



# REFLECT RECONCILIATION ACTION PLAN

## November 2022 – October 2023

Experience Co Limited  
56 167 320 470



**EXPERIENCECO**

## ACKNOWLEDGEMENT OF COUNTRY

Experience Co respectfully acknowledges First Australians, the Traditional Owners of Country throughout Australia. We recognise their continuing cultures, their contribution and connection to land, waters and communities, and we pay our respect to Elders past, present and emerging.

### ABOUT OUR ARTWORK

*"Experience the adventure maze of our natural environment."*

Life is a maze full of discovery and exploration of yourself and the land which we inhabit. The patterns of the Land and Sea show the intricate details that make up the blueprint of the Earth. Laced and embedded with stories from the deep blue, referring to the sea and the sky, that are constantly being discovered.

Circles are the meaning of life that are continually constant. They signify strength, determination, healing and hope as we are the protectors of the Land and Sea. They represent Experience Co's four brand values; Experience, Adventure, Respect and Safety. The number four is a key number in life: North, East, South, West and Earth, Wind, Fire and Air. The four sections indicate the many paths you take with your family and friends while on your adventure.

### ABOUT THE ARTIST

Jedess Hudson is a descendant from the Ewamian and Western Yalanji people of North Queensland. An established Aboriginal creative contributing to the art and community sector for many years.

On her creative journey Jedess has continued to draw deeply from her traditional homelands. Growing up Jedess was taught to be aware of her surroundings especially in nature and analyse the things that make up our diverse landscape. The land, seasons, bush tucker, flora and fauna are aspects that are inspired and incorporated into her art practice.



# STATEMENT BY THE CEO

JOHN O'SULLIVAN

I am really proud to present Experience Co's first ever Reconciliation Action Plan. This important document reflects a turning point within our organisation to ensure that our behaviours make significant and positive change in the lives of Aboriginal and Torres Strait Islander peoples. Experience Co is one of Australia's leading adventure and tourism businesses, operating "mild to wild" experiences across our divisions of Skydive, Reef Unlimited, Treetops Adventure and Wild Bush Luxury. Experience Co's vision is to become one of Australia's and New Zealand's most recognised and respected adventure tourism operators.

At Experience Co, our culture is built around the values of Experience, Adventure, Respect and Safety. We respect one another, and the environment in which we operate. Celebrating cultural diversity and commonality nurtures understanding and fosters connections. Respecting cultural differences is crucial to our future. Developing a Reconciliation Action Plan and setting achievable goals is an important step towards strengthening inter-cultural relationships and raising cultural awareness internally and externally.

One of Experience Co's greatest achievements in recent years is creating Dreamtime Dive and Snorkel, the first outer reef experience to celebrate Australia's First Nations People and their connection to Sea Country. Combining the world's largest coral reef system with the world's oldest living culture provides visitors with authentic cultural understandings through storytelling, onboard demonstrations, and spiritual connections.

In the future, Experience Co strives to provide even more opportunities and sustainable careers for First Australians. We intend to continue and extend partnerships with educational programs to facilitate job placements, as well as to build relationships with other communities and organisations to engage within our reconciliation journey.

The Experience Co leadership team wholly supports this Reconciliation Action Plan. To bring this Reflect Plan to life our business units have established a RAP Working Group, consisting of a team of dedicated staff from each division. Their senior leaders will connect the various working groups and ensure that we have an integrated approach in progressing on our reconciliation journey. We look forward to making a valuable contribution towards reconciliation in Australia.





# RECONCILIATION AUSTRALIA

Reconciliation Australia welcomes Experience Co to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

Experience Co 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 Experience Co 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 Experience Co, 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





## SKYDIVE AUSTRALIA & REEF UNLIMITED

### ADAM JONES

Skydive Australia currently has 14 drop zones at the most spectacular locations around the country. It is very important that we connect with the Traditional Owners of these locations, acknowledge and understand the land, cultures and history to ensure our business operates respectfully, building a better tomorrow. Reef Unlimited has strived to develop and improve ongoing relationships with the Traditional Owners of the Nations whose Land and Sea Country we traverse: Gunggandji, Gimuy Walabaru Yidinji, Yirrganydji, Mandingalbay Yidinji and the Eastern Kuku Yalanji. Reef Unlimited continuously invests in providing opportunities for employment and growth for First Nation peoples. Embarking on this reconciliation journey with Reconciliation Australia reinforces Experience Co's commitment to making a contribution to the communities, respecting diversity and ensuring the recognition, cultural safety and advancement of First Nations peoples within the tourism industry.

