



REFLECT RECONCILIATION ACTION PLAN

JANUARY 2026 - JUNE 2027



RECONCILIATION
ACTION PLAN

REFLECT

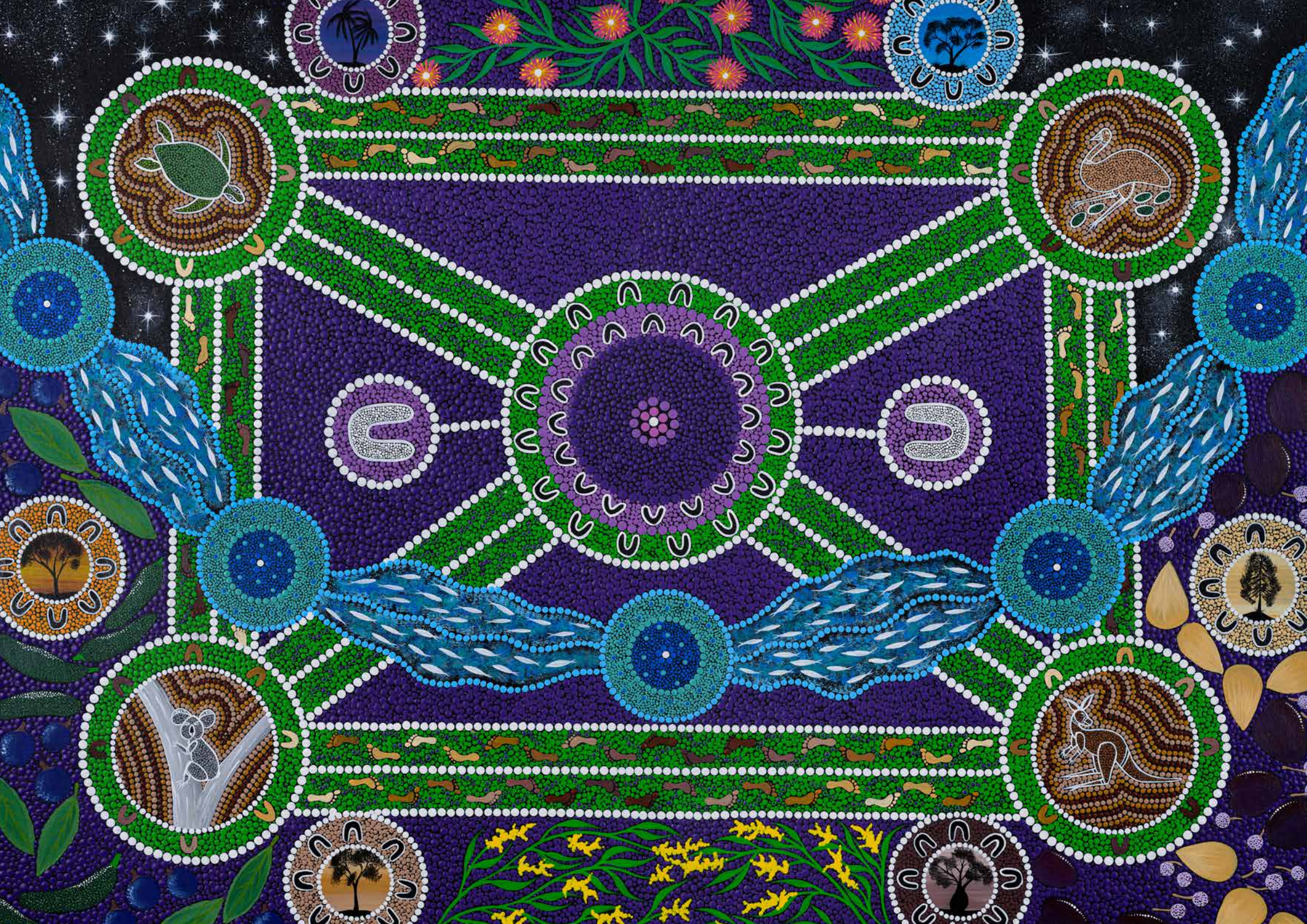
ACKNOWLEDGEMENT OF COUNTRY

G Adventures acknowledges the Traditional Owners of the lands and waters on which we live, work and operate across Australia. We recognise their enduring connection to land, seas, skies, culture and community, and pay our respects to Elders past and present.

We acknowledge that Aboriginal and Torres Strait Islander Peoples have cared for this Country since time immemorial.

