

Reflect Reconciliation Action Plan

May 2024 – May 2025

amc COMMERCIAL CLEANING

RECONCILIATION ACTION PLAN
REFLECT

Acknowledgement of Country.

AMC Commercial Cleaning acknowledges the Traditional Owners of lands throughout Australia, and recognises their continuous connection to the lands, waterways, and communities. We pay our respects to their Elders past and present.

All photographs supplied by AMC Commercial Cleaning 2024, unless otherwise stated.

Contents.

The Design 4

Message from our CEO 7

Message from Reconciliation Australia CEO 8

Our Business 10

Embarking on our Reconciliation Journey 15

Buiding opportunities 14

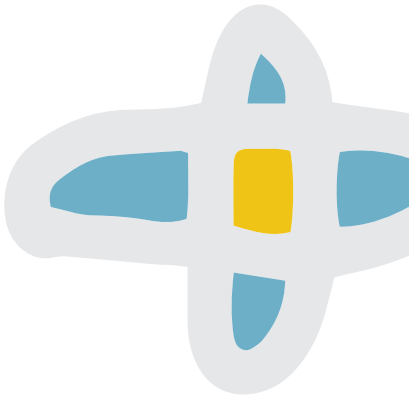
Leading the RAP within AMC 16

Bringing our Communities Together 18

Reconciliation Action Plan and Opportunities 21

- Relationships
- Respect
- Opportunities
- Governance

The Agency 26



The Design.

The AMC Commercial Cleaning Reconciliation design encapsulates the company's journey towards recognising, honoring and building opportunities with Australia's First Peoples.



Communities and Cultures
The backdrop of the design embodies the wide spectrum of individuals and cultures who work within AMC Commercial Cleaning. This diversity infuses the workplace with a wealth of knowledge and understanding and signify the individuals/ families who are connected to AMC Commercial Cleaning throughout its 30 years of operations.



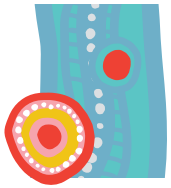
Brighter Futures
AMC Commercial Cleaning looks after people and through its leadership empowers people to thrive throughout the workplace and through the what it inherently does as a commercial cleaning company.

These stylised elements also symbolise brighter futures and acknowledge the journeys and guidance of our ancestors as Australia's First Peoples.



Icons of Reconciliation
Employing modern stylised Indigenous design elements, the design embodies the crucial facets of achieving a Reconciled Australia, including equality and equity, race relations, institutional integrity, historical acceptance, and unity through uniquely design icons.

Healing Waterways (Truth-telling)
Symbolic waterways in the background of the design represent the process of knowledge sharing, truth-telling, healing and the way in which AMC Commercial Cleaning will share these with its leadership, families and stakeholders through its work. This fosters greater acceptance and understanding of the historical injustices and inherent rights of Australia's First Peoples as custodians of the land and waters throughout Australia.



Through the work of the diverse leadership and team at AMC Commercial Cleaning throughout the Country and its key principles of *looking after people and empowering people to thrive*, AMC Commercial Cleaning is leading the way in building a Reconciled Australia.



leigh harris
creative director
ingeous studios





Message from our CEO.



Today we are incredibly proud to embark on our reconciliation journey formally.

This initial Reconciliation Action Plan (RAP) marks the first step in our long-term commitment to better understand, engage and build meaningful relationships with Aboriginal and Torres Strait Islander peoples, creating a more equitable and inclusive environment for tomorrow.

AMC's Reflect Reconciliation Action Plan (RAP) is an integral part of our overall strategy to drive change and action towards reconciliation. The RAP formalises our goals and commitments at both an organisational and individual level to support First Nations employees and to ensure purposeful and impactful community engagement.

We also intend partnering with First Nations organisations to extend our impact to the communities in which we operate.

