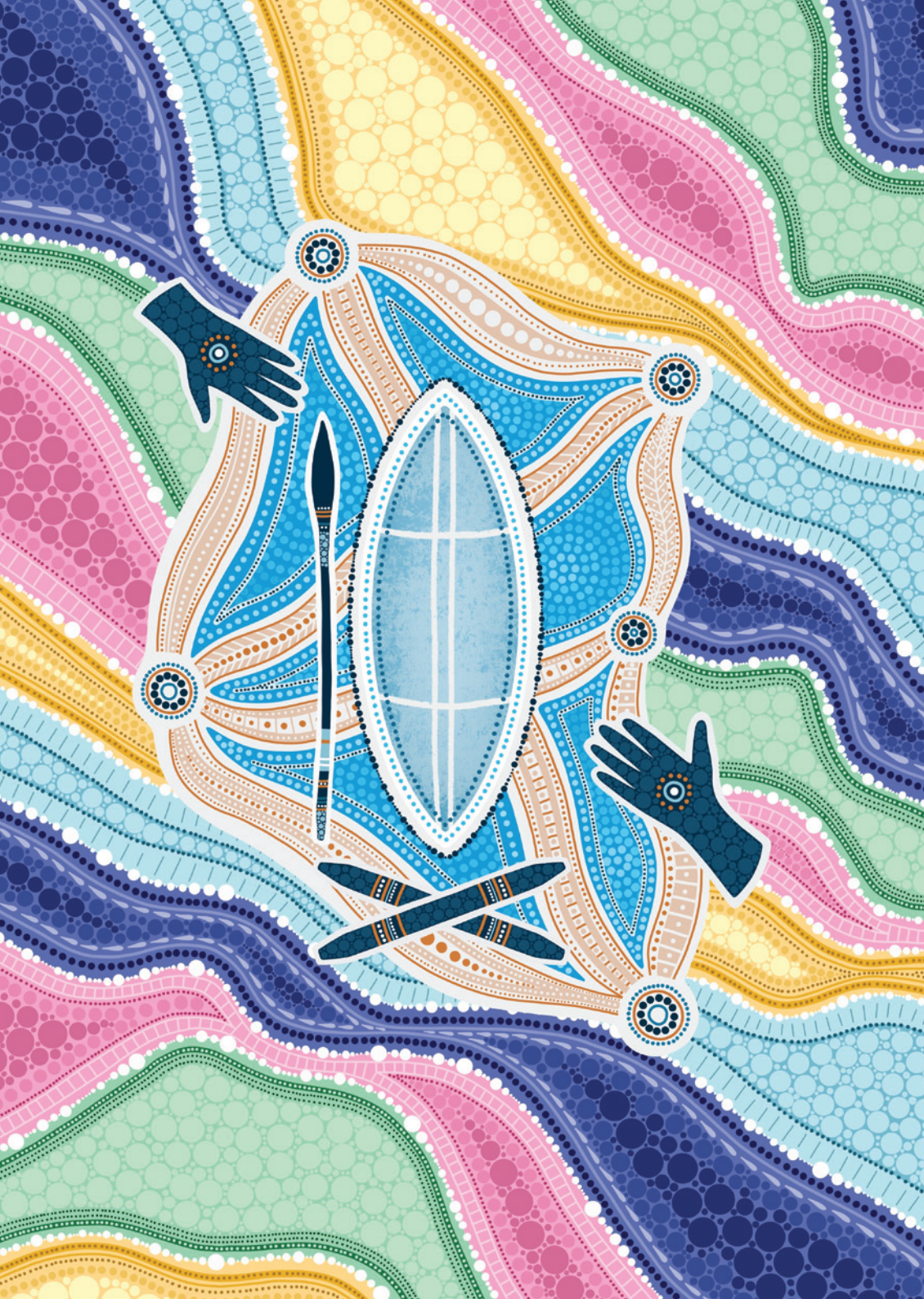




Innovate Reconciliation Action Plan

July 2025 – July 2027

CHOICE



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ABOUT OUR RAP ARTWORK

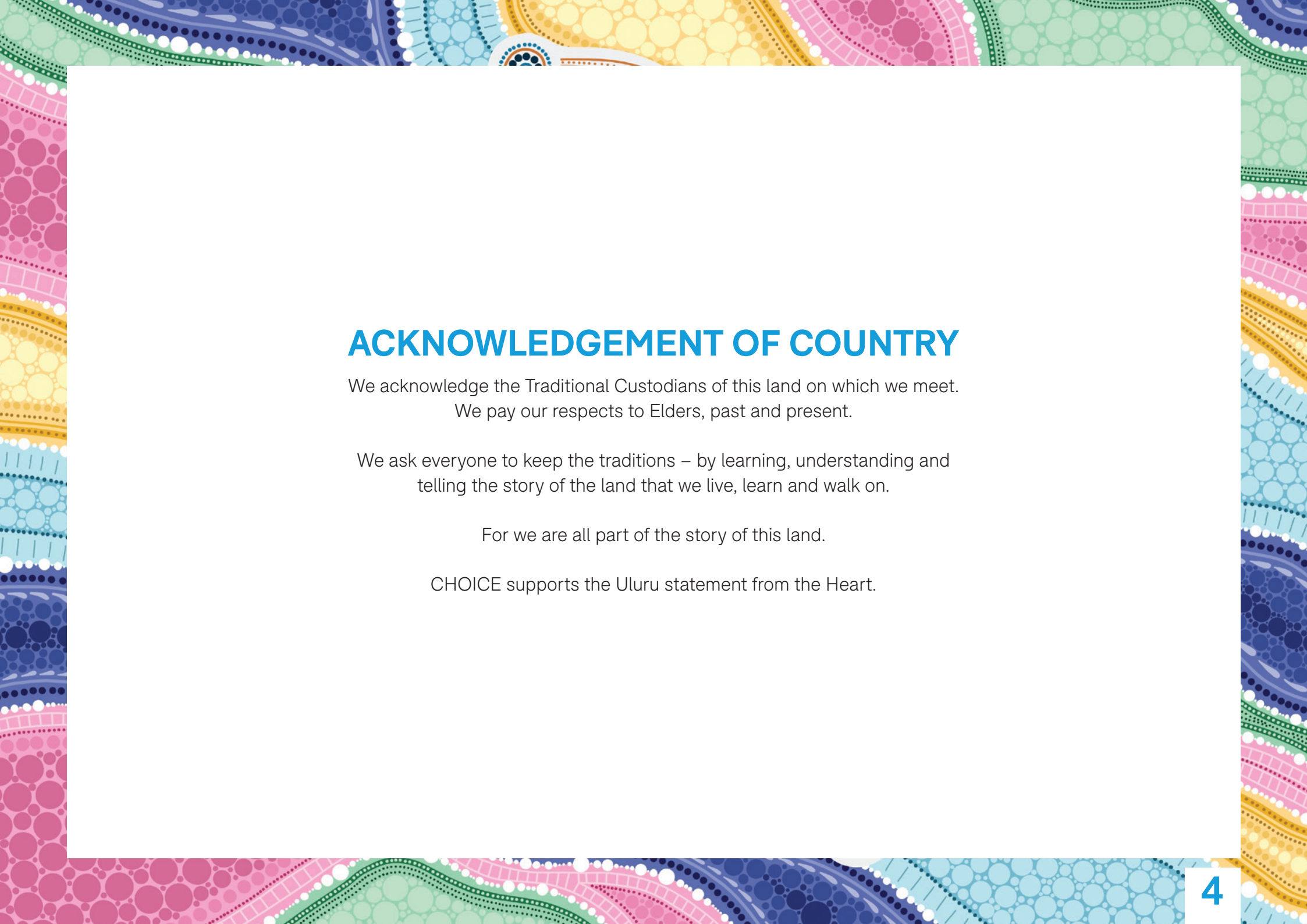
Gene Ross (Wuri Wuri) is a proud Dharawal man; fourth generation born on Gadigal land. His strong connections to the local First Nations community and life as a saltwater man bring a unique perspective to the art he creates. Gene's vision is to share his love of Country and the story of the land on which we live through his paintings.

The artwork that Gene has created for the CHOICE RAP focuses on the story of CHOICE. The spear and shield, drawn in our primary and secondary corporate colours, are a symbol of the protection CHOICE provides to those who need it and the impact our organisation has on the lives of Australians. The message sticks represent the truth we fearlessly find and convey. The hands reaching out across the artwork reach out to provide help, as CHOICE helps others.

The artwork also shares the story of the land on which CHOICE is based. The meeting circles in the artwork are positioned in the shape of the Southern Cross, symbolising the Country that we live and work on. The tracks that flow between the meeting circles represent the different journeys of all that come to CHOICE, and the rainbow waves with their many patterns acknowledge the diversity of the people we connect with and represent.



Gene Ross



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Custodians of this land on which we meet.
We pay our respects to Elders, past and present.

We ask everyone to keep the traditions – by learning, understanding and
telling the story of the land that we live, learn and walk on.

For we are all part of the story of this land.

CHOICE supports the Uluru statement from the Heart.

MESSAGE FROM RECONCILIATION AUSTRALIA

Reconciliation Australia commends Australian Consumer Association (CHOICE) on the formal endorsement of its inaugural Innovate Reconciliation Action Plan (RAP).

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

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

This Innovate RAP is both an opportunity and an invitation for CHOICE to expand its understanding of its core strengths and deepen its relationship with its community, staff, and stakeholders.

