

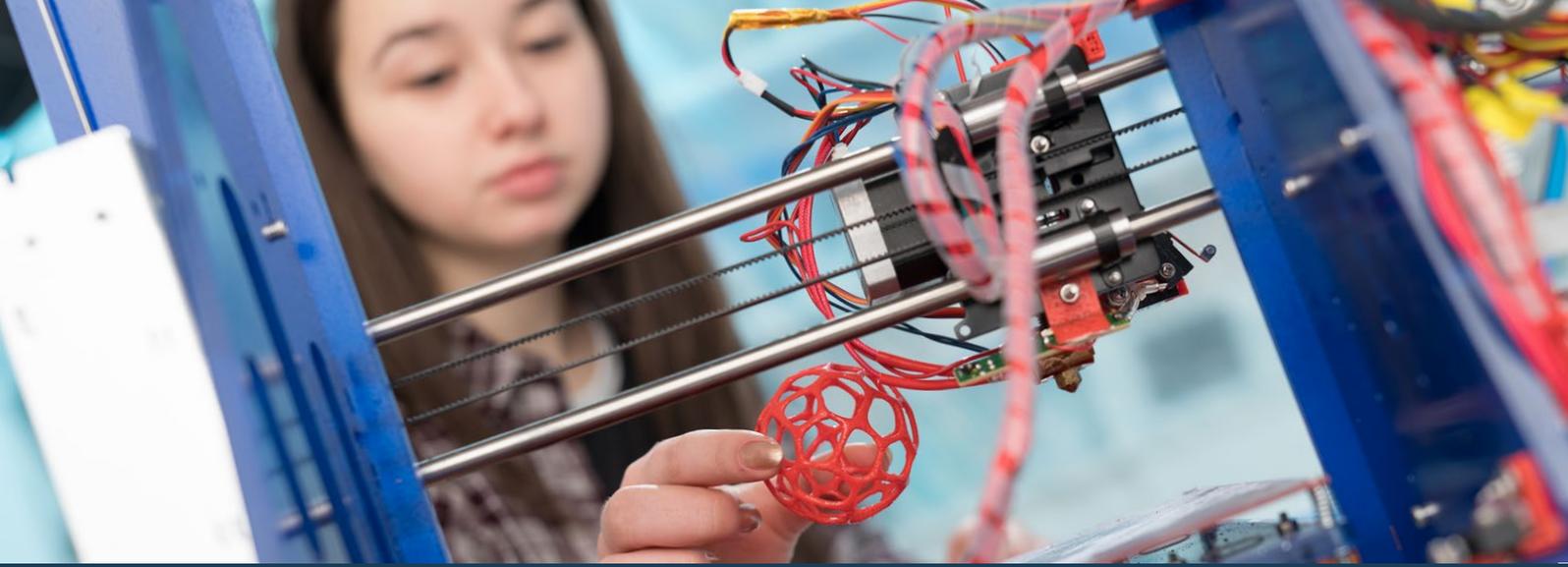


LATITUDE
GROUP TRAVEL

Educational Travel Reimagined

Capability Statement





The future of Educational Travel

Gaining a global perspective, partly through travel opportunities, are as important as ever for young people. COVID-19 has provided a stark reminder that travel is an enormous privilege and has created an opportunity, through the global travel pause, for an important reset.

- We should not be aspiring for educational travel to go back to normal. We should be aspiring to do and to be better
- There is heightened awareness of the environmental and social impacts of travel
- Schools should consider using this opportunity to ensure that they offer students programs rich in meaning and integrity of experience

The return of global travel must be achieved in a way that is increasingly educationally meaningful and considered in its approach to the environment and to interaction with global communities. Significant challenges such as over-tourism, tourism related pollution, ancient buildings and land destruction, inequitable tourism dollar dispersal and unethical voluntourism practices (many traditional service-learning programs) are some of the major challenges the industry faces.

