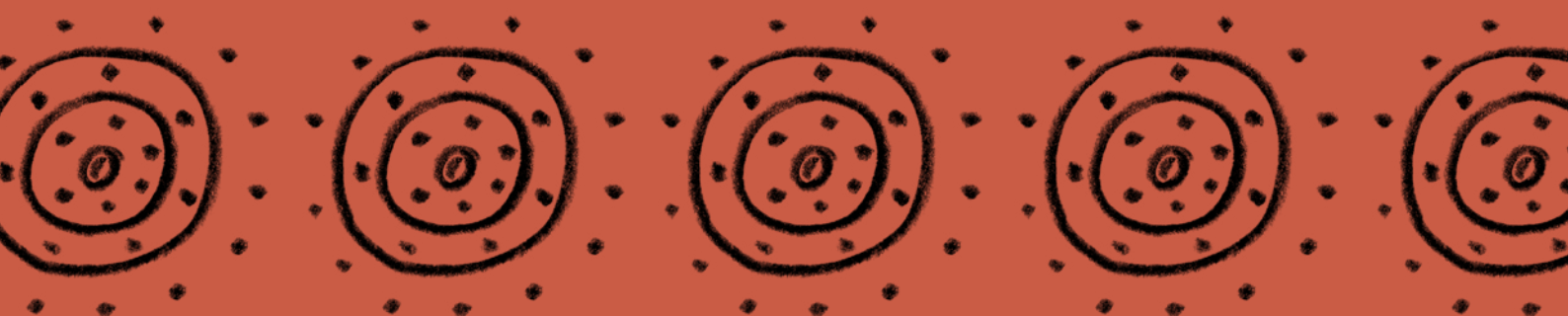


REFLECT

Reconciliation Action Plan

October 2024 - October 2025



StoryBoxHub



RECONCILIATION
ACTION PLAN

REFLECT

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**Tamala Shelton reads
'Heroes, Rebels and
Innovators' by Karen Wyld**



**Anita Heiss reads
'Fair Skin Black Fella'
by Renee Fogorty**



**Boori Monty Prior
reads his book
'Shake A Leg'**



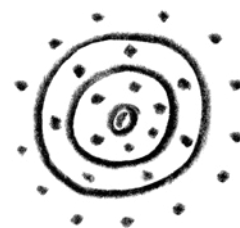
**Andrew Krakouer reads
'My Deadly Boots' by
Carl Merrison and
Hakea Hustler**



**Ellen van Neerven
reads 'Colour Me' by
Ezekiel Kwaymullina
and Maira Chur**



Statement from CEO of Reconciliation Australia



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

StoryBox joins a network of more than 3,000 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 StoryBox 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 StoryBox, 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**



StoryBox Hub CEO/Founder message



”

Stories help us understand ourselves and others. Storytelling enriches our lives and provides guidance to living, and is the beating heart of Aboriginal and Torres Strait Islander cultures.

It is an honour and a privilege for StoryBox to take part in creating a Reconciliation Action Plan and continue to share the extraordinary picture books that have been produced by First Nations authors, illustrators, and publishers.

Our collection is carefully curated and our storytellers are selected based on their connection to each story. In doing so, it is vital that we continue to collaborate with our First Nations creators and storytellers in order to present these stories in the most authentic and engaging way possible.

The exceptional feedback we have received from our audience is indicative of the desire that our educators and children have for understanding First Nations cultures and histories. As such, our commitment to our RAP, our First Nations' series and beyond is enduring. We aim to play our part in increasing respect and understanding of First Nations Peoples.

