

An aerial photograph of a vast, green vineyard with rows of grapevines stretching across rolling hills. In the background, a yellow hot air balloon with the word 'LONDON' on it floats over a misty valley. The sun is low on the horizon, creating a warm, golden glow. A large teal circle is overlaid on the right side of the image, containing the title and subtitle.

Tourism with Purpose

How do we get the balance right?



Regeneration
Projects

© Regeneration Projects

Acknowledgement of Country

We acknowledge Parbin-ata Mother Earth and the rich ecosystems of Naarm Melbourne that form the foundation of our business. We acknowledge the Boonwurrung and Bunurong First Peoples' on whose traditional Country our office is based, as well as Kulin Peoples' living cultural connections to local lands, seas and skies through Elders past, present and emerging. We also recognise the diverse places and cultures represented in our stakeholder village. We're grateful to be #PartnersInAction

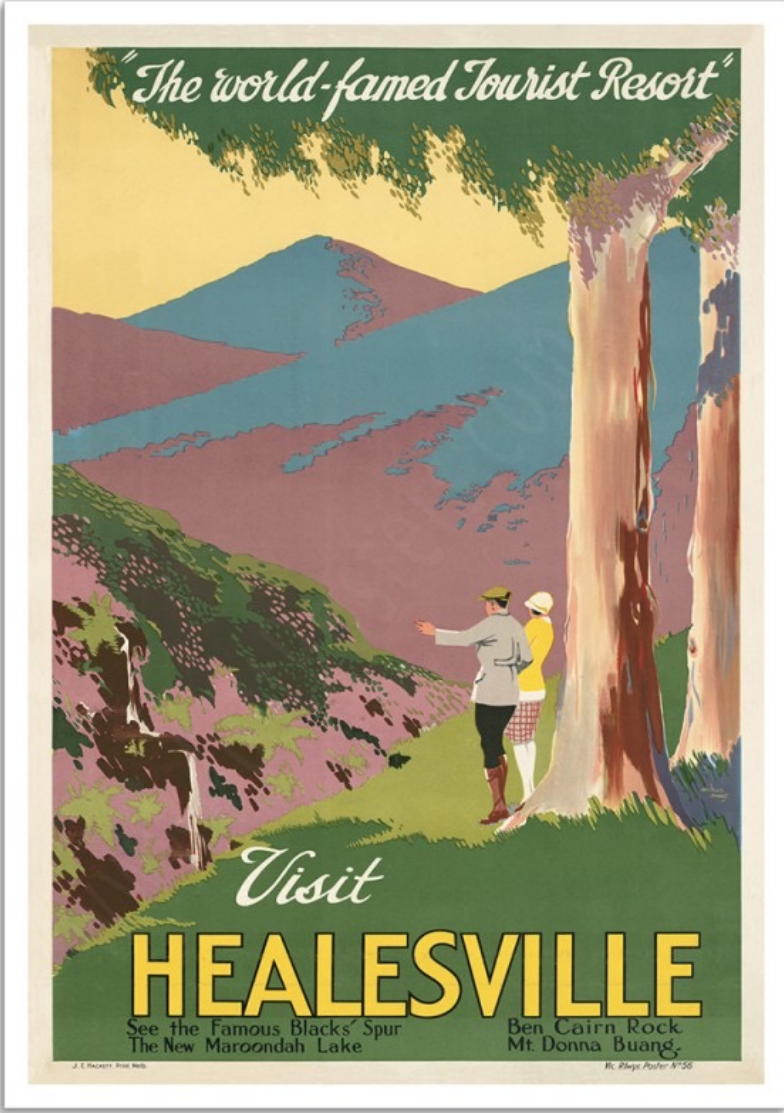


Program

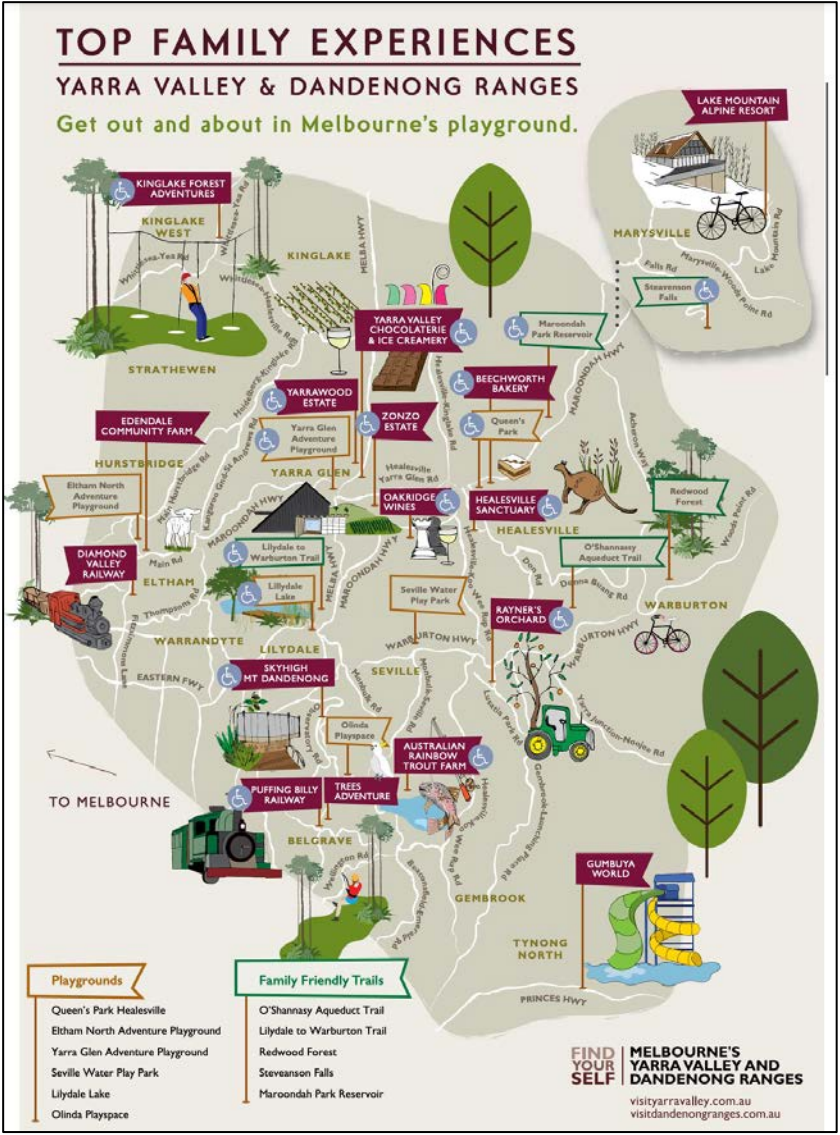
Runsheets:

- > *Introduction & Acknowledgement of Country (3min)*
- > *Check-In (2min)*
- > *Introductory presentation: Tourism that balances Purpose & Profit (5min)*
- > *Exercise A: Learning from Others - case studies discussion (10min)*
- > *Exercise B: 2030 Sunset - What if we got the balance between Purpose & Profit right? (20min)*
- > *Check Out - What's one action that I can take now? (3min)*
- > *Wrap Up & Worksheet submissions (2min)*

