



Medibank Reconciliation Action Plan 2013



Our vision for reconciliation

Medibank stands “For Better Health”. It is our belief that every person has the right to good health. We have an opportunity to help improve the health and wellbeing of Aboriginal and Torres Strait Islander people.

Medibank is committed to working towards a society where there is equity in health and wellbeing outcomes for Aboriginal and Torres Strait Islander people. Medibank believes this can be achieved in partnership with Aboriginal and Torres Strait Islander people and through a whole of community effort.



Reconciliation and Medibank

- George Savvides

It gives me great pleasure to introduce Medibank’s second Reconciliation Action Plan (RAP).

Our first RAP was about putting in place a series of building blocks with the aim of identifying where Medibank can make a meaningful contribution to improving the health of Aboriginal and Torres Strait Islander people.

We have made solid progress. Several protocols to guide our activities are in place, we are supporting community programs and scholarships, and many employees have benefited from participation in a cultural experience.

Overall we completed 10 of our 15 initial actions with considerable progress on a further four actions. One action was not progressed (understanding the barriers to taking up private health insurance) and has been re-orientated to working more closely with organisations who have an Indigenous health focus.

All of our original 15 actions will be rolled over with new targets in 2013. In our 2013 RAP we are also adding seven new actions and putting clearer actions around Indigenous employment and procurement. These new actions and targets reflect our learning over the past year.

As highlighted last year, Medibank stands ‘For Better Health’ for all Australians. We believe that every person has the right to good health. In part this means being an advocate for better health outcomes for individuals and the nation.

This is why Medibank remains committed to the RAP process and better health outcomes for Aboriginal and Torres Strait Islander communities.

I look forward to reporting on our progress with our 2013 actions.

George Savvides
Managing Director, Medibank

Our business

Medibank is Australia's largest provider of private health insurance and health solutions.

Under our Medibank and ahm brands, we provide private health cover to more than 3.7 million people. Our members also depend on us for other insurance needs, including insurance for domestic and international travel, life and trauma insurance and pet insurance.

Medibank operates more than 145 retail outlets and 50 clinics Australia wide. Each year, Medibank purchases billions of dollars worth of hospital and allied health services and delivers more than 500,000 clinical care episodes.

Medibank is also the service provider for publicly funded health services including healthdirect Australia, GP After Hours and NURSE ON CALL. We provide workplace health services to industries across Australia including manufacturing and mining.

Medibank operates with an independent Board and is a Government-owned enterprise.

Progress since our first RAP and actions for 2013

Medibank launched its first RAP in April 2012 which contained 15 actions. Key achievements over the past year have been:

- New levels of employee engagement on Indigenous matters with events to mark the 2012 RAP launch, Reconciliation week and NAIDOC week;
- Cultural awareness programs which have reached more than 300 employees;
- A community leadership program with a focus on Indigenous disadvantage attended by 16 senior leaders;
- Development of protocols for acknowledgement and welcome to country;
- Funding and support for several community programs aimed at improving the health and wellbeing of Indigenous groups.

Ten actions were fully completed during the past year. All have been rolled over into the 2013 RAP with new targets which will see a lift in activity across Medibank.

Four actions from 2012 were mostly or partially completed. These have been directly rolled over into the 2013 RAP.

One action requires reorientation: the scoping of a study on the barriers and opportunities for improved access to private health insurance by Indigenous groups. Medibank did conclude discussions with potential partners to complete this action however the proposals were not advanced enough to proceed.

Medibank has identified that the better path to understanding this issue is by working with existing organisations and programs in Indigenous health to appreciate the particular challenges in this area.

New actions for 2013 centre on clearer targets for employment and procurement from Indigenous suppliers. We are still taking tentative steps in both areas and we expect to learn from this experience. As such target numbers of employees and procurement contracts have not yet been introduced.

Other new actions for 2013 include:

- The formation of an external advisory group to guide Medibank's activity in this area. This will include Indigenous representatives;
- A range of communication and engagement activities to build internal awareness of Medibank's activities and establish networks with Indigenous health providers;
- Direct support for health initiatives in each State and in the Northern Territory.