I want to thank Naomi Prior our Advisor to the Executive Leadership for the support to develop this RAP to ensure our approach is authentic and culturally appropriate and for her commitment to continue to work with us as we implement this Reflect RAP. My thanks to the young artist group from indgeous studios for creating an artwork that tells AMC's journey towards reconciliation in the most beautiful way. I would also like to thank the RAP Working Group at AMC, who have helped us reach this significant milestone.

I look forward to us continuing the important conversations and working towards a more equitable Australia for all.

Together, let us continue to work towards building a future we can all trust.

Kristie Coade
Chief Executive Officer
AMC Commercial Cleaning

Message from Reconciliation Australia.



Reconciliation Australia welcomes AMC Commercial Cleaning to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

AMC Commercial Cleaning 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 AMC Commercial Cleaning 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 AMC Commercial Cleaning, 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



Historical Acceptance



Equality and Equity



Institutional Integrity



Race Relations



Unity

Our Business.

AMC Commercial Cleaning is a proudly Australian family-owned, company. Established in 1988 in Naarm/Melbourne on the traditional lands of the Kulin Nation, we now serve people throughout Australia, Aotearoa New Zealand and the USA.

From our humble beginnings, we have become one of the most well-respected commercial cleaning providers on both sides of the Tasman. We did this by identifying the need for more people-focused, comprehensive and professional cleaning services, and by consistently delivering on our promises. We also looked for ways to empower our people who deliver the service operations. Our purpose was to give our people greater technical, operations and managerial skills, ownership, pride and dignity. This led to us setting our business structure for franchising. Today we are proud to have over 500 AMC franchise owners from diverse ethnicities and nationalities within our family. At any given day over 2000 service persons employed by AMC are out servicing customers across Australia. Our services cover a diverse range of businesses that include commercial, aged care, medical, education, retail, industrial, sports, leisure and hospitality.

Although our portfolio has significantly increased since the company's inception, we have always stayed true to our founding principles. We believe that it is important to look after people first, and this is reflected in our values of respect, responsibility, excellence, integrity and innovation. We have built long-standing relationships with leading corporations based on our commitment to delivering consistently superior service.

Since 2022, AMC Commercial Cleaning has had four Aboriginal and/or Torres Strait Islander staff members on its team in full-time and advisory roles as Key Account Manager, State Operations Supervisor, and Customer Service Manager. We currently have two in full-time positions and one in an advisory role. They bring a wealth of skills and experience, enriching our workplace with their unique perspectives and cultures.

AMC is a proud and inclusive employer, and we are committed to recruiting and retaining Aboriginal and Torres Strait Islander (First Nations) employees. We believe that a diverse and inclusive workforce is essential to success, and we are committed to creating a workplace where everyone feels respected.