Nicole Brownlee, StoryBox Hub CEO/Founder



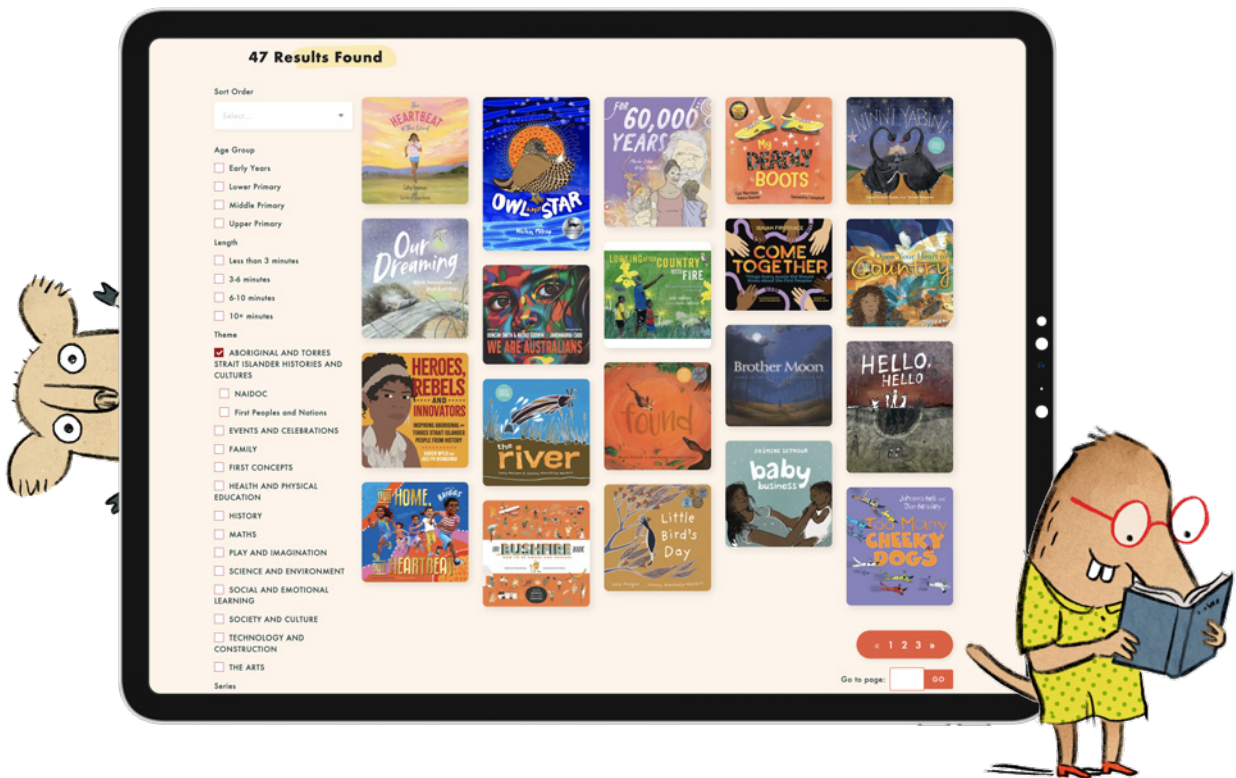
Our business

StoryBox Hub (SBH) is a creative, educational online platform developed for children to improve their literacy and language skills.

Our library of over 550 children's picture books features diverse storytellers presenting engaging, read-aloud story videos showcasing the best of ANZ children's literature. SBH is a trusted, ad-free, subscription-based service, and a high-quality resource for educators, public libraries, and families.

Our stories allow all children to see themselves reflected and can be accessed for a variety of skill levels and ways of reading. Expertly created educational resources, such as our Classroom Notes and Activity Time, accompany each story to encourage further theme exploration through educator-led instruction and play-based family connection opportunities.

Our digital stories and educational resources help children develop their multimodal literacy skills, conveying meaning through combinations of written and spoken language, visual images and audio, gestural and spatial modes of language and communication.



Our business

Reading aloud to children, in particular by diverse and engaging storytellers, greatly improves language and literacy skills, especially in the early years of a child's development. Studies show that many children are not read to frequently enough, but storytelling is crucial for children's development. StoryBox Hub (SBH) bridges this gap, gets children excited about reading and helps improve language and literacy skills, via an interactive and educational platform.

Our subscription-based educational service engages the next generations in reading and storytelling, delivering the precious experience of being read aloud to and improving children's lives. Children can explore a diverse range of storytellers in a growing digital library, plus accompanying educational resources enhance the teaching and learning experience for all.

