

A wide-angle aerial photograph of a vineyard. The vineyard is composed of numerous green, rectangular plots arranged in a grid pattern. A dirt road cuts through the vines. In the upper left corner, a large yellow hot air balloon with the word "LONDON" on its basket is visible against a clear blue sky. In the background, there are rolling green hills and a body of water under a bright sun.

# Tourism with Purpose

How do we get the balance right?



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

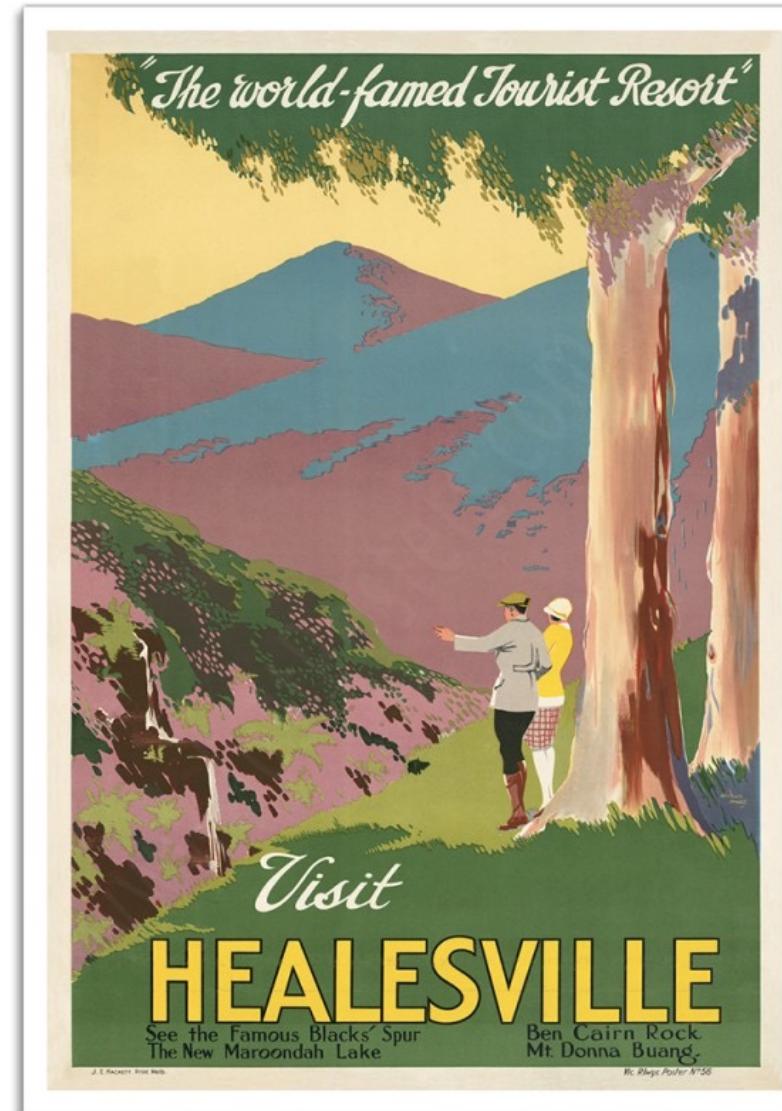


# Program

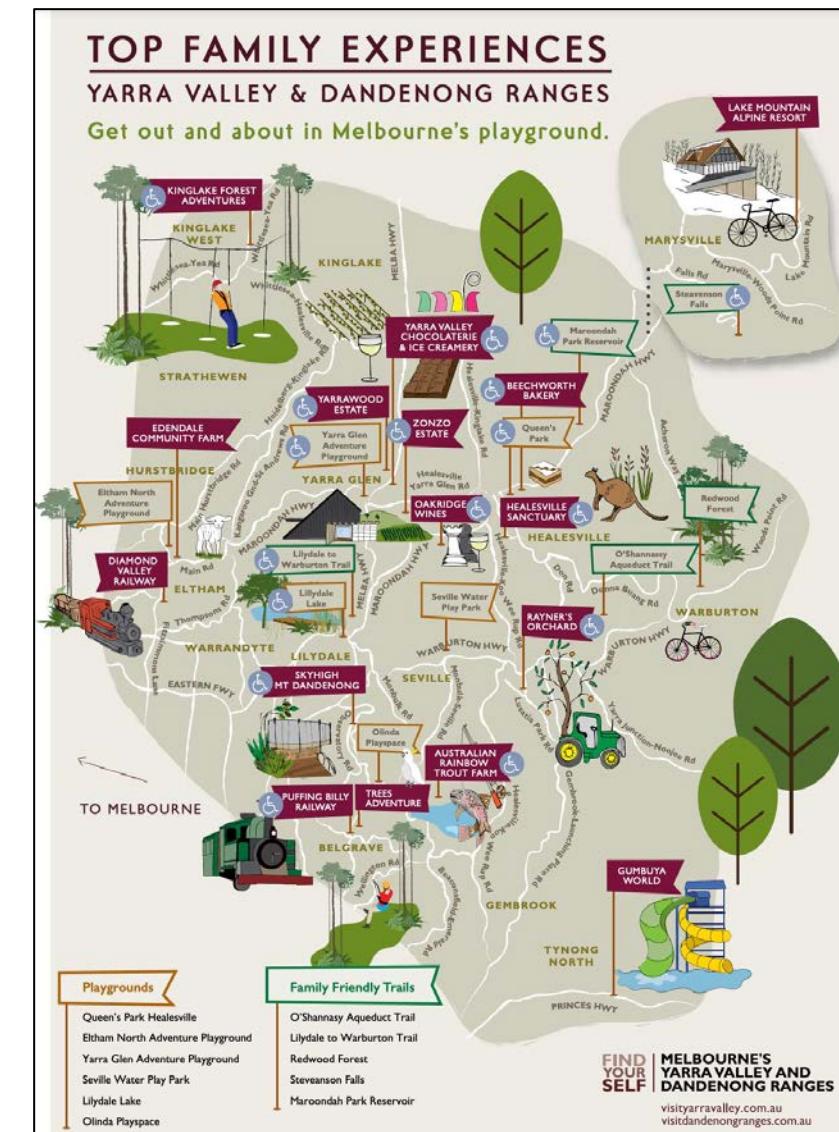
## **Runsheet:**

- > *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)*

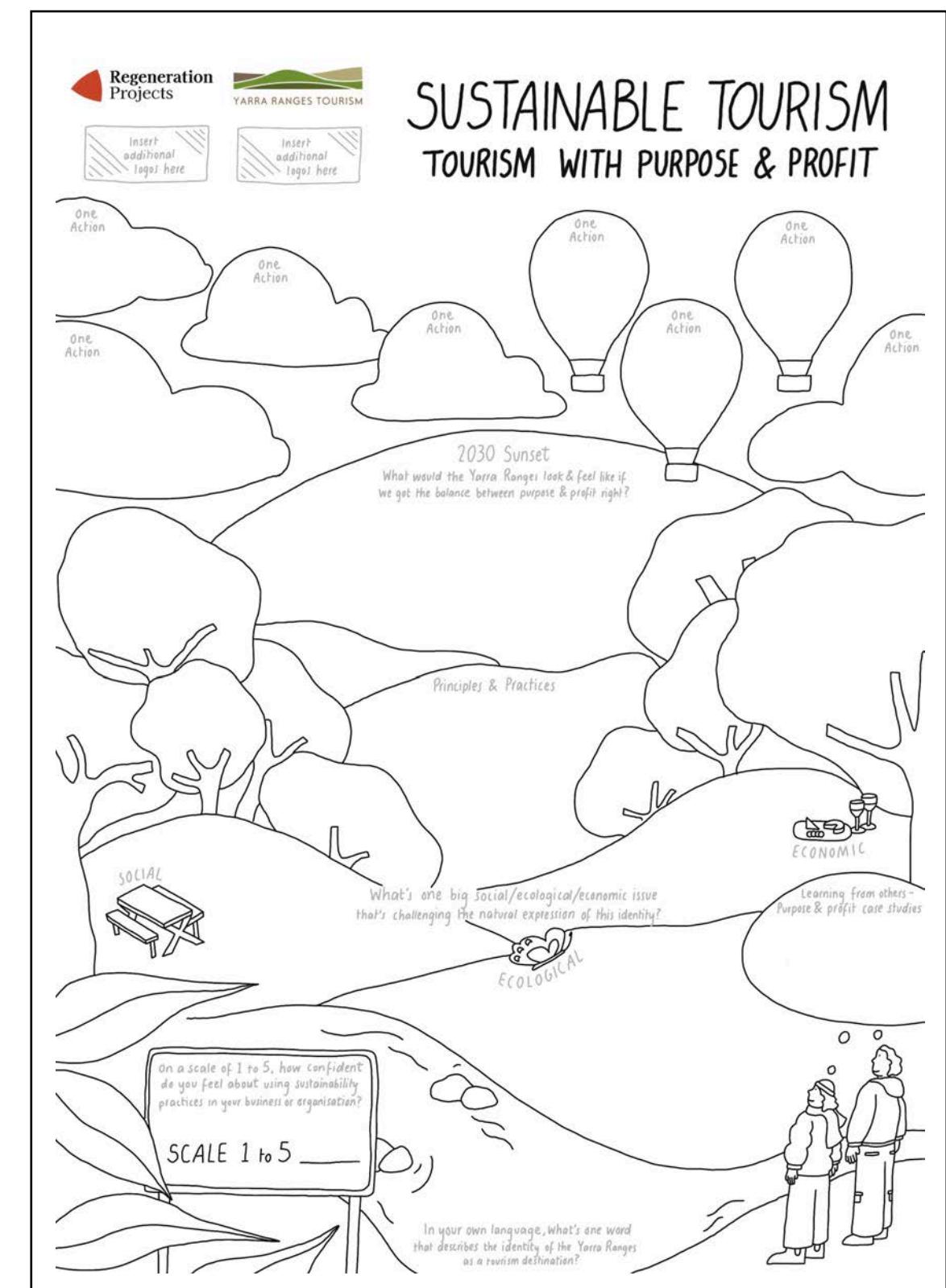
Imagine what could a 2033 Sunset look like if we get the Purpose & Profit balance right in 2023?