By investigating and understanding the integral role it plays across its sphere of influence, CHOICE will create dynamic reconciliation outcomes, supported by and aligned with its business objectives.

An Innovate RAP is the time to strengthen and develop the connections that form the lifeblood of all RAP commitments. The RAP program's framework of *relationships*, *respect*, and *opportunities* emphasises not only the importance of fostering consultation and collaboration with Aboriginal and Torres Strait Islander peoples and communities, but also empowering and enabling staff to contribute to this process as well.

With close to 3 million people now either working or studying in an organisation with a RAP, the program's potential for impact is greater than ever. CHOICE is part of a strong network of more than 3,000 corporate, government, and not-for-profit organisations that have taken goodwill and intention, and transformed it into action.

Implementing an Innovate RAP signals CHOICE readiness to develop and strengthen relationships, engage staff and stakeholders in reconciliation, and pilot innovative strategies to ensure effective outcomes.

Getting these steps right will ensure the sustainability of future RAPs and reconciliation initiatives and provide meaningful impact toward Australia's reconciliation journey.

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



Karen Mundine
Chief Executive Officer
Reconciliation Australia

STATEMENT FROM OUR CEO / BOARD

Reflecting on our journey and embracing the Innovate RAP

As CHOICE embarks on the next chapter of our reconciliation journey with the launch of our Innovate Reconciliation Action Plan (RAP) for July 2025–July 2027, it's a moment to both reflect on our journey so far and set our sights on new opportunities to listen, learn and act.

Reflecting on our journey

Our Reflect RAP set the foundation for meaningful engagement, learning and action towards reconciliation. It was a period of laying the groundwork, understanding our sphere of influence, and starting to make tangible changes within CHOICE and our broader community. We've built on our founder Ruby Hutchison's vision of fairness, partnering with First Nations advocates to raise the profile of the rights and needs of Aboriginal and Torres Strait Islander consumers. On this part of the journey we highlighted practices that are unfairly impacting First Nations communities, collaborated with First Nations advocates, and began to incorporate reconciliation into our work.

The completion of our Reflect RAP was a significant milestone that allowed us to deepen our understanding and commitment to supporting Aboriginal and Torres Strait Islander consumers. We have made strides in promoting cultural awareness among our staff, establishing key relationships with First Nations organisations, and focusing our advocacy on areas where First Nations consumers face disproportionate challenges.

Embracing the Innovate RAP

Our Innovate RAP aims to build on this foundation with a renewed commitment to action. This plan is designed to advance our reconciliation efforts, ensuring that First Nations peoples enjoy equal consumer rights, benefits and protections. We're setting out to use our platform not only to expose businesses targeting Aboriginal and Torres Strait Islander peoples unfairly, but to drive policy changes and campaign alongside First Nations advocates.

Our Innovate RAP outlines clear actions and deliverables, focusing on strengthening relationships, respecting cultures and histories, and creating opportunities for Aboriginal and Torres Strait Islander peoples. Key initiatives include:

- Developing sustainable partnerships with organisations like Mob Strong Debt Help, Save Sorry Business and AbSec, aiming to listen, campaign alongside and support the elevation of First Nations voices.
- Incorporating cultural learning and respect across our organisation, providing staff with the resources to acknowledge Country meaningfully and celebrate NAIDOC Week with understanding and commitment.
- Improving employment outcomes for Aboriginal and Torres Strait Islander peoples within CHOICE and increasing our procurement from First Nations-led businesses.

Our path forward

As we embark on our Innovate RAP, we recognise the power of our platform and the responsibility that comes with it – to advocate, to inform, and to support reconciliation in meaningful ways. Our commitment is not only to the principles laid out in our RAP; it's also grounded in our values of truth, help and impact. With the support of our Board, team, partners who work alongside us and the entire CHOICE community, we are excited to embark on this next phase of our reconciliation journey. Together, we look forward to making further progress toward a future where markets are fair, just, and equal for all Australians.



Ashley de Silva
CEO



CHOICE Board endorsement

The journey to reconciliation is inextricably linked with the CHOICE purpose of working for fair, just and safe markets for all Australian consumers. The CHOICE Reconciliation Action Plan provides the framework for our organisation, our people and the Board to demonstrably commit to First Nations justice, and to ensure that First Nations consumers enjoy the rights envisaged in the Australian Consumer Law.

In recent years, the CHOICE Board has formally endorsed the Voice to Parliament enshrined in the Constitution, and publicly supported the Uluru Statement from the Heart. The Board will continue to advocate for the rights of Aboriginal and Torres Strait Islander peoples and actively support reconciliation through the CHOICE Reconciliation Action Plan and other avenues.



