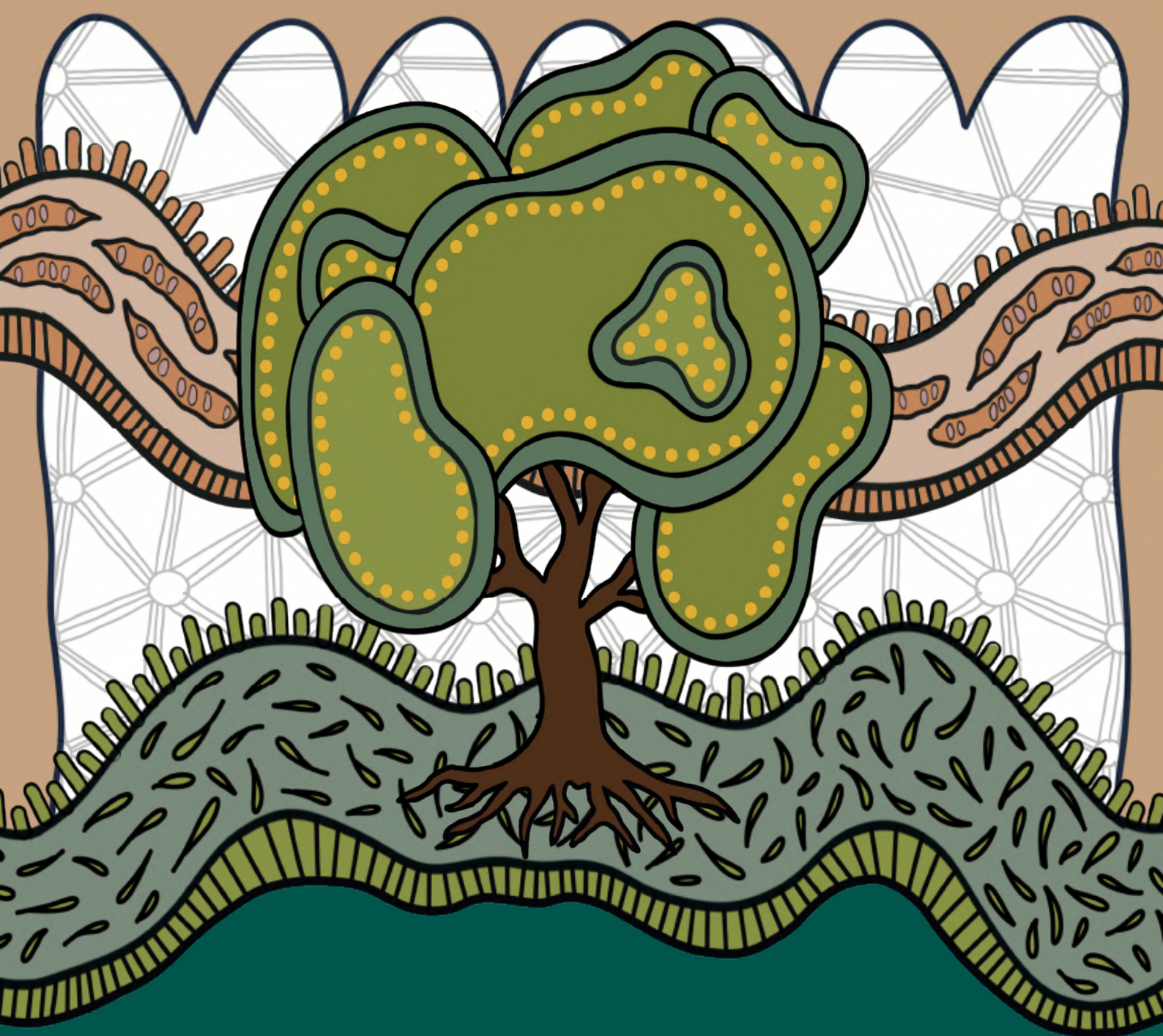




Acacia Connection

Reflect Reconciliation Action Plan

July 2024 – June 2025



acaciaEAP
employee assistance program



**RECONCILIATION
ACTION PLAN**

REFLECT

Acknowledgement of Country

Acacia EAP acknowledges Aboriginal and Torres Strait Islander people as the Traditional Custodians of the land and extends our respect to all Elders and First Nations Peoples across Australia.

