP, the program's potential for impact is greater than ever. The Government Employees Superannuation Board (GESB) continues to be part of a strong network of more than 1,100 corporate, government, and not-for-profit organisations that have taken goodwill and transformed it into action.

The four RAP types – Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously strengthen reconciliation commitments and constantly strive to apply learnings in new ways.

An Innovate RAP is a crucial and rewarding period in an organisation's reconciliation journey. It is a time to build the strong foundations and relationships that ensure sustainable, thoughtful, and impactful RAP outcomes into the future.

An integral part of building these foundations is reflecting on and cataloguing the successes and challenges of previous RAPs. Learnings gained through effort and innovation are invaluable resources that GESB will continuously draw upon to create RAP commitments rooted in experience and maturity.

These learnings extend to GESB using the lens of reconciliation to better understand its core business, sphere of influence, and diverse community of staff and stakeholders.

The RAP program's emphasis on *relationships*, *respect*, and *opportunities* gives organisations a framework from which to foster connections with Aboriginal and Torres Strait Islander peoples rooted in mutual collaboration and trust.

This Innovate RAP is an opportunity for GESB to strengthen these relationships, gain crucial experience, and nurture connections that will become the lifeblood of its future RAP commitments. By enabling and empowering staff to contribute to this process, GESB will ensure shared and cooperative success in the long-term.

Gaining experience and reflecting on pertinent learnings will ensure the sustainability of GESB's future RAPs and reconciliation initiatives, providing meaningful impact toward Australia's reconciliation journey.

Congratulations GESB on your second Innovate RAP and I look forward to following your ongoing reconciliation journey.

Karen Mundine

Chief Executive Officer
Reconciliation Australia



Karen Mundine, Chief Executive Officer Reconciliation Australia



Sharing our path to reconciliation

Our vision for reconciliation

Our vision for reconciliation is for Aboriginal and Torres Strait Islander peoples to be respected, valued and to experience equality in our society.

We engage with Aboriginal and Torres Strait Islander peoples in ways that are responsive and relevant to their needs – and in ways which result in improved financial outcomes for them and their families.

We put our vision into action by working together with Aboriginal and Torres Strait Islander stakeholders to create tangible outcomes in our workplace, our communications, the services we provide and our community.

We will continue to focus on building an inclusive and diverse workplace with ongoing development and employment opportunities. This vision aligns with our overall goal to help members achieve a quality retirement.

Reconciliation and the superannuation industry

We recognise that Aboriginal and Torres Strait Islander peoples, including our GESB members, often face unique challenges accessing and understanding the complex superannuation system.

These challenges can include:

- Not having common forms of identification
- Having limited or no access to technology
- A lack of awareness of superannuation entitlements

This is our third RAP. We continue to strive towards improving superannuation and retirement outcomes for all of our members. Additionally, we want to have a broader impact, with a focus on further education, engagement and celebration of Aboriginal and Torres Strait Islander histories and cultures.

This plan will continue to help to promote reconciliation by formalising our efforts to:

- Meet the needs of Aboriginal and Torres Strait Islander peoples through culturally appropriate processes and procedures and education programs to assist them to understand their superannuation
- Develop and implement plans to help Aboriginal and Torres Strait Islander members better understand, engage and access their super
- Increase employment opportunities for Aboriginal and Torres Strait Islander peoples
- Continue to raise employee awareness of the histories and cultures of Aboriginal and Torres Strait Islander peoples
- Work towards a culturally inclusive workplace through staff awareness programs and activities



Our Reconciliation Working Group

A diverse range of professionals from across the business have helped drive our reconciliation strategy, including:

- Reconciliation and Policy Officer
- Direct Communications Specialist
- Key Account Manager
- Risk and Compliance Officer
- Chief Investment Officer
- Senior Content Manager
- People Services Consultant

Our Reconciliation Working Group (RWG) includes Aboriginal (our Reconciliation and Policy Officer) and non-Aboriginal and/or Torres Strait Islander members.

All of the members of this group are committed to championing our RAP in everyday business, as well as driving specific initiatives.

Our reconciliation champions

In addition to our RWG, we have a number of committed 'reconciliation champions'.

Our champions are responsible for:

- Helping to raise awareness of this plan and our reconciliation initiatives
- Encouraging staff engagement and commitment to achieving the actions outlined in this plan
- Providing support to our RWG

Our CEO, our Executive Management Group (EMG), and our Senior Manager, People and Business Services have been appointed as our internal champions.

This is our third RAP. We continue to strive towards improving superannuation and retirement outcomes for all of our members. Additionally, we want to have a broader impact, with a focus on further education, engagement and celebration of Aboriginal and Torres Strait Islander histories and cultures.

About us

Our business

We are the default superannuation fund for the WA public sector. This means that any employees who start working in the WA public sector will automatically have a GESB account opened for them unless they choose another super fund.

