



Town of Cottesloe



# TOWN OF COTTESLOE REFLECT RECONCILIATION ACTION PLAN

January – December 2023



Town of Cottesloe



**Image 1:** Left image: Aboriginal artist and Whadjuk man Justin Martin painting the mural at Jasper Green Reserve.

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**Cover image:** Djurandi Dreaming painting at Jasper Green Reserve, Cottesloe. The mural represents the Cottesloe area as a whole and the important animal species of the area that were hunted as a means of survival for the Nyoongar tribes. Find out more at [www.djurandi.com.au](http://www.djurandi.com.au).

## ACKNOWLEDGEMENT OF COUNTRY

The Town of Cottesloe would like to acknowledge the Whadjuk Noongar people, Traditional Custodians of the land on which we live, work and play, and pays respect to Elders past and present. We extend that respect to Aboriginal and Torres Strait Islander peoples in our community.



*Image 2: Wadumbah Dance Group performing at the 2023 Australia Day Celebrations.*

## PREAMBLE

Through reconciliation, we strengthen the relationships between the community and Aboriginal and Torres Strait Islander people for the benefit of all Australians. The Town of Cottesloe's Reconciliation Action Plan is a formal statement of commitment to reconciliation underpinned by the themes of Relationships, Respect and Opportunities. Aboriginal and Torres Strait Islander people and First Nations terminology are used interchangeably throughout this document.



*Image 3: James Webb playing the didgeridoo at the Town's Australia Day 2023 ceremony.*

## A MESSAGE FROM THE MAYOR



Cottesloe is part of Whadjuk Nyoongar country, a community with a strong sense of pride; a place that welcomes all people and a place with rich Aboriginal and Torres Strait Islander cultures that can further enhance this iconic coastal community.

I am proud to share the Town of Cottesloe's "Reflect" Reconciliation Action Plan (RAP) with our community.

In late 2018, Council formally acknowledged the cultural significance of Cottesloe beach and surrounds and addressed the need for recognition of, and meaningful engagement with, the Traditional Custodians of the Land and Seas in Cottesloe. To facilitate that process, in mid 2019 the Town became a member of Reconciliation WA. Through that membership the Town has access to guidance and advice on reconciliation in general, and how to implement Council's commitment in a meaningful and respectful way. Based on that advice, Council resolved to develop a RAP for the Town and established its Reconciliation Action Working Group (the Working Group) to advance that objective. Council also resolved to allocate appropriate funding and resources to this important project.

The Working Group, chaired by Cr Craig Masarei, is made up of elected members, community volunteers and the Town's Chief Executive Officer (CEO), with very capable assistance from the Town's Administration staff. The Working Group held its first meeting in February 2022 and has met often over the course of this year to develop the draft RAP for Council's approval.

The purpose of reconciliation is to strengthen relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples, for the benefit of all Australians. Reconciliation Australia, the lead body for reconciliation in Australia, has developed a structured framework to assist organisations to advance reconciliation. In preparing the RAP the Working Group adopted that framework. This Reflect RAP is the Town's first step towards reconciliation.

As we implement the Actions in our Reflect RAP, our aim is to develop more meaningful and respectful relationships with Aboriginal and Torres Strait Islander peoples, as well as celebrating the cultures of the Whadjuk Nyoongar peoples, the Traditional Custodians of the Land and Seas in Cottesloe.

This RAP is a culmination of much reflection, many hours of research by the Town's administrative staff, and discussions within the Working Group. Throughout the process the Working Group benefitted from advice and guidance from Reconciliation WA. It has been an enjoyable and enlightening process. We look forward to continuing to learn, as well as building relationships and working together to build a better future for our community and all Australians.

**Lorraine Young,  
Mayor  
Town of Cottesloe**

## A MESSAGE FROM RECONCILIATION AUSTRALIA



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

Town of Cottesloe joins a network of more than 2,200 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 Town of Cottesloe 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 Town of Cottesloe, 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**

## RECONCILIATION ACTION WORKING GROUP

The Reconciliation Action Working Group commenced at the beginning of 2022, to guide the development of the Town of Cottesloe's first Reconciliation Action Plan. The group is made up of volunteer representatives from the Cottesloe community, Elected Members and the Town's Chief Executive Officer (or nominee), ably supported by the Town's administration staff. The group includes members from First Nations and other backgrounds, who bring a diversity of views, experiences and perspectives to shape the plan.

