



Wednesday, 14 December 2022

Seven West Media launches Reconciliation Action Plan

Seven West Media today announced the launch of its inaugural Reconciliation Action Plan (RAP).

Endorsed by Reconciliation Australia, Seven's first Reflect RAP has been developed to strengthen Seven's relationship with First Nations communities, embed reconciliation throughout the business and provide Seven with meaningful accountability.

Seven's Reflect RAP aims to set out a long-term framework that will contribute positively to the pursuit of reconciliation, as well as empower and educate those within Seven about issues that continue to face First Nations people.

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "Seven is very proud to launch its Reflect Reconciliation Action Plan and receive accreditation from Reconciliation Australia.

"We have already commenced our journey and Seven's RAP cements our commitment to meaningful reconciliation efforts across Australia.

"As the home of Australia's biggest and most watched commercial television network and Western Australia's #1 newspaper, we always strive to use this position to effect positive change," he said.

Seven West Media Director of People and Culture, Davanh Inthachanh, said: "Diversity, inclusion and driving positive change is at the heart of Seven West Media. That's why we're committed to delivering a RAP that enhances our internal capacity and awareness about Aboriginal and Torres Strait Islander cultures, while using our unrivalled national platform to raise awareness and celebrate the culture and histories of First Nations peoples.

"In our journey towards reconciliation, over the coming year we will increase our Aboriginal and Torres Strait Islander procurement, create Aboriginal and Torres Strait Islander employment strategies, develop internal policies that enable our people to volunteer time to participate in First Nations peoples charities and community work, and to provide tools, resources and activities to help our people better understand, celebrate and empower First Nations people. We look forward to reporting the progress and next phase of our RAP journey."

Seven's Reconciliation Action Plan is part of the company's sustainability framework, which has a purpose to use the power of Seven's platforms to inspire a better "us", by making a difference in areas that matter to individuals, families, communities, businesses, organisations and to our nation.

Seven commissioned emerging artist Brian James Devonshire to create bespoke artwork to reflect its story. The artwork is titled “Niina Marni” and was inspired by Seven’s connection to the communities it operates in, from the small regional towns in heartland Australia to the largest metropolitan cities.

Describing the artwork, Mr Devonshire said: “The Rainbow Serpent of life meanders through the regional communities of the states and territories of our Australia. The artwork is also inspired by Seven West Media’s inclusiveness of LGBTQI+ across the organisation, so I took the opportunity to incorporate non-traditional shades in the piece and use more contemporary colours.”

For further information, please contact:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia’s most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. With iconic brands such as Australia’s leading news and breakfast programs **7NEWS** and **Sunrise**, **My Kitchen Rules**, **AGT**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.