



SUSTAINABLE & REGENERATIVE

Tourism

LEARNING
PROGRAM




We acknowledge their ongoing care and connection to the land and waters of Gariwerd.

We pay our respects to their Elders past, present and emerging.

At The Tourism Collective, our vision is to enable tourism for a better future.

We help nurture the tourism industry to evolve and progress positive outcomes for local people and places.



A scenic landscape featuring a large, semi-transparent green circle on the left side. Inside the circle, white text is displayed. The background shows a vast, hilly landscape with dense green vegetation under a warm, golden light, suggesting a sunrise or sunset. Two small figures are visible on a rocky outcrop in the foreground, looking out over the valley.

**FOCUS OF TODAY
IS BEING
OPEN-MINDED,
POSITIVE &
SOLUTIONS
ORIENTATED**



**CHALLENGES
(PERCEIVED
AND ACTUAL)**

Compliance

Confusing jargon
and processes

'The conscious
traveller is not
my customer'

Time poor /
lack of
resources

Costs more

'Why is it my
problem?'

'Governments and
corporations not doing
enough so what
difference can a small
business make?'

THRILL SEEKING NATURE
WAM!
WILD ADVENTURES MELBOURNE
MORNINGTON PENINSULA

WAM - BUILT TO HAVE A POSITIVE IMPACT





WAM's ECO CREDENTIALS



Mornington Peninsula National Park –
Wild Adventures Melbourne

YOUR PURPOSE

What is your purpose for coming today?

YOUR BUSINESS

How are you taking on positive impact?





How confident do you feel in your ability to implement positive impact throughout your business and reduce emissions across scope 1, 2 & 3?

WHAT WE'LL COVER

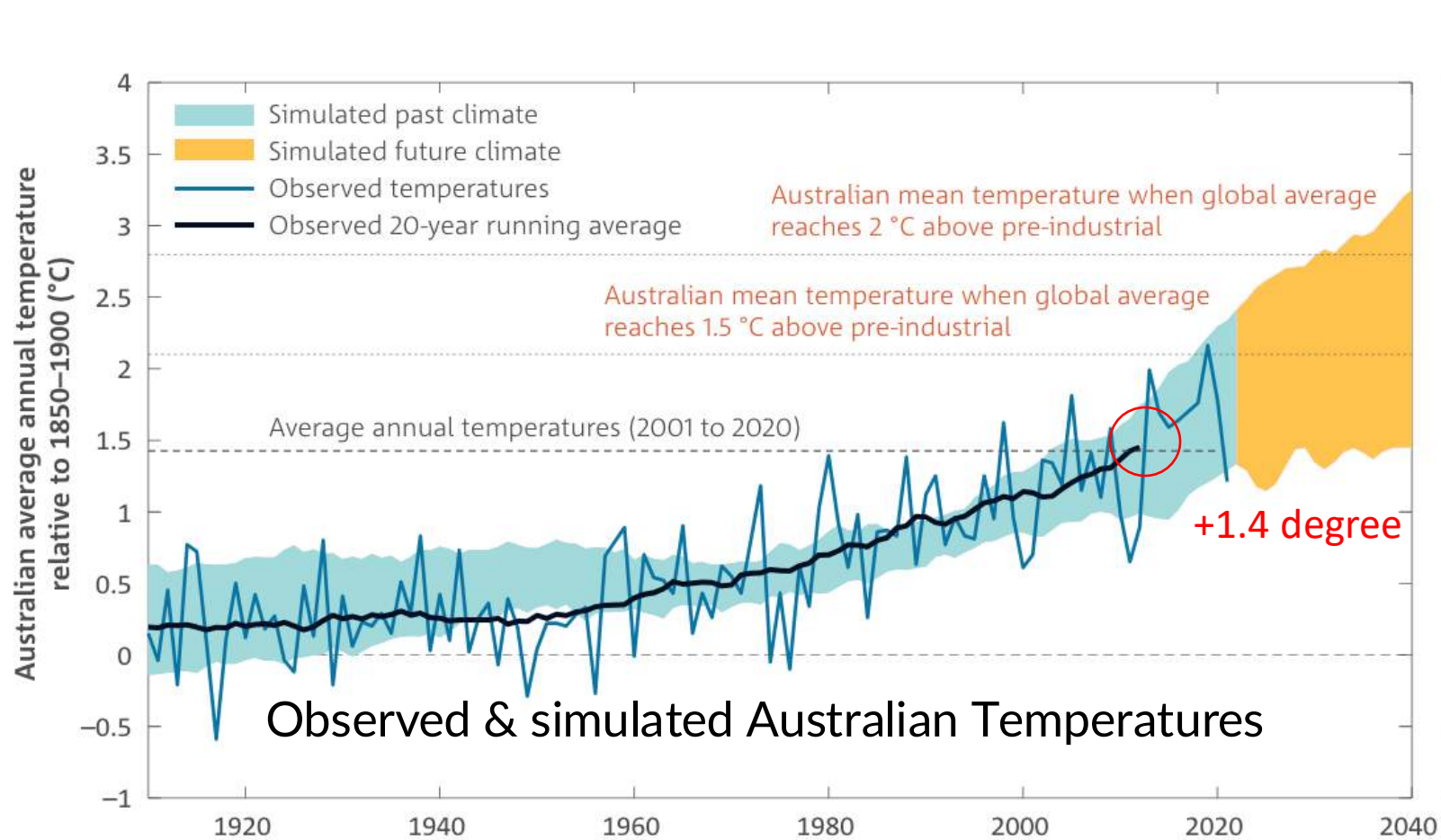
- 01 UNDERSTANDING THE LANDSCAPE
- 02 SUSTAINABLE & REGENERATIVE TOURISM... UNPACKED
- 03 TAKING A MANAGED APPROACH
- 04 ENVIRONMENTAL & CLIMATE ACTION
- 05 RESPECTING CULTURE
- 06 CREATING SOCIAL IMPACT
- 07 EFFECTIVELY COMMUNICATING YOUR STORY

01

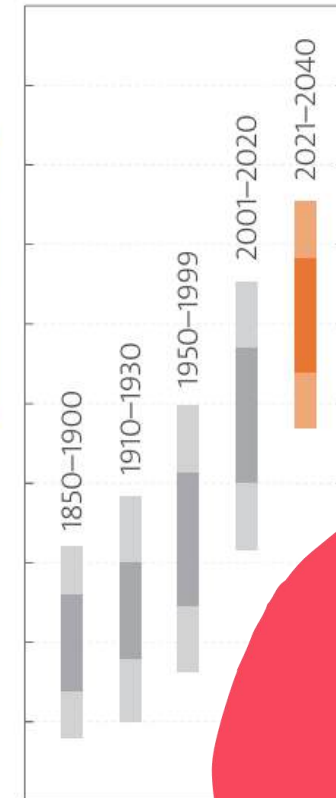
UNDERSTANDING THE LANDSCAPE



STATE OF THE CLIMATE

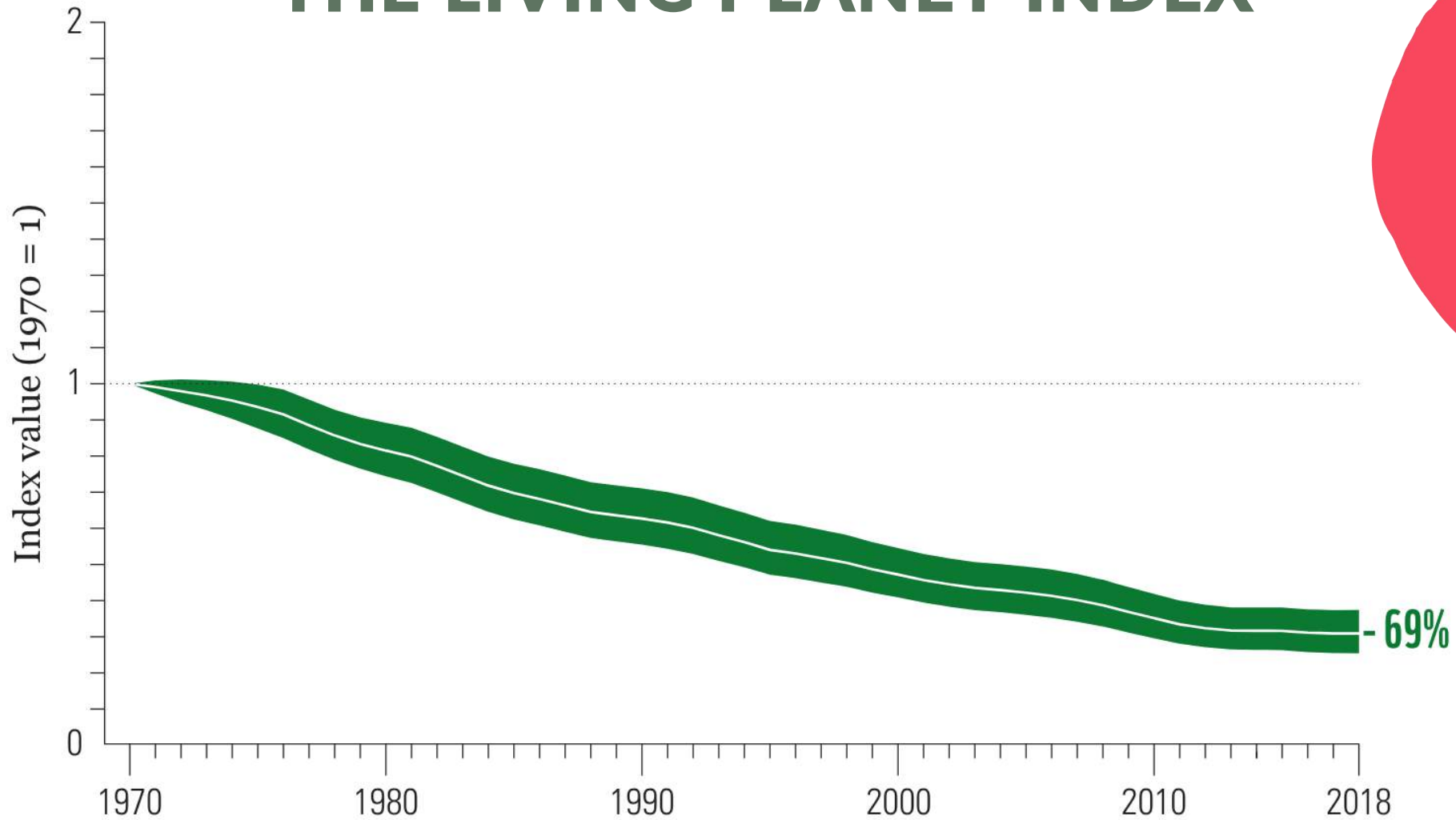


Temperature range through time



Accelerating
average
temperature now
+1.4 degrees

THE LIVING PLANET INDEX



Last 50 years, over 69% decline of tens of thousands of plant & animal species

Climate Change & Biodiversity Loss

“Globally it’s now recognised there is no pathway to limit global warming without addressing nature loss & land degradation”

- WWF Living Planet Report 2022

How does this
relate to you
and your business?



'Tourism is a significant contributor to global emissions, and at the same time the tourism sector is highly vulnerable to climate change'

- UNWTO



Tourism (Australia)

Almost 68% of Australia's tourism sites at major risk if climate crisis continues, report says

All 31 of Australia's busiest airports fell into two highest climate risk categories

Tourism depends on nature

“Australia’s environment (land, air, water, animals, plants) are under extreme pressure. Our future well-being and prosperity depend on it.”

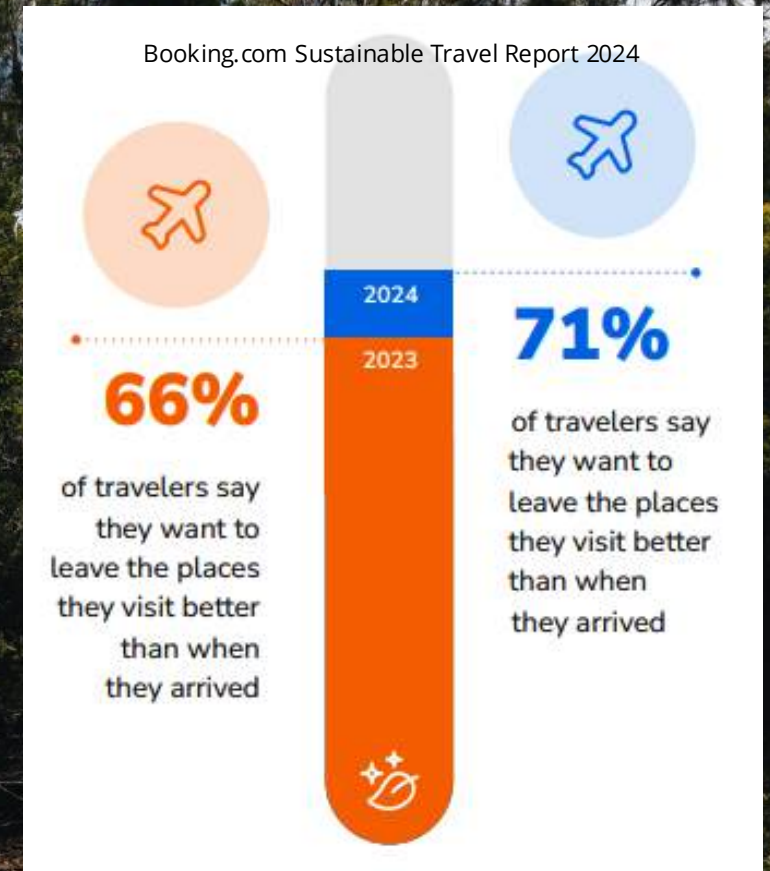
- Australia State of the Environment Report 2021



TRAVELLERS ARE LOOKING TO LIGHTEN THEIR FOOTPRINT ON DESTINATIONS.

Supporting local economies,
engaging with local culture,
reducing carbon emissions and
enabling environmental
conservation.

- Skift



Global sustainable policy moving fast & coming for tourism businesses



Australia Passes Law to Begin Mandatory Climate Reporting in 2025

ESG REPORTING / GOVERNMENT

Australia Passes Law to Begin Mandatory Climate Reporting in 2025



Mark Segal

September 9, 2024

Booking.com

AUD List your property

Stays Flights Flight + Hotel Car rentals Attractions Airport taxis

Melbourne CBD Mon 9 Sept — Wed 11 Sept 2 adults · 0 children · 1 room

Home > Australia > Victoria > Melbourne > Search results

Show on map

Melbourne CBD: 7 properties found

↓↑ Sort by: Our top picks Sustainability certification

Filter by:

Your previous filters

☒ Sustainability certification 12

Your budget (per night)

AUD 150 - AUD 400+

Popular filters

☐ 5 stars 6

☐ Free cancellation 12

The Langham Melbourne ★★★★★ Sustainability certification

Southbank, Melbourne Show on map

Superior Twin
2 double beds

✓ Free cancellation
✓ No prepayment needed - pay at the property

Mantra on Russell ★★★★★ Sustainability certification

Melbourne CBD, Melbourne Show on map Metro access

Studio Apartment
Entire studio · 1 bathroom · 31m²
Beds: 1 double or 2 singles



EU GREEN CLAIMS DIRECTIVE

THE END OF GREENWASHING IN EUROPE



Globally recognized sustainable tourism accreditations only.



Connecting the dots

How can your business take action so that the experience you are delivering is in a thriving ecosystem for future generations?



We are dedicated to fighting extinction of 27 Critically Endangered native species.

We have delivered specialised breeding facilities and scientific expertise, and partnered with other experts, to give our most Critically Endangered species a fighting chance.



We partner with organisations to protect critical habitats and revegetation and restoration activities in key locations across Victoria.

Through our Carbon Neutrality program, we have invested carbon offsets that protect biodiversity hotspots around the world.



We are influencing people to demand change, inspiring wildlife-friendly actions amongst our millions of visitors, members and supporters.