Fiona Jolly and Nic Cola,
Board Co-Chairs

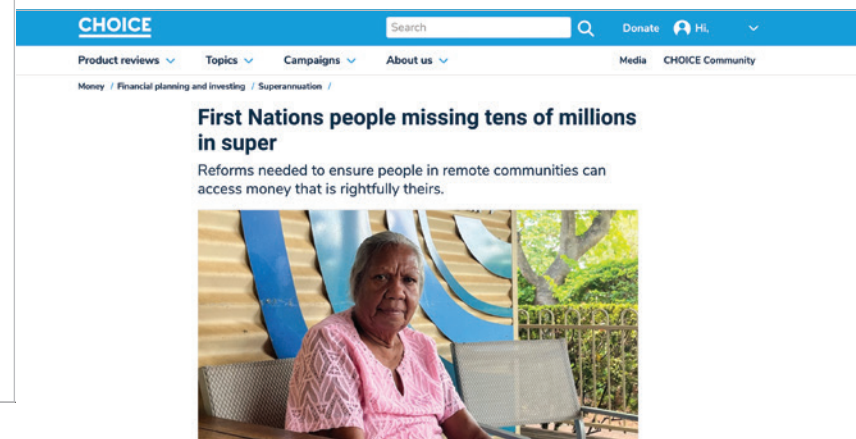


OUR VISION FOR RECONCILIATION

The CHOICE vision for reconciliation is where Aboriginal and Torres Strait Islander peoples enjoy equal consumer rights, benefits, and protections, ensuring tangible outcomes that safeguard against the heightened risks and profound impacts stemming from predatory practices.

As an established publisher, we will use our journalism to expose and hold accountable businesses unfairly targeting Aboriginal and Torres Strait Islander peoples. As an experienced advocate, we will use our policy expertise to change consumer laws for the better. As an organisation of influence, we will campaign alongside our Aboriginal and Torres Strait Islander partners to support the elevation and amplification of voices.

We'll educate our staff to strengthen our organisational knowledge of Aboriginal and Torres Strait Islander cultures and histories and embed reconciliation in everything we do.



OUR ORGANISATION

CHOICE is a nonprofit consumer advocacy and advice organisation. Formally known as the Australian Consumers' Association, our purpose is to fight for fair, just and safe markets that meet the needs of all Australian consumers. Created by consumers, for consumers, we've been helping Australians since 1959 by campaigning for consumer rights, investigating unfair practices, bringing corporate wrongdoing to light, testing products and providing unbiased, fact-based advice. Many of our investigations, campaign actions and policy initiatives have led to legislative change for Australian consumers at both state and federal levels – a result we consider the ultimate measure of positive impact.

We have a strong connection to our local area. Our proudly carbon-neutral office, based in Marrickville, Sydney, has NATA-accredited testing facilities and a building mural by David Cragg, a multidisciplinary artist of Irish, Scottish and Bundjalung ancestry. We have over 130 employees from a variety of cultural backgrounds. Many of our employees live locally, but our flexible work policy means an increasing number of our people are based across Australia. We have one identified Aboriginal employee on staff, who is an instrumental part of our RAP working group.

We apply our organisational values of Truth, Help and Impact through our involvement with local community organisations, such as AbSec, the peak organisation for Aboriginal families in NSW. CHOICE gives staff two days a year of volunteering leave. Under this policy, staff have helped out with a wide variety of volunteering activities, supporting partner organisations like AbSec.

We're governed by a Board that's elected by voting CHOICE members, with some directors who have deep experience working alongside First Nations advocates. The CHOICE Board supports our Reconciliation Action Plan, and in 2019 decided to support the Uluru Statement from the Heart. In 2023, we extended that support to the campaign for a First Nations Voice to Parliament.

Beyond our employees, our immediate sphere of influence includes owned publications (print and digital), with a community of over 400,000 members and campaign supporters. Our wider influence extends nationally and internationally, via our core online platform, and via audiences for our social media and media activity. Our extended reach covers a diverse range of stakeholders, including dedicated staff, regulatory bodies, academic institutions, politicians, policymakers and key social organisations.



OUR RAP (INCLUDING OUR JOURNEY OF RECONCILIATION)

For over 60 years we've pursued our purpose by investigating injustice, testing marketing claims, publishing helpful information and campaigning for stronger consumer protections. Along the way, and particularly over the past two years, we've worked to highlight business practices that have an unfair impact on Aboriginal and Torres Strait Islander communities. In doing so, we've collaborated with and centred the voices of First Nations advocates in our work, in particular those within the financial counselling movement.

Our advocacy mission began with our founder Ruby Hutchison, who established CHOICE as the Australian Consumers' Association in 1960. Ruby was the first woman elected to the WA upper house in 1954. It's clear Ruby was motivated by a vision of fairness, which she pursued on behalf of all consumers, including women, tenants, people with disabilities and Aboriginal Peoples. In a debate about equal voting rights for Aboriginal Peoples in 1958, she said it was important to recognise "the impact of the white man's civilisation that has been the cause of the present unsatisfactory conditions ... we should accept the responsibility and be prepared to take the step to begin to right this wrong".

