

## MEDIA RELEASE

### **RAP in Action: JCDecaux launches Nurture for Country backing First Nations business growth**

Sydney, 25 February 2026: JCDecaux has launched Nurture for Country, a new initiative as part of its Reconciliation Action Plan (RAP), designed to support the economic participation of First Nations businesses through Out-of-Home advertising.

The program gives eligible\* First Nations businesses access to JCDecaux's national Out-of-Home network, with matched media investment and strategic campaign support to help scale brand presence.

David Watkins co-CEO, JCDecaux Australia & New Zealand and RAP Working Group Sponsor, said: "Nurture for Country uses the scale of our national network and expertise of our people to create real economic opportunity. By backing First Nations businesses with media investment and strategic expertise, we're helping them build long-term brand recognition and supporting sustainable growth."

The program is designed for established First Nations-owned and controlled businesses that are ready to grow their market presence. JCDecaux will match media investment dollar-for-dollar, provide creative optimisation and media planning support, and deliver audience insights and brand tracking for larger campaigns.

The initiative builds on a successful pilot of the program in 2025 with the KARI Foundation, leaders in the space of Aboriginal child protection.

KARI's *Become a Carer* campaign, aimed at raising awareness of the need for more carers for Aboriginal children in NSW, ran across JCDecaux's network in Sydney. It saw enquiries increase by 67% and website visits rise by 440% during the campaign period.

Co-Chair of JCDecaux's RAP Working Group and Executive General Manager – Corporate Affairs, Tess Phillips, said economic empowerment is central to reconciliation.

"This program ensures we are supporting First Nations businesses in a practical and scalable way, helping them compete, grow and be seen across Australia."

Nurture for Country is part of JCDecaux Nurture, a global JCDecaux initiative launched in 2016 to support start-ups as they scale up. To date, Nurture has helped over 250 startups across 13 countries delivering over 450 campaigns.

Businesses can find out more and apply for Nuture for Country through the website [NURTURE FOR COUNTRY | JCDecaux Australia](#).

**-ENDS-**

### **Notes to editors**

\*Eligibility criteria includes:

1. The business must be 51% or more owned, managed and controlled by Aboriginal or Torres Strait Islander people with proof of certification (from Supply Nation, Kinaway, ASIC reports or governance documents).
2. The organisation must have been operating successfully for at least 12 months prior to application.
3. The business must be new to JCDecaux.
4. A minimum \$10,000 campaign media investment is required by the business applying.

Full eligibility requirements are available on the website [NURTURE FOR COUNTRY | JCDecaux Australia](#).

### **For more information, please contact:**

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### **About JCDecaux**

JCDecaux is the number one Out-of-Home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 11,000 employees. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.