



Google Australia Reconciliation Action Plan

January 2023 - December 2025



Acknowledgement of Country

Google acknowledges Aboriginal and Torres Strait Islander peoples as the original Custodians of Australia. We recognise their rich and diverse cultural history spanning back over 65,000 years. We respect this history and commit to elevating the voices and experiences of Indigenous Australians through Google's products, platforms and people. We recognise the importance of developing long term Indigenous partnerships, and embedding cultural perspectives, to build a strong digital future for all Australians.



Contents

Reconciliation Australia CEO Statement	3
Message from our Managing Director	5
Our Business	7
Our Vision for Reconciliation	8
Our RAP	9
Our Journey	11
Our Commitment	14
Relationships	14
Respect	17
Opportunities	19
Governance	22
About the Artwork & Artist	24

Throughout this Reconciliation Action Plan, the terms *Aboriginal and Torres Strait Islander peoples* and *Indigenous Australian* are used in reference to Australia's First Peoples.



Reconciliation Australia CEO Statement

On behalf of Reconciliation Australia, I congratulate Google on its first Stretch Reconciliation Action Plan (RAP), its third overall.

Formed around the pillars of relationships, respect, and opportunities, the RAP framework assists organisations to drive reconciliation across their work and areas of expertise. Through the creation of this Stretch RAP, Google continues to contribute to the ever-growing community of RAP organisations advancing the reconciliation movement. Google's mission is to organise the world's information and make it universally accessible and useful. As an organisation with considerable reach within Australia, and around the world, Google has the potential to drive significant reconciliation outcomes across its sphere of influence.

Since the release of its first RAP in 2017, Google has used its products and platforms to advance reconciliation in a variety of ways. This has included strengthening relationships with Aboriginal and Torres Strait Islander organisations and communities, such as providing school tours with the Clontarf Foundation to expose students to opportunities in STEM and business, and providing funding and access to technical expertise to support the growth of technology tailored to the needs of Aboriginal and Torres Strait Islander communities.

Building on these efforts, Google continues to embed and expand its commitments in this Stretch RAP. Exciting new initiatives include Google's commitment to host YouTube sessions specifically for Aboriginal and Torres Strait Islander creators to increase their awareness and skills using the platform. Google has also made a commitment to partner with organisations working directly with First Nations students to encourage them to undertake STEM subjects, and to fund culturally appropriate professional development for teachers to incorporate Aboriginal and Torres Strait Islander knowledge within the national Digital Technologies curriculum. Google has also indicated its support for the Uluru Statement from the Heart and will engage with Aboriginal and Torres Strait Islander experts through listening sessions and internal events to educate Australian-based employees. These initiatives show Google adeptly operationalising its reach and influence to create tangible benefits for Aboriginal and Torres Strait Islander people.

On behalf of Reconciliation Australia, I commend Google on this Stretch RAP and look forward to following its ongoing reconciliation journey.

Karen Mundine
Chief Executive Officer
Reconciliation Australia





Google Street View
Trekker in Kakadu
National Park.



Message from our Managing Director

I'm incredibly proud to present Google Australia's third Reconciliation Action Plan ("RAP") and our first Stretch RAP. This year, Google celebrated our 20th year in Australia - and we wanted to use this new chapter in our local history to push ourselves to do more. Seeing the Google Australia teams come together to challenge each other and ensure we can deliver on our RAP commitments is a testament to the purpose of a RAP and the impact these plans have on driving awareness of, and action to support reconciliation and Aboriginal and Torres Strait Islander peoples.

Our mission at Google is to organise the world's information and make it universally accessible and useful. We believe that we can only do this by creating an internal culture that builds for everyone, helps everyone and supports diversity, equity and inclusion for everyone - we simply can't deliver on our mission if we don't give people a voice and place to belong. This RAP helps to ensure that we bring our global mission to life in Australia, a truly local application of our global racial equity commitments which can advance the needs and share the stories of Aboriginal and Torres Strait Islander people.


As a proudly Australian office of a global organisation, I love to share the best of Australia with my global colleagues - a rich cultural history spanning over 65,000 years is often the place I start. Sadly, it is all too common that they are surprised to hear it - this small example speaks to the job that still needs to be done, and the role Google can play in surfacing these stories not just in Australia, but around the world.

Over the last 4 years, I have been on a journey to personally learn more about Aboriginal and Torres Strait Islander peoples' history and share this with my teams. While I'm sure I have only skimmed the surface, it's crystal clear to me that Google Australia can play a role in supporting reconciliation through our People, our Products and our Platforms.

Starting with our People, engaging our Google employees is at the centre of our approach, to ensure each of us can lead by example in building strong and respectful relationships with our Aboriginal and Torres Strait Islander colleagues, stakeholders and organisations. We are committed to going on this journey together - from our annual celebrations of National Reconciliation Week and NAIDOC Week, to providing ongoing cultural awareness training partnering with Arrilla and BlackCard, to participating in Garma Festival, to our internal community groups which connect Indigenous employees locally and globally.

We also see the opportunity and responsibility to build our Products in an inclusive way. This includes the launch of Real Tone on Google Pixel, where our teams are on a mission to build camera and imaging products that work equitably for all people, addressing racial bias in camera technology. We used this Real Tone technology to partner with major Australian publishers to update their image libraries to ensure a more diverse representation in media (across Nine, Pedestrian TV, Refinery29 and Getty). Another example is Google Arts & Culture partnering with Welcome to Country to launch a [curated image and video repository](#) showcasing experiences on Aboriginal and Torres Strait Islander Country from across Australia.

We look to leverage our Platforms to create meaningful change. Through Google.org, a dedicated program has been created to provide funding and tech capacity building to not-for-profit Aboriginal and Torres Strait Islander organisations focused on digital transformation. Further, we aim to amplify Aboriginal and Torres Strait Islander voices and history, as well as the celebration of culture, through our homepage on Google Search, which in the last year has honoured Jimmy Little, Lionel Rose and Pearl Gibbs "Gambanyi".



