



AJ HACKETT
INTERNATIONAL



RECONCILIATION
ACTION PLAN
REFLECT

RECONCILIATION ACTION PLAN

MARCH 2024 - FEBRUARY 2025



ACKNOWLEDGEMENT OF COUNTRY

AJ Hackett international acknowledges 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 respects to Elders past, present and emerging



ARTIST PROFILE

DJANDA

Djabugay Language name for the Yellow Walnut

FRANCINE HOLLINGSWORTH

English Family name



I have been a practicing Djabugay artist for over 40yrs whose work includes traditional storytelling, contemporary works of mixed media in both Aboriginal art/crafts and the Australian Tourism Industries. I am born, raised and still connected to my Maternal Grandfather's Country. Our traditional bulmba is situated on the east coast of northern Australia, amongst the Rainforest and Freshwaters of the Cairns region.

Reconciliation has been a consistent part of my family, from early Sunday School of reconciling with God to my early adult life when my dad Ps William Hollingsworth sat on the inaugural Aboriginal Council for Reconciliation for two terms and which went on to form the current Reconciliation Australia agency. I'm aware of forming and building worthwhile relationships with each other and the importance of promoting a honest yarn, a respectful understanding and equitable outcomes for all people on Country. I look forward to continuing the processes of reconciliation and supporting the direction AJ Hackett International is investing in. Let's all live on the rainforest edge, leap in the air and explore where we land.

Guru
Goodbye

STORY OF OUR ARTWORK

A RAINFOREST STORY

We speak to Country and the Country speaks to us.

Central to this artwork is Bullurru, spiritual lore of Djabugay.

Bullurru gives us knowledge and understanding of Country and it's seasons. We learn of Gurrabana: The Wet Side. A time when abundant rain brings new growth, a plentiful food supply and work is easiest.

We learn also of Gurraminya: The Dry Side. A time when all is harsh and humid, food supply is rationed and work becomes hardest.

These two sides of one heart are depicted as two spiritual figures embracing a central rockpool formation that is Skypark by AJ Hackett. The spiral of knowledge forming within their yarning circle of yellow stones and a place to learn to connect with our environment is a circle of green stones.

Djabugay associates the presence of butterflies as a sign, "someone is coming" therefore their placement suggests a welcoming environment for all visitors.

Having all these things connecting together as one requires knowledge, understanding and respectful relationships.

Our beautiful rainforest environment is the background to all our dreamings. A place of Wet and Dry, a place of Flora and Fauna, a place of Djabugay and a place of Skypark by AJ Hackett.

*We are the caretakers of our living environment.
Welcome and Enjoy.*

Statement from CEO of AJ Hackett International

INUGRUAL REFLECT RAP



AJ Hackett International (AJHI) is excited to launch our first Reconciliation Action Plan (RAP).

Working through opportunities to broaden our understanding and engagement with local First Nations Peoples where we live and work.

Our Australian team are committed to deepen our connection with Aboriginal and Torres Strait Islander Peoples, their history and cultures, and plot a course for the future where our

actions help to advance reconciliation in Australia.

It's the start of our journey and we look forward to learning and discovering new ways to partner, and through these partnerships, we seek to open new opportunities for training and employment, along

with other business endeavours that promote economic and social benefits in our First Nations communities.

Our respect for the Traditional Custodians starts with recognition of their caring for Country and knowledge of the land they have developed over millennia. In this way, Skypark Cairns and the Djapugai community provide an important blueprint for future Skypark by AJ Hackett businesses given our proximity to world heritage listed rainforest and our duty to act sustainably and protect the abundant and biodiverse ecosystem.

We embark on this journey enthusiastically and we aim to build passion and understanding within our team, including inspiring other businesses in tourism to embrace reconciliation and work more closely with our valued First Nations Peoples.

Together, we must achieve greater understanding and equality in Australia.

