



**RECONCILIATION
ACTION PLAN**

REFLECT

RECONCILIATION ACTION PLAN - REFLECT

GoTransit Media
Group

September 2025 - September 2026



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Acknowledgement

We respectfully acknowledge the Traditional Owners of the lands on which GoTransit Media Group operates. We recognise the continuing connection to land, waters, sky, culture, and kin that Aboriginal and Torres Strait Islander peoples uphold. We pay our respects to Elders past and present, who give us strength, inspiration, and guidance to deliver successful out-of-home media campaigns across metro, sub-metro, and regional Australia.



Arrente
Alice Springs



KAREN MUNDINE

Kunanyi
Mount Wellington

Message from
CEO of Reconciliation Australia
Karen Mundine



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

GoTransit Media Group 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 over 5.5 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 GoTransit Media Group 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 GoTransit Media Group, 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

Message From

Executive General Manager

Andrea Coles



It is with great respect and commitment that the GoTransit Media Group team presents our Inaugural Reflect Reconciliation Action Plan (RAP).

The journey to RAP approval has been both challenging and rewarding. Our team has embraced cultural awareness, participated in multiple cultural events, and developed a deeper understanding of our roles in contributing to meaningful, genuine and enduring reconciliation. This applies both to our responsibilities as a corporate entity and to our actions as individuals.