Finally, our broader consumer outreach is an important channel that enables us to bring stories to life. Our 2022 consumer focussed Brand Campaign '[Rise](#)', featured Indigenous language, and was inspired by the real-life actions of Danzal Baker (a.k.a. Baker Boy), Australia's first Yolngu Matha rapper and demonstrates how Google Search and Maps can be enablers of change. And '[Rise to Your Dream](#)', a digital film directed by Aboriginal filmmaker Cornel Ozies, that shares the stories of Aboriginal people overcoming barriers to reach their dreams.

While we have made progress, we recognise there is much more to do, and we are ready to work with all Australians in advancing reconciliation. Importantly, we support the Uluru Statement of the Heart, and believe that a Constitutional Voice to Parliament, within broader reforms to enable Voice, Truth and Treaty, will lead to better outcomes for Aboriginal and Torres Strait Islander peoples.

Everyone at Google Australia is excited to deliver the commitments contained in this Stretch RAP and we look forward to sharing our impact with you.

Melanie Silva
Managing Director
Google Australia & New Zealand





Our Business

Google's mission is to organise the world's information and make it universally accessible and useful. Our products and platforms - like Search, Maps, Android and YouTube, help people and businesses get things done.

Google started in Australia in 2002 with one person in a Sydney lounge room. Over the last twenty years, we've grown to a team of more than 2,000 people across the country, including a large team of engineers, and created some of our most popular products here, like Google Maps. We deliver our services Australia wide, with offices in Sydney and Melbourne, and additional sites in Adelaide, Brisbane, Canberra and Perth.

We are active in supporting Australia's cultural, economic and social development through a range of initiatives including:

- Grow with Google, through which we provide free digital skills training, including for small and medium-sized businesses;
- The Skip Ahead program in partnership with Screen Australia, supporting the development of Australian creators;
- Google Arts & Culture which is supporting non-profit institutions, museums, galleries and archives to bring their content online;
- The Google.org Impact Challenge, which has provided more than \$15 million to Australian not for profits and social enterprises which demonstrate innovative, scalable technology solutions to some of society's most pressing issues;
- Partnerships with Indigenous organisations and education focused non-profit organisations that aim to inspire and develop the tech capability of Australia's school students and teachers around science and digital technology;
- Our partnership with the ARIA Awards to support the Australian music industry and help export Australian music to a global audience.
- The Digital Future Initiative, a \$1 billion investment in Australian infrastructure, partnerships, and research including 10,000 scholarships for technology-related skills certificates.

In doing so, we regularly partner and engage with government, businesses small and large, and private individuals to deliver meaningful impact to Australian communities.



Danzal Baker aka Baker Boy in our digital film 'Rise to Your Dream'

Our Vision for Reconciliation

Our vision for reconciliation is one where the cultures, knowledge and histories of Aboriginal and Torres Strait Islander peoples are accessible, understood and appreciated by all Australians. Through our People, our Platforms and our Products, we aspire to build deep relationships with Aboriginal and Torres Strait Islander people to realise this appreciation, while supporting the empowerment of Aboriginal and Torres Strait Islander communities to realise opportunities in the digital economy and beyond.



Kirli Saunders
performing as
part of TRACES at
Vivid Live 2022.


Our RAP

Our approach to the RAP is an extension of how we aim to further deliver on Google's mission locally by ensuring our products are inclusive, accessible and empower all Australians. In building our products to serve the whole community, we must also work internally to grow a Google that is representative and inclusive of all Australians.

We have always believed there is a responsibility to support and encourage the recognition of Aboriginal and Torres Strait Islander history, traditions and cultures, and recognise that Google's products, services and people are uniquely placed to support this. The design, launch and delivery of our first Innovate RAP was a catalysing experience for Google's Australian employees. We found new opportunities to connect with Aboriginal and Torres Strait Islander organisations, and found innovative ways to use our products and services to amplify Aboriginal and Torres Strait Islander cultures and advocacy efforts.

Our RAP outcomes, particularly through the COVID-19 pandemic, were not quickly or easily realised. Critically, we learned about the need to harness the energy and enthusiasm across our broad business and unify it under one common framework and set of objectives. This lesson has featured heavily in our approach to developing this Stretch RAP, and governing its delivery.

But in retrospect, this experience has only reinforced the importance of our RAP, and energised us to deepen our commitment with this new RAP. Looking forward, we see our Stretch RAP as a foundation for our projects, products and teams to ensure that the whole of Google Australia is working collectively and cohesively towards reconciliation.



The executive sponsor of our RAP is Google Australia Managing Director, Melanie Silva, who works with Google Australia's cross-functional senior leadership team to champion a shared vision for reconciliation.

Google Australia's Reconciliation Working Group ("RWG") is responsible for driving, implementing and managing the RAP.

The RWG is open to all Google employees across Australia. The RWG collaborates with two essential groups that bring Indigenous perspectives to our RAP development:

Firstly, Google's Aboriginal and Indigenous Network ("GAIN") Employee Resource Group ("ERG"). The GAIN ERG consists of our Aboriginal and Torres Strait Islander employees. It is critical that our RAP strategy includes their voices and perspectives and that these are the very centre of the work we do. We are cognisant of the cultural load and ensure that this is an opt-in process for Indigenous employees who wish to contribute. The RWG includes GAIN representation.

Secondly, Google's External Aboriginal and Torres Strait Islander Advisory Council. This Council consists of three Indigenous consultants who have expertise in leadership, corporate and cultural governance, community engagement and Indigenous best practice. Their collective expertise enables us to embed an Indigenous strategic lens to our actions and deliverables.

The RWG consists of five workstreams:

1. RAP Oversight and Governance Team ("RAP Core"): Actively monitors RAP development and implementation of actions, tracks progress and manages reporting.
2. Products and Marketing Team: Explores opportunities to integrate Aboriginal and Torres Strait Islander peoples, cultures and histories within Google's products and marketing efforts.
3. Partnerships Team: Works to develop and maintain mutually beneficial relationships between Google, our employees ("Googlers") and Aboriginal and Torres Strait Islander peoples, communities and organisations, and investigates opportunities to increase supplier diversity.
4. Career Pathways Team: Works to improve the accessibility and employment outcomes for Aboriginal and Torres Strait Islander peoples at Google.
5. Engagement Team: Works internally to raise awareness of our RAP and engage employees in cultural learning opportunities.