It is within this context that Latitude Group Travel has designed a clear pathway forward for our school partners and their students to reimagine tours. We offer you the opportunity to embark on global adventures in a way that is significantly meaningful in approach to education and considered in environmental, economic and social impacts.

- There is a duty of care to students in ensuring programs abide by the highest ethical and sustainable standards
- Travel post COVID-19 requires significant expertise and planning. We encourage all educational institutions to choose a specialist educational tour provider to navigate this journey with you

Pioneers of experiential learning based school and group tours

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Our Vision

To accelerate the transition towards meaningful, responsible, curriculum linked, experiential-learning based educational tours for all schools



Our Mission

To promote cross-cultural understanding, empathy and responsible travel practices, using our role as educational travel specialists as a force for good

To responsibly connect learners with the world's best experiential learning opportunities

To support educators in taking their classrooms to the world with ease, confidence and pride

To help principals and school boards, ensuring they have a strategic, safe, ethical, educationally edifying and meaningful touring program, personalised for their school communities

Our Values

Integrity

Responsible, ethical and transparent choices, actions and decisions always

Education

Genuine learning opportunities for all. Light the way for meaningful discovery and experiential learning through real-world activities and exposure to experts in their fields.

Client Centric

Deliver world-class products and service, provide unparalleled support, value for money and invaluable expertise in responsible and educationally meaningful travel products and practices

Excellence

Be exceptional, always. Hold ourselves accountable for results

Innovation

Thought Leaders. Courageous, creative, imaginative and passionate. Lead the pack. Cutting edge.

Our People

Treasure and continue to support our current environment and culture. Outstanding people. Dedication. Trust. Passion. Fun. Teamwork. Professional and personal growth.

Strategic Tour Reviews and Planning

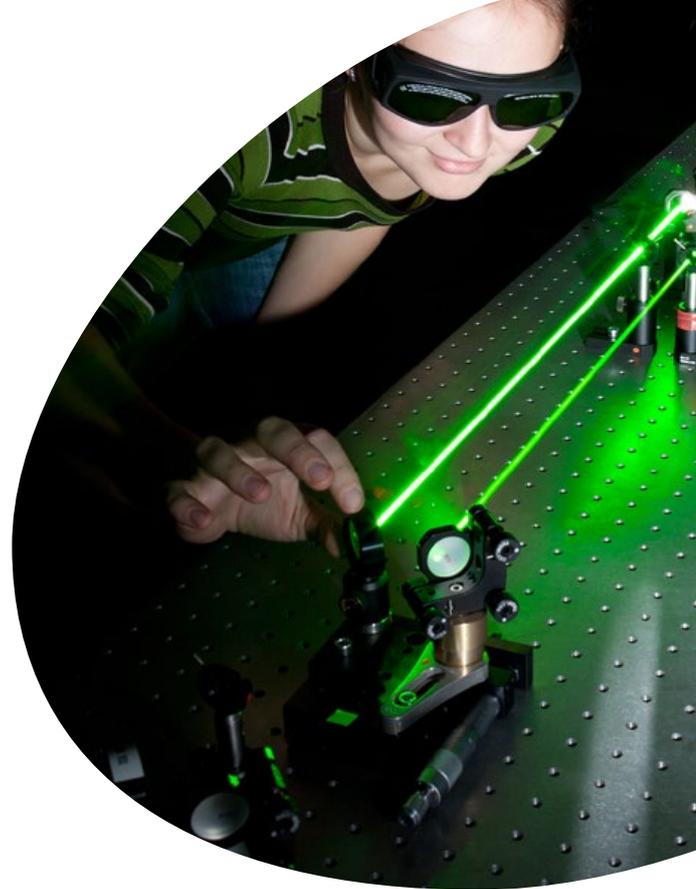
Latitude Group Travel's strategic tour consulting service offers a clear pathway forward for the executive team to lead their tour program with confidence.

