



RECONCILIATION  
ACTION PLAN

INNOVATE

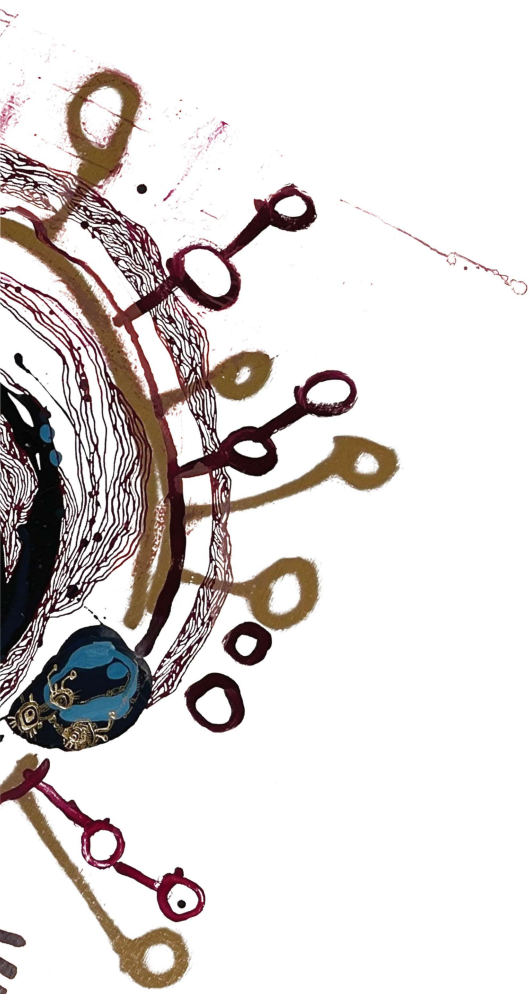
# Reconciliation Action Plan

October 2023 - September 2025



BIRD  
IN  
HAND





## Acknowledgement of Country

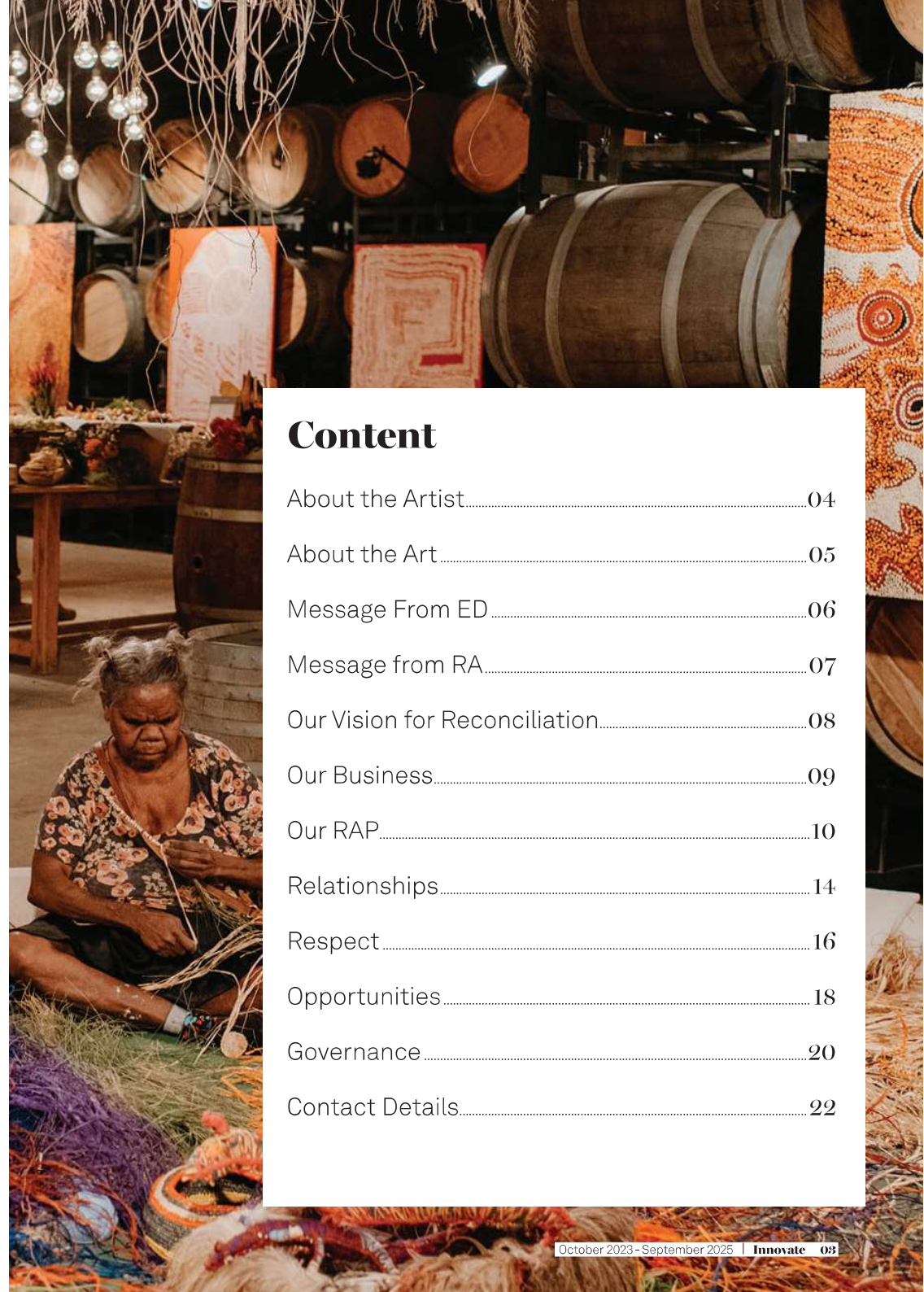
Bird in Hand Winery would like to acknowledge that we exist on the Lands of the Peramangk, Paredarerme and Ngarrindjeri Peoples, the Traditional Custodians of the Land upon which we are situated. We recognise that First Nations Peoples maintain an enduring connection with this Country. Their deep cultural heritage and ongoing efforts to preserve and nurture Country should never be forgotten nor significance diminished.

