

Google Australia Reconciliation Action Plan

Stretch RAP (2023-25) midpoint report

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 Australians¹ through Google's products, platforms and people. We recognise the importance of developing long term Indigenous partnerships, and embedding Indigenous cultural perspectives, to build a strong digital future for all Australians.

Introduction

I'm proud to share an update on our Stretch Reconciliation Action Plan (RAP) journey as we reach the two-year mark. Since embarking on this path, we've made strides in fostering a respectful workplace that values and celebrates Aboriginal and Torres Strait Islander peoples, cultures, and histories.

Through a range of initiatives that we outline in this report, we've been able to engage our Googlers on the importance of our reconciliation journey, fostered meaningful partnerships with Indigenous organisations, and created opportunities to learn from and support Indigenous colleagues and communities.


While we celebrate our achievements, we acknowledge that this is a continuous journey. We remain committed to deepening our understanding, strengthening relationships, and driving meaningful change. We'll continue to build on our progress, ensuring that reconciliation remains at the heart of Google Australia's values and actions.

We acknowledge all those who have contributed to this work and thank you for your ongoing support.

Cindy Wei

Director, Strategy & Operations & RAP Working Group Lead, Google Australia & New Zealand

¹ Throughout this report, the terms *Aboriginal and Torres Strait Islander peoples* and *Indigenous Australian* are used in reference to Australia's First Peoples.





Relationships

Over the course of our Stretch RAP, Google has committed to deepening relationships that are built on trust and respect with Aboriginal and Torres Strait Islander peoples – to help ensure that their stories are represented authentically and their perspectives are incorporated into Google’s platforms and products, driving towards both reconciliation and universally accessible, useful information.

Partnerships


Partnerships with Indigenous stakeholders and organisations have been foundational in our work to continuously improve and drive our impact. Our RAP working group is centred around Indigenous partnerships, with our internal Google Aboriginal and Indigenous Network (GAIN) and our External Advisory Council bringing an Indigenous perspective to the forefront of all we do.


Additionally, following a review of our engagement strategy, over the course of our Stretch RAP so far we have built and maintained two-way relationships with a number of Aboriginal and Torres Strait organisations – particularly in the areas of on-country learning, creative design, recruitment and merchandise production.

Through industry partnerships, we’ve engaged with other RAP organisations with a view to advance reconciliation. For example, in August 2023, Google hosted a Corporate Supplier Roundtable, bringing together a range of organisations along with Supply Nation to discuss Indigenous procurement practices and strategy. In 2024, with a group of tech sector peers, we established the foundation of the Technology sector Reconciliation Industry Network Group (RING). The Tech RING will serve as a regular forum for industry members to discuss and align on areas where we can collaborate, such as developing culturally relevant digital solutions, improving digital literacy and enabling economic opportunities for First Nations Australians.

Products & Platforms

Through Google’s products and platforms, we have sought to embed the voices and stories of Aboriginal and Torres Strait Islander peoples to promote reconciliation. Key examples include:

- Google Doodles: We have highlighted the stories and achievements of Indigenous writers, performers, athletes, campaigners and community workers. Recent examples of these have included [Maureen Watson](#), [Arthur Beetson](#) and [Evelyn Ruth Scott](#). To
- 



bring these stories to life in an authentic way, we engage with Indigenous-led creative consultants and artists and work with the families of the featured individuals.

- Google Arts & Culture: This platform brings international visibility to art, monuments and cultural heritage from around the world. In partnership with World Monuments Fund, Google Arts & Culture has helped to bring attention to [Kinchela Boys Home survivors' stories and their ongoing mission](#). In partnership with Yothu Yindi Foundation, a virtual [Garma Festival exhibit](#) was shared, enabling people around the world to experience the festival via images, videos and stories.
- Google TV and YouTube: We recognised and celebrated National Reconciliation Week and NAIDOC week through curated [programming](#) and [playlists](#) on these platforms, enhancing the reach of Indigenous storytelling and content.