**The Town's Mission is to preserve and improve Cottesloe's natural and built environment and beach lifestyle by using sustainable strategies in consultation with the community.**

### Community Representatives

- Courtney Bridge – Deputy Principal, Cottesloe Primary School.
- Katina Law – Executive Director, IPS Management Consultants.
- Cheryl McCann – Instigated Curtin University's inaugural RAP. Curtin Fellow.

### Elected Members

- Mayor Lorraine Young.
- Cr Craig Masarei - Presiding Member.
- Cr Chilla Bulbeck.

### Staff

- Matthew Scott - Chief Executive Officer.



## THE TOWN OF COTTESLOE

The Town of Cottesloe (Town) is a coastal suburb covering an area of four square kilometres, located 12 kilometres from the Perth Central Business District. The main attractions in the Town are Cottesloe Beach, Cottesloe Civic Centre and the Cottesloe Town Centre. Local industry is concentrated in the retail, entertainment, restaurant and accommodation sectors. In 2021, Cottesloe's population was 7,970 people, comprising 49.5% male and 50.5% female residents, with 29 people identifying as Aboriginal and/or Torres Strait Islander.<sup>1</sup>

The Town of Cottesloe employ 85 staff (55 full time equivalent), none of whom have identified as being from Aboriginal and/ or Torres Strait Islander backgrounds. The Town's administration operates from the Civic Centre at 109 Broome Street, Cottesloe and the works depot is located on McCabe Street, Mosman Park.

The Town's vision is of an iconic coastal community with a relaxed lifestyle. Through embarking on our Town's reconciliation journey, the Town seeks to acknowledge sites of cultural significance to First Nations' peoples with culturally appropriate partnerships, which are aligned with the business of the Town.

As outlined in the Town of Cottesloe Corporate Business Plan 2020 -2024, Council is working toward the following six strategic objectives:

### 1. COMMUNITY

- Protect And Enhance The Well Being Of Residents And Visitors;

### 2. INFRASTRUCTURE

- Achieving Connectivity Between East And West Cottesloe;

### 3. ENVIRONMENT

- Enhancing Beach Access And The Foreshore;

### 4. DEVELOPMENT

- Managing Development;

### 5. ECONOMIC SUSTAINABILITY

- Providing Sustainable Infrastructure And Community Amenities;

### 6. GOVERNANCE

- Providing Open and Accountable Local Governance.

## FIRST NATIONS PRESENCE IN COTTESLOE

Nyoongar people believe that their ancestors have lived in the South West of Western Australia since time began, with evidence confirming their occupation for at least 45,000 years.<sup>ii</sup> Within the Town of Cottesloe, two places of significance for First Nations' peoples have been registered on the Department of Indigenous Affairs Aboriginal Sites database, being Mudurup and Rocky Bay.<sup>iii</sup>

'Mudurup' or Moonderup (pronounced 'Moordoorup' or 'Murdarup') is a ceremonial site located at Mudurup Rocks, south of the Cottesloe Surf Life Saving Club. Mudurup Rocks is considered one of the most important spiritual coastal sites on the Swan Coastal Plain. 'Mudurup' means 'place of the whiting'. Before European settlement in Cottesloe, Nyoongar peoples fished at Mudurup during mid to late summer, the seasons of Birak (December to January) and Bunuru (February to March).<sup>iv</sup>

'Rocky Bay' is the second registered significant site, and identifies the narrow crossing point between Rocky Bay on the Swan River in Mosman Park and the Indian Ocean at the south end of Cottesloe. A further two unregistered sites where artefacts have been recorded are at Victoria Street Station and Macarthur Street.<sup>v</sup> These sites reflect camps along the route taken by Aboriginal peoples as they moved between the 'Derbarl Yerrigan' (Swan River) and the coast, according to the seasons and food sources.

