



Reconciliation Action Plan

COPYRIGHTAGENCY

viscopy

2015-2017

OUR VISION FOR RECONCILIATION

Our vision is to connect and engage with Aboriginal and Torres Strait Islander Peoples, creators, organisations and communities to develop strong, mutually beneficial relationships that will increase cultural education, appreciation and respect, and enhance opportunities for all. Copyright Agency | Viscopy's wider vision for reconciliation is to see that all Australians are included in the cultural and historic heritage of this country, that there is greater awareness and understanding of our great cultures and the day when all Australians are truly equal and appreciated.

As a rights management organisation we enable the use of text and images through licences in return for fair payment to creators, providing a national and international gateway for others to experience Aboriginal and Torres Strait Islander cultures and heritage. We strive to deliver access to quality educational resources, with an emphasis on creator's rights and knowledge sharing particularly in remote and regional communities. We also provide an active forum for members to show their support for copyright and related issues. Understanding the importance of progressive and creative Aboriginal and Torres Strait Islander cultures is important to our business and we support the development of projects which benefit those creative communities and provide access to opportunities that promote the creators, their works and achievements.



Endorsed by Sandy Grant
Copyright Agency Chair



Endorsed by Tim Denny
Viscopy Chair

A NOTE FROM OUR CEO

Our organisation represents artists, photographers, writers, journalists, publishers and surveyors, many of which are of Aboriginal or Torres Strait Islander descent. Through our work we have had the opportunity to experience the richness, diversity and uniqueness of these cultures.

The decision to produce and adopt a Reconciliation Action Plan (RAP) is one that has been backed all the way by our staff who have taken the initiative to investigate and develop a plan which we believe will deliver benefits to all. Working with our fellow Aboriginal and Torres Strait Islander Australians brings an opportunity to gain greater understanding and appreciation through a sharing of knowledge, stories and experiences.

This plan outlines the specific commitments we are making as an organisation, as well the measures for implementation and the successful operation of the initiative. We also realise that success can only really be measured in the long term and that the goal of achieving genuine and lasting reconciliation is one that must involve all of us as individuals as much as any organisation-led initiative can.

Our RAP will assist us in keeping our focus constant, growing and building on vital relationships with community partners and leaders.

Murray St Leger,
CEO, Copyright Agency | Viscopy

A handwritten signature in black ink, appearing to read 'Murray St Leger', is positioned above a solid orange horizontal bar at the bottom of the page.

OUR BUSINESS

Copyright Agency | Viscopy is a not for profit rights management organisation that enables the use of text and images in return for fair payment to writers, visual artists and publishers;

Our vision is for a world that encourages and supports creativity, communication and learning.

Our mission is to provide simple ways for people to reproduce, store and share words, images and other creative content, in return for fair payment; Since July 2012, Copyright Agency has a services agreement to manage the licensing services of Viscopy. This collaboration is ongoing and provides a one stop shop for Aboriginal and Torres Strait Islander artists.

We provide an Indigenous education program for Aboriginal and Torres Strait Islander artists and writers nationally, which provides information on copyright, licensing, the Resale Royalty scheme and the Cultural Fund. We have travelled to many regional, remote and urban communities across the country, delivering our Indigenous Education Program to inform and benefit Aboriginal and Torres Strait Islander artists and writers.

The Cultural Fund and the Career Fund has provided several grants for projects that support Aboriginal and Torres Strait Islander artists, writers and publishers. The Cultural Fund was set up in 2007 by the Copyright Agency Board members to enhance creative projects in the creative community. The Constitution allows for 1.5% of Copyright Agency 's revenue to be allocated to the Cultural Fund. We have supported many Aboriginal and Torres Strait Islander projects and organisations including the Indigenous literacy foundation, Magabala books, Boomalli artists, First Nations writers network, Munipi arts, Artists in the Black, Victorian Indigenous arts awards and Desart. For More information on our Cultural and Career Fund, please visit: <http://www.copyright.com.au/cultural-fund/apply-for-project-funding/projects-supported/project-supported-by-the-fund-in-2014-v2>

We have over 5000 Aboriginal and Torres Strait Islander artist members of Viscopy; Viscopy also has an annual \$10,000 emerging visual artist prize called the John Fries Award. This prize is for emerging visual artists and many Aboriginal and Torres Strait Islander artists have been finalists such as Vincent Namatjira, Kittey Malarvie, Maureen Baker, Jason Wing and Ben Ward. These artists have had ongoing success in their careers after been part of the finalist list of the John Fries Award.