We manage the superannuation and retirement savings of over 245,000 current and former public sector employees across Western Australia. Our office is located on Whadjuk country in the Perth CBD.

Our funds under management were valued at over \$35 billion as at 31 March 2023.

We offer a number of trusted¹ services including super and retirement products, and access to insurance, financial information and resources to help our members learn more about their super and retirement options.

¹ Research Solutions, Member and employer satisfaction research, 2022 and SuperRatings 2022 Annual Benchmarking Report.

Our values are at the centre of everything we do



Put members first

We are committed to providing excellent super and retirement products and services that meet our members' needs. This includes meeting the needs of members who might need help with accessing information about their super, and the unique needs of Aboriginal and Torres Strait Islander members and employees.



Achieve together

We partner with our members, the WA Government, employers and other stakeholders, including a number of Aboriginal and Torres Strait Islander organisations, to successfully deliver on our purpose.



Sustainable performance

We are committed to consistently delivering well-regarded, value for money products and services with performance that meets objectives.



Act with integrity

We approach every aspect of our work ethically and operate transparently and with full accountability. We demonstrate our sense of responsibility, by taking ownership of issues to ensure a satisfactory outcome.



Our people

We have 65 full-time equivalent staff members. 17.4% of our staff members have self-identified as being culturally and linguistically diverse. We have one full-time Aboriginal employee.

As we work towards reconciliation, we are exploring employment opportunities within our organisation and wider networks. We're looking for ways to increase the participation of Aboriginal and Torres Strait Islander peoples in the superannuation sector.

Workforce and diversity plan

One of the key priorities of our Workforce and diversity plan is to increase workforce representation of Aboriginal and Torres Strait Islander peoples at all levels within our organisation. Future strategies to increase participation of Aboriginal and Torres Strait Islander peoples in our workforce are being scoped, including initiatives such as:

- Consulting with Aboriginal and Torres Strait Islander peoples to identify and remove barriers to participation in our workforce
- Working with a specific Aboriginal and Torres Strait Islander recruitment agency to target advertising
- Looking at employment opportunities for senior high school and university students
- Completing a workplace cultural diversity assessment to measure ourselves against best practice standards in workplace cultural diversity and effectively manage a culturally diverse workforce
- Continuing to work with current Aboriginal and Torres Strait Islander peoples and business providers, and also look for opportunities to expand our partnerships
- Creating a new partnership with an external agency or an inter-agency relationship to share knowledge and explore mentoring opportunities for Aboriginal and Torres Strait Islander employees
- Ensuring flexible work arrangements for employees to meet family and/or community obligations

Multicultural access plan

Our Multicultural access plan was developed to support and fulfil some key objectives outlined in our Workforce and diversity plan. Our vision is to ensure that we and other stakeholders have access to advice, education, information and services that will support us in meeting the needs of culturally and linguistically diverse (CALD) communities, members and employees in a responsive and inclusive manner.

This plan aims to support a culture that embraces multicultural access and inclusion and is informed by six commitments:

- Leadership – multicultural access and equality considerations are embedded into our organisation's culture
- Engagement – we engage and communicate effectively with CALD people
- Performance – we continually seek to improve our multicultural access and equity performance
- Responsiveness – our objectives, policies, program and services are accessible and responsive to the needs of CALD communities
- Capability – we engage effectively with culturally diverse stakeholders
- Openness – our approach is transparent and open



Working together: Our partnerships

Working towards reconciliation is an ongoing and collaborative process. We are working closely with a number of people, groups and organisations to help us create, implement and work towards achieving our RAP and related goals.

Acknowledge This!

Acknowledge This! is an organisation co-founded by Badimia-Yamatji man Rhys Paddick and Canadian strategist Emma Gibbens to encourage and facilitate dialogue and training on how to best connect with traditional and modern culture. Their training focuses on encouraging authentic connection to people and place and helping to create a workplace culture that embraces First Nations peoples' unique perspective and relevance to modern Australia. To date, we have participated in two Acknowledgement of Country workshops, consulted with them in reviewing our cultural protocols document, and engaged their graphic design services.

AIA Australia

We have policies with AIA Australia (AIA) to provide Death & Total and Permanent Disability (TPD) insurance and Salary Continuance Insurance (SCI) for our members. AIA is committed to providing insurance our members can rely on and ensuring appropriate outcomes for our Aboriginal and Torres Strait Islander members.

Australian Institute of Superannuation Trustees Indigenous Superannuation Working Group

We are part of the Australian Institute of Superannuation Trustees (AIST) Indigenous Superannuation Working Group (ISWG). This group brings together people from many areas of the superannuation industry across Australia, with all members of the group committed to improving superannuation and retirement outcomes for Aboriginal and Torres Strait Islander peoples. We have been part of this group since it was launched in 2013, and chaired the group in 2017.

