



Artist: Charlotte Allingham

MADMAN ENTERTAINMENT

Reconciliation Action Plan

REFLECT

AUG 2024 - FEB 2026



ACKNOWLEDGMENT OF COUNTRY

Madman acknowledges the Traditional Owners, the Wurundjeri and Boon Wurrung peoples of the Kulin Nation, on whose land we meet, share and work. We pay our respects to Elders past and present and extend our respect to Aboriginal and Torres Strait Islander peoples from all nations of this land.

WARNING

Aboriginal and Torres Strait Islander readers are advised that this document may contain images of people who have died.



ABOUT THE ARTIST

Charlotte Allingham

Charlotte Allingham is a Wiradjuri and Ngiyampaa, queer woman from central west NSW, with family ties to Condobolin and Ivanhoe areas, currently living in Naarm (Melbourne).

Focusing on Blak excellence, she weaves through self determination and truth through her work. She tries to challenge the perception of her people through her own creative expression.

WEBSITE

www.charlotteallingham.com





RECONCILIATION AUSTRALIA

Statement from the CEO

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

Madman Entertainment joins a network of more than 2,500 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 Madman Entertainment 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 Madman Entertainment, 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



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Our Business

Established in 1996, Madman Entertainment is an independent film distribution and rights management company. Madman's core business focuses on the distribution of films through various media including theatrical, physical, broadcast and digital across Australia and New Zealand. Madman also operates and curates two wholly owned streaming platforms, DocPlay and Garage.

Madman employs 55 people, including one proud Yawuru man.

Madman has offices in Naarm (Melbourne), Auckland and Berlin. Madman's Naarm office is situated on the lands of the Kulin Nation.



Our RAP



Through our core business practices, Madman is proud to share films with audiences that transcend the screen, start conversations, encourage reflection and empower change. Promoting First Peoples' culture and stories is a central part of this vision.

For over 20 years, Madman has been a leader in the distribution of films by and about First Nations peoples. Our involvement in films such as *The Australian Dream*, *Gurrumul*, *High Ground* and *You Can Go Now* demonstrates the value we attribute to connecting audiences to First Nations stories as part of our nation's reconciliation journey.

By developing a RAP, Madman commits to strengthening pathways to reconciliation by sharing First Nations stories through film. In doing so, we will build positive and reciprocal relationships with First Peoples and foster and empower significant contributions across all facets of filmmaking and distribution. Our employees will be engaged with reconciliation through education and policy. A RAP will formalise our current reconciliation activities, hold us accountable and push us to broaden our impact.

Madman's RAP Working Group has five members (10% of staff) including one staff member who identifies as an Aboriginal person. Our RAP will be championed at board level by Emily Stothers, Company Secretary and Head of Business & Legal Affairs. To implement the RAP, we will meet monthly to monitor progress and regularly update staff at company meetings and through communication channels.





Our Partnerships & Current Activities

RELATIONSHIPS

Madman has strong relationships with First Nations peoples and organisations across the film industry. Our network of First Nations producers, directors, writers, actors and documentary participants is the most extensive of any Australian film distributor.

We liaise regularly with Screen Australia's First Nations department and NITV. First Nations partners are engaged on a case by case basis to collaborate on film campaigns. For instance, Indigenous design studio Balarinji was commissioned to design the poster for *The Australian Dream*. We work closely with First Nations media, journalists and influencers to build awareness and facilitate discussion of our films.

RESPECT

To pay respect to Aboriginal and Torres Strait Islander peoples, Madman has engaged in the following activities to date:

- Acknowledgment of Country on the Madman website
- Acknowledgment of Country on email signatures
- Acknowledgment of Country ahead of important meetings
- Welcome to Country ahead of important events
- Koorie Heritage Trust Building Cultural Competency workshop and tour for staff
- Providing employees the option to work on January 26 and take an alternate date off
- Consulting with family of deceased First Nations talent for instructions on how their name, voice and image can be used in media
- Supporting the Yothu Yindi Foundation through supplying films for Garma Festival
- Established an office library of books by First Nations writers

OPPORTUNITIES

To support improved economic and social outcomes for Aboriginal and Torres Strait Islander peoples, Madman has participated in the following activities to date:

- Staff voucher to go towards First Nations owned businesses and cultural events
- Marketing workshop for First Nations directors





Relationships

ACTION

DELIVERABLE

TIMELINE

RESPONSIBILITY

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

Continue to identify Aboriginal and Torres Strait Islander staff within our organisation.