Does your school have any of the following tour program pain points?:

- An ad hoc approach to touring
- Inconsistent offerings to students, some students with no tour opportunities
- Difficulty in assessing tour value, educational merit and learning outcomes
- A lack of transparency to the executive, potentially exposing you to risk
- Tours running for years, without review for contemporary relevance and to ensure that they meet governance requirements
- Inconsistent safety and child safe protocols and emergency procedures
- Teachers spending too much time on tour organisation
- A lack of ethical, sustainable and responsible tourism understanding and approach to tours
- Uncertainty around COVID-19 safe travel

If any of these sound familiar, you may need support in ensuring your school remains compliant as the touring industry evolves.

Being complacent is a risk to the school. Latitude Group Travel has the expertise to design programs in line with best practice and our approach will place your school at the forefront of educational touring.



Our strategic tour consultation digs deep into your school's mission, values, strategy, curriculum and current tours.

We listen to what you want to achieve with your touring program. We then design a personalised tour plan, aligned to your strategy, mapped to your curriculum and covering domestic and international opportunities across all subjects/ combination of subjects. We ensure sound environmental and ethical choices for the planet and its inhabitants and true meaningful learning outcomes for the students. Additionally, we are very aware of each school community's socio-economic situation for budgeting purposes.

Your tour program should be a key asset in the education of your students and a standout feature of your marketing communications to prospective students and their families.

World-Class Educational Touring

Educational Tours

Latitude Group Travel offers cutting edge, educational tours with a strong focus on engendering genuine learning outcomes.

Because each itinerary is custom designed, we work closely with the lead teacher, ensuring we design and develop an itinerary that completely meets, and usually exceeds, their brief. With Latitude Group Travel, almost anything is possible.

Latitude Group Travel is the only educational tour operator that can deliver every type of tour required by a school:

All subjects

All State, Australian, IB and International curricula

Cross-curricular tours – subjects combined together where appropriate

Cross-Curriculum Priorities and General Capabilities embedded across tours

Sport tours

Innovation and entrepreneurship tours and programs

Space camps and STEM tours

Arts and performing arts, where we can take all these subject groups away together

A new approach to service learning



Educational tours can be organised for every subject and subject units taught in schools and many combinations of subjects: for example, combining all Arts and Performing Arts subjects in one tour, with experiential learning activities for the entire group, as well as per subject.

Latitude Group Travel is the only educational program provider that researches and develops its own experiential learning activities, where no suitable program currently exists.

Custom Designed

We custom design every tour from scratch. We have no “pre-packaged”, or “off-the-shelf itineraries” that we reuse/recycle.

Every school is unique, so every tour should be as well.

Curriculum linked

Latitude Group Travel attains a copy of the relevant curriculum (IB, state or international) and pairs experiential learning activities to the relevant curriculum.

We have your curriculum open as we plan your tour - unique to our industry!



Experiential Learning Activities

We are the pioneers of experiential learning based educational tours.

We fundamentally believe in the power of hands-on learning as the major way to engender true learning outcomes from tours.

These activities are designed to open students’ eyes to real-world applications of the subjects they are learning, to deepen their understanding and to create a space where they can interact with experts in their subject fields.

Examples of the types of experiential learning activities include: workshops, experiments, themed guided tours, behind-the-scenes experiences, Q&As, simulations, role-plays, feedback sessions, one-on-one coaching and much more.

Where a suitable experiential learning activity doesn’t exist - we build it and find the perfect expert to deliver it!