Our organisation employs approximately 100 staff; and has one Torres Strait Islander staff member and two Aboriginal Board members. Our organisation is national, reaching out to members across all regions and affiliated with international rights management organisations. Our office is located in Sydney, Australia.

OUR RECONCILIATION ACTION PLAN

This Reconciliation Action Plan (RAP) was developed with the support of the Viscopy Board, Copyright Agency Board and management.

We acknowledge the support of our Indigenous Communications Coordinator in assisting with the development of our RAP, Patricia Adjei, who is a Wuthathi and Mabuiag Islander descendent.

Creating an integrated RAP for the organisation gives us the opportunity to make our engagement with the many Aboriginal and Torres Strait Islander creators in the arts and literature community more effective.

A working group of committed staff members and managers was formed, drawn from across the company to develop and implement our plan. The members of our working group include our Membership and stakeholder engagement Manager, visual arts manager, Cultural Fund Manager, Visual artists manager, commercial licensing account manager, finance executive assistant, manager, rights and data and our Events coordinator.

The working group is supported by the CEO and senior managers as well as the Board members, who are champions of our Reconciliation Action Plan.

Copyright Agency | Viscopy has undertaken various initiatives prior to developing our first RAP which we believe demonstrates our strong commitment to reconciliation and improving outcomes for Aboriginal and Torres Strait Islander peoples.

To assist our organisation with the development of our first Innovate RAP, we met with the RAP contact from the Commonwealth Bank to discuss their process of developing and implementing their RAP. In 2014, we invited Reconciliation Australia to address us and present on the role of a Reconciliation Action Plan (RAP) and the steps involved in creating a useful and relevant RAP.

In 2012, we had cultural awareness training for our external facing teams such as member services, visual arts and communications department. This training was run by Jade Kennedy from Arilla which is an Aboriginal owned and operated consulting firm and was thoroughly enjoyed by our staff members. In 2015, Copyright Agency | Viscopy will further explore the opportunity to provide employees with another cultural learning session to enhance and increase their knowledge about Aboriginal and Torres Strait Islander peoples, histories and cultures.

In 2013, we held a NAIDOC week event to celebrate Aboriginal and Torres Strait Islander peoples, cultures and achievements and as a part of our event, we invited Indigenous arts media expert, Nancia Guivarra to discuss the importance of NAIDOC week.

During our NAIDOC Week event we also facilitated an Aboriginal artist and curator panel which included special guests Djon Mundine, Jason Wing and Bronwyn Bancroft and was held at Copyright agency office and 40 people attended. We also engaged with an Aboriginal caterer, Kallico to provide refreshments for this event.

We work very closely with Aboriginal art centre industry bodies like Desart, ANKAAA, Umi Arts, IACA, Ananguku arts as well as Aboriginal and Torres Strait Islander art centres across Australia.

To ensure we are respecting Aboriginal and Torres Strait Islander peoples and cultures, Copyright Agency | Viscopy utilizes an Aboriginal arts protocols document which was developed by the Aboriginal and Torres Strait Islander Arts Board at the Australia Council for the Arts and promote these protocols to customers and artists. . As a part of this protocols document, Copyright Agency | Viscopy's CEO has committed to opening all significant events with an Acknowledgment to Country.

We have also installed an Acknowledgement to Country Plaque in the reception area of our head office to remind our guests and employees of the importance of using Aboriginal and Torres Strait Islander protocols and to pay their respects and acknowledge Traditional Owner's past, present and future.

