

# **Bupa Australia Access and Inclusion Plan 2024 - 2027**



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# Acknowledgement of Country

Bupa would like to acknowledge the traditional custodians of the lands across Australia. We pay our respects to elders, past and present, for they hold the memories, the traditions, the culture, lore and hopes of Aboriginal and Torres Strait Islander peoples across the nation. We acknowledge the care, respect and unbroken connection that First Nations peoples have had to country for over 65,000 years.

We recognise that First Nations people with disability are particularly marginalised and acknowledge their important contribution to Australia.

Bupa is deeply committed to playing a role in reconciliation in Australia and are actively implementing our Stretch Reconciliation Action Plan.

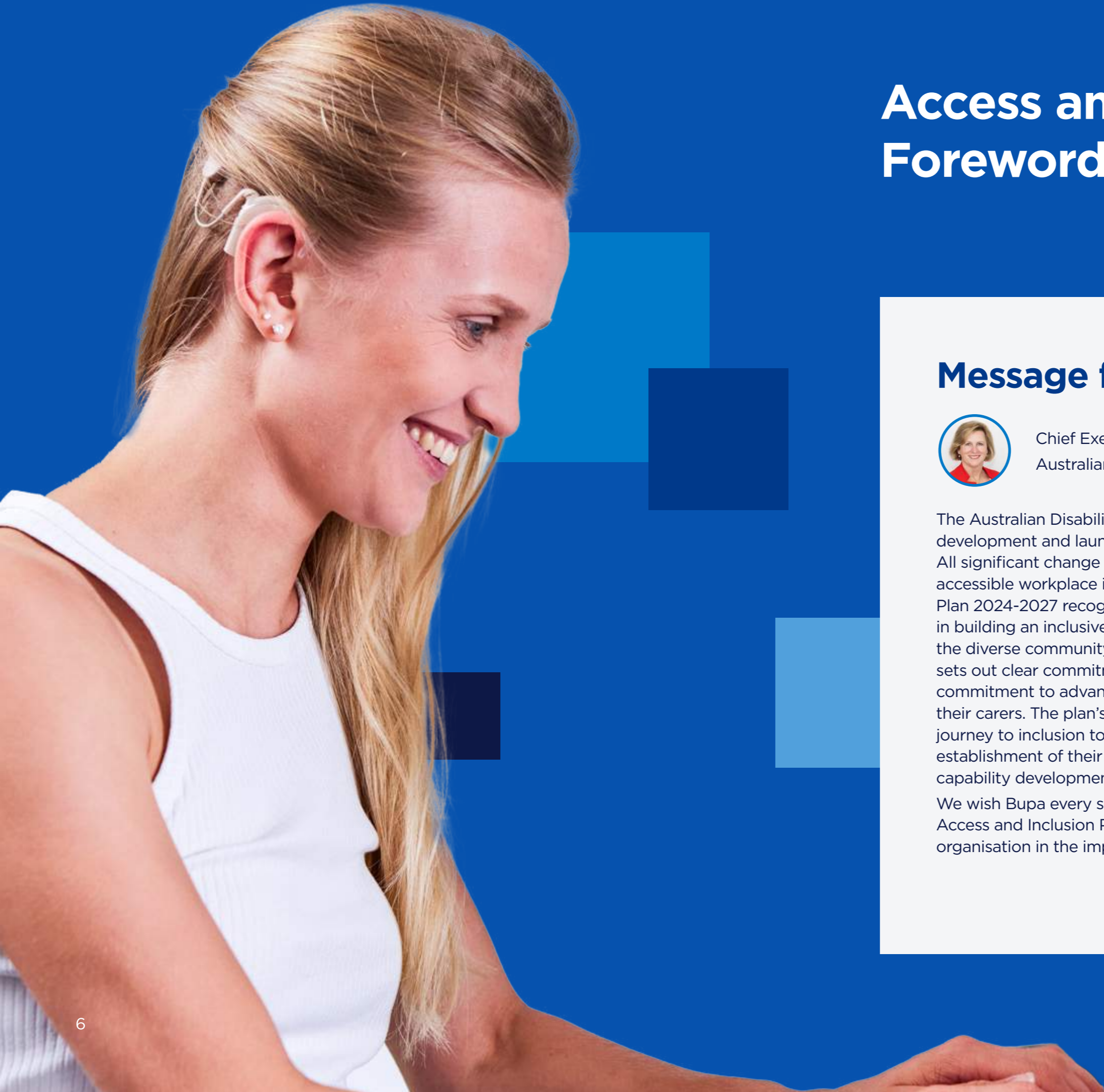
## Traditional Owners of Bupa Head Office locations in Australia:

- Adelaide/Kurna - Kurna People
- Brisbane/Meeanjin - Turrbal and Jagera People
- Melbourne/Naarm - Bunurong and Wurundjeri People of the Eastern Kulin Nation
- Sydney/Gadigal - Gadigal People of the Eora Nation



### Artwork Information:

The artwork featured was created by Marcus Lee for Bupa's Reconciliation Action Plan. Marcus is a descendant of the Karajarri people, who was born and raised in Darwin NT and now lives in Naarm. Marcus is the Founder and Studio Director of Marcus Lee Design, a certified supplier with Supply Nation. The design expresses Bupa's vision for reconciliation in an Australia where First Nations people enjoy equity and equality through "living longer, healthier, happier lives". The circular artwork design features a vibrant person at its heart, immersed amongst communities, pathways and gathering places on a healthy planet as we work together to make a better world. Bupa is represented by the larger circular cluster which connects pathways to and from four meeting places which symbolise community, as well as Bupa's commitment to: First Nations Health Outcomes; Sustainable Careers; Supplier Diversity; and Cultural Learning. Inscribed linear markings support cultural employment opportunity pathways for Aboriginal and Torres Strait Islander people and communities.



# Access and Inclusion Plan Foreword for Bupa

## Message from Corene Strauss



Chief Executive Officer  
Australian Disability Network

The Australian Disability Network congratulates Bupa on the development and launch of their first Access and Inclusion Plan. All significant change needs a plan to succeed and becoming an accessible workplace is no exception. Bupa's Access and Inclusion Plan 2024-2027 recognises the important role organisations have in building an inclusive environment for employees, customers and the diverse community they serve. This Access and Inclusion Plan sets out clear commitments to deliver impactful change and Bupa's commitment to advancing the inclusion of people with disability and their carers. The plan's commitments and priorities build on Bupa's journey to inclusion to date, with previous achievements including the establishment of their employee advocacy group AccessAbility and capability development through training.

We wish Bupa every success with the launch of this foundational Access and Inclusion Plan and look forward to supporting the organisation in the implementation journey.

# Message from Bupa's Chief Executive Officer (CEO)



**Nick Stone**  
CEO - Bupa APAC

I am very proud to fully support Bupa's inaugural Access and Inclusion Plan (2023-2027).

At Bupa, our people, customers and the diverse communities they represent are integral to our identity as a health and care company. Their lived experiences and unique perspectives are key to how we approach inclusion and ensure our people feel safe, valued and that they belong.

Bupa is committed to diversity, equity and inclusion and this plan is a public commitment that outlines our approach to identifying and addressing barriers and supporting and celebrating people with disability.

At the core of Bupa's vision of "helping people live longer, healthier, happier lives and making a better world" lies the recognition that everyone, regardless of ability, deserves the opportunity to lead a fulfilling life.

Today, one in five Australians identify as living with disability and we want to ensure they have equitable access to employment opportunities and can participate in work that enables them to thrive and to reach their full potential.

At our core, customers are our priority. Through this plan, our aim is that everyone has equitable access to our products and services. We strive to remove barriers and actively promote participation in our physical and digital spaces.

We are committed to educating our people to support the inclusion of all people with disability by understanding the challenges and barriers they face.

Our Access and Inclusion Employee Advocacy Group, AccessAbility, is a safe and inclusive space for people with lived experience, people who are carers and their allies to connect. I see this very important group as a key mechanism in holding Bupa to account in our commitment to supporting the disability community.

I acknowledge that while this plan represents an important first step and a strong foundation, we still have a long way to go. I would like to thank everyone who has contributed to the development of this plan, in partnership with the Australian Disability Network.

Along with the entire Executive Team, I look forward to supporting the implementation of the plan and seeing the impact it has for people with disability and their carers.

