

The background of the entire page is a vibrant Indigenous Australian artwork. It features a large, stylized sun or moon on the left, composed of concentric circles in shades of red, orange, yellow, and white. To the right of this is a large, curved shape in orange and yellow, possibly representing a landscape feature or another celestial body. The bottom half of the image is filled with dense, wavy lines in various shades of blue and teal, creating a sense of movement and depth. The overall style is traditional dot painting and line work.

REFLECT RECONCILIATION ACTION PLAN

JULY 2025 – FEBRUARY, 2027



Camp
Quality





"River of Light: Camp Quality's Journey of Healing and Connection"
- by Natalie L. Simmons

Artwork Story

This artwork tells the vibrant and meaningful journey of Camp Quality through the lens of reconciliation and healing, with themes of community, spirit, and connection.

A flowing, winding river runs through the centre of the piece – painted in brilliant shades of turquoise, and blues – representing the River of Knowledge, a source of continuous learning, truth-telling, and wisdom. The river flows from the past into the present, and beyond into the future, symbolising reconciliation as an ongoing journey rather than a destination. The deep black and indigo background represents the pain, struggle, and darkness of illness. It reflects the grief and hardship faced by children and families. But the darkness is never absolute. It is constantly interrupted by radiating circles of vibrant dots – symbolising moments of joy, connection, healing, and laughter.

Bright yellows, oranges, pinks, purples, and reds fill the artwork in dotted patterns, symbolising laughter, positivity, and the resilient spirit of children. These colors reflect Camp Quality's belief that laughter is the best medicine. Large, glowing campsites represent the powerful impact of Camp Quality's programs, shining brightly against the darkness.

Journeys weave through the piece, showing the strength and endurance of families on challenging pathways, communities healing together, and the ongoing path

to reconciliation. Elders' spirits represent guidance and wisdom passed down to younger generations, alongside Camp Quality staff and volunteers walking beside the families they support.

Around the river and journey lines are large campsites, created with layers of dots in vibrant tones. These represent community, kinship, and togetherness—the heart of both Aboriginal culture and Camp Quality's mission. Symbolising partnerships, shared strength, and collective healing. Representing Camp Quality as a meeting place where children, families, and communities come together in joy, even amid struggle.

Subtle curved "laughing" lines are embedded throughout the journey's — barely visible at first, but unmistakably present. These symbols reinforce that joy, even in small moments, holds power. The sound of laughter, represented in swirling dotted lines, is shown rising from the campsites and surrounding the river — traveling endlessly, healing as it goes.