Oversight of our RAP

Two meetings of Medibank's RAP working group were held during the year to review progress with the 2012 actions. The group also met in May 2013 to agree on Medibank's 2013 actions. This meeting also heard from Reconciliation Australia.

Medibank's RAP working group includes representatives from various Medibank business units including Medibank Health Solutions, Private Health Insurance, Provider Network and Integrated Care, People and Culture, Corporate Services and Corporate Affairs.

Tracking our progress

Medibank will provide an update on its progress with delivering the actions under this RAP by July 2014 on the Medibank Community Fund website. In the meantime for more information visit www.medibank.com.au and www.medibankcf.com.au

Outcomes from 2012 RAP

Focus area	Action	Status
Engagement with Aboriginal and Torres Strait Islander people	1. Launch RAP by the MD with an invitation to all Aboriginal and Torres Strait Islander Medibank Group employees to be part of an ongoing working group for RAP management	Completed
	2. Organise a Medibank event to celebrate National Reconciliation Week (27 May to 3 June in 2012)	Completed
Governance	3. Establish a working group comprising Aboriginal and Torres Strait Islander people and other Medibank employees to support the ongoing development of RAP activities	Completed
Awareness	4. Initiate a cultural awareness program within Medibank	Completed
	5. Investigate cultural protocols for Medibank clinical services	Mostly complete
	6. Community Leadership Program	Completed
Acknowledgement	7. Have an appropriate "acknowledgement of traditional owners" statement in new 2014 national head office	Completed and ready for launch
	8. Have an appropriate "acknowledgment of traditional owners" statement at retail locations	Mostly complete
	9. Develop a protocol for Acknowledgement of Country and Welcome to Country ceremonies for Medibank	Completed
Cultural engagement	10. Provide opportunities for Aboriginal and Torres Strait Islander employees to be engaged with NAIDOC Week events (National Aborigines and Islander Day of Observance Committee week, 1 to 8 July 2012)	Completed
Health solution partnerships	11. Support two Indigenous health initiatives through partnerships between MCF* and Indigenous health organisations	Completed
Awareness of the role of private health insurance	12. Scope a study which identifies the barriers and opportunities for improved access to private health insurance by Aboriginal and Torres Strait Islander people and assess the value of completing such a study through external consultations	Incomplete and to be re-scoped
Education opportunities	13. Provide study scholarships and other health education opportunities for Indigenous students from remote communities in the area of healthy eating and physical activity	Completed
Supporting Indigenous businesses	14. Examine where Medibank can support Indigenous businesses through its supplier arrangements	Mostly complete
Supporting Indigenous employment	15. Include in Medibank's diversity strategy a strategy to support the employment of Aboriginal and Torres Strait Islander people	Partially complete

Shaded areas are minimum action requirements for first year RAPs as specified by Reconciliation Australia

*MCF is the Medibank Community Fund

Reconciliation action plan



Relationships

It will be through relationships that Medibank will learn how it can address the challenge of equity in health and wellbeing outcomes. Such relationships will be built on the principles of dialogue, respect, understanding, partnership and reciprocity in outcomes.

Focus area	Action	Responsibility	Timeline	Measurable target
Engagement with Aboriginal and Torres Strait Islander people	1. Launch 2013 RAP by the MD	CSR* Team MDs Office	June 2013	Launch event held
	2. Organise a Medibank event to celebrate National Reconciliation Week (27 May to 3 June in 2013) for employee involvement	CSR Team	July 2013	Event held
	3. Prepare a toolkit for retail outlets encouraging initial steps to engage with local Indigenous organisations as part of the roll-out of 'acknowledgement of traditional owners' statements in retail locations (see action 7 in Respect section)	CSR Team	December 2013	Toolkit prepared and distributed
	4. Enact an internal communications plan to encourage Aboriginal and Torres Strait Islander employees to acknowledge their status in Medibank's HR system	CSR Team	March 2014	Communications initiatives delivered with increase in self nominations
Payroll Team		March 2014	Indigenous employment register in place	
Network development	5. Engage with other organisations in the health and wellbeing area with RAPs to share experience, learning and opportunities	CSR Team	July 2014	At least one event held
Governance	6. Re-convene the Medibank RAP Working Group	CSR Team	July 2014	Two meetings held
	7. Form an external advisory group to oversee Medibank's RAP and associated activities with Indigenous Australia	CSR Team	December 2013	Group formed and one meeting held by July 2014