As Copyright Agency | Viscopy works with so many Aboriginal and Torres Strait Islander artists and writers, we believe that having a Reconciliation Action plan is very crucial for providing culturally appropriate services to our members and promote the works of our members to the wider community.



RELATIONSHIPS

It is important for our company to build strong relationships between Aboriginal peoples, Torres Strait Islander peoples and other Australians, as many of the schemes that we administer support the cultural and economic life of Aboriginal and Torres Strait Islander peoples. This is through the distribution of licence revenue and royalties, as well as the support given by the Copyright Agency's Cultural Fund to these creators. These initiatives help to create a better understanding between the different cultures in Australia and to empower Aboriginal and Torres Strait Islander peoples.

FOCUS AREA Increasing awareness about copyright, licensing and better engagement with Aboriginal and Torres Strait Islander creators			
ACTION	RESPONSIBILITY	TIMELINE	TARGET
1. Copyright Agency Viscopy's RAP Working Group will continue to meet to monitor and track the implementation of the RAP	Indigenous Communications Coordinator (ICC), Communications Director	June 2015	<ul style="list-style-type: none"> Meet at least once every two months to develop, implement and monitor the progress our RAP Develop and distribute a RAP Working Group Terms of Reference for Copyright Agency Viscopy Consider opportunities to increase Aboriginal and Torres Strait Islander representation on the RAP Working Group
2. Celebrate National Reconciliation Week (NRW) each year by providing opportunities for employees to build relationships	ICC, CEO, Communications Director, Member services Manager, Stakeholder engagement Manager, Visual Arts Manager, Cultural Fund Manager	May 2015, 2016, 2017	<ul style="list-style-type: none"> Organise at least two internal events each year to celebrate National Reconciliation Week (eg. morning tea, afternoon tea, information sessions with presentations, fundraising support) Download and circulate Reconciliation Australia's NRW Toolkit to assist with raising awareness of this national event Register all Copyright Agency Viscopy NRW events on Reconciliation Australia's NRW website to capture support and participation

3. Support and establish networks at national Aboriginal and Torres Strait Islander arts events	ICC, Visual Arts Manager, Communications Director	December 2017	<ul style="list-style-type: none"> Publicise events on Copyright Agency website and social media sites Send out media releases to key stakeholders about upcoming events Allocate staff to attend events to network and build relationships with local Aboriginal and Torres Strait Islander artists
4. Build relationships with other organisations who have successful RAPs to discuss challenges and learnings they have faced through their reconciliation journey	Visual Arts Manager, Communications Director, ICC, Membership Manager	December 2017	<ul style="list-style-type: none"> Develop a list of organizations who have been a long time member of the RAP Program and who have shown “best practice” in supporting the reconciliation movement Organise a meeting with the RAP champion or manager from RAP Organizations at least twice per year to discuss their RAP process and implementation learnings and challenges
5. Work with other copyright collecting societies to assist with developing a RAP for their organisation	Visual Arts Manager, Member services Manager, ICC	December 2017	<ul style="list-style-type: none"> Identify and develop a list of organisations that Copyright Agency Viscopy could approach and assist in developing a RAP Meet with organizations such as APRA AMCOS, Screenrights and PPCA at least once per year to share information about our RAP and introduce to Reconciliation Australia to become a member of the RAP Program

6. Network and build relationships with other corporates to establish commercial licensing opportunities	RAP working group, CEO, Commercial Licensing Manager, Visual Arts Manager	December 2017	<ul style="list-style-type: none"> • Identify and attend specific industry network groups in Sydney and where possible, nationally • Provide Presentations to corporates and organisations about the need for copyright licences so that any potential royalties can be distributed to any Aboriginal and/or Torres Strait Islander writers, publishers and artists
7. Promote internally and externally, Copyright Agency I Viscopy's commitment to reconciliation	Human Resources Manager, Communications Director, Events and communications coordinator	December 2016	<ul style="list-style-type: none"> • Provide a link to Reconciliation Australia RAP Online Hub and our RAP to all new employees as a part of our induction process • Display Copyright Agency I Viscopy's RAP on our internal intranet so existing staff can access and learn about our commitment to reconciliation • Publish the RAP on Copyright Agency I Viscopy's external website in new RAP section