A heartfelt thank you to the GoTransit Media Group RAP Working Group for your dedication, thoughtfulness and willingness to share your experiences. Your efforts have resulted in a well-considered and thoroughly planned RAP. It lays a strong foundation for the journey ahead.

GoTransit Media Group's RAP is endorsed by our Directors, Executive Team and RAP Working Group. We look forward to delivering on our commitments and building a future grounded in inclusivity and fairness for all.

Andrea Coles





Bhdungah
Point Cartwright



Our Business

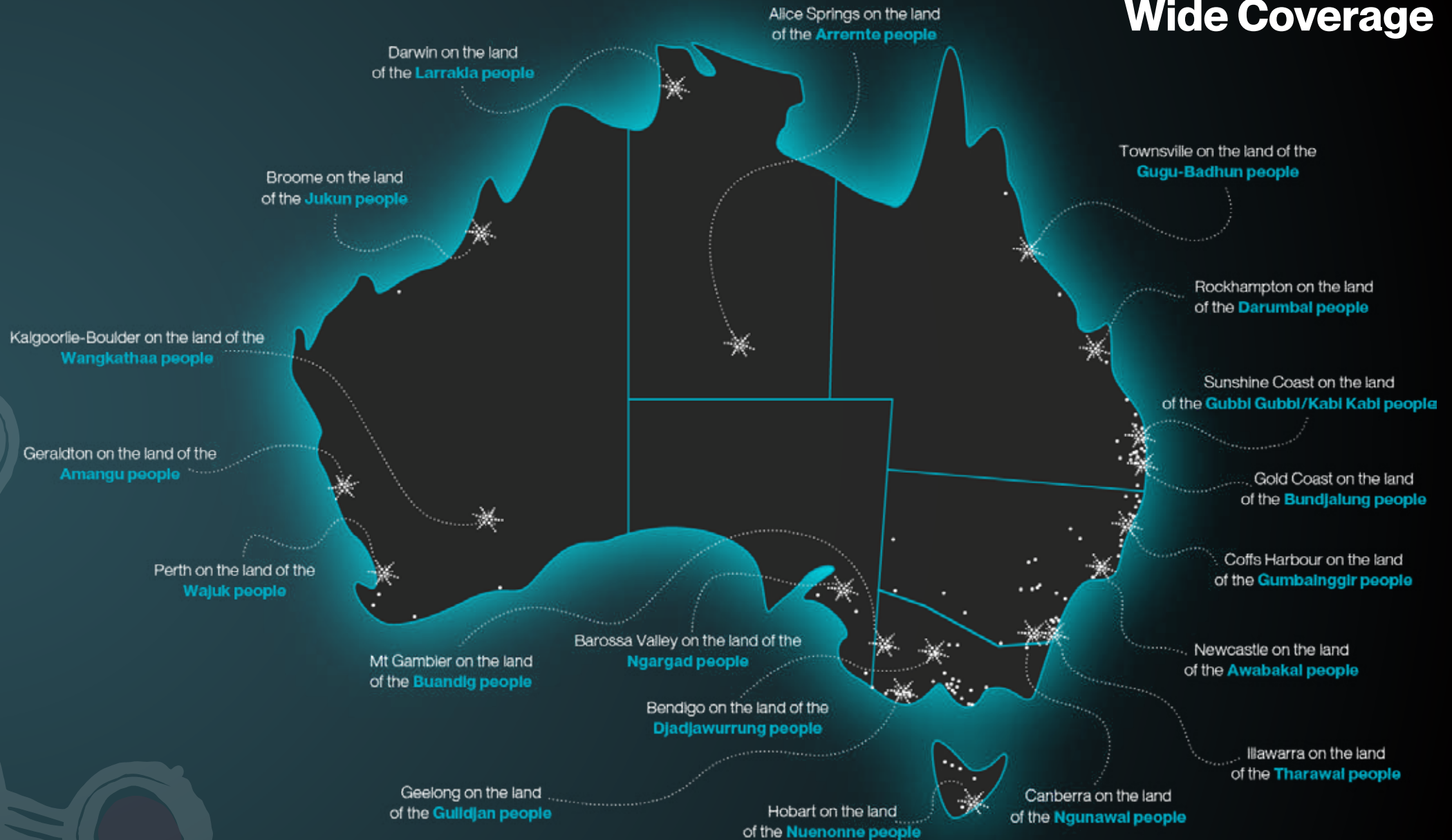
GoTransit Media Group is Australia's leading expert in transit out-of-home advertising. We've been at the forefront of transit out-of-home advertising for over 14 years, delivering dynamic and impactful outdoor campaigns across buses, light rail, and taxis. Our mission is to be Australia's unrivalled leader in out-of-home advertising. This is a bold statement that reflects our ambition to lead through innovation, audience reach, and the impact we have across our client relationships, community engagement, and service delivery. It captures our commitment to not only be the best service provider, but also to build trusted partnerships and make a positive difference in the communities where we operate. As we move toward 2026, we will do so with a relentless focus on our clients.