We pay tribute to the Peramangk, Paredarerme and Ngarrindjeri Peoples for their stewardship of these Lands, and we honour the traditions, stories, and spiritual connections that have been passed down through thousands of generations. Each of these groups have unique and preserving cultures and histories that share the commonality of depth of connection and strength in Community.

As a winery, we hold deep reverence for the Land and its ability to have sustained and nourished Aboriginal and Torres Strait Islander Peoples for thousands of years. We understand the profound cultural, historical, and social significance this Land holds.

We acknowledge the painful impact of colonization and the ongoing challenges faced by Aboriginal and Torres Strait Islander peoples. We stand in solidarity with all First Nations Communities across Australia in their journey towards self-determination, cultural revitalization, and social justice.

We encourage all readers of this Reconciliation Action Plan to join us in recognizing the fundamental truths of the place we now call Australia.



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## About the Artist:

Zaachariaha Fielding, renowned both in Australia and internationally as one half of the electronic music duo 'Electric Fields,' hails from a lineage of talented artists and skilled storytellers. Through his vibrant and dynamic paintings, he embraces a contemporary artistic approach while remaining deeply respectful and appreciative of the visual traditions of his heritage.

*"I was raised on desert country in the eastern Anangu Pitjantjatjara Yankunytjatjara Lands and come from a long line of multi-disciplinary artists. I am compelled to make work that honours the visual language of my ancient culture."*

Born in Port Augusta in 1991, Fielding returned to the community of Mimili, his grandfather's ancestral country within the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands, in 1998. This pivotal move profoundly influenced the artist's creative practice. Fielding's artworks incorporate intricate iconography that not only acknowledges but also reveres tradition, Anangu culture, and the profound ancestral knowledge and laws (Tjukurpa) that have been passed down to him.

Currently residing in Adelaide, Fielding's artistic achievements have garnered significant recognition, including winning The Wynne Prize in 2023 and being selected as a finalist in prestigious exhibitions such as the Ramsay Art Prize at the Art Gallery of South Australia in 2023 and 2021 and the National Aboriginal and Torres Strait Islander Art Awards at the Museum and Art Gallery of Northern Territory in 2021.

His artwork has found a place of importance in notable public collections such as the National Gallery of Victoria and Artbank, as well as numerous esteemed private collections.

Zaachariaha has been a friend of Bird in Hand as of recent years, having performed here in 2021 and 2023, and we are so grateful to be including his special work in our Reconciliation Action Plan.

*Zaachariaha at Bird in Hand's 25 Year Anniversary Dinner. photographed by Meaghan Coles*



## About the Art:

These works are for all of us, Anangu (Indigenous) and Piranpa (Non-Indigenous) people, those that choose joy and beauty and the song, over the fight. For Australia to really correct the injustices of the past and for reconciliation to really be possible in Australia, we are going to have to walk together, to sing together, to dance together.

I am proud of this work that I have made for Andrew. My work is called *Inma Kutjara-Inma Kutju*, 2 songs/ 1 Song. This is how I think about reconciliation. Inma in English is cultural song and dance, kutjara means two.

Through my life I have always travelled and lived in two worlds. My painting is underpinned by an ancient cultural language, but my work isn't just Tjukurpa (Cultural law) it is about the past, the present and the future.