For example, our Don't Palm Us Off campaign inspires people to demand mandatory labeling of palm oil on products, and our Bubbles Not Balloons campaign enables people to make wildlife-friendly choices, by blowing bubbles not harmful balloons. Together, our voices are much louder.



Our climate is changing

Climate change is threatening the ongoing existence of the diverse wildlife that shares our planet. As a zoo-based conservation organisation, we are committed to fighting wildlife extinction. Therefore it is our duty and purpose to urgently tackle the devastating threats from climate change, through our own actions, those of our community and in our vast and varied work for wildlife.



How can you help?

Find out more at
zoo.org.au/climatechange



Zoos Victoria supports the 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, and recognises that ending poverty and other deprivations go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.



In 2011, we became the world's first independently-certified Carbon Neutral zoo.

We're committed to 100% renewable energy across our three zoos, with 674kW on-site solar PV, 100% off-site wind power for Healesville Sanctuary and a renewable energy procurement program in 2021.

We recycle 1000ML of water annually.

We diverted almost 90% of waste from landfill in 2020 and are working to do more.

Nearly 80% of our menu items across all three zoos are meat-free and that reduces our reliance on high emission livestock production.



We partner with experts to expand our rescue and response teams, enhancing preparedness for future catastrophic and extreme weather, and wildlife emergency response capability to help wildlife affected by extreme weather events, such as the 2020 bushfires.



ZOOS
VICTORIA
Fighting Extinction

ZOOS VICTORIA

**WORLD'S FIRST
CARBON
NEUTRAL ZOO**

“As many of our endangered animals are vulnerable to climate change and loss of habitat, we are determined to become a world leader on these issues.”



SUSTAINABLE & REGENERATIVE TOURISM... UNPACKED



Sustainable
Responsible
Transformative
Nature Positive
Positive Impact
Regenerative

= Tourism For Good

**“TO BE REGENERATIVE
INVOLVES APPLYING A
DIFFERENT WAY OF SEEING
(PERSPECTIVES) AND LIVING
BY A DIFFERENT SET OF
RULES (NATURE’S
PRINCIPLES).”**

- DR ANNA POLLOCK,
CONSCIOUS TRAVEL



Honeymoon Bay
Credit: Harrison Candlin - Vagary

PROGRESS NOT PERFECTION

Net NEGATIVE IMPACT to local living systems

DEGENERATIVE

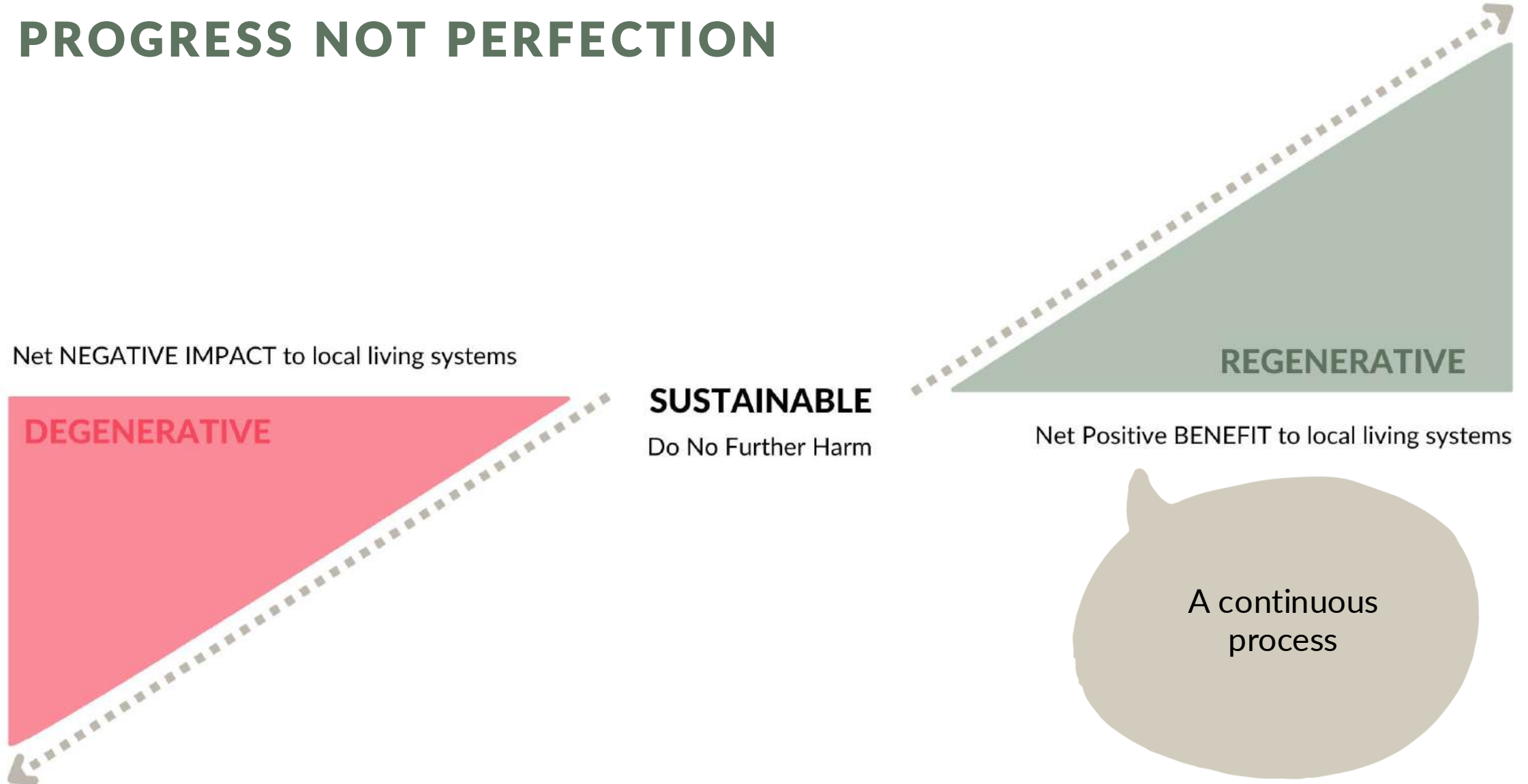
SUSTAINABLE

Do No Further Harm

REGENERATIVE

Net Positive BENEFIT to local living systems

A continuous
process



The background is a solid dark teal color. On the left side, there are four overlapping circles in a lighter teal shade. These circles are arranged such that they form a central diamond-shaped negative space. The text 'A holistic approach' is written in white, bold, sans-serif font, positioned in the lower-left quadrant of the image, partially overlapping the bottom-left circle.

A holistic approach

Playa Viva Mexico:

[More Than Just a Hotel](#)



**WHY BEING A
BUSINESS 'FOR GOOD'
IS
GOOD FOR BUSINESS**





BUSINESS FOR GOOD IS GOOD FOR BUSINESS

- ✓ More Marketable
- ✓ More Attention
- ✓ More (conscious) Customers
- ✓ More Advocates (reviews/wom)
- ✓ More Positive Impact

04

HOW CAN YOUR
BUSINESS HAVE
A POSITIVE
IMPACT?



No one has sustainability sorted (locally or globally).

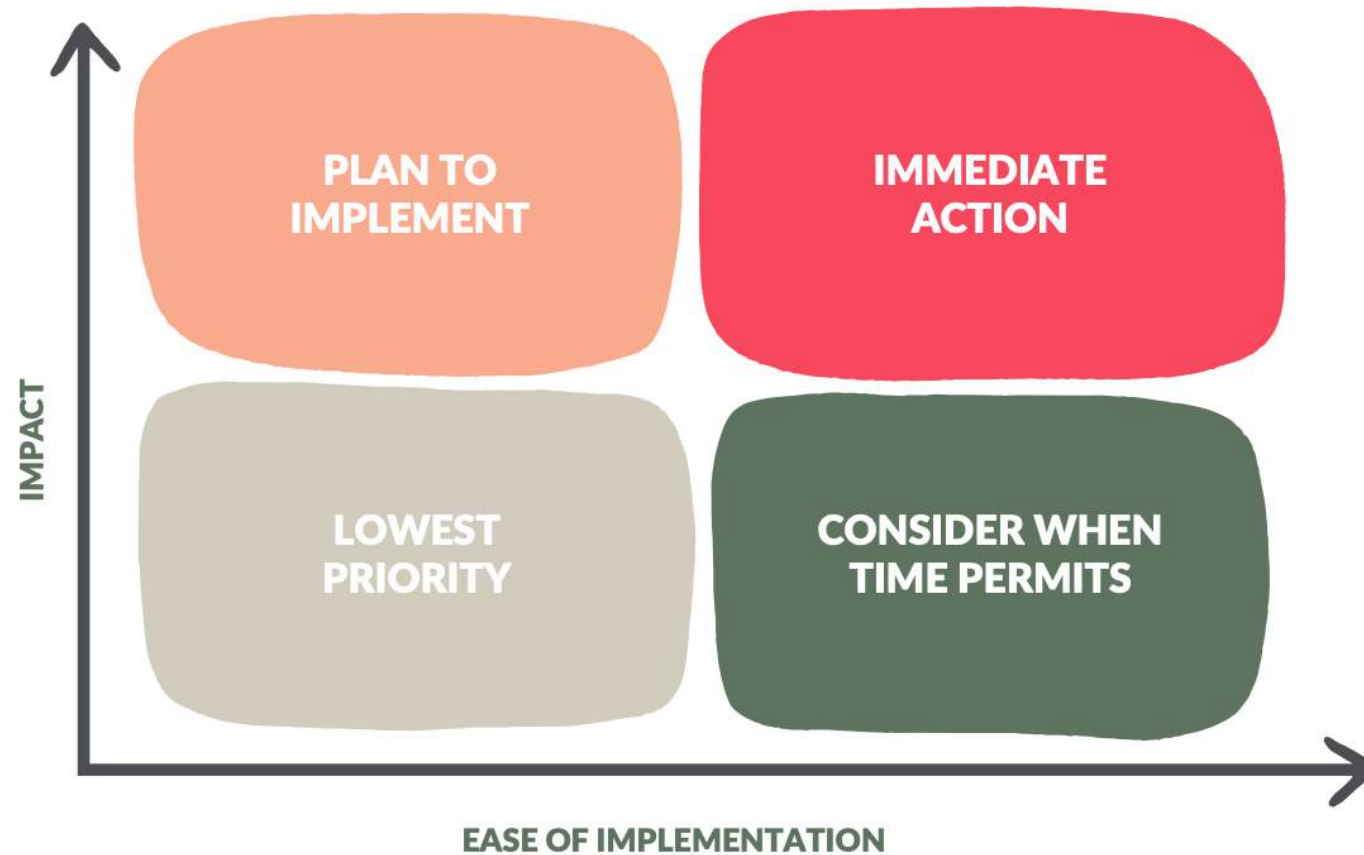
But how we do business and deliver visitor experiences matters.

We can learn from and apply principles in our own businesses of those further along the journey.

Don't underestimate that your actions that can add up and inspire others in their own journeys (when we share them).



NOT ALL SUSTAINABILITY ACTIONS ARE EQUAL...



Impact Matrix to
help prioritise
actions with

CHANGE CAN BE GRADUAL...

Short-term

'Low hanging fruit'
Quick, cheap or free
sustainable changes

Examples:

Supply chain switches
Renewable energy,
waste changes, banking,
buy local.

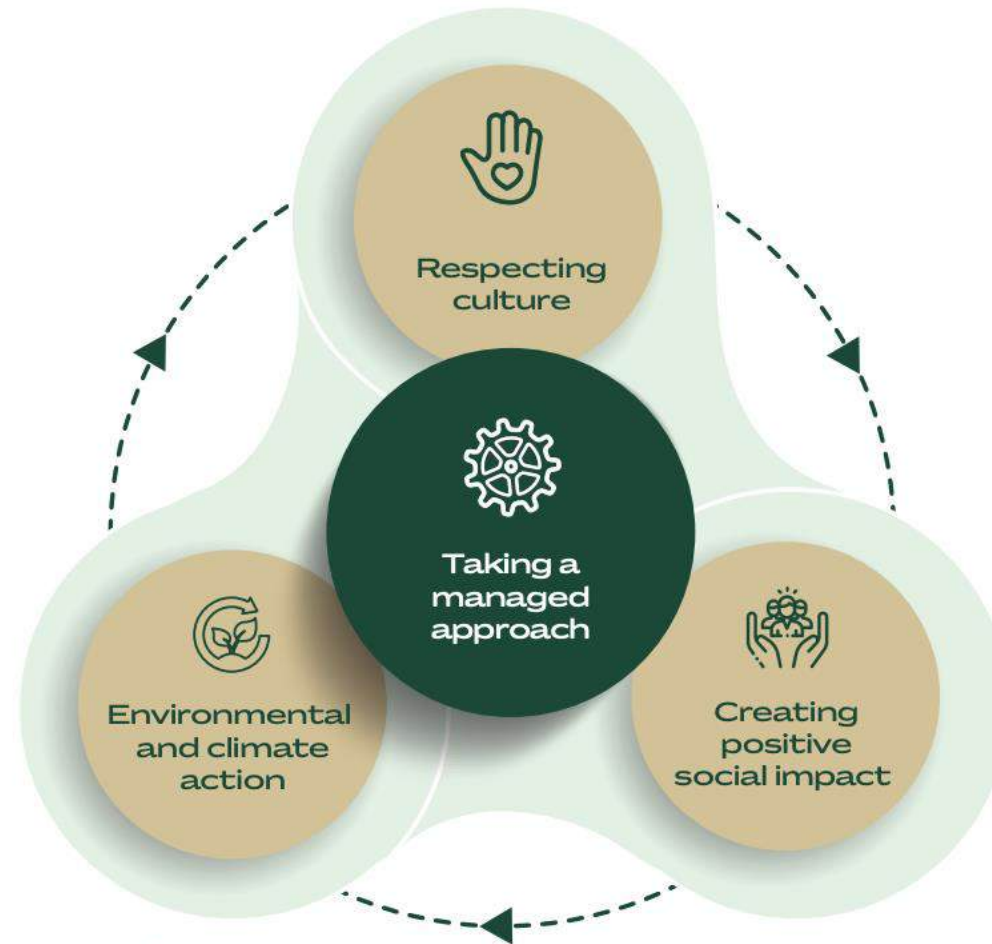
Longer-term

Actions which
may take longer
to implement
and require
investment or
grants

Examples:

Solar, EV's, Building
upgrades (accessibility),
conservation projects,
certifications etc

FOUR PILLARS OF SUSTAINABLE TOURISM



The four pillars of sustainable tourism

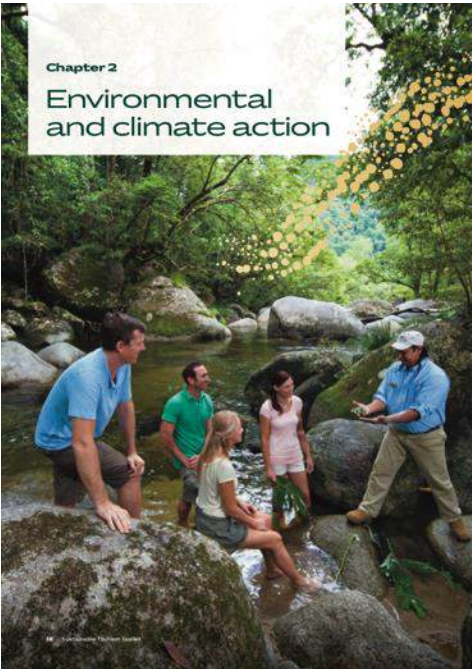


Sustainable Tourism Toolkit

A practical guide for Australian tourism businesses



Chapter 2 Environmental and climate action



When developing your plan, think about the actions you need to take, who will lead them, the timeframe, and the financial resources required to realise action. Remember, sustainability is a journey, not a single action. Your targets should be S.M.A.R.T.



Specific
Targets that give you a clear intention of what you want to achieve.



Measurable
Targets that you can measure over time.



Achievable
Targets that balance your ambition with what you can realistically do with the time and finances you have available.



Relevant
Targets that reflect your sustainability commitments.



