

TTF RECONCILIATION ACTION PLAN | REFLECT

FEBRUARY 2023 TO JUNE 2025



ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, the Tourism & Transport Forum acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respects to Elders past and present.

STORY OF THE ARTWORK

Daborra lyawa meaning 'pathway as one' in Yorta Yorta language depicts community collaboration and inclusion between Tourism & Transport Forum Australia (TTF) and Aboriginal and Torres Strait Islander communities. Large red yarning circles depict engagement, communication and building respectful relationships with community where culture is shared and celebrated. Red and pink meeting places are connected by red and blue journey lines to depict TTF's reconciliation journey; this journey represents ongoing collaboration and provides meaningful opportunities to gather and work together. Yellow U shapes depict people and are positioned along this reconciliation journey to symbolise everybody's continuous contribution and commitment towards reconciliation. This commitment is strengthened as cultural understanding and awareness is embedded within TTF.

Yellow pathway lines are accompanied by a dashed pink walking track to represent travelling and transport, being guided by Country and moving from one place to another. The blue waterholes with connecting lines represent developing relationships with Aboriginal and Torres Strait Islander communities in the future. The different coloured dots throughout the artwork depict Country and acknowledge the different lands and waters of Traditional Custodians. Our culture is strongly connected to the land and we must respect and care for Country to ensure cultural knowledge continues to be shared with community.

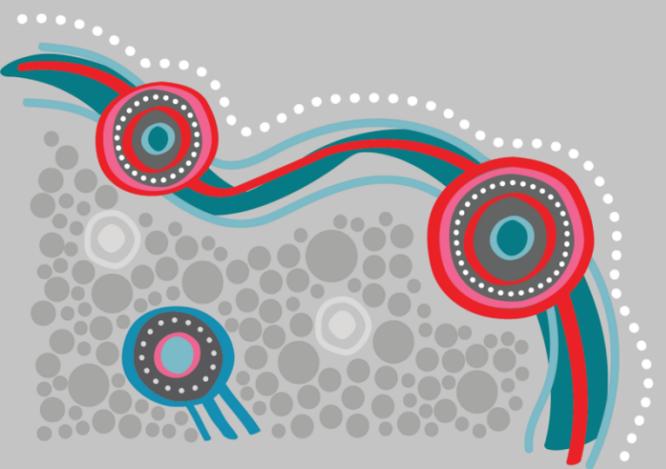


MEET THE ARTISTS

Bayadherra is founded by proud Aboriginal Yorta Yorta brother and sister Luke and Siena Tieri. They are descendants of the James Family from Shepparton Victoria and their grandfather Glenn James OAM is recognised as the first Indigenous man to umpire Australian rules football in the VFL and AFL.

As young emerging artists with an Aboriginal business, their mission is to promote reconciliation and cultural understanding by reflecting their Indigenous heritage and culture in affordable contemporary art pieces designed for your home or office space. 'Bayadherra' in Yorta Yorta language means 'turtle', the spiritual animal totem of the Yorta Yorta clan: a name reflective of Luke and Siena's Aboriginal identity and connection to community and country.

Bayadherra is 100% Aboriginal owned and operated.



MESSAGE FROM TTF CEO

What a privilege it is to be able to present the Tourism & Transport Forum (TTF) Reflect Reconciliation Action Plan (RAP). At TTF, we are proud to be working towards a meaningful reconciliation journey with Aboriginal and Torres Strait Islander people, the traditional custodians of the land on which we live, work and travel.

As the peak body for the tourism & transport sectors, this is not just an important commitment for our organisation, but for the tourism, travel and transport industries more broadly. We are committed to our reconciliation plan through creating positive relationships, outcomes and driving change through our influence and network.

We look forward to working closely with our members on their reconciliation journeys through ensuring that we all take genuine steps to work closer, listen more and learn more from Aboriginal and Torres Strait Islander people, the oldest continuing living culture in the world.