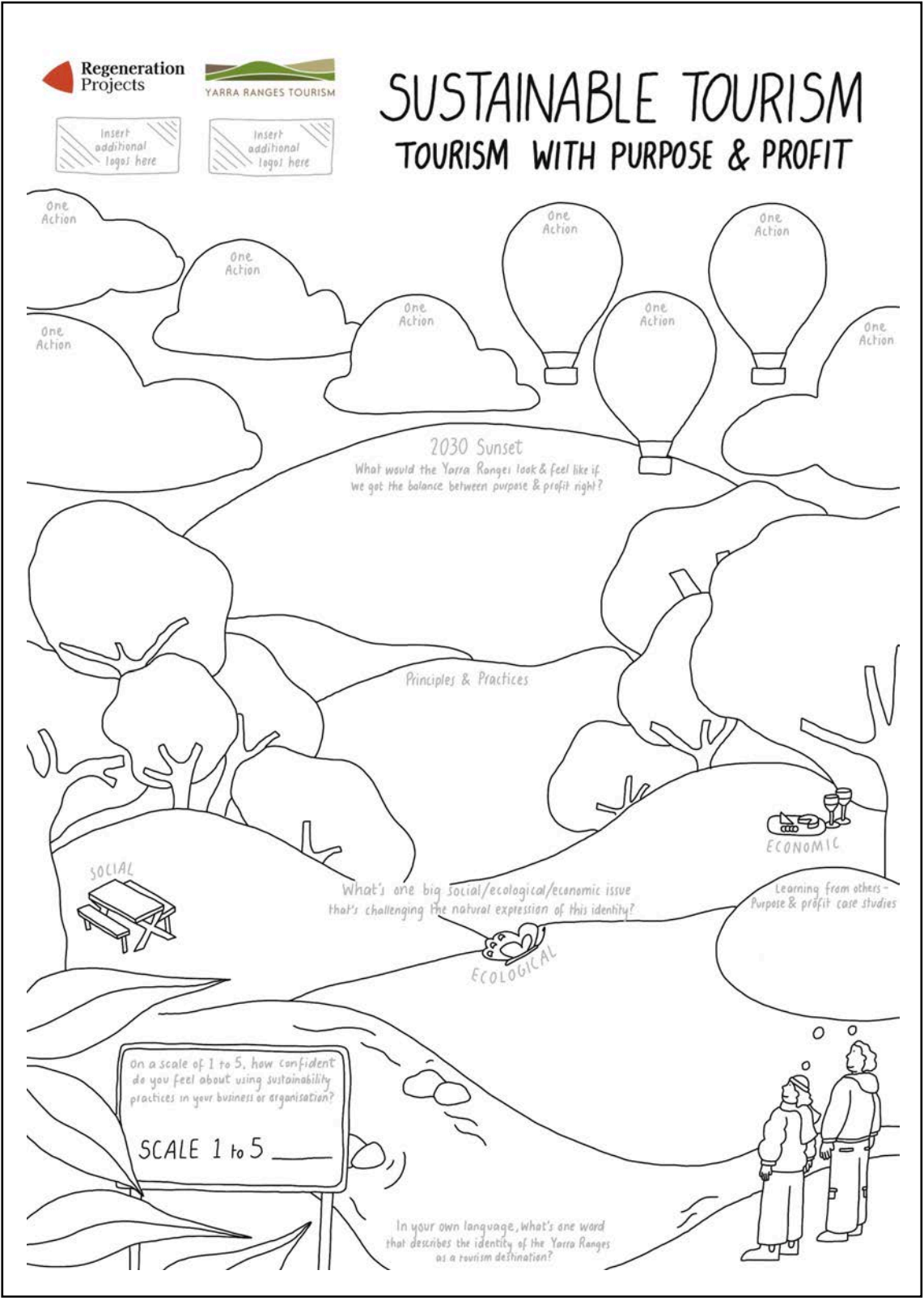
Imagine what could a 2033 Sunset look like if we get the Purpose & Profit balance right in 2023?