The Cottesloe foreshore path forms a portion of the 'Wardun Beelieer Bidi' (Coast to River trail), which also traverses Mosman Park, Peppermint Grove and Claremont. The walk visits several significant Nyoongar sites and is part of the Whadjuk Walking Trail network.<sup>vi</sup>



*Image 4: Mudurup Rocks, looking south-east from the Cottesloe Beach.*

**The Town is on a journey to better understand the significant sites and First Nations histories to include in future RAPs.**



## OUR JOURNEY AND PARTNERSHIPS

The Town is looking forward to building on past and current initiatives, which include:

<b>2010 – 2018</b>	<ul style="list-style-type: none"> <li>• Providing support to the ICEA Foundation to host the Kambarang Festival comprising surfing, skating, basketball, didgeridoo playing and cultural walks.</li> </ul>
<b>Since 2013</b>	<ul style="list-style-type: none"> <li>• Proudly flying the Aboriginal Flag at the Cottesloe Civic Centre.</li> </ul>
<b>Since 2018</b>	<ul style="list-style-type: none"> <li>• Welcome to Country for Australia Day celebrations and more recently Acknowledgement of Country at Council and Committee meetings.</li> </ul>
<b>2019</b>	<ul style="list-style-type: none"> <li>• Councillors consulting with Reconciliation WA for advice on starting our reconciliation journey.</li> </ul>
<b>2021</b>	<ul style="list-style-type: none"> <li>• Consultants Danny Ford and Tim Muirhead providing Cultural Awareness Training to staff and Councillors.</li> <li>• Participation in National Reconciliation Week (NRW) and NAIDOC Week activities.</li> <li>• Artist Justin Martin from Djurandi Dreaming was contracted to paint a mural at Jasper Green Reserve and conduct student workshops, utilising a grant from the Western Australian Police State Graffiti Community Fund.</li> <li>• Forming the Reconciliation Action Working Group (RAWG) with community representatives.</li> </ul>
<b>2022</b>	<ul style="list-style-type: none"> <li>• Inaugural meeting of RAWG in February.</li> <li>• National Reconciliation Week Virtual Breakfast participation by RAWG members, councillors and staff.</li> <li>• National Reconciliation Week local initiative delivered where RAWG members, councillors, staff and community members walked a section of the Wardun Beelie Bidi trail from Grant Marine Park to Mudurup Rocks.</li> <li>• NAIDOC Week local initiative delivered where Town of Mosman Park councillors, staff and community joined Town of Cottesloe community and RAWG members on another segment of Wardun Beelie Bidi trail.</li> <li>• NAIDOC Week local initiative delivered during lunch time where staff, councillors and the RAWG members viewed a documentary screening of Anh's Brush with Fame, featuring singer/songwriter Archie Roach.</li> <li>• Staff and RAWG members were encouraged to participate in the events organised by Claremont Council and other local NAIDOC week events.</li> <li>• Through the newsletter, the Mayor invited interested community members to participate in the Town's reconciliation journey.</li> <li>• The CEO discussed our RAP journey with the Western Suburbs Regional Organisation of Councils (WESROC) councils and sought collaboration on projects within the Leighton Peninsular context or beyond.</li> </ul>

## RECONCILIATION ACTION PLANS

Since 2006, Reconciliation Action Plans (RAPs) have enabled organisations, locally and nationally, to sustainably and strategically take meaningful action to advance reconciliation.

The Town recognises that based around the core pillars of relationships, respect and opportunities, RAPs enhance the whole community whilst providing tangible and substantive benefits for Aboriginal and Torres Strait Islander peoples, increasing economic equity and supporting First Nations self-determination.

Reconciliation Australia's RAP Framework provides organisations with a structured approach to advance reconciliation. The four RAP types – Reflect, Innovate, Stretch and Elevate – allow organisations to continuously develop their reconciliation commitments.

Council has committed to developing the Reflect RAP and will progress in line with community needs.

### **Reflect: Scoping capacity for reconciliation (12 month plan)**

Committing to a Reflect RAP means scoping and developing relationships with Aboriginal and Torres Strait Islander stakeholders, deciding on your vision for reconciliation and exploring your sphere of influence. This is the first step in a journey towards reconciliation.

### **Innovate: Implementing reconciliation initiatives (2 year plan)**

An Innovate RAP focuses on developing and strengthening relationships with Aboriginal and Torres Strait Islander peoples, engaging staff and stakeholders in reconciliation, and developing and piloting innovative strategies to empower Aboriginal and Torres Strait Islander peoples.

### **Stretch RAP: Embedding reconciliation (2-3 years plan)**

This type of RAP spans a two-three year period, and is focused on longer-term strategies, and working towards defined measurable targets and goals. The Stretch RAP requires organisations to embed reconciliation initiatives into business strategies so they become 'business as usual'.

