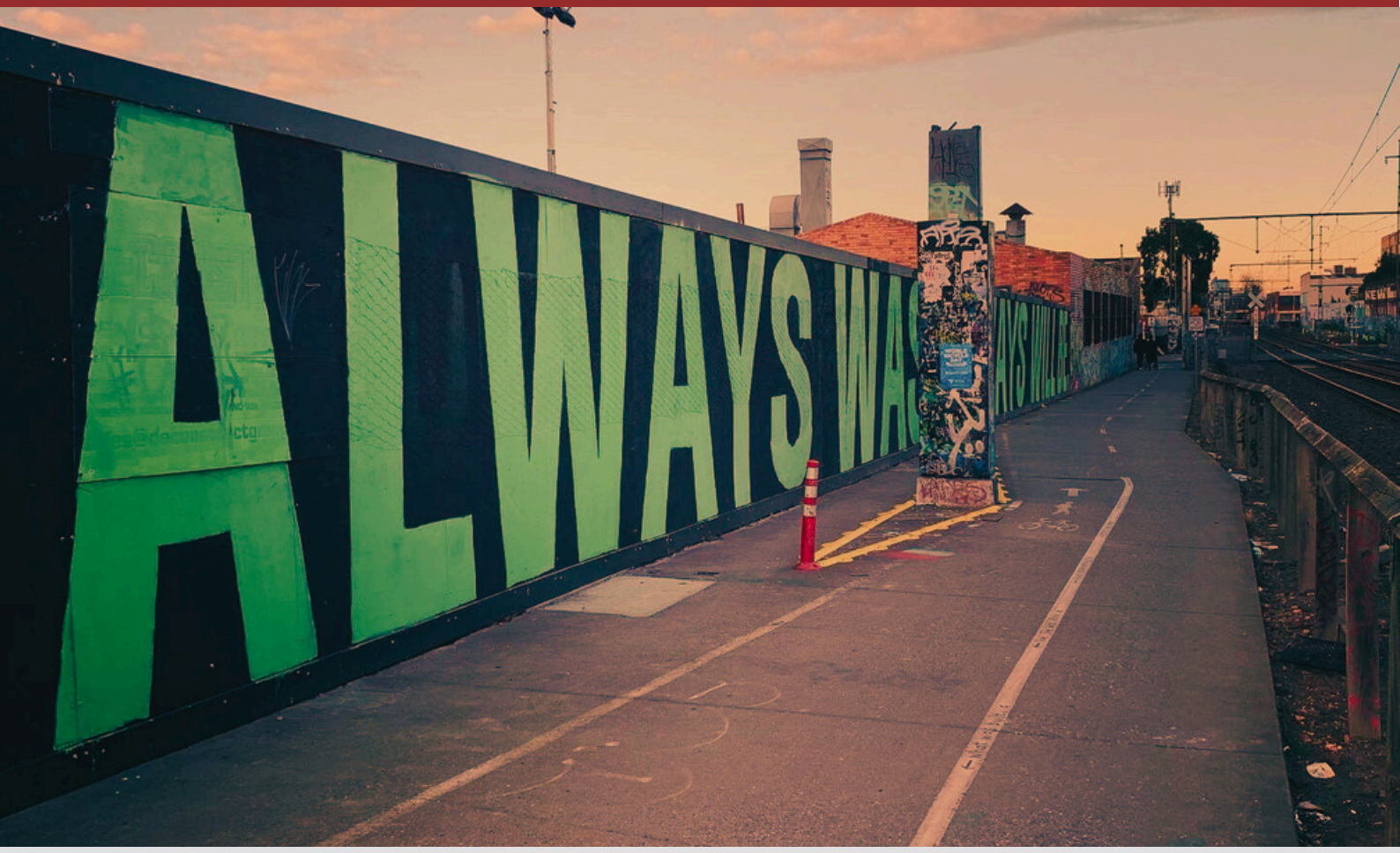
REFLECT RECONCILIATION ACTION PLAN

FEBRUARY 2025 – JULY 2026



RECONCILIATION ACTION PLAN
REFLECT

AMPLIFIER COLLECTIVE

Amplifier Collective acknowledge the First Nations sovereignty of the land we work on – across Australia and its islands.

We are grateful for, and inspired by, the custodianship of the lands and waters shown over tens thousands of years and today. We will always work to respect that incredible culture in our work.

We further acknowledge the Wurundjeri Woiwurrung people of the Kulin nation – the land we mostly live and earn our living on. We pay our respects to elders, past and present.