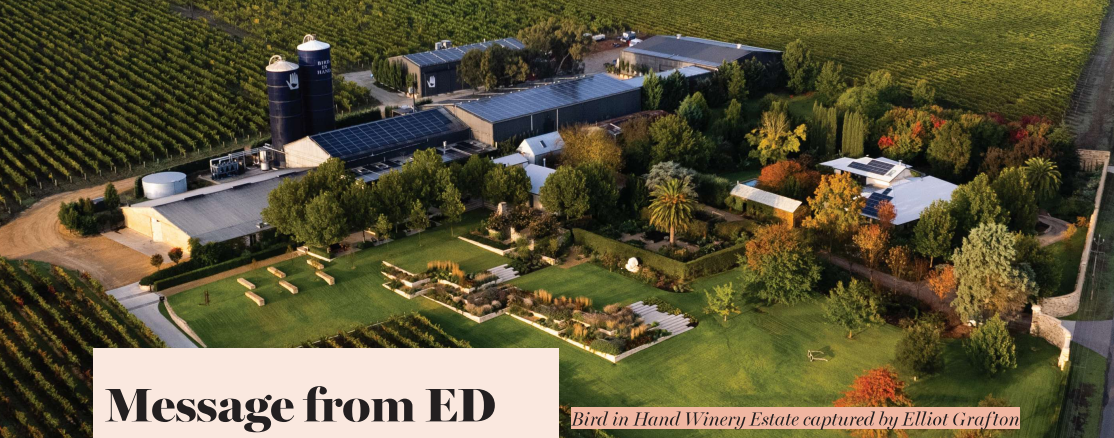
In this work I have depicted two Wanampi (water snakes). The Wanampi is an important cultural icon where I'm from, which is Mimili on the Anangu Pitjantjatjara Yankunytjatjara Lands in far north South Australia. I have depicted two abundant waterholes at the top of both works. Although the Wanampi inhabit two different worlds, each within their own canvas or frame they are joined. They share a story, and they move together. Their two songs become one- Inma Kutjara/ Inma Kutju. Again, this is what I think about when I think about reconciliation. Both Wanampi are moving towards these abundant rockholes, which represent to me a positive and abundant future full of promise, full of opportunity. We are going to have to walk together, to sing together, to dance together to create this new future we want.

I am grateful to Andrew Nugent and the Bird in Hand family for this opportunity to share my story. I made these painting with a positive energy, and I hope this energy stays with these works and with whoever experiences them.

Nganampa kurunpa kunpu- our spirit is strong. These paintings are for all of us who wish to embrace a positive future. Everyone who chooses to share the song.

**- Zaachariaha Fielding, 2023**





## Message from ED

*Bird in Hand Winery Estate captured by Elliot Grafton*

I am proud of our team for showing leadership within the wine industry. As a group we are committed to doing everything possible to help the reconciliation process.

In my view our First Nation friends have offered a beautiful, peaceful, and practical way to unite Australia and correct as much as possible, the injustice of the past.

Bird in Hand fully supports the Uluru Statement from the Heart and its core tenets of Voice, Treaty and Truth.

I feel that First Nations culture must sit at the pinnacle of Australian identity. The 65 000 years plus of continuous cultures (the longest in the world by an extraordinary amount) is a national and international treasure that has somehow largely been overlooked.

As an Australian of European decent, I feel if we can move forward into reconciliation overcoming our fear of blame or recrimination and confront the facts of our past it will help First Nation Australians in ways only they can possibly understand.

It will also immensely benefit non-Indigenous Australians and allow us to live in a united, progressive, mature, honest and empathetic Country that can demonstrate leadership on issues of fairness and equality.

We farm on Peramangk, Paredareme and Ngarrindjeri Land and acknowledge this Land Always Was and Always Will Be, First Nations Land. It was never ceded, and our history has been built on the disinformation of 'terra nullius'.

As I have aged, it has become much clearer to me how much we have to learn about Country from First Nations Peoples. If we can change our perception of time to match that of our First Nations friends, it leads to sustainable land management and vastly improved environmental outcomes.



I personally feel guilt as a European Australian. Guilt that the education I received on Australian history was distorted and, in many instances, objectively incorrect, as were my own views of First Nations Peoples. They were systemic views that whilst still present in our society, are thankfully receding.

I personally have found First Nations cultures to be incredibly resilient and forgiving.

I do not believe we should feel in anyway threatened by reconciliation and the Voice, Treaty and Truth path of the Uluru Statement.

There will be many uncomfortable moments that provide us the opportunity to grow.

I am personally committed to this process as are the wonderful group of people who together make up Bird in Hand Winery. We will lend as much support as required and be led by First Nations Australians until reconciliation and equality are achieved. I am grateful for the precious opportunity that has been generously provided to grow and unite.

**Andrew Nugent**  
Executive Director | Bird in Hand



## Innovate RAP Message from RA

An Innovate RAP is the time to strengthen and develop the connections that form the lifeblood of all RAP commitments. The RAP program's framework of relationships, respect, and opportunities emphasises not only the importance of fostering consultation and collaboration with Aboriginal and Torres Strait Islander peoples and communities, but also empowering and enabling staff to contribute to this process, as well.