Our core values are culture, harmony, and future. These values are equally relevant internally and externally. We see these values as a reflection of our

intention to be inclusive, culturally aware, and sensitive, while operating in harmony with our environment and communities. Our path to the future involves looking back, understanding our past, and moving forward with clarity.

GoTransit Media Group began with a vision to transform transit advertising by blending creativity, strategy, and innovation. Over 14 years, we have grown into a national leader, delivering impactful outdoor campaigns across every State and Territory in Australia. Our head office and production facility (our only office) is located on Kabi Kabi (Gubbi Gubbi) Country on Queensland's Sunshine Coast. We currently employ 2 First Nations people as part of our 55 full-time, and 7 part-time staff members.

Our Australia Wide Coverage





Dhargii Country
Glass House Mountains



Message From

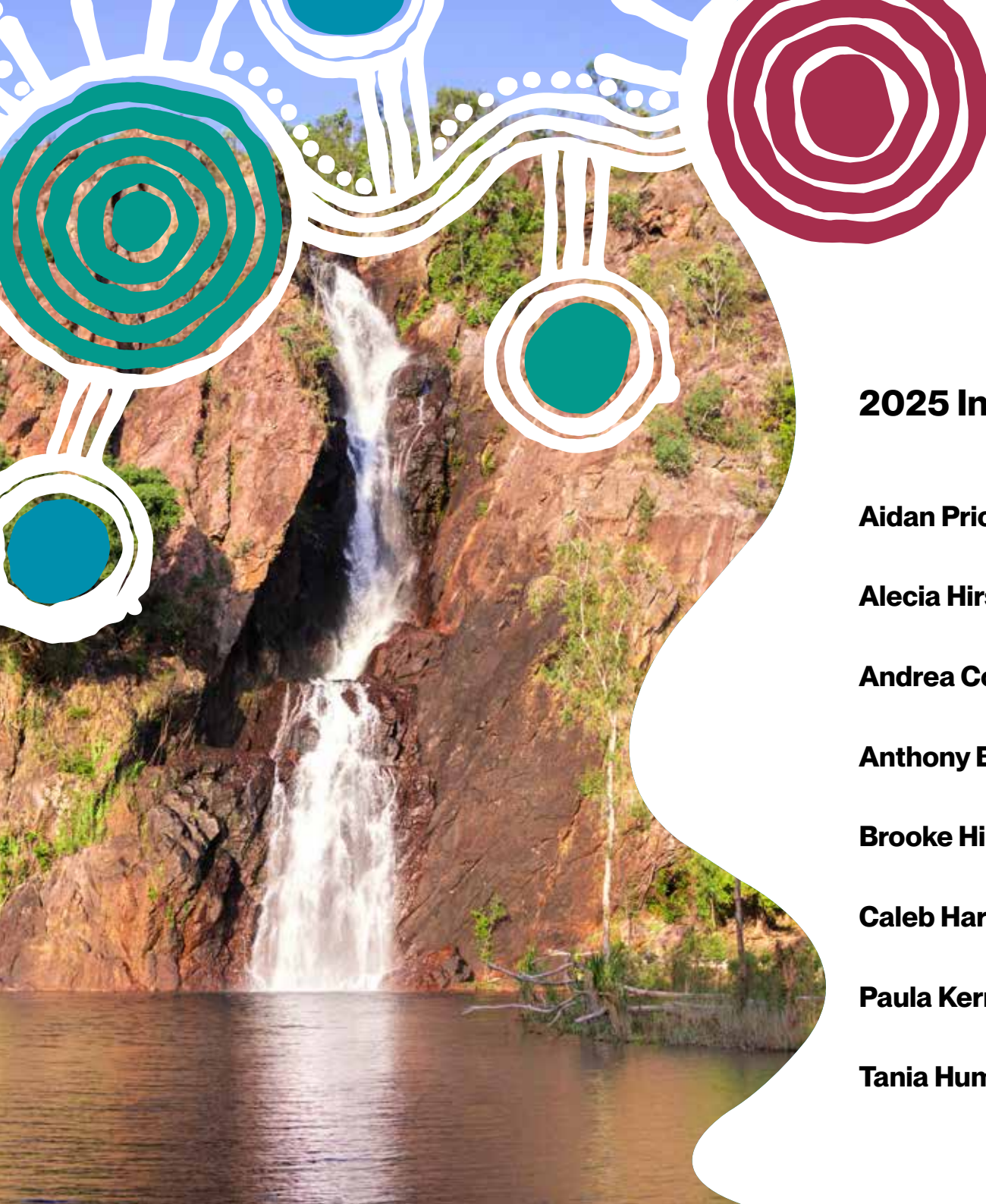
RAP Chair & RAP Champion

Paula Kerr



Wunya – ‘welcome’ from Kabi Kabi/Gubbi Gubbi Country, our Sunshine Coast headquarters. I am honoured to lead our Inaugural GoTransit Media Group Reflect RAP initiative, which has been such a meaningful journey of cultural learning and collaboration. Our goal is to create a reflective and practical action plan, developed with respect for the lived experiences of our First Nations people (past and current), and one that supports positive and lasting change at GoTransit Media Group. While our strategy is adaptable, our RAP Working Group has committed to delivering each initiative outlined and to continually improve upon these as

our understanding deepens over the next 12–18 months. This RAP is possible thanks to our Executive General Manager’s vision and our Working Group’s dedication. I am deeply grateful for the unique contributions and trust within our team as we look ahead to drive positive outcomes across the wider company and broader community - now and in the future. Our reconciliation journey has only just begun...