ABOUT THE IMAGES IN THIS DOCUMENT

The photographs in this document were all taken by one of the Amplifier Collective team on local walks in the Melbourne suburb of Brunswick during the many long lockdowns experienced by Melburnians during the COVID-19 pandemic during 2020 and 2021.

They captured instances of local residents, schools, businesses and other organisations 'acknowledging Country' – and demonstrated how Aboriginal and Torres Strait Islander people's resilience are a fundamental part of our neighbourhoods and communities. They resonate with our organisation's approach to collective impact and foregrounding community voices and local action.





STATEMENT FROM THE CEO OF RECONCILIATION AUSTRALIA

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

Amplifier Collective joins a network of more than 3,000 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.

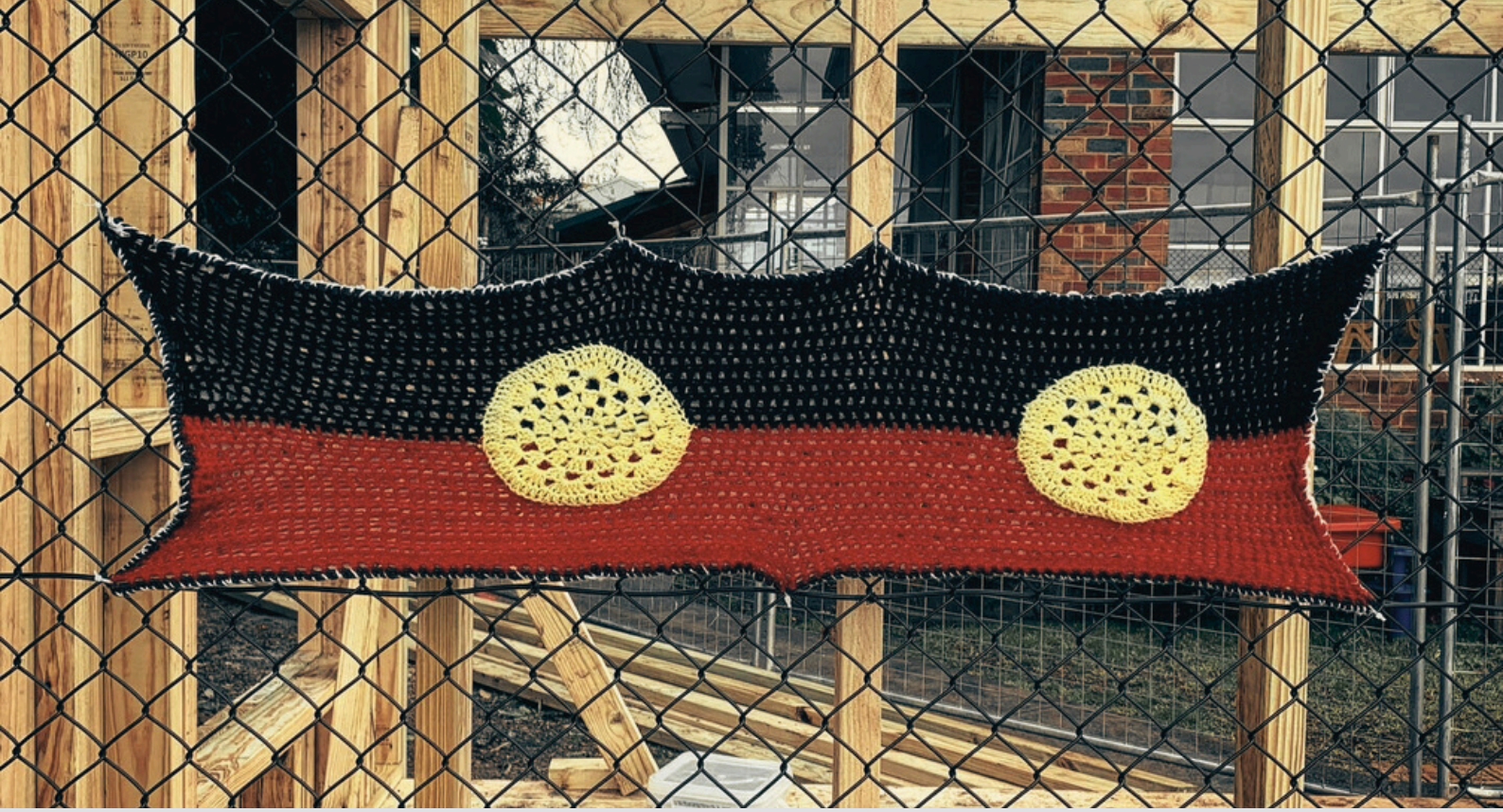
It is critical to not only uphold all five dimensions of reconciliation, but also increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables Amplifier Collective 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 Amplifier Collective, 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





ABOUT AMPLIFIER COLLECTIVE

Established in December 2023, Amplifier Collective is a Naarm-based, social enterprise driven consultancy, which helps organisations and teams better understand their communities and identify and achieve their social impact goals.