February 2025
(Review)

General Manager
(People & Culture)

Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.

February 2025

Senior Marketing
Manager and Senior
Interactive Designer

Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.

February 2025

Senior Interactive
Designer

Ensure First Peoples consultants and advisors are remunerated for their time and expertise.

January 2026

Head of Business and
Legal Affairs

Ensure First Nations films acquired adhere to Screen Australia's guidelines.

January 2026

Head of Marketing



Relationships

ACTION

DELIVERABLE

TIMELINE

RESPONSIBILITY

2. Build relationships through celebrating National Reconciliation Week (NRW).

Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.

May 2025

Senior Marketing Manager

Ensure all RWG members participate in a community organised event to recognise and celebrate NRW.

May 27 2025 - June 3 2025

Senior Marketing Manager

Promote NRW events to staff and encourage participation in at least one external event.

May 2025

Senior Marketing Manager

Deliver an internal event for NRW with First Peoples practitioners annually.

May 27 2025 - June 3 2025

Senior Marketing Manager

Engage guest speakers on topics related to reconciliation at least once a year for staff.

May 27 2025 - June 3 2025

Senior Marketing Manager

Relationships

ACTION

DELIVERABLE

TIMELINE

RESPONSIBILITY

3. Raise internal and external awareness of our RAP to encourage those across our business and sector to engage with reconciliation.

Communicate our commitment to reconciliation to staff.

August 2024

CEO

Communicate updates on our RAP progress at the staff meeting quarterly.

Aug 2024, Nov 2024, Feb 2025, May 2025, Aug 2025, Feb 2026, May 2026

Senior Marketing Manager

Communicate First Nations events at the staff meeting quarterly.

Aug 2024, Nov 2024, Feb 2025, May 2025, Aug 2025, Feb 2026, May 2026

Senior Marketing Manager

Identify external stakeholders that our organisation can collaborate with on our reconciliation journey.

August 2025

Head of Marketing and Senior Interactive Designer

Provide resources and information to educate staff about reconciliation.

August 2024

Senior Marketing Manager

Promote RAP on website, media release and LinkedIn.

August 2024

Head of Marketing and Senior Interactive Designer





Relationships

ACTION

DELIVERABLE

TIMELINE

RESPONSIBILITY

4. Promote positive race relations through anti-discrimination strategies.

Research best practice and policies in areas of race relations and anti-discrimination.

February 2025

Head of Business & Legal Affairs and General Manager (People & Culture)

Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions and future needs.

October 2024

Head of Business & Legal Affairs and General Manager (People & Culture)

Engage with First Peoples staff and/or advisors to consult on our anti-racism policy.

April 2025

General Manager (People & Culture) and Senior Interactive Designer

Develop, implement and communicate an anti-racism policy for our organisation.

May 2025

Head of Business & Legal Affairs and General Manager (People & Culture)

Educate staff on the effects of racism.

May 2025

General Manager (People & Culture)



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.

August 2025

Head of Marketing and Head of Business & Legal Affairs

Conduct a review of cultural learning needs within our organisation through a survey.

October 2024

Head of Marketing and General Manager (People & Culture)

Work with the local Traditional Owners and/ or First Peoples consultants to develop cultural awareness strategies for our employees.

April 2025

General Manager (People & Culture), Senior Marketing Manager and Senior Interactive Designer

Create and communicate a calendar of Aboriginal and Torres Strait Islander dates of significance to all staff and promote First Peoples cultural and educational events and experiences for staff.

May 2025

Senior Marketing Manager

All staff invited to annually attend at least one external First Peoples cultural event.

October 2025

Senior Marketing Manager and Senior Interactive Designer

ACTION

DELIVERABLE

TIMELINE

RESPONSIBILITY

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

Develop, implement and communicate a cultural protocol document for Welcome to Country and Acknowledgement of Country.

October 2025

Senior Marketing Manager

Invite Traditional Owners to explain the purpose and significance of Welcome to Country and Acknowledgement of Country for staff.