We invite you to join us on this journey towards a more accessible and inclusive future. Let us move forward, together, creating a world where disability is not a barrier, but a source of strength.

Nick Stone

# Introduction

**Our commitment to access and inclusion is not simply a moral imperative, but also a legal obligation enshrined in the Disability Discrimination Act (DDA) 1992.** The DDA legislation aims to protect Australians against discrimination and help people to understand their rights and responsibilities.

There are two official definitions of disability; the contemporary social definition provided by the United Nations Convention on the Rights of Persons with Disabilities, and the national legal definition provided by the Disability Discrimination Act.

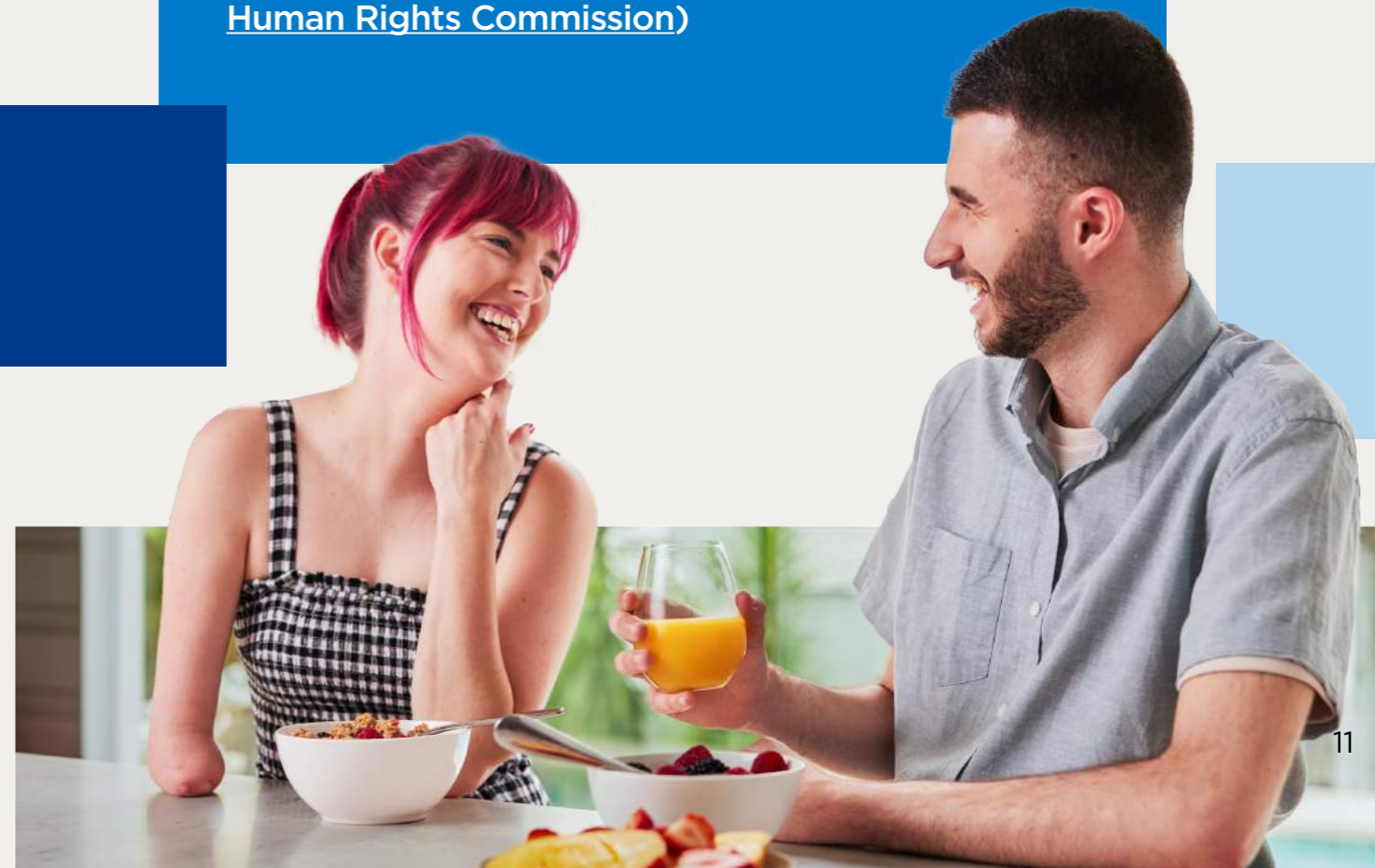
**Disability Discrimination Act 1992 (DDA) definition** ([Federal Register of Legislation - Disability Discrimination Act 1992](#))