DANIEL HUGHES
Chief Executive Officer
AJ Hackett International

Statement from CEO of Reconciliation Australia INUGRUAL REFLECT RAP



Reconciliation Australia welcomes AJ Hackett International to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

AJ Hackett International 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 AJ Hackett International 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 AJ Hackett International, 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

OUR BUSINESS

AJ Hackett International, through our Skypark by AJ Hackett brand in Australia, acknowledges the Traditional Owners and Elders past, present and future in the countries in which we operate and where we explore future projects, notably Djabugay Country located at the Barron River and Kuranda National Park area in which our Skypark Cairns by AJ Hackett site resides.

Back in the early 1980s, AJ Hackett, a young Auckland builder with a love of thrill inducing sports, discovered a traditional ritual by the Pentecost Islanders by which men throw themselves off 35-metre-high wooden towers, with their ankles attached to vines. The centuries old ritual is believed to ensure a good yam harvest on the island in Vanuatu.

This daring activity appealed to AJ and with fellow Aucklander, Chris Sigglekow the pair decided if they could make the activity consistently safe then they would pursue it further. So, in 1986 armed with their first version of what would become the modern-day bungy cord they set out to test it jumping from multiple bridges across New Zealand, including the Auckland Harbour Bridge. Traveling to Europe, AJ Hackett proceeded to test bungy jumping from multiple locations, now incorporating the popular ankle-tie technique. Most notably his famous jump from the Eiffel Tower in Paris on the 16th June 1987, which brought bungy jumping to the world stage.

By 1988, he was ready to offer the thrill to the public, setting up the world's first commercial bungy site on the historic Kawarau Bridge in Queenstown, New Zealand and on the 12th November that year the operation was launched. On that day 28 people jumped from the 43-metre-high bridge with a bungy cord attached to their ankles and the dream had become a reality.

Since its inception in 1988, The AJ Hackett brand has engaged adventurers from all over the world in life changing experiences and built a reputation for unrivalled safety and excellence in adventure tourism. AJ Hackett went on to open commercial bungy operations in Normandie in France and Cairns in Australia both in August 1990. The Cairns bungy site was the first purpose built bungy tower in the world, nestled into the world heritage rainforest. Roll forward over 30 years to the present day and AJ Hackett International represents ultimate innovation, unrivalled safety standards and a commitment to excellence in adventure tourism. With six Skypark branded sites globally in 2024, AJ Hackett continues to inspire people from all walks of life to overcome personal barriers by achieving something they never thought possible.

AJ Hackett International's vision is to continue to create exciting experiences which further immerse people into the history, culture and nature of the area in which our Cairns site is located, along with future sites across Australia. For continued success of our adventure experiences AJ Hackett International recognises the importance of connecting with the local Aboriginal and Torres Strait Islander communities. By recognising their culture and stories we hope to inspire a meaningful connection to the people and land alongside breaking personal barriers within our exciting activities.

In Australia, Skypark by AJ Hackett currently employs up to 30 people and globally employs 400 people across six countries. Our aim over the next 12 months is to employ Aboriginal and Torres Strait Islander people in our Skypark Cairns by AJ Hackett site, further strengthening the understanding, recognition and value of Aboriginal and Torres Strait Islander knowledge, cultures, histories and rights within our organisation and for our guests.



OUR RECONCILIATION ACTION PLAN

Much of tourism relies on the natural assets of the regions, including operators like us through our Skypark by AJ Hackett brand. In Australia we seek a stronger connection with the Traditional Owners to improve our knowledge of the cultural history in the areas we operate, and in turn we can help facilitate employment outcomes in the local communities. Currently, AJ Hackett International does not employ First Nations Peoples, although we have enjoyed employment in the past. As we now reflect on the RAP process and importance of ensuring our Skypark by AJ Hackett brand is seen as an employer of choice to all Australians, we intend to work much closer with local communities to ensure brand awareness and an understanding of various entry level pathways we provide into adventure tourism around the world.

It is a pivotal time for AJ Hackett International as we consult in various regions around Australia to establish new Skyparks and look to meet and partner with Aboriginal and Torres Strait Islander peoples in these early discussions to understand their connections to the land we may operate on. As we continue to expand, we plan to take a location-based approach, bringing stakeholders from multiple communities together to further strengthen the collaboration. It is imperative we take these steps with Traditional Owners and we see a unique opportunity to bridge the understanding between the everyday life of our guests and the cultural lives of Aboriginal and Torres Straits peoples. It is essential we begin a journey towards reconciliation and lead the way for other tourism operators located on the lands of Aboriginal and Torres Strait Islander communities.

