

#### Acknowledgement of Country

Tourism and Events Queensland acknowledges the Traditional Owners of Country, Aboriginal and Torres Strait Islander Peoples of Queensland. Queensland is the only place where these unique Indigenous cultures meet and we recognise their traditional custodianship over lands and waters on which we at TEQ carry out our work.

We pay our respect to the Elders past, present and emerging and we are grateful for their continual connection to Country which enriches the ongoing work we do at TEQ. It is through this knowledge and connection to Country that we can inspire the world to experience the best address on Earth.



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#### List of Acronyms

**NAIDOC** - National Aborigines and Islanders Day Observance Committee

**NRW -** National Reconciliation Week

RAP - Reconciliation Action Plan

**RWG - R**econciliation Action Plan Working Group

**TEQ -** Tourism and Events Queensland

Aboriginal and Torres Strait Islander peoples are advised that this document may contain images of people who have died.

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#### **Foreword from**

Aboriginal and Torres Strait Islander Board sub-committee Co-Chairs, Mr Johnathan Thurston AM and Ms Nancy Bamaga



Queensland has rich Aboriginal and Torres Strait Islander histories and is the only place in the world where Australia's Aboriginal and Torres Strait Islander cultures meet. Reconciliation is an important part of our story, promoting and facilitating respect and inclusivity, trust and positive relationships between Aboriginal and Torres Strait Islander peoples and the wider Australian community.

As Tourism and Events Queensland's (TEQ) first Aboriginal and Torres Strait Islander board members, we are proud to have the trusted position of informing and guiding Queensland's tourism story on our state's rich cultures. We are pleased to co-chair TEQ's first Aboriginal and Torres Strait Islander Committee, to guide TEQ's reconciliation activities and provide leadership and governance to Aboriginal and Torres Strait Islander experience development and messaging in Queensland.

The development of TEQ's first Reconciliation Action Plan (RAP) is a significant achievement and particularly timely with the Year of Indigenous Tourism this year. It demonstrates TEQ's commitment to reconciliation and will guide business operations and culture. Through developing a RAP, TEQ will build an environment where it can elevate its cultural capability, and relationships with Aboriginal and Torres Strait Islander peoples can grow and thrive for the benefit of not only the industry, but also the wider community.

This is a very exciting part of our journey and over the next 12 months we look forward to working towards our targets as well as future commitments to reconciliation. We'd also like to acknowledge the other members of TEQ's Aboriginal and Torres Strait Islander Committee and thank them for their dedication and contribution towards this important journey.

#### **Foreword from**

Chief Executive Officer of Tourism and Events Queensland, Ms Leanne Coddington

The histories and cultures of Aboriginal and Torres Strait Islander peoples play an important role in showcasing Queensland's story to the world. At TEQ, we understand the journey towards reconciliation is one that transcends all parts of our society and we have an important role to play. Through the development of this RAP, TEQ demonstrates its commitment towards this goal through how we operate and do business. This will help us not only strengthen our relationship with Aboriginal and Torres Strait Islander peoples, but also develop and promote a deeper understanding and respect for our rich histories and cultures, which are a core part of Queensland's tourism story.

In order to guide TEO's reconciliation activities and provide leadership and governance to TEQ's Aboriginal and Torres Strait Islander tourism and events activities, TEQ established its Aboriginal and Torres Strait Islander Board sub-committee in December 2019, continuing our reconciliation journey. Development of the RAP was one of the first action items identified to inform our strategic objectives and business priorities and filter through to every part of our business. The RAP outlines clear goals we will achieve over the next 12 months, guided by the Reconciliation Australia Framework, to ensure we are engaging respectfully with Aboriginal and Torres Strait Islander stakeholders and maximising opportunities for Aboriginal and Torres Strait Islander peoples in key areas such as employment, procurement and program delivery. In doing so, this will promote equity, equality and integrity across not only our organisation, but also amongst our stakeholders and community.

TEQ recognises the leadership role it plays in the tourism sector and working towards the actions identified in the RAP demonstrates to our industry that we must all be part of this journey together. We recognise Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of our beautiful state, and I look forward to making our contribution towards reconciliation in Australia.