As a community tourism organisation, G Adventures operates tours across Australia with deep respect for the lands and waters we travel through. We recognise that these places are not just destinations, but living, cultural landscapes, and we are committed to treading lightly, minimising our impact, and travelling in ways that honour Country and the people who have cared for it for generations.

Through our Reconciliation Action Plan, we commit to listening, learning and walking alongside First Nations Peoples, building respectful relationships and supporting Indigenous-led tourism, cultural authority and economic self-determination.





ABOUT THE ARTIST

Waraba Arts - Leslie (Gordon) Waraba Lister

Leslie (Gordon) Waraba Lister is a proud Yuwaalaraay/Gamilaraay aka Kamilaroi man from St George Queensland. He is inspired by traditions and the art and stories of his people. He is also Wakka Wakka/Wulli Wulli through his father's side and has connections to Eidsvold and surrounding areas in Qld.

Gordon's paintings tell the stories told to him by his grandmother, mother, aunts and uncles, his own dreaming, and personal experiences. Painting was imparted in Gordon and was always around him, he started painting when he was young. Coming from the circle people, Gordon says, "painting is my way to pass stories down and keep the circle going around and around. It is also my passion".

Gordon's work has been shown at exhibitions in Brisbane, Toowoomba, Surat and Gladstone and features traditional crosshatch, dots, diamonds and lines, which defines where he comes from.

Gordon currently resides in the Gladstone District. In 2023 he was awarded first place as the Local Murri Artist and recently awarded in 2024 Overall Winner in the prestige art competition by Rio Tinto the Martin Hanson Memorial Art Awards. He was also nominated for Gladstone's Australia Day- Art and Cultural Award in 2024.

MESSAGE FROM G ADVENTURES MANAGING DIRECTOR

Today, we gather with profound gratitude and hope to unveil G Adventures' Reconciliation Action Plan. This is more than a document - it's a heartfelt promise to walk alongside First Nations Peoples in building a future defined by respect, truth, and shared prosperity.

We stand in awe of the world's longest-standing culture: the Aboriginal and Torres Strait Islander Peoples. Their ancient knowledge, unyielding resilience, and profound stewardship of this land humble us and light the way forward. In their stories, we find timeless lessons about harmony with the environment and each other - lessons that resonate deeply with every adventure we create.

For over three decades, G Adventures has been privileged to partner with Indigenous communities across the globe. From the Maasai warriors of East Africa sharing their savannah wisdom, to the Sami reindeer herders of the Arctic preserving their Arctic heritage, and the First Nations guides in Australia and Aotearoa New Zealand revealing the sacred layers of their homelands - these collaborations have been the heartbeat of our journeys. They've not only enriched our travellers' experiences but have also empowered local economies, preserved cultural traditions, and fostered genuine friendships that endure beyond the trip.

At our core, we believe that tourism, when done correctly, holds extraordinary power. It doesn't just transport people; it transforms them. By immersing travellers in authentic community experiences, we open eyes to the beauty and diversity of other cultures, sparking empathy and understanding. In Australia, this means helping visitors truly see and appreciate First Nations perspectives—dismantling stereotypes, celebrating shared humanity, and planting seeds for a more unified nation where every voice contributes to our collective story.

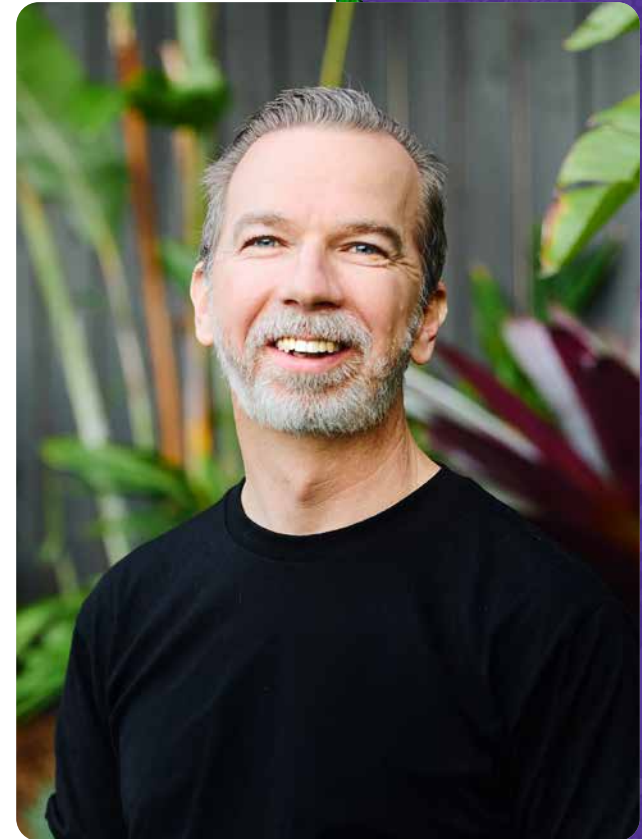
This Reconciliation Action Plan is the natural embodiment of G Adventures' foundational commitment to Community Tourism. It's about truth-telling, cultural recognition, relationship-building, and tangible actions that create lasting impact. We're excited to embed these principles into every tour, every partnership, and every decision we make.