## AIRCRAFT MAINTENANCE CENTER

### RYAN ROCHE

Reconciliation is about unifying and strengthening the connections between the wider Aboriginal and Torres Strait Islander peoples for the benefit of all Australians. It is important that we respect, honour and embrace the opportunity to experience the cultures, stories and traditions throughout our journey in establishing a more equal and respectful future, and embedding an inclusive, collaborative and respectful culture at Experience Co.

## TREETOPS ADVENTURE

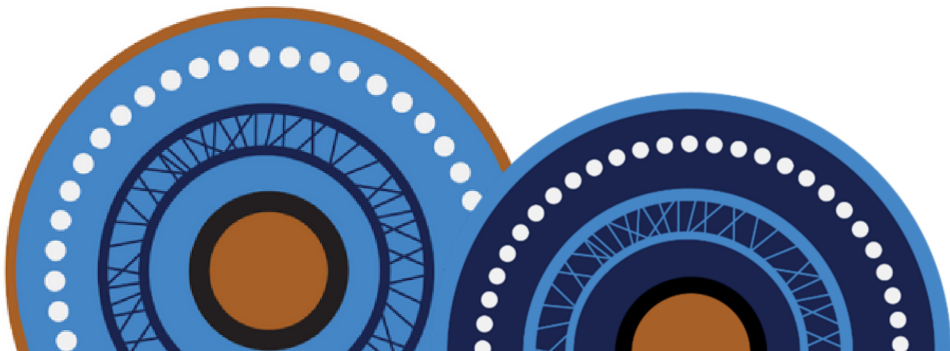
### NIC DANSIN

Taking part in reconciliation and committing to a Reflect RAP is important to our company culture at Treetops Adventure. The Australian bush and the land on which our parks reside, are an integral part of our Treetops experience and ongoing story. We hope by taking small, but important steps towards reconciliation, we will be able to contribute to meaningful, cultural change.

## WILD BUSH LUXURY

### CHARLES CARLOW & AMANDA BYRNE

Wild Bush Luxury holds the ideas of culture and the respect for community as one of its key pillars. The Reflect RAP, developed alongside our colleagues within Experience Co and with the guidance of the Aboriginal and Torres Strait Islander communities in the areas that we operate, will give us the pathway to firm our relationships, understand what reconciliation means to us and commit to transformative and respectful learning. We will do this in partnership with the Traditional Owners and continuing Custodians of the Land and Sea Country we operate on - so that we can share what is most appropriate with our guests, inspiring our guests' reconciliation journeys. We hope this first step will embed cultural understanding and interaction within our business.

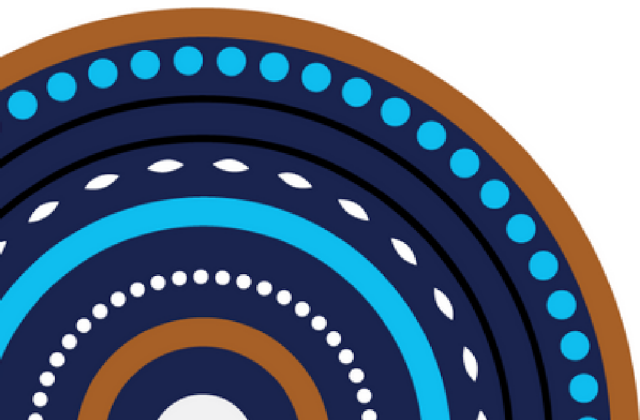


## OUR BUSINESS

We respectfully acknowledge The Gadigal People as the Traditional Owners of the Sydney area in which our registered corporate office resides. Since our start in 1998 in Wollongong, Australia, Experience Co has immersed adventurers from all over the world in incredible experiences, building a reputation for safety, friendliness and excellence. We began in 1998 by offering tandem skydives on North Wollongong beach under the name Skydive the Beach. In 2015 we listed the company on the ASX to enable further growth. Now operating as Experience Co (ASX:EXP), we manage 14 skydiving drop zones across Australia and three in New Zealand. We also provide luxury overnight tours in the Northern Territory, South Australia and Tasmania and rainforest tours, tropical island tours and boat tours to the Great Barrier Reef in North Queensland. Additionally, we operate 14 different tree ropes and ziplining locations across Australia.