StoryBox has national and increasingly, international audiences, of educators, librarians and library staff, carers and parents, industry professionals, creators, book publishers and more. SBH HQ is based in Melbourne, however our staff work predominantly off-site and remotely across Melbourne and Victoria.

StoryBox employs 13 staff members, and multiple contractors in production, within a dynamic and growing team. There are no Aboriginal or Torres Strait Islander staff working at StoryBox at the present time, however we do employ freelance First Nations' storytellers and creators to read and perform, and in 2024, we welcomed Wiradjuri, Ngemba and Paakantji educator, Jordyn Green, as our First Nations' social media ambassador and RAP committee member.

StoryBox acknowledges the
Traditional Owners of the lands
in which we work and live:

**Kaurna
Nation:**
Peramangk
Country (1)

Kulin Nation:
Boonwurrung Country (7)
Tuangurung Country (1)
Wurundjeri / Woiwurrung
Country (4)



"I signed up for StoryBox Hub ('StoryBox Library' at the time) a few years ago. I loved the idea of having a library of books literally at my fingertips! I remember looking through the books and being happily surprised to see so many First Nations books included in the library. Sadly, struggling to find First Nations books in libraries and bookstores was a regular occurrence for me. Not only did StoryBox Hub have so many different First Nations books, they were also read by diverse First Nations storytellers varying in age, appearance, career, mob, location and gender. I thought it was so wonderful that children would see so many different First Nations people — in all of our shades of deadly! Now, I look through the library and see so many new First Nations books and storytellers — and that these storytellers read books beyond the First Nations book category too!"

Jordyn Green



Our RAP

StoryBox is developing a RAP to increase awareness and understanding of First Nations' histories, stories and practices of collaboration and active listening.

By strengthening partnerships with First Nations' storytellers, creators and publishers, StoryBox can amplify voices and stories, increase respect and understanding of First Nations' peoples, through educators, librarians and families. With children having greater access and awareness of First Nations' stories, it can increase the level of trust, awareness of cultural differences and transform the understanding of Australia's history. Racism isn't inherent, and breaking down prejudices and notions can start at a young age, and benefits all children and their families.

By commencing our reconciliation journey and working more closely with First Nations' creators, storytellers, publishers and artists, StoryBox will have a better understanding and knowledge of First Nations' stories, voices and histories, and how best to impart this into our business model in a way that is respectful, comprehensive and tangible. Having greater engagement with First Nations' book creators and storytellers increases opportunities for relationship building and trust between collaborators, and helps to increase equality and equity for First Nations' storytellers, creators, artists, performers, by increasing representation and making SBH a culturally safe employer for First Nations' peoples.

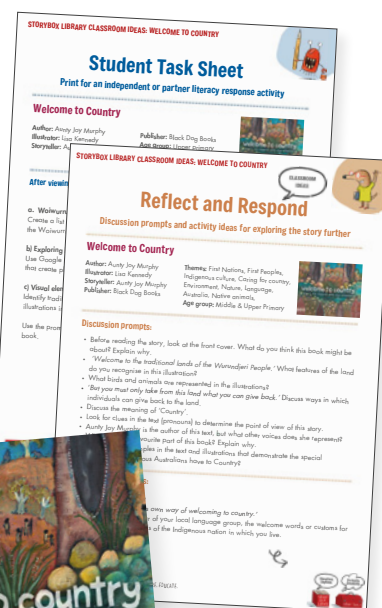
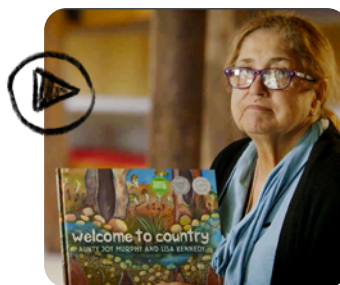
StoryBox will approach implementing our Reflect RAP through establishing monthly RAP Working group meetings and reporting regularly on RAP progress, engaging with First Nations' stakeholders to seek guidance and advice, establishing First Nations' representation in our RAP working group, employing a top-down approach to ensure all senior leadership team members are

assigned tangible and reasonable deliverables within time frames. Our General Manager - Content and Partnerships has been identified as our RAP Champion.