Additionally, the RWG is supported by a team of functional experts across Policy, Communications, Legal, People Operations and Diversity, Equity and Inclusion who contribute their expertise on key RAP matters.

Our Journey

2011:

- Oodgeroo Noonuccal's 91st birthday is celebrated with a Doodle on Google's Search homepage

2013:

- Summer Trainee Engineering Program launched for underrepresented university students (including Indigenous Australians)

2014:

- Google's partnership with The Clontarf Foundation commences, providing funding and hosting immersive technology workshops with students



2018:

- Convening the first Indigenous Australian [digital mapping workshop](#), focused on building the capacity of communities to use Google mapping tools to map and monitor their lands and tell their stories of connection with land and water
- Partnered with prominent Indigenous Australian women to [share their stories through the Google Assistant](#).
- Online Indigenous cultural competency training launched for Google's Australian employees



2019:

- Inaugural [Grow with Google](#) digital skills workshop for Indigenous entrepreneurs held in collaboration with Supply Nation
- Sydney office space refreshed under the theme "Our Stories", incorporating artwork by Otis Hope Carey and perspectives of Aboriginal Elders



2017:

- Google's first Innovate RAP launches
- [Uluru-Kata Tjuta National Park is captured on Google Maps Street View](#) in accordance with Tjukurpa law, and including storytelling from local Elders about the significance of the landmark



2021

- Google Arts & Culture [collaboration with Welcome to Country](#) to launch a curated image and video library showcasing experiences on Country
- Launch of [Woolaroo](#), an app which uses Vision AI to help explore endangered languages including Yugambehw
- Google launched a collection of [new wallpapers on Pixel devices](#) by Gundanji and Wakaja woman Ryhia Dank
- Supported a cohort of Indigenous Australian journalists through the First Nations Media Australia News Initiative



2020

- Google's second Innovate RAP launches
- Sundar Pichai, global CEO of Google and Alphabet announced ["Our commitments to racial equity"](#)
- NAIDOC Week playlist launched on YouTube, amplifying Indigenous Australian artists
- Employee resource group, Google Aboriginal Indigenous Network in Australia ("GAIN AU"), founded



2022

- Google Creative Lab collaboration with Magabala Books to develop [TRACES-voice-to-art experience honouring 60,000+ years of storytelling](#), showcased at VIVID LIVE 2022
- Supported INCO to implement the [First Australians Digitisation Fund](#) which provided funding to four Indigenous Australian organisations in relation to tech innovations
- Launched our Brand Campaign ["Rise"](#) and ["Rise to Your Dream"](#) featuring Yolngu Matha rapper Danzal Baker a.k.a. Baker Boy, produced by Indigenous creative talent (including Cornel Ozies director "Rise to Your Dream", Sierra Schrader Assistant director "Rise" and Tyson Perkins DOP "Rise")
- Expanded our Grow with Google program for Indigenous Australian businesses in collaboration with Supply Nation, Trading Blak and Kinaway Chamber of Commerce
- Provided [10,000 scholarships](#) for Career Certificates as part of our Digital Future Initiative, focusing on Indigenous Australians and women



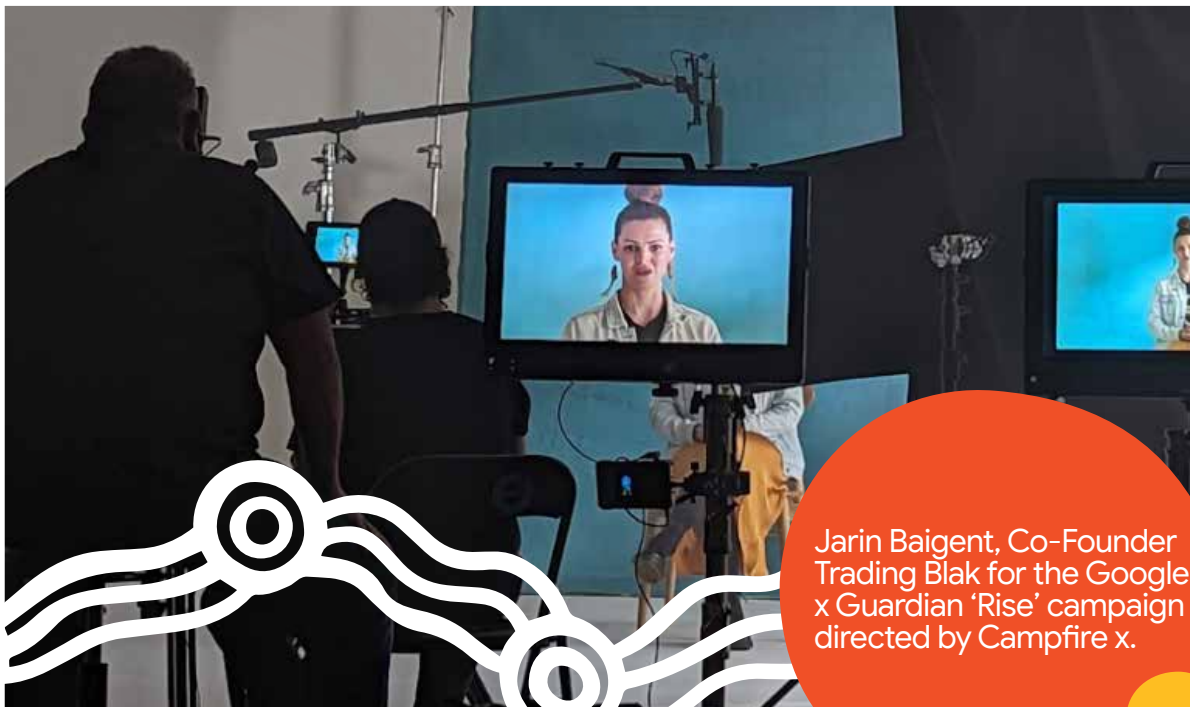
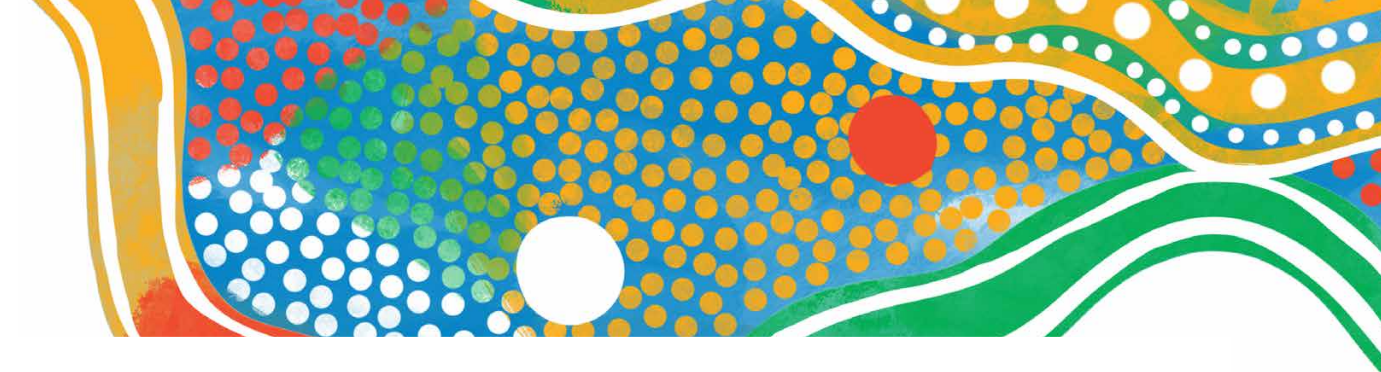
Google Doodles