AUSTRAC

AUSTRAC has released guidelines that set out alternative identification options for Aboriginal and Torres Strait Islander peoples. We have adopted these options and are working with our stakeholders to make these processes and resources available for Aboriginal and Torres Strait Islander members.

The Financial Counsellors Association of Western Australia

The Financial Counsellors' Association of Western Australia (FCAWA) provides information and support to financial counsellors practising in WA. Counsellors have reported their work has started to increasingly revolve around superannuation and related areas. We are working with the association to provide information on our products and services, and to help with issues relevant to our members, particularly Aboriginal and Torres Strait Islander members who live outside the Perth metropolitan region.

First Nations Foundation

First Nations Foundation is a leading Indigenous foundation focusing on financial education, well-being, and community outreach. We have worked with First Nations Foundation on a number of initiatives, including the Big Super Day out and the My Money Dream financial literacy program.



Indigenous Managed Services

We have contracted Indigenous Managed Services (IMS) to help with engaging Aboriginal and Torres Strait Islander members in the regions and Perth metropolitan area. IMS helped us to implement our 'Reflect' plan and has continued to support us throughout our reconciliation journey.

Kulbardi

Kulbardi is our main provider for general stationery and office consumables. Where possible, we choose products from Kulbardi's supplies branded 'Bibbulmun'. Part proceeds from all sales of this product range go to the 'Bibbulmun Fund' which invests in projects and initiatives designed to support Indigenous communities across Australia.

Link Group (Link)

As the providers of our administration services, Link's employees are often the first point of contact for our members and employers. Link is committed to our reconciliation vision and have proactively implemented initiatives under our 'Reflect' and 'Innovate' plans. They have engaged staff in reconciliation, including attending cultural awareness training. As a result of this training, staff are better able to understand and meet the unique needs of Aboriginal and Torres Strait Islander members.

Northern Trust

As our global custodian, Northern Trust provide us with custodial services such as holding our member assets in custody for safekeeping, reporting on these assets, portfolio valuations, calculating unit prices for our investment options, processing trades and corporate actions. Northern Trust has identified with our reconciliation efforts. Recently, Northern Trust launched an Indigenous Peoples Business Resource Council as part of their wider Asia Pacific Diversity, Equity and Inclusion program. We have partnered with Northern Trust to provide support in their journey and to share reconciliation strategies going forward.

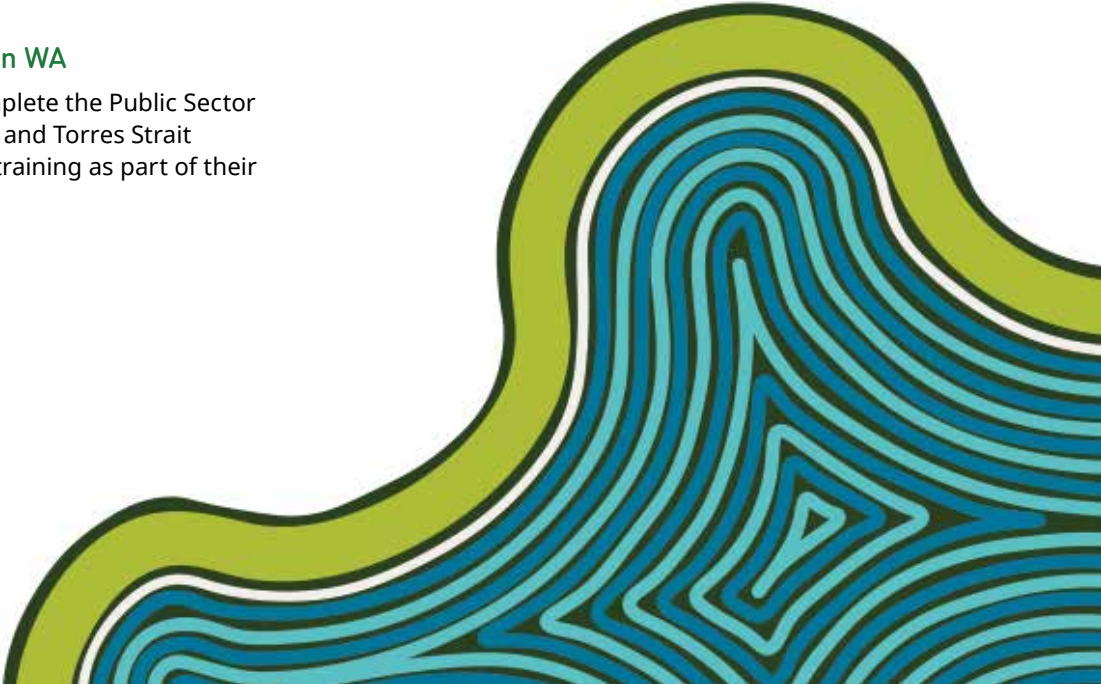
Public Sector Commission WA

All new starters at GESB complete the Public Sector Commission WA's Aboriginal and Torres Strait Islander cultural awareness training as part of their induction process.

