





Journey Beyond First Nations Strategy

Strategic Rationale	Leverage our network of iconic Australian journeys and experiences to promote reconciliation and deliver meaningful impact with and for First Nations peoples, communities and organisations			
Focus Area	 COMMUNITY RELATIONSHIPS	 SUPPLIER DIVERSITY	 CAREER PATHWAYS	 RECONCILIATION JOURNEY
Objective	Build shared value relationships and partnerships with Traditional Owners and First Nations communities in the places we work	Support First Nations economic inclusion through maximising the engagement of First Nations businesses in our supply chains	Increase First Nations representation in our workforce through sustainable and scalable employment pathways for First Nations people	Promote, celebrate and amplify the richness and diversity of First Nations cultures with our customers, partners and people
Key Activities	<ul style="list-style-type: none"> • Best practice First Nations Engagement Principles embedded across our businesses • Commercial partnerships with First Nations communities and businesses • Cultural and Intellectual Property Protocols 	<ul style="list-style-type: none"> • First Nations Procurement Plan • Clear commitments and reporting on First Nations supplier engagement • Leverage marketing platforms to promote First Nations products and services 	<ul style="list-style-type: none"> • First Nations Employment Plan • Training and support to ensure inclusive and culturally safe work environments • Partnerships that support First Nations employment pathways 	<ul style="list-style-type: none"> • Journey Beyond Reconciliation Action Plan • First Nations led cultural experiences and story telling • Celebrate and promote positive stories of success
Outcomes	<ul style="list-style-type: none"> • Relationships that deliver mutual benefit • Increased First Nations participation in the tourism sector • Socio-economic outcomes that support self determination 	<ul style="list-style-type: none"> • Increased First Nations supplier spend • Growth of First Nations business sector • Economic independence and intergenerational wealth 	<ul style="list-style-type: none"> • Increased First Nations employee representation, retention and progression • Enhanced workplace diversity and inclusion • Local workforce solutions in regional Australia - closer to home and Country 	<ul style="list-style-type: none"> • Education and awareness of our shared history • Enriching and authentic customer experiences • Foster a sense of pride in Australia's unique Indigenous cultures

FOUNDATIONAL REQUIREMENTS

Objective	Create the foundations and environments required to deliver sustainable First Nations impact		
Priority	Cultural Learning - awareness, education and training of our people	Governance, leadership and accountability	Metrics and evaluation
Outcomes	<ul style="list-style-type: none"> • Increased engagement of our people • Inclusive and safe environments for First Nations employees, businesses and partners to thrive 	<ul style="list-style-type: none"> • Coordination, accountability and leadership buy-in • Dedicated resources to drive execution • First Nations voices and insights to guide strategy development and execution 	<ul style="list-style-type: none"> • Insights driven, evidence-based approaches • Drive accountability and measure performance • Positive storytelling and celebrating achievement