

REFLECT **RECONCILIATION ACTION PLAN**

JUNE 2025 –
DECEMBER 2026

ACKNOWLEDGMENT OF COUNTRY

Screenrights acknowledges the Gadigal people of the Eora Nation as the traditional custodians of the lands on which our offices are located. We pay our respects to their Elders past, present and emerging and all First Nations people across the nation. This always was and always will be Aboriginal land.



screenrights





STATEMENT FROM THE CEO OF SCREENRIGHTS

Screenrights is incredibly pleased to be embarking on the journey of our first Reflect Reconciliation Action Plan with the guidance of Reconciliation Australia. The content created by Indigenous Australians is of vital importance to the screen sector and to the sectors that make use of the Screenrights statutory licences, particularly in education. Our First Nations screen stories help us understand who we are as a country, and we recognise how special it is that this country holds storytelling that has passed down through the generations of the oldest continuing culture on the planet.

While we are a small organisation and we don't yet know what impact we can have, Screenrights is excited to embrace this process and discover how we can contribute to reconciliation through this Reflect RAP as well as develop and strengthen our commitments in future RAPs. We look forward to finding new opportunities to work with Indigenous peoples and organisations, and to building awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge and leadership across our organisation and throughout our sphere of influence.

James Dickinson
Chief Executive
Screenrights



High Ground, Bunya Productions, Maxo Studios and Savage Films, 2020



Sweet Country, Bunya Productions, 2017



ABOUT THE ARTIST

MATTHEW "MELNUNNIE" BRETTSCHNEIDER

"Melnunnie" is a proud Wiradjuri and Ngiyampaa man, who grew up on the banks of the Galari (Lachlan) River in Hillston far west NSW. The name "Melnunnie" is a nickname given by his elders and friends, referring to the colour of the red sandy soil of Country which matches the red sandy colour of Matthew's hair.

Matthew uses his platform as a Wiradjuri and Ngiyampaa artist to share his stories through traditional symbolism and his own contemporary style. Matthew's message is for the viewer to see past the colours and shapes of Indigenous art to see the story being told throughout the piece.

INSTAGRAM: @melnunnie

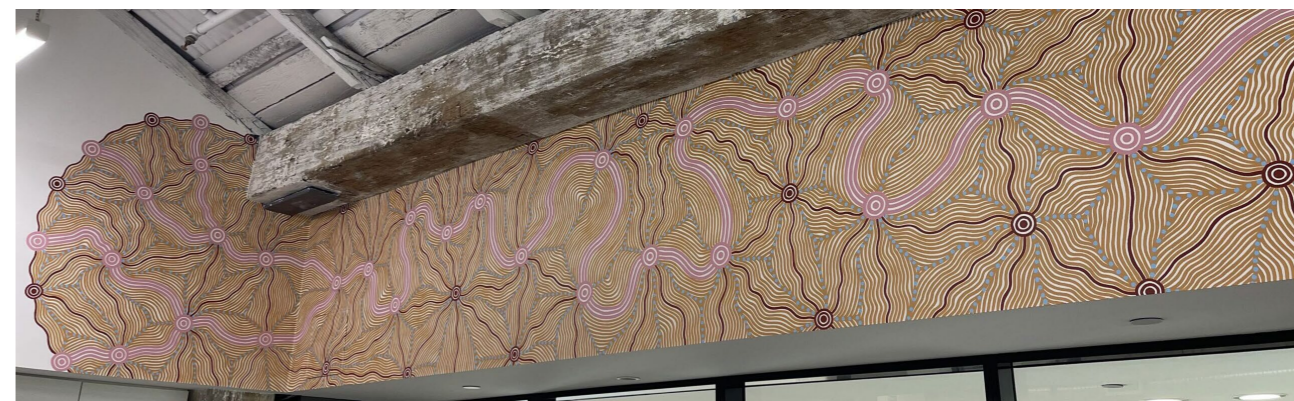
WEBSITE: www.melnunnieart.com.au

"This artwork, to me, it means Ngurambang, which in Wiradjuri means Country. The pink line represents the river. In Wiradjuri, we draw three lines as a river because we're known as three river people. That directly translates here with the Parramatta River giving reference. There's burgundy lines showing everything on Country connecting to each other.

"The tan lines have everything resonating with each other, energy flowing, that unseen connections and resonance. That shows in the organisation with teamwork, accountability, and getting your job done. The blue dots represent the steps taken throughout life and the team environment."

Guwayu ('til next time),

Matthew "Melnunnie" Brettschneider





RECONCILIATION AUSTRALIA STATEMENT

STATEMENT FROM THE CEO OF RECONCILIATION AUSTRALIA

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

Screenrights 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 Screenrights 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 Screenrights, 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

OUR BUSINESS

Screenrights is a non-profit organisation that pays secondary royalties to content creators for the usage of their programs in education, government and retransmission. We also license educators, government and retransmitters to use broadcast programs, and provide rights and royalty management services to the screen industry.