Anti-discrimination strategies

Google's core values are centred around Respect, specifically focussing on "respecting each other". While the commitments span many aspects of the business, they are embedded through anti-discrimination policies (for all) and training for leaders. Australian managers are specifically trained in relation to Aboriginal and Torres Strait Islander cultural respect.


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 – and contribute to a more connected and culturally aware workplace.

Learning

Different methods and forms of Indigenous Australian cultural capability training have enhanced Googler understanding and knowledge, and helped foster a workplace where all employees feel respected and engaged.

Examples of this approach include:

- On-Country Cultural Learning: Immersions/knowledge exchanges, which offer unique opportunities for employees to learn from and connect with Aboriginal and Torres Strait Islander communities, fostering reconciliation. Since the commencement of our Stretch RAP, Googlers have participated in a number of multi-day offsite Immersions,
- 



with Google participants extending beyond the RAP Working Group to include senior local and overseas internal stakeholders.

- On-Demand (available to 100% of Australian based staff) and Live Training Options: These allow for flexibility and enable employees to engage in cultural learning at their own pace and in a format that suits their learning preferences. Beyond structured courses, Google has provided a suite of experiential opportunities, including keynote talks from eminent Indigenous guests; Indigenous walking tours and cruises; cooking and craft classes; and a popular NAIDOC quiz. These experiences promote awareness and understanding of Aboriginal and Torres Strait Islander cultures and histories whilst adding an element of fun. These training methods collectively contribute to Google's commitment to increasing the cultural capability of its employees.
- Cultural Load and Well-being: GAIN partnered with an Indigenous Consultancy to provide Aboriginal and Torres Strait Islander Google employees with a series of tailored workshops and brave spaces for meaningful conversations, with the view to helping to understand and reduce burnout.


Cultural Protocols


Recognising the significance of cultural protocols, Google designed an internal Acknowledgement of Country Protocol to enhance employees comprehension of this important tradition. This protocol includes video examples, both internal and external, written examples of personalised Acknowledgements from Googlers, and options to engage directly with suppliers to perform a Welcome to Country.

Through email bulletins, talks in key meetings, and various other communication channels, employees are educated about the purpose and meaning behind cultural protocols. This initiative aims to foster deepened respect for Aboriginal and Torres Strait Islander Peoples and contribute to a more connected and culturally aware workplace.

NRW and NAIDOC

Google organises a specific program of internal and external events to recognise and celebrate NRW and NAIDOC weeks. Examples include:

- Within each week, at least five organisation-wide cultural learning activities including keynote speakers, and in-person and online experiences.
 - External activities utilising our products and platforms to amplify Indigenous Australian culture, history and rights, such as: Doodles (e.g. celebrating Evelyn Ruth Scott and elevating awareness of the 2000 Corroboree); YouTube and Google TV playlists; and specific collaborations such as [“Our Makeup”](#) campaign Celebrating Aboriginal beauty, identity and self-expression on YouTube.
- 

- 
- Sharing details of external events with employees, and participating in external events such as the annual NAIDOC ball (including sponsorship of partners to attend) and volunteering opportunities with Indigenous not-for-profit organisations.

Opportunities


Creating opportunities for Indigenous Australians, small businesses and organisations is a core focus of our efforts within our RAP. We have approached this by creating direct opportunities to work with Google or supply to our Australian operations, and supporting career pathways for Indigenous Australians into the STEM industry, including with Google.


Opportunities to work with or supply to Google

Examples of this include:

- Exceeded our annual spend commitments with Indigenous Australian owned businesses, increasing the number of categories we procure from and increasing the breadth and number of suppliers.
- Enhanced our recruiting practices to build better capacity and capability to attract, recruit and retain Indigenous Australian talent, through bespoke cultural competency training for our People Operations teams delivered by respected Indigenous educators.
- Partnered with our global Supply Chain team to attend the Supply Nation trade shows, gala event, as well as implementing roundtable discussions with other large multinational companies based in Australia on how to improve procurement with Indigenous and other minority-owned businesses.
- Supported Aboriginal and Torres Strait Islanders businesses and creators in utilising Google's platforms, including: upskilling more than 30 Indigenous Australian creatives via a specific First Nations YouTube Creators Workshop, and partnering with Aboriginal and Torres Strait Islander organisations to deliver a Grow with Google event for Indigenous businesses.