Reconciliation WA

Reconciliation WA (RWA) provides leadership, advocacy and support to people and organisations driving the movement for reconciliation in WA.

Our membership with RWA became official in 2022. This membership has allowed our RWG to build important connections within the wider reconciliation network, assisting us to meet our RAP objectives.



Our journey

Connecting with the community

Working with the Wunan Foundation

We were first introduced to the Wunan Foundation at the 2019 Big Super Day Out - an event organised by the First Nations Foundation to help Indigenous Western Australians in Broome and Kununurra with their super.

Wunan Foundation is an organisation dedicated to supporting Aboriginal communities in the East Kimberley region by providing real opportunities and investing in people's abilities, through funded programs and innovative business solutions. This includes their Kimberley Education Excellence Program (KEEP) which helps support young Aboriginal students from the East Kimberley who are studying in metro areas in Perth and Sydney.

In 2021, GESB arranged for several decommissioned laptops to be delivered to the KEEP students, sending eight to Wunan's student house in Welshpool and seven to students in Dural, New South Wales.

David Moore, KEEP Manager at Wunan, said the students, aged between 12 and 17, were delighted to receive the equipment.

'The students were excited to start using the laptops for their personal use, as well as for their studies,' David said.

'Literacy rates among Aboriginal students are often low in remote communities and that's reflected in many of our KEEP students, who are behind in their literacy skills. Having additional resources is vital to supporting those students and fast-tracking their education.'



Our Key Account Manager, Tricia Bailly and Tevita Naroba from the Wunan Foundation.



Jawun secondment

One of the key objectives of our 'Innovate' RAP is to increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories and rights through cultural learning.

In 2021, GESB participated in the Jawun Secondment Program. This professional development opportunity is offered to public sector staff to advance cultural awareness and understanding with a six-week secondment in an Indigenous organisation. In Western Australia, participants are sent to locations in the East or West Kimberley region.

Our Key Account Manager, Brian Smith, spent his time in Broome with the Kimberley Land Council (KLC) and the Yawuru People, who are the Traditional Owners of Broome and its surrounding areas. KLC was established in 1978 to support Aboriginal groups in claiming native title and in long-term economic development.

At the conclusion of the six-week program, Brian had worked with the KLC's Land and Sea Management Unit to construct a Safety Management System to ensure staff safety.

'A Jawun secondment is a unique, intense and incredibly positive experience,' Brian said. 'It isn't without its challenges, but they are all far outweighed by the good work you are doing, the networks you build and the friendships you make.'

'The importance of the skills transfer offered by Jawun at the KLC and the various other Indigenous-led organisations is vital to the development and their long-term independence.'



Brian Smith, Key Account Manager



Staff donations for the Yothu Basket Project.



YOTHU Basket Project

We had the opportunity to be involved in the Yothu Basket Project in 2020.

The Yothu (baby) Basket Project aims to provide 50 baskets of essential newborn baby/mother supplies to First Nations women located in the Galiwin'ku community. Importantly, the list of items needed has been compiled by the women themselves.

Our staff members donated the essential items requested by the new mothers and also made some monetary donations.

Presenting at Reconciliation WA's forums

We have been members of Reconciliation WA since 2022.

During this time, we have attended many of their events as both guests and key speakers.

In February and March 2022, we presented at the RAP READY forum. This bi-monthly forum supports organisations commencing or continuing their RAP journey. It also offers organisations the opportunity to connect with like-minded individuals and other organisations in Western Australia's Reconciliation community. We spoke to organisations currently engaged in a 'Reflect' plan and gave them an overview of our experiences and the process, as well as the considerations and challenges of moving from a 'Reflect' plan to an 'Innovate' plan.

In April 2022 and March 2023, we presented at Reconciliation WA's RAP Rings event. The RAP Rings program aims to connect organisations at the same RAP level with their peers, to share case studies and provide an open dialogue about the challenges and highlights of their journeys.

We are thankful to Reconciliation WA for the strong community they have formed and for their support through our reconciliation journey.



Experiential case study and Q&A with GESB

Robert Powell & Steph McLoughlin

April 2022

Sharing and celebrating culture

National Reconciliation Week

We understand the importance of continuing to learn about our shared histories and reflect on the past during National Reconciliation Week. Each year we put together a schedule of internal and external activities for staff to take part in.

2021 celebrations

In 2021, we arranged for staff to attend the 'How to give an authentic Acknowledgement of Country' workshop developed by 'Acknowledge This!'.