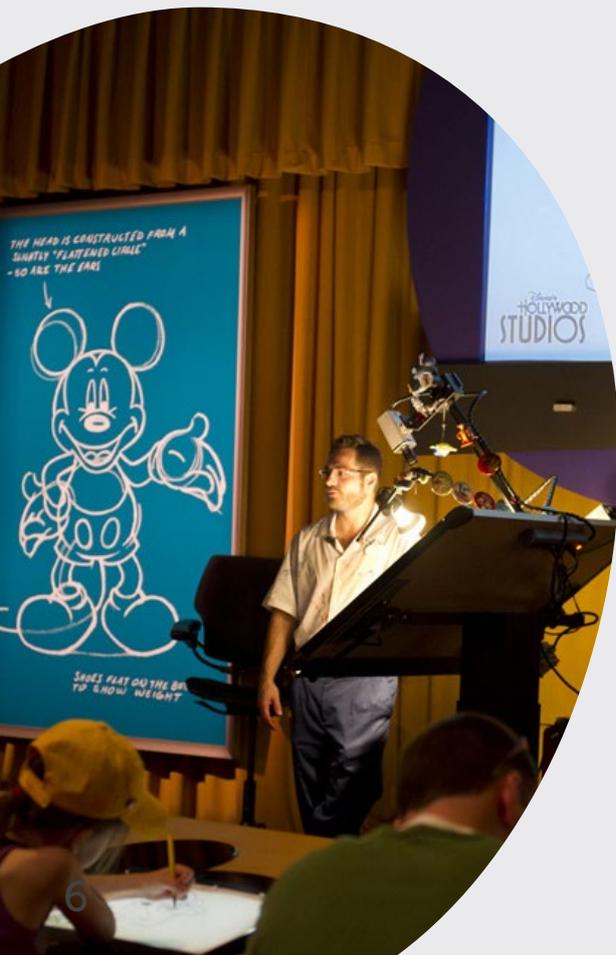
Cross-Curricular Touring

Latitude Group Travel offers cross-curricular touring – i.e. combining subjects to ensure the efficacy and economic viability of tours.

While also including many activities for each subject group on their own, we also combine activities where appropriate, ensuring no subject is diluted, but allowing the total tour cost to remain within budget. Combining Italian Language, French Language, Renaissance History, WWI and WWII Histories, Fascism and Art on a single, complex itinerary may seem like an impossible feat.

Latitude Group Travel's team has the capability and skills required to create workable and thrilling experiences for each student group within the one complex itinerary.

From here, we are able to ensure the teacher's experience is easy and stress free, while we book all of the elements and find the right tour directors and specialist guides to lead the groups on the ground.



General Capabilities

General Capabilities are easy to include in any educational tour and are included in many of our tours as a matter of course.

Critical and Creative Thinking is a part of almost every experiential learning activity.

Ethical Understanding and Intercultural Understanding are critical when travelling overseas, discovering different cultures. Personal and Social Capability comes to the fore simply by the students travelling together and learning how to respect one another. We do not focus so much on ICT, Literacy and Numeracy, which are typically taught in a classroom environment.

The Cross-Curriculum Priorities

Latitude Group Travel embeds the cross-curriculum priorities across every tour, where possible and appropriate, providing teachers with the opportunity to add depth and richness to student learning

Asia and Australia's Engagement with Asia

Sustainability

Aboriginal and Torres Strait Islander Histories and Culture

When travelling in Australia, we ensure your tours include opportunities for students to foster a higher level of knowledge and pride in Aboriginal and Torres Strait Islander histories, cultures and contributions.



World Class Service

We take pride in offering world-class service to schools, ensuring the whole process, including planning, booking, logistics and delivery of the tour, is as smooth and effortless as possible.

Latitude provides a minimum of two meetings with students and their parents.

The first is an Information Session to introduce Latitude Group Travel to students and parents and to capture their imaginations with the agreed tour itinerary. We will provide an outline of processes including a timeline, important considerations such as visas and vaccinations (if relevant) and a payment plan that has been agreed with the school.

The second is a Pre-Departure Presentation with the confirmed participants. This will cover everything that the students and parents need to know before they go.

For further information please refer to our brochures "Frequently Asked Questions" and "Our Processes"

Pre-Departure Presentation:

- Safety briefing
- Travel notes with a packing list
- Expected weather conditions and any specific requirements
- Any special customs, or appropriate behaviours in the host community
- Further important information about vaccinations and medical requirements
- Departure day arrangements

It is a vital part of our ethical standards that schools feel supported and that teachers find this process as stress free as possible.