2025 Inaugural RAP Working Group

Aidan Price – Group Agency Director

Alecia Hirst – Client Services Coordinator

Andrea Coles – Executive General Manager

Anthony Ball – Production Director

Brooke Hindmarsh – Marketing Lead

Caleb Harriott – Director of Operations and Partnerships

Paula Kerr – Director Social Impact and Strategic Partnerships

Tania Humphris – Sales Director, NT and WA





A Reconciliation Artwork by
**Aunty Bridgette
Chilli**

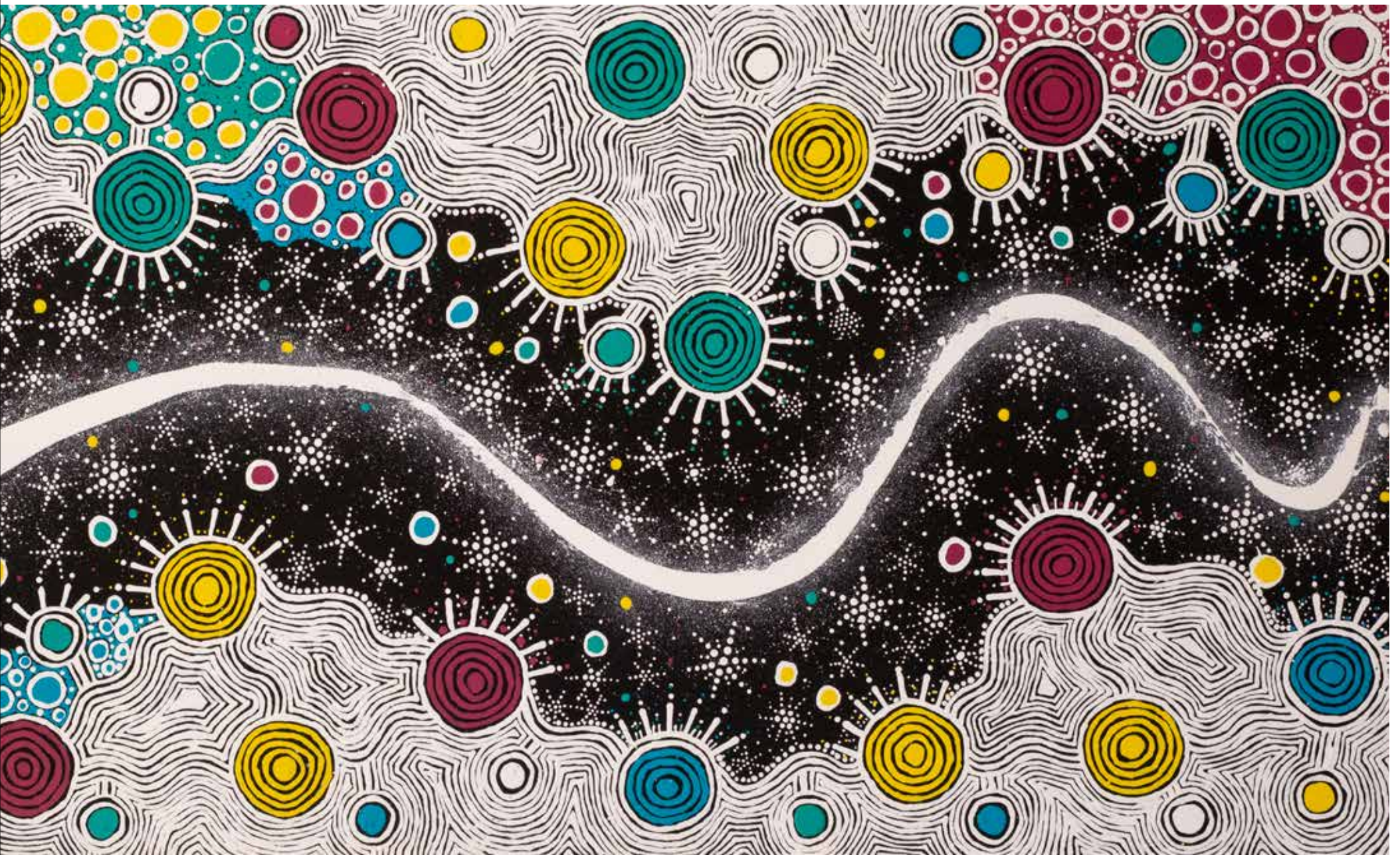


Entitled Connections to Country, this is the story of the land, its people, and the ongoing connection we all share.