Doodles are the fun and surprising changes we make to the logo on the Google Search homepage to celebrate holidays, and people, places and things that positively impacted culture globally and locally.

Each year, Google helps more than 19 million Australians find information online. With a broad audience, Google Doodles provide a unique opportunity for Google to elevate and celebrate the impact that many Aboriginal and Torres Strait Islander people have had.

For more than ten years, starting with a [Doodle celebrating Oodgeroo Noonuccal in 2011](#), Google has highlighted the stories and achievements of Indigenous artists and musicians (including Albert Namatjira, Mandawuy Yunupingu AC), as well as athletes, campaigners and community workers (including Gladys Elphick MBE; Edward Koiki Mabo, Sir Douglas Nicholls and more). Recent Doodles include Jimmy Little AO, Pearl Gibbs “Gambanyi” and Lionel Rose MBE.

To bring their stories to life in a respectful and authentic way we engage Indigenous-led creative consultants to brainstorm possible Doodle topics, assist our Doodle team in connecting with families for appropriate permissions and collaboration, and to select Indigenous Australian guest artists to create the Doodle itself.



Jarin Baigent, Co-Founder Trading Blak for the Google x Guardian 'Rise' campaign directed by Campfire x.

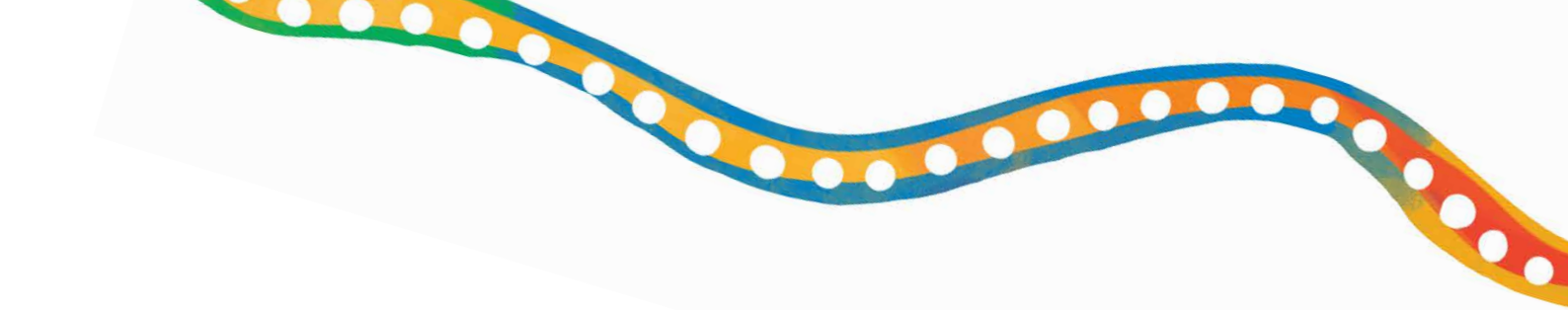
Our Commitment Relationships

Deepening relationships that are built on trust and respect with Aboriginal and Torres Strait Islander peoples will help to ensure that their stories are represented authentically and perspectives incorporated into Google's platforms and products, driving towards both reconciliation and universally accessible, useful information.