Time-bound
Targets that set a time period to complete your task.

A template to assist you to prepare a sustainability action plan is included in Appendix 3.

As you go about achieving your targets, think about:

- Celebrating your efforts when you reach your goals, and then setting the next ones.
- Identifying what went wrong if you don't reach your target. Find ways to do things differently next time.
- Reviewing your sustainability commitment when you have completed your action plan to make sure it matches the action you are taking.



TOPTIP

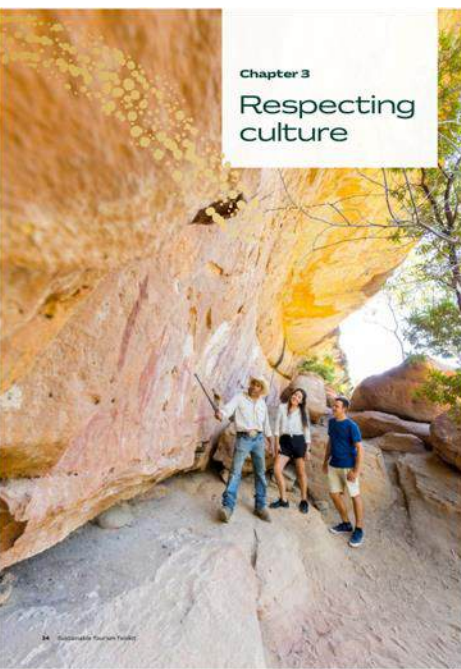
Laws and regulations change regularly. Make sure you are signed up to industry newsletters and work closely with your Tourism Industry Council and State, Regional and Local Tourism Organisations to keep up to date.

Follow the law

Operating a sustainable business includes following national, state, and local laws. Laws change often and evolve over time, such as the use of single-use plastics. Make sure you stay up to date with the requirements for your business. Laws will differ according to your location, but some to consider include:

- False and misleading statements (communications).
- Data protection.
- Permit requirements in ecologically sensitive areas.
- Waste management practices.
- Biodiversity protection and management.
- Anti-discrimination, fair work and modern slavery.
- Workplace health and safety.

Chapter 3 Respecting culture



Recap on first steps

Authentically telling your sustainability story helps build trust with customers, differentiates you in a competitive market, and demonstrates a genuine commitment to environmental and social responsibility. Start with the following first steps:

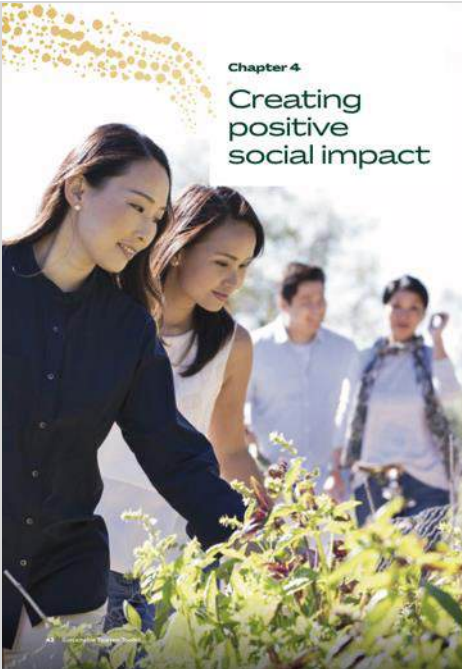
First steps	Lower, Medium or Higher Cost	
Look at the visitor journey for your business and how you can communicate your sustainability story.	Lower Cost	<input type="checkbox"/>
Develop accurate and honest statements about your sustainability to use in your promotional materials.	Lower Cost	<input type="checkbox"/>
Engage your team about sustainability, reinforcing why it is important, and encouraging them to get involved and share your business's story.	Lower Cost	<input type="checkbox"/>
Integrate sustainable management into your communications strategy.	Lower Cost	<input type="checkbox"/>

Next steps

The first steps provide a great starting point for sustainability communications. To take the next steps in communicating your sustainability activity, consider the following:

First steps	Lower, Medium or Higher Cost	
Work with your local Destination Management Organisation to identify how your sustainable actions fit with the destination's sustainability story.	Lower Cost	<input type="checkbox"/>
Review your Australian Tourism Data Warehouse listing to ensure your sustainable practices are included.	Lower Cost	<input type="checkbox"/>
Engage storytelling as a tool to share your sustainability actions. Think about how your visitors arrive, experience, and depart and what stories are best told where.	Lower Cost	<input type="checkbox"/>
Build a network of like-minded businesses in your area to create itineraries that support and grows the destination.	Lower Cost	<input type="checkbox"/>
Run staff training to build capacity and ensure that your staff understand what you are trying to achieve and how to tell your story.	Medium Cost	<input type="checkbox"/>
Identify touchpoints where you can install signage to tell your sustainability story.	Medium Cost	<input type="checkbox"/>

Chapter 4 Creating positive social impact



The "How"

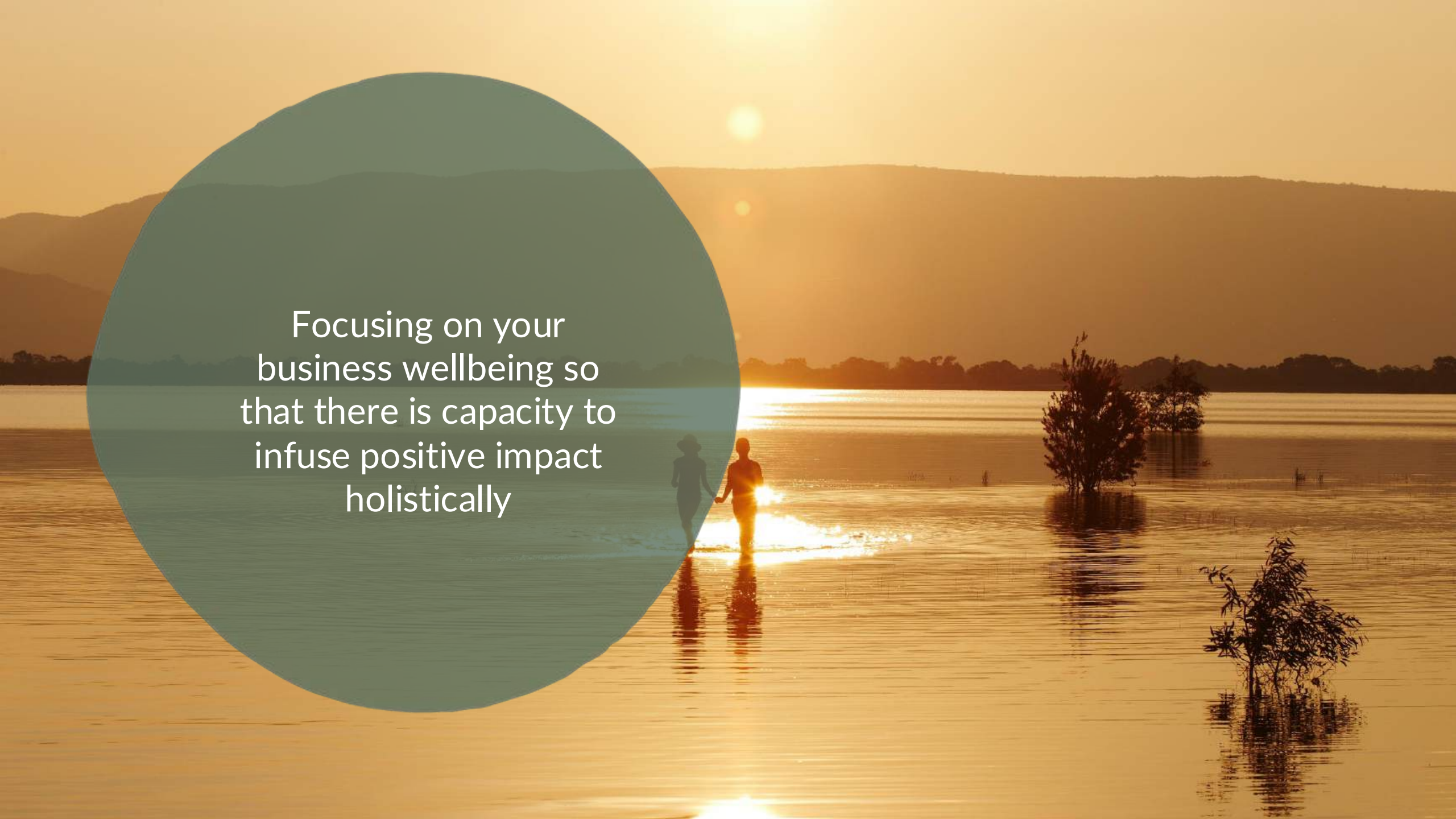


1. Taking a Managed Approach



TAKING A MANAGED APPROACH

- Embedding sustainability principles and practices through a statement and action plan
- Measuring business inputs and outputs to understand impact and drive continuous improvement
- Complying with applicable legislation
- Getting recognised for your achievements

A warm, golden sunset scene over a calm body of water. In the foreground, two people are walking away from the viewer towards the horizon, their silhouettes clearly visible against the bright light. The water reflects the sun, creating a shimmering path. Several trees are partially submerged in the water, their dark forms contrasting with the light. In the background, a range of hills or mountains is visible under a soft, orange sky. A large, semi-transparent teal circle is overlaid on the left side of the image, containing white text.

Focusing on your
business wellbeing so
that there is capacity to
infuse positive impact
holistically

MEASURING BUSINESS INPUTS AND OUTPUTS

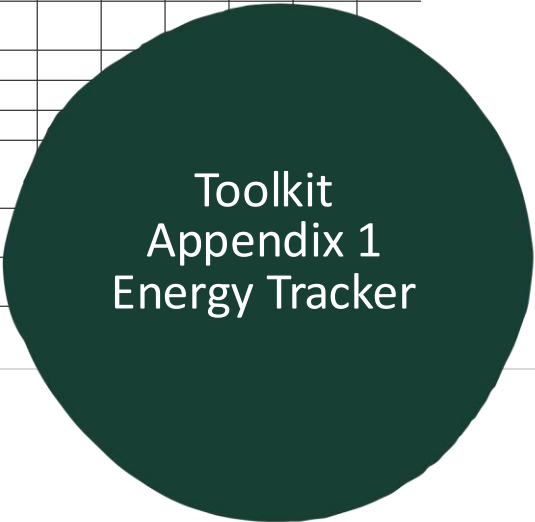
- Measuring and setting targets to improve

Calculating emissions by measuring:

- Energy
- Waste
- Water

Appendix 1 – Energy, water and waste tracker

Measures	Month or quarter (or other)	Time period 1	Time period 2	Time period 3	Time period 4	Time period 5	Time period 6	Time period 7	Time period 8	Time period 9	Time period 10	Time period 11	Time period 12	Total
Energy	Purchased electricity – grid (kWh)													
	Purchased electricity – green (kWh)													
	Onsite renewable generation (solar, biomass) (kWh)													
	Natural gas (kWh)													
	LPG (kg)													
	Business travel (petrol) (L)													
	Business travel (diesel) (L)													
	(Other type of fuel or energy)													
Water	(Other type of fuel or energy)													
	Total potable water used (kl – 1 kilolitre = 1000 litres)													
	Captured water used (rainwater, greywater) (kl)													
Waste Use the same unit of measurement for all waste in order to understand the total diverted from landfill	Total water used (kl)													
	Waste sent to landfill (kg or L)													
	Waste recycled (kg or L)													
	Waste composted (kg or L)													
	Waste donated (kg or L)													
	Reusable containers donated (number of units or weight)													
	Total waste generated (kg or L)													
	Waste diverted from landfill (kg or L)													



DEVELOP A SUSTAINABILITY COMMITMENT & ACTION PLAN

GREEN OLIVE,
MORNINGTON
PENINSULA, VIC

- Statement on their actions.
- Using property to create corridors for wildlife

SUSTAINABILITY

GREEN OLIVE AT RED HILL

Sustainability is a key part of our business philosophy at Green Olive at Red Hill, winery and olive grove, and we are continually working to make our farm more environmentally friendly to improve the quality of our produce, protect the native animal species that live near us and the planet as a whole.



We capture all our own water and store it in large above ground tanks. Our farm irrigation comes from the large dam that collects water from the natural spring and general water runoff. We flush toilets with dam water rather than precious rain water and all waste water is processed naturally in an aeration treatment plant and then irrigated back onto the paddocks.



Our kitchen leftovers, green waste, coffee grinds and napkins are composted in our Enrich 360 machine. Overnight the waste is turned into compost that can be returned to the garden to grow more farm fresh produce.



On the roof of our farm store and farm house we have a solar PV system that generates 39kW of power. The solar PV system at full producing powers the entire farm.



Every year we plant more native trees to create corridors for wildlife and we are always thinking of ways to further improve our sustainability practices.

<p>350 LITRES RAINWATER HARNESSED</p> <p>To clean our vehicle and equipment. Using a water efficient hose to minimise water usage.</p> <p>Transparency: Our rainwater tank pump stopped working for 2 months of the season so were not able to harness rainwater whilst waiting to get this fixed.</p>	<p>271 sq ft SHELLFISH REEF & KELP FORESTS RESTORED</p> <p>Shellfish reef and kelp forest restored at the Dromana Reef (in the same waters we SUP & snorkel) with The Nature Conservancy</p> <p>Did you know: One of our tours serves smashed avo with a seaweed seasoning from invasive kelp by Southern Seagreens</p>	<p>215 BOTTLES & CANS COLLECTED</p> <p>And taken to the Container Deposit Scheme with funds generated donated to:</p> <p>FUND DOLPHIN & WHALE CONSERVATION</p>	<p>FIRST NATIONS FEMALE STUDENT EDUCATION FUNDED</p> <p>Funded the private sector component education of one student based in Victoria for the 2024 academic year through the Stars Foundation program.</p>
<p>4.4 KILOS</p> <p>Reef-Safe Sunbutter</p> <p>Sunscreen given out for FREE preventing any toxins entering local ecosystems.</p>	<p>550+ NATIVE TREES, SHRUBS & GRASSES</p> <p>Planted locally with the Mornington Peninsula Koala Conservation Group to increase habitat corridors of koalas and other wildlife.</p> <p>WAM sponsored a tree planting day as part of this.</p> <p>Accountability: By 2030, we are committed to planting enough native trees, shrubs and grasses to span from side of the Peninsula to the other.</p>	<p>ALL LOCAL PRODUCE</p> <p>Sourced from local farm gates, growers and producers for the food and drink we serve on our trips</p>	<p>OVER 30 AUSTRALIAN BUSINESSES SUPPORTED</p> <p>Including products from Indigenous owned business</p> <p>Our policy is to find products from conscious Australian small businesses with an ethical manufacturing process</p> <p>Did you know: 82% of the businesses we support located on the Mornington Peninsula with most being either female owned or co-founded.</p>
<p>WE CARRY PORTABLE BINS ON ALL OUR ACTIVITIES AND PICKED UP 720L OF RUBBISH</p>	<p>UPCYCLED PLASTIC WASTE INTO DRINKS COASTERS</p> <p>WITH 100% PROFITS FROM SALES GOING TO OCEAN CONSERVATION</p> <p>OUR TOURS CREATE ZERO PLASTIC WASTE</p>	<p>+30 HOURS VOLUNTEERED TO</p> <p>COMMUNITY CAUSES, STUDENT WEBINARS & PODCASTS</p>	<p>HOSTED FREE SUP SESSIONS FOR LOCAL FIRST NATION YOUTH GROUP</p> <p>Which is a rehabilitation and service for Aboriginal young people</p>
<p>6.78 KILOS FOOD WASTE COMPOSTED FROM OUR PICNICS</p> <p>Transparency: We only have a large home compost bin so size at peak times it becomes more challenging, but also have a green collection bin as back-up which accepts food waste.</p>	<p>ETHICAL UTILITY PROVIDERS CHOSEN</p> <p>All the utility providers WAM uses have been carefully selected to be either a B-Corp, social enterprise, or donate profits to environmental and social causes. This includes bank, internet, energy, telco, super.</p>	<p>3.01 TONNES CO2 REDUCED THROUGH SOLAR GENERATED FOR HOME OFFICE</p>	<p>SERVICES THAT GIVE BACK</p> <p>WAM Eco Packs provided to all containing reusable eco-friendly products produced by Australian business</p> <p>THIS HAS SAVED 271 COFFEE CUPS 542 FROM LANDFILL</p>