We acknowledge that Acacia's head office is located in Meanjin, in the land of the Yuggera and Turrbal people.



Artist Story

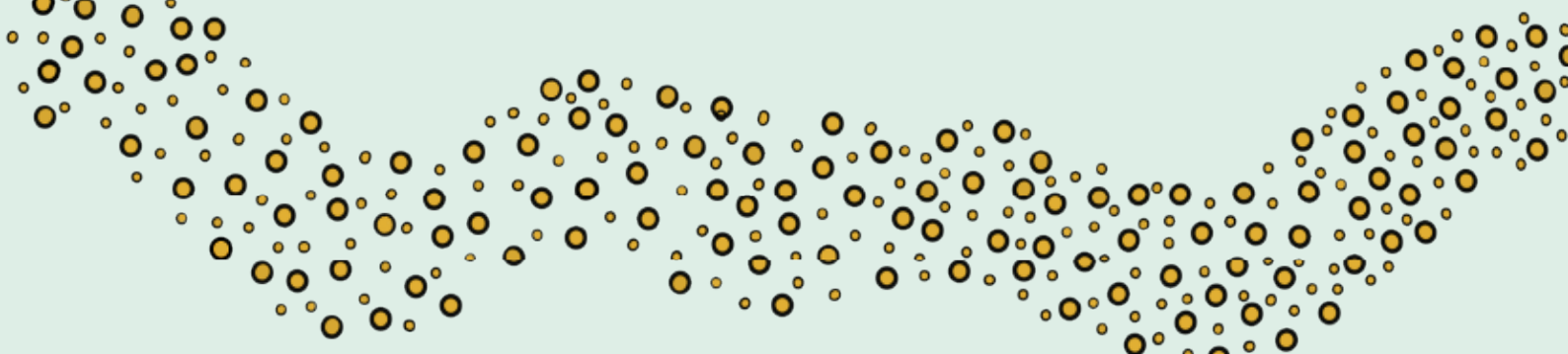
Mel Streater is a descendant of the Wiradjuri nation who was born and lives in the beautiful seaside town of Guruk, (Port Macquarie) on Birrbay Country.

Her love of art developed at a young age while watching her dad paint and sculpt. Marramarra is the Wiradjuri word meaning 'to create, to make, to do', and as Mel's hands and understanding of the world grew, she recognised that she was driven to capture and create beautiful moments. Find Mel [here](#).



About the artwork; Roots of Reconciliation

"Roots of Reconciliation is a representation of the themes of connection, healing, resilience, and safety. This design centres around the acacia wattle tree, a symbol deeply rooted in Australian Indigenous culture, embodying strength, adaptability, and unity. Known as "the perfect tree", many elements of the wattle are used for healing, nourishment, shelter, and protection. In this instance, the tree represents the continuous cycle of healing, growth, and transformation. It serves as a reminder that reconciliation is an ongoing journey, and that every action taken contributes to the collective progress." — Mel Streater



Key Elements

"Acacia Wattle Tree: The central focus of the design, the acacia wattle tree, is depicted with fresh yellow blooms, radiating warmth and vitality. It's up and outward extension, symbolising growth, aspiration, and hope.

Blossoming Wattle: In the background lies a ribbon of vibrant yellow blossoms, almost as though they are being swept along on a gentle breeze, exuding a sense of vitality and renewal. These blossoms also burst forth from the branches of the tree, evoking feelings of optimism and joy, reinforcing the idea that reconciliation is a dynamic, living process.

Seedpods: Seedpods create another selection of background, weaving behind the wattle tree. These represent the potential for growth, transformation, and the nurturing of new beginnings. Each seedpod emphasises the importance of sowing the seeds of understanding and unity.

Leaves: The leaves of the acacia wattle are depicted within a collection on the ground. They symbolise protection, shelter, and a layer of safety. They form a natural canopy shield for the tree, representing a sanctuary where individuals can find solace and connection.

Root System: The roots of the acacia wattle are illustrated as deeply connected and grounded in Mother (Country). This imagery symbolises the deep, interwoven connection that Aboriginal people have with the land. It highlights the importance of acknowledging and honouring the shared history of a Country that binds us all.