Working on our Reflect RAP gave us the opportunity to explore and think about how CHOICE, a national organisation, can work more deliberately to support the legal rights of Aboriginal and Torres Strait Islander consumers.

It's critical to our purpose as an organisation that we're able to address the needs of Aboriginal and Torres Strait Islander consumers. With this in mind, after completing our Reflect RAP in 2022/23, we decided we needed to continue that journey by adopting an Innovate RAP.

Action is now more important than ever. First Nations leaders are still calling for their Voices to be heard, and for justice and reform. CHOICE wants to walk alongside Aboriginal and Torres Strait Islander peoples towards a shared future. The CHOICE Board and senior leadership are key supporters of the CHOICE RAP. CHOICE CEO Ashley de Silva and CHOICE Board Member Amanda Robbins are our RAP Champions.

Our RAP work is managed by a cross-functional group of staff from across the CHOICE organisation. The group includes several managers and staff with a range of tenures and skill sets:

- RAP Cultural Adviser and Artist of Innovate RAP artwork – Photographer
- RAP Awareness and Engagement Lead – Head of Business Development
- RAP Events Coordinator – Applications Support Specialist
- RAP Finance Lead – Director of Operations
- RAP Media & Campaigns Lead – Senior Campaigns & Policy Adviser
- RAP People & Culture Adviser – Senior People & Culture Adviser
- RAP People & Culture Lead – Head of People & Culture
- RAP Project Management Support – Product Category Manager (Insurance and Utilities)
- RAP Quality Assurance Lead – Consumer Insights Manager
- RAP Reporting Officer – Verifier
- RAP Reporting Officer Support – Senior Project Officer (External)

Currently our RAP Cultural Adviser and Artist of Innovate RAP artwork provides First Nations representation on our RAP Working Committee. We've begun to establish an External Advisory Group made up of First Nations peoples to guide and hold us accountable through the Innovate RAP process.

Our Journey to Reconciliation

The inaugural CHOICE Reflect RAP laid the groundwork for our Reconciliation journey. It provided important structure and focus, helped us forge relationships with First Nations organisations, and taught us more about Aboriginal and Torres Strait Islander cultures. At the same time, we've been able to support First Nations organisations through procurement and other initiatives, and highlight relevant consumer issues to a national audience.

Staff-focused RAP initiatives

Within our local community, we've established relationships with Inner West Council, AbSec and Inner City Empowered Communities.

We've identified a number of opportunities to switch to third-party suppliers via Supply Nation, and developed a list of Aboriginal and Torres Strait Islander suppliers that staff are encouraged to consider when procuring work.

Internally, we continue to build respect for Aboriginal and Torres Strait Islander cultures and histories. We have integrated cultural awareness training focused on reconciliation into our staff onboarding process. We further support that learning through various yarning webinars, and participated in Inner West Council events during National Reconciliation Week (NRW), such as weaving, storytelling and bush foods workshops.

Several RAP working group members attended the National Reconciliation Australia conferences in 2022 and 2024. During NRW 2023, CHOICE held a Dhanma and Yarn (Eat and Discuss) session with staff about the Uluru Statement.

Many staff have attended the Inner West Council walking together training and some helped out with the Yes campaign for a Voice to Parliament. We've also raised awareness of NAIDOC Week via staff communications. A number of staff attended and helped out with the AbSec Family Fun Days in 2022, 2023 and 2024.

Advocacy and investigations

CHOICE policy and campaigns and investigative journalism teams work within our sphere of influence to help identify, report and advocate on issues affecting Aboriginal and Torres Strait Islander consumers.

In 2022, we established a relationship with Mob Strong Debt Help as part of our participation in Save Sorry Business. A coalition of 130 organisations, led by First Nations groups, called for compensation for Aboriginal and Torres Strait Islander policyholders of the Youpla Group funeral fund.

Our investigative journalism team has exposed a number of businesses and systemic issues unfairly targeting First Nations peoples, including rental discrimination, poor financial hardship service, missing superannuation, and inaccessible electricity and rooftop solar in the Northern Territory. With support from the Indigenous Consumer Network, we were also able to expose dodgy car dealers in Far North Queensland. CHOICE supported a coalition of Indigenous financial counselling organisations and community legal centres to make a submission to the National Indigenous Australians Agency about food security in Indigenous communities, and undertook an investigation into grocery costs in First Nations communities. This helped prompt government price caps on essential grocery items in some remote communities announced in 2025. We'll continue to seek opportunities to highlight and campaign on issues disproportionately affecting First Nations communities.

Volunteering and donations

In our Reflect RAP, we established a Time, Treasure, Talent model to guide our Reconciliation work. We lend our Time by providing staff with volunteering leave they can use to work with First Nations organisations and communities. We provide Treasure through staff donations and First Nations suppliers. And we offer our Talent by leveraging staff skills to support the work of First Nations organisations. We plan to expand on this model with new initiatives such as internships for First Nations students.