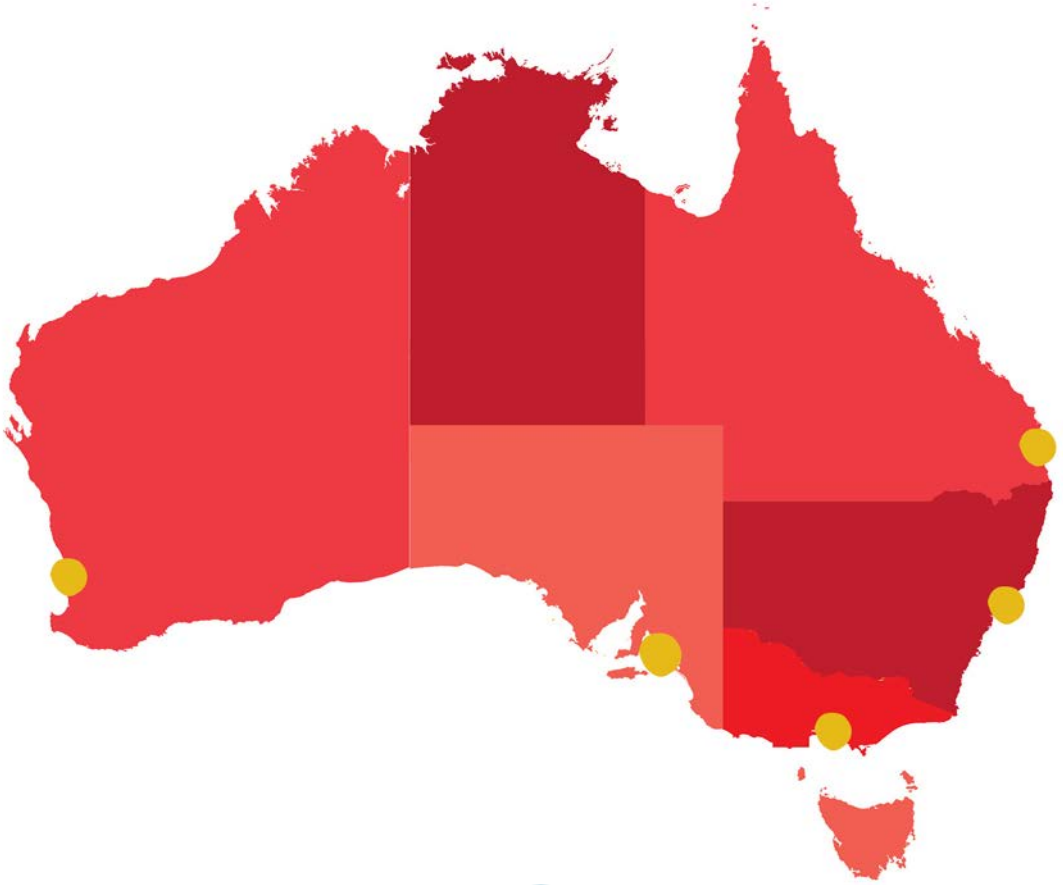
Our National Office, with a staff of 20, is located in Dingley Village Victoria, and is responsible for the overall strategic direction and management of the company. The state and territory offices are responsible for the day-to-day operations of the company in their respective regions.

AMC is a national company with five key branches at the following locations:

- VIC Office located in Dingley Village.
- NSW Office located in Baulkham Hills.
- QLD Office located in Pinkenba.
- SA Office located in Collinswood.
- WA Office located in Belmont.

As well as satellite operations in major regional centres such as Cairns, Mackay, Gold Coast, Tasmania, Darwin and the ACT.

Similarly, in Aotearoa New Zealand, AMC stretches across both main islands with Head Office based in Mt Wellington, Auckland. We have recently entered the United States with an office in Dallas, Texas.





Beyond Clean.
As a family-owned business, AMC is committed to going 'Beyond Clean'. This means we not only protect the wellbeing of people with our specialist cleaning services, we strive to create safe, healthy and enjoyable environments where everyone can thrive.

AMC is actively involved in a wide variety of causes to ensure better business practices, a more inclusive society and a brighter future. We are especially focused on looking after the vulnerable and the needy in the communities we serve. As an employer, we nurture low-skilled and migrant team members to help them learn the necessary skills to run their own businesses as franchisees.

Since 2023 AMC has been supporting the Victorian Aboriginal Childcare Agency (VACCA) with their Cultural Camp program and the Christmas Gift Drive, to enrich the lives of Aboriginal and Torres Strait Islander children in out-of-home care.

These camps serve as important opportunities for Aboriginal youth to connect with their heritage through interactions with Elders and engage in cultural activities alongside their peers.



Building opportunities.



Teagean Hawes-Manukau
Customer Service Manager, QLD

Teagan grew up in Ngiyambaa Country in central-west NSW and attended high school on Dharug Country in Sydney.

Teagan says, *"Family is everything to me, I carry my family values in to everything I do."*

As part of her role, Teagan is responsible for managing a large portfolio of customers in Queensland ensuring service delivery is up to standards and relationships are nurtured at a local state level.



Ezra Rangip
Customer Service Manager, QLD

Ezra is from Saibai Island in the Torres Straits. Growing up in Australia, she considers it a privilege of having attended St. Peters Lutheran College Boarding School and later St. Monica's College in Cairns.