Aunty Bridgette Chilli is a Traditional Owner. She identifies as a Murulla Jhdungah woman – which sits within the Gubbi Gubbi/Kabi Kabi Nation. Her artwork represents maps of Country with the

songlines and pathways of her old ones, maintaining and keeping the connection strong. Her greatest inspiration is sharing her knowledge to empower future generations to learn, understand, and protect our land, sea, and sky. As part of her commitment to reconciliation, the art she creates helps to bridge the gap – ‘we all share Country now, and caring for Country is everyone’s business.’







Birrarung
Yarra Ranges



Our RAP

At GoTransit Media Group, we are committed to creating a Reconciliation Action Plan (RAP) that is collaborative, practical, and meaningful. We understand that reconciliation is not a one-off initiative but a long-term journey – one that requires purposeful action to strengthen relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous Australians. While we are aware that our current knowledge and engagement practices are still evolving, this Reflect RAP represents an important step forward in our commitment to building and creating cultural learning, mutual respect, and shared progress - both within and outside our company. In close consultation with our First Nations partners and consultants, we are working to build greater cultural awareness across our business because we believe it is the right thing to do. Our Reflect RAP will guide us in creating a more culturally informed and respectful workplace, while increasing understanding among our clients, suppliers, and industry partners. It will support us in identifying where we can make the most positive



contribution and help us establish meaningful, measurable benchmarks to ensure accountability and progress.

In early 2025, we began our collaborative process to shape this plan by registering our intentions with Reconciliation Australia in February. A working group of eight staff members, from a range of geographic locations and backgrounds, was formed on February 25 (this includes our First Nations staff member, who is honoured to contribute and help guide us through our journey). Our foundation GoTransit Media Group RAP working group has since held regular monthly meetings and participated in a cultural workshop facilitated by a First Nations-led organisation, participated in a Welcome to Country with the Undumbi Culture Dancers, and toured The Ration Shed in Cherbourg. Together, we will develop a plan that meets the endorsement standards of Reconciliation Australia and reflects our desire to contribute meaningfully to reconciliation within our sphere of influence.

Our Partnerships and Current Activities



Mack Muckan
Undumbi Culture

Mack Muckan is a proud Undumbi man of the Kabi Kabi Nation and living on his ancestral land of the Sunshine Coast. Mack remains deeply connected to culture and community. Mack has dedicated his life to strengthening cultural identity, youth empowerment, and community connection. Undumbi Culture is a First Nation led business on the Sunshine Coast, Kabi Kabi Country, dedicated to keeping culture strong and connecting community. The organisation delivers cultural performances, workshops, on-Country experiences, and youth mentoring programs that celebrate First Nation knowledge while building respectful connections with the wider community. Through these initiatives, Undumbi Culture creates opportunities for people of all backgrounds to learn, share, and grow together, fostering unity and understanding while keeping cultural traditions alive



Auntie Bridgette
Traditional Owner and Elder

Bridgette Chilli has been conducting her Jhdungah Cultural Tours on the Sunshine Coast for over a decade. She has shared her connections to country with over 2,000 tour participants from a wide range of businesses and corporations. Each tour commences with a traditional smoking ceremony, followed by a personalised ochre anointing. During Bridgette's cultural tour, questions and photography are both welcome. "By listening deeply, speaking quietly and treading lightly – all with the same footprint in caring for country, my tours will increase understanding, value and recognition for First Nations perspectives, knowledges, skills and contributions. Every tour actively demonstrates reconciliation".



Judith Shea
Be Still & Listen Deep Consultancy

My Business is to Respect our Ancestor's Spirits, Elders and Wise People. Listening to Traditional Keepers of the land I live on or visit Implementing Custodianship of the land, salt waters, fresh waters and skies in everyday practice. Sharing and Practicing permissioned Aboriginal Cultural Knowledges, stories, tools and applications with everyone, to move forward with high expectations. Merging and adapting Cultural Heritage values to contemporary Cultural knowledges by challenging and giving evidence to the misconceptions of our People and our Land for the attainment of real outcomes.



Mandy Draper
Deadly Dot Pots

Mandy Draper, a proud Dharug woman, is the founder and artist of Deadly Dot Pots. Painting has been an important part of Mandy's own mental health and wellbeing journey, and she now shares that story through her workshops. These sessions not only teach painting but also highlight the importance of looking after mental health, self-expression, and healing through creativity. By combining cultural art with wellbeing, Mandy inspires communities to connect, share, and strengthen their own journeys.