Representing the tourism & travel industry means we are connecting travellers and welcoming visitors from across the globe into our beautiful country. This means ensuring we are sharing the rich, vibrant and diverse culture of Aboriginal and Torres Strait Islander people with visitors, but also ensuring that we are proudly sharing this culture when we travel to other parts of the world.

This RAP is a commitment to making meaningful change and I would like to thank those who have contributed to the journey so far. It has been a time for our organisation to reflect, learn and listen more and we look forward to embarking on the Reflect stage of our reconciliation plan.

Margy Osmond
CEO | Tourism & Transport Forum



MESSAGE FROM RECONCILIATION AUSTRALIA

Reconciliation Australia welcomes Tourism & Transport Forum to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

Tourism & Transport Forum joins a network of more than 2,200 corporate, government, and not-for-profit organisations that have made a formal commitment to reconciliation through the RAP program.

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement. The program's potential for impact is greater than ever, with close to 3 million people now working or studying in an organisation with a RAP.

The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously develop and strengthen reconciliation commitments in new ways. This Reflect RAP will lay the foundations, priming the workplace for future RAPs and reconciliation initiatives.

The RAP program's strength is its framework of relationships, respect, and opportunities, allowing an organisation to strategically set its reconciliation commitments in line with its own business objectives, for the most effective outcomes.

These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance.

It is critical to not only uphold all five dimensions of reconciliation, but also increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables Tourism & Transport Forum to deepen its understanding of its sphere of influence and the unique contribution it can make to lead progress across the five dimensions. Getting these first steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Tourism & Transport Forum, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.

Karen Mundine
Chief Executive Officer
Reconciliation Australia



ABOUT THE TOURISM & TRANSPORT FORUM

Tourism & Transport Forum Australia (TTF) is a CEO Forum and the peak industry body for the tourism, transport, and aviation sectors in Australia. For over 30 years TTF has provided a national forum for leading organisations to advance their public policy interests and collectively ensure their industry can thrive in the Australian economy. Our key services are advocacy, policy and research, and events.

TTF represents close to 100 member organisations across tourism, transport, and aviation. From iconic local attractions to multinational hospitality groups, airlines, and the nation's major airports, our members are a critical part of the Australian economy, with the tourism sector alone employing nearly one million people. We also recognise the important role of our members in representing Australian culture and national identity, both locally and overseas. Many of our members are key players in the global travel ecosystem and bring Australians closer to the international community.

The pace of evolution in these sectors is notable and is reflected in TTF's vision: to be the leading voice of the future economy. Ultimately it is TTF's aim to look ahead to help to shape that evolution with its members' key concerns in mind. In more recent years, issues like decarbonisation, sustainability, skills shortages, Indigenous tourism, and arts and culture have come to the forefront and have formed important components of the TTF advocacy platform.

We currently employ 11 team members, none of whom have self-identified as Aboriginal and Torres Strait Islander. This team predominantly operates out of our head office which is located on Gadigal Country (Sydney, NSW), another two staff based in Turrbal and Jagera Country (Brisbane, QLD) and one in Bangkok, Thailand.



OUR VISION

TTF's vision for reconciliation is one where Aboriginal and Torres Strait Islander peoples are leading forces in the shaping and representation of a shared Australian identity, are recognised and respected as traditional custodians of the land and are empowered through equal opportunities.

TTF recognises the important role of our tourism, transport and aviation industries and government in achieving this vision and seeks to use its influence to advance towards it. On one hand, by platforming Aboriginal and Torres Strait Islander voices in the interests of truth telling and defining a more equitable path forward; and also, by combatting racism and increasing cultural competency across the sector in order to build positive, trusting, two-way relationships between Aboriginal and Torres Strait Islander and non-Indigenous groups.

In the tourism industry, we aim to create an environment where First Nations communities can flourish by sharing their stories, traditions, and connection to country and all Australians are able to enjoy the economic and social benefits of having more opportunities to experience and appreciate the world's oldest continuous living cultures. With this foundation, TTF and its members can work towards developing a strong and diverse Indigenous tourism sector in Australia in partnership with Aboriginal and Torres Strait Islander peoples.