The DDA provides a broad definition of disability including:

- Physical disability
- Intellectual disability
- Mental illness
- Sensory disability
- Neurological disability
- Learning disability
- Physical disfigurement
- Immunological disability

**Persons with disabilities include those who have long-term physical, mental, intellectual, or sensory impairments, which in interactions with various barriers may hinder their full and effective participation in society on an equal basis with others.**

([United Nations Convention on the Rights of Persons with Disabilities \(UNCRPD\)](#) | [Australian Human Rights Commission](#))



## Bringing our values to life to create a diverse, safe and inclusive organisation

Bupa is a values driven organisation and we are motivated by our purpose of “helping people live longer, healthier, happier lives and making a better world”.

In developing this plan, we have drawn upon our values of being Brave, Caring and Responsible, ensuring that our approach to access and inclusion, and governance measures puts our people and customers at the centre of all we do.

We understand the importance of including people with disability in the development of the plan. We adopted a collaborative design approach that included people with diverse lived experience, members of Bupa’s Access and Inclusion Employee Advocacy Group and key business area leaders from across the organisation, with the valued support of the Australian Disability Network.

## Fostering an Inclusive World: Introduction to Our Access and Inclusion Plan

We are embarking on a journey to create a safer, more inclusive and accessible environment for all, particularly for people that live with disability.

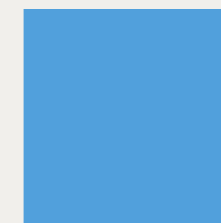
We have taken steps to bring our vision to life prior to the development of this plan, providing a strong foundation for its implementation:

- Partnered with the Australian Disability Network to guide and support our work in an informed and measured way.
- Established Bupa’s disability employee network, known as the AccessAbility Employee Advocacy Group, to provide advocacy and advice on the needs of the disability community.
- Developed a Workplace Adjustments Guide to support resourcing partners, people leaders and employees to navigate the workplace adjustment process.
- Delivered Disability Confidence Training across the business to uplift awareness and capability.

## This plan is not just about compliance; it’s about creating an organisation where everyone thrives

We believe that embracing diversity strengthens us all. By actively removing barriers and fostering inclusion, we unlock the full potential of every individual, enriching our collective experience.

In the following pages, you will find a detailed roadmap for achieving our vision. We have identified priority areas and established measurable commitments. This plan is a living document, subject to periodic review and evaluation as we learn and adapt.



# Our Commitments



## Pillar One – Our People

Creating a truly accessible and inclusive workplace starts with our people. We believe in shared accountability for fostering an inclusive workplace that ensures our people feel safe, valued, respected, and empowered to participate to their full potential.

Commitments- We will:	By when	Responsibility
1.1 Promote our Access & Inclusion Employee Advocacy Group as a safe space and supportive community for individuals with lived experiences, caregivers, and allies to share, learn, and collaborate on driving positive change.	Ongoing	Chief People Officer
1.2 Create visibility of Leaders who either live with a disability or are caregivers of individuals with disabilities to raise disability awareness, create representation, and challenge stereotypes.	Annually	Executive Sponsor
1.3 Enhance our organisational capacity, knowledge, and awareness by developing and promoting a Disability Confidence Training strategy for the whole business.	2024	Chief People Officer
1.4 Enhance disability awareness by spotlighting success stories, promoting key events such as International Day of People with Disability, and championing initiatives that promote accessibility and inclusion.	Ongoing	Chief People Officer
1.5 Review, develop and promote resources, policies and key documents that support the build of an accessible and inclusive workplace. These include, but are not limited to: <ul style="list-style-type: none"> <li>■ Recruitment and onboarding</li> <li>■ Workplace Adjustments</li> <li>■ Flexible Working</li> <li>■ Inclusive Communications</li> </ul>	Annually	Chief People Officer
1.6 Engage key Access & Inclusion stakeholders in the annual review of this plan to monitor and measure progress.	Annually	Chief People Officer

## Pillar Two – Accessibility & Choice

Customers are at the heart of everything we do at Bupa. We set high standards to provide our customers with a dignified experience, be it online or in person. This includes our physical and digital spaces, and our products and services.