### **Elevate RAP: Leadership in reconciliation**

This plan is for organisations with a proven track record of embedding effective RAP initiatives in their organisation, and are ready to take on leadership to advance national reconciliation. These organisations have a strong strategic relationship with RA and actively champion initiatives to empower Aboriginal and Torres Strait Islander peoples and create societal change.

## REFLECT RECONCILIATION ACTION PLAN

Through the development of this RAP, the Town of Cottesloe formalises its commitment to reconciliation. A RAP provides the framework to assist the Town in delivering worthwhile initiatives to advance reconciliation in our community. Facilitated by the Reconciliation Action Working Group, the RAP aims to:

- Assist Council to prioritise the most important issues regarding reconciliation;
- Improve communication and relationships between the Town and Aboriginal and Torres Strait Islander communities; and
- Develop a culturally aware and supportive workplace to enable all employees to thrive.

Our approach will mirror Reconciliation Australia's framework of relationships, respect and opportunities for implementing reconciliation initiatives in the workplace and beyond.

The Town's RAP Champion, the CEO, will drive internal engagement and awareness of the RAP. The Town is committed to implementing the Actions and Deliverables as outlined in the Reflect RAP below in consultation with key stakeholders, including:

- Aboriginal and Torres Strait Islander stakeholders and organisations;
- Town staff and Councillors;
- Local community members and groups;
- Reconciliation WA; and
- Reconciliation Australia.



*Image 5: CEO Matthew Scott taking part in a smoking ceremony during the Town's Australia Day 2023 ceremony.*

## OUR RAP

### 1. RELATIONSHIPS

RELATIONSHIPS			
Action	Deliverable	Timeline (2023)	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.	March 2023	CEO, Director Corporate and Community Services, Community Development Officer
	Investigate and develop principles that support relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	March 2023	CEO
	Invite Aboriginal and Torres Strait Islander stakeholders to RAWG meetings.	March 2023	Community Development Officer, Executive Services Officer
	Consult Aboriginal and Torres Strait Islander peoples, as appropriate, to express their cultures and histories in future projects for planning, infrastructure and events.	December 2023	CEO, Director Corporate and Community Services, Director Engineering Services, Director Development and Regulatory Services
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff and community.	May 2023	Community Development Officer
	Circulate Reconciliation Western Australia's NRW resources and reconciliation materials to our staff and community.	June 2023	Community Development Officer, Senior Communications and Marketing Coordinator
	RAWG members to participate in an external NRW event.	27 May – 3 June 2023	Reconciliation Action Working Group
	Encourage and support Town staff and senior leaders to participate in one or more external events to recognise and celebrate NRW.	7 May – 3 June 2023	CEO, Community Development Officer

RELATIONSHIPS			
Action	Deliverable	Timeline (2023)	Responsibility
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all Town staff.	March 2023	CEO
	Communicate the RAP to staff and community.	March 2023	CEO, Mayor, Senior Communications and Marketing Coordinator, Community Development Officer
	In consultation with Aboriginal and Torres Strait Islander peoples, update the Town's website content on Aboriginal and Torres Strait Islander cultures and ensure that histories are inclusively encompassing.	March 2023	Executive Services Officer, Senior Communications and Marketing Coordinator
	Promote reconciliation and the RAP via social media and the website, to include a short video by the Mayor and the CEO welcoming residents on our reconciliation journey.	March 2023	Mayor, Senior Communications and Marketing Coordinator , Executive Services Officer, CEO
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	June 2023	CEO, Community Development Officer
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	December 2023	CEO, Councillors, Mayor
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	September 2023	Manager People and Culture
	Conduct a review of Human Resource policies and procedures to identify existing anti-discrimination provisions, and future needs.	September 2023	Manager People and Culture

