



# Reflect Reconciliation Action Plan

February 2023 - February 2024



## Acknowledgement of country

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Butterfields acknowledges the Traditional Owners of the Land on which we operate in, paying our respects to Aboriginal and Torres Strait Islander cultures, and extend that to Elders past, present, and emerging.



## About the Artist

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This artwork was created by Lawson Dodd (Kurna, Narungga, Ngarrindjeri) for Butterfields Services. The symbolism in this art piece is a combination of traditional and contemporary techniques.

Lawson's specialised methods use ancient Aboriginal symbols and modern digital media to create a new and engaging platform for storytelling whilst also paying homage to his cultural background.



Pictured above: Lawson Dodd (Kurna, Narungga, Ngarrindjeri), Junior Graphic Designer & Sales Administrator at Ochre Dawn and recent recipient of the NAIDOC South Australia Artist of the Year Award.

## About the Artwork

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This artwork depicts a vibrant flowing community and speaks to the ever-evolving nature of Butterfields. The large circular shapes are traditional symbols for a meeting place or community. Each of these meeting places is connected via journey lines and is expanding into multiple new communities.

This demonstrates the partnerships Butterfields has within and outside the company. These shapes stem from a central meeting place representing the Butterfields family. Alongside this is the Butterfields mascot, the bee, which is hard-working and provides care and support throughout the company.

The white arch-like shapes surrounding the meeting places are the traditional symbol of a person/people. Here, they represent the Butterfields employees and are shown to be engaging with each community, providing professional and high-quality service. The small arrow-like shapes are traditional Kangaroo tracks but can also symbolise a guided spiritual journey and forging ahead. Together these elements serve as a visual narration of Butterfields' commitment to development and the community.



# Our Reflect Reconciliation Plan

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Reconciliation Australia's RAP Framework provides organisations with a structured approach to advance reconciliation. Each RAP suits an organisation at different stages of its reconciliation journey. There are four stages of a RAP: Reflect, Innovate, Stretch & Elevate.

Butterfields is currently implementing a Reflect RAP as part of our Corporate Social Responsibility, ensuring we expand our cultural diversity and acknowledging our role in paying the opportunities we have received forward. This document provides practical actions and goals that are clearly defined, objective-based and measurable, allowing us to outline a clear path in contributing to reconciliation within Butterfields and the communities in which we operate in.

This RAP, which will be championed by the Managing Director, will provide the necessary foundations and structure so that future stages may be as purposeful, measured, beneficial and sustainable as possible.

The Reflect stage of our RAP will:

- Expose all Butterfields employees and stakeholders to education opportunities that increase their cultural understanding and respect of Aboriginal and Torres Strait Islander peoples and cultures
- Improve employment outcomes for Aboriginal and Torres Strait Islander peoples by furthering recruitment avenues and encouraging cultural diversity within the workplace
- Continue to provide a safe and inclusive work environment that encourages employee retention and assists in professional development
- Establish Aboriginal and Torres Strait Islander representation as a part of the RAP Working Group that assists us in meeting our targets



## Message from the Managing Director

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I am honoured to present Butterfields' Reflect Reconciliation Action Plan (RAP), which outlines our commitments to supporting Aboriginal and Torres Strait Islander peoples over the next 12 months.

Since our establishment, we have strived to provide a fair and inclusive workplace that respects its people and gives them a voice. Our commitment to helping people grow and develop, demonstrated by our investment in national-level cycling, forms a key focus in our RAP.

Through our reconciliation vision, Butterfields seeks to improve the skillset, cultural understanding in the workplace, and diversity of Aboriginal and Torres Strait Islander peoples through internal workplace initiatives that focus on employment opportunities, education and growth.

We exist and thrive because people have provided us with opportunities to succeed. We now must pay that forward and seek to do so through our continual working relationships with Supply Nation businesses.

This Reflect stage will provide the structural foundations of our reconciliation journey. As we progress, we will investigate further avenues of support to ensure our vision is as operationally effective as possible. Likewise, as we look to progress in our cultural understanding and representation, we will consistently provide updates about our performance and initiatives.

