

# KURUNPA WIRU



SHARING OUR EXPERIENCE

## CORE PURPOSE

*why we exist, why the company does what it does*

Through cultural tourism we create opportunities for Indigenous Australians



## FOUR VALUES OF VOYAGES

**Respect** – we treat others with consideration, understanding and empathy. We recognise and value the culture, beliefs and strengths of others. We work daily to create a sustainable environment.

**Trust** – we stand by our promises in the face of difficult challenges. We empower others to make decisions for themselves. We champion the protection of confidential information and others' rights to privacy.

**Excellence** – we strive for perfection in all things. We push the boundaries of our expertise. We use innovation to take us beyond the call of duty.

**Courage** – we make tough decisions, and we stand by them. We promote our values despite the personal consequences. We dare to attempt the bold, the new and the uncharted.



**BECAUSE  
ONLY UNITED  
UNDER ONE VISION  
WILL WE EXCEED  
OUR GUESTS'  
EXPECTATIONS.**

## THE KURUNPA WIRU WAY

### Our commitment to service excellence.

Make every guest interaction count.  
Remember service is expected.  
Hospitality is surprising.

### Embrace culture.

We aim to give our guests an enriching culture experience that embraces Australian Indigenous culture in every way.

### Our product.

Know your product and share your experience.

### Engage.

Take every opportunity to engage our guests and acknowledge our team.

### Anticipate.

Know your guests and take pleasure in anticipating their needs.

### Deliver what you promise.

Promise only what you can deliver. Then deliver more than you promise.

### Protecting our environment.

We are privileged to live in one of the most unique environments in the world. With this privilege comes the responsibility to protect it.

### Respect our community.

Recognise the traditional owners of the land on which we live and work. Strive to make Ayers Rock Resort a better place to live.

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SHARING OUR EXPERIENCE

**WE SERVE OUR GUESTS BY  
SHARING OUR PASSION FOR  
THE LAND AND CULTURE.**

**WE DO SO WHILE  
ACKNOWLEDGING  
AND RESPECTING  
THE ROLE EACH  
TEAM MEMBER  
PLAYS.**



## VISION

**Our direction, what we want to be**

Australia's most respected and successful Indigenous tourism company, we operate sustainable tourism businesses where guests experience the diversity of Indigenous cultures.

Through connection with country and community, Voyages provides unique experiences that exceed guest expectations. We achieve commercial success and deliver sustainable financial returns.

Voyages is recognised as the leader in employment and training of Aboriginal and Torres Strait Islander peoples in tourism, and through its operations supports the development of Indigenous businesses.