"The culture, ceremonies and traditions are what keep us connected to our roots. I carry our cultural identity with me, knowing that it is a part of my essence and something to be cherished and celebrated".

In her role as customer service manager, Ezra looks after a significant portfolio of customers to ensure they receive benchmark standards of service and the best experience from AMC.



Naomi Prior
Advisor to the Executive Leadership for RAP.

Naomi Prior is a descendant of the Birri – Gubba people from North Queensland and has grown up on the lands of the Boonwurrung/Bunurong people where she currently lives. Naomi has 20 years' experience working directly with Aboriginal people and with businesses who actively support and engage with local Aboriginal communities.

As a proud advocate for reconciliation and Indigenous rights, Naomi brings a wealth of passion, expertise, and dedication to their role as a member of the Reconciliation Action Plan (RAP) Working Group.

Photo by Kinaway Chamber of Commerce.

Embarking on our Reconciliation Journey.

AMC believes in putting people first. We strive to ensure that everyone within our communities is treated equally and given the same respect and opportunities regardless of their age, beliefs, disability, gender, marital status, pregnancy and maternity, race or sexual orientation.

Guided by our values of respect, responsibility, integrity, excellence and innovation we are developing a Reconciliation Action Plan (RAP) to support Aboriginal and Torres Strait Islander people and align our efforts with their priorities.

AMC is just beginning their RAP journey. However, we are fully committed to building strong relationships and enhancing respect between Australia's First Peoples and non-Indigenous Australians.

We recognise our role in working towards reconciliation and influencing our employees, customers and the communities we operate within. AMC's RAP will provide a framework to address the discriminatory structures and systems that drive inequality and inequity between Aboriginal and Torres Strait Islander people and non-Indigenous people.

We encourage more Australian businesses to act against racism directed at Aboriginal and Torres Strait Islander peoples. We believe that Reconciliation Action Plans are the practical and meaningful way of achieving reconciliation in everyday life.

We invite all of our communities to join us on this journey to create a more reconciled and equitable Australia.

Our CEO, Kristie Coade champions this reconciliation process and is passionate about her company's involvement in making a difference. AMC's RAP Working Group was established in 2023 and will ensure all processes and deliverables stay on track and meet the RAP timeframe.

Leading the RAP within AMC Cleaning.

As part of the Reflect RAP development, we formed an internal RAP Working Group (RWG) that has been working alongside our executive leadership.

The commitment to begin the RAP journey has continued to be championed by Kristie Coade our Chief Executive Officer.

The internal RWG was carefully selected with representation from all functions such Finance, Operations, People and Culture, Marketing and Sales. This diversity was paramount when formalising the RWG. The objective is to create a diversity of thought and input to maintain curiosity, motivation and fairness for all involved when developing this Reflect RAP.

The RAP working group consists of the following individuals:

Kristie Coade
Chief Executive Officer

Stuart Douglas
Chief Financial Officer

Sharmini Masilamani
Marketing Director

Paul Stillitano
Sales Director

Teagean Hawes-Manukau
Customer Service Manager, QLD

Glenn Craker
Operations and Implementation Manager

Ellie Barr
People and Culture Manager

Ezra Rangip
Customer Service Manager, QLD

Mariantonieta Madriz Herrera
Marketing Coordinator

Naomi Prior
Advisor to the Executive Leadership for RAP

Tony Tarzia
Audit and Compliance Manager



Kristie Coade
Chief Executive Officer



Teagean Hawes-Manukau
Customer Service Manager, QLD



Stuart Douglas
Chief Financial Officer



Sharmini Masilamani
Marketing Director



Mariantonieta Madriz Herrera
Marketing Coordinator



Naomi Prior
Advisor to the Executive Leadership for RAP



Paul Stillitano
Sales Director



Tony Tarzia
Audit and Compliance Manager



Glenn Craker
Operations and Implementation Manager



Ezra Rangip
Customer Service Manager, QLD



Ellie Barr
People and Culture Manager

Bringing our Communities Together.

