





Our Business

Our Purpose

Optimising the quality of life for people living with disability. Our purpose encompasses not only people who are born, or who have acquired a disability; but also those who provide ongoing support and care to people with disability, including family, friends, partners and spouses.

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Rocky Bay is a leading provider of disability services, offering choice and independence to people of all ages living with disability in Western Australia. Our breadth of services, equipment and facilities, highly experienced employees and large team of support staff ensure we can offer support tailored to customers, as well as expansive employment opportunities in a supported environment.

With a focus on quality and service excellence, Rocky Bay works with people of all ages with any disability, delivering relevant therapies, the latest equipment and technology, innovative leisure and social programmes, training and employment opportunities – in the home, at our centres and in the community.

Rocky Bay employs over 850 staff from support workers, technicians, therapists and engineers across metropolitan Perth in Western Australia. Rocky Bay also deploys a mobile service to Kimberly, Pilbara and Goldfields regions to service equipment. The organisation is updating its current employee service system to capture the diversity of our workforce, once this is achieved Rocky Bay will have a better understanding of the number of Aboriginal and Torres Strait Islander peoples working in the organisation.

Our Values

Providing Excellent Customer Service

We place paramount importance on customer needs in the planning and delivery of our services and communications. We aspire to being the best. We want customers to feel satisfied they are receiving the highest quality support to meet their individual needs.

Looking For Better Ways

We are not content with the status quo. We review our performance and look for ways to improve. We keep informed on advances in practices and technology and seek to implement new ways of delivering solutions to the challenges of our organisation.

Working Together

We understand that our success is underpinned by our ability and willingness to work together – with our customers, our stakeholders, within our own departments and across the teams of Rocky Bay.

Being Professional and Accountable

We model the professional standards appropriate to our role, whilst demonstrating respect and courtesy in our treatment of others. We take responsibility for that we are accountable for. We take the lead in finding solutions, not focusing on the problems.

Our RAP/Our Vision

The organisation recognises the need to acknowledge the original Custodians of this land and to engage more deeply with Aboriginal and Torres Strait Islander peoples. Our vision is for a community that acknowledges, understands and respects the unique cultures of Aboriginal and Torres Strait Islander peoples, which will see us walk together in the journey toward reconciliation.

To realise this vision we aim to build relationships with Aboriginal and Torres Strait Islander peoples within the local communities in which we work. This will assist in informing us on how to effectively deliver services and support to Aboriginal and Torres Strait Islander peoples in meeting our purpose of 'optimising the quality of life for people living with disability'. We will also stand with Aboriginal and Torres Strait Islander peoples to encourage other organisations and stakeholders to undertake the journey of reconciliation.

Support for Our RAP

To ensure the RAP is given the impetus required to deliver on its outcomes the nominated key champion, Director of Leisure and Independence (Kylie Murphy), is part of the Executive team; and the need to undertake this journey has been agreed to by both the Board and Executive Team.

The RAP has been developed through assistance from Reconciliation Western Australia and Rocky Bay staff including:

Executive Director (Kylie Murphy - Chair)

Communications Manager (Rachel Horton)

Manager Quality and Risk (Adlan Fiocco-Ramos)

Manager Therapy & Professional Services (Tracey Delamare)

Manager of Organisation Development and Learning (Rosanna Abbonizio) and

Coordinator of 'Finding Different Ways' Project (Bethany Cunningham)

Our Partnerships/Current Activities

Rocky Bay has been provided with a unique opportunity to work with Aboriginal and Torres Strait Islander peoples in the 'Finding Different Ways' project, which was started by Rocky Bay in September 2015, and funded through the Disability Service Commission. The project's aim was to explore ways to develop positive mutual engagement with Aboriginal and Torres Strait Islander peoples, clients and communities. It has resulted in an extensive network with Aboriginal and Torres Strait Islander communities throughout the wider Perth area. The network includes Aboriginal and Torres Strait Islander: community members, health and community services, groups, and staff in a range sectors (health, community services, education, disability, training).

- The project has included identification of the need to have information available for the Aboriginal and Torres Strait Islander community about disability and services. This has been addressed by working with community members to develop audio for Noongar Radio and online access; development of print resources; and new Rocky Bay webpage with resources available.
- To contribute to the journey of reconciliation, Rocky Bay purchased artwork from a local Noongar artist Gloria Kearing for the Mandurah office.
- Ongoing work includes the review of internal processes and procedures within Clinical services. This is done with the aim of identifying changes that can be made to limit barriers to service access, thereby making services more accessible to Aboriginal people.

Finding Different Ways Resources

















FINDING DIFFERENT WAYS

Community Partnerships

Relationships developed with the following organisations/groups:

• Nidjalla Waangan Mia (health and medical service)
Staff have generously provided input and feedback into resources, supported Finding Different
Ways initiatives and provided access to their venues to encourage reconciliation.