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### A message from Reconciliation Australia

Reconciliation Australia welcomes Tourism and Events Oueensland to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

Tourism and Events Queensland 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 Tourism and Events Queensland 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 Tourism and Events Queensland, welcome to the RAP program, and I look forward to following your reconciliation journey in the years

**Karen Mundine Chief Executive Officer Reconciliation Australia** 

# Tourism and Reconciliation Action

Tourism and Events Queensland recognises the importance of Queensland's Aboriginal and Torres Strait Islander cultures and heritage, and as part of the production of this RAP, identified a desire to feature original artwork that would celebrate and recognise our reconciliation journey.

Together with Cairns Indigenous Art Fair (CIAF), TEQ commissioned two artists to produceoriginal artwork to feature at various points throughout TEQ's reconciliation journey.

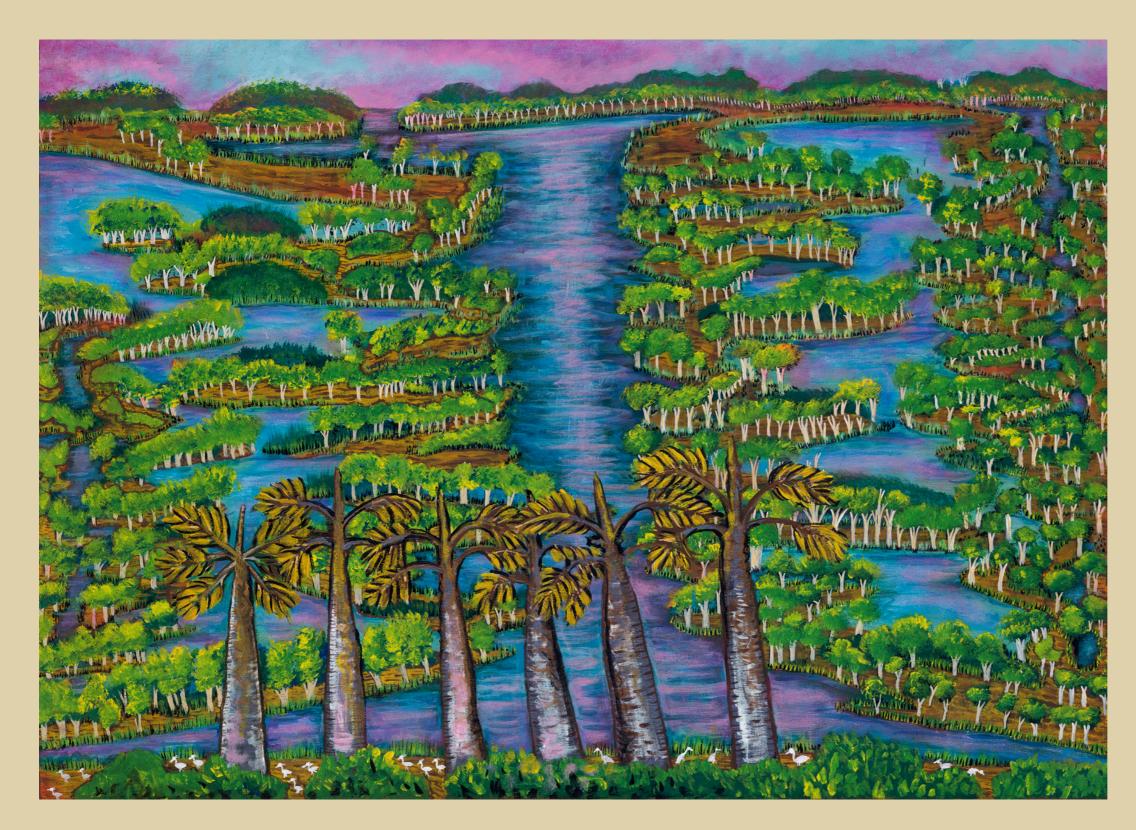
TEQ's Reflect RAP features the artwork of Ms Mylene Holroyd. TEQ's next RAP will feature the artwork of Ms Michelle Tyhuis.