Safety First Protocols

Safe and Secure travel is paramount for us

Safety first protocols are always in place. We have a 24/7 emergency line and our Tour Directors have a stringent safety process to which they must adhere, along with reports that must be completed if an incident occurs.

Memberships of SYTA, the Student and Youth Travel Association, which is worldwide, AFTA/ATAS, the Australian Federation of Travel Agents/ Australian Travel Accreditation Scheme, ATAC, the Australian Travel Agent Co-operative and AEE, Association of Experiential Education, all assist with safety protocols by requiring us to meet certain financial, risk management, safety and client satisfaction standards. They also provide significant guidance in the form of booklets and other written matter on all areas with which we need to comply. SYTA, for example, has a 23 page COVID Risk Management booklet that has been invaluable in assisting us with preparing our COVID risk management planning and processes, to keep our groups safe.

Latitude Group Travel has a comprehensive risk management policy which guides our internal staff and tour directors in what to do and how to handle even a minor incident. We also keep abreast of all smartraveller.com.au directives in order to carefully manage the safety of tours.

We have one of the most robust safety manuals, across comparative travel sector businesses in Australia – according to our insurer!



Our Protocols



- ✓ Safety of your students is our number 1 priority
- ✓ Our tours generally include a tour director, unless you specifically request not to have one
- ✓ Our significant international and domestic experience means we are proactive and methodical in our approach to all aspects of student and group safety
- ✓ We have dedicated operations and risk assessment team members with you every step of the way
- ✓ We have established and detailed emergency procedures
- ✓ Lanyards, with 24 hour emergency contact numbers, are provided for all travellers
- ✓ We partner with COVID safe suppliers who enforce COVID safety plans and procedures
- ✓ Ensure you have robust insurance, vital for international and domestic travel. If you have your own insurance, we are able to review and comment on its strength, if you wish
- ✓ We only travel to destinations approved by the Australian Government

Experienced Tour Directors

Our tours include a tour director, unless we are asked specifically to exclude such a service.

Our tour directors are not tour managers alone. They are there not only to look after the logistics, but also to provide knowledgeable commentary and, in addition, we have specialist guides where necessary, plus expert facilitators for the activities.

Our tour director will also assist if an incident occurs, knowing where the nearest hospital or medical facility is located and assisting in the management of any critical issue.

Transdisciplinary Learning Journeys



A new, highly ethical, approach to service learning

Re-exploring how we engage positively with communities to make sustainable change.

In an age of increased awareness of, and support for, global social justice, particularly among young people, vigilance is at an all time high, in relation to ethical engagement with communities previously visited by many schools for service-learning purposes. An awareness of how to engage meaningfully with communities external to your own is not easy, which is why many schools have relied on the services of a Service Learning or Voluntourism company. The concept of Service Learning, we believe, requires review for contemporary relevance and to ensure a truly ethical and genuine experience that does not take advantage of those communities.

We are firm believers in the power of travel to help people gain experience and widen perspectives that can help make the world a better place. Students will view life through the prism of the people who live in the communities visited.

Our view on going on a trip with the purpose of "serving others" is that it doesn't necessarily support the learning it is meant to achieve. It is generally the travellers, themselves, who are largely benefitting from these programs. In trying to keep up with increasing voluntourism demand and the desire to 'help', the response seems to be increasingly tokenistic volunteer offerings which have little impact, or worse, do harm to the communities they claim to help.

There has been recent national and international discussion around this old approach and those who provide it, with many service learning "opportunities" proving not to be genuine. There are very many grey ethical areas around the old model.



Create a Transdisciplinary Learning Journey for your school

If you and your school are looking for a way to engage ethically and meaningfully with a country and its communities requiring help with a range of issues, but you are unsure how to approach this in a new, highly ethical way, we have the solution.

We help school leaders design their own, unique, Transdisciplinary Learning Journey, connecting you to a highly ethical investigation of some of the world's greatest challenges.

Students engage with the structural challenges of communities through communication and meetings with the local NGOs already working on the ground in these locations. Students gain a deeper understanding of the host destination, and the people working from within these NGOs, aiding communities towards permanent change.