- First Peoples' Disability Network
 Sharing of resources, support with development of Finding Different Ways resources, ongoing networking and information sharing about NDIS and changes within disability sector.
- Be My Koorda Support Group Contribution to Finding Different Ways resources, cultural advice provided.
- Murray Districts Aboriginal Association Contribution to Finding Different Ways resources, cultural information and advice shared with Rocky Bay, artwork sourced through MDAA.
- Aboriginal Health Team (WA Health)
 Local Child Health Nurse partnership with nurse to engage well with local Peel families, as well as collaboration with allied health team to reduce barriers to accessing disability service providers.
- Dudley Park Child and Parent Centre (Aboriginal Early Years Project Officer) Collaboration for mutual benefit to individual projects, centre made available for Rocky Bay project events, networks shared and supported.
- Koolbardies Women's talking group

 Monthly meeting of Aboriginal and non-Aboriginal women, promoting reconciliation in the local community.
- Connection with local Aboriginal Islander Education Officers (Peel)
 Cultural information and advice shared with Rocky Bay, input into development of Finding Different Ways resources.
- Noongar Radio
 Rocky Bay sponsored announcements trialled on Noongar radio between January and March 2017, with voices of community members.
- Noongar individuals within community organisations
 Relationships developed with a range of individuals who have provided cultural knowledge and advice, input into Finding Different Ways resources, and support to Rocky Bay's reconciliation journey.

Internal Activities/Initiatives

- Cultural competence self-assessment sent to staff in the Clinical Services division.
 Completed by 46 staff initially, and 25 staff in re-assessment. Highlighted staff perspectives on their own cultural competence and an overwhelming sense of staff valuing reconciliation and wanting to learn more.
- Cultural training piloted in April 2017 (5th April) with 19 staff.
- Yarning event in Mandurah office with Aboriginal Manager of a local community service.
- Administrative changes now identifying and recording if clients are Aboriginal and/or Torres Strait Islander on Therapy and Professional Services referral form.
- Ongoing review of Clinical processes and procedures, seeking to make the service more accessible for families where multiple barriers exist. This is being done in collaboration with individual families as well as through the many partnerships listed above.



Action	Deliverable	Timeline	Responsibility
Monitor the development and implementation of the RAP, including tracking progress and reporting	Establish terms of Reference for the RWP	Mar 2019	RWP Chair
	Oversee the development, endorsement and launch of the RAP	Mar 2019	Policy Advisor
	Ensure Aboriginal and Torres Strait Islander peoples are represented on the RAP working party (RWP)	Mar 2019	RWP Chair
	Meet to monitor and report on RAP implementation	Mar, Jun, Sept, Dec, annually	RWP Chair
Build internal and external relationships	Develop a list of RAP organisations, Aboriginal and Torres Strait Islander peoples, communities and organisations within our local area or sphere of influence that we could approach to connect with on our reconciliation journey	Mar 2019	Policy Advisor
	Build relationships with those outlined above	Mar 2019	RWP Chair
	Formalise links with Reconciliation WA	Mar 2019	RWP Chair
	Develop and implement a plan to engage and inform key internal stakeholders of their responsibilities within our RAP	Mar 2019	RWP Chair
	Develop and implement a communication plan to raise awareness amongst staff and customers across the organisation about our RAP commitments	Mar 2019	Marketing Manager
Daiga internal and	Engage Board and executive in the delivery of outcomes	Feb 2019	RWP Chair
Raise internal and external awareness of our RAP	Provide regular updates of the RAP implementation activities through Rocky Bay The Hive (internal) and Across the Bay (external)	Feb, May, Sept, Dec, annually	Marketing Manager
	Undertake a second round of staff surveys in regard to cultural understanding and Reconciliation	Dec 2019, annually	Manager HR
	Highlight the RAP in our Annual Report	Nov 2019, annually	Marketing Manager
	Rapport established with support group for Aboriginal families with children with ASD/ADHD	Apr 2019	Policy Advisor
Collaborate with RAP partners to promote reconciliation internally and externally	Raise external awareness of our RAP through publishing information on Rocky Bay's website and "Across the Bay" – Rocky Bay's external newsletter	Mar 2019	Marketing Manager
	Support our state/territory based reconciliation council through publishing key information on our website and "Across the Bay" (external newsletter)	Apr, May, Jun, annually	Marketing Manager
Participate in and	Encourage staff and customers to visit Reconciliation Australia's NRW website to find a NRW event in their area to attend	May/Jun 2019	Marketing Manager
celebrate National Reconciliation Week (NRW)	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff through The Hive	May/Jun 2019	Marketing Manager
	Ensure our Working Party participates in an external event to recognise and celebrate NRW	May/Jun 2019	RWP Chair