With close to 3 million people now either working or studying in an organisation with a RAP, the program's potential for impact is greater than ever. Bird in Hand Winery is part of a strong network of more than 2,200 corporate, government, and not-for-profit organisations that have taken goodwill and intention, and transformed it into action.

Implementing an Innovate RAP signals Bird in Hand Winery's readiness to develop and strengthen relationships, engage staff and stakeholders in reconciliation, and pilot innovative strategies to ensure effective outcomes.

Getting these steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Bird in Hand Winery on your Innovate RAP and I look forward to following your ongoing reconciliation journey.

**Karen Mundine**  
Chief Executive Officer | Reconciliation Australia

Reconciliation Australia commends Bird in Hand Winery on the formal endorsement of its inaugural Innovate Reconciliation Action Plan (RAP).

Commencing an Innovate RAP is a crucial and rewarding period in an organisation's reconciliation journey. It is a time to build strong foundations and relationships, ensuring sustainable, thoughtful, and impactful RAP outcomes into the future.

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement.

This Innovate RAP is both an opportunity and an invitation for Bird in Hand Winery to expand its understanding of its core strengths and deepen its relationship with its community, staff, and stakeholders.

By investigating and understanding the integral role it plays across its sphere of influence, Bird in Hand Winery will create dynamic reconciliation outcomes, supported by and aligned with its business objectives.







APY Art Centre Collective 2021 Exhibition at Bird in Hand.



Photographer: Elliot Grafton

## Our vision for reconciliation

Bird in Hand's vision for reconciliation is an Australia where First Nations Peoples are self-determining, with equitable outcomes and greater agency. We hope for all of Australia to meaningfully acknowledge our nation's shared past, to create the capacity to move towards a future free from racial inequality.

Achieving reconciliation at Bird in Hand will look like working alongside Aboriginal and Torres Strait Islander Peoples, through both symbolic and practical action that reaches as far as our sphere of influence. We want to platform the voices and stories of First Nations Peoples locally and globally, to encourage all to participate in reconciliation.

We see reconciliation as an effort that needs to be embedded throughout the entire business: on the land we farm on the Countries of the Peramangk, Ngarrindjeri, and Paredareremere Peoples.

We continually strive to be guided by the voices of First Nations Peoples. We desire to measure our success by aiming towards the goals of the Uluru Statement: Voice, Treaty and Truth.

### Our Statement on the Voice to Parliament:

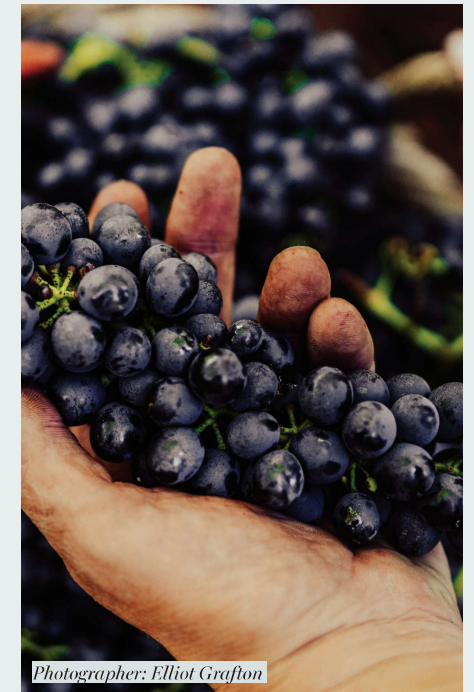
Bird in Hand is proud to show our support of the Aboriginal and Torres Strait Islander Voice to Parliament. We support the Uluru Statement from the Heart in full, in the pursuit of Voice, Treaty and Truth. Recognising Aboriginal and Torres Strait Islander Peoples in the Australian Constitution through the Voice represents a step forwards; a step towards meaningful acknowledgement of this nation's history and our obligation to change. Bird in Hand sits on the Land of the Peramangk, Ngarrindjeri and Paredareremere Peoples who have cared for this Country for millennia and our vision for reconciliation is guided by their lives, stories, and truths. History is Calling.

## Our business

Bird in Hand is a winery proudly located on some of the world's oldest soils on Peramangk Country, South Australia. The founding principle of Bird in Hand is to be at the pinnacle of wine, food, artistic experiences, and design. Based in the Adelaide Hills, Bird in Hand's winemaking ethos is to produce artisan wines that sit at the top of world wine opinion. From family, sustainable farming and science to art and creativity, everything links together at Bird in Hand. Artisan winemaking provides us the seamless connections through the artistic genres, culminating in the experience of making people happy.

We aim for all work to have social advocacy at the forefront; to make contributions that better the community in ways that encompass community, diversity, equity and inclusion. We also endeavour to constantly improve the sustainability and ecosystems on the Land we farm, a way to show respect for histories of the Lands.