The intention is for students to gain a lifelong understanding of the major issues

that exist in communities, inspiring them, as young people, to make a meaningful contribution to systemic and permanent change - and hopefully to continue this on into adulthood

Our aim is to design a one-of-a-kind program for your school, aligned to your vision, and based on learning about the United Nations Sustainable Development Goals on which the school may wish to focus, in situ.

The program will run recurrently, as often as you wish, developing rich relationships over time and providing a genuine opportunity that the whole school community can support



The UN Sustainable Development Goals

- Students participate in the initial destination selection and SDG identification, building leadership and developing agency
- Comprehensive pre and post tour support is provided
- Students meet and engage ethically with local communities through the local NGOs currently aiding the community
- They visit and participate in cultural activities
- Students engage with local changemakers and learn of their experiences
- Students may participate in tailored trekking experiences, development studies, independent study projects, comparative religions, fieldwork, citizen science, sustainability and conservation programs, all the CAS requirements for IB schools, or other worthwhile learning activities
- The school can build long-term relationships with local Non Government Organisations
- The school may discover NGO-led programs it wishes to support through fundraising, or other means
- The school may choose teachers to participate on an initial in-country test, a full version of the tour, run prior, to ensure the smooth operation and suitability of all suppliers and the whole experience

Responsible Travel Commitments

Latitude Group Travel is driven to protect the planet on which we live and, of course, the people, fauna and flora that exist because of it.

An underlying focus in every tour is to inspire students about sustainability through the power of ethical and multi-perspective learning.



You can now offset your carbon!

We measure your tour's associated carbon emissions and offer verified global projects to offset this carbon



We have created our very own Australian Government aligned carbon calculator that tracks your carbon footprint across flights, transport, activities and accommodation



We work in Gold Standard and Verified Carbon Offset Markets, to support programs from reforestation to clean cookstoves - so you can be confident that your carbon emissions are now doing good!

We are committed to achieving Climate Active Carbon Neutral Certification by 2023

- ✔ Latitude Group Travel has measured and calculated its own emissions and we aim to reduce these through our carbon management strategy
- ✔ Each member of our team is committed to a personal and professional sustainability journey
- ✔ We have relocated to a green coworking space that is B Corp Certified
- ✔ We work a combination of hours in the coworking space and at home, reducing transport emissions and supporting work/life balance
- ✔ We integrate sustainability action into each and every relevant tour program by consciously structuring tours to minimise emissions, where possible. We endeavour to ensure alignment to the Reconciliation Action Plan framework. Activities related to the cross curriculum priorities of Sustainability and Aboriginal and Torres Strait Islander Histories and Cultures are included, wherever possible.

Narragunnawali Reconciliation in Education

We develop our educational touring programs in accordance with the Narragunnawali Reconciliation in Education framework, giving schools the opportunity to respectfully connect with Aboriginal and Torres Strait Islander histories, culture and perspectives in a transdisciplinary capacity. This approach supports the cross-curriculum priority of Aboriginal and Torres Strait Islander Histories and Cultures.

Our indigenous engagement focused tours are designed to foster a higher level of knowledge and pride in Aboriginal and Torres Strait Islander histories, cultures and contributions.

Our Central Australia (and other Indigenous) programs are 99% co-created with successful Indigenous owned businesses!



Our People

Our team is passionate about the lifelong impact that quality educational tours have on young people.



Dennis Murphy
Founder/Managing Director

A former high school teacher of Government, History and Economics, and with over 30 years experience in the travel industry, Latitude Group Travel benefits from Dennis's incredible range of skills at every level of the business. Specifically, he has an impossible to replicate knowledge of international touring, logistics and incident management, which is the envy of all!

His experience means that he can solve almost every issue that may arise while the school is on tour (and even as early as when the tour itinerary is being developed!), and has the foresight to consider every eventuality.