While acknowledging that each project, team, place and organisation's needs are different, Amplifier develops targeted social impact strategies which are focused on building internal capacity to support community and economic development, social enterprise and First Nations procurement, workforce participation (including employment and training), reconciliation action and more effective stakeholder engagement.

Amplifier was founded by experienced engagement and community development specialists Matilda Langley and Steven Weir, who have worked for a number of organisations to support their social impact journeys, including Lendlease, the City of Melbourne, the Brotherhood of St Laurence, Melbourne Water, Bendigo Bank Group and multiple Victorian Government agencies and departments.

Our small, two-person team has a growing portfolio of projects around Australia which are helping clients to be more impactful in their projects through considering local place, people, policy, politics and partnerships contexts.

While our two Directors do not identify as Aboriginal and/or Torres Strait Islander people, all of our work is grounded in understanding and respect of Country and in exploring pathways to reconciliation. Our approach has been informed by both directors having undertaken substantial cultural awareness training with First Nations organisations, including most recently with Mirri Mirri, The Korin Gamadji Institute, the Koorie Heritage Trust and Acknowledge This.

OUR VISION

Helping organisations and teams understand their communities and realise their social impact goals

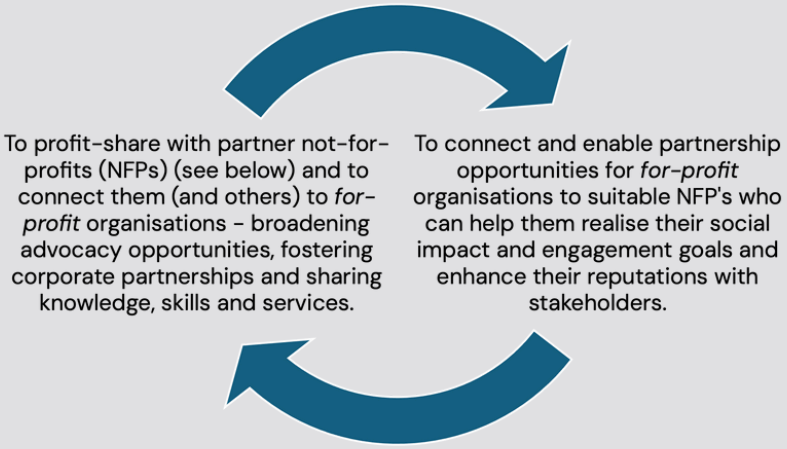
OUR MISSION

Elevating social impact and engagement for enhanced partnerships, stronger teams and more inclusive outcomes.

OUR RAP

From its inception, Amplifier Collective has worked to ensure that our small business always looked to add its own social value to it projects. This includes our establishment as a certified social enterprise with both Social Traders and People and Planet First. This is being achieved through our social purpose (below) and our commitment to profit-sharing with not-for-profit partners, while supporting the promotion of their training services which champion inclusion in planning, design and placemaking.

OUR SOCIAL PURPOSE



In the Australian context, we understand that truly inclusive places need to take time to more carefully consider the history and the impacts colonisation has had on First Peoples, and to consider how we might learn for generations of caring for Country.

At this early stage of Amplifier Collective's establishment needed to include a commitment to our own reconciliation path, which we hope can help guide us towards more positive outcomes for Aboriginal and Torres Straits Islander communities, through our organisation's actions and through the organisations we will support through our projects.



THE FOUNDATIONS OF OUR RAP

The foundations of our reconciliation journey have been shaped by both directors' long careers supporting First Nations engagement, community development and social impact for a number of organisations in Victoria, including:

- Leading the stakeholder and community engagement process for Melbourne Water to inform the community vision and strategic plan for the Yarra River in Melbourne, working with eight local councils, five Victorian Government agencies and Traditional Custodians. This work (for Melbourne Water) culminated with a deliberative 'Community Assembly' to determine the new 50-year Vision for the river, collaborating with the Wurundjeri Woi-wurrung Land Council.

- Project management of the Heritage Interpretation Study for Lendlease's over-station development at Town Hall Station (associated with the Melbourne Metro Rail project), including consultation with the (then) three Traditional Custodian groups with claims to Country in Melbourne's CBD, and eventual direct consultation with Wurundjeri Woi Wurrung Elders and stakeholders following the determination of Country in July 2021.