Action	Deliverable	Timeline	Responsibility
1. Establish and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Meet with local Aboriginal and Torres Strait Islander stakeholders and organisations to continuously improve guiding principles for engagement.	March, June, September, December, 2023, 2024, 2025	Lead: RAP Partnerships Pillar Lead Support: RAP Core Team, RAP Pillar Leads, RAP Functional Experts
	Review, update and implement an engagement plan to work with Aboriginal and Torres Strait Islander stakeholders.	March 2023	Lead: RAP Partnerships Pillar Lead Support: RAP Core Team (Chiefs of Staff), RAP Pillar Leads, RAP Functional Experts
	Maintain at least three formal two-way partnerships with Aboriginal and Torres Strait Islander communities or organisations.	Review June, December, 2023, 2024, 2025	Lead: RAP Partnerships Pillar Lead Support: RAP Core Team (Strategy Leads & Chiefs of Staff), RAP Pillar Leads, RAP Functional Experts, Product & Marketing Pillar Lead



Action	Deliverable	Timeline	Responsibility
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to all Australia based employees.	May 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	RAP Working Group members participate in two external NRW events each year.	27 May- 3 June 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	Encourage and support staff and senior leaders to participate in five events to recognise and celebrate NRW.	27 May- 3 June 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	Organise at least three internal NRW events, including at least one organisation-wide NRW event, each year.	27 May- 3 June 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	Register all our NRW events on Reconciliation Australia's NRW website .	May 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	Use Google's public-facing platforms and channels to recognise and celebrate NRW and other culturally significant events, at least twice per year.	May 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
3. Promote reconciliation through our sphere of influence.	Implement strategies to engage all Australia based employees to drive reconciliation outcomes within a program of events each year	Review: March, June, September, December, 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	Within that program, incorporate opportunities to build appreciation among Australia based employees of Aboriginal and Torres Strait Islander cultures and art, through at least two partnerships with relevant contributors and artists.	Review: March, June, September, December, 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	Attend at least two quarterly Reconciliation Australia Leadership Gatherings per year.	March, September 2023, 2024, 2025	Lead: RAP Core Lead, Support: RAP Core Team
	Communicate our commitment to reconciliation publicly.	Review: June 2023, 2024, 2025	Lead: RAP Core Lead, Director of GAPP, Director of Comms Support: RAP Core Team, GAPP Functional Expert, Comms Functional Expert
	Positively influence our users and external stakeholders to drive reconciliation outcomes by embedding the voices and stories of Aboriginal and Torres Strait Islander peoples across a range of Google platforms. Specifically: <ul style="list-style-type: none">Continue to recognise Aboriginal and Torres Strait Islander talent, cultures and moments with at least one Google Doodle a year.Share at least two additional artists/creators/stories a year across Google channels (incl. YouTube, Google social channels) that celebrate Aboriginal and Torres Strait Islander peoples.	Review: June 2023, 2024, 2025	Lead: Google AU CMO Support: RAP Product & Marketing Pillar Lead
	Collaborate with at least three RAP and other like-minded organisations to implement ways to advance reconciliation.	Review: June 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team (Strategy Leads), GAPP Functional Expert, RAP Partnerships Pillar Lead
	Investigate establishing a Reconciliation Industry Network Group to progress reconciliation among tech sector peers.	December 2023	Lead: RAP Core Lead Support: RAP Core Team (Strategy Leads), GAPP Functional Expert, RAP Partnerships Pillar Lead



Action	Deliverable	Timeline	Responsibility
	Roll out a communications strategy to the 2,000+ Australian Googlers that builds empathy and compassion, raising awareness and building motivation to act. It will involve a range of strategies and activities, including a dedicated internal website, all-staff training, newsletters and targeted events.	Review: June 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
4. Promote positive race relations through anti-discrimination strategies.	Continuously improve HR policies and procedures concerned with anti-discrimination.	Review: June 2023, 2024, 2025	Lead: AUNZ Integrity Manager Support: DEI Program Manager
	Engage with Aboriginal and Torres Strait Islander staff to continuously improve our anti-discrimination policy.	Review: June 2023, 2024, 2025	Lead: AUNZ Integrity Manager Support: DEI Program Manager and AUNZ Market HR Lead
	Promote HR policies and procedures concerned with anti-discrimination.	Review: June 2023, 2024, 2025	Lead: AUNZ Integrity Manager Support: DEI Program Manager
	Provide ongoing education opportunities for senior leaders and managers on the effects of racism.	Review: March, June, September, December, 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead Support: AUNZ Market HR Lead
	Design a process that enables senior leaders to discuss and raise issues they feel Google should be publicly supporting including anti-discrimination stances.	Review: June 2023, 2024, 2025	Lead: AUNZ MD and RAP Core Lead Support: AUNZ Market HR Lead, GAPP Functional Expert, Comms Functional Expert, AUNZ DEI Council.
5. Heighten awareness and importance of an Indigenous Voice to Parliament.	Engage with Indigenous experts through listening sessions and internal events at least twice a year for Australian-based employees to engage and listen on how they can contribute to change.	March, September 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead Support: RAP Core Team, RAP Pillar Leads, RAP Functional Experts
	Build awareness amongst Australian-based employees via the circulation of external expert opinion at least twice a year in the form of written articles and media in relation to the importance of a Voice to Parliament.	March, September 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead Support: RAP Core Team, RAP Pillar Leads, RAP Functional Experts