Our vision is to create eco-friendly, exciting experiences that inspire people to connect with nature, stay active and challenge themselves. The history and cultures of the forests, lands and seas in which our businesses reside, are integral to the experience, operation, and success of the activity. By connecting with the local Aboriginal and Torres Strait Islander communities, and incorporating their stories, we hope the activity becomes more than just an adrenaline outing, but a meaningful reconnection with people and the land.

Experience Co employs around 900 people across all business units in Australia, currently with 35 staff identifying as Aboriginal or Torres Strait Islander (October 2022). The company brand reflects our business strategy of offering high quality and memorable experiences and our vision is to become the largest and most respected adventure tourism company in the world. As a tourism company we provide experiences to people from across the world. We aim to strengthen relationships between Aboriginal and Torres Strait Islander peoples and the non-Indigenous people, which includes increasing employment of First Australians and increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation and for our customers.





## OUR RAP

Experience Co is committing to a Reflect RAP which allows us to take practical steps to drive reconciliation within the local communities and lands in which our experiences are based and operate. As Experience Co consists of four businesses and is spread throughout the whole of Australia, it will adopt a place-based approach. Place-based approaches bring stakeholders from different communities together to strengthen collaboration and knowledge sharing.

Operating guided experiences on the lands of Aboriginal and Torres Strait Islander communities; it is essential we begin a journey towards reconciliation and lead the way for other tourism operations in Australia. The nature of our business is in connecting people to Australia's natural and ongoing cultural reality and it is inconceivable that we can genuinely do this without properly understanding and involving our business and ourselves in the First Nations' histories and heritage of the Country that we operate in. It is likewise very important that we take these steps allied with the Traditional Owners of these areas. We are in a unique position to bridge the divide between the everyday life of our guests and share, in an appropriate way, the cultural reality of the First Peoples of Australia.

The four business units within Experience Co; Skydive Australia, including the Aircraft Maintenance Centre, Reef Unlimited, Wild Bush Luxury and Treetops Adventure, each established their own RAP Working Group in October 2022, responsible for educating and promoting the RAP internally and externally. The working groups are led by senior team leaders who form a central governance group, responsible for bringing the four groups together, collate visions and ideas and discuss their progress frequently. Experience Co's Admin Coordinator has been identified as the RAP Champion and will be responsible for driving and championing internal engagement and awareness of the RAP.

## OUR WHY



### VISION

To be the most recognised and respected adventure business in Australia and New Zealand.



### PURPOSE

Helping you escape the ordinary.



### VALUES



#### EXPERIENCE

We will deliver an extraordinary experience to our customers and employees.



#### RESPECT

We respect one another, and the environment in which we operate.



#### ADVENTURE

We are bold and adventurous in what we do.



#### SAFETY

Is at the heart of all that we do.

## RAP JOURNEY TO DATE

As Experience Co's businesses are widespread across Australia, their RAP journeys to date differ. But even though every business' journey is different, the pathway to reconciliation remains the same. Our collective aim is to support and guide each other through the development of our Reconciliation Action Plan. Experience Co has several cultural protocols in place, such as performing an Acknowledgement of Country at the start of meetings and adding it to all written communication. Experience Co recognises the importance of acknowledging the connection to the land and pay respect by asking Elders to perform a Welcome to Country and a Smoking Ceremony during important events such as opening new parks or launching new products.



Treetops Adventure parks are designed and constructed sustainably, to ensure the long-term health of not only the host trees, but also the land. Traditional Owners of the land are consulted before building or maintaining the land of the parks. The management team meet with the local Elders and discuss the use of the land and take note of any significant or sacred locations. Wild Bush Luxury has commenced conversations with Aboriginal communities in Tasmania and works with First Nation community members in Hawker, South Australia. At Bamurru Plains in the Northern Territory, Wild Bush Luxury works with an Aboriginal tourism business for the delivery of cultural experiences in Kakadu National Park.

