

MARCH 2023

# OUR COMMITMENT TO THE ULURU STATEMENT FROM THE HEART

At WPP, we acknowledge the Traditional Owners of the lands on which we work, throughout Australia. We pay our respects to Elders past and present.

As the creative transformation company, we believe in creating better futures for our people, planet, clients and communities.

We have heard and accepted the invitation of the Uluru Statement from the Heart and are humbled to walk hand-in-hand with the nation's Indigenous communities to create a better future for all.

We support the call for the establishment of a First Nations Voice to Parliament. We also acknowledge the right of all Aboriginal and Torres Strait Islander people to have a voice on matters relating to their communities.

Through our [Reflect Reconciliation Action Plan](#) (RAP), WPP is committed to embedding the principles of reconciliation into how we support our people and the work we do for our clients. In 2023, WPP will launch its Innovate Reconciliation Action Plan to drive further progress.

This will include engaging our team members to continually build cultural awareness to improve knowledge and understanding of the Referendum, and how this will impact our nation.

For our clients, we will share practical ways to engage audiences through media and creative strategy, as well as take opportunities to amplify informed messaging on this important issue.