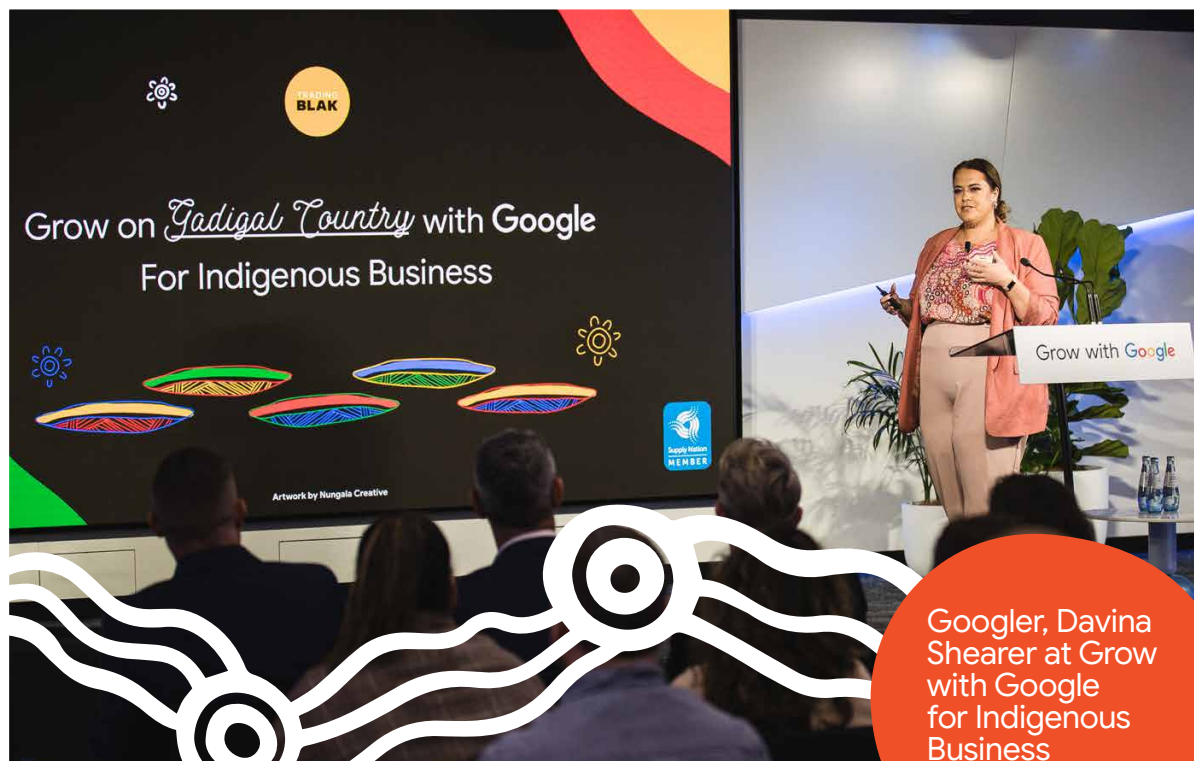


Respect

Respect is the foundation of Google's three core values: respect the user, respect the opportunity, respect each other. Building a strong appreciation for Aboriginal and Torres Strait Islander peoples' cultures, histories and rights among our Googlers is a critical enabler for us to use our products and platforms to amplify that appreciation among our users - both local and international.

Action	Deliverable	Timeline	Responsibility
1. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Review cultural learning needs within our organisation.	June 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Leader Support: AUNZ Market HR Lead
	Consult local Traditional Owners and/or Aboriginal and Torres Strait Islander advisors on the implementation of a cultural learning strategy.	March 2023	Lead: RAP Googler Engagement Pillar Lead Support: AUNZ Market HR Lead
	Implement and communicate a cultural learning strategy for our Australia based employees incorporating both online and in person elements.	Review: March 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead Support: AUNZ Market HR Lead
	Online cultural learning available to 100% of all Australian based staff with completion strongly encouraged and completion rates analysed quarterly with updates provided to Reconciliation Australia.	Review: March, June, September, December, 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead Support: AUNZ Market HR Lead, Google AUNZ DEI Council
	Face to face (delivered in person or virtual) cultural learning available to 100% of Australian based senior leaders, People Operations leaders, RWG members and managers of Indigenous employees and interns. Attendance is strongly encouraged and completion rates analysed quarterly with updates provided to Reconciliation Australia.	Review: March, September 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead Support: AUNZ Market HR Lead, Google AUNZ DEI Council

Action	Deliverable	Timeline	Responsibility
	Build awareness of our commitment to reconciliation in new starter onboarding for our Australia based employees.	June 2023	Lead: RAP Googler Engagement Pillar Lead Support: Google AUNZ DEI Council, AUNZ Site Program Manager
	Continue to increase the cultural capability of Google's employees to further support an accessible workplace for Aboriginal and Torres Strait Islander Peoples and build a culturally safe workplace for all employees through the implementation of strategic engagement activities such as: - Cultural immersive experiences - Volunteer opportunities that directly support Indigenous communities.	Review: June 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead Support: RAP Core Team (Chiefs of Staff), RAP Pillar Leads, RAP Functional Experts
2. Demonstrate respect to Aboriginal and Torres Strait Islander Peoples by observing cultural protocols.	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols, through an awareness raising process involving email bulletins, talks in key meetings and information provided through other key communication channels.	Review: March 2023, 2024, 2025	RAP Googler Engagement Pillar Lead, DEI Program Manager
	Review and communicate a cultural protocol document (tailored for all local communities we operate in), including protocols for Welcome to Country and Acknowledgement of Country.	June 2023, 2024, 2025	RAP Googler Engagement Pillar Lead, DEI Program Manager
	Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at least twice a year at the significant events such as Google Australia-wide forums, NRW and NAIDOC Week.	Review: March 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead, DEI Program Manager Support: Marketing Pillar Lead
	Include an Acknowledgement of Country or other appropriate protocols at the commencement of important meetings.	Review: March, June, September, December, 2023, 2024, 2025	Lead: RAP Googler Engagement Pillar Lead, DEI Program Manager
	Staff and senior leaders provide an Acknowledgement of Country or other appropriate protocols at public events.	Review: March, June, September, December, 2023, 2024, 2025	Lead: Head of Comms, Director of Marketing
	Display Acknowledgment of Country plaques at the entry to our Australian offices as well as 20 meeting rooms and major common spaces.	December 2023	Real Estate & Workplace Services Workplace Manager, DEI Program Manager
3. Engage with Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	RWG to participate in an external NAIDOC Week event.	July 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Pillar Leads, RAP Functional Experts
	Review HR policies and procedures to remove barriers to staff participating in NAIDOC Week.	April 2023	Lead: AUNZ Integrity Manager Support: DEI Program Manager
	Support all staff to participate in NAIDOC Week events in their respective local areas by sharing details of at least one external event and providing at least three internal NAIDOC events.	June 2023, 2024, 2025	RAP Googler Engagement Pillar Lead
	In consultation with Aboriginal and Torres Strait Islander stakeholders, support at least one external NAIDOC Week event each year by sponsoring or hosting the event.	June 2023, 2024, 2025	RAP Googler Engagement Pillar Lead