DEVELOP AN ACTION PLAN & POSITIVE IMPACT

WAM! WILD ADVENTURES MELBOURNE

Thrill - Seeking - Nature

SUPPORTING
Nature
Stories
Culture
Trade
Wellbeing

YEAR 1 IMPACTS
Offset CO2 emissions
Achieve Sub Zero Waste on tours
Avoid single use plastics
Environmental restoration
1% For the Planet Member
Climate Action Certified Business
Sustainable Tourism Accreditation
Advanced Eco Tourism Certified

YEAR 2-3 IMPACTS
B-Corp Certification
Net-positive Business
Start not-for-profit foundation
Tourism Australia Sustainability Storyteller
Create product from upcycled waste

YEAR 4-7 IMPACTS & TARGETS
Decarbonise business further
Start Positive Impact Tours
Community Climate Action Tours
EV for Private Tours
ROC Certification

2030 GOALS
Plant over 4000 trees locally
Help Restore 1 acre of reef
& help forests locally in Dromana
Support 8 years of education for First Nations young women

WAM 4 PROJECT SUPPORTS
REFORESTATION:
MP Koalas
MARINE CONSERVATION
The Nature Conservancy
FIRST NATIONS EDUCATION:
Stars Foundation

PROTECTING ECOSYSTEMS FROM PLASTICS & TOXINS
WAM Eco-packs:
Reef safe & plastic free sunscreen, sand free towel (made from upcycled plastic bottles), reusable coffee cup, plastic free & reusable drinking bottle & reusable straw

REGENERATING REEFS IN PORT PHILLIP BAY
Helping to rebuild lost shellfish reef ecosystems locally with The Nature Conservancy

ACKNOWLEDGING, RESPECTING AND SUPPORTING INDIGENOUS CULTURE, BUSINESSES & CAUSES

AUSTRALIAN BUSINESS - ETHICALLY MADE, PACKED AND SHIPPED
WAM can ensure their products we provide have been made ethically and are the best out there

CONNECTS GUEST WITH PRODUCT
Guest learn more about amazing eco products

SUPPORTS GOOD CAUSES
Many businesses we support donate to good causes

SUPPORTS LOCAL
Most businesses we support are local

5-STAR SERVICE
Provides the best quality to our customers


SUPPORTING ECO-CONSCIOUS BUSINESSES

ENVIRONMENTAL RESTORATION
3 Litres of litter removed each adventure tour

CO2 OFFSET ANNUALLY
500+ native trees planted locally each year with MP Koalas for koala & wildlife habitat

HUMAN-POWERED ACTIVITIES
(To leave the least impact)
SUP, Hike, Snorkel, Cycle, Ski/Snowboard, Swim

BACK OF HOUSE
Office powered by renewable energy
B-Corp Banking, Mobile and Internet
Harness rainwater to clean vehicle
Home compost food scraps/boxes
Paperless, no waste policy



Business
business.gov.au

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Home ▾Environmental management ▾Develop your sustainability action plan

Develop your sustainability action plan

Last updated: 18 January 2024

An action plan is a useful tool to help your business take practical steps towards being sustainable.

On this page

- Why you need a sustainability action plan
- Download a sustainability action plan template
- Develop your sustainability action plan

Why you need a sustainability action plan

Sustainability is a journey. By continuing to make changes to your business for the benefit of the people around you, you can:

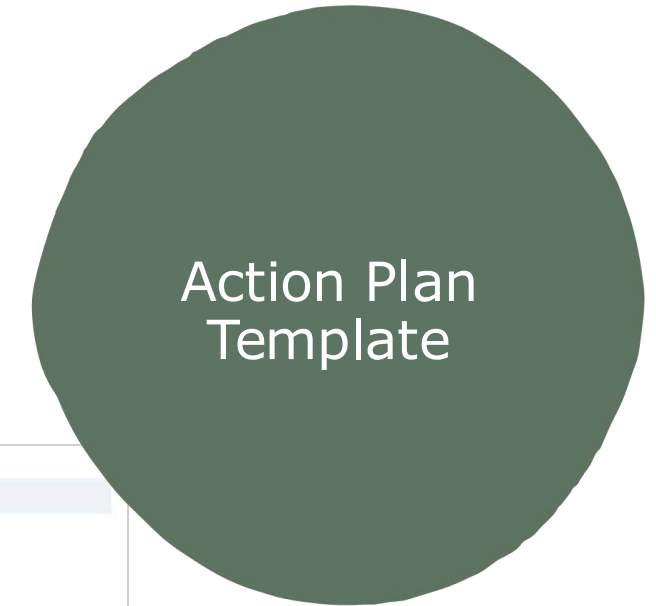
- improve profitability and reduce costs
- form new partnerships with local communities and suppliers
- build your reputation and stay competitive
- appeal to new customers
- attract and retain employees
- reduce your carbon footprint
- adapt to climate change.

It's fine if your sustainability journey looks different to that of other businesses. Start now and keep going.

A sustainability action plan helps you figure out what to do and stay on track.

You can also use your plan to promote your progress to customers.

Download a sustainability action plan template



Download the latest version of this template from <http://www.business.gov.au/sustainabilityactionplan>

[Enter your business name] sustainability action plan

Vision

[A short statement describing how you're committed to improving your sustainability. You might want to write your statement after you fill out the tables.]

Our commitment to sustainability

[Example: At Elemental Café in the heart of Best Town, we understand the importance of sustainability for the future of our environment, community and business.

Our team is committed to reducing negative effects and making a positive impact on the environment and community.

We will do this by:

- working with local farmers to compost our waste and source 40% of our food within 100 km of our café
- working with local Traditional Owners to improve our understanding of First Nations cultures and include their stories in our customer experiences
- using 100% renewable energy to power our café by 2030
- working with Best Town High School to provide training for local students
- partnering with local First Nations businesses to include native food ingredients on our menu
- regularly reviewing and updating our sustainability action plan and assessing our risks and performance each year.]

Download the latest version of this template from <http://www.business.gov.au/sustainabilityactionplan>

1

ACCREDITATIONS AND CERTIFICATIONS CAN HELP WITH FRAMEWORKS & METRICS



ACCREDITATIONS & CERTIFICATIONS

Tourism Specific

All Businesses

Business / Pillar
Specific



EARTHCHECK



WHAT ACCREDITATION OR CERTIFICATION IS RIGHT FOR YOUR BUSINESS?

Ask yourself:

- Is the program credible (and globally recognised)?
- Does the program include audit requirements?
- What is the cost?
- What other businesses are participating in the program? Are they similar to yours?



UN SUSTAINABLE DEVELOPMENT GOALS

- 17 Goals your business can take action on

A stylized graphic of a globe, composed of several overlapping, semi-transparent, light green circular segments. The globe is positioned on the left side of the slide, with its right edge partially cut off by the frame. The background is a solid, dark green color.

2. Environmental & Climate Action



ENVIRONMENTAL & CLIMATE ACTION

- Decarbonising including through energy reduction and using renewables
- Tackling plastic, food, water and chemical waste
- Conserving and contributing to biodiversity and protecting wildlife
- Shaping responsible visitor behaviour through storytelling and education

THERE ARE LOTS OF WAYS TO TAKE ACTION

LADY ELLIOT ISLAND, QUEENSLAND

- Multi-faceted approach to positive impact (food, waste, building materials, emissions, community, conservation etc)
- A short haul flight to get there doesn't prevent them from making the maximum amount of positive impact on the island

Marine Park Authority



[READ MORE](#)

Island Restoration



[READ MORE](#)

Carbon Neutral Flights



[READ MORE](#)

Water Conservation



[READ MORE](#)

Waste Management



[READ MORE](#)

Single Use Plastic Free



[READ MORE](#)

Project Manta



[READ MORE](#)

Solar Power



[READ MORE](#)

Soap Aid



[READ MORE](#)

Reef Monitoring



[READ MORE](#)

Low Impact Operation



[READ MORE](#)

Community & Partnerships



[READ MORE](#)

CO₂

SF₆

CH₄

N₂O

HFCs

PFCs

NF₃

Scope 2

INDIRECT SOURCES

Electricity

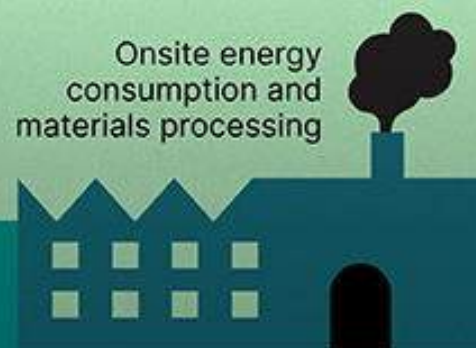


Emissions from purchased electricity for own use

Scope 1

DIRECT SOURCES

What your business burns



Company-owned vehicles

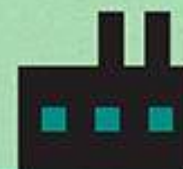
Scope 3

UPSTREAM AND DOWNSTREAM SOURCES

Everything else



Business travel



Processing of sold products



Downstream transportation and distribution



Use of sold products

SCOPE 3 EXAMPLES

- Office equipment, printing etc
- Products and services business uses – laundry, sunscreen, water bottles, linen, food etc
- Business travel
- Water usage
- Wastes disposal
- Visitor emissions
- Employee commuting

ENSURE YOUR BACK OF HOUSE OPERATIONS ARE AS ETHICAL AS YOUR FRONT

- Conduct an audit on your utility providers
- Utilise sites like B-Corp directory or The Green Electricity Guide to find alternative options
- Communicate your back of house actions – Example: Silverspoon Estate

Off-Grid Living / Working / Enjoying

The winery, cellar door and our home on the Estate all operate completely off-grid, with 64 rooftop solar panels generating up to 18kW power during the daylight hours while charging the 33kWh lithium ion battery storage system. An auto-start generator is activated on the rare occasions that the batteries are discharged to less than 30% capacity, with a weekly maintenance start up occurring to ensure the generator will turn on when required to do so.

The solar system produces enough solar energy to run the de-stemmer, pumps, basket press, high pressure water hose and other winery equipment during vintage (February to April), together with fridges, lighting, two evaporative cooling units and other devices at the Cellar Door throughout the year.

The house, built in 2017, was the first Metricon home built completely off-grid and runs like everyone else's home with all mod-cons. However, research was required prior to building to ensure the installation of all low energy use appliances and cooling systems, including low water usage were purchased prior to construction.

The storage of water in large tanks onsite enables us to not be connected to any outside services and council amenities. We have a septic system on the property, whilst gas bottles are used to provide gas cooking and instant hot water to the home and Cellar Door facilities.



A photograph of a sustainable farm. In the foreground, there are rows of green plants growing in dark soil, some covered with black plastic mulch. In the middle ground, there are several white, arched greenhouses. Behind the greenhouses, there are trees and a large, rocky mountain with a flat top. The sky is clear and blue.

LONG-TERM GAIN FROM SUSTAINABLE INVESTMENTS

Consider longer term benefits from solar panels, on-site composting, electric vehicles / equipment etc. There may be grants available to help you pay for it.



Login

[Home](#) [About Us](#) [Shop](#) [Wine Club](#) [Visit](#)



How renewable energy changed our business

MOORES HILL WINERY NORTHERN TASMANIA

"We have visitors choosing to visit our winery and buy our 'solar powered wine' over others because our winery is off-grid. It has become a point of difference for us in a crowded market"

- Moores Hill Winery

MAKE SUSTAINABILITY PART OF YOUR GUEST EXPERIENCE

- Find ways to enhance the guest experience with your eco practices
- Source products locally or ethically
- Local business that supports local environmental and social projects



GET GUESTS INVOLVED

- Island Whale Festival
- Love Phillip Island – Summer Campaign
- What can you create for your business via partnerships

EXPERIENCE WHALES PLAN YOUR FESTIVAL PROGRAM

ISLAND WHALE FESTIVAL
PHILLIP ISLAND

GET INVOLVED NEWS ABOUT

Become an Island Whale Festival Carer!

LOCAL TREES FOR GLOBAL CHANGE

This year The Island Whale Festival is proud to participate in this fantastic local initiative with Phillip Island Landcare to reduce the carbon emissions generated by the Festival over the weekend.

We will purchase & plant 30 native trees which will have a direct impact on our environment

And you can help too!

Reduce your emissions generated by travelling to the island by car by purchasing 1 tonne of carbon.

That's just \$21.00 to purchase & plant 7 trees.

A planting day has been arranged for August - so we'll even plant your trees for you!


For further information, visit Phillip Island Landcare or email phillipislandlandcare@gmail.com



EXPERIENCE WHALES PLAN YOUR FESTIVAL PROGRAM

ISLAND WHALE FESTIVAL
PHILLIP ISLAND

GET INVOLVED NEWS ABOUT

Citizen Science

Are you interested in science and want to help contribute to local projects through citizen science? Here are some ways in which you can get involved.

DOLPHIN RESEARCH INSTITUTE CITIZEN SCIENCE PROJECTS

As a small not-for-profit conservation organisation, our resources and manpower are greatly limited. We are incredibly appreciative of our wonderful citizen science community who not only provide us with valuable dolphin and whale sighting data, but also dedicate their time by participating in our citizen science programs:

- Pod Watch and Two Bays Whale Project
- Pod Surveyor (Western Port and Port Phillip Bay)
- Two Bays Tracker

[Learn more here.](#)

PHILLIP ISLAND NATURE PARKS AND THE PENGUIN FOUNDATION ARE CALLING ON CITIZEN SCIENTISTS TO HELP MONITOR SEAL COLONIES

Looking out for entangled seals and finding ways to reduce marine debris are part of the critical work our researchers do. Every breeding season our research and conservation teams fly a drone over the seal colonies, taking photos to monitor population size and pup numbers. Thousands of seal photos need counting, and you can help by participating in the Seal Spotter Challenge!

[Learn more here.](#)

Love Phillip Island (Millowl)

GIVE BACK This Summer!



The "Love Phillip Island (Millowl) - Give Back This Summer" campaign is designed to inspire visitors, local community and businesses to give back to our incredible Island by supporting local environment projects.

Set to launch in December and running until World Water Day (March 22), the initiative will share the opportunity to create positive waves of regeneration by supporting local projects in partnership with grassroots organisations.

Led by Destination Phillip Island and the Phillip Island Regenerative Tourism Alliance, the campaign responds to growing calls from communities, business and travellers who are increasingly seeking sustainable tourism industry practices.

DONATE

Offer visitors a 'Positive Impact Purchase' (PIP) - we'll let you know how!



VOLUNTEER

Offer visitors opportunities to connect with local environmental & social projects



CLEAN UP

Offer visitors the chance to get involved in a Beach Clean Up Day



BE A CHAMPION

We're looking for 30+ local tourism operators to implement a 'Positive Impact Purchase' & be leaders in the 'Give Back this Summer!' campaign



INFO SESSION

Send us an email and we'll be in touch with more info on how your business can get involved



DESTINATION PHILLIP ISLAND

Email us to get involved!
Serena Cabello - info@visitphillipisland.com.au or
Matt Sykes - matt@regenprojects.earth

Regeneration Projects



INCENTIVISE GUESTS TO DO THE RIGHT THING

- The Kitchen - Mornington Peninsula
- CopenPay – Copenhagen
- Crystalbrook Hotels



CONSIDER INCORPORATING INTO PRICING

- Playa Viva, Mexico
- Change Overnight, Launceston

Stay a night, support a cause

Change Overnight is a unique hotel where every night you stay with us you have the opportunity to give back to one of our nine causes.