We had 10 staff and Board members attend Reconciliation WA's National Reconciliation Week breakfast at Optus Stadium.

Members of our Reconciliation Working Group (pictured right) attended Curtin University's annual morning tea.



Members of our Reconciliation Working Group at the 2021 Curtin University event. Artwork by Acacia Collard.

2022 celebrations

In 2022, members of our EMG, our RWG and wider GESB staff participated in the Wogga Warniny (blanket exercise), an immersive activity that involves learning about the contact history between Aboriginal peoples of WA and colonisers.

The workshop was facilitated by Jayde Conway, the Indigenous Cultural Immersion Coordinator from Curtin University.

Attendees experienced a range of emotions completing activities that demonstrated the impact of colonisation on the Traditional Owners of the towns and regions of Western Australia.

'The Wogga Warniny (Blanket Exercise) taught us about many tragic historical events, policies and their long term repercussions for Indigenous peoples and individuals. These things were not taught about in primary school or high school social studies or history when I was growing up, nor were they any part of our general cultural consciousness. I felt sorrow and anger both about the terrible things that have happened and about this complete dishonesty in our education, which must surely have arisen from shame. I really appreciated the leader of the session saying that like me, she too was taught at school all about the tall ships arriving, and has learned about her culture and the history of her own people since then. I found this generous sharing about this thing that we had in common very encouraging, because the reconciliation process is about sharing, even when it's tough, and finding a way to walk forward together.'

Staff member Rosemary Patroni sharing her experience.



GESB staff members participating in the Wogga Warniny (blanket exercise).





Kim Collard



Ben Palmer and Jeremy Mowe Artist: Acacia Collard



Artist: Beverley Egan

NAIDOC Week

At GESB, we acknowledge our responsibility to help make significant and lasting change for future generations. Our NAIDOC Week celebrations aim to highlight the challenges Aboriginal and Torres Strait Islander peoples continue to face, celebrate our successes, and inspire future action.

2021 celebrations

In 2021, we again invited Kim Collard, a Balladong/Wilmen man, to launch our NAIDOC Week event with a powerful and passionate Welcome to Country. Mr Collard’s Welcome reflected on the significance of Country to Aboriginal and Torres Strait Islander peoples and the importance of protecting its landscapes and shared histories moving forward.

Following the Welcome, we heard keynote speeches from our (now former) Chair, John Langoulant, and CEO, Ben Palmer.

Local Indigenous company Gather Foods catered the event, providing a range of native Australian food including frangipani tartlets with quandong jam and chocolate and pepperberry brownies.

We also transformed the GESB offices into an art gallery, displaying a range of Aboriginal pieces owned by GESB employees.

2022 celebrations

In 2022, we engaged Creative Native Perth to deliver an art workshop for GESB employees.

Creative Native is an Aboriginal art gallery and emporium which aims to showcase a wide range of authentic Aboriginal art and giftware, sourced directly from some of Australia’s leading and emerging Indigenous artists.

During this workshop, GESB staff observed Yamatji artist Beverley Egan and learned several special techniques she employs in her work. Staff were also taught the significance of ‘dreamings’ in Aboriginal art. Attendees contributed towards a shared painting, which has been framed and displayed in our office.



How to give an authentic Acknowledgement of Country training

One of the focus areas of our RAP is to make GESB a culturally informed workplace, which shows respect to First Nations peoples, cultures and histories.

As part of National Reconciliation Week activities in 2021, we encouraged staff to attend a two-hour virtual workshop, run by Rhys Paddick and Emma Gibbons of 'Acknowledge This!', called 'How to give an authentic Acknowledgement of Country'.

The training teaches attendees that the most powerful acknowledgements come from the heart and are authentic to the person speaking, which means the speaker should be expressing themselves in their way and not feel like they are reading from a script.

It also emphasises flexibility and freedom in how you deliver an Acknowledgement of Country - as long as you introduce yourself, connect with people, connect with place and offer respect to Traditional Owners on the lands on which you meet, there are no further requirements around how you present it or specific wording.

Through our staff surveys, we've been able to show tangible improvements of the quality of acknowledgements delivered by senior members, as well as the level of confidence staff now how to deliver their own acknowledgements.

In 2020

- 77% of staff who completed our survey said they were 'fairly confident' or 'confident' to deliver an Acknowledgement of Country

Following the 2021 training:

- 94% of staff said they now have a deeper understanding of what an Acknowledgement of Country is
- 86% of staff said they were 'fairly confident' or 'confident' to deliver an Acknowledgement of Country
- 94% of staff said the acknowledgements delivered at GESB since the training have become more authentic

Noongar six seasons program

One of the ways we have aimed to increase our employees' understanding, value and recognition of Aboriginal and Torres Strait Islander cultures and knowledge is through our Noongar six seasons program.