People Symbols: The 'U' shapes at the top of the design are people, representing unity, safety, and community. These figures are diverse in colour shades to emphasize inclusivity and the coming together of different cultures and backgrounds.

Songlines: Songlines can be seen in the background of this piece. These are a cultural map woven through stories, songs, and art that trace ancient paths across our land. This element honours the timeless significance of Songlines, depicting the intricate connection between our people, the land, and the Dreaming.

Colour Palette: The colour palette incorporates earthy tones such as browns, greens, and warm yellows, reflecting the natural beauty of the Australian landscape. These colours evoke feelings of grounding, comfort, and harmony.

Incorporating Indigenous Artistry:

The design incorporates Contemporary Aboriginal art symbols and styles such as people, dot work and songlines, paying homage to the rich artistic heritage of our people.

Overall, the "Roots of Reconciliation" RAP design encapsulates the essence of connection, healing, resilience, and safety. It serves as a visual representation of the shared commitment to forging a path of understanding, unity, and respect between all communities in Australia. Through the imagery of the acacia wattle, this design hopes to inspire reflection, growth, and positive change on the path towards reconciliation.³⁷

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Contents

6	7	8
A message from Reconciliation Australia	A message from our CEO	About Acacia
10	11	12
Our RAP	Current Activities	Relationships
13	14	15
Respect	Opportunities	Governance



A message from Reconciliation Australia

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

Acacia Connection joins a network of more than 2,200 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 Acacia Connection 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 Acacia Connection, 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

A message from our CEO



Welcome to Acacia Connection's inaugural Reconciliation Action Plan.

At Acacia, we genuinely care about people. We embody our brand promise of Every Connection Matters in all that we do. Connection is what we do, it is the core of our business. Acacia's Reconciliation Action Plan is our commitment to promote reconciliation and build a stronger connection with all Aboriginal and Torres Strait Islander peoples.

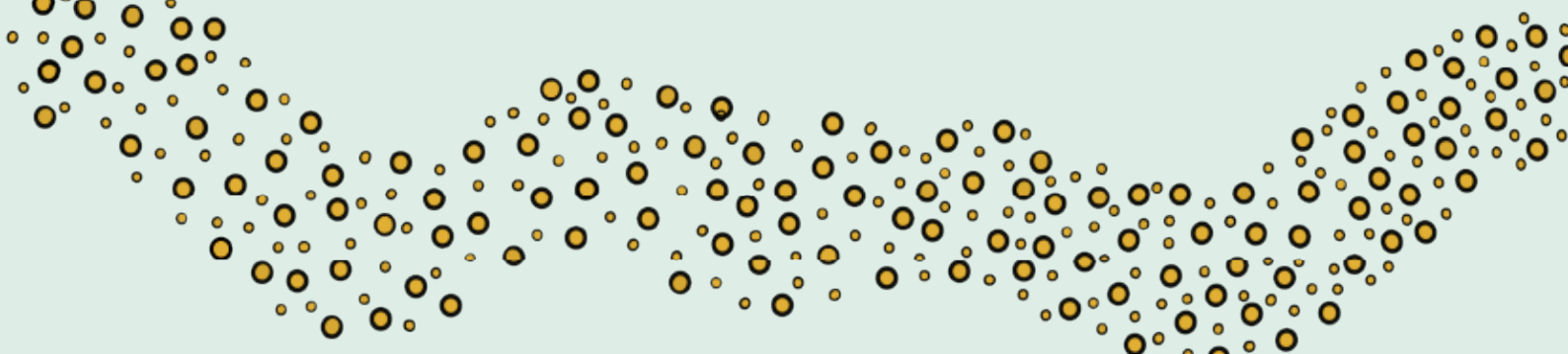
Our aim through our Reconciliation Action Plan is to better understand the history of Aboriginal cultures, languages, and identities to help facilitate stronger relationships within our Company and beyond. We are committed to creating a community where we stand together with shared values around reconciliation. We want to leverage our large network of partners and national reach to create an opportunity to raise awareness, educate, and promote reconciliation.

As we begin our reconciliation journey, Acacia's Working Group are dedicated to achieving our goals with pride. They embody our commitment to build relationships, respect and opportunities for all Aboriginal and Torres Strait Islander peoples who connect with Acacia through employment, service delivery, or business partnerships.