Past
1927



Present
2023



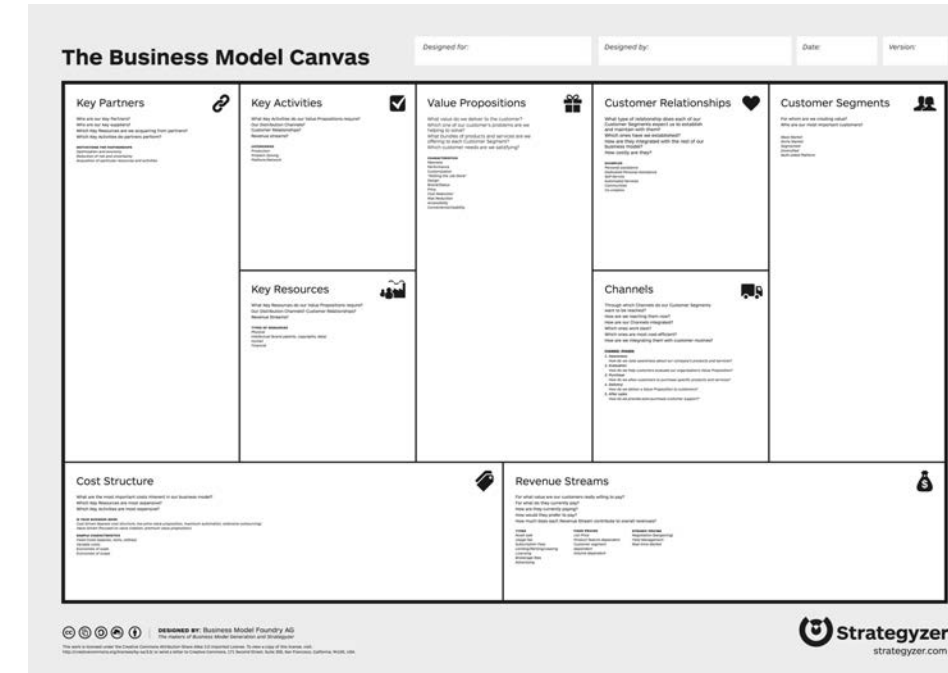
Future
2033

A quick “how to” guide

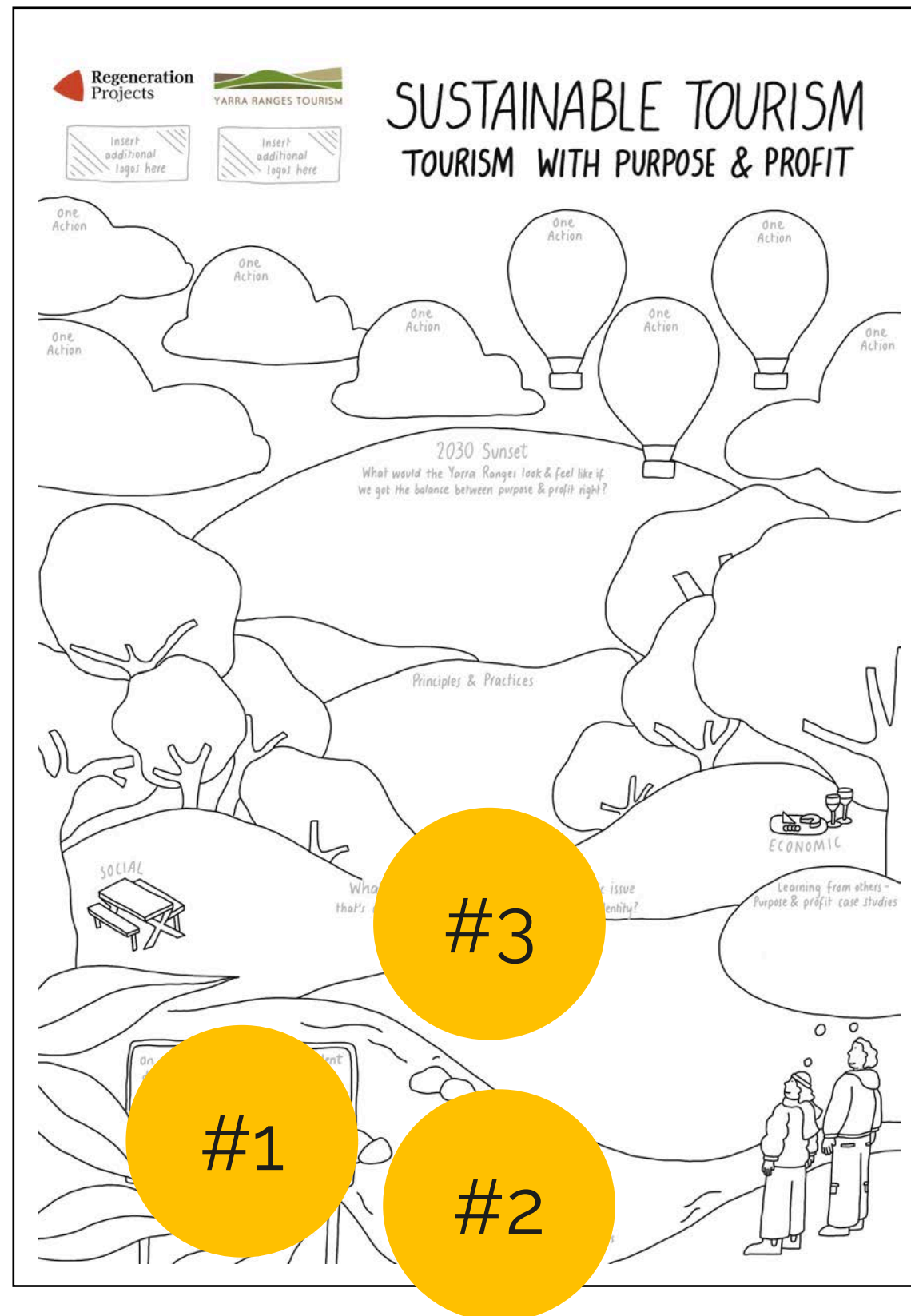
On your table, you will have:

- A) Team of collaborators with diverse perspectives
- B) Future Tourism canvas designed to gather group inputs
- C) Post It notes for using during each exercise

All you need to do is follow the steps!



Let's Check In



POST IT #1

On a scale of 1 to 5, how confident do you feel about using sustainability practices in your business or organisation?

POST IT #2

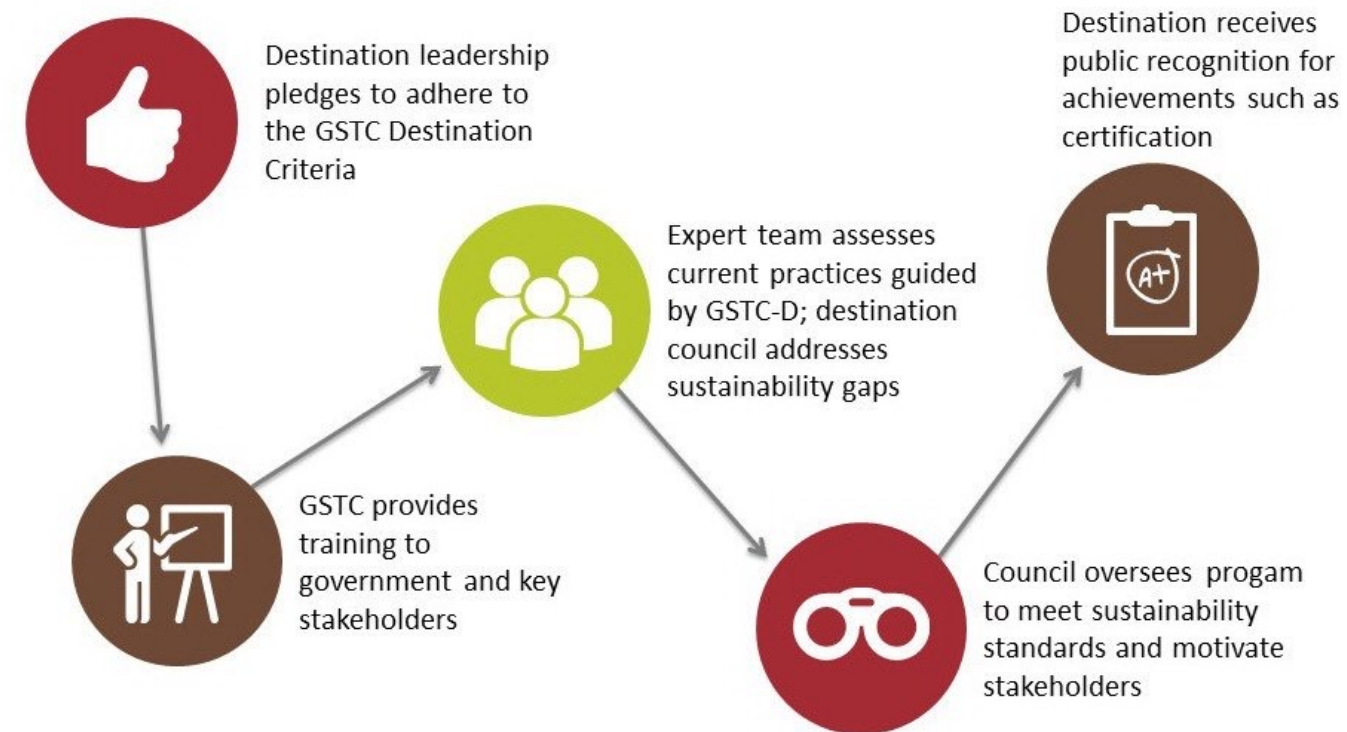
In your own language, what's one word that describes the unique identity of the Yarra Valley & Dandenong Ranges as a tourism destination?

POST IT #3

What's one big social, ecological and/economic issue that's challenging the natural expression of our region's identity?

Introduction to Tourism with Purpose & Profit

GSTC
Global Sustainable Tourism Council
Roadmap for a Destination to
Become More Sustainable



How can we use tools & practices to care for our businesses & organisations, as well as the region we all depend upon?

By 2033, we want a visitor economy that is:

Driving economic growth

Victoria's visitor economy attracts more visitors to our state who stay longer, produce higher yield, and be more likely to return.

Our visitor economy provides more secure jobs for Victorians, and a stronger economic contribution to Victoria.

Unique to place

Our tourism products build on the different signature personalities of our suburbs, towns, cities and regions.