Butterfields looks forward to witnessing its journey over the coming months as we seek to ensure better outcomes for First Nations peoples and their communities today and into the future.

Shawn Butterfield  
Managing Director  
Butterfields Services (Aust.)



## Message from Reconciliation Australia

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Reconciliation Australia welcomes Butterfields Services to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP. Butterfields Services 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 Butterfields Services 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 Butterfields Services, 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



## Our Business

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Butterfields is a privately owned Australian business that delivers Air conditioning, Electrical, Plumbing and Fire services and was established in 1978 by Ian and Jeanmarie Butterfield. Today, Butterfields employs close to 100 full-time employees, with the workforce supplemented by a further 130 contracting partners throughout Australia. The company also currently has one office, and it is located at 44-48 Sherriff Street, Underdale SA 5032.

Eighty per cent of Butterfields' services are delivered within South Australia, with the remaining twenty per cent shared across Western Australia and the Northern Territory. Currently, Butterfields has International Organization for Standardization certification in quality management and occupational health and safety.

The markets Butterfields operates within include:

- Health
- Science and Technology (STEMS)
- Commercial Properties
- Industrial Properties
- Data and Data Centres

Our vision is for Australia to recognise Butterfields as an innovative company that consistently delivers professional and high-quality service. Three core values with underlying principles to achieve this vision were established, they are:

### Professionalism

- Directors establish a culture whereby all team members openly provide feedback
- Team members are well trained and professionally presented
- Our facilities and tools are modern and well maintained
- Our fleet is modern, safe and fit for purpose
- Our systems and workflows are innovative
- Safety and environmental matters are identified, mitigated and resolved

### Quality

- Our team utilises high-quality equipment, systems and tools
- Staff are well-trained in technical, safety and environmental matters

### Integrity

- Our team conduct themselves honestly and safely
- We report honestly and accurately on all technical, safety and environmental matters



# Inclusion & Diversity in the Workplace

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Butterfields strives for a team model where our employees are supported as people, not just as workers. We ensure that everyone has a voice, from our leadership team to our apprentices. We also recognise our role in consistently improving and providing a fairer, more inclusive work environment that better represents the culturally diverse communities in which we operate.

Currently, three per cent of the Butterfields team are Aboriginal and Torres Strait Islander peoples. Through our RAP, we seek to increase our workplace diversity and strengthen our employee's cultural understanding.





## Current Activities

Butterfields is a Supply Nation Member and uses its services to identify certified organisations to work and collaborate with on various projects. Supply Nation also assists Butterfields in our journey to improve our cultural understanding, allowing us to better position ourselves to support, mentor, and develop our team members. As we look to continue this relationship, we aim to provide additional career pathways and increase our use and working relationship with Aboriginal and Torres Strait Islander owned businesses.

Butterfields sponsors both male and female national-level cycling teams with the goal of providing continuous development and growth opportunities to all cyclists while creating a fun and safe environment that encourages diversity and inclusivity. Our support and resources have provided both teams with opportunities to feature in various elite-level competitions across the country. Other current partnerships span multiple industries, including building and construction, recruitment and company consumables.



Pictured above: Butterfields Racing Team athlete competing at Round 1 & 2 of the Cycling Super Series (Women) in 2022



Pictured above: Butterfields Racing Team celebrating their first-place finish in the Cervelo Super Series' Team Champions Classification in the Cat 2 Women category.



