

SOUTH AUSTRALIAN TOURISM COMMISSION

REFLECT RECONCILIATION ACTION PLAN





Above

Wilpena Pound Resort, Flinders Ranges & Outback

Cover

Ochre Trails, Adelaide

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RECONCILIATION AUSTRALIA

CEO Statement

Reconciliation Australia welcomes the South Australian Tourism Commission to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

South Australian Tourism Commission joins a network of more than 1,100 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 over 2.3 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 South Australian Tourism Commission 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 South Australian Tourism Commission, 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



SOUTH AUSTRALIAN TOURISM COMMISSION

“REFLECT” Reconciliation Action Plan

I'm delighted to endorse the South Australian Tourism Commission's inaugural "Reflect" Reconciliation Action Plan (RAP). This is an important step for our agency in how we can contribute towards reconciliation.

We acknowledge and respect Aboriginal and Torres Strait Islander people as our state's first people and nations and recognise Aboriginal and Torres Strait Islander people as traditional owners and occupants of South Australian land and waters.

South Australia offers ancient lands to explore and is home to the largest collection of Aboriginal and Torres Strait Islander cultural artefacts and family history in the world. Working with Aboriginal and Torres Strait Islander people to share these amazing, unique tourism experiences with visitors to our state is a key aim for our agency.

We are committed to supporting the Aboriginal and Torres Strait Islander tourism sector. Our South Australian Visitor Economy Sector Plan 2030 and Regional Visitor Strategy 2025 identify Aboriginal and Torres Strait Islander cultural tourism as an important sector that contributes to our state's economy.

By taking action to achieve the meaningful deliverables set out in our first RAP, we look forward to fostering greater relationships with South Australian Aboriginal and Torres Strait Islander communities.

RODNEY HARREX

Chief Executive

South Australian Tourism Commission



OUR BUSINESS

The South Australian Tourism Commission (SATC) was established as a statutory corporation under the South Australian Tourism Commission Act 1993 to assist in securing economic and social benefits for the people of South Australia through promoting and developing the state as a tourism and events destination for both domestic and international visitors.

Our target for 2030 is to grow our visitor economy to \$12.8 billion. The economic activity generated by tourism to South Australia is important because it disperses the benefits to regional communities, and has a positive impact on associated industries, such as agriculture, retail, wine, real estate, and transport.

The SATC directly employs approximately 130 staff, with this number increasing slightly during periods of peak activity (such as events). Employees of the SATC occupy six different Groups, which are:

- Corporate and Government Communications
- Destination Development
- Events South Australia
- Finance and Business Services
- Marketing
- Strategy and Insights

Whilst the SATC has previously employed people who identified as Aboriginal and Torres Strait Islander people, at the time of drafting our RAP, we didn't have any identifying staff members. We hope to change this during the operational period of our Reflect RAP, focusing on partnerships with universities, and building productive relationships with Aboriginal and Torres Strait Islander communities.

The SATC has a global reach, marketing South Australia to intrastate, interstate and international markets.

Our head office is located in the heart of the Adelaide CBD, with an offsite warehouse and office that accommodates one of our events teams and associated event assets. We also have a Marketing and PR presence in key markets around the world.



OUR RAP

Our Reflect RAP is intended to help the SATC recognise, acknowledge and foster a greater relationship with South Australian Aboriginal and Torres Strait Islander communities through the development of a formal strategy outlining how the SATC can contribute towards reconciliation. The RAP will set out actions and meaningful deliverables that will be achieved using the expertise of our teams. A working group comprised of representatives from across the SATC was established in June 2020 and work on the RAP commenced at that time. Development of the RAP is supported by our Executive team and our Board of Directors. The RAP Champion will be our Chief Financial Officer. The Chief Financial Officer is a member of our Executive team, and leads the Finance and Business Services group, which is one of the six core groups of the SATC.

The SATC intends to employ a collaborative approach across the business to successfully implement our RAP. Since work on the RAP began, we have enjoyed seeing a high level of engagement from staff and look

forward to this engagement translating to the successful achievement of the set actions and deliverables.

The SATC currently contributes to reconciliation in a number of different ways, including but not limited to:

- Providing annual Cultural Awareness Training to staff;
- Participating in events and activities for National Reconciliation Week and NAIDOC Week each year;
- Integrating and celebrating Aboriginal and Torres Strait Islander cultures through event programming;
- Including Aboriginal and Torres Strait Islander Cultural visibility in SATC Marketing campaigns; and
- Encouraging Aboriginal and Torres Strait Islander candidates to apply for vacant positions.



