



Reflect Reconciliation Action Plan

February 2024 - December 2025



RECONCILIATION
ACTION PLAN

REFLECT

**AWM.
AMAROO**

Acknowledgment of Country

AWM Amaroo operates on the land of the Gadigal People of the Eora Nation in Surry Hills, Sydney, and the Cabrogal of the Darug Nation in Fairfield, Western Sydney.

We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea, and community. We pay our respects to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



Jasmine Craciun
Amaroo, 2020

Oil on canvas



Jasmine Craciun is an Aboriginal artist operating from Newcastle, her ancestors — the Barkindji (People of the Darling River) — live alongside the Barka (Darling River) in Wilcannia.

In 2020 during the early stages of establishing AWM Amaroo, we commissioned an artwork from Jasmine telling the story of AWM Amaroo's foundation and background. This artwork, featured opposite, went on to inform the visual language for all of AWM Amaroo's graphic media and our logo.

We were thrilled to have artist Jasmine Craciun return to adorn the entry and foyer with her magnificent work, building on elements drawn from her original artwork produced at the inception of AWM Amaroo.

We absolutely love Jasmine's work and were so proud to be able to work with her once more. Her talent, skill, and all that she does for her community and culture are an inspiration for us all here at AWM Amaroo.



Message from Reconciliation Australia

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

AWM Amaroo 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 AWM Amaroo 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 AWM Amaroo, 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

Statement from our Executive Director

As a proud Arabana and Gumbaynggir man with close family ties to the Dunghutti and Anaiwan communities, it fills me with a sense of pride to be able to present AWM Amaroo's Reflect Reconciliation Action Plan.

From the outset as Ant, Ric and I first discussed the concept of AWM Amaroo the need to engage with and explore the needs and perspectives of other Aboriginal and Torres Strait Islander peoples and organisations has always been at the fore front of our minds.

Before launching AWM Amaroo in 2020, we had already engaged with numerous organisations who are supportive of Aboriginal and Torres Strait Islander peoples and cultures. As well as numerous individuals as we looked to build a company that supports Aboriginal and Torres Strait Islander peoples by not only offering employment directly and providing a supportive workplace that focuses on continual training and development. But provides tangible support for other Aboriginal and Torres Strait Islander peoples who have an interest in gaining employment in the manufacturing industry that we could not provide employment for directly.

This was how our support of the KARI Foundation's Lead with Culture program came about. Lead with Culture is an initiative that aims to provide mentoring and support to young Aboriginal and Torres Strait Islander peoples seeking employment in the industry.

While I feel like we have already achieved so much, this RAP provides us with the opportunity to look beyond these achievements and re-engage with members of the local Aboriginal and Torres Strait Islander communities. As we again look for opportunities for learning and knowledge, rather than focusing on production and results.

Our Reflect RAP builds on our existing commitment to embrace one of the most important Traditional teachings passed down to me, Community, and has been developed in close consultation with Local Aboriginal and Torres Strait Islander community members. I would like to thank everyone involved in the development of this RAP for their continued support in helping us grow as individuals and a business.

Dan Manson
Executive Director
AWM Amaroo

About AWM Amaroo

Our Business

Amaroo is an Aboriginal word meaning 'beautiful place'.

AWM Amaroo was co-founded in 2020 by Dan Manson, and Ant Scotts & Ric Lewarne of AWM, a leading Australian manufacturer of commercial furniture and joinery. As a Supply Nation Registered company, AWM Amaroo brings together innovative Australian manufacturing and time-honoured Aboriginal culture.

Our focus is to transform workplaces into beautiful places whilst making a tangible difference in the lives of young Aboriginal and Torres Strait Islander peoples.

Currently we employ ten staff, two of whom identify as Aboriginal and one that identifies as a Torres Strait Islander person.

Our manufacturing facility is located on Country originally cared for by the Cabrogal People of the Darug Nation, (Fairfield, Sydney) though our ability to deliver commercial projects reaches beyond this. Being able to deliver projects to all parts of Australia.



Ant Scotts of AWM, Cain Slater of KARI Foundation, and Daniel Manson of AWM Amaroo



Vision Statement

“Reconciliation is an ongoing journey that reminds us that while generations of Australians have fought hard for meaningful change, future gains are likely to take just as much, if not more, effort.

In a just, equitable and reconciled Australia, Aboriginal and Torres Strait Islander children will have the same life chances and choices as non-Indigenous children, and the length and quality of a person’s life will not be determined by their racial background.”