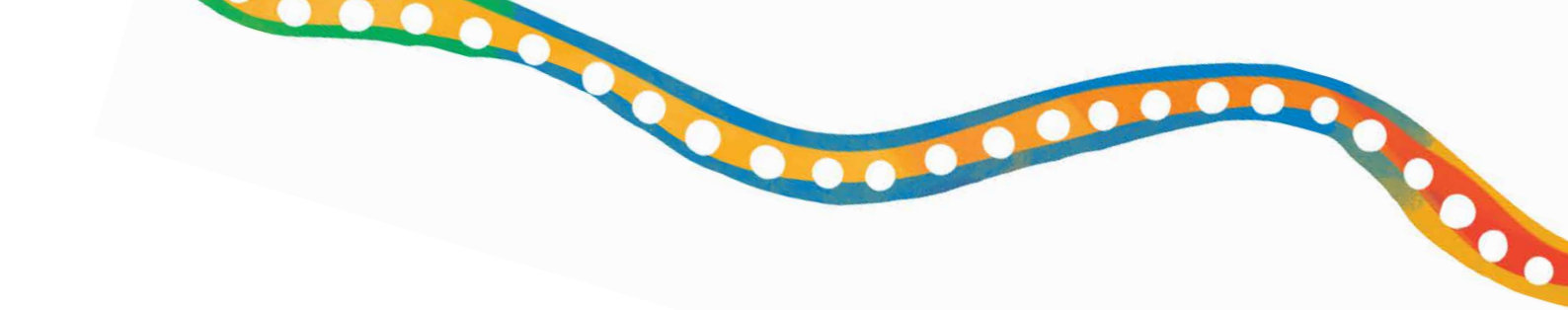


Opportunities

We recognise the position Google has to create opportunities for Aboriginal and Torres Strait Islander people and organisations. Firstly, we want to create these opportunities through our core business activities such as recruitment, advancing our diversity & inclusion goals. Secondly, we want to create these opportunities through education and capability building initiatives that we are uniquely placed to provide.

These are critically important to us to ensure we have a diverse range of perspectives within our Australian operations, and our products and platforms are equally accessible to all Australians.

Action	Deliverable	Timeline	Responsibility
1. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Engage with Aboriginal and Torres Strait Islander staff to consult on our recruitment, retention and professional development strategy. Supplement with support from internal specialist advisors and external Aboriginal and Torres Strait Islander experts.	June 2023, 2024, 2025	Lead: Career Pathways Pillar Lead Support: AUNZ Market HR Lead, DEI Program Manager, Google Aboriginal & Indigenous Network (GAIN), AUNZ Recruitment Lead
	Create strategies and initiatives to ensure our hiring efforts and retention strategies prioritise equity for Aboriginal and Torres Strait Islander people.	June 2023	Lead: Career Pathways Pillar Lead Support: AUNZ Market HR Lead, DEI Program Manager, Google Aboriginal & Indigenous Network (GAIN), AUNZ Recruitment Lead



Action	Deliverable	Timeline	Responsibility
	Review and update an Aboriginal and Torres Strait Islander recruitment, retention and professional development strategy.	June 2023, 2024, 2025	Lead: Career Pathways Pillar Lead Support: AUNZ Market HR Lead, DEI Program Manager, Google Aboriginal & Indigenous Network (GAIN), AUNZ Recruitment Lead
	Advertise job vacancies to effectively reach Aboriginal and Torres Strait Islander people, leveraging a number of pathways including internal Aboriginal and Torres Strait Islander networks and a range of external partners and channels.	Review: June 2023, 2024, 2025	Lead: Career Pathways Pillar Lead Support: AUNZ Market HR Lead, DEI Program Manager, AUNZ Recruitment Lead
	Review recruitment procedures and policies to remove barriers to Aboriginal and Torres Strait Islander participation in our workplace.	December 2023	Lead: Career Pathways Pillar Lead Support: DEI Program Manager and Recruitment Compliance Lead
	Invest in career development of Aboriginal and Torres Strait Islander employees to management and senior levels via coaching, mentoring and sponsorship opportunities.	Review: June 2023, 2024, 2025	Lead: Career Pathways Pillar Lead Support: DEI Program Manager, Google, AUNZ DEI Council, AUNZ Market HR Lead
	Strengthen our Indigenous employment and engagement strategies to increase Indigenous representation via a range of recruitment initiatives including: - Review initiatives and train AUNZ recruitment teams in Indigenous best practice hiring protocols. - Share mid-senior management vacancies with Indigenous agency partners. - Utilise Google's approved NSW Indigenous exemptions for targeted recruitment.	Review: June 2023, 2024, 2025	Lead: AUNZ Market HR Leader, Career Pathways Pillar Lead, AUNZ Recruitment Lead Support: DEI Program Manager, Google AUNZ DEI Council, APAC Inclusion Lead, APAC DEI Recruitment Lead
	Provide quarterly updates to Reconciliation Australia, outlining Google's progress in relation to Indigenous recruitment and professional development in Australia, highlighting development activities and initiatives.	March, June, September, December 2023, 2024, 2025	Lead: RAP Core Team Support: AUNZ Market HR Lead, DEI Program Manager, AUNZ Recruitment Lead, Career Pathways Pillar Lead
2. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Review and further embed our Aboriginal and Torres Strait Islander procurement strategy.	June 2023	Lead: Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion Support: APAC Head of Regional Procurement
	Develop and communicate opportunities for procurement of goods and services from Aboriginal and Torres Strait Islander businesses to Australia based staff.	June 2024	Lead: Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion Support: APAC Head of Regional Procurement
	Review and update procurement practices to remove barriers to procuring goods and services from Aboriginal and Torres Strait Islander businesses.	June 2023, 2024, 2025	Lead: Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion Support: APAC Head of Regional Procurement
	Maintain commercial relationships with at least five Aboriginal and/or Torres Strait Islander businesses across a range of sectors, including: construction, marketing, facilities services and promotional items.	Review: June 2023, 2024, 2025	Lead: Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion Support: APAC Head of Regional Procurement