Victoria has strong global, domestic and local brands.



Innovative and outstanding

Victoria pushes the boundaries and transforms original ideas into brilliant businesses, exciting products and events and ultimately, a richer experience for visitors.

Victoria's visitor economy receives recognition for leading and new products, experiences and attractions. Our industry is customer-centric and has improved digital capability.

Valuable for our communities

Our tourism investments align with the plans and aspirations of local communities and generate positive benefits for local communities.

Communities have a positive sentiment towards tourism in Victoria and act as ambassadors for our visitor economy.



These seven guiding principles will inform decision making and how we measure success.



Sustainable and regenerative

Victoria's visitor economy creates experiences that stand the test of time by protecting and enhancing our extraordinary landscapes and biodiversity.

Our industry adopts more efficient and environmentally sensitive practices and technologies to support our path to net-zero emissions, invests in climate resilience, and meets standards for environmental certification of products and services.

First Peoples focused

Victoria's First Peoples are self-determining their priorities for tourism development, creating wealth and contributing to positive outcomes for their communities and Country.

First Peoples' businesses are industry leaders, with partners supporting their success. Visitors have more opportunities to connect with and learn from First Peoples' culture and knowledge.



Inclusive and welcoming

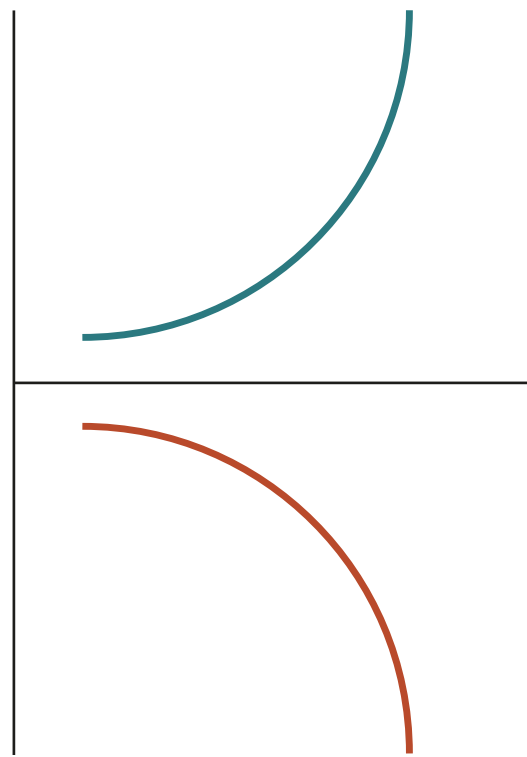
Victoria's visitor economy delivers meaningful experiences and employment for people of all identities, cultures and abilities.

Our visitor economy employs, and is led by, people of all backgrounds. We are welcoming more visitors of diverse backgrounds and have increased our ability to cater for a range of access needs.



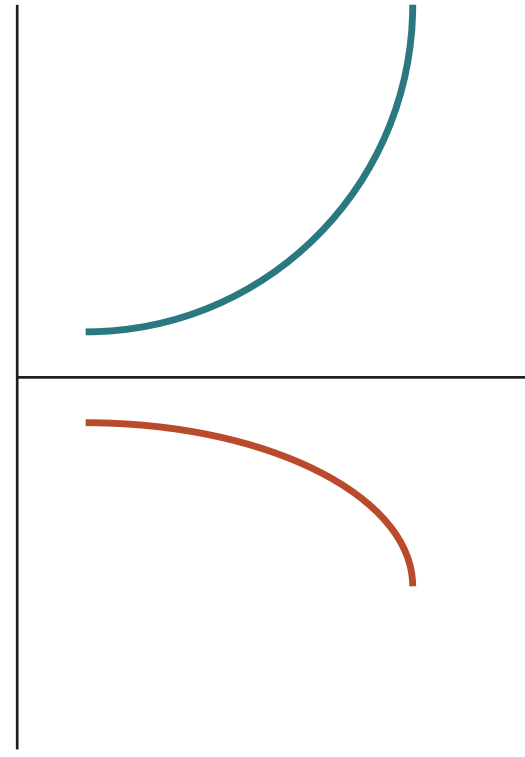
What is Regeneration?
the innate ability of life to thrive
through cycles of growth, loss
and renewal

Scarcity > Abundance mindset



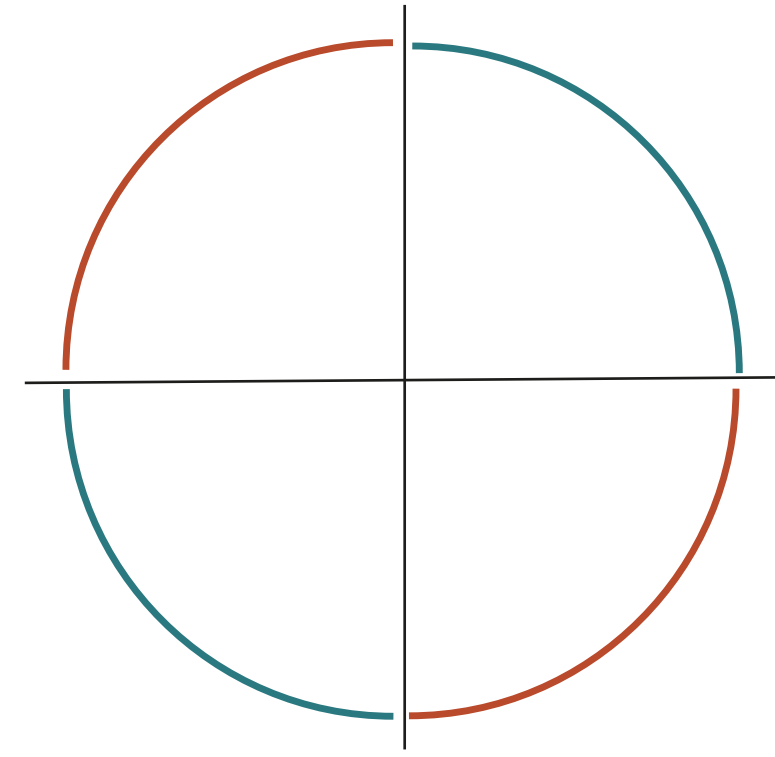
Profit at the
expense of the
Place

Extraction



Profit at less
expense to the
Place

Sustainability



**Business in
partnership with
the Place**

Regeneration
(Circular Economy)

What is Regenerative Tourism?

Adopting a purpose beyond profit, giving back more than we take and leaving places better than we found them.

It's also a way of partnering with Nature's cycles to create diverse net benefits for your stakeholders – people, place & Planet.

Why is Regen important?

The health of our planet is in decline and business has the ability and responsibility to do something about it.



What can regen look like?



It's not just travellers calling for purpose & profit, workers are too



Regen Principles



Principle #1:

Cycles of Life

Growth, loss and renewal are forces that need to be balanced.

Principle #2:

Living Systems

We live and do business as part of a bigger whole.