Together, we can achieve this by:

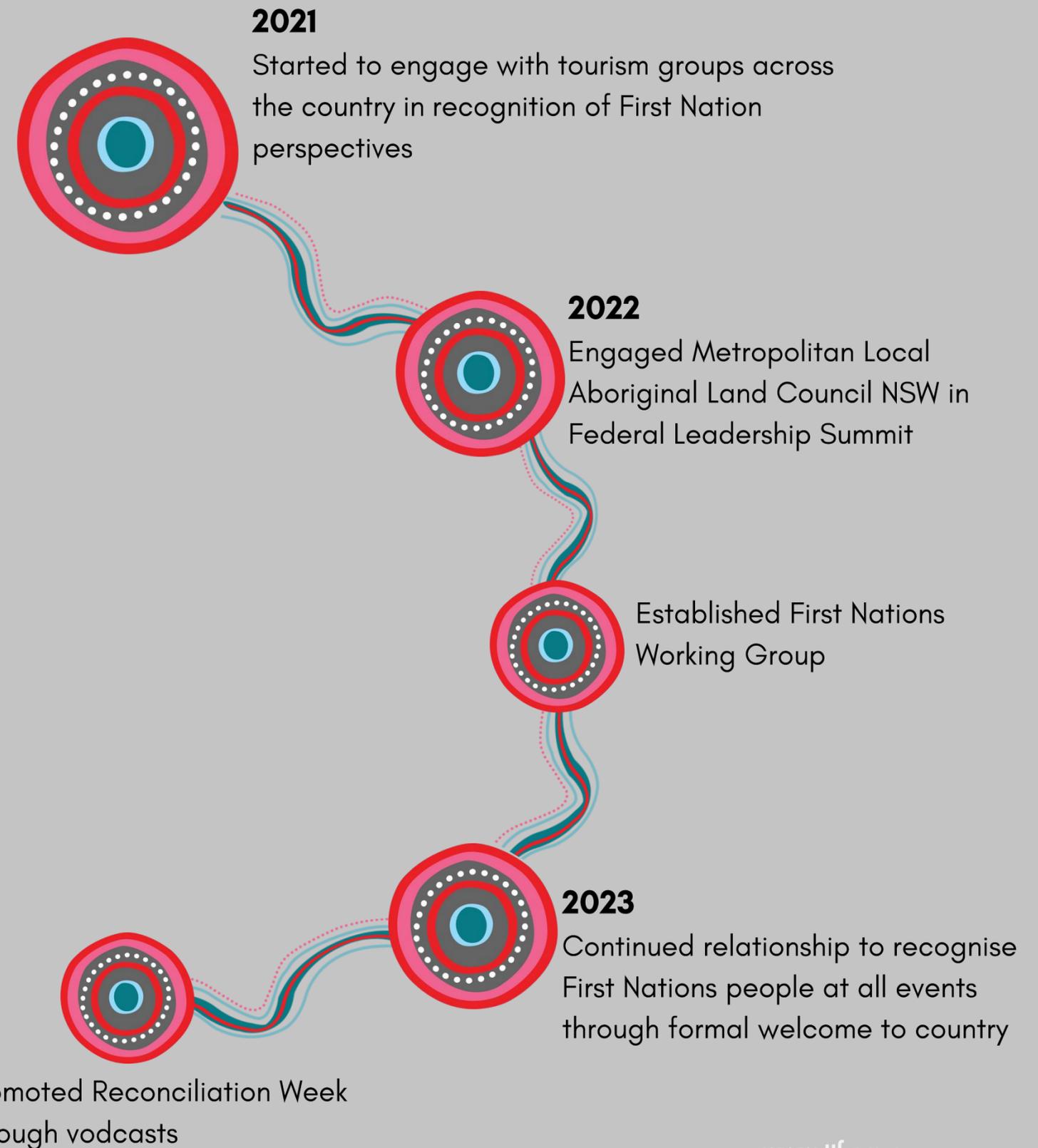
- Identifying authentic and meaningful ways for Aboriginal and Torres Strait Islander cultures to be represented
- Uncovering the desired social and economic benefits of a thriving Indigenous tourism sector and avenues for reinvestment into communities
- Developing and showcasing models of tourism experiences that generate learning, sharing and connection
- Generating platforms for partnership between tourism operators and Aboriginal and Torres Strait Islander peoples

