

Reconciliation @ Intrepid

Sara King, General Manager of Purpose



Acknowledgement of Country

We acknowledge the Traditional Owners of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to them and their cultures, and to their Elders past, present and future.

Wherever we travel in Australia, we're on Aboriginal and Torres Strait Islander land. We recognize the unique place held by First Nations People as the original custodians of the lands and waterways across this continent and support the continuation of cultural, spiritual and educational practices.



Our product

Sustainable,
experience-rich
travel.



Our shared vision

Change the way we all see the world.

Our shared values

Growth, Responsibility, Innovation, Passion, Fun, Integrity.

Our shared mission

Create positive change through the joy of travel.

Our shared purpose

We exist to inspire, create, share and lead the best travel experiences ever – for both people and the planet.



Our Global Network

- ▲ Global headquarters
- Sales and marketing regional office
- Shared services
- Destination Management Company offices (DMC)



Reconciliation

At its heart, reconciliation is about strengthening relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples, for the benefit of all Australians.

Reconciliation at Intrepid

Reconciliation

Reconciliation involves recognising and healing the past so that we can build a better and more unified future. As an Australian-owned business that is driven by purpose, we see it as our responsibility to demonstrate respect and use our business as a force for good.

Purpose

A RAP helps us identify how we can create benefit for First Nations communities within our day-to-day operations and as we grow with purpose.

Global Focus

As an Australian-owned business with global presence, we are committed to working with Aboriginal and Torres Strait Islander people in Australia, while also supporting empowerment of First Nations people globally.

Goal:

Strengthen
cultural
learning
for Intrepid
people



Goal:

Grow First
Nation
participation
and voices in
our business



PATRICIA ADJEI

Head of First Nations
Arts and Culture
Australia Council for the Arts



BART PIGRAM

Founder
Narlijia Tours

Goal:

Increase
First Nation
experiences
on Intrepid
trips

First Nations Experiences

Many of Intrepid's new trips in Australia include Aboriginal and Torres Strait Islander experiences.



2021 RESULTS

300% growth YoY

in number of First Nations experiences on trips from 12 to 48

56% of trips with a First Nations experience

1,157 travellers who have experienced First Nations culture with Intrepid

Goal:

Connect
with First
Nation travel
storytellers
and market
experiences



Goal:

Advocate
for change
and support
learning



Goal:

Co-design
with
communities
& businesses
to grow First
Nations
tourism



What have we learnt?

- Fostering long-term relationships is crucial – don't run before you walk
- Co-design and consultation helps build success
- Customers are responding to the connection that our trips are creating by having First Nation experiences included

“If you haven't considered South Australia as a place to travel then drop all assumptions and just go! Such an incredible part of the world and this trip ensures the best of all worlds are covered - culture, connection, landscapes, A transformative experience that will stay in my heart for ever. ”



Sara King

General Manager Purpose

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Thank you