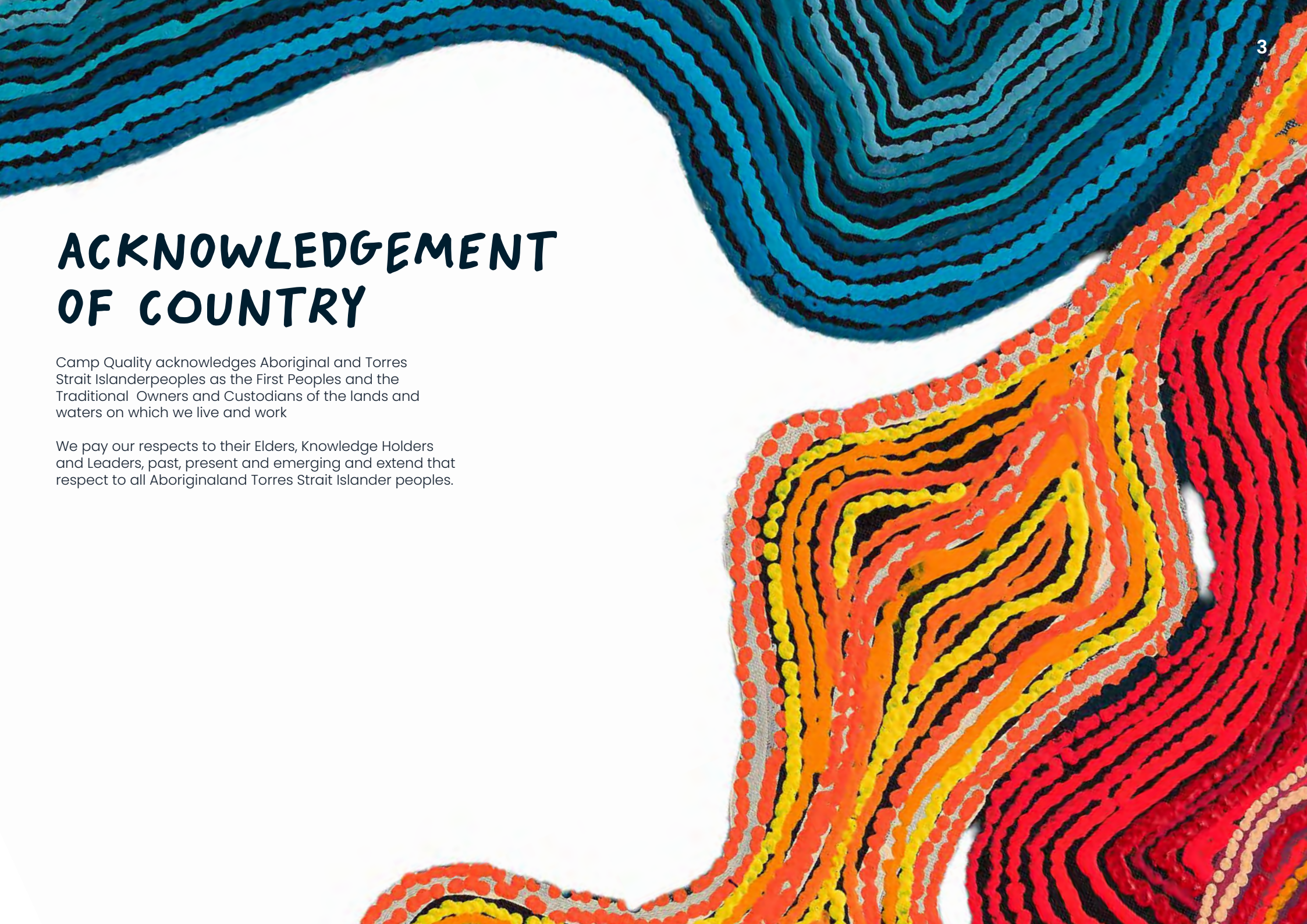
The artwork tells a powerful story. Though life's challenges may cast shadows, the brightness of hope, laughter, and connection will always rise. Camp Quality walks beside community on the river of reconciliation, guided by knowledge, strength, and the shared journey of healing. Together, we remember the past, embrace the present, and create a future that is brighter for every child, every family, and every culture.

Natalie L. Simmons

I am a Proud Wiradjuri/Wailwan woman, the managing director and founder of DENAT Group. An accomplished artist with a passion for creativity and continuing culture. A finalist in 'The Fisher's Ghost Art Award 2023', my art focuses in on a contemporary Indigenous form with a style passed down from my Nan and ancestors. Through my work, I am committed to a sense of strong connection and belonging with the view of passing this down to not only my children but others also.

My contribution to make a positive difference to Aboriginal communities started when I worked as a Clinical Nurse Specialist. I was involved in the strategy development and implementation of the COVID-19 Vaccination for Aboriginal and Torres Strait Islander peoples in the South-West Sydney Area Local Health District. I made a large contribution to the NSW Aboriginal Chronic Care Program and was pivotal in ensuring the program approach was holistic and captured the essence of providing culturally safe care.

I bring this compassion and desire for helping others to my role at DENAT Group, partnering with individuals and organisations in art consulting and cultural learning projects. Our Vision at DENAT Group is to shift impactful conversations into actions, one way I do this is by holding external RAP advisory role's, where I am building the confidence in you and your organisation to put what you create into action.