Acacia's first Reconciliation Action Plan is an opportunity to formalise our commitment, challenge ourselves, and ensure our efforts have a positive impact in creating a reconciled Australia. We look forward to building on this and continuing to improve on our efforts in future plans.

Rebecca Weiss

Chief Executive Officer,
Acacia Connection



About Acacia

Our Business

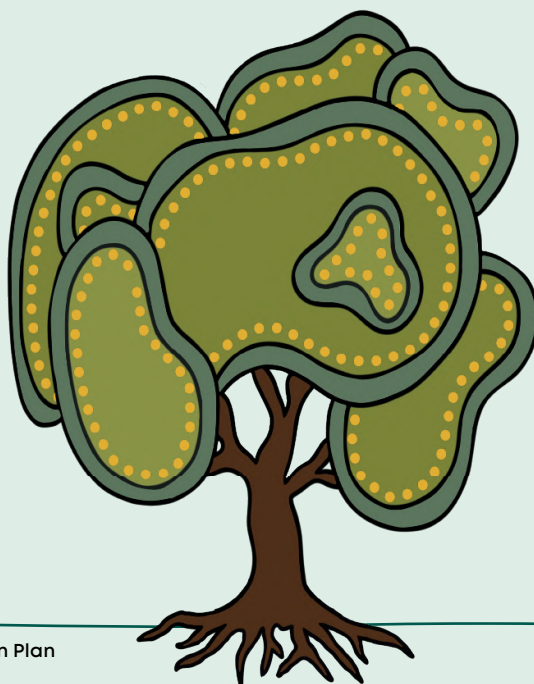
Acacia is an industry-leading Employee Assistance Program (EAP) provider, offering workplace mental health and wellbeing services and support to organisations across the nation. For the past eleven years, we have delivered a strong framework of professional and confidential psychological services, with a particular emphasis on proactivity and prevention. Our suite of services is designed to offer a holistic and robust program that aligns with each client's needs.

Our Beginnings

Every day, 8.6 Australians take their own lives by suicide. Six of those are men. They leave behind a trail of heartbreak, experienced by the family members left behind. As a child, Acacia's founder, Greg Kentish, was greatly affected by the heartbreak and lifelong impact his father experienced due to losing his dad at the tender age of six.

Greg truly believes helping people with the highest-quality Employee Assistance Program in Australia will help to save the many spouses, partners, and children from losing their parents and the deep, multigenerational impact that carries on from this sudden death.

Greg is inspired by his grandfather's tenacity, generous heart, and pure desire to help those in need as a life-long calling, something Greg continues each day.





Our Mission

Acacia's mission is simple – to connect with as many individuals to change lives for the better, improve communities, and create mentally healthy workplaces. The symbolism of our name and logo supports our mission.

The acacia tree is known as a 'perfect' tree, symbolising the revival of life. The tree is highly drought resilient, providing shelter and a safe space, even in the most remote locations. The acacia tree enriches its surroundings by fertilising the ground with leaf litter. Its blooming spectacular yellow flowers represent optimism, enlightenment, and happiness. They encourage communication and carry the promise of a positive future.

Connection, as our name describes, is what we do. Connection is the core of our business. We pride ourselves in our ability to connect people with our EAP professionals and ensure they receive the support they need. At Acacia, every connection matters.