I warmly invite you—our travellers, hosts, Indigenous partners, and global family—to join us on this meaningful path. Together, through the lens of travel, we can weave stronger threads of unity across our countries and beyond.

With deep gratitude and unwavering optimism,

Sean Martin

Managing Director, G Adventures Australia, New Zealand and Asia



STATEMENT FROM CEO OF RECONCILIATION AUSTRALIA

Inaugural Reflect RAP

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

G Adventures joins a network of more than 3,000 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 G Adventures 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 G Adventures, 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 G ADVENTURES

G Adventures isn't just a travel company; we're a movement. Since 1990, when social entrepreneur Bruce Poon Tip set out to change the way people see the world, we have been leading the way in community tourism and small-group adventure travel. We help travellers connect deeply with local people, cultures, landscapes and wildlife, all while having a blast.

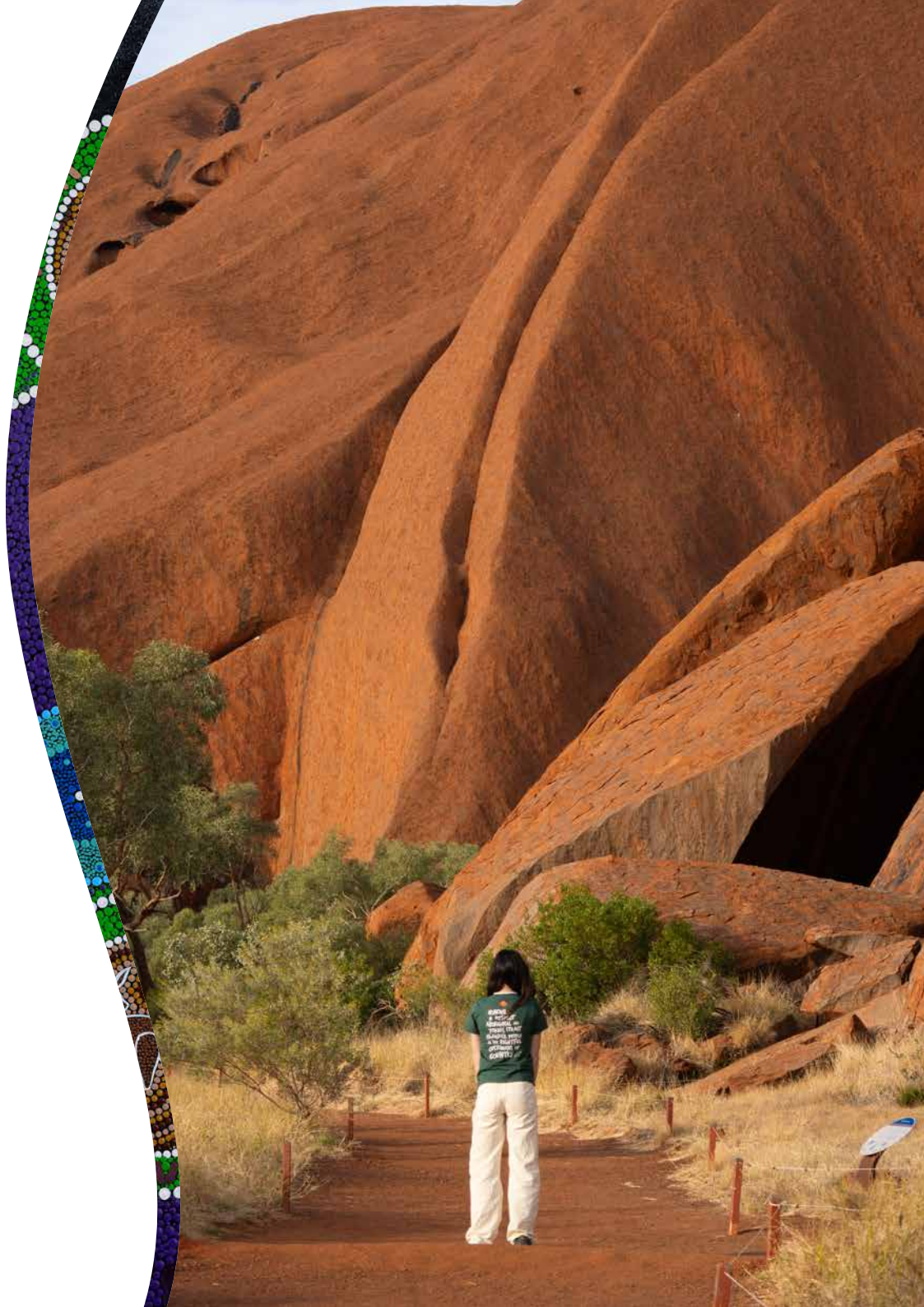
But it doesn't stop there. With us, travel is about passion, purpose and making a difference. Our G for Good social impact commitments ensure every journey supports local communities, with more than 130 community tourism projects powered by our non-profit partner, Planeterra, and our industry-first Ripple Score™, which tracks how much of our travellers' money stays in local economies. Through our Trees for Days initiative, we have planted over five million trees (and counting) - one for every traveller, for every day they are on trip with us - helping communities and the planet thrive together.