In 2005 proud Birri Gubba man, Wayne Denning saw an opportunity to make a real difference to the lives of his fellow Indigenous Australians. After more than a decade of working on landmark government policies in Native Title and Land Rights,

Wayne's vision put storytelling and creativity front and centre with the goal of changing hearts and minds on a grand scale. Carbon Creative was born—a social change creative agency with impact. From the mainstream to the marginalised,

Carbon helps tackle the big issues for diverse audiences. In the hands and minds of a dedicated team of specialist creatives and strategists, clients are Carbon's partners in making good.



#### Ka'abuma

by Mylene Holroyd

This is our Kugu word for where the saltwater from the ocean meets freshwater from the rivers. This is a special place and time. This is where darker coloured Barra that have been living in the freshwater meet the saltwater Barra that are lighter in colour. Mullet swim up from the saltwater to breed. Barra follow them inland. Special plants grow only here. This place is strongest during the wet season when rivers are swollen and wetlands full. It is the best time of year for fishing. Old ones celebrated this time and place with song and dance. We still celebrate it.



Mylene Holroyd is a Kugu and Thaayorre woman based in Pormpuraaw, located on the Western Cape York Peninsula. Mylene's family are both freshwater and saltwater people: her father is Wik liyanh (fresh water people) and her mother is Kugu Munhin (salt water people). Mylene's generation was the last to go on walkabout, with her grandparents and parents travelling and living on country by foot. Mylene speaks four languages in addition to English. Mylene has worked at the Pormpuraaw Art and Culture Centre since 2005 and shares her connection to Country through her artwork which has been displayed both domestically and internationally at group exhibitions such as the Cairns Indigenous Art Fair, United Nations Ocean Conference in New York and The Paris Aquarium.

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About Tourism and Events
Queensland







#### **Our business**

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and is the state's lead tourism marketing, destination and experience development and major events agency. In partnership with government, regional tourism organisations, industry and commercial stakeholders, we aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure.

TEQ is a consumer-led, experience-focused and destinationdelivered organisation that connects people and places like never before through innovation and collaboration with the tourism and events industry.

TEQ's vision is to inspire the world to experience the best address on Earth, and Indigenous tourism has been identified as a valuable part of the Queensland experience. TEQ focuses on driving demand through Indigenous tourism experience development and marketing activities. In addressing supply, TEQ works in partnership with government and industry to create an environment conducive to stimulating Indigenous

tourism product and event development, tangible business growth opportunities for existing operators and expanded employment opportunities across the industry.

As at May 2021, there are approximately 145 people employed at TEQ. One (1) member of staff is Aboriginal and there are no Torres Strait Islander people employed at TEQ. TEQ's head office is located in Fortitude Valley in Brisbane, with one staff member having an office based in Cairns and five international hubs representing Queensland's tourism experiences around the world.

Ms Nancy Bamaga and Mr Johnathan Thurston AM joined the TEQ Board in August 2018, the first Torres Strait Islander and Aboriginal peoples, respectively, to be appointed to the Board. In December 2019, TEQ established a new sub-committee of the TEQ Board, the Aboriginal and Torres Strait Islander Committee. The role of the Aboriginal and Torres Strait Islander Committee is to guide TEQ's reconciliation activities and provide leadership and governance to Aboriginal and Torres Strait Islander experience development and messaging in Queensland. Together, Ms Bamaga and Mr Thurston co-chair the TEQ Aboriginal and Torres Strait Islander Committee.

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#### Our Reconciliation **Action Plan**

TEQ's Board and staff are enthusiastic about joining the significant community of corporations committed to Aboriginal and Torres Strait Islander advancement. TEQ has an important role to play in reconciling the history of Queensland as it relates to its treatment of both Aboriginal and Torres Strait Islander peoples and value their contribution as significant stakeholders and successful participants in the economy in the future.

The Queensland economy is underpinned by a strong tourism and events sector and there is significant opportunity for increasing Aboriginal and Torres Strait Islander employment, procurement and business opportunities in this sector. In addition, it is essential that the histories and cultures of Aboriginal and Torres Strait Islander peoples are communicated as a part of showcasing Queensland's story to the world.

TEQ sees the RAP Framework and process as an opportunity to not only support the Queensland Government in implementing their RAP, but to leverage our experience and expertise to assist Aboriginal and Torres Strait Islander peoples and businesses achieve their economic aspirations.