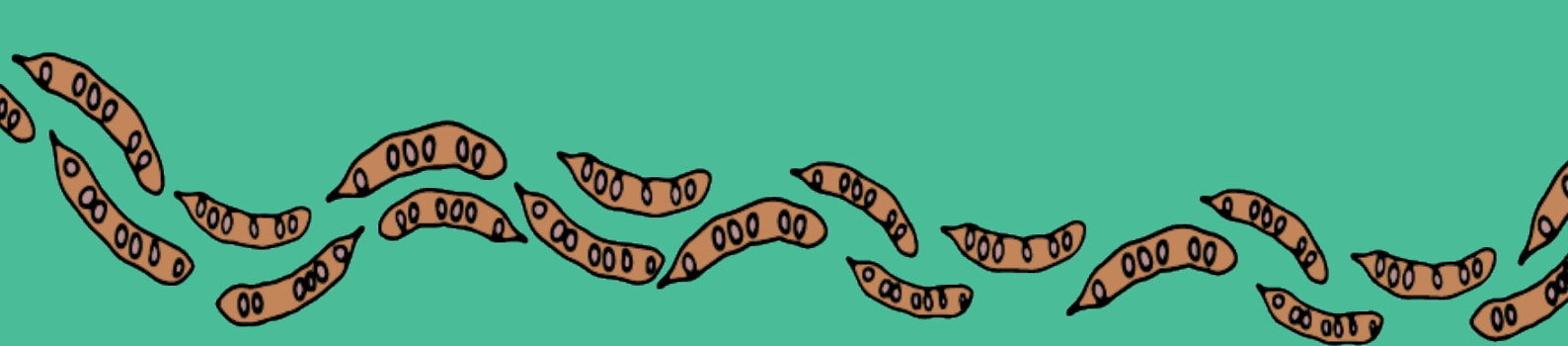
Our People

Across our team of 48 employees, we have one Aboriginal employee and one Torres Strait Islander employee, and one employee who prefers to not disclose.

Although many of employees work from our head office in Meanjin (Brisbane), our people extend across the nation. We have employees located in Sydney, Penrith, Melbourne, Bendigo, and Perth, working from home as well as five satellite offices. We also utilise an extensive affiliate network that spans across the country.

Lives Covered

Our priority is our clients and delivering support to change their lives for the better. We currently support more than 1,000,000 individuals. Our customers are spread over the country, in metropolitan, regional, and remote areas, as well as 95 countries across the globe.



Our RAP

Acacia's inaugural RAP is led by our people.

Despite being a small organisation, Acacia recognises the importance of a diverse workforce. We celebrate our people's differences, and are always working to creating a healthy, inclusive, and supportive workplace where all are free to express themselves. In developing our RAP, Acacia wants to reduce the cultural workload of our First Nations employees and continue to create a culturally safe space.

Through our RAP, we want to strengthen our relationships with Aboriginal and Torres Strait Islander people and communities, both internally and externally.

Acacia is committed to supporting the mental health and wellbeing of First Nations peoples. We want to continue to build our understanding of holistic wellbeing from the viewpoints of Aboriginal and Torres Strait Islander peoples to inform our service provision and ensure programs are inclusive, consideration, and supportive.

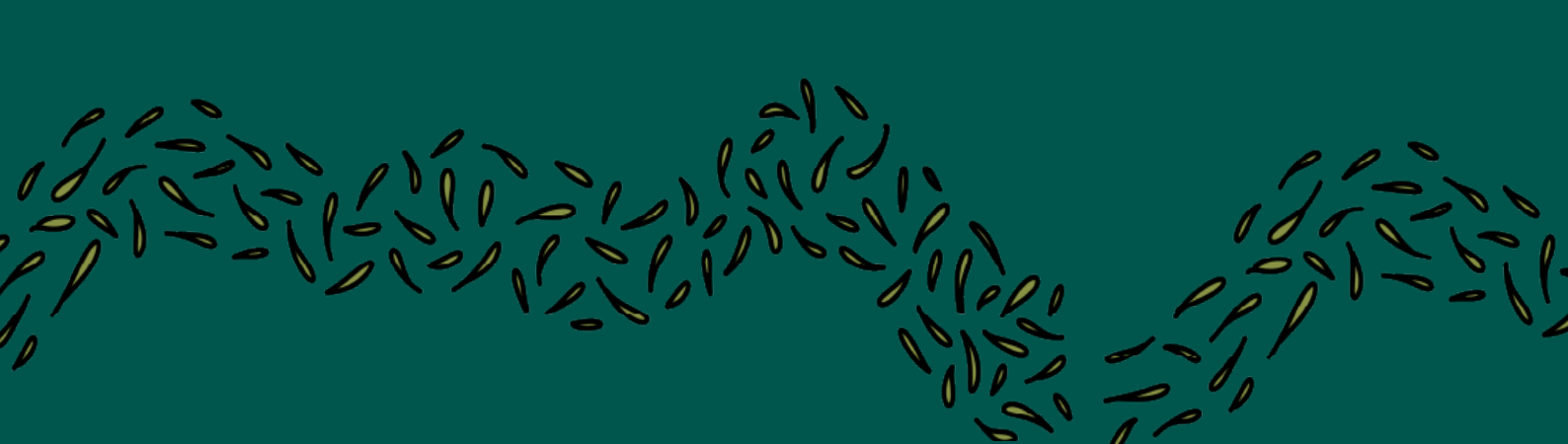
Our Reconciliation Working Group

Acacia's RAP was developed by our RAP Working Group. Formed in March 2023, the group currently meets monthly and includes:

- ◊ Chief Executive Officer
- ◊ Executive Assistant
- ◊ Content and Tender Writer
- ◊ Client Experience Team Member/s
- ◊ EAP Professional/s

Two members identify as First Nations people.

CEO Rebecca Weiss is our RAP Champion.



Current Activities

Our Partnerships

Acacia's primary focus is providing the best counselling experience for our clients. This includes ensuring our clients can receive support that meets their cultural and linguistic needs. Acacia has partnerships with 17 Aboriginal and/or Torres Strait Islander businesses that provide counselling and mental health across Australia.

First Nation's Connect Line

Acacia has recently launched our First Nation Connect Line, designed to provide Aboriginal and Torres Strait Islander individuals with a confidential, streamlined, and culturally sensitive intake process. The 24/7 phone line provides individuals with a judgement-free space to disclose any concerns they are experiencing and access support.

Prior to our launch, we worked with Muriel Wymarra, a Torres Strait Islander person and social worker. Working as a consultant, Muriel provided cultural training to our Intake Team and gave guidance around marketing of the service to new and existing customers.

Internal Initiatives

An Acknowledgement of Country was included within our new website design. Acknowledgements of country are also given at the beginning of wellbeing webinars to our customers. We are always learning, and are hopeful to learn how and where we can continue to do this through our RAP.

Relationships

Action	Deliverable	Timeline	Responsibility
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Continue to identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area and across the country.	July 2024	Executive Assistant, Content & Tender Writer, Affiliate Network Coordinator
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	August 2024	Content & Tender Writer
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2025	Chief Executive Officer
	RAP Working Group members to participate in an external NRW event.	27 May - 3 June, 2025	Chief Executive Officer, Executive Assistant, Content & Tender Writer
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May - 3 June 2025	Chief Executive Officer, Executive Assistant, Content & Tender Writer
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	July 2024	Chief Executive Officer
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	January 2025	Affiliate Network Coordinator, Executive Assistant, Content & Tender Writer
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	March 2025	Chief Executive Officer, Executive Assistant, Content & Tender Writer
	Research best practice and policies in areas of race relations and anti-discrimination.	November 2024	Executive Assistant, Content & Tender Writer
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions and future needs.	October 2024	Executive Assistant, Content & Tender Writer

Respect



Action	Deliverable	Timeline	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	December 2024	Content & Tender Writer
	Conduct a review of cultural learning needs within our organisation.	November 2024	Chief Executive Officer, Executive Assistant
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	November 2024	Content & Tender Writer
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	27 May - 3 June, 2025	Content & Tender Writer
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2025	Chief Executive Officer
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2025	Executive Assistant, Content & Tender Writer
	RAP Working Group to participate in an external NAIDOC Week event.	First week in July, 2025	Chief Executive Officer, Executive Assistant, Content & Tender Writer