Despite only beginning our RAP journey, AMC has been involved in active partnerships with Aboriginal and Torres Strait Islander peoples and their communities for many years.

Victorian Aboriginal Childcare Agency

AMC has partnered with the Victorian Aboriginal Childcare Agency (VACCA), a first nation-led organisation to support their Cultural Camp program, which enriches the lives of Aboriginal children in out-of-home care.

These programs are tailored for Aboriginal and Torres Strait Islander children and young people, providing immersion in their specific Aboriginal Cultures from their Elders, and practice cultural activities with other children. They are about connection to Country, community and culture. VACCA's Cultural Camp program is a life-affirming program for children that empowers them to become role models to their peers.

Thanks to AMC's funding of VACCA Cultural Camps, VACCA can support more Aboriginal children and young people on their healing journey. Together we can create long-term, multi-generational change to dismantle the systems and structures of oppression and address the barriers to practicing their culture/s and self-determination.

AMC has a proud history of partnerships with suppliers who share their pursuit for removing inequality and inequity between Aboriginal and Torres Strait Islander people and non-Indigenous people. As part of making a valuable contribution as community partners, we seek meaningful long-term relationships that respect local cultures and create lasting benefits.

VACCA
Connected by culture

Indigenous Scholarships and Cadetship

Between 2018 – 2022 we offered 15 to 21 scholarships (per year) to Indigenous youth to give them a head start in a very competitive world. The recipients of these scholarships were selected by St Kilda FC to attend the AFL Next Generation Academy.

The total value of these sponsorships during this time was over $500K. The scholarship covered annual fees for the Next Generation Academy and AFL, travel expenses, accommodation, nutrition, coaching and mentoring for a year.

Three AMC scholarship holders, Marcus Windhager, Josiah Kyle, and Jack Peris were drafted into the AFL in 2022.

In addition to the scholarship program, AMC also collaborated with the Saints and AFL Ready to offer the AMC Indigenous Cadetship program. This program provides school leavers from Aboriginal communities with hands-on work experience at St. Kilda FC and AMC.



AMC's commitment to Indigenous Australians is ongoing and treasured, and its programs are making a real difference in the lives of young people. The AMC Indigenous Scholarships and Cadetships provided opportunities for training and development, work experience and mentorship. Such programs help to create a pathway for Aboriginal and Torres Strait Islander people to succeed in their careers and in life.

Photos supplied by St Kilda FC, 2021.



Internal activities/initiatives.

AMC has recently recruited three Indigenous Australians to its team in strategic roles as Key Account Manager, State Operations Supervisor, and Customer Service Manager.

Additionally, AMC has engaged a reconciliation advisor to guide us through this new journey of reconciliation and support its engagement with First Nations businesses and people.

AMC's commitment to diversity and inclusion is evident in our recent recruitment efforts, mentoring program and commitment to reconciliation. AMC is also offering a new franchise program for Aboriginal and Torres Strait Islander people, providing them with a unique entrepreneurial opportunity to achieve their dreams and build successful businesses.

We are proud of our progress in this area but we know more work needs to be done. We are committed to continuing our journey of reconciliation and to building a truly inclusive workplace for all.

Our Reconciliation Action Plan and the Opportunities.

This Reflect Reconciliation Action Plan (RAP) is an opportunity for AMC to unite everyone across the company to build a common understanding of reconciliation and take meaningful steps forward.

The RAP also provides a roadmap to turn our goals into action. This clear direction will empower everyone at AMC to contribute and explore creative ways to advance reconciliation within our industry.

AMC is committed to reconciliation. This Reflect RAP outlines our plan to embed reconciliation principles throughout our business operations, staff engagement, and interactions with communities and other organisations. Our goal is to build a more equitable future that supports Aboriginal and Torres Strait Islander peoples.

