

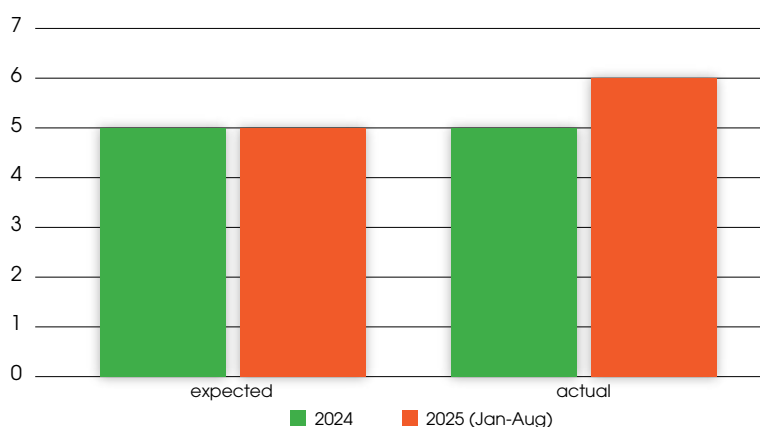


INTRODUCTION

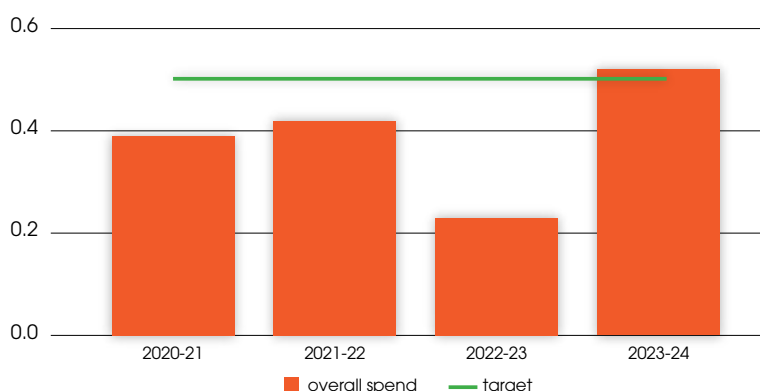
Through our RAP, Uniting Communities will further improve relationships, respect and opportunities for Uniting Communities Aboriginal and Torres Strait Islander employees and increase access to culturally appropriate services for Aboriginal and Torres Strait Islander peoples as well as strengthen connections to Aboriginal and Torres Strait Islander communities. In this respect, our RAP seeks to;

- Improve our provision of culturally appropriate community services for Aboriginal and Torres Strait Islander peoples,
- Strengthen collaborative partnerships with Aboriginal and Torres Strait Islander employees and the local Aboriginal and Torres Strait Islander communities,
- Achieve stronger employment and professional development opportunities for Aboriginal and Torres Strait Islander employees within Uniting Communities,
- Remove any new or old barriers to employment for new Aboriginal and Torres Strait Islander peoples to work for Uniting Communities.

6.3. Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at 5 significant events each year – on track



9.6. Increase overall spend on goods and services purchased each year with Aboriginal and/or Torres Strait Islander businesses from 0.37% to 0.5% - on track

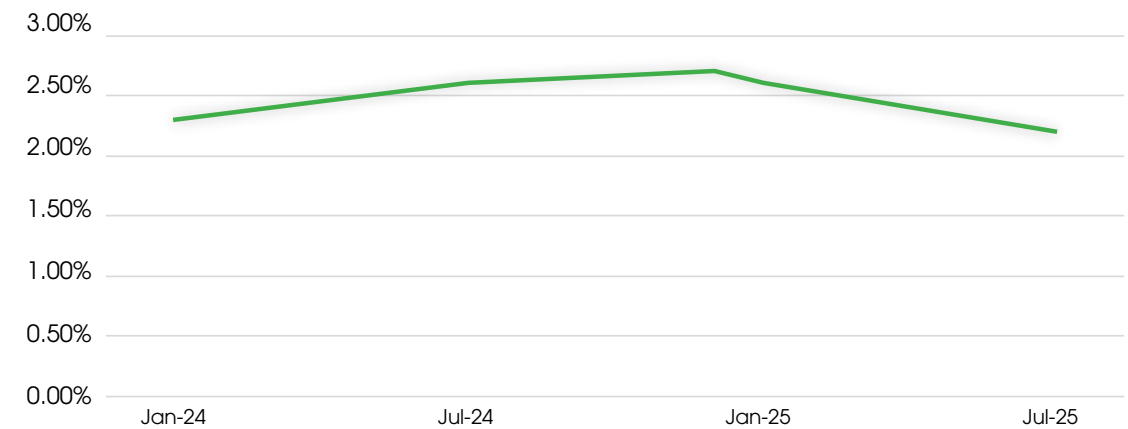




1.1. Meet with local Aboriginal and Torres Strait Islander stakeholders and organisations to continuously improve guiding principles for engagement - completed