After recognising a cultural gap in the Cairns reef tourism industry and with a dream to invest in local culture, Experience Co launched Dreamtime Dive and Snorkel in November 2018. Dreamtime Dive and Snorkel is the first reef experience to combine the world's largest coral reef system with the world's oldest living culture. Our crew are drawn from all-over North Queensland as well as from the education program Shoreline. Partnering with Shoreline has enabled Reef Unlimited to facilitate education and employment opportunities for First Nations youth, where trainees are coached in ways that ignite positive change and increase self-esteem and personal responsibility.





## RAP JOURNEY TO DATE

Senior members of the Reef Unlimited team regularly visit the Traditional Owners of the nations whose Sea Country it traverses. Maintaining relationships is an important and valuable exercise where we not only talk about business but discuss community projects and how we can best support them to ensure we align our values and goals with theirs. Reef Unlimited's Culture and Community Officer so eloquently states: 'We've built a bridge and we are constantly walking back and forth'.

Reef Unlimited's biology department GBR Biology is proud to be part of a pilot study funded by the Australian Government Reef Trust Partnership called Kul-Bul, in the Yirrgay dialect of the Yirrigungji people, meaning "Spirit of Sea Country". The project aims to combine Western marine biology knowledge with traditional First Australian's ecological knowledge to create a holistic approach for site stewardship and management actions in promoting and conserving Yirrigundji Sea Country within the Great Barrier Reef.

### ACTIONS AND DELIVERABLES

Experience Co's actions and deliverables within its Reflect RAP follow Reconciliation Australia's guidelines and builds on those activities across the following areas:

- Relationships
- Respect
- Opportunities
- Governance.



## RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
Establish, strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	November 2022	Admin Coordinator
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	November 2022	Admin Coordinator
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2023	Marketing Coordinator
	RAP Working Group members to participate in an external NRW event.	27 May-3 June, 2023	Marketing Coordinator
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May-3 June, 2023	Marketing Coordinator
Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	December 2022	Admin Coordinator
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	December 2022	Admin Coordinator
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	December 2022	Admin Coordinator
Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	January 2023	People and Performance Officer
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	January 2023	People and Performance Officer

## RESPECT

Action	Deliverable	Timeline	Responsibility
Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	February 2023	Projects Director
	Conduct a review of cultural learning needs within our organisation.	February 2023	Projects Director
Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	January 2023	Operations Coordinator
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	January 2023	Operations Coordinator
Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2023	Admin Coordinator
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2023	Admin Coordinator
	RAP Working Group to participate in an external NAIDOC Week event.	First week of June 2023	Admin Coordinator
Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	February 2023	Projects Director
	Conduct a review of cultural learning needs within our organisation.	February 2023	Projects Director
Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	November 2022	Operations Coordinator



# OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	April 2023	Operations Coordinator
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	April 2023	Operations Coordinator
Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	May 2023	Projects Director
	Investigate Supply Nation membership.	May 2023	Projects Director



# GOVERNANCE

Action	Deliverable	Timeline	Responsibility
Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	October 2022	Admin Coordinator
	Draft a Terms of Reference for the RWG.	October 2022	Admin Coordinator
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	October 2022	Admin Coordinator
Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	October 2022	Admin Coordinator
	Engage senior leaders in the delivery of RAP commitments.	October 2022	Admin Coordinator
	Appoint a senior leader to champion our RAP internally.	October 2022	Admin Coordinator
	Define appropriate systems and capability to track, measure and report on RAP commitments.	October 2022	Admin Coordinator
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	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.	June 2023	Admin Coordinator
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August 2023	Admin Coordinator
	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September, 2023	Admin Coordinator



To see more about Experience Co's Reconciliation Action Plan,  
visit our website [experienceco.com](https://experienceco.com)

**Registered office**

Level 5, 89 York Street  
Sydney NSW 2000  
1300 601 899

**Connect**

**E:** [Info@experienceco.com](mailto:Info@experienceco.com)

**IG:** [instagram.com/experience\\_co](https://www.instagram.com/experience_co)

**LI:** [au.linkedin.com/company/experience-co](https://au.linkedin.com/company/experience-co)

**EXPERIENCECO**