ACKNOWLEDGEMENT OF COUNTRY

Camp Quality acknowledges Aboriginal and Torres Strait Islander peoples as the First Peoples and the Traditional Owners and Custodians of the lands and waters on which we live and work

We pay our respects to their Elders, Knowledge Holders and Leaders, past, present and emerging and extend that respect to all Aboriginal and Torres Strait Islander peoples.

STATEMENT FROM CEO OF RECONCILIATION AUSTRALIA

Reconciliation Australia congratulates Camp Quality on continuing its reconciliation journey by formally endorsing Camp Quality's second Reflect Reconciliation Action Plan (RAP).

Through this plan, Camp Quality continues to play an important role in 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 continues the journey and primes 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 to increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables Camp Quality 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 steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Camp Quality on your second Reflect RAP, and I look forward to following your continuing reconciliation journey.

Karen Mundine
Chief Executive Officer
Reconciliation Australia



OUR BUSINESS

Camp Quality is a national Australian children's cancer charity that has been improving the quality of life for kids facing cancer for over 40 years. Our free supportive programs and services bring positivity, fun and laughter back into the lives of kids (0-15) facing cancer, and their families, at every step of their cancer journey.

Cancer diagnosis in the family affects the whole family. We help to build optimism and resilience for the difficult road ahead, with cancer support programs, age-appropriate education services, community and a big, healthy dose of fun.

Camp Quality has approximately 85 employees located right around Australia. Our programs and fundraising events are also supported by over 800 dedicated volunteers.

Our employees work from six offices, located in North Sydney on the Traditional Lands of the Cammeraygal people of the Eora Nation; West Melbourne on the traditional lands of the Wurundjeri people of the Kulin Nation; Brisbane on the Meeanjin lands of the Turrbal and Jagera Nations; Adelaide on the traditional land of the Kaurna people of the Kaurna Yarta Nation; Perth on the traditional land of the Whadjuk Noongar people of the Whadjuk Boodja Nation and Newcastle on the land of the Awabakal and Worimi people of the Awabakal Nation.

Camp Quality currently has one employee who identifies as an Aboriginal and / or Torres Strait Islander person. Through this RAP, and as we continue to onboard new employees, we will endeavour to find culturally appropriate ways for the people who work or volunteer with us to identify as being Aboriginal and / or Torres Strait Islander peoples.

OUR RAP

Camp Quality has committed to a Reflect Reconciliation Action Plan (RAP) to proactively and meaningfully support national reconciliation, and address disparities to improve cancer outcomes in line with guidance from the National Aboriginal and Torres Strait Islander Cancer Framework.

Through a Reflect RAP, Camp Quality will explore opportunities to listen to and partner with First Nations people to positively impact Aboriginal and Torres Strait Islander employees, volunteers, supporters and, of course, children and their families impacted by a cancer diagnosis.

The RAP foundations of relationships, respect and opportunities will be used to inform our focus; and develop and implement key initiatives. The ultimate purpose of these initiatives will be to improve the health and wellbeing of Aboriginal and Torres Strait Islander Peoples impacted by cancer.