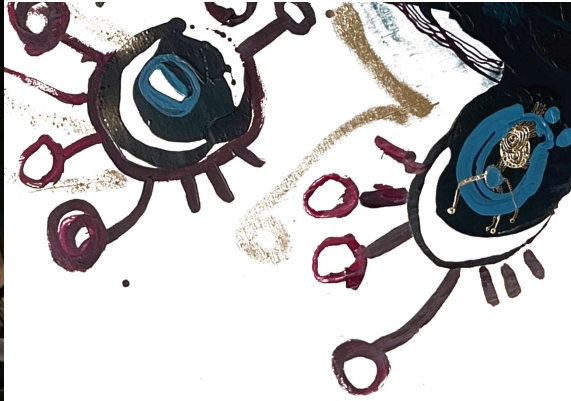
Bird in Hand employs approximately 38 people within Australia. Currently there are no self-identified Aboriginal or Torres Strait Islander Peoples within our team. However, we are seeking to increase our First Nations representation with the development and actioning of the plans within this document.



Our Cellar Door and Winery operate in Woodside, in the Adelaide Hills. Our identity remains proudly as a part of the Adelaide Hills Wine Region, though we employ staff and distribute our wine Australia-wide. Bird in Hand exports wine across the globe, to regions including Australasia, Asia, North America, and Europe. Our head office in Woodside is accompanied by an office in Naarm/Melbourne and in London.

We see our local sphere of influence as our in-house team, sales representatives, customers, partners, grape-growers, and other wineries especially in the Adelaide Hills wine community. We hope to it become commonplace for other wineries and hospitality providers to begin developing a RAP. Across the global sphere of influence, we have a platform in our overseas markets, to continue sharing First Nations cultures. We aim to be contributing to international dialogue, sharing stories and educating an international audience of our nation's First Peoples. We hope for First Nations cultures and histories to be positioned at the highest level of what it means to be Australian.





*Bird in Hand vineyards in lutruwita/Tasmania, photographed by Elliot Grafton*

*Working alongside Bird in Hand to produce their first Reconciliation Action Plan has been a joyful and energising experience.*

## Our RAP

Bird in Hand is inspired by interconnectedness with our community and purposeful social advocacy. We aim to both play our small part and to lead others towards collective change. The Bird in Hand Foundation was launched a decade ago, with the aim of giving back to the community and to offer support for young Australians in the realms of art, education, First Nations justice, and gender equality. This is our first Reconciliation Action Plan.

In 2023, Bird in Hand Winery celebrated 25 years. The Peramangk Peoples, have cared for this land for over 60,000 years: we will always have that front of mind.

Our story of reconciliation so far is represented in our appreciation, celebration and platforming of First Nations cultures throughout all Countries that we work and farm and throughout all realms of the business.

The RAP Working Group involves membership of our Executive Director, Head of HR, Policy-Program Writer, and Kellie Graves, Ngarrindjeri and Narungga descendent and general manager of the Tjindu Foundation. Kellie is the only identified Aboriginal and/or Torres Strait Islander representation on our RAP Working Group. We hope that the group will expand this representation as we pursue our Reconciliation goals. The RAP Champion is our Founder and Executive Director, Andrew Nugent.

*The Bird in Hand organisation is progressive and proactive with their social justice advocacy and sustainability initiatives.*

*The RAP Working Group have consistently demonstrated their genuine eagerness to elevate and integrate First Nations Peoples, businesses and organisations into their everyday business and to extend that through their sphere of influence both at a local and international level.*

*The Bird in Hand Foundation is already supporting a number of meaningful Programs that bring about real change for First Nations Peoples. I look forward to continuing to work alongside Bird in Hand into the future as I can see the scope of the great impact that they will have.*

- Kellie Graves Ngarrindjeri, Narungga Descendant.

We will embed our capacity to be guided by First Nations voices through the formation of an Aboriginal Advisory Panel, who we will seek advice on for matters relating to our reconciliation efforts.

In National Reconciliation Week 2023, all staff engaged in Impact Training administered by the South Australian Immigration Museum. This is one way that we provide compulsory opportunities for cultural education for all staff, deepening our understanding of the impact of European colonisation and advancing movements towards active allyship. In a pre-RAP survey of our staff, one anonymous responder suggested, "I believe Bird in Hand support and promote First Nations and their culture immensely. It's the first time I have ever worked in a business that encourages and supports education of First Nations and the effects of first settlement". Others, when asked how Bird in Hand could continue promoting reconciliation, explicated a desire to "continue to provide direct support" and "continue listening to what Aboriginal people want assistance with". This reflects the intentions within our Innovate RAP.



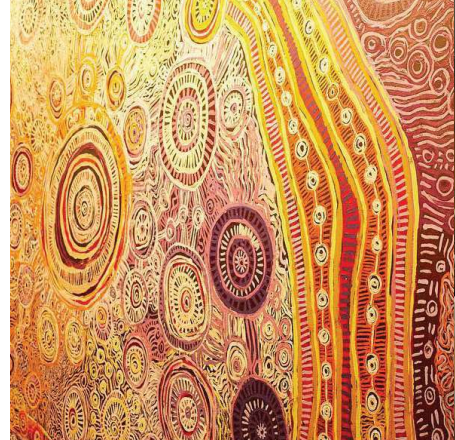
*Smoking Ceremony on palawa Country, East Coast of Tasmania*







APY Art Centre Collective Exhibition at Bird in Hand.