May 2025

Head of Marketing

Include an Acknowledgement of Country:

- at the commencement of staff meetings
- at the office entrance
- on the website
- on staff email signatures
- at events

December 2024

Senior Marketing Manager

Continue to engage a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year.

Aug 2024, Nov 2024, Feb 2025, May 2025, Aug 2025, Feb 2026, May 2026

Head of Marketing

Continue to consult with talents' family and/or community for instructions on how their name, voice and image can be used in media if they pass away.

Aug 2024, Nov 2024, Feb 2025, May 2025, Aug 2025, Feb 2026, May 2026

Head of Marketing

Respect

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols. (continued)	Add a warning on owned media to alert Aboriginal and Torres Strait Islander viewers if the content includes images and voices of deceased persons.	Aug 2024, Nov 2024, Feb 2025, May 2025, Aug 2025, Feb 2026, May 2026	Senior Interactive Designer and Senior Marketing Manager
	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisations operational area.	May 2025	Head of Marketing
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2025	Senior Marketing Manager
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2025	Senior Marketing Manager
	RAP Working Group to participate in an external NAIDOC.	July 2025	Head of Business & Legal Affairs, Head of Marketing, Senior Marketing Manager and Senior Interactive Designer



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.	May 2025	Head of Business & Legal Affairs and General Manager (People & Culture)
	Advertise all vacancies in First Peoples media.	May 2025, February 2026 (Review)	General Manager (People & Culture)
	Include "First Nations peoples are strongly encouraged to apply" in all job advertisements.	May 2025, February 2026 (Review)	General Manager (People & Culture)
	Provide an annual internship opportunity for people who identify as First Nations.	August 2025	General Manager (People & Culture)
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.	October 2024	CEO, General Manager (People & Culture) and Head of Marketing
	Research Aboriginal and Torres Strait Islander owned businesses and professionals relevant to Madman.	October 2024	Head of Business & Legal Affairs, Head of Marketing and Senior Interactive Designer



Opportunities

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes. (continued)	Develop and communicate to staff a list of First Peoples businesses and professionals that can be used to procure goods and services.	October 2024	Head of Business & Legal Affairs, Head of Marketing and Senior Interactive Designer
	Investigate Supply Nation membership.	October 2024	Head of Business & Legal Affairs





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.	August 2024	Head of Business & Legal Affairs
	Draft a Terms of Reference for the RWG.	October 2024	Head of Business & Legal Affairs
	Maintain Aboriginal and Torres Strait Islander representation on the RWG.	August 2024	Head of Business & Legal Affairs
	RWG to meet monthly to monitor and report on RAP implementation.	May 2025, February 2026 (Review)	Head of Business & Legal Affairs



ACTION

DELIVERABLE

TIMELINE

RESPONSIBILITY

11. Provide appropriate support for effective implementation of RAP commitments.

Define resource needs for RAP implementation.

October 2024

Head of Business & Legal Affairs

Develop and seek board approval for RAP budget.

August 2024

Head of Business & Legal Affairs

Engage senior leaders in the delivery of RAP commitments.

October 2024

Head of Business & Legal Affairs

Appoint a senior leader to champion our RAP internally.

October 2024

Head of Business & Legal Affairs

Define appropriate systems and capability to track, measure and report on RAP commitments.

October 2024

Head of Business & Legal Affairs

Engage all participating staff in the delivery of RAP commitments through annual performance plans.

October 2024

Head of Business & Legal Affairs and General Manager (People & Culture)

Governance

ACTION

DELIVERABLE

TIMELINE

RESPONSIBILITY

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 2024

Head of Marketing

Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.

August 2025

Head of Marketing

Complete and submit the annual RAP Impact Survey to Reconciliation Australia.

September 30
2025

Head of Marketing

Publish internal company summary of RAP results.

February 2026

Head of Marketing

13. Continue our reconciliation journey by developing our next RAP.

Register via Reconciliation Australia's website to begin developing our next RAP.

December 2025

Head of Marketing





Contact Us

Madman Entertainment RAP Committee

The Madman Reconciliation Action Plan committee can be contacted to discuss any aspect of our RAP further, please get in touch:

Lee-Ann Woon (RAP Committee Lead)

EMAIL

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