RESPECT

Respecting Aboriginal and Torres Strait Islander Peoples, histories, cultures, creators and communities is vitally important part of our reconciliation journey. Respect relates to our core business through protection and promotion of copyright, licensing and resale royalty scheme as well as sharing experiences and ideas with Aboriginal and Torres Strait Islander creators and their communities

FOCUS AREA Respecting all Aboriginal and Torres Strait Islander cultural protocols, acknowledging that our membership comes from across almost all Aboriginal and Torres Strait Islander communities in Australia.			
ACTION	RESPONSIBILITY	TIMELINE	TARGET
1. Engage employees in understanding Aboriginal and Torres Strait Islander protocols around Acknowledgement of Country and Welcome to Country ceremonies to ensure there is shared meaning behind these ceremonies	Human resources manager, ICC Communications and Events coordinator	December 2017 December 2016 December 2017 December 2017	<ul style="list-style-type: none"> • Ensure that an 'Acknowledgment of Country' occurs at the beginning of every external event as a protocol for our organisation, and internally whenever appropriate • Publish an Acknowledgement of Country on the landing page of the Intranet • Develop, implement and communicate a cultural protocols document for Copyright Agency I Viscopy. This protocol should be followed at every public event like the AGMs, Board meetings, Copyright member events and stakeholder events. • Explore the opportunity to include an Acknowledgement to country in Copyright Agency I Viscopy employee signature blocks • Organise for a Welcome to Country to be provided by a Traditional Owner at all significant Copyright Agency I Viscopy events such as the RAP Launch and the John Fries award



Mrs Eunice Porter from Warakurna Arts Centre, Ngaanyatjarra lands in Western Australia is pictured with Copyright Agency's Indigenous Communications Coordinator Trish Adjei in October 2013. Photo: Alicia Moody

ACTION	RESPONSIBILITY	TIMELINE	TARGET
2. Engage employees in cultural learning to increase understanding and appreciation of the diversity of Aboriginal and Torres Strait Islander cultures, histories and achievements	Indigenous communications manager	December 2016 December 2016	<ul style="list-style-type: none"> • Develop a cultural awareness training strategy for our organisation with assistance from an Aboriginal and/or Torres Strait Islander consultant. In particular, provide the opportunity for RWG members, HR Managers and other key leadership to participate • Encourage new and existing employees to complete Reconciliation Australia's "Share Our Pride" cultural learning module • Provide the opportunity for all employees to participate in a face-to-face cultural training session with an Aboriginal and/or Torres Strait Islander consultant
3. Provide and promote opportunities for Aboriginal and Torres Strait Islander employees to engage with their cultures and communities through celebrating significant events such as NAIDOC Week	Human Resources Manager, CEO	July 2015, 2016	<ul style="list-style-type: none"> • Provide opportunities for all staff, and particularly Aboriginal and Torres Strait Islander employees, to participate in local NAIDOC Week events wherever possible • Review HR policies and procedures to ensure there are no barriers to staff participating in NAIDOC. • Organise a NAIDOC Week event involving our members and stakeholders, promoting Aboriginal and Torres Strait Islander arts to the wider community • Promote NAIDOC Week to staff via intranet and staff news; • Promote awareness of NAIDOC week to members in member news and our website • Develop and distribute a calendar of significant Aboriginal and Torres Strait Islander events and dates (such as sorry day, the apology etc.) on the intranet