01 / Choose a room



02 / Choose a cause



03 / Confirm booking



TURTLE SANCTUARY

One of the favorite activities at Playa Viva is releasing baby turtles back to the ocean. Playa Viva can offer this activity to guests because of the hard work of a dozen local volunteers who work nights and take days off from their subsistence living to give back to the environment. The annual budget for this group is small but difficult for the local community to sustain. They rely on \$10,000 to \$20,000 a year to keep them operating with supplies of gas, maintenance for their all-terrain vehicle used to patrol the beaches, flashlights, rain jackets, etc.



EDUCATION

Access to a good education and learning to speak English is fundamental to advancement opportunities for local children in Juluchuca. Funds from the Regenerative Trust are used to support the local school, library and schools up the watershed. This support includes donations from Playa Viva guests through the [Pack for a Purpose](#) program as well as projects that need direct funding, such as repairs of bathrooms, internet access, painting, planting of gardens, etc.



HEALTH

Access to quality medical service is a basic community need. The Regenerative Trust is committed to provide funding and partnering with local community members to improve the quality of infrastructure at the local medical center and provide needed supplies, equipment, training and staffing for local medical service providers. Recently, we sponsored the construction of a well to provide clean drinking water for families in need. We also promote preventative health through healthy cooking classes and the formation of a youth soccer league.

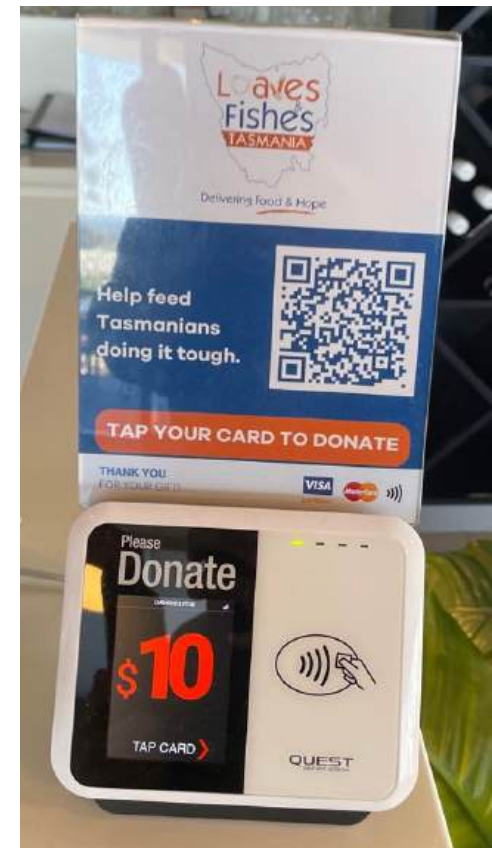


ECONOMIC OPPORTUNITY

By providing financial capital through the Regenerative Trust as well as access to other types of capital, Playa Viva is helping to create a more resilient and thriving local economy. This involves our guests bringing intellectual, market, social, and other types of capital resources to improve the quality of life locally. What special value can you and your organization contribute to create opportunity for those with less?

PROVIDE GUESTS A LOCAL GIVE-BACK OPTION

- **Phillip Island Nature Parks** – Adopt a Penguin
- **Wildlife Coast Cruises** – Donation boxes on boats and office which helps to plant more trees
- **Derwent Distillery** – The Last Sanctuary Gin
- **Peppers Silo** – Tap points and QR codes to donate to local social project
- **WAM** – Online option when booking



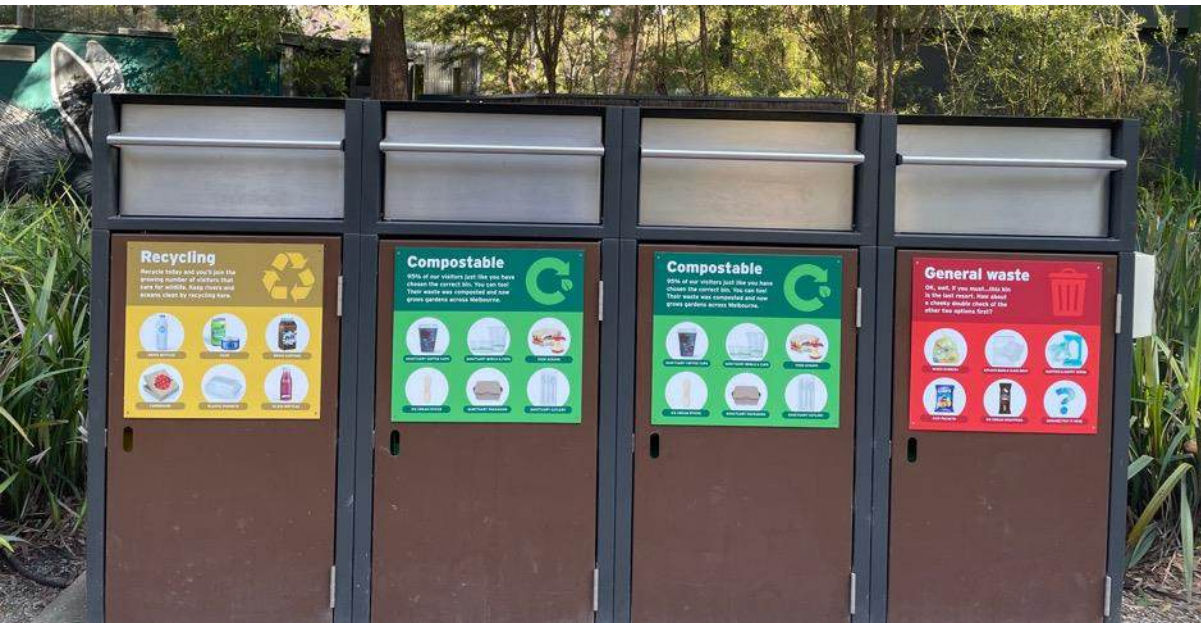


WHAT CAN YOUR BUSINESS DO TO TACKLE WASTE?

- 9R's – Reduce, Reuse, Refuse, Recycle, Refurbish, Repair, Repurpose, Regift, Rethink
- Business initiatives – plastic, food, water
- Environmental Campaigns, Community Groups, Council initiatives

HELP YOUR GUESTS HELP YOU TACKLE WASTE

- Mona, Tasmania
- Healesville Sanctuary, Victoria





HOLISTIC APPROACH TO WASTE

Genesta House, Phillip Island

- Offer homemade jams, muesli etc and reduce plastics
- Transitioned out of single use shampoo in bathrooms and plastic bottled water
- Compost bins available in each room
- 4-min shower playlist to reduce water usage

Wildlife Coast Cruises, VIC

- Food waste reduced on cruise by 60%
- Changed to saltwater pumps from freshwater
- +6000 containers deposited and donations raised for trees
- Sourced compostable bait bags to sell to visitors fishing on the jetty

POTATO HEAD, BALI BEACHFRONT RESORT

- Positive impact infused into everything
- Upcycle waste: Waste lab
- Regenerative farms
- Communicate to guests
- 'Give Back' activities on offer



Certified



ACTIVITY.

HOW CAN YOU HAVE
A POSITIVE IMPACT ACROSS...

ENVIRONMENTAL & CLIMATE ACTION

Brainstorm immediate, short and longer-term goals you can achieve for your destination and business



**BREAK
TIME.**





3. Respecting Culture



RESPECTING CULTURE

- Engaging respectfully with and learning from, First Nations people
- Incorporating First Nations culture into visitor experiences
- Respecting cultural and intellectual property rights of First Nations people
- Championing the multicultural diversity of local community

A man and a woman are standing on a balcony with a metal railing, looking out over a vast, hilly landscape at sunset. The sun is low on the horizon, creating a warm, golden glow across the sky and the land. The woman is wearing a wide-brimmed hat and a light-colored top, while the man is wearing a t-shirt and shorts. They are both looking towards the left, where the sun is setting. The text "HOW CAN YOUR BUSINESS CONNECT VISITORS WITH YOUR FIRST NATIONS COMMUNITIES AND STORIES?" is overlaid in white, bold, sans-serif font across the middle of the image.

HOW CAN YOUR BUSINESS CONNECT VISITORS WITH YOUR FIRST NATIONS COMMUNITIES AND STORIES?

Credit: Grampians Tourism

CONSIDER CULTURE

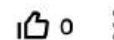
- Understand & acknowledge whose Country you are on. In person and online.
- Make connections with the Traditional Owners in your area.
- Support local artists, products and stories to add to your experience or tourism business.
- Educating visitors.





Teegs30

Adelaide, Australia • 101 contributions



Stunning biodynamic winery in McLaren vale

A beautiful biodynamic winery in McLaren Vale. Stunning views over the vineyard, large grassed area and great wines! The staff were all so lovely and the wine tasting session was very informative. The wine tasting started out with an acknowledgement of country then went into a detailed session about the wine making process. I was ecstatic to hear Gemtree are aiming to be carbon neutral in 5 years, that's fantastic!



Written 20 September 2021

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews.



Seaside03651872449



Thank you so much for visiting and also for your wonderful feedback. So pleased to hear you enjoyed your time with us and we'll be sure to pass your words onto the Tasting Room staff. We're looking forward to the our carbon neutral journey!

Written 21 September 2021

This response is the subjective opinion of the management representative and not of Tripadvisor LLC.

PERSONALISED ACKNOWLEDGEMENT ONLINE AND IN PERSON

GEMTREE WINES MCLAREN VALE, SA

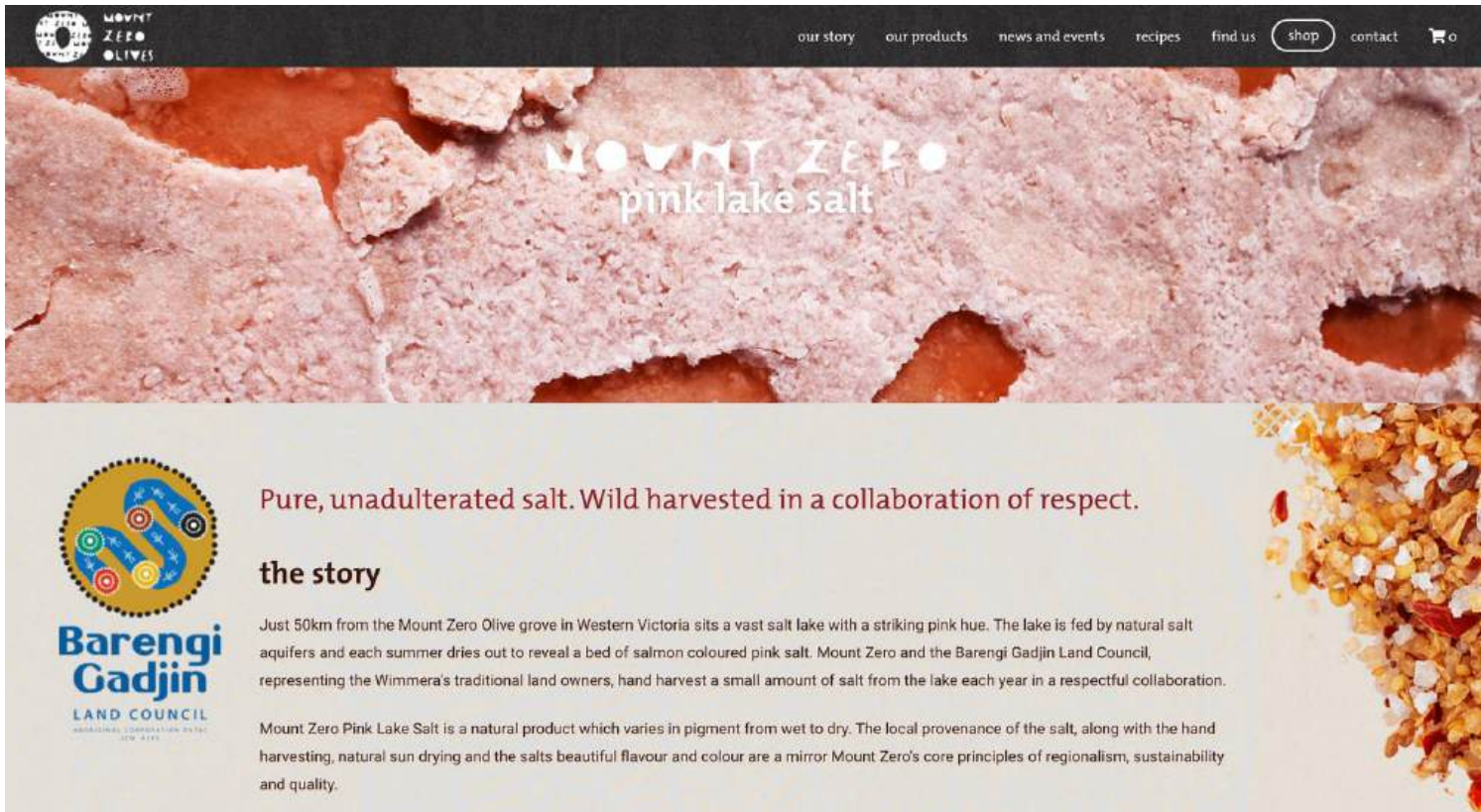
- 5 star online reviews mentioning acknowledgement of country at start of tasting.

“The tasting started with an acknowledgement of country”...



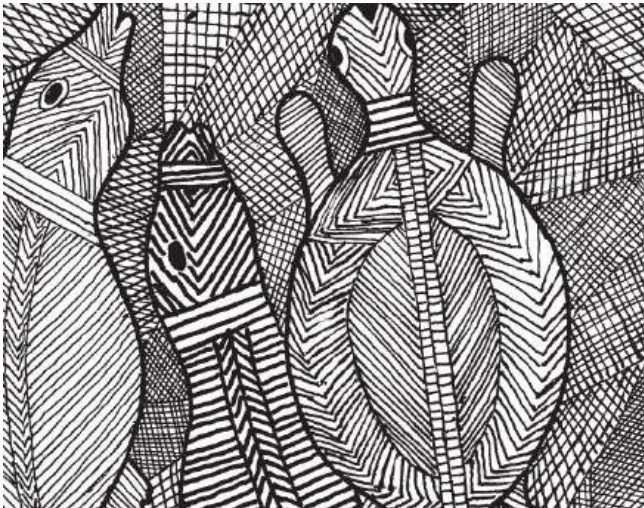
PROMOTE FIRST NATIONS TOURISM EXPERIENCES

- Where are the guests off to next? Promote First Nations experiences in that area.
- For example: Brambuk, Budj Bim etc