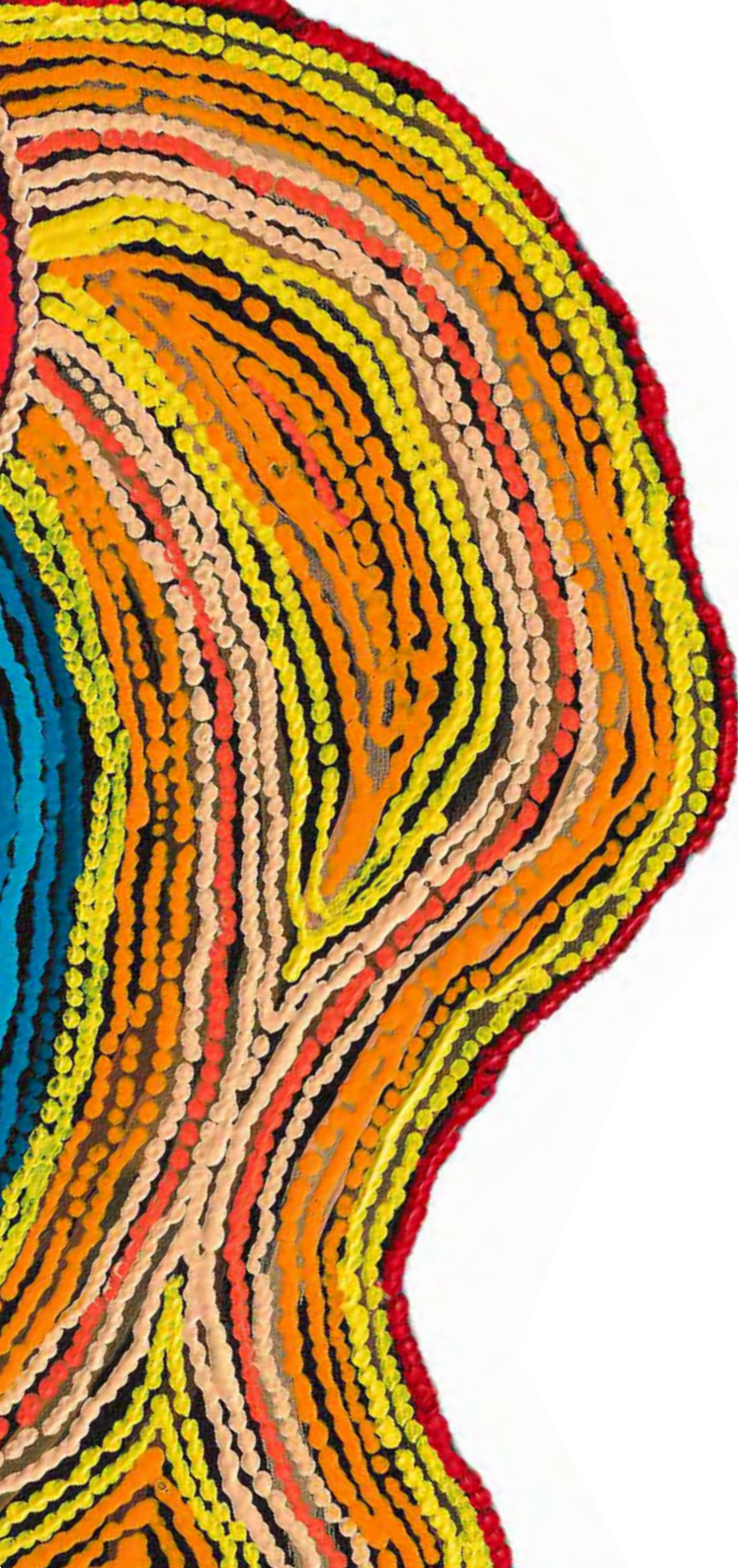
Our RAP forms part of Camp Quality's Strategic and Operational Plan and will be embedded across the organisation - through our programs, services, people and culture, risk and safety, internal and external communications and community engagement.

It is estimated around 750 children will be diagnosed with cancer in Australia each year. There is no cancer data for Aboriginal and Torres Strait Islander children specifically, however the Australian Institute of Health and Welfare reports that on average Aboriginal and Torres Strait Islander people are 14% more likely to be diagnosed with cancer and 20% less likely to survive at least five years after diagnosis compared with non-Indigenous Australians.

After over 40 years supporting children through cancer, we know a cancer diagnosis and treatment can have long term impacts on children's mental wellbeing, due to long periods isolated in hospital where they miss out on developmental milestones, connection to family and community, as well as the post-treatment physical impacts.