<p>4. Assist Copyright Agency I Viscopy employees in ensuring they are culturally appropriate when providing services to Aboriginal and Torres Strait Islander members</p>	<p>Human Resources Manager, ICC</p>	<p>February 2016</p> <p>December 2017</p>	<ul style="list-style-type: none"> • Provide internal training around culturally appropriate delivery service to our Aboriginal and Torres Strait Islander members • Engage with an external Aboriginal and/or Torres Strait Islander consultant to assist with delivering internal training to employees • Develop and implement a service delivery guideline document for employees to utilize when assisting Aboriginal and Torres Strait Islander members
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OPPORTUNITIES

Provide better economic and knowledge empowerment through our licensing services and royalty distribution for Aboriginal and Torres Strait Islander artists, writers and publishers. Also provide for better engagement in the wider community. Furthermore, promote opportunities through employment, supply chain/suppliers and events. These opportunities promote the fundamental principle that all Australians should live in strong, healthy and safe conditions.

ACTION	RESPONSIBILITY	TIMELINE	TARGET
1. Investigate opportunities within Copyright Agency Viscopy to increase Aboriginal and Torres Strait Islander employment and retention opportunities	Human resources manager, Senior management team	<p>December 2017</p> <p>December 2017</p> <p>December 2017</p> <p>December 2017</p>	<ul style="list-style-type: none"> Establish baseline data to capture Aboriginal and Torres Strait Islander employees and their position within Copyright Agency Viscopy Develop an Aboriginal and Torres Strait Islander Employment and retention Strategy which includes traineeships Review HR procedures and policies to ensure barriers to Aboriginal and Torres Strait Islander employees are able to be addressed. Investigate internship positions created across departments including IT, Finance, Human Resources, Sales, Legal, Licensing, Communications, and Business Development etc. Offer at least 3 employment opportunities specifically for Aboriginal and Torres Strait Islander Peoples between 2015-2017 (This can include, but is not limited to full-time/part-time employment or traineeships). Partner with career trackers and Aboriginal Employment Strategy (AES) to find suitable trainees and employees for Copyright Agency Viscopy Work with Aboriginal and Torres Strait Islander units at universities to promote and offer internships to Aboriginal and Torres Strait Islander Students (eg. Nura Gili at UNSW, Koori centre at USyd, Jumbunna at UTS) Advertise employment vacancies in Aboriginal and Torres Strait Islander platforms such as Koori Mail

<p>2. Increase the number of Aboriginal and Torres Strait Islander artist members and their involvement within the organisation</p>	<p>Visual Artist manager, RAP Working group, Visual Arts Manager</p>	<p>December 2017</p>	<ul style="list-style-type: none"> • Promote the benefits of joining a rights management organisation to Aboriginal and Torres Strait Islander artists and creators • Provide information to help Aboriginal and Torres Strait Islander creators understand their rights through workshops, presentations and networking at industry events
<p>3. Investigate the mutually beneficial opportunities that supplier diversity will provide to Copyright Agency I Viscopy</p>	<p>RAP working group, Communications Director, Finance Director</p>	<p>December 2016</p>	<ul style="list-style-type: none"> • Investigate becoming a member of Supply Nation • Identify and approach Aboriginal and/or Torres Strait Islanders owned or controlled businesses when sourcing • comparable quotes for services and goods from suppliers • Specifically engage local Aboriginal caterers for external events wherever possible • Procure goods or services from a minimum of 3 Aboriginal or Torres Strait Islander owned businesses over the next three years • Review procurement policies and procedures so barriers to Aboriginal and Torres Strait Islander businesses can be addressed • Develop a plan for Copyright Agency I Viscopy to publically promote business opportunities available to Aboriginal and Torres Strait Islander businesses • Develop a list of Aboriginal and Torres Strait Islander organisations that employees can contact to procure goods and services • Review procurement policies and procedures so barriers to Aboriginal and Torres Strait Islander businesses are able to be addressed