OUR PARTNERSHIPS

The SATC currently works with a number of organisations in our reconciliation journey, which include:

- Aboriginal and Torres Strait Islander tourism businesses and operators
- Educational institutions
- Public sector agencies and departments
- Arts and cultural organisations



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. | <p>July 2021</p> | <p>People & Culture Advisor</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 our 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 2021</p> | <p>People & Culture Advisor</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. Identify organisations who already have a RAP (and other like-minded organisations) that we could approach to collaborate with on our reconciliation journey, including approaching Reconciliation South Australia for assistance to participate in at least one external event to recognise and celebrate NRW. | <p>May 2021 July 2021 July 2021</p> | <p>People & Culture Advisor</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>June 2021 July 2021</p> | <p>People & Culture Advisor Manager, HR & Facilities & People and Culture Advisor</p> |

RESPECT

| ACTION | DELIVERABLE | TIMELINE | RESPONSIBILITY |
|---|--|---|--|
| <p>5</p> <p>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. | <p>July 2021</p> | <p>People & Culture Advisor</p> |
| <p>6</p> <p>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 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. Compile a database of Aboriginal and Torres Strait Islander contacts for internal staff to contact for a Welcome to Country. | <p>July 2021</p> <p>July 2021</p> <p>June 2021</p> | <p>Operations Coordinator, Global Markets</p> <p>People & Culture Advisor</p> <p>People & Culture Advisor</p> |
| <p>7</p> <p>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>July 2021</p> | <p>People & Culture Advisor</p> |
| <p>8</p> <p>Increase visibility of Aboriginal and Torres Strait Islander cultures and information available from the SATC.</p> | <ul style="list-style-type: none"> Include Acknowledgement of Country on staff email signatures and corporate strategy documents. Seek out opportunities to integrate and celebrate Aboriginal and Torres Strait Islander cultures through event programming. Facilitate collaboration between with relevant internal teams to plan, update and expand Aboriginal and Torres Strait Islander content on all of our websites, including event websites. Increase visibility of Aboriginal and Torres Strait Islander cultures in Marketing campaigns. | <p>July 2021</p> <p>July 2021</p> <p>July 2021</p> <p>June 2021</p> | <p>ICT Support Officer / Brand Manager / Government Affairs Advisor</p> <p>Event Coordinators</p> <p>Senior Officer, Corporate and Government Communications (Corporate Website) Manager Social Media and Content (consumer website) Marketing Manager ESA (Event website) Manager, Trade Events, Families and Projects (Trade website)</p> <p>Executive Director, Marketing</p> |

OPPORTUNITIES

| | ACTION | DELIVERABLE | TIMELINE | RESPONSIBILITY |
|----|---|--|--|--|
| 9 | <ul style="list-style-type: none"> Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development. Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities. | <ul style="list-style-type: none"> Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation. | <ul style="list-style-type: none"> May 2021 September 2021 | <ul style="list-style-type: none"> People & Culture Advisor |
| 10 | <ul style="list-style-type: none"> Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes. Investigate Supply Nation membership. | <ul style="list-style-type: none"> Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses. | <ul style="list-style-type: none"> July 2021 | <ul style="list-style-type: none"> Contracts & Procurement Manager |
| 11 | <ul style="list-style-type: none"> Support and develop the Aboriginal tourism sector in South Australia. Foster new and emerging Aboriginal and Torres Strait Islander tourism experiences. | <ul style="list-style-type: none"> Provide Aboriginal and Torres Strait Islander Tourism operators with business advice and support them to create new and enhance existing products and experiences. | <ul style="list-style-type: none"> September 2021 | <ul style="list-style-type: none"> Business Managers, Product Development |

GOVERNANCE

| ACTION | DELIVERABLE | TIMELINE | RESPONSIBILITY |
|--|--|--|-------------------------------------|
| <p>12 Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.</p> | <ul style="list-style-type: none"> • Maintain a RWG to govern RAP implementation. • Draft a Terms of Reference for the RWG. • Establish Aboriginal and Torres Strait Islander representation on the RWG. | <p>July 2021</p> <p>June 2021</p> <p>July 2021</p> | <p>People & Culture Advisor</p> |
| <p>13 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. • Define appropriate systems and capability to track, measure and report on RAP commitments. | <p>June 2021</p> | <p>People & Culture Advisor</p> |
| <p>14 Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.</p> | <ul style="list-style-type: none"> • Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia. | <p>30 September 2021</p> | <p>People & Culture Advisor</p> |
| <p>15 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>February 2022</p> | <p>People & Culture Advisor</p> |

CONTACT US

PEOPLE & CULTURE ADVISOR

humanresources@sa.gov.au

WEBSITES

southaustralia.com

tourism.sa.gov.au



Government
of South Australia

South Australian
Tourism Commission