Through the RAP, this is an opportunity to genuinely reflect on our journey to date and the future possibilities. The process helps to improve our understanding of how to partner with the First Nations People of Australia and find value for all in these partnerships. It's also important for us to take action on our company's promise to act sustainably and be a trusted company, which is only possible when we engage with the local communities in which we operate. Our RAP Champion is the Executive Assistant to the CEO of AJ Hackett International, and as a member of the international team has open communication with all senior leaders in the organisation and the ability to champion internal engagement and awareness of the RAP.



OUR PURPOSE

To positively change lives and help people all over the world overcome their personal barriers by achieving something they never thought possible.

OUR PROMISE

To act sustainably and be trusted for the care of our people, our customers and the planet, whilst pursuing quality, creativity, and innovation in adventure tourism destinations.

OUR VALUES (RAISE)

- RESPECT** We value the communities and the environment we share, always acting responsibly and fully committing to open and honest relationships.
- ADVENTURE** At the heart of what we do is personal adventure. Be bold like us.
- INNOVATION** We embrace change, always strive for improving the way we work and developing our unique guest experience.
- SAFETY** We are trusted to manage risk and only operate with a safety-first principle.
- EXPERIENCE** We create fun, memorable experiences for our customers and unforgettable employment opportunities for our team.

To date, AJ Hackett International has established communication with Djabugay and has met with community Elders to better acknowledge the Country in which we operate Skypark Cairns and explore partnerships for the future. An example of the opportunity that has been shared is the 'Tower Climb', that currently provides a scenic walk and climb to 140m above sea level. The plan is to have each staircase and landing take guests on a short journey through different stages of the rainforest from ground floor ferns, flowers, brush turkeys and insects; next to lower canopy level butterflies and birds; then the rainforest canopy. Further up our guests experience an ocean glimpse and first look at Green Island. These viewpoints provide the opportunity for connection to First Nations and storytelling, with our guests looking across the land combined with powerful cultural messages and a dreamtime story of the Double Island boomerang, or something similar, bringing a whole new perspective to the Tower Climb. There's even the opportunity to have a local map at the top of the tower with directions to Gunggandji (Yarrabah and Green Island), Mandingalbay Yidinji (East Trinity), Gimuy (Cairns) and acknowledge Djabugay (Kuranda and Barron) where we stand, with all the nations visible from the tower.

AJ Hackett International will also establish an extension of our community and charity-based brand platform 'Jump for Hope' with annual events at Australian sites. At Skypark Cairns, we intend to hold a "Jump for Generations" in 2024, and plan to showcase the local community's culture and connection to the land through art and music as well as a Welcome to Country ceremony from the Djabugay elders for guests in attendance. These events will be open to the general public as well as school and community groups, offering multiple activities to learn about our shared histories, cultures and achievements plus the potential to tie into a major calendar event such as NRW, NAIDOC Week or 'The Voice' Referendum. The events will also be an opportunity to partner with, and raise funds for a local Not-For-Profit (NFP) organisation.



OUR PARTNERSHIPS/CURRENT ACTIVITIES

Since 2020, the CEO of AJ Hackett International has been in contact with the Djabugay community and although ties to this date are informal, a dialogue exists and there is an established, healthy relationship to build upon through the RAP process, future events and shared experiences which will further strengthen into long-standing relationships. In 2023 Skypark Cairns has gone further and met with other Elders and organisations to assist in the reflection of reconciliation and understand the Countries in and around where we operate, including Djabugay, Gimuy Walabura Yidinji, Gunggandji and Mandingalbay Yidinji. These communities form the external stakeholders that underpin our future partnerships and the success of our RAP over the long term.

In 2020 we partnered with a local music group 'Red Eye Balaz' or 'R.3.B' where we provided a venue on numerous occasions for the up-and-coming First Nations Hip Hop band to showcase their incredible talent. The group were extremely gifted and their artistic flare created a large following from performances at the Skypark Cairns venue. In 2024, we are once again planning a fourth event with R.3.B.