Commitments- We will:	By when	Responsibility
2.1 Implement a Digital Accessibility Uplift Program to ensure we're working towards compliance with Web Content Accessibility Guidelines (WCAG) 2.2 Level AA standards for all digital content.	2025	Chief Customer & Transformation Officer
2.2 Conduct Building Code accessibility audits of offices, stores, care homes and clinical spaces to identify and remove barriers that impact accessibility and take action to create inclusive experiences for all our customers and employees.	2027	Chief Financial Officer
2.3 Enhance the capability of our Brand team to ensure that all content produced has considered accessibility and incorporates inclusive language, imagery, and formats.	2025	Chief Customer & Transformation Officer
2.4 Develop and maintain a register of disability owned and/or supported business and social enterprises that Bupa can partner with.	Ongoing	Chief Financial Officer
2.5 Commit to co-designing and testing new products and services with those with lived experience and their carers.	2027	Managing Director - Health Insurance/ Executive Sponsor
2.6 Collect and analyse customer feedback from various sources to capture the perspectives and unique challenges of our customers with disability and/or their carers to assist in identifying any unintended barriers and to prioritise where we focus our efforts to enhance their customer experience.	Ongoing	Chief Customer & Transformation Officer

## Pillar Three – Employer of Choice

We are committed to attracting talent that is representative of our customers and communities, ensuring our recruitment process has addressed any unintended barriers.

We strive to foster an environment where people have access to the tools and resources needed to succeed.

Commitments- We will:	By when	Responsibility
3.1 Conduct Recruitment Review with Australian Disability Network and implement all recommendations.	2027	Chief People Officer
3.2 Ensure all standards and policies are easily located and available in accessible formats.	Annually	Chief People Officer
3.3 Engage people with lived experience when reviewing and developing standards and policies that impact them.	Annually	Chief People Officer
3.4 Review data collection processes to assess how we collect personal information to understand and monitor representation of people with disability.	Annually	Chief People Officer

## Pillar Four – Community

We believe that our work in Accessibility and Inclusion will thrive when we partner with the right people, communities, and organisations.

Partnerships will assist us in identifying and understanding the diverse needs and unique challenges of the communities that we serve and building a network of shared commitment and responsibility, based on common values.

Commitments- We will:	By when	Responsibility
4.1 Promote Paralympics Australia and our current partnership agreement that uplifts Australian Paralympic Athletes as they prepare for the 2024 Paris Paralympic Games and beyond.	2025	Chief Customer & Transformation Officer
4.2 Explore opportunities to partner with disability organisations aligned with our values that strengthen Bupa’s brand as a disability-inclusive organisation.	Ongoing	Chief Customer & Transformation Officer
4.3 Ensure a member of our Executive Leadership Team attends and participates in one external event per year to promote Bupa’s commitment to Access and Inclusion and share back to the business.	Annually	Executive Sponsor
4.4 Provide employees with a list of local disability organisations that could be supported through the use of volunteer leave.	Ongoing	Chief People Officer

# Governance and Reporting

Bupa is deeply committed to Diversity, Equity & Inclusion, with Access and Inclusion being a key priority within our approach.

A member of our Executive Leadership Team sponsors and champions this agenda, and our Diversity, Equity and Inclusion Team oversee the implementation of this plan.

A dedicated Access and Inclusion Project Team has supported the development of the plan and will continue their engagement in delivering, monitoring and evaluating commitments. This team has a mixed representation of roles from across the business, including those that have lived experience as persons with disability.

The Project Team will meet quarterly to monitor the progress of the plan’s implementation and collate evidence that will form an annual report for Bupa’s Executive Leadership Team and Board.

We value our partnership with the Australian Disability Network and their expert guidance in developing this plan and ongoing support in our journey of becoming a disability confident workplace. This plan will be made available internally and publicly on [bupa.com.au](http://bupa.com.au).

It will also be submitted to the Australian Human Rights Commission for publication on the Disability Action Plan Register.

# Contact us

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