- Reconciliation Australia

At AWM Amaroo, reconciliation looks and feels like progress, a coming together. An appreciation of differences and relationships that are built on mutual respect. As values are explored and Aboriginal and Torres Strait Islander knowledge and understanding is experienced and celebrated.

In a practical sense this sees our business looking for opportunities to build relationships and embrace talent. In our day to day, we are looking to:

- Hire Aboriginal and Torres Strait islander Talent; and Ensure that Aboriginal and Torres Strait Islander people in our business have equitable access to promotions, additional training, and education opportunities that are key to building a successful career in the manufacturing sector.
- Diversifying our Supply Chain. As we constantly review our supplier network. Engaging with other Supply Nation members as well as smaller boutique Aboriginal and Torres Strait Islander owned business when sourcing products and supplies. As well as supporting Aboriginal and Torres Strait Islander Artists directly.
- With the assistance of the KARI Foundation, we are in the process of designing a unique, meaningful Cultural Safety Training for Staff.
- Consultation & Relationship Building in Economic Development
- Celebrate or Commemorate experiences that are important to Aboriginal and Torres Strait Islander such as NAIDOC week and or Sorry Day; as well as providing staff with learning opportunities in the lead up, so they may be better equipped to look past the act of celebration or commiseration itself. And gain some insight and understanding of why each is particularly important to the Aboriginal and Torres Strait islander people in our business and network.
- Provide Acknowledgments where appropriate and provide opportunities to reflect on why such acknowledgements are important and meaningful to Aboriginal and Torres Strait Islander people present and much more than a token gesture.

Our RAP

Our RAP is being developed so we may again look for opportunities to learn and to gain knowledge - empowering us to drive and support real cultural change.

It is our organisation's opportunity to explore issues, to gain a better understanding and acknowledge the past, and to find out more about reconciliation from the perspective of our Aboriginal and Torres Strait Islander stakeholders.

To ensure opportunities for Aboriginal and Torres Strait Islander peoples and cultures continue to be explored, provided, and celebrated, as part of our vision to create a vibrant, supportive, and inclusive business.

Our RAP will engage staff from all areas of our business, as a small group it is key that we all take ownership of this so that as we continue to grow, we support and nurture an environment that is safe and supportive of all our staff.

This also begins our official journey towards reconciliation, this being our first RAP. And while we have done a lot already to promote inclusiveness this is an opportunity to really look at the small things in detail.

To ensure and drive maximum engagement and awareness within our business for our Reflect RAP, we have nominated Cameron McQueeney as our RAP Champion.



Through AWM Amaroo and KARI, AWM has itself hired three Aboriginal apprentices.

Relationships

Action	Deliverable	Timeline	Responsibility
Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	May 2025	Executive Director
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	May 2025	Executive Director
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	November 2025	RAP Champion
	RAP Working Group members to participate in an external NRW event.	27 th May - 3 rd June 2024	Executive Assistant
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 th May - 3 rd June 2024	RAP Champion
Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	April 2025	RAP Champion
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	June 2025	Sales Director
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	June 2025	Executive Director
Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	May 2025	Executive Director
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	May 2025	Executive Director

Respect

Action	Deliverable	Timeline	Responsibility
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.	September 2025	Executive Director
	Conduct a review of cultural learning needs within our organisation.	July 2025	Executive Director
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.	August 2025	RAP Champion
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement and Welcome to Country protocols.	August 2025	RAP Champion
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.	December 2025	RAP Champion
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	December 2025	RAP Champion
	RAP Working Group to participate in an external NAIDOC Week event.	First week in July, 2024	Executive Director

Opportunities

Action	Deliverable	Timeline	Responsibility
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.	August 2024	Executive Director
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	August 2024	RAP Champion
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.	August 2024	Sales Director
	Investigate new ways to support Aboriginal and Torres Strait Islander businesses.	August 2024	RAP Champion

Governance

Action	Deliverable	Timeline	Responsibility
Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	December 2024	RAP Champion
	Draft a Terms of Reference for the RWG.	December 2024	RAP Champion
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	December 2024	Executive Director
Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	December 2024	RAP Champion
	Engage senior leaders in the delivery of RAP commitments.	December 2024	RAP Champion
	Maintain a senior leader to champion our RAP internally.	December 2024	Executive Director
	Define appropriate systems and capability to track, measure and report on RAP commitments.	December 2024	RAP Champion
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 th September annually	Executive Director
	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	Executive Director
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 st August annually	Executive Director
Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	December 2024	Executive Director

Furniture with Impact.

For public enquiries about our RAP please contact:
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