■ Shaded areas represent minimum action requirements of Reconciliation Australia for groups who have already reported on their RAP
*CSR is Corporate Social Responsibility

Reconciliation action plan



Respect

Medibank acknowledges Indigenous Australians as the first Australians. We value an organisation wide culture based on respect. Medibank understands that respect for Aboriginal and Torres Strait Islander people and their culture will assist us with our continued growth as an organisation.

Focus area	Action	Responsibility	Timeline	Measurable target
Awareness	1. Continue with a cultural awareness program within Medibank	CSR Team	July 2014	Involvement of 300 employees
	2. Complete cultural protocols for Medibank clinical services	CSR Team	December 2013	Current protocols assessed
		CSR Team	February 2014	Recommended improvements enacted
	3. Community Leadership Program	CSR Team CC&CTeam	July 2014	16 senior leaders completing an Adaptive Leadership Program in partnership with an Indigenous community
	4. Communications program in place to tell internal and external groups about programs which have been delivered and success stories	CSR Team	July 2014	12 stories published for internal and external groups
5. Ensure Medibank's employee induction program has content about this RAP	CC&CTeam	July 2014	Induction content in place	
Acknowledgement	6. Have an appropriate "acknowledgement of traditional owners" statement in new 2014 national head office	Corporate Services	December 2013	Acknowledgement statement launched
	7. Have an appropriate "acknowledgment of traditional owners" statement at retail locations	CSR Team	December 2013	Acknowledgement in place and its role communicated
	8. Use of Medibank's protocol for Acknowledgement of Country and Welcome to Country ceremonies for Medibank	CSR Team Corporate Affairs	July 2014	Acknowledgement and Welcome to Country used at one formal Medibank event
Cultural engagement	9. Provide opportunities for Aboriginal and Torres Strait Islander employees to be engaged with NAIDOC Week events (National Aborigines and Islander Day of Observance Committee week)	CSR Team	July 2013	Range of opportunities for employees to get involved with NAIDOC week identified (7 to 14 July 2013)

Shaded areas are minimum action requirements for first year RAPs as specified by Reconciliation Australia



Opportunities

Medibank is for better health. We are committed to improving access to our products and services to proactively improve the health of all Australians. We are committed to encouraging access to employment and career opportunities in the health services sector.

Focus area	Action	Responsibility	Timeline	Measurable target
Health solution partnerships	1. Support an Indigenous health initiative in each State and in the NT through a partnership with Indigenous health organisations Initiatives to focus on supporting health & wellbeing by encouraging physical activity, healthy eating and/or community connectedness	CSR Team	January 2014	Approach organisations and identify initiatives
			July 2014	Initiatives funded and underway
Awareness of the role of private health insurance	2. Build relationships with Aboriginal health organisations to identify where Medibank can add value through working with existing networks and community programs	CSR Team	July 2014	Meetings held with key health organisations
			August 2014	Areas for opportunity documented
Education opportunities	3. Provide study scholarships and other health education opportunities for Indigenous students from remote communities in the area of healthy eating and physical activity	CSR Team	July 2014	Scholarships and health promotion activities in place
Supporting Indigenous businesses	4. Support Indigenous businesses through supplier arrangements by becoming a member of Supply Nation	CSR Team Procurement	July 2014	Member of Supply Nation
	5. Include Indigenous sourcing as an option on checklists for tactical procurement by business units	CSR Team Procurement	December 2013	Checklist option in place
Supporting Indigenous employment	6. Lift Medibank's employment of Aboriginal and Torres Strait Islander people by identifying a pathway for Indigenous employees into the organisation	CSR Team	July 2014	Pathway identified and in place either with a business unit, as an outcome under a specific contract, or where Medibank is directly involved with Indigenous health

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