Through this RAP, we will increase awareness, understanding, and respect for Aboriginal and Torres Strait Islander cultures within AMC. We will integrate these principles into our work, procedures, and policies to build strong, meaningful relationships that have a positive impact.

AMC's national presence creates opportunities for positive change. We can directly and indirectly create jobs, engage with First Nations suppliers, and promote education, professional development, and financial independence of First Nations communities that will have a lasting impact.

By collaborating with First Nations consultants, we understand the interconnectedness of First Nations communities. Positive experiences will resonate and encourage broader engagement with AMC. Our goal is to build trust organically and become a trusted partner for First Nations peoples, both internally as employees and externally as collaborators.



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.	June 2024	Marketing Co-ordinator
	• Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	December 2024	Marketing Co-ordinator
2 Build relationships through celebrating National Reconciliation Week (NRW).	• Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2024	Marketing Co-ordinator
	• RAP Working Group members to participate in an external NRW event.	27 May – 3 June 2024	Chief Executive Officer
	• Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May – 3 June 2024	Chief Executive Officer
3 Promote reconciliation through our sphere of influence.	• Communicate our commitment to reconciliation to all staff.	May 2024	Chief Executive Officer
	• Identify external stakeholders that our organisation can engage with on our reconciliation journey.	May 2025	Sales Director and Key Account Manager
	• Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	May 2025	Sales Director and Key Account Manager
4 Promote positive race relations through anti-discrimination	• Research best practice and policies in areas of race relations and anti-discrimination.	February 2025	People and Culture Advisory (HR)
	• Raise awareness of your company expectations on what constitutes appropriate behaviour in the workplace, including the negative impact of discriminatory and racist behaviours.	March 2025	People and Culture Advisory (HR)
	• Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	February 2025	People and Culture Advisory (HR)

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.	May 2025	Chief Financial Officer
	• Conduct a review of cultural learning needs within our organisation.	May 2025	Chief Financial Officer
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.	May 2025	National Operations and Implementation Manager
	• Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	May 2025	National Operations and Implementation Manager
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 2024 July 2024	Key Account Manager
	• Introduce our staff to NAIDOC Week by promoting external events in our local area.	July 2024	Key Account Manager
	• RAP Working Group to participate in an external NAIDOC Week event.	July 2024	Key Account Manager

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	People and Culture Advisory (HR)
	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	May 2025	People and Culture Advisory (HR)
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.	May 2025	National Operations and Implementation Manager
	• Investigate Supply Nation membership.	May 2025	National Operations and Implementation Manager

Governance

Action	Deliverable	Timeline	Responsibility
10 Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	• Form a RWG to govern RAP implementation.	May 2024	Chief Executive Officer
	• Draft a Terms of Reference for the RWG.	May 2024	Chief Executive Officer
	• Establish Aboriginal and Torres Strait Islander representation on the RWG.	May 2024	Chief Executive Officer
11 Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation.	May 2024	Chief Financial Officer
	• Engage senior leaders in the delivery of RAP commitments.	May 2024	Chief Executive Officer
	• Appoint a senior leader to champion our RAP internally.	May 2024	Chief Executive Officer
	• Define appropriate systems and capability to track, measure and report on RAP commitments.	May 2025	Chief Executive Officer
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	Marketing Director
	• Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey.	August annually	Marketing Director
	• Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	September annually	Marketing Director
13 Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia's website to begin developing our next RAP.	March 2025	People and Culture (HR)

The agency.

The AMC Commercial Cleaning Reconciliation Action Plan design created by Indigenous creative design agency ingeous studios tell a story of the AMC Cleanings journey towards respecting and acknowledging Australia's First Peoples.

ingeous studios is an award-winning Supply Nation-registered full service Indigenous design and digital creative agency offering everything from bespoke Indigenous design, brand development, photography through to website and app development and social media campaign content creation and deployment.

amc
COMMERCIAL CLEANING



Contact details

Sharmini Masilamani
Marketing Director
Phone: 03 9262 2404
Email: sharmini.masi@amcclean.com.au