The initiatives and commitments outlined in this submission reflect the shared contributions and perspectives of the working group. A RAP Chair has been appointed to lead this process, maintain focus, and build partnerships with First Nations consultants, suppliers, and businesses. Once endorsed, our Reflect RAP will guide our actions over the following 12 months. At the conclusion of this period, we intend to take the next step in our reconciliation journey by developing a second RAP with deeper commitments and expanded deliverables.

Our reconciliation journey to date has taken many forms. We have supported First Nations communities through a range of initiatives, from sponsoring Aboriginal and Torres Strait Islander football clubs to providing no-charge bus advertising for First Nations events, community groups, and businesses. We have also created opportunities for our top-tier clients (including global partners and decision-makers) to engage in cultural experiences on Kabi Kabi (Gubbi Gubbi) Country and at NT's Uluru. We are committed to building on this foundation to deepen our understanding of reconciliation and extend our impact beyond our business, into the broader community.

GoTransit Media Group has already begun to implement several early commitments outlined in our Reflect RAP. These include: Hosting a staff cultural workshop, Deadly Pots with Mandy Draper, Updating staff email signatures to include an Acknowledgement of Country, localised for each geographic region, Incorporating cultural acknowledgments into our client proposals and campaign delivery documents, Recording personal stories from staff about their own reconciliation journeys, to

be shared internally and with clients, Visiting Queensland's largest Aboriginal and Torres Strait Islander community - Cherbourg and tour of The Ration Shed, Launched our reconciliation artwork with a Traditional Welcome and ancient inspired bush tukka food and beverages.

Over several years, we have also supported First Nations businesses, events, and initiatives through no-charge transit advertising campaigns valued at more than \$250,000.

We have also committed to providing a discounted full wrap to Kinetic Gold Coast / Kombumerri Country to promote their upcoming endorsed RAP.

In May 2017, to coincide with the release of the Uluru Statement from the Heart, GoTransit Media Group hosted a client event at Uluru. We hosted 30 of our top national and global clients to take part in cultural activities and connect directly with contributors to the Uluru Statement from the Heart. This was a pivotal and enduring experience for both our business and the clients involved.

Our commitment to reconciliation has also included long-term community support. For four consecutive years, GoTransit Media Group sponsored the Darwin Buffaloes Football Club by providing complimentary club stickers. We have also supported staff development by sponsoring postgraduate studies in Indigenous Education at the University of the Sunshine Coast (2018) and Queensland University of Technology (2025).

In 2023, we hosted a client cultural event for the Queensland McDonald's Australia marketing team and franchisees. This experience, delivered in partnership with First Nations business Saltwater Eco Tours, offered an opportunity to engage with local Traditional Owners and learn through cultural storytelling and shared experiences.

In March 2025, our RAP working group Chair was invited to join the Matthew Flinders Anglican College RAP working group, in recognition of her work supporting First Nations individuals, groups, and organisations across Kabi Kabi Country and in the Tiwi Islands, along with her postgraduate studies in this field.

In April 2025 we identified external stakeholders for our organisation to engage with on our reconciliation journey. Our RAP working group have completed a Deadly Dot Pots cultural workshop with Mandy Draper. We have also engaged with Dreamtime Cullilla-Art to purchase authentic Aboriginal and Torres Strait Islander merchandise.

As part of our creative commitment, we have commissioned Kabi Kabi Traditional Owner Aunty Bridgette Chillli to produce a bespoke artwork for our RAP which is entitled Connections to Country. This was unveiled at an official ceremony in June 2025 by the Hon Fiona Simpson MP, Queensland Minister for Aboriginal and Torres Strait Islander Partnerships. We also engaged dance troupe, Undumbi Culture, to perform a Welcome to Country and share some of their dreamtime stories.