OUR PARTNERSHIPS & CURRENT ACTIVITIES



RAP Launch
October 22



Dhanma and
Yarn May 22



AbSec Family
Fun Day July 23



Inner West for Yes
BBQ September 23

RELATIONSHIPS



Building positive and meaningful relationships with Aboriginal and Torres Strait Islander peoples and organisations is at the heart of what CHOICE hopes to achieve with our RAP.

In partnership with Aboriginal and Torres Strait Islander peoples and our external Aboriginal and Torres Strait Islander Advisory Group, we'll develop guidelines and principles that help us to best serve where needed. We hope this process will build trust and enduring relationships.

We aim to help identify inequalities and protect consumer rights by listening to, campaigning alongside, and supporting the elevation and amplification of Aboriginal and Torres Strait Islander voices.

In the next two years, we'll work towards further developing sustainable partnerships with Mob Strong Debt Help, Youpla Coalition, AbSec, Inner City Empowered Communities, National Reconciliation Australia, Inner West Council and UTS.

Action		Deliverable	Timeline	Lead
1. Establish and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	1a	Meet with local Aboriginal and Torres Strait Islander stakeholders and organisations to develop guiding principles for future engagement.	Dec 2025	RAP Cultural Adviser
	1b	Develop and implement an engagement plan to work with Aboriginal and Torres Strait Islander stakeholders and organisations.	Mar 2026	RAP Cultural Adviser
	1c	Develop and maintain relationships with local Aboriginal and Torres Strait Islander organisations through a Time, Treasure, Talent model.	Jun 2027	RAP Cultural Adviser
	1d	Implement and maintain volunteering leave policy for staff volunteering at Aboriginal and Torres Strait Islander organisations and events.	Nov 2025	RAP People & Culture Adviser
2. Build relationships through celebrating National Reconciliation Week (NRW).	2a	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	27 May – 3 Jun 2026 and 2027	RAP Awareness & Engagement Lead
	2b	RAP Working Group members to participate in an external NRW event.	27 May – 3 Jun 2026 and 2027	RAP Awareness & Engagement Lead
	2c	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May – 3 Jun 2026 and 2027	RAP Awareness & Engagement Lead
	2d	Organise at least one NRW event each year.	27 May – 3 Jun 2026 and 2027	RAP Cultural Adviser and RAP Awareness & Engagement Lead
	2e	Register all our NRW events on Reconciliation Australia's NRW website.	20 May 2026 and 2027	RAP Awareness & Engagement Lead
	2f	Promote information about CHOICE RAP on the CHOICE website and social media during NRW week.	28 May 2025 and 2026	RAP Awareness & Engagement Lead

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RELATIONSHIPS (cont'd)

3. Promote reconciliation through our sphere of influence.	3a	Develop and implement a staff engagement strategy to raise awareness of reconciliation across our workforce.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	3b	Publicly communicate our commitment to reconciliation and use our reach and reputation to promote the concept of reconciliation. Include content on the CHOICE website about our commitment to reconciliation and link to our RAP.	Jun 2026	RAP Project Management Support
	3c	Explore opportunities to positively influence our external stakeholders to drive reconciliation outcomes.	Nov 2026	RAP Reporting Officer Support
	3d	Collaborate with RAP organisations and other like-minded organisations to develop innovative approaches to advance reconciliation.	Nov 2026	RAP Project Management Support
	3e	Review and maintain CHOICE content and style guides to ensure they continue to align with best practice for language that promotes reconciliation and positive race relations.	Jun 2026	RAP Reporting Officer Support
	3f	Supply CHOICE editorial staff with a guide to using inclusive and respectful language.	Nov 2026	RAP Reporting Officer Support
4. Promote positive race relations through anti-discrimination strategies.	4a	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions and future needs.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	4b	Develop, implement and communicate an anti-discrimination policy for our organisation.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	4c	Engage with Aboriginal and Torres Strait Islander staff and/or Aboriginal and Torres Strait Islander advisers to consult on our anti-discrimination policy.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	4d	Educate senior leaders at CHOICE on the effects of racism.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	4e	Continue to provide ongoing diversity, equity and inclusion training to all staff to educate on the effects of discrimination and racism.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser

RESPECT

In reflecting on and learning about Aboriginal and Torres Strait Islander peoples, cultures, histories, knowledge and rights, we felt the shared gift of walking together. We came to see discrimination against First Nations peoples as a loss that is also our own.



Education about our past leads to understanding and acceptance, and our people have a strong desire to contribute to reconciliation.

