ServiceNow endorses YES campaign for The Voice to Parliament referendum
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At ServiceNow, our purpose is clear – to make the world of work, work better for everyone. Led by this purpose, we continue to evolve with our stakeholders – employees, customers, investors, partners, suppliers, and the communities we work in – to enable everyone to contribute to a more sustainable, ethical, and equitable world.

We also aspire to live by our values, including an unwavering commitment to diversity, equity, and inclusion (DEI). It’s why we champion equitable opportunity for all, and why our Global Impact Report 2023 committed to amplifying DEI impact by supporting initiatives that advance DEI with customers, suppliers, and community partners.

We are therefore committing to support the Uluru Statement from the Heart, which is an invitation to walk with First Nations communities to create a more meaningful future for all Australian people.

This commitment includes our support for the establishment of a First Nations Voice to be enshrined in the Australian Constitution, creating an Indigenous advisory group to support the law-making decisions of parliament that directly relate to Indigenous Affairs, and a national process of truth telling.

On 19 June 2023, a Bill was passed through Parliament which confirmed that the people of Australia will vote in a referendum on whether the Constitution should be changed to incorporate this Aboriginal and Torres Strait Islander Voice to Parliament (The Voice). The Referendum will take place later this year. This historical moment stands as an opportunity for all Australians to shape a future that celebrates unity and inclusiveness.

Earlier this year, ServiceNow made our first formal commitment towards Reconciliation for First Nations people in Australia by launching a Reconciliation Action Plan (RAP). This plan is a continuation of our commitment to celebrating diversity, equity, and inclusion, that also reflects our aspiration to positively impact the communities we serve in Australia.

Our RAP and our commitment to support the Uluru statement recognise the struggle for First Nations people to achieve self-determination and justice, and to acknowledge and address the systemic and historical failures – the “gap” – highlighted in the Uluru Statement.

Endorsing the YES campaign for the referendum is in line with our company values of creating belonging and winning as a team, and we will be actively encouraging our employees to learn about The Voice, to make their own decision and ensure their vote counts in this significant national moment.

We understand that different opinions exist, and must be heard, acknowledged, and engaged with respectfully. Concerns include that The Voice does not go far enough, is merely symbolic, or that it will create confusion and complexity in the legislative process. As part of our support for the Voice, we will work to educate our employees on what the Voice is, and what it is not, and we hope that as more people learn about the process and its history, they will understand the position we are taking and why we believe it is so important.

Prime Minister Anthony Albanese expressed it well when he said, "Parliaments pass laws, but it is people that make history. This is your time, your chance, your opportunity to be a part of making history." We echo this sentiment wholeheartedly, because we believe in the power of people and their ability to effect change.