Adam Goodes and Michael O'Loughlin at the GO Foundation's 'Big Lunch' 2023 hosted by Bird in Hand. Photographed by Ryan Cantwell

Also in 2023, the Bird in Hand team, Ngarrindjeri Elders and primary school students from Milang Primary School spent the day on Ngarrindjeri Country at Finnis River. Celebrating the Country that we farm, we spoke about the Ngarrindjeri connection through a welcome and in language and dance. We shared a lunch together after planting hundreds of native tree species to promote revegetation in the area. Collectively, we planted sweet apple berries, She-Oaks, and Gum Trees among others recommended by an expert arborist Paul Minards.

In our Cellar Door and Restaurant, we have launched plans to grow and serve a First Nations inspired menu and tasting offering that continues to educate and celebrate the world's oldest surviving culture. As part of this plan, our Executive Director, Hospitality Manager and Restaurant Chef travelled in 2023 to lutruwita /Tasmania to engage in a week of learning about the food and culture so that it would be embedded meaningfully in our hospitality offering. A similar trip with a palawa guide was undertaken in 2022 with sommelier guests visiting Australia from restaurants in London to give them a greater appreciation of sense of place in understanding Australian wine. They engaged in a smoking ceremony and education on the ancient history before colonisation.

We aim to share our work in this space in a way that avoids tokenism, to ensure we are using our public sphere of influence to continue appropriate raising of awareness of First Nations Peoples. We continue to

work with Traditional Owners on each of the Countries that we farm. It is important to us to meaningfully investigate cultural histories of the Land and ensure approval is met before purchase or commencement of farming related projects. We have a relationship of farming related projects. We have a relationship with the Community on Cape Barren Island and aim to play a small part in continuing support of traditional industry. Beginning to plant vineyards in lutruwita/Tasmania has opened this opportunity for friendship and support of important projects within the community such as the mutton birding industry. We actively partner with organisations who are First Nations owned and operated, who are best placed to create self-determining change. Our primary relationships in this space have been with the GO Foundation and the APY Art Centre Collective.



Bird in Hand staff Gordon and Pete tree-planting on Ngarrindjeri Country

The GO Foundation, founded by Adam Goodes and Michael O'Loughlin aims to empower Aboriginal and Torres Strait Islander students through educational scholarships in Sydney, Adelaide, and Canberra. The foundation offers cultural and aspirational activities, expands access to opportunities, and provides financial assistance from primary school to university. The Bird in Hand Foundation has participated as a partner within the "Go Ecosystem" since 2018, an interconnected network established by the GO Foundation. The GO Foundation Scholarship serves as the initial gateway into this collaborative ecosystem, which brings together corporate partners, educational institutions, and various organizations with a shared objective of providing comprehensive support to First Nations students. As a partner, we take pride in supporting their events through financial contributions and by providing our wine. In 2021 we co-sponsored Mentoring Days for the High School Program and Incursions and Leadership Day for the Primary School Program. We have supported the Big Lunch in Canberra and Sydney by supplying wine for these events. We were immensely proud to host the inaugural Adelaide Big Lunch in March 2023, providing venue, food and wine and donation of auction prizes. We look forward to continuing our relationship with GO, who do incredible work that we are proud to play a small part in supporting.

The APY Art Centre Collective is a group of First Nations artists working across 10 Indigenous owned and governed enterprises. Situated on the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands, Coober Pedy and Adelaide, the Collective operates with a shared vision and voice to drive strategic business endeavours and foster collaborative artistic projects. Their primary objective is to enhance the capabilities of its member art centres and provide vital support to their valuable endeavours within First Nations communities across the state.

In May 2019, Bird in Hand were the official wine sponsor at the opening of the APY Adelaide Gallery. Since then, we have exhibited the work of the Collective onsite almost annually, showing young and emerging artists, plus weaving workshops and inma (a traditional dance ceremony). Bird in Hand are so proud to play our small part in supporting the incredible work that is done through the Collective.

We know there is much more work to do, and that committing to reconciliation will require a determination towards our goals throughout the organisation. We feel energised about the possibilities that the Innovate RAP will provide for strong engagement in this space over the next 24-months.





# Relationships

Bird in Hand believes strongly in the ideals of Voice Treaty and Truth, which manifests concretely in building strong relationships with Aboriginal and Torres Strait Islander peoples. It is extremely important to our organisation to build relationships as a way to ensure our reconciliation actions are a result of the guidance of First Nations Peoples. We do not want to speak for, and certainly not over First Nations voices, and hope that developing and maintaining strong connections allow for our increased and respectful awareness and action. Forming relationships between the First Nations Australians and non-First Nations individuals represent walking together, symbolising and practising our commitment to reconciliation and a better future.