Dennis is responsible, overall, for procuring our tour directors, locating ideal accommodation and ensuring that all elements of the tours are in place. He reviews all itineraries to guarantee the most efficient route and that the best value for money is being achieved. Dennis is an excellent negotiator and is an expert in logistics. He is on call 24/7 when tours are away, to ensure that any issue that arises can be solved, often before the group is even aware!



Jenny Murphy
Founder/Director

From day one, Jenny has spearheaded Latitude Group Travel's strategy to become a leader in highly educational and experiential tours and programs. Jenny has spent much of her career founding and running long term businesses, first in HR Consulting and now as an educational program provider. She has travelled most of the globe, including Antarctica – which she considers to be life changing. She has lived in both England and the US, giving her an excellent knowledge of both countries and their history, and has strong expertise in Europe.

Jenny is responsible for our corporate strategy and company direction. She oversees the development of our unique itineraries, curriculum evaluation and linkage and the overall investigation, development and approval of our unique experiential learning activities. She is often the drive behind our partnerships and innovation.

Jenny believes that Latitude Group Travel is more of an education provider than a tour operator and is working strategically towards the company being recognised in this way, through the development of further special programs. Such is the focus on quality education at Latitude Group Travel, that everything we do is underpinned by the need to engender true educational learning outcomes, linked to the curriculum.



Nicky Henderson
General Manager

General Manager Nicky Henderson heads up Latitude Group Travel as a passionate and dedicated travel industry professional with over 25 years international and domestic tourism experience. Working with global travel management companies across Asia, Nicky has developed her significant skillset in sustainability, community engagement and experiential product development through roles ranging from Tour Guide to Director of Product and General Manager. An innate curiosity has fuelled her slow exploration of the world, reaffirming her belief that travel is truly transformative with positive life-long outcomes.



Kate Noël
Logistics Manager

Kate leads our Logistics Team in booking and optimising the movement of our tours around the world.

Kate began her career in travel nine years ago when she started her own travel company that specialised in group tours for senior citizens. A passionate traveller, Kate strongly believes students should be able to access tours that raise awareness of our planet and all of its amazing inhabitants.

Kate works closely with schools to ensure they are receiving the best possible experience while on tour. Her team is responsible for booking all aspects of tours from flights to hotels, activities and everything in between. The team works tirelessly behind the scenes, ensuring every tour runs as smoothly as possible. Kate's ability to juggle the many tours that all go out in the school holidays is legendary in our office and nothing is left to chance!



Bruno Mammone
Client Relationship Manager

Having returned to Australia from a role with a global Destination Management Company (DMC) in Asia, where schools groups were some of his many clients, Bruno brings 12 years of experience in travel and tourism across Asia Pacific to Latitude Group Travel. His wealth of knowledge, having held senior roles for DMCs, corporate and retail travel brands and more, coupled with enormous enthusiasm, will be a huge asset for our clients in designing their perfect tour or educational program.

Bruno will liaise with our school clients, corporate partners and other stakeholders to ensure that Latitude Group Travel fully meets their needs. He will support clients with all of our revolutionary travel programs.

Our Clients

We are proud to work with many leading schools in Australia and around the world.

"This was an amazing opportunity with fabulous workshops and experiences every day. Days were full, but still time to relax and experience the cities. A great balanced programme. I would thoroughly recommend it to any other school group and look forward to more of our students participating in the future"

Launceston College

"I had a wonderful time. The wide range of activities and contrast of places for students was excellent. Having a tour manager the whole time meant that we could focus more on the students and the fun aspects of the trip. It took a lot of pressure off us"

St Pius X High School

"There was a great range of activities that catered for all interests. (Our tour was) rewarding, lots of great things to see, learnt about a heap and also to see the students really enjoy some activities was awesome"

St Joseph's College

"Latitude Group Travel were excellent in designing our tour and making it a reality. Their support, both prior and during the tour, made everything run smoothly and our students had a memorable experience"

Hale School



We strive to deliver positive experiences for our clients on each...and every tour.

Some of the wonderful schools we have worked with recently.





Explore the possibilities

For further information:

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