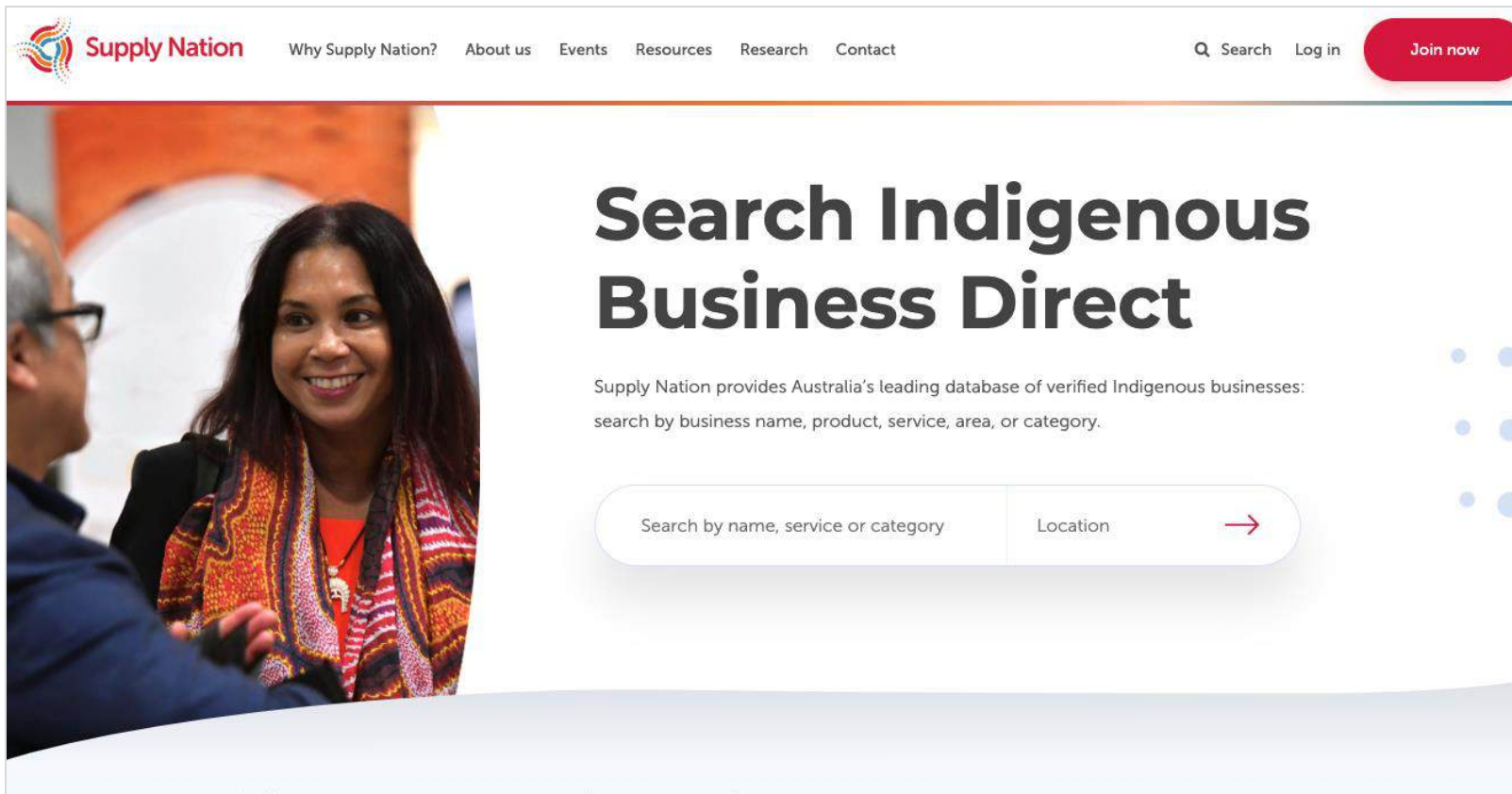
EXPLORE COLLABORATION OPPORTUNITIES

- Pink Lake Salt
- Mount Zero Olives and Barengi Gadjin Land Council



SUPPORT INDIGENOUS OWNED BUSINESSES

- Supply Nation – tool to refine search
- Welcome To Country – website for Indigenous owned businesses and experiences



The image shows the top section of the Supply Nation website. At the top is a navigation bar with the Supply Nation logo on the left, followed by links: 'Why Supply Nation?', 'About us', 'Events', 'Resources', 'Research', and 'Contact'. On the right side of the navigation bar are links for 'Search' and 'Log in', and a red 'Join now' button. Below the navigation bar is a large hero section. On the left of the hero section is a photograph of a smiling Indigenous woman wearing a colorful patterned scarf. To the right of the photo, the text reads 'Search Indigenous Business Direct' in large, bold letters. Below this, a smaller line of text states: 'Supply Nation provides Australia's leading database of verified Indigenous businesses: search by business name, product, service, area, or category.' At the bottom of the hero section is a search bar with two input fields: 'Search by name, service or category' and 'Location', followed by a red arrow button pointing to the right.

Refine Search



 Certified ☐

 Registered (2) ☐

 Female Owned Indigenous Business (2) ☒

 Remote/Rural ☐

 Small-Medium Enterprise (SME) (2) ☐

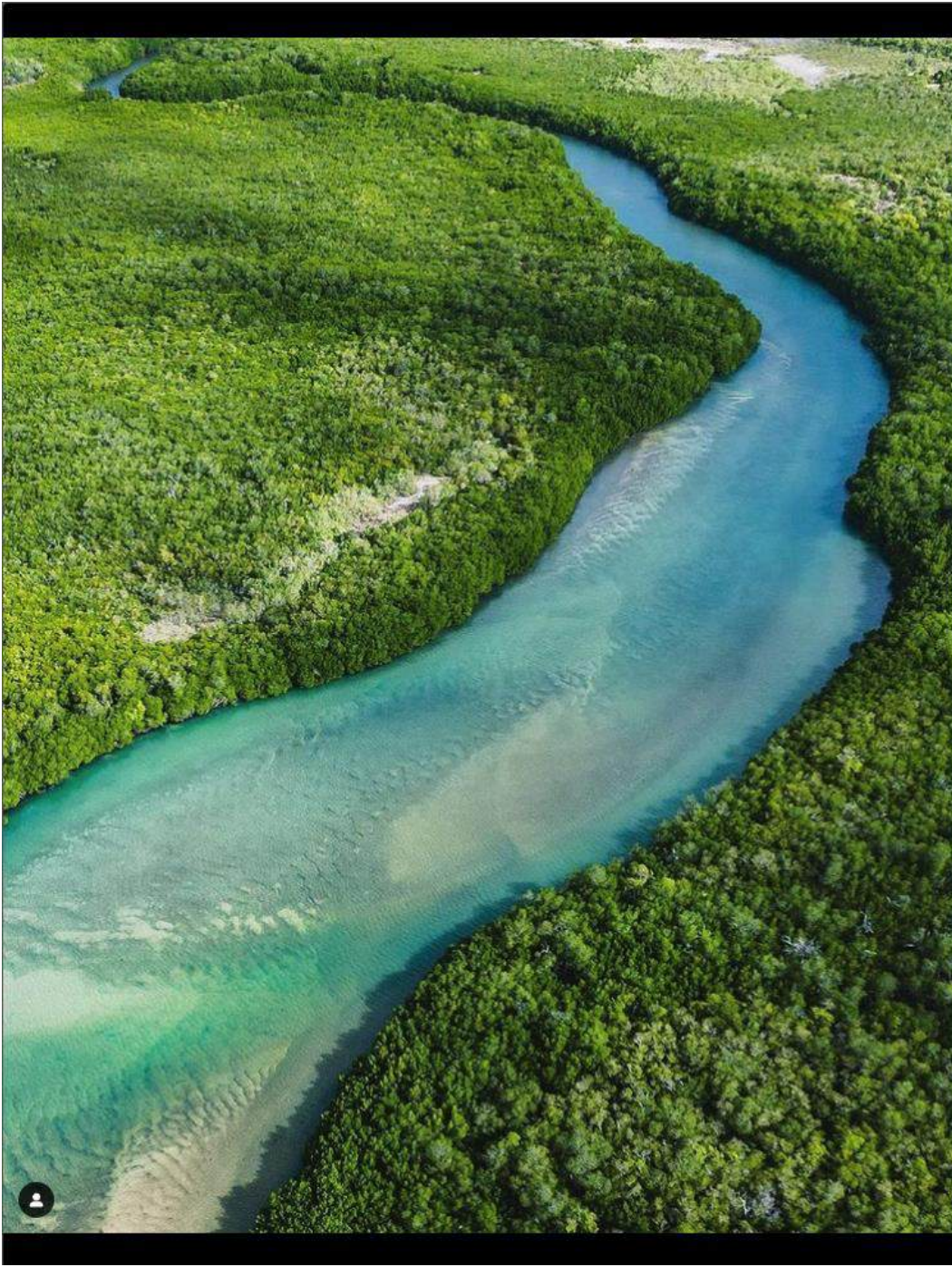
 Service All Australia (2) ☐


Refine by state

ACT	<input type="checkbox"/>	SA	<input type="checkbox"/>
NSW	<input type="checkbox"/>	TAS	<input type="checkbox"/>
NT	<input type="checkbox"/>	VIC	(2) <input checked="" type="checkbox"/>
QLD	<input type="checkbox"/>	WA	<input type="checkbox"/>

Refine by industry

 Arts & Entertainment (1) ☐




**eastarnhemland**
Daliwuy Bay

Just green, blue and that view... The monsoonal rainforest and estuaries around #Nhulunbuy are as stunning as they are precious! Unspoiled, untouched and, well... unbelievable at times, this diverse and fragile ecosystem is adjoined by the breathtaking Dhimurru Coastal Walking Trail. Traversing both inland and ocean, Yolŋu have used the ancient network of tracks between Binydjarrŋa (#DaliwuyBay), Garanhan (#MacassanBeach), Numuy (#TurtleBeach) and Bariŋura (#LittleBondi) for tens of thousands of years, with @air_arnhem and @blackdiamondaviation delivering jaw-dropping views by air. Thanks for the snap, @monicabrychova! 💚💙


#eastarnhemland #ntaustralia #tourismtopend #seeaustralia #holidayherethisyear #arnhemland #binydjarrnga #yolngu #yolngucountry

1 w

**annbaycabins** Most beautiful country & people, we were lucky enough to camp @ Daliwuy for 6wks ❤️❤️ so many friendships made with the local people 🙌🙌


1 w 1 like Reply

View replies (1)

**origkingjulian** Croc central 🦎


1 w 1 like Reply

View replies (1)




**monicabrychova** Thank you @ 🇺🇸💚

1 w 1 like Reply

View replies (1)


**brandoyelavichexplorer** 🌐 I would love to go on an expedition here

1 w 1 like Reply



Liked by swannysa and 354 others

7 DAYS AGO

 Add a comment... Post

DUAL NAMING

- Social media
- Blogs
- Media
- Storytelling



THRIVING WORKPLACE CULTURE

HOW CAN YOU SUPPORT YOUR TEAM
(WHO ARE PART OF YOUR COMMUNITY)
AND WHO CAN DRIVE POSITIVE IMPACT
IN YOUR BUSINESS?



4. Creating Social Impact



POSITIVE SOCIAL IMPACT

- Building strong relationships with the community
- Providing accessible experiences and services
- Being a good employer
- Building and maintaining social license
- Reviewing supply chain

SUPPORT COMMUNITY AND COMMUNITY SUPPORTS YOU



Huge volume campers highlights risk of beach sites being 'loved to death'

Published April 15, 2022

The Easter camping surge has once again shone a spotlight on the environmental threat posed by the sheer numbers of caravanners staying at key spots on South Australia's Eyre Peninsula.

As we have previously reported, Perlie Beach and Greenly Beach are two areas that are under being put under significant pressure by tourists.

As many as 100 caravans and campers have been seen on Perlie Beach at a time, a dramatic increase on recent years.

Like many other areas, the region faces the conundrum of needing visitors to help



The Streaky Bay Council wants improved infrastructure at some popular camping spots. PIC: ABC / Jodie Hamilton

Town Airbnb ate: welcome to ground zero of the nation's housing crisis



Health workers in short supply at SA tourism hotspots during national shortage

ABC North and West SA / By Ivy Coad and Matt Collins

Posted Fri 16 Sep 2022 at 3:11 pm



The background of the slide is a photograph of a mountainous landscape during the "blue hour" of sunset or sunrise. The sky is filled with soft, horizontal clouds in shades of orange, pink, and light blue. In the foreground and middle ground, the silhouettes of rugged mountains are visible against the bright horizon. The overall mood is calm and contemplative.

Review supply chain including utility providers

A no cost positive impact change
(but can be time consuming)



PEDDER WILDERNESS LODGE TASMANIA

- ✓ In house shop showcasing products from local artists
- ✓ Lower emissions as opposed to imported souvenirs

STREETSMART

ACTION AGAINST HOMELESSNESS



IDENTIFY THE
COMMUNITY
ISSUES TO HELP
WITH

HIDDEN SECRETS

WALKING TOURS
MELBOURNE

“Homelessness in
Melbourne is apparently
a hidden secret but we
know it’s not”

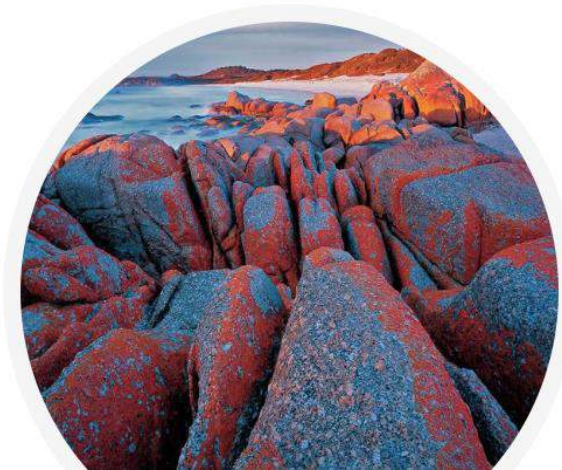
UTAS Scholarship in Tourism

This scholarship is provided to support a student to undertake their research thesis as part of the Master of Tourism, Environment and Cultural Heritage.

Eligibility

Available to a student undertaking the research thesis component of the Master of Tourism, Environment and Cultural Heritage (A7T) in Semester 2, 2021. Students must be undertaking HGA712 Research Thesis on a topic that explores tourists' perceptions of the environment while on guided tours. Applications will be assessed on academic merit, capacity to deliver proposed project outcomes, practical applications and the worth of the proposed research project.

Amount: \$10,000 | **Duration:** Up to one year | **Closing Date:** 14 June 2021



Tasmanian Aboriginal Guide Training Program

Tasmanian Walking Company and the Aboriginal Land Council of Tasmania partnered in 2015 to support an Aboriginal Guide Training Program. The program to date has enabled 10 participants to gain a recognised guide qualification at Drysdale TAFE in Tasmania and work placements at our Bay of Fires Lodge Walk and Cradle Mountain Huts Walk. Participants attain the necessary skills to provide interpretive and educational activities for visitors and share knowledge of Tasmanian aboriginal heritage ensuring it is in line with Tasmanian Aboriginal community protocols.

Bonorong Wildlife Sanctuary & Wildlife Hospital

Bonorong operates Tasmania's largest 24-hour wildlife rescue service providing safety and care to thousands of animals every year with the assistance of trained community rescuers and devoted wildlife carers. Our partnership with Bonorong includes wildlife rescue drives where our staff volunteer to rescue and transfer injured animals to the wildlife hospital, and our guides take part in educational activities. We also provide our staff with wildlife rescue training opportunities.

[VISIT BONORONG](#)



SUPPORT COMMUNITY IN MULTIPLE WAYS

TASMANIAN WALKING CO

- ✓ Multi-faceted approach
- ✓ Support community via environmental initiatives
- ✓ Student scholarship for tourism
- ✓ Tasmanian Aboriginal Guide Training Program
- ✓ Provide staff with wildlife rescue training opportunities so they can support Bonorong Wildlife Sanctuary



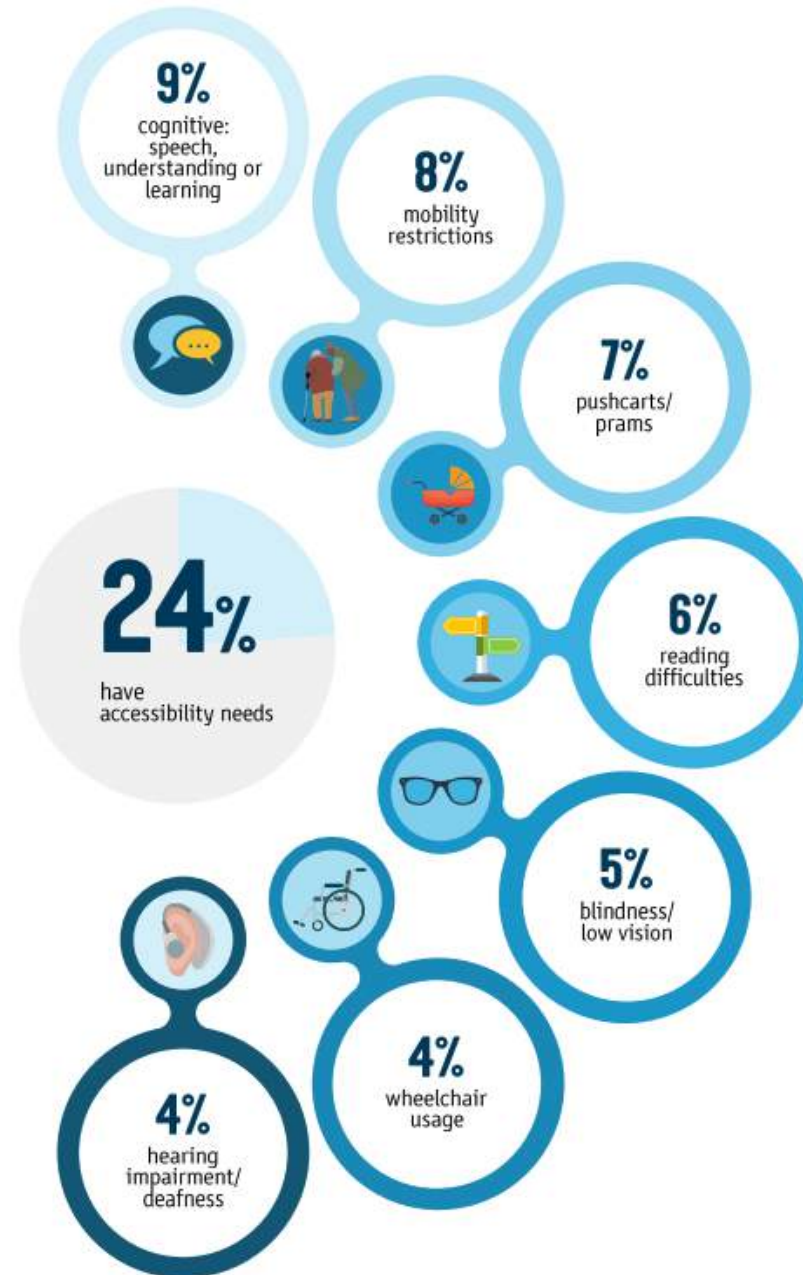
HILTON HOTEL

2nd Best Workplace in Australia in 2023 as voted by employees!!
Fortune 500 Best Companies to work for in 2020.