The purpose of the TEQ RAP is to advance TEQ's contribution to reconciliation. Our key priority is to establish and develop respectful, trusting and mutually beneficial relationships with Aboriginal and Torres Strait Islander businesses and communities across Queensland, and other critical Aboriginal and Torres Strait Islander stakeholders.



In June 2020, TEQ engaged Murawin Pty Ltd to guide the organisation in the development of the RAP. Murawin is a majority Indigenous owned business established to inspire individuals and organisations to work more effectively to improve outcomes for Aboriginal and Torres Strait Islander peoples. Between June and November 2020, Murawin completed a comprehensive program of audit and analysis and executed an engagement schedule with TEQ staff and external stakeholders to understand and identify opportunities to engage with Aboriginal and Torres Strait Islander peoples and to inform the key priorities for TEQ.

In order to ensure support from across TEQ, a TEQ RAP Working Group (RWG) was established to develop the RAP. Championed by the Strategic Partnerships Leader, the TEQ RWG comprises a number of staff representatives from each TEQ Group:

- Marketing Group: Marketing Strategy, Value and Growth Director, Director Japan and Korea, and Creative and Content Specialist;
- **Events and Experiences Group:** Events and Experiences Leader -Operations, Events and Experiences Leader, Events and Experiences Specialist; and
- Corporate Group: Group Executive Corporate, People and Leadership Director, Stakeholder and Industry Engagement Director and Planning Specialist.



# Our reconciliation journey so far

Aboriginal and Torres Strait Islander cultures offer a unique experience for visitors to Queensland. Initially 2020, and now 2021, has been declared the Year of Indigenous Tourism in Queensland and TEQ is committed to undertaking a range of activities aimed at increasing Aboriginal and Torres Strait Islander peoples participation in the tourism and events industry. In addition to our work in Indigenous tourism and events, in recent years TEQ has undertaken initiatives that aim to heighten the cultural awareness of TEQ staff, contribute positively to reconciliation, and increase the number of Aboriginal and Torres Strait Islander peoples employed at TEQ.



Saltwater Eco Tours, Sunshine Coast

#### · 2017

Employment of an Indigenous intern via Career Trackers to provide meaningful, paid industry experience for a current university student;

#### · 2017

Cultural awareness training for TEQ staff, delivered by Gilimbaa:

#### 2017

An opportunity for TEQ staff to participate in a Brisban Greeters Aboriginal Public Art Greet during National Reconciliation Week to learn more about Aboriginal artists and the intended meaning behind their work;

#### · 2018-2020

Indigenous internship, undertaken via the University of Queensland, provided a paid professional work experience, and an entry point to an ongoing role at TEQ;

#### · 2018

Interactive art classes with an Aboriginal artist during NAIDOC Week to celebrate Aboriginal culture and learn about the meaning of NAIDOC;

#### 2018

Integration of Aboriginal and Torres Strait Islander place names to TEQ office meeting rooms to support the awareness and use of Aboriginal and Torres Strait Islander languages;

#### · 2019

Cultural awareness training for TEQ staff, delivered by Tom Kirk;

#### · 2019

Formation of the Aboriginal and Torres Strait Islander Board sub-committee to guide TEQ's reconciliation activities and provide leadership on TEQ's role in Indigenous tourism and events;

#### · 2020

Engagement of Murawin Pty Ltd to support the development of TEQ's Reflect RAP;

#### · 2020

Interactive activities during a whole-of-organisatio Team Gathering, including a painting class with a Kuku Yalanji artist and a weaving workshop with a Torres Strait Islander craftsperson; and

#### · 2021

National Reconciliation Week screening of The Australian Dream, to understand Indigenous perspectives on race and identity.





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## 1 Relationships

TEQ recognises that sustained and inclusive engagement with Aboriginal and Torres Strait Islander peoples is essential in developing culturally respectful partnerships based on openness, trust and mutual understanding.