Action	Deliverable	Timeline	Responsibility
<b>1. Establish and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.</b>	<ul style="list-style-type: none"> <li>Meet with local Aboriginal and Torres Strait Islander stakeholders and organisations to develop guiding principles for future engagement.</li> </ul>	October 2023	Executive Director
	<ul style="list-style-type: none"> <li>Develop and implement an engagement plan to work with Aboriginal and Torres Strait Islander stakeholders and organisations.</li> </ul>	November 2023	Executive Director
<b>2. Build relationships through celebrating National Reconciliation Week (NRW).</b>	<ul style="list-style-type: none"> <li>Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.</li> </ul>	May 2024/25	Communications Manager/ EA
	<ul style="list-style-type: none"> <li>RAP Working Group members to participate in an external NRW event.</li> </ul>	27 May- 3 June 2024/25	Communications Manager
	<ul style="list-style-type: none"> <li>Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.</li> </ul>	27 May- 3 June 2024/25	Communications Manager/ EA
	<ul style="list-style-type: none"> <li>Organise at least one NRW event each year.</li> </ul>	27 May- 3 June 2024/25	Brand Manager
	<ul style="list-style-type: none"> <li>Register all our NRW events on Reconciliation Australia's <b>NRW website</b>.</li> </ul>	May 2024/25	Communications Manager/ EA
<b>3. Promote reconciliation through our sphere of influence.</b>	<ul style="list-style-type: none"> <li>Implement strategies to engage our staff in reconciliation.</li> </ul>	October 2023	CEO
	<ul style="list-style-type: none"> <li>Communicate our commitment to reconciliation publicly.</li> </ul>	September 2023	Brand Director
	<ul style="list-style-type: none"> <li>Explore opportunities to positively influence our external stakeholders to drive reconciliation outcomes.</li> </ul>	December 2023	Brand Director
	<ul style="list-style-type: none"> <li>Collaborate with RAP and other like-minded organisations to develop ways to advance reconciliation.</li> </ul>	June 2024	CEO
<b>4. Promote positive race relations through anti-discrimination strategies.</b>	<ul style="list-style-type: none"> <li>Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.</li> </ul>	October 2023	Communications Manager/ EA
	<ul style="list-style-type: none"> <li>Develop, implement and communicate an anti-discrimination policy for our organisation.</li> </ul>	October 2023	Communications Manager/ EA
	<ul style="list-style-type: none"> <li>Engage with Aboriginal and Torres Strait Islander staff and/or Aboriginal and Torres Strait Islander advisors to consult on our anti-discrimination policy.</li> </ul>	October 2023	Communications Manager/ EA
	<ul style="list-style-type: none"> <li>Educate senior leaders on the effects of racism.</li> </ul>	March 2024	Executive Director





# Respect

Bird in Hand aims to forever honour the Land and Peoples before us through meaningful appreciation and acknowledgement. We respect the resilience of past and present First Nations Peoples, who represent the world's longest surviving cultures. The achievement of these deliverables will help us in this pursuit, forming concrete ways to ensure respect reaches a depth within the organisation and in our sphere of influence. We will ensure to look across the business, from marketing and public relations to agricultural practises among others, to achieve this strengthening of honouring and respecting First Nations cultures. These give Bird in Hand real and measurable ways to engage in continuous education that aligns with the truth-telling agenda of the Uluru Statement.



Action	Deliverable	Timeline	Responsibility
<b>5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.</b>	• Conduct a review of cultural learning needs within our organisation.	April 2024	Business Performance Manager
	• Consult local Traditional Owners and/or Aboriginal and Torres Strait Islander advisors on the development and implementation of a cultural learning strategy.	December 2023	Executive Director
	• Develop, implement and communicate a cultural learning strategy for our staff.	December 2023	Business Performance Manager
	• Provide opportunities for RAP Working Group members, HR managers and other key leadership staff to participate in formal and structured cultural learning.	February 2024	Executive Director
<b>6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.</b>	• Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	September 2024	Business Performance Manager
	• Develop, implement and communicate a cultural protocol document, including protocols for Welcome to Country and Acknowledgement of Country.	October 2023	Business Performance Manager
	• Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year.	September 2023	Brand Manager
	• Include an Acknowledgement of Country or other appropriate protocols at the commencement of important meetings.	October 2023	CEO
<b>7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.</b>	• RAP Working Group to participate in an external NAIDOC Week event.	First week in July, 2024/25	Executive Director
	• Review HR policies and procedures to remove barriers to staff participating in NAIDOC Week.	January 2024	HR/ Office Manager
	• Promote and encourage participation in external NAIDOC events to all staff.	First week in July, 204/25	HR/ Office Manager
<b>8. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating and acknowledging the countries on which we operate.</b>	• Include on our packaging an Acknowledgement of Country from which our products are produced.	July 2025	Executive Director
	• Educate consumers through Acknowledgement of Country and Language Groups of origin of our products through our Cellar Door tastings.	July 2025	Brand Director
<b>9. Respect Aboriginal and Torres Strait Islander Countries through sustainability and revegetation practices.</b>	• Seek approval and cultural consultancy from appropriate Traditional Owner(s) and Aboriginal Advisory Panel before any land acquisition or development.	September 2023	Executive Director
	• Manage sustainability goals in the vineyard and winery as per the sustainability agenda set out by the Australian Wine Industry Standard of Sustainable Practice.	September 2023	Senior Winemaker
	• Seek opportunities for revegetation where we farm in ways that cohere with First Nations experience and knowledge of the Land.	February 2024	Executive Director