Through this initiative staff members received an educational email at the start of each season describing the changes to look out for and were asked to update their email signatures to include the current season and related artwork.

We worked with Indigenous Managed Services (IMS) and local artist Acacia Collard (a Badimia Yamatji - Balladong Noongar woman) to create these communications.



Artwork by Acacia Collard



Word of the month program

Another initiative we've implemented to promote cultural awareness of Aboriginal and Torres Strait Islander cultures through language is our Word of the month program.



Employees receive an educational email each month featuring a word in the local Noongar language of the Aboriginal peoples of the southwest of WA. Each communication introduces the Noongar word, describes its meaning and cultural significance, and includes a custom-designed illustration.



We worked with Rhys Paddick, co-founder of Acknowledge This! and a Badimia-Yamatji man, to create this artwork for an initial 12-month program. Each piece illustrates the word's specific concept and has a unique and at times humorous link to GESB employees in an effort to increase relevance and promote engagement.



Improving financial outcomes

My Money Dream

My Money Dream is a financial literacy program designed by First Nations peoples for First Nation peoples.

The program is designed to help our members learn about budgeting, banking, insurance and superannuation, so they can take control of their finances and feel more confident about managing their money.

We partnered with First Nations Foundation to provide members with free access to My Money Dream.

Financial Counsellors’ Association of WA

We have formalised our relationship with the Financial Counsellors’ Association of WA (FCAWA), which supports financial counsellors and their clients in regional and remote areas of WA by providing education, information, resources, and relevant legal support, often relating to super. We continue to help counsellors understand our unique products and assist them with some of their Indigenous clients.

In 2021, we attended the FCAWA’s Kimberley Forum in Broome to join ongoing efforts to address regional community issues for people in financial hardship.

The Kimberley Forum brought together financial counsellors from regional WA, local community

Elders and a number of organisations including the Australian Financial Complaints Authority (AFCA) to discuss barriers remote communities face to financial literacy and independence.

GESB will continue to assist FCAWA in escalating and identifying unresolved matters and assisting financial counsellors to support our members and improve outcomes.

Our relationship with FCAWA is invaluable when it comes to learning about improvements we can make to assist members. We will work alongside the counsellors to adapt processes where appropriate.



Tricia Bailly presenting at the Financial Counsellors’ Association of WA forum in Broome.

Showing our commitment

Over the past two years we have worked to visibly show our commitment by proudly displaying our reconciliation artwork wherever possible.

- An Acknowledgement of Country has been added to our webpage
- Staff have been given laptop sleeves and lanyards featuring our artwork
- We featured Acacia Collard's artwork on the cover of our 2019/2021, 2021/2022 and 2022/23 Annual Reports
- Acacia Collard's original artwork hangs in the foyer of the GESB office



Our plan in action

This document will help to drive our operations, for the next two years and into the future. Below is an overview of the key steps we will take in terms of relationships, respect, opportunities, governance and tracking.

Relationships

We will develop and maintain meaningful relationships with Aboriginal and Torres Strait Islander peoples and communities and help our staff to continue to develop their understanding of Aboriginal and Torres Strait Islander peoples' cultures, values, practices and beliefs. We are committed to providing excellent super and retirement products and services that meet our members' needs. By developing meaningful relationships with Aboriginal and Torres Strait Islander members, employees and partnering organisations, we hope to better understand their unique needs, leading to more engagement with their superannuation.

Action	Deliverable	Timeline	Responsibility
1. Establish and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	<ul style="list-style-type: none"> Meet with local Aboriginal and Torres Strait Islander stakeholders and organisations to develop guiding principles for future engagement 	November 2023	Reconciliation and Policy Officer and Key Account Manager
	<ul style="list-style-type: none"> Develop and implement an engagement plan to work with Aboriginal and Torres Strait Islander stakeholders and organisations 	April 2025	Key Account Manager and Direct Communications Officer
2. Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff 	May 2023, 2024, and 2025	Risk and Compliance Officer
	<ul style="list-style-type: none"> RAP Working Group members to participate in an external NRW event 	27 May - 3 June 2023, 2024 and 2025	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW 	May 2023, 2024, and 2025	Chief Investment Officer