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1.1 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.	July 2022	Events and Experiences Leader
	Build targeted relationships with Aboriginal and Torres Strait Islander representative organisations and groups within the tourism industry.	July 2022	Events and Experiences Leader
	Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	September 2021	Events and Experiences Leader
1.2 Build relationships through celebrating (National Reconciliation Week NRW)	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff and stakeholders.	May 2022	Events and Experiences Leader
	RAP Working Group members to participate in an external NRW event.	May 2022	Events and Experiences Leader
	Encourage and support staff and senior leaders to celebrate and attend NRW events.	May 2022	Events and Experiences Leader
1.3 Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	July 2021	CEO Group Executives
	Identify external stakeholders that our organisation can engage with on our reconciliation journey.	July 2022	Events and Experiences Leader
	Identify best-practice RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	July 2022	Events and Experiences Leader
	Share insights and learnings from our RAP journey with key stakeholders and encourage partners to consider their own role in reconciliation.	December 2021	Events and Experiences Leader
1.4 Promote positive race relations through anti-discrimination strategies.	Ongoing review of Human Resources policies and procedures to identify existing anti-discrimination provisions and future needs.	July 2022	People and Leadership Director
	Research best practice and policies in areas of race relations and anti-discrimination.	September 2021	People and Leadership Director
1.5 Ensure Queensland Aboriginal and Torres Strait Islander partner information is readily available.	Investigate system requirements needed to make Queensland Aboriginal and Torres Strait Islander partner and supplier information readily accessible.	September 2021	Events and Experiences Leader Information Technology Services Director Finance Services Leader

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# 2 Respect

TEQ understands the importance of history and cultural diversity and is committed to growing staff knowledge, respect and recognition of Aboriginal and Torres Strait Islander cultures.



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
2.1  Demonstrate respect to Aboriginal and Torres  Strait Islander peoples by observing cultural protocols.	Increase staff understanding of the purpose and significance behind cultural protocols and devise appropriate Acknowledgement of Country statements and Welcome to Country protocols.	September 2021	Events and Experiences Leader
	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	December 2021	Events and Experiences Leader
	Develop and communicate an internal Aboriginal and Torres Strait Islander Cultural Protocol and Checklist.	September 2021	Events and Experiences Leader
2.2 Build respect for Aboriginal	Raise awareness and share information amongst TEQ staff about the meaning of NAIDOC Week.	July 2021	Events and Experiences Leader
and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Introduce TEQ staff to NAIDOC Week by promoting external events in our local area.	July 2021	Events and Experiences Leader
	RAP Working Group to participate in an external NAIDOC Week event.	July 2021	Events and Experiences Leader
2.3 Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Maintain a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	July 2022	Events and Experiences Leader
	Conduct a review of cultural learning needs within our organisation to identify opportunities for cultural awareness training.	September 2021	Events and Experiences Leader People and Leadership Director
	Encourage active knowledge exchange and dissemination between staff.	July 2022	Events and Experiences Leader
2.4 Seek expert guidance from Aboriginal and Torres Strait Islander peoples to inform on our reconciliation journey.	Enable the Aboriginal and Torres Strait Islander Committee to assist the TEQ Board and leadership team in guiding TEQ's reconciliation activities and provide leadership to Aboriginal and Torres Strait Islander experience development and messaging in Queensland.	July 2021	Group Executive Corporate
2.5 Ensure appropriate acknowledgement of all Aboriginal and Torres Strait Islander artwork, stories, sites, traditional knowledge and photos in TEQ's publications.	Develop TEQ Indigenous Cultural Intellectual Property guidelines to ensure appropriate recognition and protection of Aboriginal and Torres Strait Islander cultural products.	September 2021	Events and Experiences Leader Legal Counsel Creative and Content Director
	Share Indigenous Cultural Intellectual Property guidelines with appropriate stakeholders.	September 2021	Events and Experiences Leader Creative and Content Director
	Investigate the integration of Aboriginal and Torres Strait Islander placenames and language as appropriate across TEQ assets/channels.	September 2021	Events and Experiences Leader Creative and Content Director

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## 3 Opportunities

TEQ is committed to identifying opportunities to increase economic participation for Aboriginal and Torres Strait Islander peoples.