In addition, training for all staff in cultural awareness and increasing understanding of respect in First Nations' relationships will assist in strengthening relationships and understanding with First Nations' peoples. We intend to increase the number of First Nations' stories in our digital collection during 2024/5 building on our existing First Nations' Story Time series. While there has been progress made with regards to increasing First Nations' stories via the First Nations' Story Time series, this is the beginning of StoryBox's official reconciliation journey.

In internal planning, increased focus and commitment to collaborating with First Nation focussed organisations, creators, advocates and ambassadors (such as the Indigenous Literacy Foundation). StoryBox intends to work towards becoming an employer of choice for First Nations' peoples.

'Welcome to Country' read by Respected Elder, Auntie Joy Murphy, and downloadable resource sheets.



Our partnerships/current activities

SBH's reconciliation journey began in 2018 with receipt of an Australia Council for the Arts grant to create our First Nations' Story Time series (formally known as Indigenous Story Time).

The series aimed to increase and diversify our existing content by providing a wider range of stories written, illustrated or read by First Nations' people, with an initial release of 20 Stories, all published by First Nations' publishers. Throughout the application process, SBH sought input from First Nations' publishing consultant and Wuyli Wuyli woman, Lisa Fuller and Magabala Books. For the selection of Stories and creation of curriculum-linked Classroom Ideas and Activity Time projects, we also worked closely with Lisa Fuller to ensure that we were following a process of meaningful engagement, in order to provide long-term benefits for our audience and the individuals and/or communities involved in the process. This series has now grown to include 35 Stories and Short Films and a documentary featuring our Indigenous creators and storytellers.

On 11 Feb 2019 we released 'Sorry Day', by creators Coral Vass and Dub Leffler, published by National Library of Australia ahead of the anniversary of the National Apology to the Stolen Generations, which occurs annually on 13th February. 'Sorry Day'

includes a special introduction and afterword from former Prime Minister, Kevin Rudd, and is read poignantly by actor Trevor Jamieson. StoryBox's version of 'Sorry Day' was featured on the National Apology Foundation for Indigenous Australians website (now <https://nationalapology.org/>) and thanks to National Library of Australia remains freely available via StoryBox for all viewers.



'Hello, Hello', read by Tony Briggs

In 2021, SBH liaised with the Indigenous Literacy Foundation for the production of 'Hello, Hello', read by Tony Briggs, a Yorta Yorta/Wurundjeri man. As part of this promotion, ILF nominated five schools to receive gifted 12-month school subscriptions. These were further extended for another year in 2022/23.



2015

Rural Libraries Queensland subscribed to SBH.

Australia Council for the Arts grant to create our Indigenous Story Time series with 20 stories.

2018

2019

'Sorry Day' published for the anniversary of the National Apology to the Stolen Generations.

Liaised with the Indigenous Literacy Foundation for the production of 'Hello, Hello', read by Tony Briggs.

2021

2021

A custom animated sequence of opening credits was created by Isobel Knowles using images from First Nations' illustrator, Karen Briggs, for all of SBH's First Nations' Story Time stories.



Opening screen for our First Nations' stories created by Isobel Knowles using images from First Nations' illustrator, Karen Briggs