Action	Deliverable	Timeline	Responsibility
	Spend a minimum of \$250,000 AUD annually with Aboriginal and Torres Strait Islander businesses.	Review: June, December 2023, 2024, 2025	Lead: Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion Support: APAC Head of Regional Procurement
	Train all relevant staff in identifying Aboriginal and Torres Strait Islander businesses for contracting purposes through Supply Nation or an equivalent organisation.	June 2023, 2024, 2025	Lead: Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion Support: APAC Head of Regional Procurement
	Partner with Aboriginal and Torres Strait Islander organisations to deliver Grow with Google content and events for Indigenous businesses.	August 2023, 2024, 2025	Lead: Product & Marketing Pillar Lead Support: Partnerships Pillar Lead, APAC Procurement - Marketing Lead
3. Build and maintain relationships with organisations that promote Aboriginal and Torres Strait Islander businesses.	Maintain Supply Nation membership and continue developing the relationship.	June 2023, 2024, 2025	Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion
	Participate actively in Supply Nation events, such as supply nation connect.	May 2023, 2024, 2025	Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion
	Explore new relationships with other organisations that promote Aboriginal & Torres Strait Islander businesses	June 2023, 2024, 2025	Partnerships Pillar Lead, Google Director, Supplier Diversity & Inclusion
4. Support Aboriginal and Torres Strait Islander creators.	Host a YouTube session annually specifically for Aboriginal and Torres Strait Islander creators to increase awareness and skill set when using the YouTube platform.	June 2023, 2024, 2025	Lead: Partnerships Pillar Support: Product & Marketing Pillar Lead
	Showcase Aboriginal and Torres Strait Islander artists with a NAIDOC Week playlist on YouTube each year.	July 2023, 2024, 2025	Lead: Partnerships Pillar Support: Product & Marketing Pillar Lead
5. Support and encourage Aboriginal and Torres Strait Islander students to pursue opportunities and careers in technology and science.	Partner with at least three organisations working directly with Aboriginal and Torres Strait Islander (primary and high school) students to introduce them to and encourage them to undertake STEM subjects.	June 2023, 2024, 2025	Lead: Education Program Manager
	Fund, for example, via Google's Educator PD Grants, culturally appropriate professional development that equips teachers to incorporate Aboriginal and Torres Strait Islander knowledge within the national Digital Technologies curriculum.	September 2023, 2024, 2025	Lead: Education Program Manager
	Through our Indigenous partnerships, provide Aboriginal and Torres Strait Islander students the opportunity to regularly engage with Google and its Australian employees through the delivery of custom workshops, office visits and career sessions, on at least a monthly basis. Workshops typically focus on theory and application of computer science concepts, and helping students discover career pathways within computer science.	January, February, March, April, May, June, July, August, September, October, November, December 2023, 2024, 2025	Lead: Education Program Manager



Googlers at the 2022 Garma Festival.

Governance

Action	Deliverable	Timeline	Responsibility
1. Establish and maintain an effective RAP Working group (RWG) to drive governance of the RAP.	Maintain Aboriginal and Torres Strait Islander representation on the RWG.	Review: June 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Exec Sponsors
	Review and update the Terms of Reference for our RWG.	June 2023	Lead: RAP Core Lead Support: RAP Core Team
	Meet at least four times per year to drive and monitor RAP implementation.	March, June, September, December, 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Pillar Leads, RAP Functional Experts
2. Provide appropriate support for effective implementation of RAP commitments.	Embed resource needs for RAP implementation.	March 2023 and review: June 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Exec Sponsors
	Embed key RAP actions in the strategy and KPIs of Google Australia's Diversity, Equity and Inclusion Council (composed of senior leadership).	January 2023, 2024, 2025	Lead: Google AU Market HR Leader, RAP Core Lead Support: RAP Exec Sponsors, Google AUNZ DEI Council
	Embed appropriate systems and capability to track, measure and report on RAP commitments.	March 2023 and review: June 2023, 2024, 2025	Lead: RAP Core Chief of Staff Support: RAP Core Team, RAP Pillar Leads, RAP Functional Experts
	Maintain internal RAP Champions from senior management.	March 2023 and review: June 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Exec Sponsors



Action	Deliverable	Timeline	Responsibility
	Include our RAP as a regular agenda item at senior management meetings.	March, June, September, December, 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Exec Sponsors
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 2023, 2024, 2025	RAP Core Team Chiefs of Staff
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August 2023, 2024, 2025	RAP Core Team Chiefs of Staff
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September 2023, 2024, 2025	RAP Core Team Strategy Leads
	Report RAP progress to all staff annually, and senior leaders quarterly.	March, June, September, December, 2023, 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Exec Sponsors
	Publicly report against our RAP commitments annually, outlining achievements, challenges and learnings.	June 2024, 2025	Lead: RAP Core Lead Support: RAP Core Team, RAP Exec Sponsors
	Investigate participating in Reconciliation Australia's biennial Workplace RAP Barometer.	May 2024	RAP Core Team Strategy Leads
	Submit a traffic light report to Reconciliation Australia at the conclusion of this RAP.	December 2025	RAP Core Team Strategy Leads
4. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	June 2025	Lead: RAP Core Lead Support: RAP Core Team

Contact Google RAP Core Team
at reconciliationAU@google.com



The Artwork

This artwork celebrates the ongoing relationship between Google and the First Nations people of this country. It is a story of connection, collaboration and commitment to empowering their future. Depicted are different landscapes, journey lines and meeting places with no beginning and end, this is ongoing and its success is in its continuation.

The Artist

Jessica Johnson is a descendent of the Warumungu/Wombaya people north of Tennant Creek. She is a designer, artist and owner of Nungala Creative.

Jessica attributes her creative practice to her late father who was a contemporary Aboriginal artist and a political activist. As an artist, Jessica works across mediums and methodologies. Renowned for her experimental aesthetic, Jessica uses her work to address issues of injustice and celebrate culture and people through her recognisably bright positive bubblegum-style aesthetic.



Nungala Creative is a 100 per cent Aboriginal owned and operated creative communications agency. Established with a community facing focus the agency prioritises contemporary design, originality and collaboration, producing innovative content with a distinct Aboriginal voice.