In 2021 we hosted "SchoolTech" a local school excursion including 30 Aboriginal and Torres Strait Islander school aged children who attended Skypark Cairns for a half day trip. While at Skypark we introduced the children to our multiple adventure tourism activities. They enjoyed the 'Tower Climb' taking in the sites and sounds of the surrounding rainforest along with the stunning views of the Coral Sea and Green Island at the top. Many of them were convinced to breakdown some fears and barriers and experience the thrill of the 'Giant Swing' activity as well.

In 2023, we have been working through our Reflect RAP actions and pleasingly have already worked to establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations, with contact over the years with Gunggandji (Yarrabah and Green Island), Mandingalbay Yidinji (East Trinity), Gimuy (Cairns) and Djabugay (Kuranda and Barron).



RELATIONSHIPS

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	<ul style="list-style-type: none"> Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence. 	March 2024	CEO AJHI
	<ul style="list-style-type: none"> Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations. 	March 2024	CEO AJHI
Build relationships through celebrating National Reconciliation Week (NRW).	<ul style="list-style-type: none"> Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff. 	April 2024	GM Skypark Cairns
	<ul style="list-style-type: none"> RAP Working Group members to participate in an external NRW event. 	May-June 2024	CEO AJHI, EA AJHI GM Skypark Cairns
	<ul style="list-style-type: none"> Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW. 	May-June 2024	GM Skypark Cairns
Promote reconciliation through our sphere of influence.	<ul style="list-style-type: none"> Communicate our commitment to reconciliation to all staff. 	25 March 2024	CEO AJHI
	<ul style="list-style-type: none"> Identify external stakeholders that our organisation can engage with on our reconciliation journey. 	29 April 2024	CEO AJHI
	<ul style="list-style-type: none"> Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey. 	June 2024	AJHI & Skypark Cairns
Promote positive race relations through anti-discrimination strategies.	<ul style="list-style-type: none"> Research best practice and policies in areas of race relations and anti-discrimination. 	May 2024	AJHI & Skypark Cairns
	<ul style="list-style-type: none"> Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs. 	March 2024	GM Skypark Cairns



RESPECT

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	<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. 	October 2024	CEO AJHI Jabree Limited
	<ul style="list-style-type: none"> Conduct a review of cultural learning needs within our organisation. 	October 2024	GM Skypark Cairns
Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	<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. 	March 2024	AJHI & Skypark Cairns
	<ul style="list-style-type: none"> Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols. 	October 2024	GM Skypark Cairns
Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	<ul style="list-style-type: none"> Raise awareness and share information amongst our staff about the meaning of NAIDOC Week. 	May 2024	GM Skypark Cairns
	<ul style="list-style-type: none"> Introduce our staff to NAIDOC Week by promoting external events in our local area. 	June 2024	GM Skypark Cairns
	<ul style="list-style-type: none"> RAP Working Group to participate in an external NAIDOC Week event. 	First week in July 2024	CEO AJHI, EA AJHI GM Skypark Cairns



OPPORTUNITIES

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	<ul style="list-style-type: none"> Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation. 	October 2024	COO AJHI
	<ul style="list-style-type: none"> Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities. 	March 2024	COO AJHI
Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	<ul style="list-style-type: none"> Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses. 	September 2024	CEO AJHI
	<ul style="list-style-type: none"> Investigate Supply Nation membership. 	July 2024	CEO AJHI



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.	May 2024	CEO AJHI
	• Draft a Terms of Reference for the RWG.	May 2024	CEO AJHI
	• Establish Aboriginal and Torres Strait Islander representation on the RWG.	August 2024	CEO AJHI
Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation.	June 2024	EA AJHI
	• Engage senior leaders in the delivery of RAP commitments.	June 2024	CEO AJHI
	• Appoint a senior leader to champion our RAP internally.	June 2024	CEO AJHI
	• Define appropriate systems and capability to track, measure and report on RAP commitments.	June 2024	CEO AJHI
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 2024	EA AJHI
	• Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August annually	EA AJHI
	• Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September annually	EA AJHI
Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia's website to begin developing our next RAP.	1 January 2025	EA AJHI



CONTACT

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