

# Acknowledgement of Country signage plan rollout



## Frequently Asked Questions - Customers

### **What's Bupa doing to acknowledge Aboriginal and Torres Strait Islander people?**

Across Bupa, our vision for reconciliation is to see the gap in Aboriginal and Torres Strait Islander health outcomes closed.

We're committed to building inclusive environments, working in partnership with Aboriginal and Torres Strait Islander organisations and peoples, and helping our employees, customers and residents have a deeper awareness of our shared history and an appreciation of the diversity of cultures.

Following the launch of our [Reconciliation Action Plan](#) (RAP) in 2015, we've made a commitment to support and better understand cultural protocols and to develop a stronger shared meaning around Welcome to Country and Acknowledgement of Country ceremonies.

### **How does this support our Reconciliation Action Plan?**

As part of this, one of our key milestones detailed in Action 6.4 of our RAP is to:

*Include Acknowledgement of Country references at Bupa premises including our Aged Care Homes, Retail Centres, Dental and Optical practices and corporate offices.*

### **What significance does this have for both Indigenous and non-Indigenous peoples?**

Traditionally speaking, an Acknowledgement of Country offers everyone a way to show awareness of and respect for the traditional owners of the land on which a meeting or event is being held, and to recognise the continuing connection of Aboriginal and Torres Strait Islander peoples to their Country.

At Bupa, we recognise this has enormous implications for our journey together on the road to reconciliation and our shared heritage so across Australia, we'll be showing respect by rolling out our own Acknowledgement of Country signage across all of our Bupa premises.

For our Aboriginal and Torres Strait Islander people, customers and residents, we're demonstrating our commitment to creating a culture of respect across Bupa by acknowledging First Australian's, and creating a welcoming sense of belonging and safety in all Bupa places.

For our non-Indigenous people, customers and residents, this will help us to build a deeper understanding of the cultural protocols of respect for First Australians and offers an opportunity to share and participate in Indigenous culture.

### **When will the signage plan be rolling out, and which Bupa locations does this apply to?**

Starting May 2016 and running through to early 2017, we'll be rolling out our Acknowledgement of Country signage plan across all of our Australian Bupa premises, including:

- All corporate offices
- Bupa Retail – Health Insurance
- Bupa Optical
- Bupa Dental

- Bupa Medical Visa Services
- Bupa Aged Care Homes

### **What will the signage look like?**

As part of our commitment to learn from Aboriginal people and communities, we worked closely with our Indigenous partners to develop our Acknowledgement of Country.

Each acknowledgement plaque will be placed on the glassed entrance points of our customer-facing premises, as well as in all of our corporate state office reception areas and will look like this:



### **Where do I go for more information or if I have questions?**

For more information, please speak with the manager of this Bupa location. To learn more about what Bupa's doing to support reconciliation, visit [Corporate Responsibility](#).