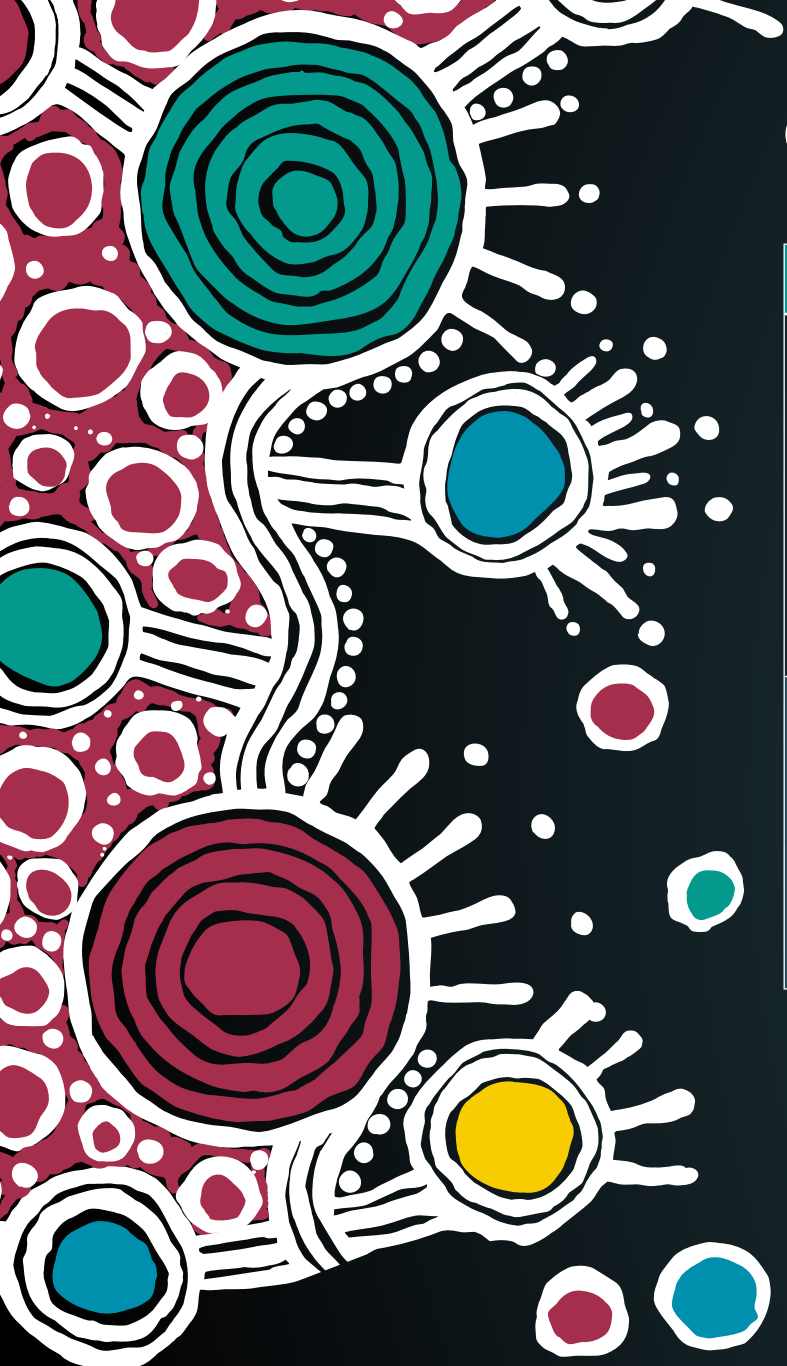
Aunty Bridgette Chilli delivering GoTransit Media Group's first Walk on Country Tour.