Action	Deliverable	Timeline	Responsibility
2. Build relationships through celebrating National Reconciliation Week (NRW). <i>(cont)</i>	<ul style="list-style-type: none"> Organise at least one NRW event each year 	27 May - 3 June 2023, 2024 and 2025	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Register all our NRW events on Reconciliation Australia's NRW website 	May 2023, 2024, and 2025	Risk and Compliance Officer
3. Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> Develop and implement a staff engagement strategy to raise awareness of reconciliation across our workforce 	August 2023 and 2024	Senior Content Manager
	<ul style="list-style-type: none"> Communicate our commitment to reconciliation publicly 	August 2023 and 2024	Senior Content Manager
	<ul style="list-style-type: none"> Continue to explore opportunities to positively influence our external stakeholders to drive reconciliation outcomes 	June 2023 and 2024	Reconciliation and Policy Officer and Chief Investment Officer
	<ul style="list-style-type: none"> Collaborate with RAP organisations and other like-minded organisations to develop innovative approaches to advance reconciliation 	June 2023 and 2024	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Maintain participation in the AIST Indigenous Superannuation Working Group to advance reconciliation 	March 2024, 2025 June 2023, 2024 September 2023, 2024 December 2023, 2024	Key Account Manager
	<ul style="list-style-type: none"> Maintain our membership with Reconciliation WA 	July 2023 and 2024	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Provide staff with opportunities to attend Reconciliation WA's information sessions on the Uluru Statement from the Heart in the lead up to the Voice to Parliament referendum 	October 2023	Chief Investment Officer
	<ul style="list-style-type: none"> Maintain and strengthen our relationship with Financial Counsellors' Association of WA to better understand the superannuation needs of First Nations peoples and communities 	November 2023 and 2024	Key Account Manager



Action	Deliverable	Timeline	Responsibility
4. Promote positive race relations through anti-discrimination strategies.	• Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs	June 2024	People Services Consultant
	• Engage with Aboriginal and Torres Strait Islander staff and/or Aboriginal and Torres Strait Islander advisors to consult on our anti-discrimination policy	May 2024	People Services Consultant
	• Review, update and communicate our 'Dignity at work' policy for our organisation, to ensure that it appropriately addresses racism in the workplace	August 2024	People Services Consultant
	• Educate senior leaders on the effects of racism	March 2024 and 2025	Chief Investment Officer

Respect

We will engage with our staff to build their understanding of Aboriginal and Torres Strait Islander peoples' cultures, histories and achievements. We aim that this engagement will help us move towards reconciliation by building expertise, advocacy skills and a desire to change.

Action	Deliverable	Timeline	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	• Continue to provide opportunities for RAP Working Group members, HR managers and other key leadership staff to participate in formal and structured cultural learning	March 2024 and 2025	Reconciliation and Policy Officer
	• Conduct a review of cultural learning needs within our organisation through an annual staff survey	April 2024 and 2025	Direct Communications Specialist
	• Review, update and communicate our cultural learning strategy document for our staff	May 2023 and 2024	Senior Content Manager and Direct Communications Specialist
	• Consult local Traditional Owners and/or Aboriginal and Torres Strait Islander advisors to inform our cultural learning strategy	September 2024	People Services Consultant and Reconciliation and Policy Officer



Action	Deliverable	Timeline	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning. <i>(cont)</i>	<ul style="list-style-type: none"> Continue to include an overview of the RWG and a cultural awareness unit as part of our new starter induction process 	February 2024 and 2025	People Services Consultants and Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Arrange annual lunch and learn session for staff on a range First Nations topics to improve cultural learning and understanding 	September 2023 and 2024	Reconciliation and Policy Officer and Risk and Compliance officer
	<ul style="list-style-type: none"> Investigate participation in a second Jawun secondment program 	July 2023 and 2024	Key Account Manager and Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Provide staff with the opportunity to learn Noongar language through our 'Word of the month' cultural learning program 	July 2023 and 2024	Senior Content Manager
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none"> Provide new staff members the opportunity to participate in training to increase their understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols 	February 2024 and 2025	People Services Consultant and Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Review existing 'Cultural guidelines' document, including protocols for Welcome to Country and Acknowledgement of Country 	August 2024	Senior Content Manager
	<ul style="list-style-type: none"> Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year 	March 2024 and 2025	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Support staff to give a personalised Acknowledgement of Country at the commencement of important meetings and offer additional training as required 	September 2023, 2024 and 2025	Key Account Manager and Chief Investment Officer



Action	Deliverable	Timeline	Responsibility
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	• RAP Working Group to participate in an external NAIDOC Week event	First week in July, 2023 and 2024	Reconciliation and Policy Officer
	• Review our ‘Learning and Development’ policy to ensure barriers to staff participation in NAIDOC Week are removed	June 2023 and 2024	People Services Consultant
	• Promote and encourage participation in external NAIDOC events to all staff	First week in July, 2023 and 2024	Chief Investment Officer

Opportunities

We will investigate employment opportunities within our organisation and sphere of influence to increase the participation of Aboriginal and Torres Strait Islander peoples in the superannuation sector. A key focus of our ‘Innovate’ plan is to review and address barriers in our recruitment procedures to increase inclusivity. We are also committed to implementing strategies to better support and retain Aboriginal and Torres Strait Islander staff.

Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention, and professional development.	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities	February 2024 and 2025 and August 2024	People Services Consultants
	• Engage with Aboriginal and Torres Strait Islander staff to consult on our recruitment, retention and professional development strategy	November 2023 and 2024	People Services Consultant and Reconciliation and Policy Officer
	• Develop, integrate and implement an Aboriginal and Torres Strait Islander recruitment, retention and professional development strategy as part of our Workforce diversity plan	May 2024	People Services Consultants
	• Continue to advertise job vacancies to effectively reach Aboriginal and Torres Strait Islander stakeholders	February 2024 and 2025	People Services Consultants

Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention, and professional development. <i>(cont)</i>	<ul style="list-style-type: none"> Review HR and recruitment procedures and policies to remove barriers to Aboriginal and Torres Strait Islander participation in our workplace 	May 2024	People Services Consultants
	<ul style="list-style-type: none"> Explore opportunities to recruit and host Aboriginal and Torres Strait Islander trainees 	January 2024 and 2025	People Services Consultant
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	<ul style="list-style-type: none"> Develop and implement an Aboriginal and Torres Strait Islander procurement strategy 	September 2024	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Develop and communicate opportunities for procurement of goods and services from Aboriginal and Torres Strait Islander businesses to staff 	October 2024	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Review and update procurement practices to remove barriers to procuring goods and services from Aboriginal and Torres Strait Islander businesses 	May 2024	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Develop commercial relationships with Aboriginal and/or Torres Strait Islander businesses 	February 2024 and 2025	Reconciliation and Policy Officer
10. Investigate opportunities to improve the cultural safety and accessibility of our products and services for First Nations members	<ul style="list-style-type: none"> Draft and implement improved alternative proof of identity information for Aboriginal and Torres Strait Islander members 	September 2024	Direct Communications Specialist
	<ul style="list-style-type: none"> Continue our ongoing participation in WA-based events to assist metropolitan and regional Aboriginal and Torres Strait Islander communities with accessing their super 	February 2024 and 2025 April 2024 and 2025 June 2023 and 2024 August 2023, 2024 October 2023 and 2024 December 2023 and 2024	Key Account Manager
	<ul style="list-style-type: none"> Continue to maintain and provide access to the My Money Dream financial education program for First Nations members 	September 2023 and 2024	Direct Communication Specialist



Governance

We will track our progress against our RAP by taking the following actions:

Action	Deliverable	Timeline	Responsibility
11. Maintain an effective RAP Working group (RWG) to drive governance of the RAP.	• Maintain Aboriginal and Torres Strait Islander representation on the RWG	March 2024	Chief Investment Officer
	• Review Terms of Reference for the RWG	April 2024	Chief Investment Officer
	• Meet bi-monthly to drive and monitor RAP implementation	February 2024 and 2025 April 2024 and 2025 June 2023 and 2024 August 2023 and 2024 October 2023 and 2024 December 2023 and 2024	Reconciliation and Policy Officer
12. Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation	May 2024	Chief Investment Officer
	• Engage our senior leaders and other staff in the delivery of RAP commitments	March 2024 and 2025	Reconciliation and Policy Officer
	• Define and maintain appropriate systems to track, measure and report on RAP commitments	August 2023	Reconciliation and Policy Officer
	• Maintain an internal RAP Champion from senior management	May 2025	Reconciliation and Policy Officer and Chief Investment Officer



Action	Deliverable	Timeline	Responsibility
13. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	<ul style="list-style-type: none"> 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	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire 	1 August annually	Senior Content Manager
	<ul style="list-style-type: none"> Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia 	30 September, annually	Senior Content Manager
	<ul style="list-style-type: none"> Report RAP progress to all staff and senior leaders quarterly 	January 2024 and 2025 April 2024 and 2025 July 2023 and 2024 October 2023 and 2024	Reconciliation and Policy Officer
	<ul style="list-style-type: none"> Publicly report our RAP achievements, challenges and learnings, annually 	August 2023 and 2024	Senior Content Manager
	<ul style="list-style-type: none"> Participate in Reconciliation Australia's biennial Workplace RAP Barometer 	May 2024	Senior Content Manager
	<ul style="list-style-type: none"> Submit a traffic light report to Reconciliation Australia at the conclusion of this RAP 	May 2025	Senior Content Manager
14. Continue our reconciliation journey by developing our next RAP.	<ul style="list-style-type: none"> Register via Reconciliation Australia's website to begin developing our next RAP 	May 2024	Direct Communications Specialist



Contact us

For more information about this Reconciliation Action Plan, please contact: **Robert Powell**

Position: Reconciliation and Policy Officer

Phone: 08 6551 7744

Email: reconciliation@gesb.wa.gov.au

 **How to contact us**

T Member Services Centre 13 43 72

F 1800 300 067

W gesb.wa.gov.au

PO Box J 755, Perth WA 6842

Government Employees Superannuation Board ABN 43 418 292 917