- Management of an ongoing partnership with Wadawurrung to deliver regular cultural education series for children and young people from local schools and early learning centres, as well as regular walks on Country highlighting the rich cultural heritage of the area to the largely newly arrived and migrant populations.

- At a new residential development in Nar Nar Goon North (in Cardinia Shire):
  - Management of the project's Cultural Heritage Strategy development – consulting with the (then) three TO groups with claims to Country in the area, and eventual direct consultation with Bunurong Elders and stakeholders following the determination of Country in July 2021.
  - Consultation with Bunurong Elders around a biodiversity study being delivered in partnership with RMIT University.

- The development of 'Caring for Country Guidelines' for the Victorian Government's Fishermans Bend Urban Renewal Project (consultation with Wurundjeri, Bunurong and Boon Wurrung elders and other stakeholders) – delivered in partnership with the University of Melbourne to support their new Engineering Campus at Fishermans Bend.

- The design and delivery of a community reconciliation grants program for the developer Lendlease's greenfield communities in peri-urban Melbourne (specifically in Melton South, Werribee, Wollert and Nar Nar Goon North), aimed at building capacity and relationships between small community groups and organisations with TC's and First Nations populations in the relevant areas.



OUR ACTION PLAN



RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
1. 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.	February 2025	Steven Weir - Director
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	February 2025	Steven Weir - Director
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our partners and networks	May 2025	Steven Weir – Director
	Directors to participate in an external event to recognise and celebrate NRW	27 May- 3 June, 2025	Steven Weir - Director
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to our partners and networks	January 2025	Steven Weir – Director
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	February 2025	Steven Weir - Director
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	February 2025	Steven Weir - Director
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	June 2025	Matilda Langley – Director
	When developing appropriate HR policies and procedures for Amplifier Collective, identify existing anti-discrimination provisions, and future needs.	June 2025	Matilda Langley - Director

RESPECT

Action	Deliverable	Timeline	Responsibility
1. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Explore initiatives, training and events which can increase Amplifier Collective's understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights.	December 2025	Matilda Langley - Director
	Document the cultural learning needs within our organisation and explore initiatives to support	June 2025	Matilda Langley - Director

2. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Custodians of the lands and waters within our organisation's operational area.	February 2025	Steven Weir – Director
	Increase Amplifier Collective's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	February 2025	Steven Weir – Director
3. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our partners and networks about the meaning of NAIDOC Week.	June 2025	Steven Weir – Director
	Promote relevant external NAIDOC Week events in our local area to our partners and networks	June 2025	Steven Weir – Director
	Directors to participate in an external NAIDOC Week event.	July 2025	Steven Weir - Director

OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
1. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Explore ways Amplifier Collective can support Aboriginal and Torres Strait Islander employment through its projects and initiatives – and through organisational growth when possible.	December 2025	Matilda Langley - Director
	Work with clients to support opportunities for Aboriginal and Torres Strait Islander recruitment, retention and professional development in their projects.	September 2025	Matilda Langley - Director
2. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Undertake analysis of Amplifier Collective's procurement needs to identify opportunities for procurement from Aboriginal and Torres Strait Islander owned businesses.	December 2025	Matilda Langley - Director
	Investigate synergies with Supply Nation, including ways to support that organisation's goals and objectives.	December 2025	Matilda Langley – Director
	Explore a new partnership for social giving with a Victorian based Aboriginal and Torres Strait Islander organisation who deliver 'lived experience' training – in alignment with Amplifier Collective's existing commitments to Social Traders as a certified social enterprise.	June 2025	Matilda Langley – Director

GOVERNANCE

Action	Deliverable	Timeline	Responsibility
1. Establish governance and process supports to drive the delivery of the RAP.	Develop a governance process (including roles and responsibilities) to manage RAP implementation, including a Terms of Reference if appropriate	April 2025	Steven Weir – Director
	Explore options for Aboriginal and Torres Strait Islander participation in the delivery of the Amplifier Collective Reflect RAP.	December 2025	Steven Weir – Director
2. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs and define roles and responsibilities for RAP implementation.	February 2025	Steven Weir – Director
	Nominate an Amplifier Collective RAP champion	November 2024	Steven Weir – Director
	Define appropriate systems and capability to track, measure and report on RAP commitments.	February 2025	Steven Weir – Director
3. 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 2025	Steven Weir – Director
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.	August 2025	Steven Weir – Director
	Complete and submit the annual RAP Survey to Reconciliation Australia.	September 2025	Steven Weir – Director
4. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	March 2026	Steven Weir – Director



hello@amplifiercollective.com.au
www.amplifiercollective.com.au

ABN: 27675926306

RECONCILIATION
ACTION PLAN
REFLECT