OUR RECONCILIATION JOURNEY

Through our engagement with industry, government, and international stakeholders, TTF has come to see the enduring gaps left by a lack of close partnership between industry, government and First Nations peoples in developing Australia's tourism industry. Over the last few years, we have heard rising calls for greater collaboration and trust. Therefore, by going on this journey, we believe we can bring people closer together and build a sector that is truly contributing to the wellbeing of Aboriginal and Torres Strait Islander communities.

Even as a small organisation, TTF feels strongly about committing to a pathway of reconciliation and bringing our members along the journey to maximise our impact. We know that a Reflect RAP will be an important foundation for guiding our pursuit of these aims with deeper understanding and respect.

Going forward, it will be important to link into external partners to make the progress we are seeking. Despite not having a large personnel resource to draw from, we see ourselves as having the ability to make an impact through the channels of industry, government and media where we have strong connections. Our members, who are in positions of significant influence in their organisation, will be a large part of this.



OUR PARTNERSHIPS AND CURRENT ACTIVITIES

FIRST NATIONS WORKING GROUP

In December 2022, TTF formed a First Nations working group, comprising of members and TTF partners with an interest and experience in supporting a thriving Indigenous tourism sector.

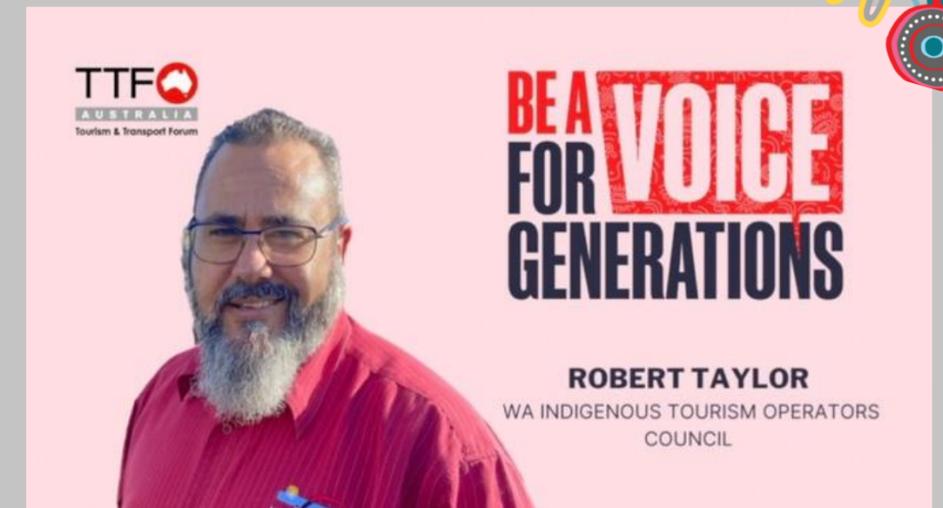
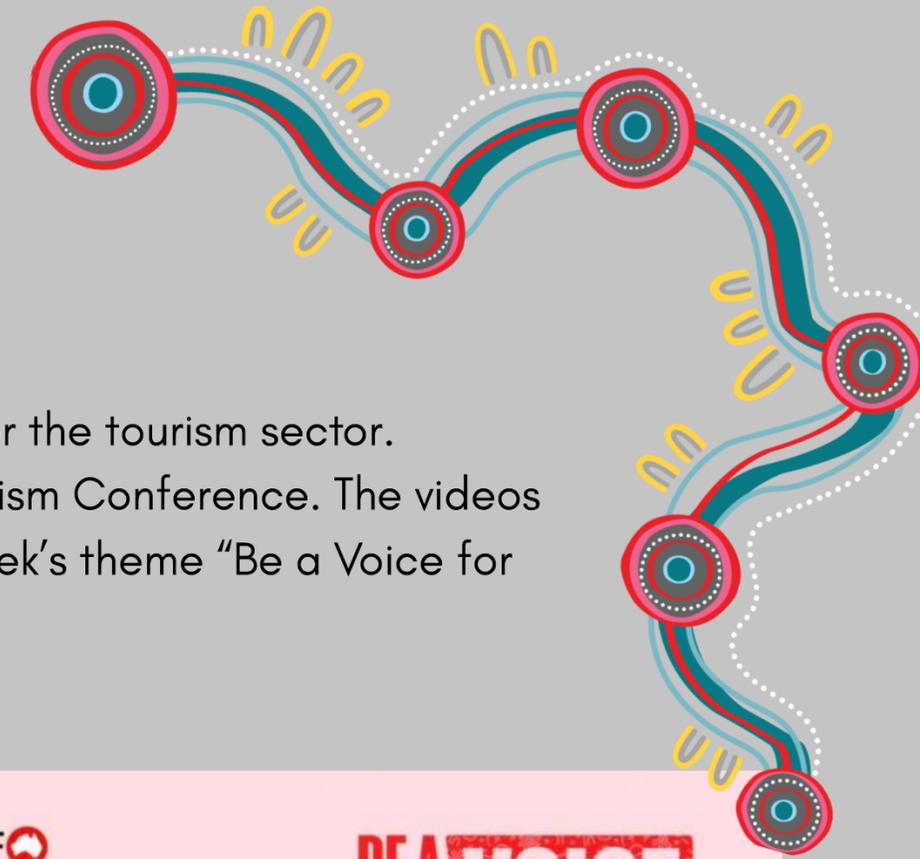
The panel's founding purpose is to address the challenges faced by the tourism sector in delivering authentic and meaningful Indigenous tourism experiences by creating a space for ideas, learning, and relationships. It will collaborate with Aboriginal and Torres Strait Islander groups to ensure opportunities and projects are formed in partnership.