- Thrive@Hilton - Launched in 2017, a program that supports wellbeing and performance of team members.
- Thrive Sabbatical - month long paid sabbatical to live a dream or grow skills.
- Thrive Reset - 1 week paid and USD \$2,000
- Heart of House - back of house spaces didn't reflect how company felt about employees. These were refreshed to improve employee experience.
- Go Hilton - Team members discounts around the world
- Lead@Hilton - holistic Leadership Development Framework focusing on developing team members at every step of their career.
- ESG Strategy & Travel with Purpose - team members can volunteer and contribute to local solutions to reduce Hilton's footprint.

BECOME INCLUSIVE IN-PERSON, AND ONLINE

- Ensure your website/socials are accessible. e.g. alt text for images
- Provide information on accessibility
- Consider offering accessible products and services
- Communicate being inclusive and welcoming to everyone
- Includes food & beverage (dietary options, non-alc etc)



The Cove, Devonport

- Lots of accessibility options in offering
- Staff trained in accessibility
- Accessibility statement on website

Visual description:
The incidence of travellers with physical or other accessibility needs,
amongst the out-of-region traveller population

ACTIVITY.

HOW CAN YOU HAVE
A POSITIVE IMPACT ACROSS...

RESPECTING CULTURE
POSITIVE SOCIAL IMPACT

Brainstorm immediate, short and longer-term goals you can achieve for your destination and business



05

**EFFECTIVELY
COMMUNICATING
YOUR
COMMITMENT**





PROMOTE YOUR SUSTAINABILITY STORY

- Talking about your sustainable practices across the visitor journey
- The importance of making truthful and accurate claims
- Getting your staff involved

A close-up photograph of a person's hands in a natural setting. The right hand is held palm-up, holding several small, thin green plants. The left hand is resting on the ground, which is covered with similar green plants. In the background, a woven basket and the lower legs of other people are visible, suggesting a group activity like foraging. The text "EMBED YOUR PURPOSE. TAKE GUESTS ON A JOURNEY." is overlaid in white, bold, sans-serif font.

**EMBED YOUR PURPOSE.
TAKE GUESTS ON A JOURNEY.**

COMMUNICATE PURPOSE ACROSS ALL YOUR VISITOR TOUCHPOINTS

- Website, socials, your physical business
- Spirit of Coorong, SA
- Spring Bay Mill, TAS



The Spring Bay Mill Difference

				
Sustainability First	Renewable Energy	On-site Nursery	Garden-t	
ur drink, all e and s are s.	We're all about planting and growing. More than 25,000 endemic plants have been added throughout the site so far including dozens of rare and threatened species.	We strive to minimise dependence on non-renewable energy. Our Beach Shacks run solely on solar power, with low-energy lighting and electric vehicles onsite.	Our on-site nursery propagates over 2,000 plants annually with native grasses being reintroduced alongside original species that existed prior to European settlement.	Our gardens y for events, fos mimicking nat wholesome m cark ↑ otpri



LOOKING AFTER OUR ENVIRONMENT

It is good to know your holiday is as positive to Kangaroo Valley as it is relaxing and beautiful for you. Crystal Creek Meadows has [sustainable tourism certification](#) and we donate time to share our sustainability knowledge with our community and through [My Green Butler](#) with tourism providers around the world and our valued guests.

[Download the Responsible Travel & Tourism Policy — Crystal Creek Meadows](#)

Waste

Preventing waste

- Do not have waste in the first place, we buy fresh food daily, are mindful of waste when purchasing, and monitor resources daily.
- Rather than pull down the original buildings when we arrived in 2004, we renovated and focused on insulation and the shade provided by deciduous trees. When we have built, it has been from renewable and/or reusable materials sourced from the local area. Our renovations

WIN-WIN FOR YOU AND NATURE

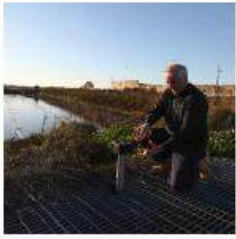
- You get to hear more birdsong! Our property was devastated land when we found it so we have planted over 3,000 trees and shrub species. So native wildlife and birdlife flourish, with more than 100 bird species in 2018 (up from 20 in 2004), including the threatened Gang Gang Cockatoo and the Powerful Owl.
- You enjoy a happier holiday! Taking responsibility means taking more care about what we offer and how we offer it to you; like making our own aromatherapy products using organic or Australian essential oils so you get to enjoy gorgeous scents with real therapeutic properties.
- You appreciate a healthier holiday! Since applying responsible actions we have cut our CO2 footprint from 50 tonnes (2007)

SHOW YOUR
CUSTOMER HOW TO
GIVE BACK BEFORE
THEY VISIT

CRYSTAL CREEK MEADOWS, NSW

- Shows guests how they can contribute throughout their stay.

Our Sustainable Business Practices



Irrigation System and
Water Management



Recycling Program



Potassium Recovery
(The De Bortoli
Method)



Renewable Energy



Solar installation



Energy Saving and
Efficiency



Biological Farming



Composting System



Waste Management



Organic Vineyard



Minimal Packaging



Vegan Friendly



Plant-A-Tree



LESS WORDS,
MORE VISUAL,
MORE IMPACT

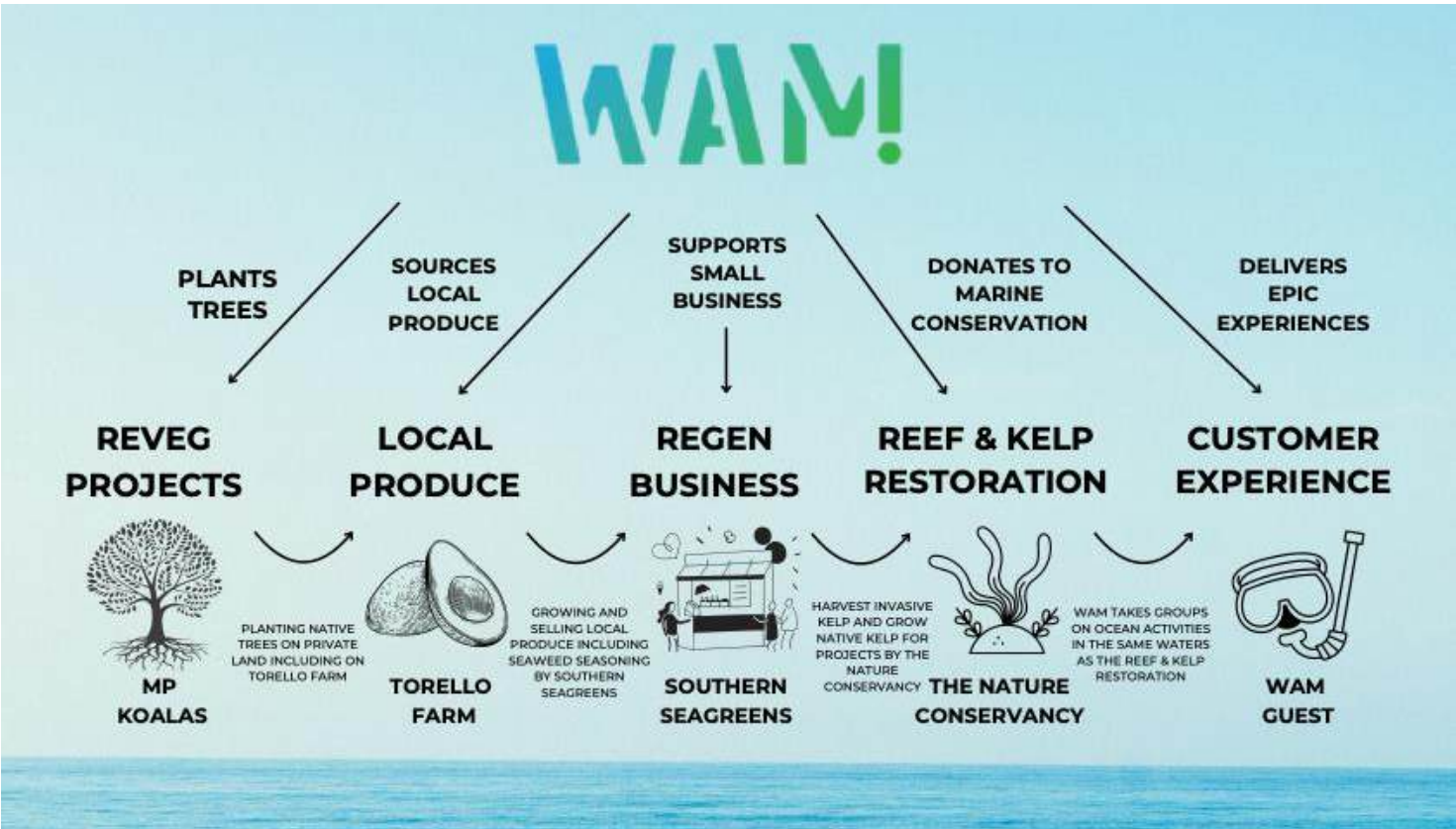
DE BORTOLI
YARRA RANGES

- Give customers option to read more about their sustainability initiatives



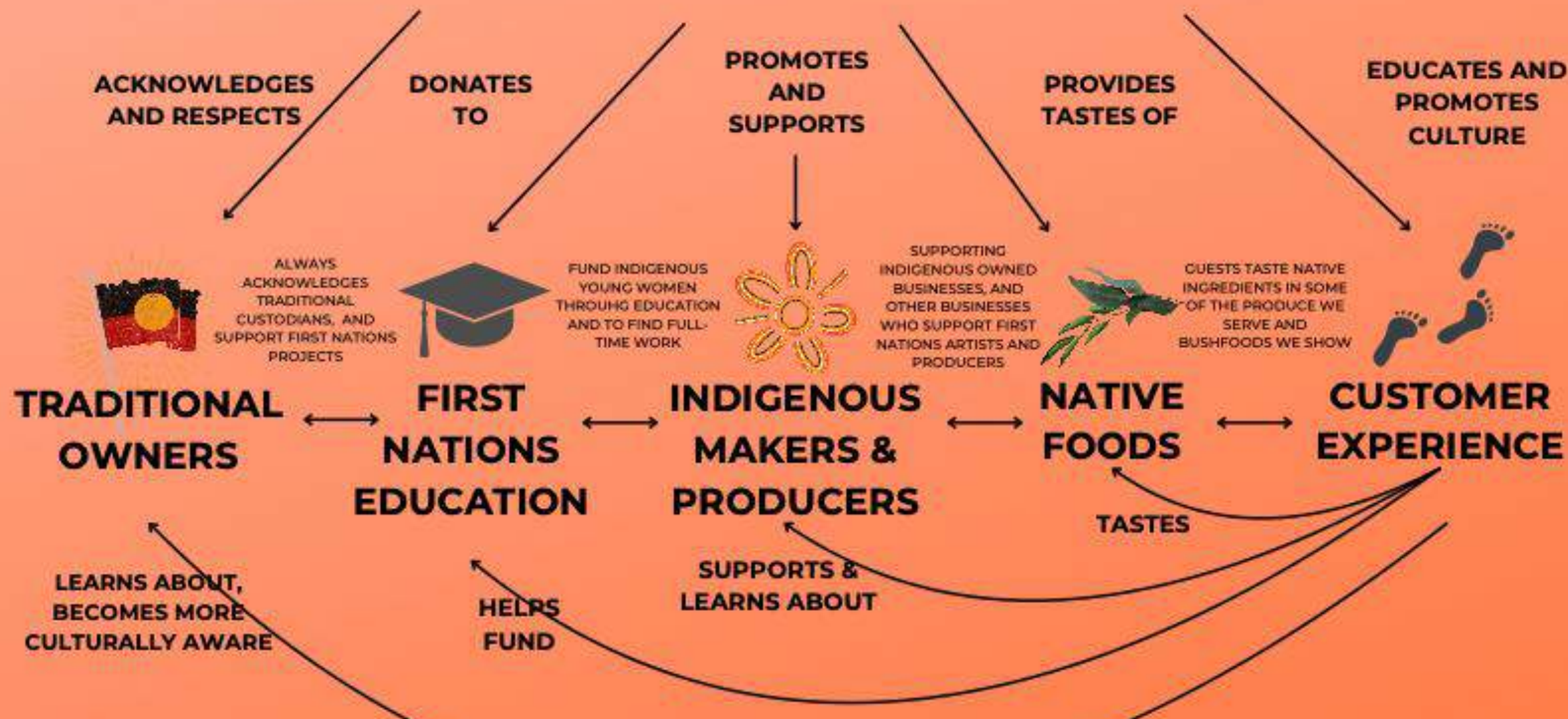
INFUSE POSITIVE ACTIONS INTO YOUR STORYTELLING

- Support local projects through service, storytelling, and action.
- Create chains of positive impact



AN EXAMPLE HOW WAM
ENVIRONMENTAL AND SOCIAL
PRACTICES LINK TO OTHERS

WAM!

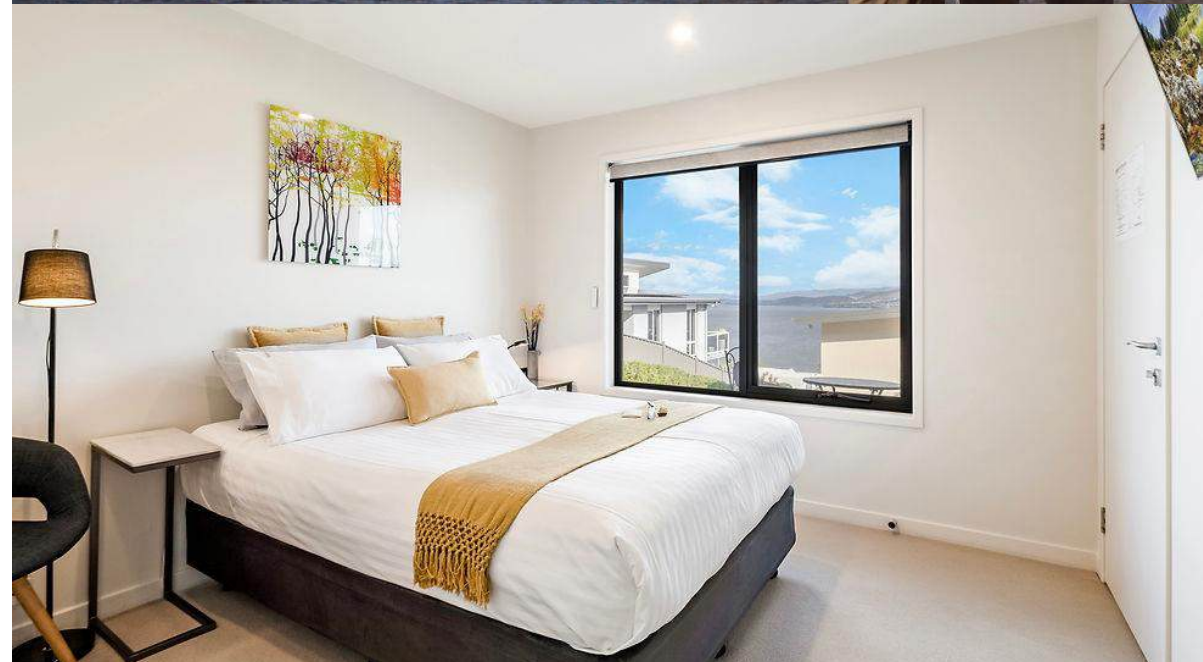


CAN THE NEXT GENERATION OF TOURISM HELP?