“...ON AVERAGE ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE ARE 14% MORE LIKELY TO BE DIAGNOSED WITH CANCER AND 20% LESS LIKELY TO SURVIVE AT LEAST FIVE YEARS AFTER DIAGNOSIS COMPARED WITH NON-INDIGENOUS AUSTRALIANS.”





Since 2019 we have also been supporting children who have a parent or carer diagnosed with cancer on our Kids Impacted by a Carers' Cancer (KICC) programs, where we see the affect a parent's cancer diagnosis has on children's mental wellbeing. It is estimated that around 16,000 Australian parents a year are dealing with a cancer diagnosis.

Camp Quality is committed to playing a role in providing cancer support for these children and their families. This means embedding culturally appropriate considerations into how we reach and provide programs and services for Aboriginal and Torres Strait Islander children and their families in hospital, in education and childcare settings, online, and away from hospital on camps and family getaways.

We have formed a Reconciliation Action Plan Working Group comprised of employees from across the organisation both geographically and functionally. This group comprises of:

- General Manager – Services and Programs
- General Manager – People and Culture
- Creative Manager
- Media and Communications Manager
- National Product Manager
- Volunteer Coordinator
- Fundraising and Events Manager

Our RAP Working Group is led by the General Manager – Services and Programs and General Manager – People and Culture. It is championed by the Chief Executive Officer. We will regularly report on progress of our RAP

internally to our employees through our varied and regular communications channels, to the Camp Quality Board, and the People and Culture Committee (a sub-Board committee). We will also share our progress with our volunteers, Camp Quality families and key stakeholders through EDM, our Annual Report, online forums, social media and at identified events.

Whilst we will welcome input and guidance from First Nations Community Leaders, to ensure the success and continual advancement of our reconciliation efforts, Camp Quality is in the early stages of developing these important relationships.

Camp Quality has commenced its workplace reconciliation journey with education. All permanent employees have engaged with and completed a cultural competency program. This learning journey will continue with a focus on reconciliation and allyship. We have begun the work of identifying key Aboriginal and Torres Strait Islander languages in the areas we work and visit with our travelling cancer education puppet show to ensure we appropriately acknowledge and pay respects to the local Aboriginal and Torres Strait Islander communities.

Camp Quality is also part of the Child and Youth Cancer Alliance in partnership with cancer charities Canteen and Red Kite (Alliance). Our first major project, Cancer Hub, provides navigation services to help families access the support they need if they have a child 0-26 years with cancer. This initiative is supported by the Federal Government and Stage 2 includes a commitment to co-designing a culturally informed Aboriginal and Torres Strait Islander service offering and specific funding to hire First Nations personnel to provide culturally sensitive support to Aboriginal and Torres Strait Islander families in need of this free service.

OUR PARTNERSHIPS/ CURRENT ACTIVITIES

Camp Quality has implemented the following initiatives, which continue to develop:

- An Acknowledgement of Country at Camp Quality key meetings and at the start of events and programs.
- An Acknowledgement of Aboriginal and Torres Strait Islander Peoples on the Camp Quality website and on employee email signatures.
- Progressive changes to Camp Quality's recreation programs to establish a culturally safe environment in which the diverse and unique identities and experiences of Aboriginal children and young people are valued and respected.
- A Cancer Education Program focussed on educating school communities about the impacts of cancer delivered to regional and remote communities that have a high number of Aboriginal and Torres Strait Islander People including the Northern Territory and North and Western Queensland.
- The promotion of national days and dates of significance to Aboriginal and Torres Strait Islander Peoples through internal communications and externally through social media channels, this includes but is not limited to, National Reconciliation Week and NAIDOC Week.
- Inclusive language used in Camp Quality's safeguarding children and young people policies, and codes of conduct, ensuring all communications are respectful and considerate of Aboriginal and Torres Strait Islander cultures and experiences. This includes using language that honours their heritage and contributions and avoids language that could be considered dismissive or disrespectful.
- Inclusive language used on job advertisements to ensure that all position descriptions and requirements are free from bias and welcoming to Aboriginal and Torres Strait Islander applicants.