Over the next two years, we'll give staff the opportunity to deepen their understanding and recognition of Aboriginal and Torres Strait Islander peoples, so we can grow and improve connections within the consumer advocacy community. For example, while we have formalised how CHOICE shows respect to and acknowledges Aboriginal and Torres Strait Islander cultures, the next step is to provide staff with the tools and resources to make an Acknowledgement of Country of their own.

Action		Deliverable	Timeline	Lead
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	5a	Conduct a review of cultural learning needs within our organisation to develop and maintain a cultural awareness program that includes local community perspectives and deeper learning for staff working on issues that impact Aboriginal and Torres Strait Islander peoples.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	5b	Consult local Traditional Owners and/or Aboriginal and Torres Strait Islander advisers to inform our cultural learning strategy.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	5c	Develop, implement and communicate a cultural learning strategy document for our staff.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	5d	Provide opportunities for RAP Working Group members, HR managers, CHOICE executive team and Board and other key leadership staff to participate in formal and structured cultural learning and cultural immersion.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	5e	Articulate our reason for increasing the understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation. Communicate this to staff, CHOICE members and the wider community.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	5f	Maintain and ensure that reconciliation is embedded in our induction program for new staff, so they can learn about our commitment to reconciliation, the RAP and ways to engage. Make this cultural awareness training mandatory for new staff.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	5g	Encourage CHOICE board members to participate in cultural learning and reflection, including at Board meetings.	Mar 2026	RAP Finance Lead

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RESPECT (cont'd)

Action		Deliverable	Timeline	Lead
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	6a	Increase staff understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country, and when and in what context they should be observed.	Nov 2025	RAP Cultural Adviser & RAP Awareness & Engagement Lead
	6b	Provide staff with resources to make an Acknowledgement of Country to increase ownership and significance.	Nov 2025	RAP Cultural Adviser and RAP Awareness & Engagement Lead
	6c	Develop, implement and communicate a cultural protocol document, including protocols for Welcome to Country and Acknowledgement of Country.	Nov 2026	RAP Cultural Adviser
	6d	Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year.	Mar 2027	RAP Cultural Adviser and RAP Events Coordinator
	6e	Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at the launch event of this RAP.	Aug 2025	RAP Cultural Adviser
	6f	Include an Acknowledgement of Country or other appropriate protocols such as at the commencement of important meetings.	Nov 2025	RAP Finance Lead
	6g	Create an Acknowledgement of Country video.	Nov 2025	RAP Cultural Adviser
	6h	Create Acknowledgement of Country signage in CHOICE headquarters. Include an Acknowledgement of Country in CHOICE publications.	Jun 2026	RAP Awareness & Engagement Lead
	6i	Update and maintain Acknowledgement of Country in our external communications	Dec annually	RAP Project Management Support and RAP Cultural Adviser
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	7a	RAP Working Group to participate in and, if possible, help support an external NAIDOC Week event.	First week in Jul, annually	RAP Reporting Officer
	7b	Review HR policies and procedures to remove barriers to staff participating in NAIDOC Week.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	7c	Promote external NAIDOC week events to all staff and encourage participation.	Jun, annually	RAP Reporting Officer
	7d	Include an investigative article about issues concerning Aboriginal and Torres Strait Islander consumers, an advocate profile or similar in CHOICE July 2025, July 2026 and 2027 editions. Promote these articles during NAIDOC Week on CHOICE website and social media.	Jul 2025, 2026 and 2027	RAP Media & Campaigns Lead

OPPORTUNITIES



In partnership with, and guided by, Aboriginal and Torres Strait Islander peoples, we will design and develop authentic opportunities. We'll develop a business case for increased Aboriginal and Torres Strait Islander employment opportunities within our organisation and increased procurement with Aboriginal and Torres Strait Islander-led organisations.

We'll collaborate with Aboriginal and Torres Strait Islander media outlets, use our own publications to draw attention to significant issues raised by First Nations communities, and offer training to support Aboriginal and Torres Strait Islander peoples in their advocacy and spokespeople work.

Action		Deliverable	Timeline	Lead
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention, and professional development.	8a	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	8b	Engage with Aboriginal and Torres Strait Islander staff to consult on our recruitment, retention and professional development strategy.	Mar 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	8c	Develop and implement an Aboriginal and Torres Strait Islander recruitment, retention and professional development strategy.	Aug 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	8d	Advertise job vacancies to effectively reach Aboriginal and Torres Strait Islander stakeholders.	Aug 2026	RAP People & Culture Lead and RAP People & Culture Adviser
	8e	Review HR and recruitment procedures and policies to remove barriers to Aboriginal and Torres Strait Islander participation in our workplace.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	8f	Review policies to ensure they are supportive of the practices and traditions of Aboriginal and Torres Strait Islander peoples.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
	8g	Maintain and review the cultural safety program to ensure Aboriginal and Torres Strait Islander staff are culturally respected.	Nov 2025	RAP People & Culture Lead and RAP People & Culture Adviser
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	9a	Develop and implement an Aboriginal and Torres Strait Islander procurement strategy.	Nov 2025	RAP Reporting Officer Support
	9b	Investigate Supply Nation membership.	Nov 2025	RAP Finance Lead
	9c	Develop and communicate opportunities for procurement of goods and services from Aboriginal and Torres Strait Islander businesses to staff.	Mar 2026	RAP Finance Lead
	9d	Review and update procurement practices to remove barriers to procuring goods and services from Aboriginal and Torres Strait Islander businesses.	Mar 2026	RAP Finance Lead
	9e	Develop commercial relationships with Aboriginal and/or Torres Strait Islander businesses.	Sep 2026	RAP Finance Lead