By caring for our local places, and



Collaborating with diverse stakeholders,



As part of a purpose-driven society,

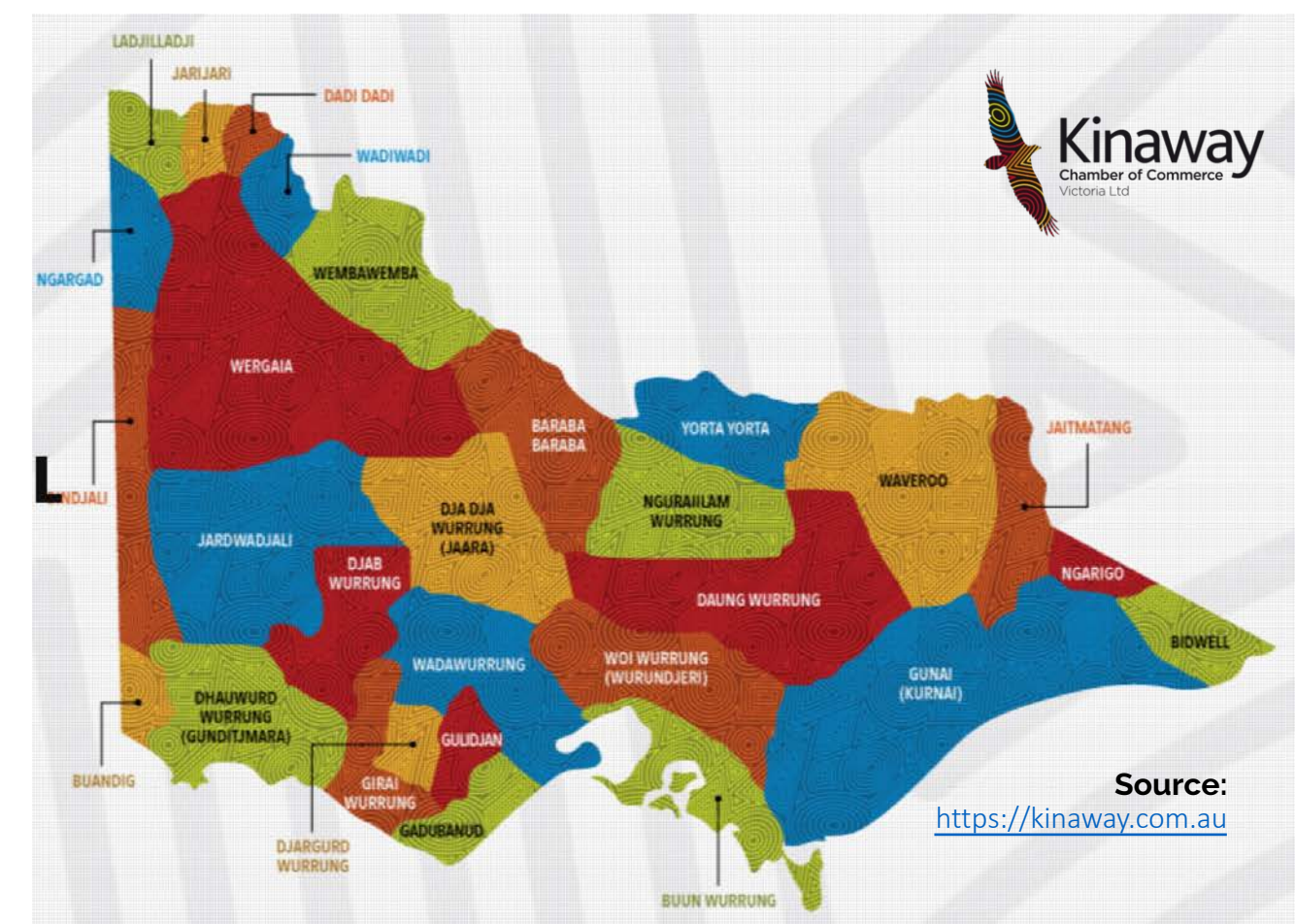
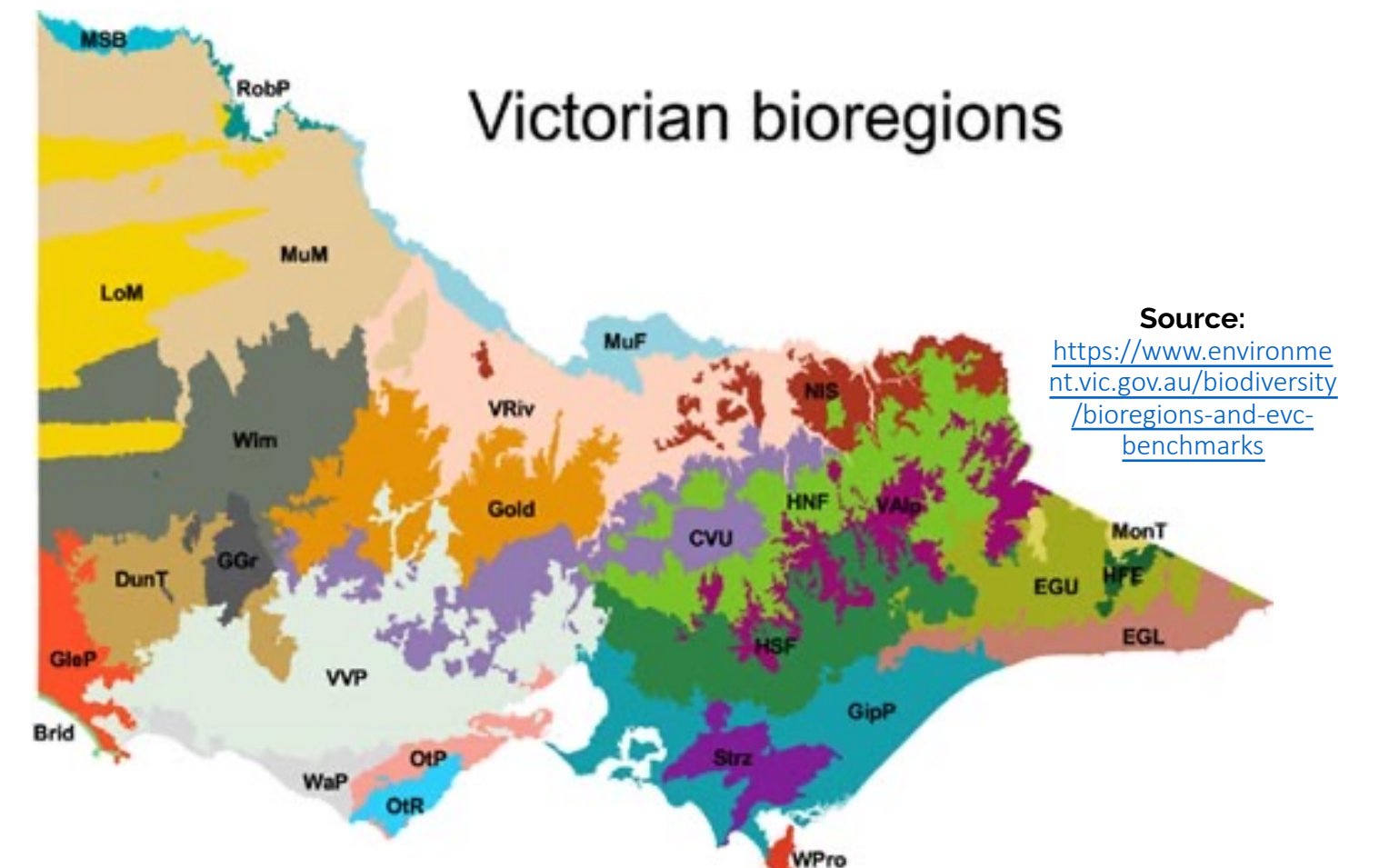


Source: [Port Phillip & Westernport Catchment Management Authority](#)

We can improve a whole region's quality of life.