Pictured above: Butterfields p/b Van D'am Racing athlete competing at Round 5 of the Cycling Super Series (Men) in 2022



## Relationships

Action	Deliverable	Timeline	Responsibility
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations	<ul style="list-style-type: none"> <li>Continue to Identify Aboriginal and Torres Strait Islander stakeholders and certified organisations within our area or sphere of influence</li> <li>Continue researching best practices and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations</li> </ul>	June 2023	Managing Director
2. Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> <li>Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff</li> <li>RAP Working Group members to participate in an external NRW event.</li> <li>Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW</li> </ul>	May 2023  27 May - 3 June 2023  27 May - 3 June 2023	HR & Marketing & Communications Officer  HR  HR
3. Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> <li>Maintain communication regarding our commitment to reconciliation to all staff.</li> <li>Continue to Identify external stakeholders that our organisation can engage with on our reconciliation journey</li> <li>Continue to identify organisations with a RAP and/or other like-minded organisations that we could approach to collaborate with on our reconciliation journey</li> </ul>	June 2023  August 2023  December 2023	Marketing & Communications Officer  HR  Managing Director
4. Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none"> <li>Maintain research into best practices and policies in areas of race relations and anti-discrimination</li> <li>Review HR policies and procedures to identify existing anti-discrimination provisions and future needs.</li> </ul>	August 2023	HR



Action	Deliverable	Timeline	Responsibility
5.  Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	<ul style="list-style-type: none"> <li>• Research best practice for cultural learning strategies.</li> <li>• Review cultural learning needs within our organisation.</li> </ul>	December 2023	HR
6.  Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<ul style="list-style-type: none"> <li>• Continue to develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area</li> <li>• Maintain staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.</li> </ul>	December 2023	HR
7.  Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> <li>• Continue to raise awareness and share information amongst our staff about the meaning of NAIDOC Week.</li> <li>• Continue to introduce our staff to NAIDOC Week by promoting external events in our local area.</li> <li>• RAP Working Group to participate in an external NAIDOC Week event.</li> </ul>	June 2023  June 2023  First week of July 2023	HR



# Opportunities

Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander peoples recruitment opportunities, encouraging retention and providing professional development pathways.	<ul style="list-style-type: none"> <li>Develop and begin to implement a business case for Aboriginal and Torres Strait Islander peoples employment pathways within Butterfields.</li> <li>Continue to build understanding of current Aboriginal and Torres Strait Islander peoples staffing to inform future employment and professional development opportunities.</li> </ul>	<p>May 2023</p> <p>May 2023</p>	<p>Managing Director</p> <p>Managing Director &amp; HR</p>
9. Increase Aboriginal and Torres Strait Islander suppliers diversity to support improved economic and social outcomes.	<ul style="list-style-type: none"> <li>Develop and implement business case for procurement from Aboriginal and Torres Strait Islander owned businesses</li> <li>Maintain Supply Nation membership.</li> </ul>	<p>May 2023</p> <p>May 2023</p>	<p>Managing Director</p>



# Governance

Action	Deliverable	Timeline	Responsibility
10.  Establish and maintain an operationally effective RAP Working Group (RWG) to drive governance of the RAP	<ul style="list-style-type: none"> <li>Form a RWG to govern RAP implementation</li> <li>Draft a Terms of Reference for the RWG</li> <li>Establish Aboriginal and Torres Strait Islander representation on the RWG</li> </ul>	March 2023	Managing Director
11.  Provide appropriate support for effective implementation of RAP commitments	<ul style="list-style-type: none"> <li>Define resource needs for RAP implementation</li> <li>Engage senior leaders in the delivery of RAP commitments</li> <li>Maintain a senior leader to champion our RAP internally.</li> <li>Define appropriate systems and capability to track, measure and report on RAP commitments</li> </ul>	March 2023  March 2023  February 2023  March 2023	Managing Director
12.  Build accountability and transparency through reporting RAP achievements, challenges and lessons learnt both internally and externally	<ul style="list-style-type: none"> <li>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.</li> <li>Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire</li> <li>Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia</li> </ul>	1 August 2023  30 September 2023  November 2023	HR
13.  Continue our reconciliation journey by developing our next RAP	<ul style="list-style-type: none"> <li>Register via Reconciliation Australia's website to begin developing our next RAP, refining it based on lessons learnt and achievements accomplished</li> </ul>	November 2023	HR & Marketing & Communications Officer

Location

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