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OPPORTUNITIES (cont'd)

Action		Deliverable	Timeline	Lead
10. Work within our sphere of influence and with partner organisations to make markets fairer, safer and more just for Aboriginal and Torres Strait Islander peoples	10a	Work with our partner organisations Mob Strong Debt Help and ICAN to continue to identify issues unfairly affecting Aboriginal and Torres Strait Islander consumers. Provide support where requested (for example, amplifying Aboriginal and Torres Strait Islander voices through submissions, trainings, meetings etc), within our capacities and resources.	Mar 2026	RAP Media & Campaigns Lead
	10b	Listen to partners Mob Strong Debt Help, ICAN and our external advisory group through semi-regular meetings to understand what role they want CHOICE to play in creating content for Aboriginal and Torres Strait Islander audiences.	Mar 2026	RAP Media & Campaigns Lead
	10c	Publish and promote at least one comprehensive CHOICE investigation per financial year that draws attention to a significant issue of systemic racism or structural barriers affecting First Nations consumers.	Jul 2026 and 2027	RAP Media & Campaigns Lead
	10d	Collaborate with Aboriginal and Torres Strait Islander media outlets to help communicate consumer rights information to Aboriginal and Torres Strait Islander audiences.	Jun 2027	RAP Media & Campaigns Lead
	10e	Support capacity building, such as offering media training for Aboriginal and Torres Strait Islander advocates who speak for their communities.	Nov 2026	RAP Media & Campaigns Lead
	10f	Partner with universities to provide intern placements for Aboriginal and Torres Strait Islander students, with the aim to support employment opportunities.	Mar 2026	RAP Cultural Adviser and RAP Finance Lead and RAP People & Culture Lead
	10g	Explore partnerships with local schools to investigate if CHOICE can support Aboriginal and Torres Strait Islander students' learning.	Jun 2027	RAP Cultural Adviser



GOVERNANCE

Action		Deliverable	Timeline	Lead
11. Establish and maintain an effective RAP Working group (RWG) to drive governance of the RAP.	11a	Maintain Aboriginal and Torres Strait Islander representation on the RWG.	Aug annually	RAP Project Management Support
	11b	Maintain, apply and review Terms of Reference for the RWG.	Dec 2026	RAP Project Management Support
	11c	Meet at least monthly to drive and monitor RAP implementation.	Aug 2025 monthly	RAP Project Management Support
	11d	Establish and maintain an external Aboriginal and Torres Strait Islander Advisory Group to consult on RAP actions.	Nov 2025	RAP Cultural Adviser
12. Provide appropriate support for effective implementation of RAP commitments.	12a	Define and provide resource needs for RAP implementation.	Sep 2025	RAP Reporting Officer
	12b	Engage our senior leaders and other staff in the delivery of RAP commitments.	Aug 2025 annually	RAP Finance Lead
	12c	Define and maintain appropriate systems to track, measure and report on RAP commitments.	Sep 2025	RAP Quality Assurance Lead
	12d	Appoint and maintain two internal RAP Champions, ideally one from senior management and one from the Board.	Jul 2025	RAP Finance Lead and RAP People & Culture Lead
13. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	13a	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important RAP correspondence.	Jun annually	RAP Reporting Officer
	13b	Contact Reconciliation Australia to request our unique link to access the online RAP Impact Measurement Questionnaire.	Aug annually	RAP Reporting Officer
	13c	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	Sep annually	RAP Reporting Officer
	13d	Report RAP progress to all staff and senior leaders quarterly.	Jan, May, Aug, Oct annually	RAP Finance Lead
	13e	Publicly report our RAP achievements, challenges and learnings, annually.	Dec annually	RAP Cultural Adviser
	13f	Investigate participating in Reconciliation Australia's biennial Workplace RAP Barometer.	May 2026	RAP Quality Assurance Lead
	13g	Submit a traffic light report to Reconciliation Australia at the conclusion of this RAP.	Jul 2026	RAP Reporting Officer
14. Continue our reconciliation journey by developing our next RAP.	14a	Register via Reconciliation Australia's website to begin developing our next RAP.	Sep 2027	RAP Reporting Officer



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