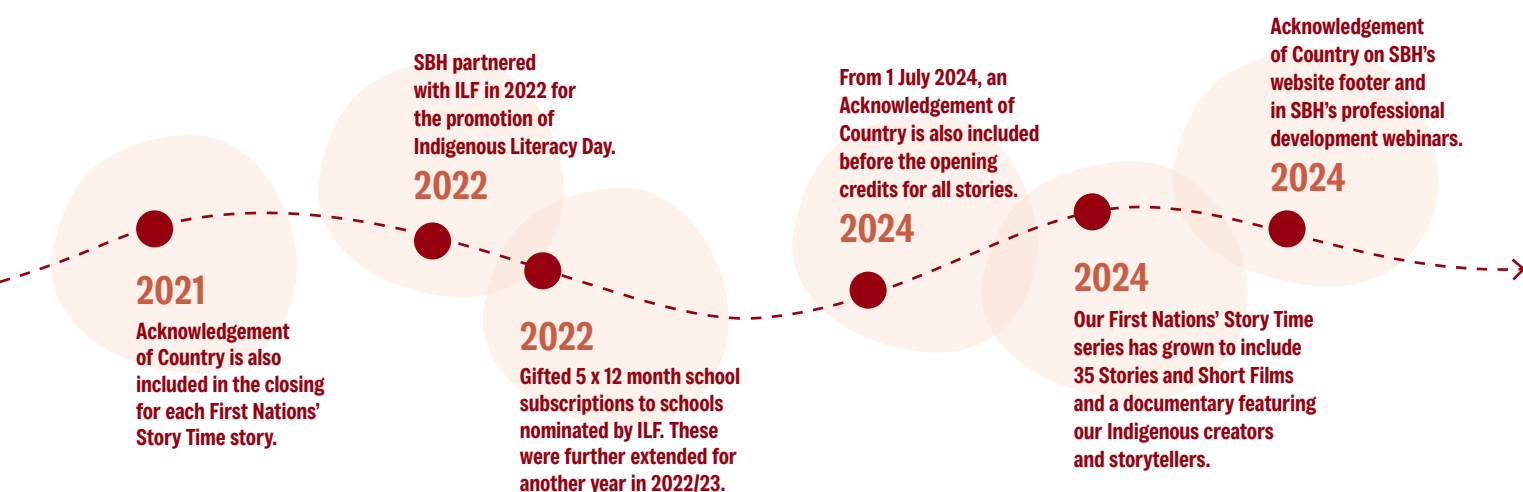
In addition, Rural Libraries Queensland has subscribed to SBH since 2015 on behalf of its 30+ Rural & Indigenous Knowledge Centres, which are Queensland public information hubs and libraries owned and operated by Indigenous Shire Councils, with assistance provided by the Library Board of Queensland.

A custom animated sequence of opening credits was created by Isobel Knowles using images from First Nations' illustrator, Karen Briggs, for all of SBH's First Nations' Story Time stories. An Acknowledgement of Country is also included in the closing for each First Nations' Story Time story.

From 1 July 2024, an Acknowledgement of Country is also included before the opening credits for all stories. An Acknowledgement of Country is also included on our website footer and in our professional development webinars.

Our production team source various locations for shoots that have included Bunjilaka Aboriginal Cultural Centre at Melbourne Museum.

We recognise National Reconciliation Week and NAIDOC Week through relevant story releases or recommended playlist of backlisted stories, blog articles and social media promotion.





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.	Feb 2025	Senior Producer and Director
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Oct 2024	First Nations Social Media Ambassador / Business Development Manager
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff and audiences.	April 2025	First Nations Social Media Ambassador / Education Resource Developer
	RAP Working Group members to participate in an external NRW event.	27 May - 3 June 2025	Business Development Manager
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May - 3 June 2025	General Manager, People & Development
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	Oct 2024	General Manager, People & Development
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	Feb 2025	First Nations Social Media Ambassador / Senior Producer and Director
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	Feb 2025	First Nations Social Media Ambassador / Senior Producer and Director
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	Oct 2024	General Manager, People & Development
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	Oct 2024	General Manager, People & Development

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.	Oct 2024	General Manager, People & Development / General Manager, Content & Partnerships
	Conduct a review of cultural learning needs within our organisation.	Oct 2024	General Manager, People & Development / General Manager, Content & Partnerships
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.	Feb 2025	Story Tools Development Manager
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	Oct 2024	First Nations Social Media Ambassador
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	Educational Resource Developer - Schools
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2025	First Nations Social Media Ambassador / Story Tools Development Manager
	RAP Working Group to participate in an external NAIDOC Week event.	First week in July 2025	General Manager, People & Development / Business Development Manager