Such a forum will enable our members to receive guidance on RAPs and engage more effectively with their local indigenous communities, which will be a critical foundation for successful collaboration in the space.

While consultation continues to identify ways TTF can build a platform for engagement, in the short term TTF sees a role for itself in generating change through education and partnership opportunities among its members.

2023 RECONCILIATION WEEK VIDEOS

For Reconciliation Week 2023, TTF produced a series of videos honouring reconciliation and what it means for the tourism sector. We interviewed three contributors who featured on the Indigenous Tourism panel at our National Outlook Tourism Conference. The videos gave a platform to Indigenous people at the forefront of Indigenous tourism development, in line with the Week's theme "Be a Voice for Generations".

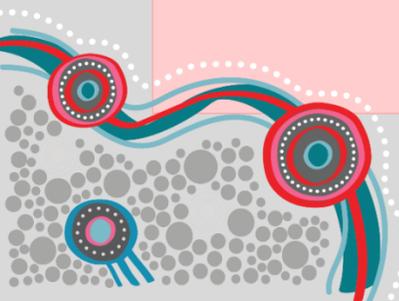


RELATIONSHIPS

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<p>1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.</p>	<ul style="list-style-type: none"> • Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence. • Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations. • Encourage and support reconciliation and relationships through our First Nations Working Group. 	<p>February 2024 February 2024 July 2024</p>	<p>Chief Executive Officer</p>
<p>2. Build relationships through celebrating National Reconciliation Week (NRW).</p>	<ul style="list-style-type: none"> • Circulate Reconciliation Australia’s NRW resources and reconciliation materials to staff. • RAP Working Group members to participate in an external NRW event. • Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW. 	<p>May 2024 27 May – 3 June 2024 27 May – 3 June 2024</p>	<p>Chief Executive Officer</p>
<p>3. Promote reconciliation through our sphere of influence.</p>	<ul style="list-style-type: none"> • Communicate our commitment to reconciliation to all staff. • Identify external stakeholders that our organisation can engage with on our reconciliation journey. • Include an Aboriginal and Torres Strait Islander identifying person as a speaker at one member-facing event each year. • Promote reconciliation in the tourism and transport sectors through our social media and website. • Participate in the Tourism Reconciliation Industry Network Group and meet four times per year. 	<p>February 2024 April 2024 March 2024 May 2024 March 2024</p>	<p>Chief Executive Officer Manager of Policy & Government Relations</p>
<p>4. Promote positive race relations through anti-discrimination strategies.</p>	<ul style="list-style-type: none"> • Research best practice and policies in areas of race relations and anti-discrimination. • Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs. 	<p>February 2024 February 2024</p>	<p>Director – Finance, People & Culture</p>