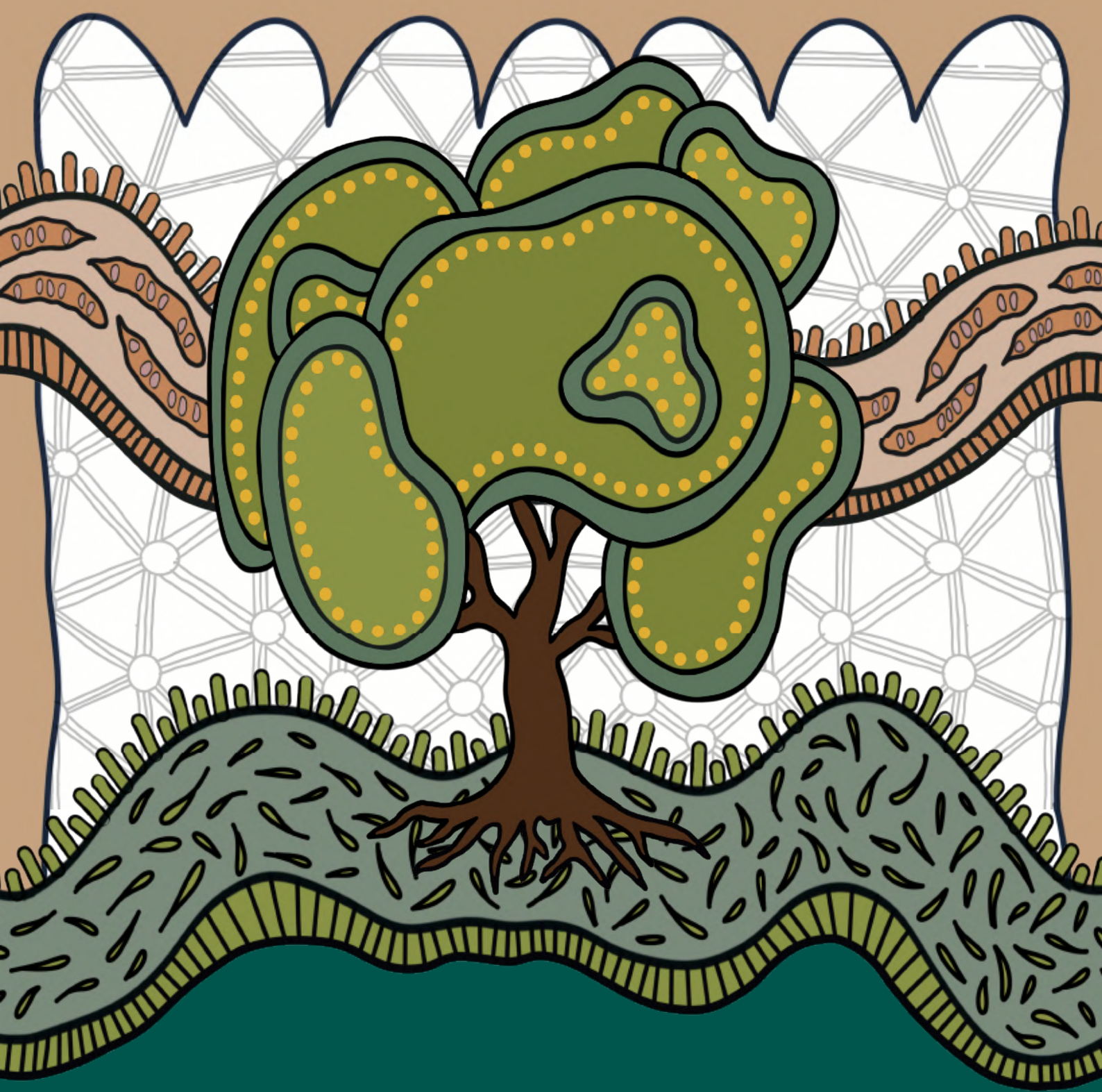
Opportunities



Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	January 2025	Chief Executive Officer
	Continue building understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	December 2024	Executive Assistant, Content & Tender Writer
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	November 2024	Executive Assistant, Content & Tender Writer
	Continue investigating Supply Nation membership.	January 2025	Executive Assistant, Content & Tender Writer

Governance

Action	Deliverable		
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Maintain a RWG to govern RAP implementation.	July 2024	Executive Assistant
	Draft a Terms of Reference for the RWG.	July 2024	Content & Tender Writer
	Maintain Aboriginal and Torres Strait Islander representation on the RWG.	July 2024	Executive Assistant
11. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	September 2024	Executive Assistant, Content & Tender Writer
	Maintain senior leaders in the delivery of RAP commitments.	August 2024	Executive Assistant
	Maintain a senior leader to champion our RAP internally.	September 2024	Chief Executive Officer
	Define appropriate systems and capability to track, measure and report on RAP commitments.	August 2024	Content & Tender Writer
12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important RAP correspondence.	June annually	Chief Executive Officer
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August annually	Chief Executive Officer
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September annually	Chief Executive Officer
13. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	April 2025	Content & Tender Writer



Contact details

Rebecca Weiss

Chief Executive Officer and RAP Champion

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