Principle #3: Place

Where products and services
come from matters.





Principle #4:

Beyond Sustainability

1. Offset present harms

Taking less is NOT ENOUGH.

2. Heal the scars of past damage

Taking more than we give is NOT OK.

3. Work towards thriving systems.

Let's really start giving back to our home planet!

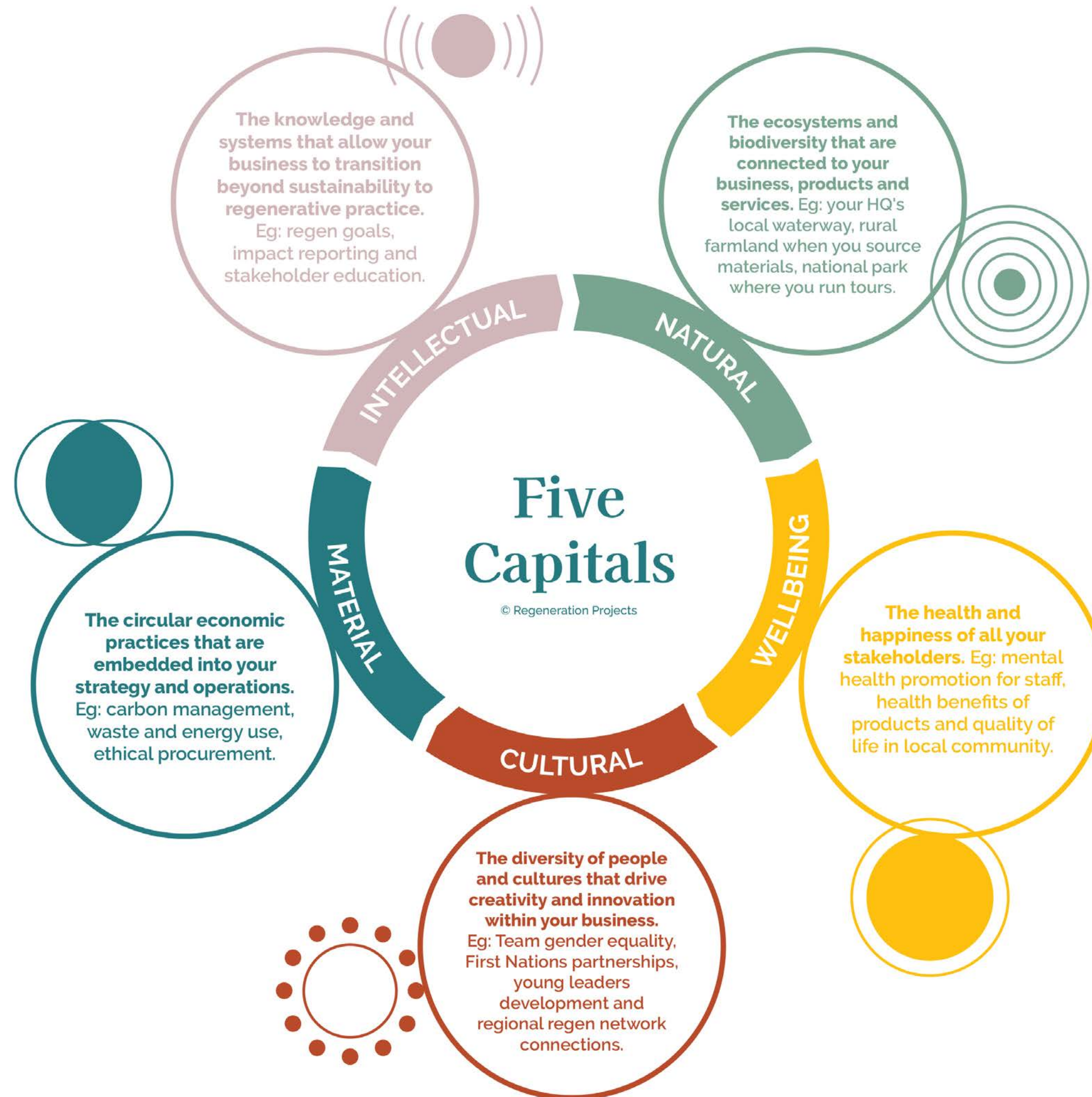
Tool:

Five Capitals

Regen business model

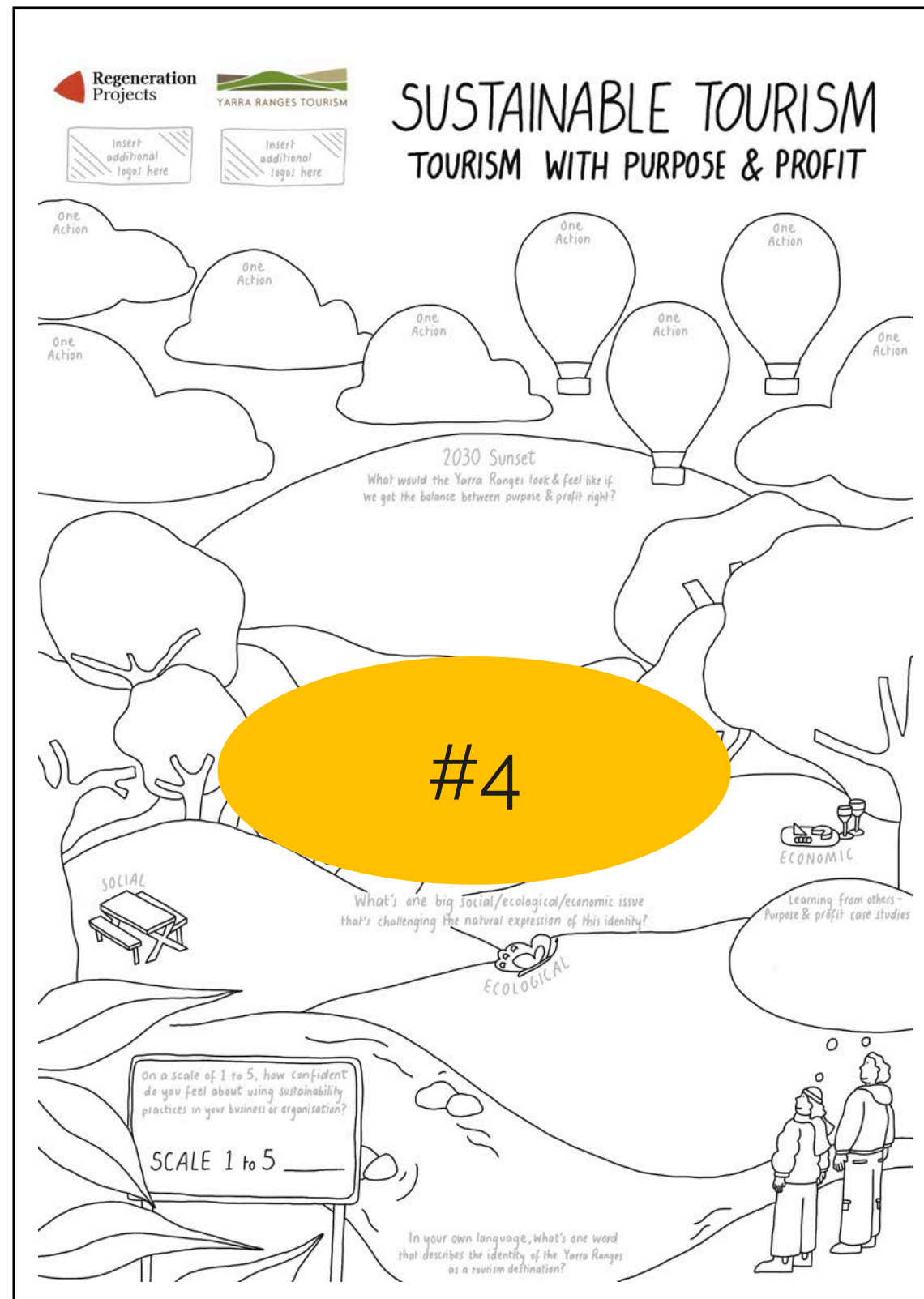
It can be used to guide:

- organisational purpose and culture,
- growth strategy,
- operational procedures,
- impact performance indicators, and
- impact accounting systems



Reflection: Principles & Practices

What do you need to do?

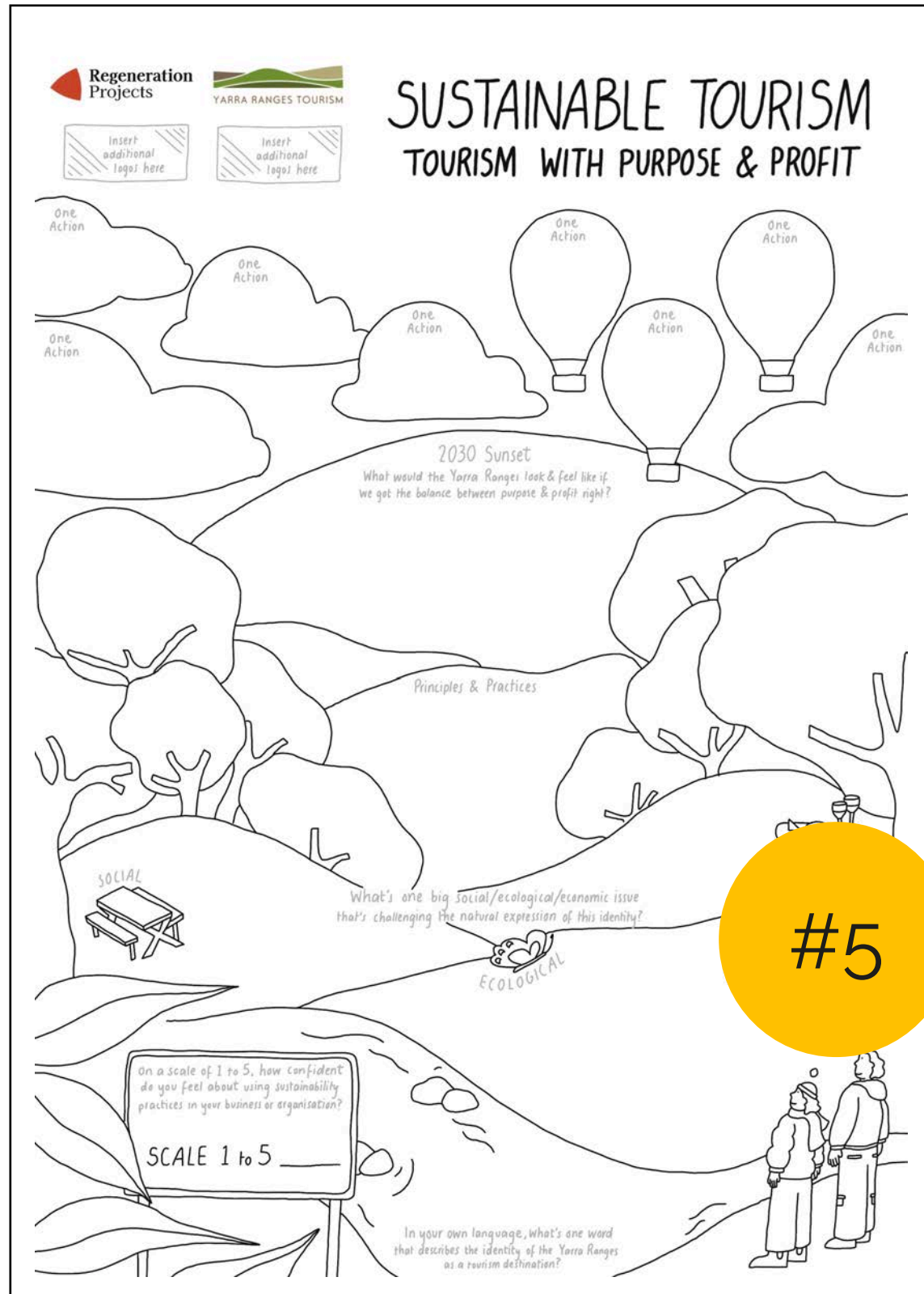


Reflection

Name one sustainability or regeneration principle that resonates with you:

Exercise A: Learning from Others
Purpose & Profit case studies discussion (10min)

What do you need to do?