- Tourism and hospitality students may be looking for hands-on experience and can help with your positive impact
- Oceana B&B, Hobart and University of Tasmania



Tourism, Environmental and
Cultural Heritage





GREENWASHING

Overstated, exaggerated or misleading claims of positive environmental impact without evidence

GREENHUSHING

Staying silent about genuine sustainability achievements, often due to fear of criticism for not doing enough.

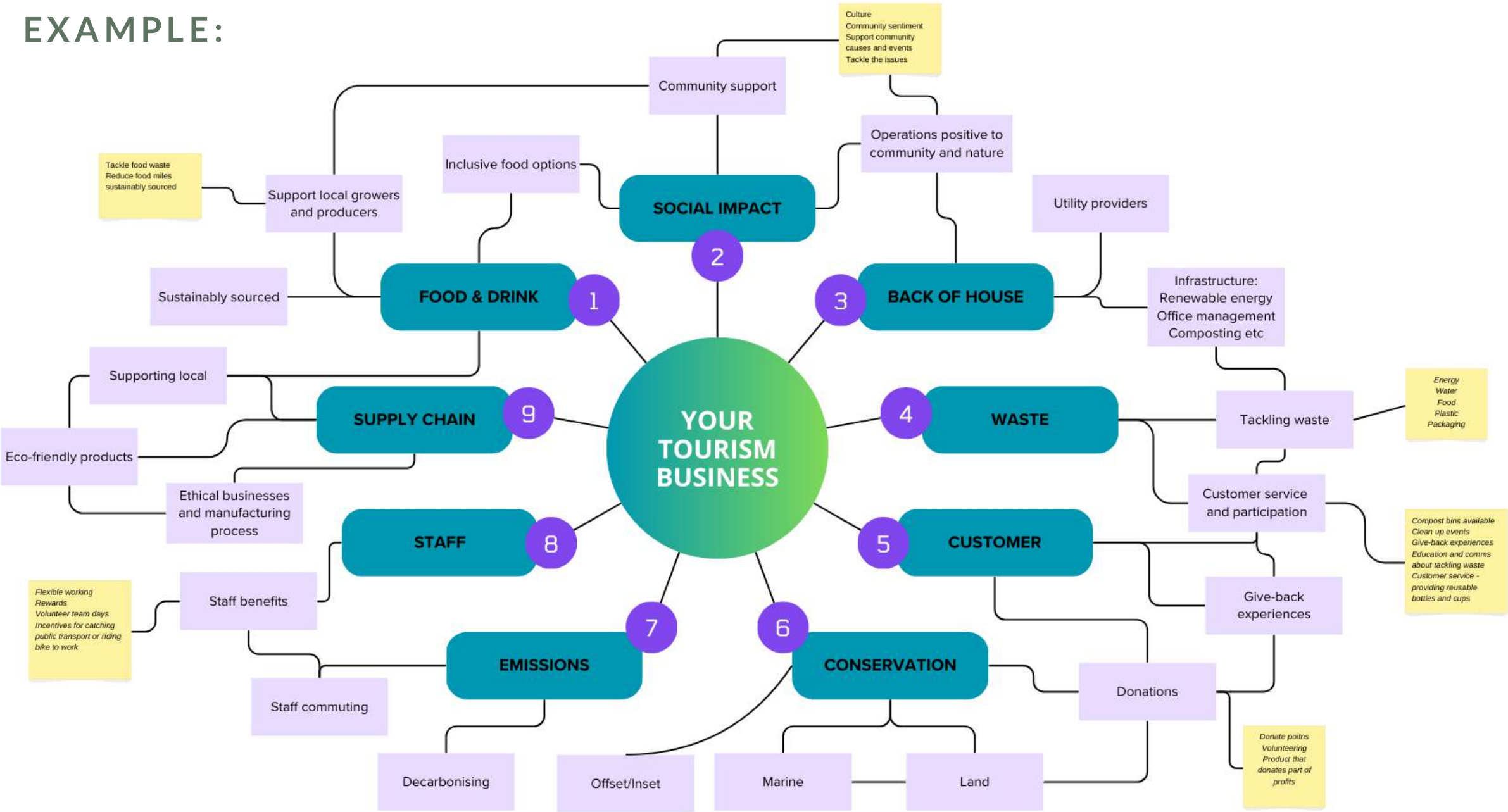
ACTION.

DEVELOPING YOUR BUSINESS POSITIVE IMPACT

Map out the ideal positive impact for your business



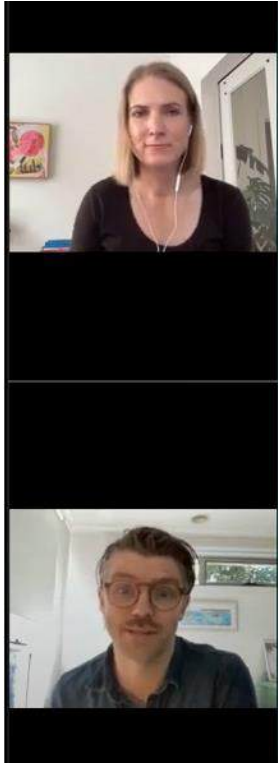
EXAMPLE:





TOOLS TO HELP YOU GET STARTED





THE NATIONAL SUSTAINABILITY FRAMEWORK &

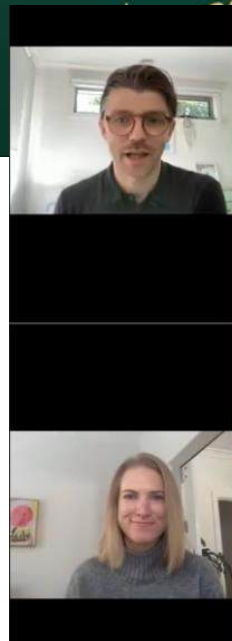
The Sustainable Tourism Toolkit

A PRACTICAL GUIDE FOR AUSTRALIAN TOURISM BUSINESSES

Webinar 4

Creating Positive Social Impact
And
Promote your Sustainability Story

Sustainable Tourism Toolkit – Webinar series



THE NATIONAL SUSTAINABILITY FRAMEWORK &

The Sustainable Tourism Toolkit

A PRACTICAL GUIDE FOR AUSTRALIAN TOURISM BUSINESSES

Webinar 2

Environmental & Climate Action



AUSTRALIA

Victorian Tourism Industry Council

- Quality Tourism Framework



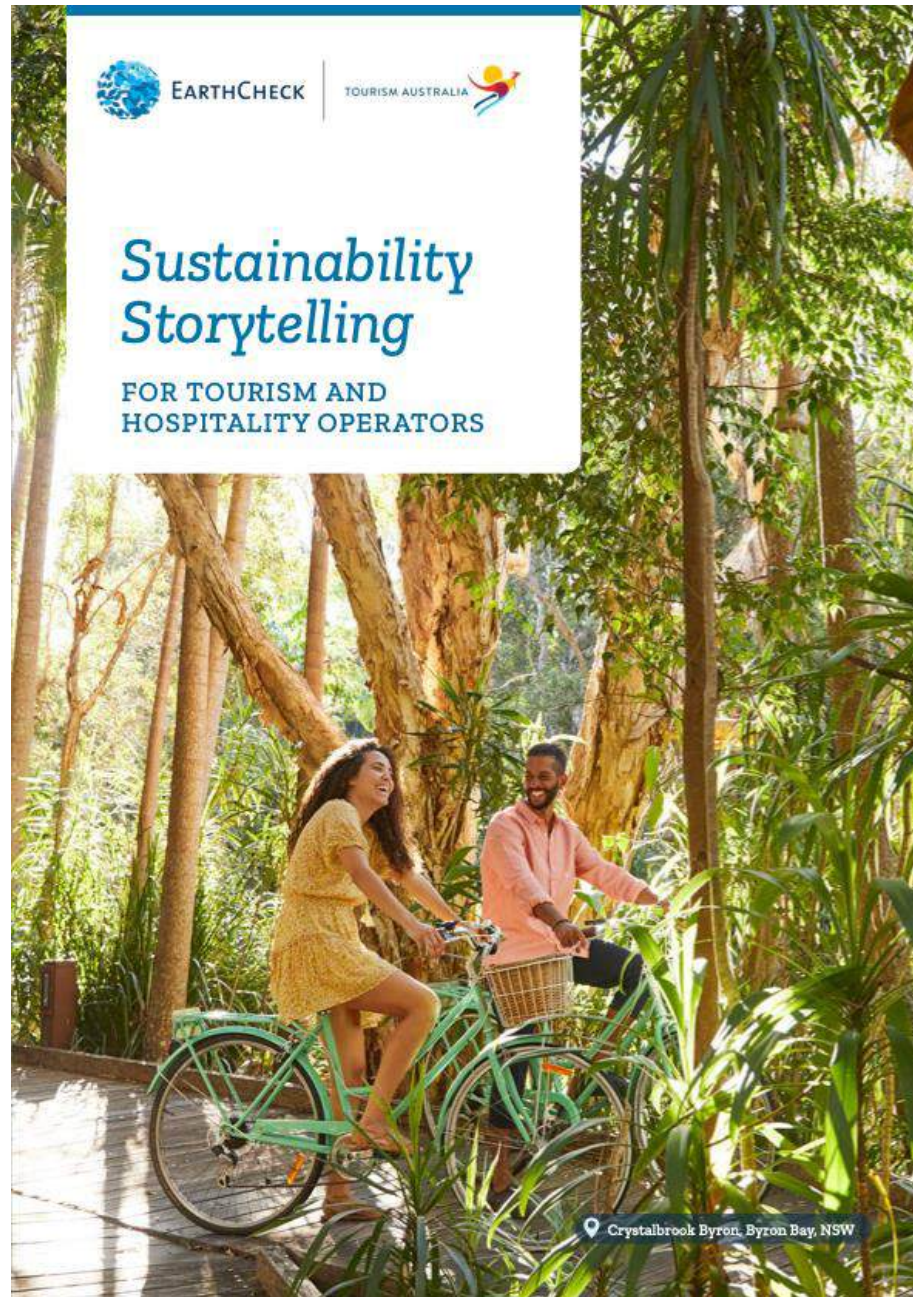
Ecotourism Australia:

- Benchmarking - Strive 4 Sustainability Scorecard
- Accreditations - Globally recognised



Tourism Australia Sustainability Storytelling Guide

- Many businesses doing good things but not sharing
- Valuable resource especially before you have external validation (accreditations)



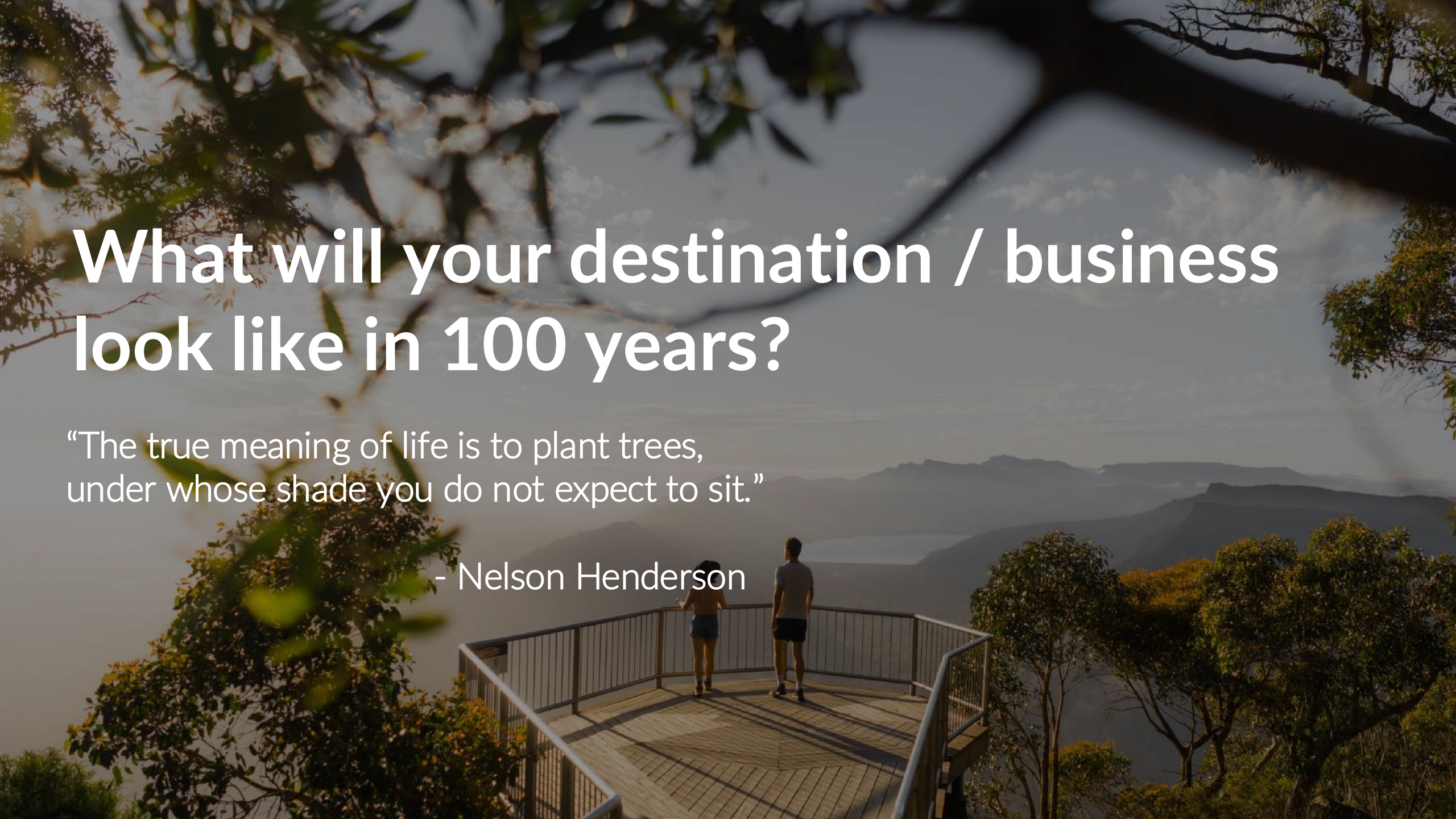


Tourism can inspire
positive behaviour changes in visitors
that continues in their travels and lives

What will your destination / business look like in 100 years?

“The true meaning of life is to plant trees,
under whose shade you do not expect to sit.”

- Nelson Henderson





Now you have completed the workshop, how confident do you feel in your ability to implement positive impact throughout your business?

Lunch followed by Positive Impact Learning Tour

Details



WE'D APPRECIATE
YOUR FEEDBACK

PLEASE SCAN QR CODE
TO COMPLETE A
FEEDBACK SURVEY



THE
TOURISM
COLLECTIVE



SUSTAINABLE & REGENERATIVE

Tourism

LEARNING
PROGRAM