## Opportunities

Bird in Hand is excited by the opportunities before us, ranging from employment and procurement strategies to celebrations of Language and Culture. These opportunities set the agenda for embedding reconciliation within the entire business: they can reach our customers and consumers and provide greater agency for all staff to engage in action. Moreover, the opportunities we set out to achieve are of mutual benefit and are thus sustainable and worthwhile on many levels. We hope that recognising this mutual benefit is something that more businesses do, so that reconciliation is correctly viewed as an incredibly worthwhile pursuit for all Australians and therefore committed to by all. As in Relationships and Respect, we are grateful for the framework that the RAP sets out as well as adding additional commitments that others in the wine industry may follow. The opportunities ahead are extremely invigorating.



Action	Deliverable	Timeline	Responsibility
<b>10. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</b>	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	October 2023	Communications Manager/ EA
	• Engage with Aboriginal and Torres Strait Islander staff to consult on our recruitment, retention and professional development strategy.	November 2023	Communications Manager/ EA
	• Develop and implement an Aboriginal and Torres Strait Islander recruitment, retention and professional development strategy.	May 2024	Business Performance Manager
	• Advertise job vacancies to effectively reach Aboriginal and Torres Strait Islander stakeholders.	May 2024	Communications Manager/ EA
	• Review HR and recruitment procedures and policies to remove barriers to Aboriginal and Torres Strait Islander participation in our workplace.	January 2024	Communications Manager/ EA
	• Increase the percentage of Aboriginal and Torres Strait Islander staff employed in our workforce.	August 2025	Business Performance Manager
<b>11. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.</b>	• Develop and implement an Aboriginal and Torres Strait Islander procurement strategy.	August 2024	Financial Controller
	• Investigate Supply Nation membership.	December 2023	Financial Controller
	• Develop and communicate opportunities for procurement of goods and services from Aboriginal and Torres Strait Islander businesses to staff.	August 2024	Financial Controller
	• Review and update procurement practices to remove barriers to procuring goods and services from Aboriginal and Torres Strait Islander businesses.	March 2024	Financial Controller
	• Develop commercial relationships with Aboriginal and/or Torres Strait Islander businesses.	August 2025	Executive Director
	• Increase First Nations suppliers and partnerships in conjunction with the development of a First Nations inspired food offering in our restaurant.	July 2024	Hospitality Manager
	• Bird in Hand Foundation through partnerships and/or sponsorships that impact First Nations Peoples will partner directly with Aboriginal and Torres Strait Islander Communities, Charities and Organisations to ensure support of self determination and agency over program and events.	July 2024	Executive Director





## Governance



Action	Deliverable	Timeline	Responsibility
12. 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.	September 2023	Communications Manager/ EA
	• Establish and apply a Terms of Reference for the RWG.	September 2023	Communications Manager/ EA
	• Meet at least four times per year to drive and monitor RAP implementation.	September, December 2023/24 March, June 2024/25	Communications Manager/ EA
13. Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation.	February 2024	Executive Director
	• Engage our senior leaders and other staff in the delivery of RAP commitments.	September 2023	Executive Director
	• Define and maintain appropriate systems to track, measure and report on RAP commitments.	December 2023	Business Performance Manager
	• Appoint and maintain an internal RAP Champion from senior management.	September 2023	Executive Director
14. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	• Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September 2024/25	Communications Manager/ EA
	• Report RAP progress to all staff and senior leaders quarterly.	September & December 2023/24 March & June 2024/25	Executive Director
	• Publicly report our RAP achievements, challenges and learnings, annually.	October 2024/25	Brand Manager
	• Investigate participating in Reconciliation Australia's biennial Workplace RAP Barometer.	January 2024	Business Performance Manager
	• 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 2024/25	Communications Manager/ EA
	• Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.	August 2024/25	Communications Manager/ EA
	• Register via Reconciliation Australia's <b>website</b> to begin developing our next RAP.	March 2025	Executive Director
15. Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia's <b>website</b> to begin developing our next RAP.	March 2025	Executive Director





#### Contact details

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*Print Junction was pleased to be involved to help Bird In Hand to design and print the Reconciliation Action Plan.*

*Print Junction are Indigenous owned and operated family printing company.*