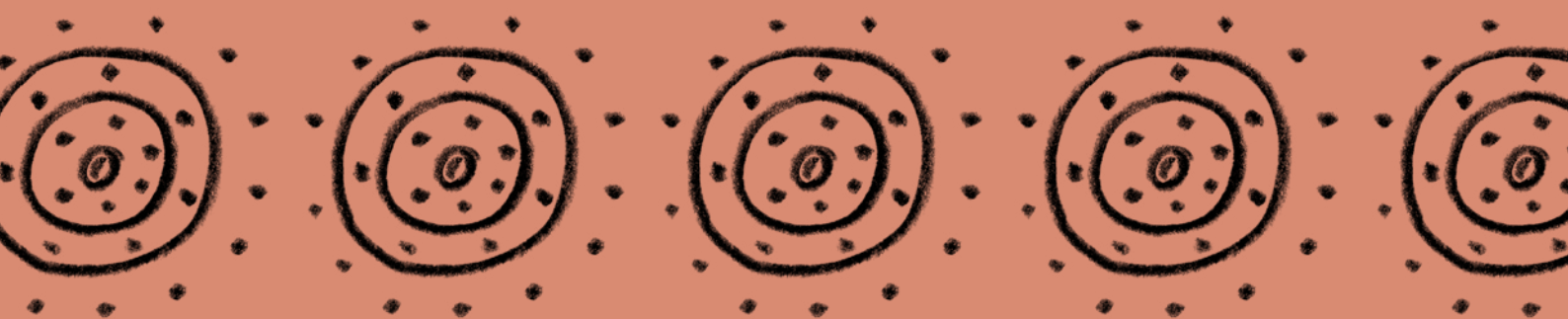
Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	• Develop a business case for Aboriginal and Torres Strait Islander employment within our CEO / Founder organisation.	Oct 2024	CEO / Founder
	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Oct 2024	CEO / Founder
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.	Oct 2024	First Nations Social Media Ambassador / General Manager, Content & Partnerships
	• Investigate Supply Nation membership	Feb 2025	General Manager, Content & Partnerships
10. Increase the number of First Nations' stories in our digital collection during 2024/5 to reach and maintain 10% of our entire library.	• Collaborate with publishers to secure copyright approval for a further 12 Aboriginal and Torres Strait Islander picture books	Oct 2025	General Manager, Content & Partnerships
	• Continue to develop relationships with First Nations storytellers and match with appropriate stories	Oct 2025	Senior Producer and Director
	• Film, edit and release a further 15 titles being read by a selection of high profile First Nations storytellers	Oct 2025	Senior Producer and Director





GOVERNANCE

Action	Deliverable	Timeline	Responsibility
11. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	Oct 2024	General Manager, Content & Partnerships
	Draft a Terms of Reference for the RWG.	Oct 2024	First Nations Social Media Ambassador / General Manager, Content & Partnerships
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	Oct 2024	General Manager, Content & Partnerships
12. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	Oct 2024	General Manager, People & Development / General Manager, Content & Partnerships
	Engage senior leaders in the delivery of RAP commitments.	Oct 2024	General Manager, People & Development / General Manager, Content & Partnerships
	Define appropriate systems and capability to track, measure and report on RAP commitments.	Oct 2024	General Manager, People & Development / General Manager, Content & Partnerships
	Define resource needs for RAP implementation.	Oct 2024	General Manager, People & Development / General Manager, Content & Partnerships
13. Build accountability and transparency through reporting RAP achievements, challenges.	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, Content & Partnerships
	Contact Reconciliation Australia to request our unique link to access the online RAP Impact survey.	1 August annually	General Manager, Content & Partnerships
	Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	30 September 2025	General Manager, Content & Partnerships
14. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	July 2025	Story Tools Development Manager



Contact details

Name: Del Robinson
Position: General Manager, Content & Partnerships
Phone: 03 5460 1602
Email: del@storyboxhub.com