Our core business is as a collecting society in Australia and New Zealand, which is the part of the business that involves licensing secondary users of broadcast content (such as educators, the government, and pay TV operators) and paying royalties generated by the licence fees to rightsholders in the screen content that’s being accessed. Our other services such as Collection Account Management and Residuals, as well as our annual Cultural Fund grant round, are secondary parts of the business, and we are always looking at ways that we can support a vibrant and sustainable screen industry as well as assist our stakeholders in providing relevant, high-quality content to our licensees.

We employ between 35-40 staff members in Australia, none of whom currently identify as Aboriginal and/or Torres Strait Islander peoples. We do have one Aboriginal Board Director.

Screenrights is based in Australia and deals primarily with the Australian and New Zealand markets when it comes to licensing, but our reach is global as we pay royalties to members around the world. We have one office located in Warrang – The Rocks, Sydney.



OUR RAP

Screenrights is embarking on our first RAP through a desire to become more culturally inclusive of Australia’s First Peoples across all facets of our operations. We were disappointed in the result of the referendum on a Voice to Parliament, which the Board had publicly supported. In the wake of this outcome, Screenrights wants to make sure that reconciliation is at the centre of our cultural fabric moving forward, and that we are doing everything we can to support First Nations voices. Our core services were brought about in recognition of the value of storytellers and educators, and our First Peoples are the original storytellers and educators of this land.

Developing a RAP will underpin Screenrights’ continued commitment to fostering positive and respectful relationships with Aboriginal and Torres Strait Islander peoples in our networks and engage our employees with reconciliation through opportunities to learn more about our First Nations cultures and histories. Through staff events that showcase Aboriginal film, art, food, and more, we will continue to raise awareness about the enduring history of the longest surviving culture in the world, and the need for self-determination to empower First Nations peoples to make decisions about the issues that impact their communities.

Our first Reflect RAP will make us accountable and focus us on sustaining and increasing our current reconciliation activities. We have established a RAP Working Group that consists of six team members spread across different facets of the organisation and led by RAP Champion Sarah Steel, Head of Marketing & Industry Support at Screenrights. The Working Group will meet monthly to evaluate progress, supported by quarterly in-depth meetings along with all staff updates. Sarah will also report to the Board at regular intervals on the RAP’s progress.

OUR PARTNERSHIPS & CURRENT ACTIVITIES

Screenrights works with a number of Aboriginal and Torres Strait Islander members and pays them royalties for the secondary uses of their screen content in education, the government and retransmission. We have good working relationships with these members and proactively reach out to any potential new members and work with them to make sure they are signed up to receive any royalty payments that we have collected on their behalf.

We have recently moved into a new office in Warrang/The Rocks, and were pleased to engage with the Metropolitan Local Aboriginal Land Council where Gomeroi man Raymond Weatherall provided a Welcome to Country and Smoking Ceremony at the launch celebration. Since moving to this location, we have organised an all-staff event exploring Aboriginal bush tucker led by an Aboriginal tour guide at the Botanical Gardens. We have also surveyed our staff to measure the organisation's general baseline knowledge of Australia's First Nations histories, cultures, and the barriers to equality, so that we know where we can help educate and improve their understanding.



Raymond Weatherall conducts a Smoking Ceremony at Screenrights' new offices



Writers in session at the Goolarri Writers Program, an initiative by Goolarri Media Enterprises funded through a grant from the Screenrights Cultural Fund

Historically we have encouraged staff to participate in NAIDOC and National Reconciliation Week activities, including hosting screenings of First Nations films in our offices with catering provided by Aboriginal catering company Native Foodways (sadly no longer operating). We engaged Wiradjuri and Ngiyampaa artist Matthew "Melnunnie" Brettschneider to create a mural with prominent placement in the new office and have named one of our meeting rooms We Are Still Here after the Australian-New Zealand First Nations anthology film. This meeting room has wallpaper designed by Kija Bardi artist Kamilya Lowana-White and supplied by Aboriginal-owned business Emro Designs.

We are proud of what we have been able to do so far, but know that with a Reconciliation Action Plan our organisation will be able to take deliberate and measured steps to assist not only Screenrights to be culturally and socially responsive, but also help to address systemic barriers that exist for First Nations peoples in Australia – specifically those that relate to our screen industry, which we know we can influence through such initiatives such as our Cultural Fund.



RELATIONSHIPS

ACTION 1

Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	June 2025	Royalty Distribution Manager
Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	June 2025	Product Manager

ACTION 2

Build relationships through celebrating National Reconciliation Week (NRW).