Relationships

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	▪ Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	Sept 2025	RAP Chair Sales Director NT and WA
	▪ Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Sept 2025	RAP Chair
2. Build relationships through celebrating National Reconciliation Week (NRW).	▪ Circulate Reconciliation Australia's NRW week resources and reconciliation materials to our staff.	May 2026	RAP Chair
	▪ RAP Working Group members to participate in an external NRW event: Smoking Ceremony and tour of Kabi Kabi Country with Aunty Bridgette Chilli Davis or similar.	27 May - 3 June, 2026	RAP chair
	▪ Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May- 3 June 2026	Marketing Lead RAP chair
	▪ Meet with Reconciliation Australia Marketing and Communications team to discuss opportunities to partner in 2026.	Jan 2026	RAP chair
3. Promote reconciliation through our sphere of influence.	▪ Communicate our commitment to reconciliation to all staff and give all departments at Head Office an opportunity to participate in a cultural activity - Deadly Dot Pots, Smoking Ceremony/Welcome to Country/Day trip to Cherbourg's Ration Shed Museum https://rationshed.com.au/	Sept 2025	RAP chair
	▪ Update our coverage maps in key markets, to include the First Nations name of each location.	Sept 2025	Marketing Lead
	▪ Identify external stakeholders that our organisation can engage with on our reconciliation journey.	Sept 2025	RAP chair
	▪ Hold Deadly Dot Pots cultural workshops and engage with Dreamtime Cullilla-Art to purchase authentic Aboriginal artwork and merchandise to share with staff and key clients.	Sept 2025	RAP chair
	▪ Collaborate with and support First Nations-led campaigns on our transit assets through no-charge and cost-price initiatives where possible. In addition, our First Nations Production Director has a brother who is an established artist; we are currently exploring opportunities to commission a bespoke artwork to feature at our production facility.	Sept 2025	Director of Operations
	▪ Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	Oct 2025	Marketing Lead RAP chair
4. Promote positive race relations through anti-discrimination strategies.	▪ Research best practice and policies in areas of race relations and anti-discrimination.	Dec 2025	RAP chair
	▪ Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	Dec 2025	Production Director Director of Operations

Respect

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	• Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	March 2026	RAP Chair
	• Conduct a review of cultural learning needs within our organisation	March 2026	Production Manager Group Agency Director
	• RAP Working Group to participate in an external NAIDOC Week event.	First week in July 2026	Client Services Coordinator
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	• Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	Dec 2025	RAP Chair Marketing Lead
	• Install 2 x AIATSIS Indigenous Australia Maps in prominent locations within our office buildings.	Sept 2025	RAP Chair Production Director
	• Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	Oct 2025	RAP Chair Group Agency Director
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week: 5 – 12th July 2026.	• Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2026	RAP Chair
	• We also plan to produce corporate uniforms for all staff, including our RAP artwork, using a First Nations supplier.	June 2026	Marketing Lead
	• Introduce our staff to NAIDOC Week by promoting external events in our local area.	July 2026	RAP Chair
	• Financially support a local school, kindy or University to fund/host a NAIDOC week event.	July 2026	Marketing Lead



Opportunities

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	• Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	Aug 2026	Group Agency Director
	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Aug 2026	Production Director Director of Operations
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	• Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	Jan 2026	General Manager RAP Chair
	• Investigate Supply Nation membership.	Aug 2026	General Manager RAP Chair

Governance

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	• Maintain a RWG to govern RAP implementation.	Sept 2025	RAP Chair
	• Draft a Terms of Reference for the RWG.	Sept 2025	RAP Chair
	• Establish Aboriginal and Torres Strait Islander representation on the RWG and supporters as listed in first section.	Sept 2025	Production Manager
11. Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation.	Sept 2025	General Manager RAP Chair
	• Engage senior leaders in the delivery of RAP commitments.	Sept 2025	RAP chair
	• Appoint a senior leader to champion our RAP internally.	Sept 2025	RAP Chair
	• Define appropriate systems and capability to track, measure and report on RAP commitments.	Sept 2025	Client Services Co-ordinator
	• Share RAP journey updates via engagement portal, encouraging participation by employees across the organisation.	Sept 2025	Marketing Lead
12. 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 Annually	RAP Chair
	• Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.	June Annually	RAP Chair
	• Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	September Annually	RAP Chair
13. Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia's website to begin developing our next RAP.	June 2026	RAP chair



Contact

GoTransit Media Group RAP CHAIR – Paula Kerr

Paula.kerr@gotransit.com.au

Mobile: 0418 784 504

59 Duport Avenue

Kabi Kabi/Gubbi Gubbi Country,

Maroochydore, Queensland, Australia 4558

Whilst we have endeavoured to correctly name key locations from our own research and consultation with Traditional Owners, we understand that there may be different spellings and variations of the names represented on maps and images. We welcome feedback and direction for future RAP submissions.





GoTransit Media
Group

RECONCILIATION ACTION PLAN - REFLECT