At G Adventures, we believe in changing lives through travel – and not just for the traveller. Our unique company culture fuels a global community that transcends borders, connecting people with purpose and fostering joy, curiosity and humanity in everything we do. We're not just about seeing the world; we're about making it better, together.

Our strength as a team is built on diversity. With offices located around the world and a global team of more than 1,600 people representing over 100 nationalities, we are a diverse collective of individuals with varied backgrounds, cultures, beliefs, identities and lived experiences.

In Australia, our team of approximately 50 people is primarily based in Meanjin/Brisbane, with Business Development Managers located across the country to support our travel agency partners.

At present, we do not have team members who identify as Aboriginal and/or Torres Strait Islander. We recognise this as an opportunity for growth and are committed to creating a more inclusive and culturally safe workplace, with the aim of attracting and supporting Aboriginal and Torres Strait Islander peoples and team members from all backgrounds across Australia.



G for Good

Creating a better world one commitment at a time

Responsible Travel Policy

Our commitment to acting responsibly

Child Welfare

Animal Welfare

Respecting Local Communities

Environmental Initiatives

Trees for Days

Plastics Partnership Project

Our commitment to creating positive impact in the places we visit

Encouraging Change

G Local Survey

Ripple Score

Planeterra

G Values Fund

Empowering Social Enterprise



OUR RECONCILIATION ACTION PLAN

At G Adventures, we are committed to contributing to a more reconciled Australia through respect, understanding and meaningful action. As a global travel company that operates tours across Australia, we recognise the important role we play in engaging with Aboriginal and Torres Strait Islander Peoples, cultures, lands and waters, and the responsibility that comes with that.

Our Reconciliation Action Plan (RAP) provides a framework to guide our ongoing reconciliation journey. It sets out clear, practical actions that support respectful relationships, increased cultural understanding, and opportunities for Aboriginal and Torres Strait Islander Peoples within our business and across the tourism industry. We recognise that reconciliation is not a single action or outcome, but a continuous process of listening, learning, reflecting and improving.

Respect for local people and places is at the heart of how we operate. Our approach to community tourism is grounded in partnership, ensuring that tourism delivers meaningful benefits to local communities while protecting culture, heritage and the environment. In Australia, this means acknowledging and respecting Traditional Custodians, working with First Nations-owned and led tourism experiences where possible, and ensuring our travellers engage with the country in a way that is informed, respectful and responsible.

Our RAP is supported by a dedicated RAP Working Group made up of team members across different functions of the business, with oversight and support from senior leadership. This group is responsible for guiding the development, delivery and accountability of our commitments, ensuring reconciliation is embedded into our culture, decision-making and day-to-day operations.

Through this RAP, we aim to deepen understanding among our people, create opportunities to support Aboriginal and Torres Strait Islander Peoples, and contribute positively to reconciliation within the tourism industry and beyond. We acknowledge that this work must be done in partnership, with humility and respect, and we are committed to continuing this journey with openness, accountability and care.





PARTNERSHIPS AND CURRENT ACTIVITIES

G Adventures is committed to building meaningful, long-term relationships with Aboriginal and Torres Strait Islander peoples and organisations, embedding opportunities for learning, respect, and reconciliation across its business practices. This commitment is demonstrated through a range of partnerships, initiatives, and ongoing engagement activities.