RAP ACTIONS AND DELIVERABLES

RELATIONSHIPS

Action	Deliverable	Timeline	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 that could be approached to connect with Camp Quality on our reconciliation journey.	December 2026	National Product Manager / Fundraising & Events Manager
	Deepen current partnerships within the Cancer space to reduce the impact of cancer on Aboriginal & Torres Strait Islander peoples.	March 2026	National Product Manager / Fundraising & Events Manager
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	December 2026	National Product Manager
2. Build relationships through celebrating National Reconciliation Week (NRW).	Camp Quality's RAP Working Group to organise a NRW event for staff	27 May to 3 June 2026	Lead: Media & Communications Manager Support: Volunteer Coordinator
	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2026	Media & Communications Manager
	RAP Working Group members to participate in an external NRW event.	27 May to 3 June 2026	Volunteer Coordinator
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May to 3 June 2026	CEO
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff. This includes upon endorsement of this RAP and during notable events including Reconciliation Week and NAIDOC Week	May 2026 July 2026	CEO
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	July 2026 to December 2026	National Product Manager
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	December 2026	National Product Manager
	Develop a list of RAP organisations within the cancer space that Camp Quality could connect with on our reconciliation journey.	December 2026	National Product Manager
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	December 2026	General Manager – People & Culture
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	September 2026	General Manager – People & Culture

RAP ACTIONS AND DELIVERABLES

RESPECT

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.	November 2026	General Manager – Services & Programs
	• Conduct a review of cultural learning needs within our organisation.	April 2026	General Manager – People & Culture
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	• Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	December 2026	National Product Manager / Media & Communications Manager
	• Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	March 2026	General Manager – People & Culture
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.	July 2026	Media & Communications Manager / General Manager – People & Culture
	• Introduce our staff to NAIDOC Week by promoting external events in our local area.	July 2026	Media & Communications Manager / General Manager – People & Culture
	• RAP Working Group to participate in an external NAIDOC Week event.	July 2026	Lead: Volunteer Coordinator

RAP ACTIONS AND DELIVERABLES

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.	October 2026	General Manager – People & Culture and General Manager Services & Programs
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	December 2026	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.	November 2026	General Manager – Services & Programs
	Investigate Supply Nation membership.	October 2026	General Manager – Services & Programs National Product Manager

RAP ACTIONS AND DELIVERABLES

GOVERNANCE

Action	Deliverable	Timeline	Responsibility
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	RAP Working Group will meet quarterly and more frequently, as agreed.	January 2026 April 2026 July 2026 October 2026	CEO
	Review the Terms of Reference for the RWG.	January 2026, then annually	General Manager – People & Culture General Manager – Services & Programs
	Establish Aboriginal and Torres Strait Islander representation on the RAP Working Group	July 2026	RAP Working Group Chair
11. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	October 2025	General Manager – Services & Programs General Manager – People & Culture
	Engage senior leaders in the delivery of RAP commitments.	January 2026 April 2026 July 2026 October 2026	General Manager – Services & Programs
	Maintain a senior leader to champion our RAP internally.	January 2026 – December 2026	CEO
	Define appropriate systems and capability to track, measure and report on RAP commitments.	January 2026	RAP Working Group Chair
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, annually	General Manager – People & Culture
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey. .	1 August annually	General Manager – People & Culture
	Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	30 September, annually	General Manager – People & Culture

**FOR MORE INFORMATION
PLEASE CONTACT:**

Marie Kent, Media & Communications Manager

Phone: (02) 9876 5000

Email: marie.kent@campquality.org.au



campquality.org.au
1300 662 267