DELIVERABLE	TIMELINE	RESPONSIBILITY
Circulate Reconciliation Australia's NRW resources and reconciliation materials to all staff.	May/June 2026	Finance Assistant
RAP Working Group members to participate in an external NRW event.	May/June 2026	Head of Marketing & Industry Support
Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	May/June 2026	Head of Marketing & Industry Support
Organise an internal event to recognise and celebrate NRW.	May/June 2026	Head of Marketing & Industry Support



RELATIONSHIPS

ACTION 3

Promote reconciliation through our sphere of influence.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Communicate our commitment to reconciliation to all staff.	June 2026	Chief Executive
Provide resources and information to help our staff increase their understanding of reconciliation and our role to play in it.	August 2025	Finance Assistant
Engage staff in other days of national significance for First Peoples including: – 26 Jan, Survival/Invasion Day (we will be offering floating public holidays so that staff can choose to work this day and take an alternate day off if they desire) – 13 Feb, National Apology Anniversary – 20 Mar, National Close the Gap Day – 26 May, National Sorry Day – 3 Jun, Mabo Day (Native Title recognition) – Sept, Indigenous Literacy Day	June 2025 - December 2026	Head of Marketing & Industry Support
Identify external stakeholders that our organisation can engage with on our reconciliation journey.	June 2025	Head of Marketing & Industry Support
Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	June 2025	Head of Marketing & Industry Support
Promote our Reflect RAP on website, e-newsletter and social media channels.	June 2025	Head of Marketing & Industry Support

ACTION 4

Promote positive race relations through anti-discrimination strategies.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Research best practice and policies in areas of race relations and anti-discrimination.	September 2025	Transformation Manager, Services
Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	December 2025	Head of Marketing & Industry Support



RESPECT

ACTION 5

Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	December 2025	Product Manager
Conduct a review of cultural learning needs within our organisation through an internal survey to ascertain where we have improved and what gaps still exist.	December 2025	Finance Assistant
Organise at least one external First Nations cultural event for all staff to attend.	February 2026	Head of Marketing & Industry Support
Work with local Traditional Owners and/ or Aboriginal organisations and consultants to develop cultural awareness strategies for our staff.	February 2026	Head of Marketing & Industry Support

ACTION 6

Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop an understanding of the local Traditional Owners/Custodians of the lands and waters within our organisation's operational area. As we work in Warrang/The Rocks, improvements in staff understanding of the historical and generational footprint of the area will be assisted by meaningful Acknowledgements of Country and potentially an on-site recognition of some kind.	June 2025	Head of Marketing & Industry Support

DELIVERABLE	TIMELINE	RESPONSIBILITY
Include an Acknowledgement of Country: <ul style="list-style-type: none"> – At the commencement of all Board and sub-committee meetings – At the commencement of all-staff meetings – On the website – On staff email signatures – At all events (with major events to include an official Welcome to Country) 	June 2025	Head of Marketing & Industry Support
Increase staff's understanding of the purpose and significance behind cultural protocols, including inviting Traditional Owners to explain the purpose and significance of Welcome to Country and Acknowledgement of Country.	September 2025	Finance Assistant
Increase staff's understanding of Indigenous Cultural Intellectual Property Rights (ICIP) in general and as they pertain to our industry sector.	September 2025	Transformation Manager, Services

ACTION 7
 Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2025	Finance Assistant
Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2025	Transformation Manager, Services
RAP Working Group to participate in an external NAIDOC Week event.	First week in July, 2025	Head of Marketing & Industry Support
Engage staff in other days of national significance for First Peoples including: <ul style="list-style-type: none"> – 4 Aug, National ATSI Children's Day – 9 Aug, International Day of the World's Indigenous people 	June 2025 - December 2026	Head of Marketing & Industry Support

ACTION 8
 Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	January 2026	Royalty Distribution Manager
Include "First Nations peoples are strongly encouraged to apply" in all job advertisements, consult with HR to see that all jobs are advertised with First Nations media.	June 2025	Head of Marketing & Industry Support
Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	July 2025	Royalty Distribution Manager

ACTION 9
 Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	August 2026	Finance Assistant
Develop and communicate to staff a list of Aboriginal-owned businesses and contractors that can be referenced for the supply of various goods and services.	April 2026	Head of Marketing & Industry Support
Investigate Supply Nation membership and assess suitability for our organisation and budget.	June 2025	Transformation Manager, Services



GOVERNANCE

ACTION 10

Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Form a RWG to govern RAP implementation.	June 2025	Head of Marketing & Industry Support
Draft a Terms of Reference for the RWG.	June 2025	Royalty Distribution Manager
Establish Aboriginal and/or Torres Strait Islander representation on the RWG.	December 2026	Head of Marketing & Industry Support