Since September 2022, G Adventures has partnered with Bama Way Cultural Activities Tours to deliver immersive cultural experiences that connect travellers with the land, stories, and community of the Kuku Yalanji nation. The organisation has also developed strong relationships with First Nations industry leaders, including Rhonda Appo and Phil Lockyer, who have provided guidance and consultation throughout the development of the Reconciliation Action Plan.

G Adventures actively participates in key cultural and industry events, with its Meanjin-based team attending the QTIC NAIDOC Breakfast annually, as well as broader engagement through events such as Tourism Australia's RAP Lunch and QTIC's Destination IQ conference. Internal education is prioritised through initiatives such as encouraging staff to complete the QTIC "Respecting First Nations Cultural Protocols in Australia" training, sharing resources around 26 January to deepen understanding of its significance, and distributing best practice guides for working with First Nations tourism operators.

The organisation also creates opportunities for direct cultural engagement and learning. This includes hosting guest speakers such as Rhonda Appo and Yarraka from Blak Card Cultural Tours to educate teams on topics including the Voice to Parliament referendum and NAIDOC Week, as well as incorporating cultural experiences into internal events, such as a guided walk on Country during the Oceania team conference in Meanjin. Cultural representation is further embedded through the engagement of First Nations partners at events, including a Welcome to Country and live performance by First Nations artists.

G Adventures demonstrates its support for national conversations and advocacy through public communications, including media engagement in support of the Voice to Parliament referendum. Internally, initiatives such as a First Nations authors book club and participation in industry networks, including Rhonda Appo's Champions Network, further reinforce ongoing learning and accountability.

In addition, G Adventures seeks to prioritise First Nations suppliers wherever possible, including catering for events, and has taken steps to deepen commercial partnerships through direct engagement, such as senior leadership visits to K'gari to explore collaboration opportunities with local operators.





ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. Establish and 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.	June 2026 - June 2027	Managing Director Marketing Manager
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	June 2026 - June 2027	Regional Operations Manager
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2026 - June 2027	
	RAP Working Group members to participate in an external NRW event.	May 27 - June 3, 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
	Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	May 2026 - June 2027	
3. Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	February 1, 2026 - June 2027 June 1, 2026 - June 2027 September 1, 2026 - June 2027	
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	March 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
	Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	June 2026 - June 2027	
4. Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	August 2026 - June 2027	G Learning Team/ HR / Managing Director and RAP working group
	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	September 2026 - June 2027	G HR team Managing Director

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
5. 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.	April 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
	Conduct a review of cultural learning needs within our organisation.	December 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager HR Director Director of Learning
6. 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.	March 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
	Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	March 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
7. 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 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
	Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2026 - June 2027	Regional Operations Manager
	RAP Working Group to participate in an external NAIDOC Week event.	June 2026 - June 2027	

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
8. 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.	December 2026 - June 2027	Managing Director VP People and Community Global Talent Manager
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	December 2026 - June 2027	Managing Director VP People and Community Global Talent Manager
9. 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.	August 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager Director of Operations
	Investigate Supply Nation membership. https://supplynation.org.au/about-us/	August 2026 - June 2027	Managing Director
	Build understanding of current Aboriginal and Torres Strait Islander staffing within external tour suppliers to inform future employment and professional development opportunities preference their involvement in package inclusion	March 2026 - June 2027	Director of Operations Regional Operations Manager

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
10. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RWG to govern RAP implementation.	February 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
	Draft a Terms of Reference for the RWG.	March 2025 - June 2027	Managing Director
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	June 2026 - June 2027	Managing Director
11. Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	March 2026 - June 2027	Managing Director
	Engage senior leaders in the delivery of RAP commitments.	April 2026 - June 2027	Managing Director
	Maintain a senior leader to champion our RAP internally.	May 2027 - June 2027	Managing Director
	Define appropriate systems and capability to track, measure and report on RAP commitments.	December 2026 - June 2027	Managing Director Marketing Manager Regional Operations Manager
12. 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.	December 2026 - June 2027	Managing Director
	Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Survey	December 2026 - June 2027	Managing Director
	Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	December 2026 - June 2027	Managing Director
13. Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	March 2027 - June 2027	Managing Director



CONTACT

Sean Martin

Managing Director Oceania
smartin@gadventures.com

G Adventures Australia

Level 3, 275 Grey Street
South Brisbane / Meanjin
Queensland 4101

gadventures.com