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<p>5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.</p>	<ul style="list-style-type: none"> • Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation. • Conduct a review of cultural learning needs within our organisation, • Organise a cultural training workshop to be delivered to all Australian-based staff by an external First Nations Organisation. 	<p>December 2024</p> <p>February 2024</p> <p>June 2024</p>	<p>Manager of Policy & Government Relations</p> <p>Director – Finance, People & Culture</p>
<p>6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.</p>	<ul style="list-style-type: none"> • Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation’s operational area. • Increase staff’s understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. • Include a Welcome to Country by a Traditional Owner at a minimum of two member-facing events each year. 	<p>April 2024</p> <p>April 2024</p> <p>March 2024</p>	<p>Director – Finance, People & Culture</p> <p>Manager of Policy & Government Relations</p>
<p>7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.</p>	<ul style="list-style-type: none"> • Raise awareness and share information amongst our staff about the meaning of NAIDOC Week. • Introduce our staff to NAIDOC Week by promoting external events in our local area. • RAP Working Group to participate in an external NAIDOC Week event. 	<p>June 2024</p> <p>7 July 2024</p> <p>7 July 2024</p>	<p>Manager of Policy & Government Relations</p>



OPPORTUNITIES

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<p>8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.</p>	<ul style="list-style-type: none"> • Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation and the industries we represent. • Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities. • Initiate formal process of appointing an Aboriginal and Torres Strait Islander representative to our board. 	<p>May 2024</p> <p>May 2024</p> <p>March 2024</p>	<p>Chief Executive Officer</p> <p>Director – Finance, People & Culture</p>
<p>9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.</p>	<ul style="list-style-type: none"> • Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses. • Investigate Supply Nation membership. 	<p>February 2024</p> <p>May 2024</p>	<p>Manager of Policy & Government Relations</p>

GOVERNANCE



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
<p>10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.</p>	<ul style="list-style-type: none"> • Form a RWG to govern RAP implementation. • Draft a Terms of Reference for the RWG. • Establish Aboriginal and Torres Strait Islander representation on the RWG. • Continue meeting with First Nations Working Group to advise and support the delivery of our RAP commitments. 	<p>February 2024 February 2024 April 2024 June 2023</p>	<p>Chief Executive Officer Manager of Policy & Government Relations</p>
<p>11. Provide appropriate support for effective implementation of RAP commitments.</p>	<ul style="list-style-type: none"> • Define resource needs for RAP implementation. • Engage senior leaders in the delivery of RAP commitments. • Maintain a senior leader to champion our RAP internally. • Define appropriate systems and capability to track, measure and report on RAP commitments. 	<p>February 2024 February 2024 February 2024 February 2024</p>	<p>Chief Executive Officer Manager of Policy & Government Relations</p>
<p>12. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.</p>	<ul style="list-style-type: none"> • Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important RAP correspondence. • Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire. • Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia. 	<p>June annually 1 August annually 30 September annually</p>	<p>Manager of Policy & Government Relations</p>
<p>13. Continue our reconciliation journey by developing our next RAP.</p>	<ul style="list-style-type: none"> • Register via Reconciliation Australia's website to begin developing our next RAP. 	<p>June 2025</p>	<p>Manager of Policy & Government Relations</p>