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
3.1 Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Maintain the business case for Aboriginal and Torres Strait Islander employment within our organisation.	July 2022	People and Leadership Director
	Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	September 2021	People and Leadership Director
	Investigate targeted recruitment processes to maximise opportunities for Aboriginal and Torres Strait Islander peoples to work at TEQ, including ongoing mentoring and support.	December 2021	People and Leadership Director
	Offer a paid internship opportunity to a university student studying a related discipline.	March 2022	People and Leadership Director
	Include specific wording on careers website encouraging all Aboriginal and Torres Strait Islander peoples to apply.	September 2021	People and Leadership Director
	Continue to offer an Indigenous Young Tourism Leader Observer position on the Aboriginal and Torres Strait Islander Committee to provide the opportunity for professional development of young Indigenous professionals to interact and learn from highly skilled, knowledgeable and influential people within the tourism industry.	September 2021	Group Executive Corporate
	Implement the inclusion of Aboriginal and Torres Strait Islander employment outcomes into event management process.	September 2021	Events and Experiences Director
	Investigate the assessment of Aboriginal and Torres Strait Islander employment outcomes as part of TEQ event and experiences investment criteria.	December 2021	Events and Experiences Director
3.2 Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Maintain Supply Nation membership and other Indigenous business directories.	July 2022	Finance Services Leader
	Review and enhance the TEQ procurement policy to expand on Aboriginal and Torres Strait Islander procurement objectives.	August 2021	Finance Services Leader
	Continue to align procurement policy targets to the Queensland Government's current benchmark for Aboriginal and Torres Strait Islander procurement spend in order to support economic growth.	July 2021	Finance Services Leader
	Develop and distribute information to all business units about Aboriginal and Torres Strait Islander procurement and its benefits.	September 2021	Finance Services Leader
3.3 Support Aboriginal and Torres Strait Islander experience development in order to grow tourism and events participation.	Ensure TEQ Year of Indigenous Tourism activities support the promotion of Indigenous experiences and events.	August 2021	Events and Experiences Leader
	Identify and promote successful case studies of Queensland's Aboriginal and Torres Strait Islander tourism and event stories as role models for other potential tourism and events businesses.	November 2021	Events and Experiences Leader
	Ensure inclusion of Aboriginal and Torres Strait Islander experiences in consumer marketing programs and travel trade distribution networks.	July 2022	Events and Experiences Leader
	Support Aboriginal and Torres Strait Islander tourism businesses and events to better understand consumers and the industry.	August 2021	Events and Experiences Leader Strategic Projects Director
	Continue to integrate and highlight Aboriginal and Torres Strait Islander events within the It's Live! in Queensland annual events calendar.	July 2022	Events and Experiences Leader - Operations





# 4 Governance, tracking progress and reporting

Governance, monitoring and review mechanisms are essential in order to ensure effective delivery of the RAP and a continued focus on improvement. TEQ will ensure strong governance processes are in place and review progress on an ongoing basis.



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
4.1 Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	Form a RAP Working Group to govern RAP implementation.	August 2021	Events and Experiences Leader
	Draft a Terms of Reference for the RWG.	August 2021	Events and Experiences Leader
	Establish Aboriginal and Torres Strait Islander representation on the RWG.	August 2021	Events and Experiences Leader
	Meet monthly to review progress against actions and deliverables and capture learnings.	July 2022	Events and Experiences Leader
4.2 Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	August 2021	Events and Experiences Leader Group Executive Corporate
	Engage the leadership team and the Aboriginal and Torres Strait Islander Committee in the delivery of RAP commitments.	July 2022	Events and Experiences Leader
	Define appropriate systems and capability to track, measure and report on RAP commitments.	August 2021	Events and Experiences Leader Planning Leader
4.3 Build accountability and transparency through reporting RAP achievements, challenges and learnings, both internally and externally.	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	September 2021	Events and Experiences Leader
	Report progress against actions and deliverables to the Aboriginal and Torres Strait Islander Committee at each meeting.	July 2022	Events and Experiences Leader
	Publish the RAP online and ensure progress information is accessible to the Queensland tourism industry through both internal and external, formal and informal processes.	July 2021	Events and Experiences Leader
4.4 Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing TEQ's next RAP.	February 2022	Events and Experiences Leader
	Submit RAP to Reconciliation Australia for endorsement.	May 2022	Events and Experiences Leader

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