Action	Deliverable	Timeline	Responsibility
Investigate Aboriginal and Torres Strait Islander cultural learning and development	Investigate opportunities to work with local Traditional Owners and/or Aboriginal and Torres Strait Islander consultants to develop cultural awareness training plan for staff	Jun 2019	Policy Advisor/ RWP Chair
	Encourage staff to use Reconciliation Australia's Share Our Pride online tool	Apr, annually	Marketing Manager
Participate and celebrate NAIDOC Week	Raise awareness and share information amongst our staff and customers the meaning of NAIDOC Week, including information on local Aboriginal peoples and communities	Jul 2019	Policy Advisor
	Promote community events to our staff	Jul 2019	Marketing Manager
Celebrate NAIDOC Week	Encourage staff to hold their own events in their hubs during NAIDOC Week	Jul 2019	Marketing Manager
	Ensure our RAP working Group participates in an external NAIDOC Week Event	Jul 2019	RWP Chair
Increase the cultural integrity of our organisation	 Develop a Cultural Protocols Document that includes: Aboriginal and Torres Strait Islander significant dates Protocols on Acknowledgement of Country and Welcome to Country Displays for offices, hubs and homes Email templates acknowledging the Traditional Owners Explore who the Traditional Owners are of the land and waters in our local area Scope and develop a list of local Traditional Owners of the lands and waters within our organisations sphere of influence 	Jul 2019	Policy Advisor
	Advise Interest Groups of the protocols regarding Acknowledgement of Country and Welcome to Country protocols	Aug 2019	Marketing Manager
Acknowledgement of Country and Welcome to Country cultural protocols to be standard practice at Rocky Bay	Develop a Cultural Protocols Document that celebrates and recognises: • Aboriginal and Torres Strait Islander significant dates • Office, hubs and homes Acknowledgement display protocols • Email and meeting protocols	May 2019	Manager Q&R
	Develop and implement communications to all staff and customers on Rocky Bay's RAP commitment	May 2019	Marketing Manager
Increase the cultural integrity of our organisation	Implement and communicate Rocky Bay's Cultural Protocol document	Jun 2019	Marketing Manager



Action	Deliverable	Timeline	Responsibility
Investigate Aboriginal and Torres Strait Islander employment	Identify current Aboriginal and Torres Strait Islander staff to inform future employment opportunities through the development of a baseline	May 2019	Manager HR
	Review HR and recruitment procedures and policies to ensure there are no barriers to Aboriginal and Torres Strait Islander employees and future applicants participating in our workplace	Jun 2019	Manager HR
	Engage with existing Aboriginal and Torres Strait Islander staff to consult on employment strategies, including professional development	Jun 2019	Manager HR
	Develop and implement an Aboriginal and Torres Strait Islander Employment and Retention strategy	Sept 2019	Director
	Investigate an internal Aboriginal and Torres Strait Islander professional mentoring network	Aug 2019	Manager HR
Improve opportunities for Employment, Retention and Promotion of Aboriginal and Torres Strait Islander peoples	Investigate Aboriginal and Torres Strait Islander employment pathways (e.g. traineeships or internships)	Aug 2019	Manager Organisational Development & Learning
	Investigate opportunities to increase pro bono activities	Nov 2019	Director Strategy
	Support scholarships for Aboriginal and Torres Strait Islander students through EasterSeals and Ability First Australia	Nov 2019	Director HR
	Support Aboriginal and Torres Strait Islander leadership	Dec 2019	Manager Organisational Development & Learning
Investigate Aboriginal and Torres Strait Islander supplier diversity	Develop an understanding of the mutual benefits of procurement from Aboriginal and Torres Strait Islander owned businesses	Sept 2019	RWP Chair
	Work with Manager Property & Procurement to identify opportunities to engage Aboriginal and Torres Strat Islander corporations	Oct 2019	RWP Chair / Mgr Property & Procurement
	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses	Nov 2019	Manager Property & Procurement
	Investigate opportunities to become a member of Supply Nation	Sept 2019	Manager Property & Procurement



Action	Deliverable	Timeline	Responsibility
Build support for the RAP	Define resource needs for RAP development and implementation	Mar 2019	Change Leader
	Define systems and capability needs to track, measure and report on RAP activities	Apr 2019	Mgr Corporate Technology
Report RAP achievements, challenges and learnings to Reconciliation Australia	Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia annually	Sep 2019	Marketing Manager
Report RAP achievements, challenges and learnings internally and externally	Report outcomes in Rocky Bay Annual Report	Nov 2019	Marketing Manager
	Provide updates to staff through Rocky Bay The Hive (internal e-newsletter)	Mar, Jun, Sept, Dec, annually	Marketing Manager
Review and refresh RAP	Liaise with Reconciliation Australia to develop a new RAP based on learnings, challenges and achievements	Jan 2020	RWP Chair
	Submit draft RAP to Reconciliation Australia for formal review and endorsement	Mar 2020	RWP Chair
Build on knowledge about staff who identify as Aboriginal and Torres Strait Islander	Publish under HR reports number of staff who identify as being Aboriginal and Torres Strait Islander to ascertain setting benchmarks	Sept 2018	Manager HR



Family Reunion by Gloria Kearing

"The large circles represent campsites and the pathways coming off the circles represent how the families travelled to and from each site. Sometimes I also use an empty circle or half circle for a campsite. A red dot in the middle represents a fire at the campsite. Small dots always represent people and the different colour represent the different clans. A white dot always represents the ones that have passed on, who I believe still follow that same pathway to this day."

Mrs Gloria Kearing is a well-respected Binjareb Noongar woman from Pinjarra. She has lived in the Peel region of Western Australia her whole life.

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