Regular meetings with key Aboriginal and Torres Strait Islander leaders to develop collaborative approaches including Aboriginal Commissioner for Children and Young People and Chief Executive for KWY and Incompro including membership with CAFFSA child and family services. Continual increase in connections with Aboriginal and Torres Strait Islander businesses and services through collaboration, formal and informal relationships.

08.6. Increase the percentage of Aboriginal and Torres Strait Islander staff in our workforce from 2.5% to 3.0% over the lifetime of the RAP – behind schedule



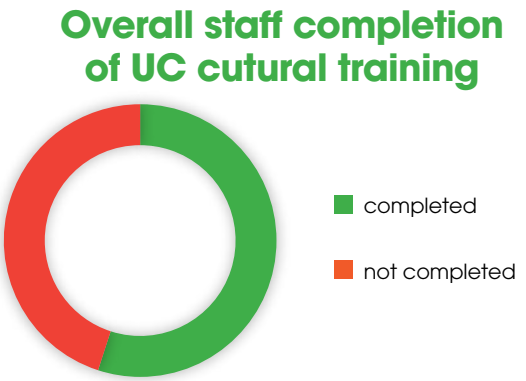
Note: While the overall % has decreased the data shows that Aboriginal and Torres Strait Islander staff numbers have not neither decreased nor increased significantly, however the overall staff numbers of UC have increased from 1107 in January 2024 to 1246 in July 2025.

05.5 Conduct formal and structured cultural learning in a face-to-face environment for Reconciliation Action Plan Working Group members, HR managers, senior executive group and new staff – behind schedule

Executives and HR Managers are due to attend cultural training in September 2025. All RAP Committee members have completed the UC cultural training. Cultural training was made compulsory for Communities Services and support staff in July 2025 and is completed as a once off (except specialised services individual learning plans). Discussions are being had around yearly refresher to ensure reconciliation and cultural understanding is at the forefront of services and staff members.

6.2 Increase staff’s understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols through face-to-face workshops and easy to understand online video segments – on track

Staff receive information and knowledge around the significant of cultural protocols during Cultural Respect and Understanding training and have access to Welcome to Country videos on Country to utilise in appropriate situations. Development of a cultural protocols document is being curated by Cultural Development Managers because cultural protocols do not only include Acknowledgment and Welcome to Country.



COMMUNICATIONS

Metric	2024 Total	2025 Total	MyUC Benchmark	Change vs Benchmark	Change YoY
Number of articles	2	9	N/A	N/A	+350%
Views	383	1196	151	-11.9%	+212%
Likes	24	92	7.7	+32.5%	+283%
Comments	4	17	1.9	–	+325%
Total engagement	28	133	9.5	+27.7%	+375%
Engagement Rate (ER)	7.3%	9.7%	6.1%	+3.6 percentage points	+3.6 percentage points

Commentary: Compared against the benchmark for the same period, Reconciliation posts received slightly fewer views on average. However, they significantly outperformed the benchmark in terms of likes and performed at benchmark for comments. The average engagement rate (the percentage of readers that interacted with an article) is 3.6 percentage points higher than benchmark. The top performing article by views was ‘How are you recognising Reconciliation Week?’ and the top performing article by engagement was ‘Uniting for Reconciliation’. A year-on-year comparison shows a vast increase in the number of Reconciliation Week articles published (up from just two), and consequently all readership and engagement metrics.

Title	Pub Date	Views	Likes	Comments	Total Engagement	Engagement Rate (ER)	Performance Score
You're invited: Reconciliation Action Plan launch	12/04/2024	214	12	4	16	7.5%	230
A message ahead of 26 January	17/01/2025	247	13	1	14	5.7%	261
Meet Fleur & Latysa! Our new cultural development legends	29/04/2025	219	24	6	30	13.7%	249

Enquiries

RAP@unitingcommunities.org