## 2. RESPECT

RESPECT			
Action	Deliverable	Timeline (2023)	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Conduct a review of cultural learning needs within our organisation.	September 2023	Community Development Officer, Manager People and Culture
	Develop a plan for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	September 2023	Community Development Officer
	Actively promote training and educational opportunities to increase cultural awareness for our community.	June 2023	Community Development Officer, Manager People and Culture
	Encourage event applicants to incorporate recognition of Aboriginal and Torres Strait Islander cultures, for example Acknowledgement of Country or Welcome to Country, as part of their event, consistent with their event.	June 2023	Community Development Officer, Events Coordinator
	Incorporate an Acknowledgement of or Welcome to Country into existing Town managed events, for example, Australia Day, Citizenship Ceremony, Carols by Candlelight, Volunteers Thank You.	March 2023	Community Development Officer, Events Coordinator
	Explore ways to include local Aboriginal and Torres Strait Islander peoples' histories in the community history program in the next budget.	March 2023	Community Development Officer, Director Corporate and Community Services
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the cultures and histories of the local Traditional Custodians of the Lands and Seas within our organisation's operational area.	September 2023	CEO, Mayor
	Refurbish the Wardun Beelier Bidi signs at Grant Marine Park and Mudurup Rocks.	September 2023	Community Development Officer, Director Engineering Services, Senior Communications and Marketing Coordinator
	Provide Cultural Awareness Training to increase staff understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	June 2023	Manager People and Culture

<b>RESPECT</b>			
<b>Action</b>	<b>Deliverable</b>	<b>Timeline (2023)</b>	<b>Responsibility</b>
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff and community about the meaning of NAIDOC Week.	September 2023	Community Development Officer
	Promote and encourage staff participation in local NAIDOC Week events (first week of July).	June 2023	Community Development Officer, CEO
	RAWG to participate in an external NAIDOC Week event.	September 2023	Reconciliation Action Working Group

### 3. OPPORTUNITIES

OPPORTUNITIES			
Action	Deliverable	Timeline (2023)	Responsibility
4. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Build an understanding of current Aboriginal and Torres Strait Islander staffing in local government organisations to inform future employment and professional development opportunities for Aboriginal and Torres Strait Islander staff in the Town of Cottesloe.	September 2023	Manager People and Culture
	Conduct a review of cultural learning needs within our organisation.	September 2023	Manager People and Culture
5. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Research best practice strategies for procurement from Aboriginal and Torres Strait Islander businesses in preparation for our own procurement strategy.	June 2023	Executive Services Officer, Director of Corporate and Community Services, CEO
	Investigate amendments to the Purchasing Policy to encourage procurement from Aboriginal and Torres Strait Islander owned businesses.	September 2023	Executive Services Officer, Director Corporate and Community Services, CEO
	Utilise existing databases of Aboriginal and Torres Strait Islander-owned businesses providing services and products, for example, the WA Aboriginal Business Directory and the Supply Nation Indigenous Business Directory, to increase Council's acquisition of Aboriginal and Torres Strait Islander sourced services and products.	June 2023	Director Corporate and Community Services, CEO



## 4. GOVERNANCE

GOVERNANCE			
Action	Deliverable	Timeline (2023)	Responsibility
6. Establish and maintain an effective RAP Working Group (RAWG).	Ensure the scope of the RAWG Terms of Reference enable the group to guide RAP implementation.	March 2023	Executive Services Officer
	Ensure the RAWG adhere to the Terms of Reference.	June 2023	Executive Services Officer, CEO
	Investigate the expansion of Aboriginal and Torres Strait Islander representation on the RAWG.	June 2023	Community Development Officer, Executive Services Officer, Senior Communications and Marketing Coordinator
7. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	March 2023	Community Development Officer, Director Corporate and Community Services
	Identify and engage senior leaders within the staff and community in the delivery of RAP commitments.	June 2023	CEO, Mayor
	Seek a senior leader to champion our RAP internally.	March 2023	CEO, Community Development Officer
	Define appropriate systems and capability to track, measure and report on RAP commitments.	March 2023	Community Development Officer, Director Corporate and Community Services
	Ensure that the community has the opportunity to express their views on the RAP, as part of the stakeholder engagement for the new Community Plan.	June 2023	CEO

GOVERNANCE			
Action	Deliverable	Timeline (2023)	Responsibility
8. 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 receive important RAP correspondence.	March 2023	Community Development Officer
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	June 2023	Community Development Officer
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	September 2023	Community Development Officer,
9. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's <a href="#">website</a> to begin developing our next RAP.	September 2023	Community Development Officer,

## GLOSSARY

CEO	Chief Executive Officer
NAIDOC	National Aboriginal and Islander Day Observance Committee
NRW	National Reconciliation Week
RA	Reconciliation Australia
RAP	Reconciliation Action Plan
RAWG	Reconciliation Action Working Group

## REFERENCES

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## RAP CONTACT

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