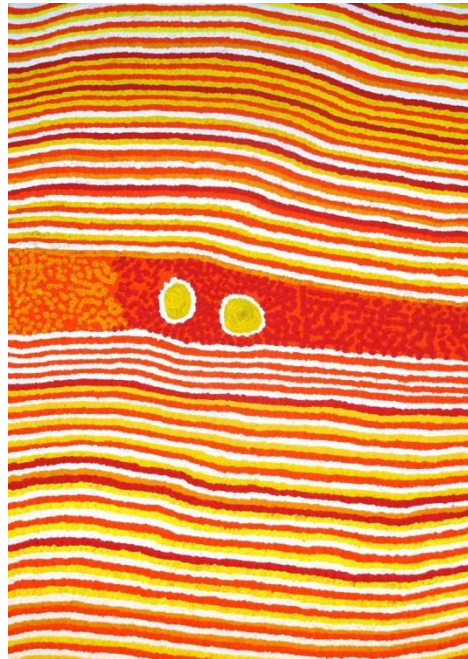
ACTION	RESPONSIBILITY	TIMELINE	TARGET
4. Invite presenters to Copyright Agency Viscopy to discuss the work of their organisation and what reconciliation means to them	RAP working group, ICC	May 2015, July 2016 and December 2017	<ul style="list-style-type: none"> Quarterly presentations by Aboriginal and Torres Strait Islander arts organisations, artists and writers to discuss their work to internal and/or external audiences, hosted in-house
5. Promote Aboriginal and Torres Strait Islander creative projects especially those that are supported by the Cultural Fund (eg. Indigenous Literacy Foundation, Desart, Aboriginal and Torres Strait Islander artists)	ICC, Visual Arts Manager, Communications Director, Cultural Fund Manager	December 2017	<ul style="list-style-type: none"> Publicise creative projects on Copyright Agency Viscopy website and social media sites Raise awareness of upcoming events by sending out media releases to key stakeholders Promote Aboriginal and Torres Strait Islander creative projects in Aboriginal and Torres Strait Islander media platforms such as Koori Mail etc.
6. Provide training around our core business through workshops and presentations to Aboriginal and Torres Strait Islander arts communities	ICC	December 2015, 2016, 2017	<ul style="list-style-type: none"> Provide ongoing copyright, licensing and resale royalty workshops to our members and stakeholders Promote upcoming workshops/presentations in Aboriginal and Torres Strait Islander media platforms such as Koori Mail or through local networks such as Aboriginal art centres, peak bodies for Aboriginal art centres and industry stakeholders

TRACKING PROGRESS AND REPORTING

ACTION	RESPONSIBILITY	TIMELINE	TARGET
1. Report RAP achievements, challenges and learnings to Reconciliation Australia and Copyright Agency I Viscopy employees	ICC	May 2016 May 2017 December 2017	<ul style="list-style-type: none"> • Report on Copyright Agency I Viscopy's RAP Progress in the RAP Impact Measurement Questionnaire and submit to Reconciliation Australia annually. • Provide RAP Updates to the organisation via internal meetings and intranet updates
2. Refresh and update a new RAP for Copyright Agency I Viscopy	Indigenous communications manager, Communications Director	December 2017	<ul style="list-style-type: none"> • Refresh and develop a new RAP for Copyright Agency I Viscopy based on learnings, challenges and achievements experienced in the previous RAP • Submit draft RAP to Reconciliation Australia for formal review and endorsement

CONTACT DETAILS

For any enquiries, please contact our Indigenous Communications Coordinator on 1800 066 844 or info@copyright.com.au



THE STORY BEHIND TJURRNU AN ARTWORK BY HELICOPTER TJUNGARRAYI

This is desert country far to the south of Balgo, where Helicopter was born and where he grew up. The central circles of the painting represent a number of water sources. These tjurrnu (soakwater) are named from left to right, Wangkartu, Ngakalpa and Karrulyar, and are significant places that Helicopter would visit as a young man.

The country is dominated by tali (sand hills) as represented by the parallel lines in the painting. This is an important story for Helicopter and for his country.

Helicopter Tjungarrayi, Tjurrnu
© Helicopter Tjungarrayi/Licensed by Viscopy
Image courtesy of Warlayirti Artists

RAP Design by Gaawaa Miya