ACTION 11

Provide appropriate support for effective implementation of RAP commitments.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Define resource needs for RAP implementation.	July 2025	Finance Assistant
Engage senior leaders in the delivery of RAP commitments.	June 2025	Head of Marketing & Industry Support
Maintain a senior leader to champion our RAP internally.	October 2026	Head of Marketing & Industry Support
Define appropriate systems and capability to track, measure and report on RAP commitments.	June 2025	Product Manager

ACTION 12

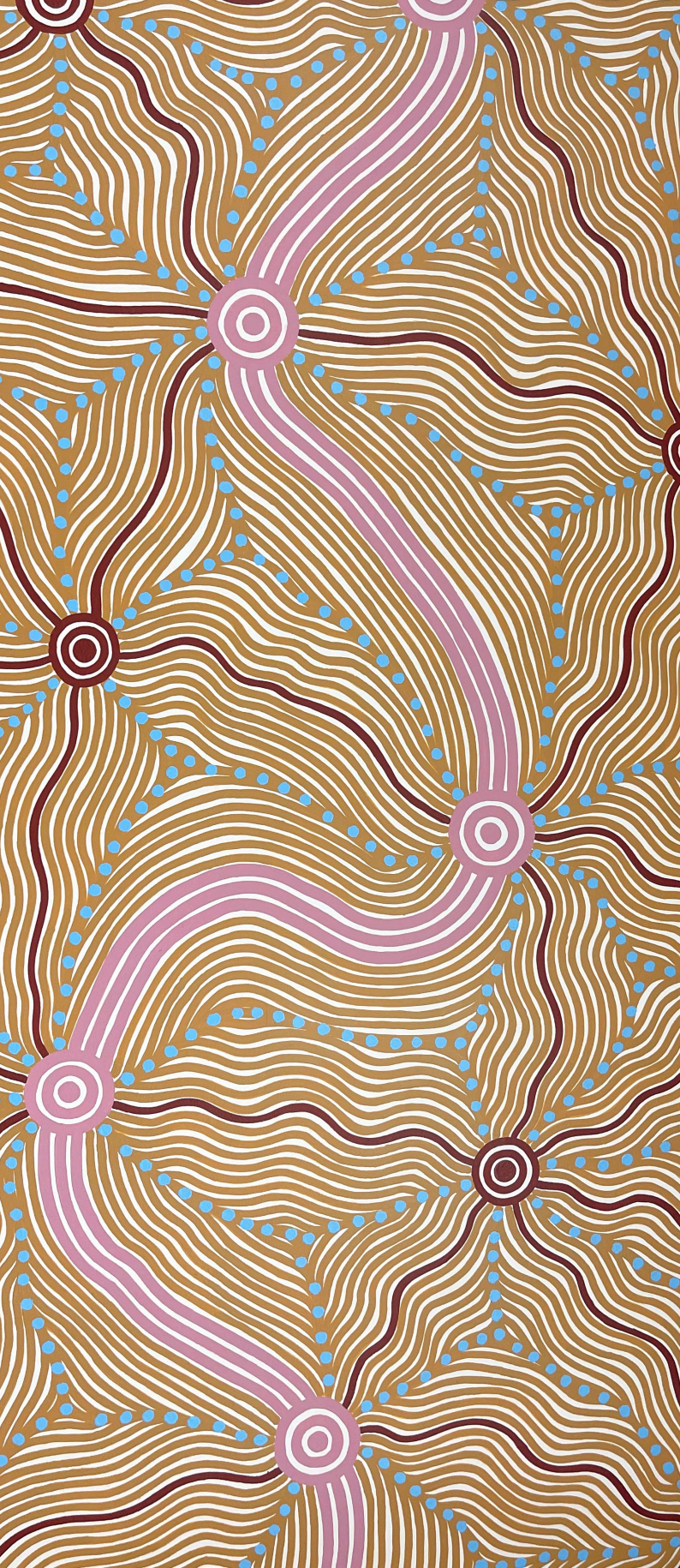
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.

DELIVERABLE	TIMELINE	RESPONSIBILITY
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 annually	Head of Marketing & Industry Support
All staff quarterly update meetings about our RAP progress and other related matters.	Quarterly, June 2025 - December 2026	Head of Marketing & Industry Support
Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.	30 September annually	Head of Marketing & Industry Support
Report on our RAP progress in our Yearly Highlights document, provided to all members and to Parliament and the Attorney-General.	October - November 2025	Head of Marketing & Industry Support
Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	30 September, annually	Head of Marketing & Industry Support

ACTION 13

Continue our reconciliation journey by developing our next RAP.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Register via Reconciliation Australia's website to begin developing our next RAP.	February 2026	Head of Marketing & Industry Support



CONTACT US

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