Read

As a group, read your case study out loud

Discuss

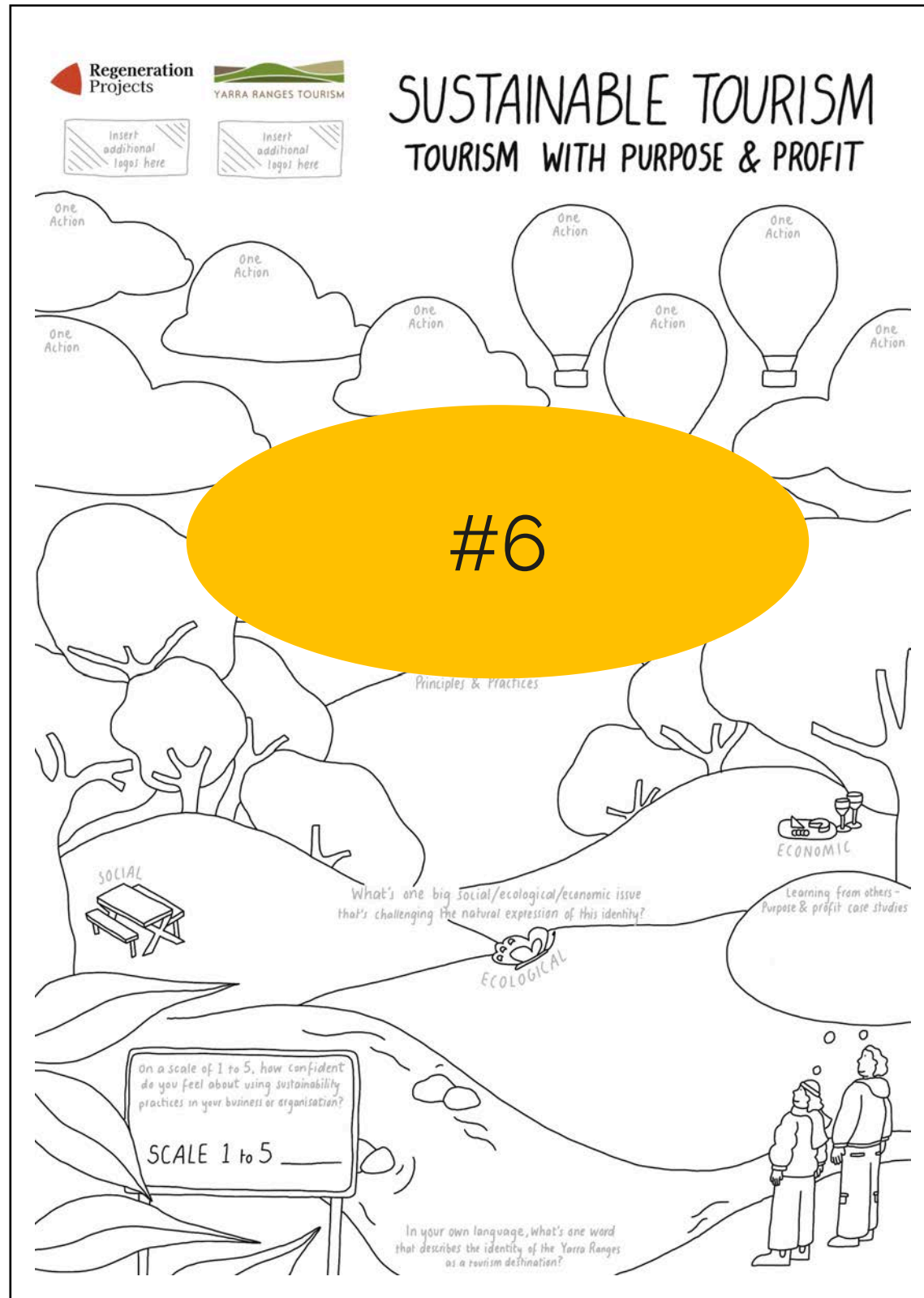
The case study and how it responds to the theme of tourism with purpose & profit

#5 Brainstorm

On post it notes, each write down one lesson that can be transferred from the case study to Yarra Valley & Dandenong Ranges tourism

Exercise B: 2030 Sunset - What could the Yarra Ranges & Dandenong Ranges look and feel like if we got the balance between Purpose & Profit right?

What do you need to do?



Look to the future

As a group, discuss what the Yarra Valley and Dandenong Ranges could look like in 2033.

What could travel experiences look like?

How could the visitors and the community be relating to each other?

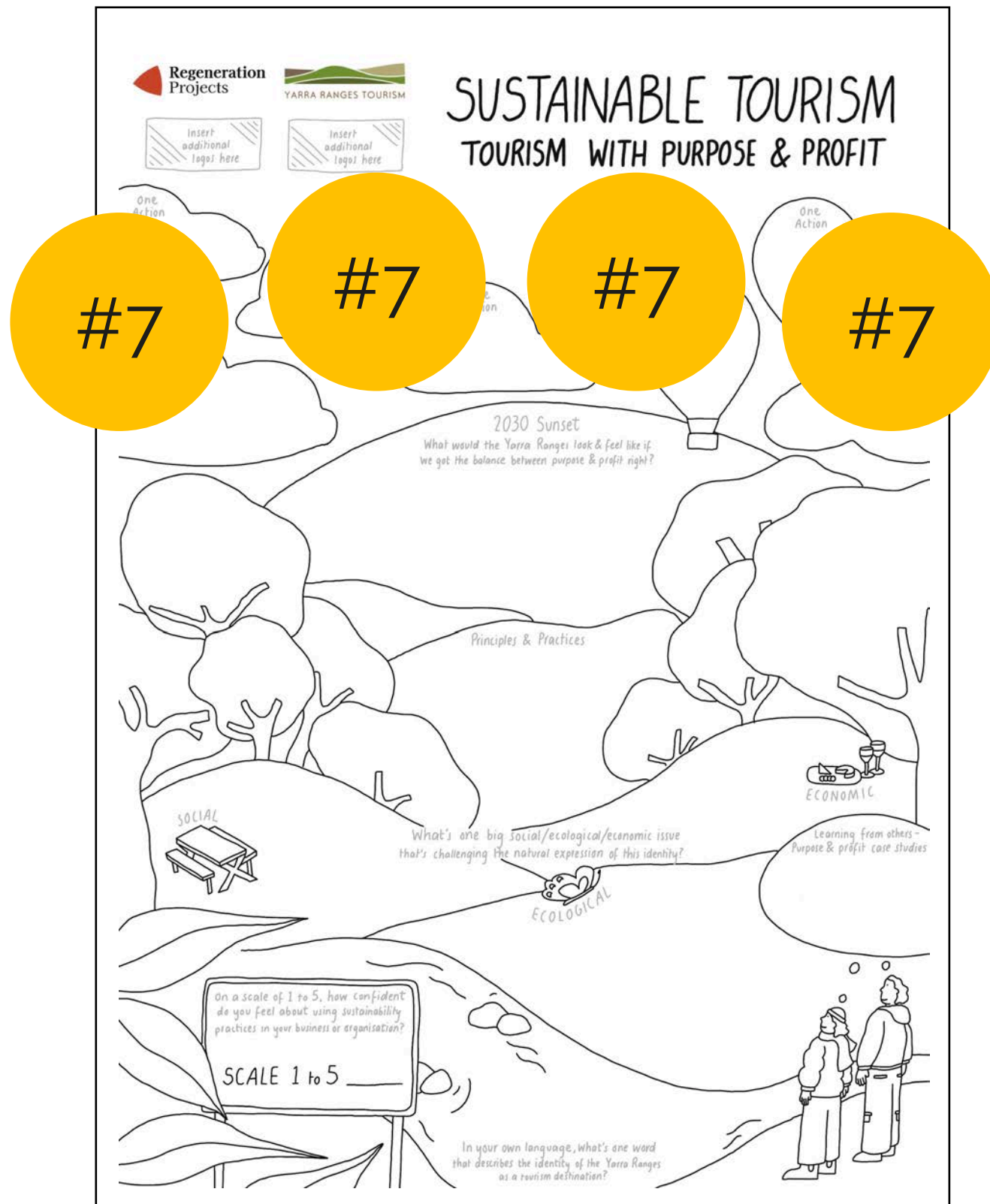
Why would the economy and Nature benefit?

#6 Brainstorm

As a group, write / draw ideas of what your 2033 vision of tourism with purpose and profit looks and feels like.

Check Out

Let's Check Out



On your own,

Write down one action that you can take in your business now to attract travellers who want to invest in the future that we want to create?

Attracting off-peak visitors?

Encouraging longer stays?

Making small operational changes?

Starting a regeneration project?

Asking someone for help?

Wrap Up

Thank you!

Tourism with Purpose & Profit session complete

Continue your learning at:
regenprojects.earth



Regeneration
Projects