Supporting Career Pathways for Indigenous Australians

- Launched the 'Indigenous Careers with STEM' careers guide, in partnership with CSIRO. This guide is designed to inspire young Indigenous students in Australia and New Zealand to pursue STEM courses and careers. The magazine and accompanying teacher guide celebrate and showcase science, technology, engineering and maths –
- 




mythbusting stereotypes about who works in STEM and what those jobs look like, while providing an Indigenous-first and inclusive viewpoint of STEM.

- Hosted two Indigenous Connect hybrid networking events, offering both Indigenous Australian university students and those in industry today the opportunity to meet and discuss career pathways, and hear from Indigenous Australians in tech and adjacent industries about their career stories. These were attended by over 130 people.
- In partnership with several Indigenous focussed not-for-profit organisations, Google has hosted over two dozen office visits by primary, secondary and university students. Students have had the chance to meet Googlers from across the business and, with a STEM focus, learn about education and careers.
- Retention and professional development of Indigenous employees (GAIN) continues to be a key focus. Specific initiatives to facilitate professional development, confidence and capabilities within their respective areas have included attendance leadership and innovation forums. Additionally, over what has been a particularly challenging period and heavy cultural load for Indigenous Australians, Google's GAIN employees have engaged an Indigenous consultancy to provide a series of well-being workshops.

Governance

Effective governance forms the backbone of our RAP, ensuring that our commitments translate into meaningful action and impact. Through the delivery of our Stretch RAP, we have focused on intentionally building on our governance practices, through the following ways:

- Further refined our oversight and delivery structures, such as building out a team of around 30 Googlers working cross-functionally throughout Google Australia's operations to deliver components of our RAP. This group meets monthly to drive the implementation and delivery of our RAP.
 - Ensured Executive-level sponsorship of our RAP via our Executive Sponsor Committee, comprising three senior leaders from across our Australia site, including Google Australia Managing Director & Vice President, Mel Silva. We meet frequently with this body to share critical updates and seek Executive support on the delivery of our RAP.
 - Maintained our External Advisory Board of trusted Indigenous Australian advisors, who provide independent advice to us on delivering our RAP. We meet at least quarterly with our advisors to share progress and seek their perspectives.
 - Engaged quarterly with Reconciliation Australia, to provide transparency on the progress of our Stretch RAP.
 - Developed new robust methods of tracking the delivery of our RAP commitments, along with clear ownership.
- 



Reflections and looking forward

Google Australia recognises that reconciliation is a continuous journey that requires sustained effort and commitment to meaningful change. Google is dedicated to building on the progress it has made in the first two years of its [Stretch RAP](#) journey and acknowledges that there are areas for future focus. These include:

Relationships: We are committed to broadening our impact in partnership with other members of the technology industry, for example in areas such as STEM education and career pathways, through our participation in the Tech RING. Additionally, we aim to enhance our connection to Indigenous communities and organisations through forming new partnerships that can help us deliver on our RAP commitments in broad and innovative ways.

Respect: We will enhance ongoing efforts to increase uptake of cultural learning programs across the organisation, and explore how this education can be translated into action. Further, we will continue to place priority on integrating Indigenous perspectives into our products and platforms. This will not only allow us to demonstrate our commitment to reconciliation here in Australia, but also positively contribute to Google's approach in building products for everyone.

Opportunities: We must continue to prioritise the development and retention of our Indigenous Googlers, and further strengthen our approach to Indigenous engagement strategies. Additionally, we continue to invest in ways to improve the onboarding process for Indigenous-owned small businesses supplying to Google, taking a timely, localised approach.

Governance: Google is working to build foundational resilience in the delivery of our RAP by adding dedicated RAP support to expand the volunteer base of the RAP Working Group. We plan to bolster this with ongoing refinement of the best working models for our RAP teams, through research and discussion with key stakeholders (including GAIN, our External Advisors, and Reconciliation Australia).