# Past 1927



# Present 2023

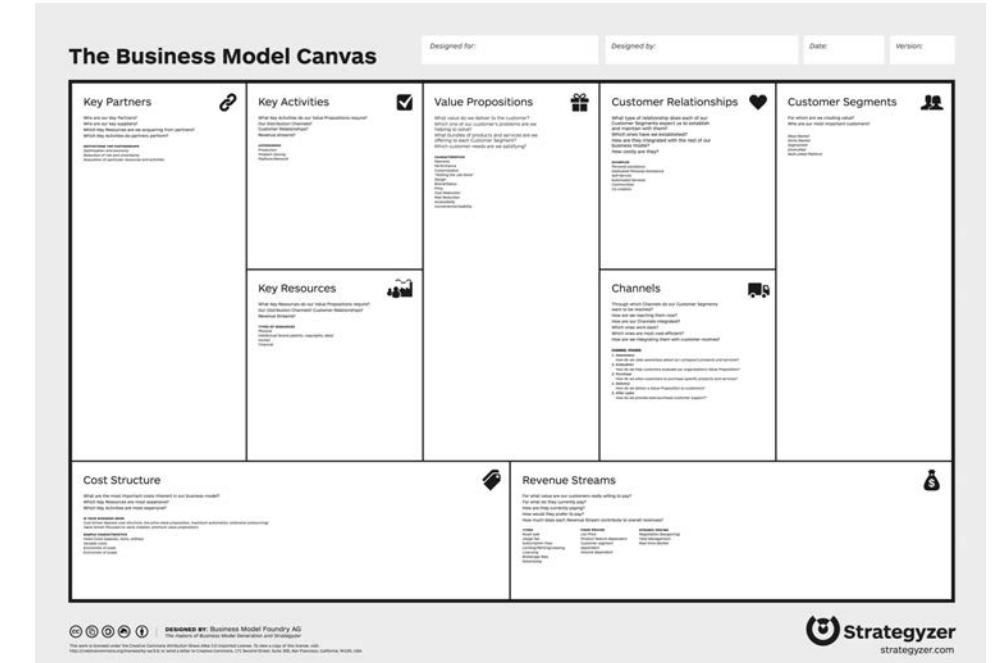


# Future 2033

# A quick “how to” guide

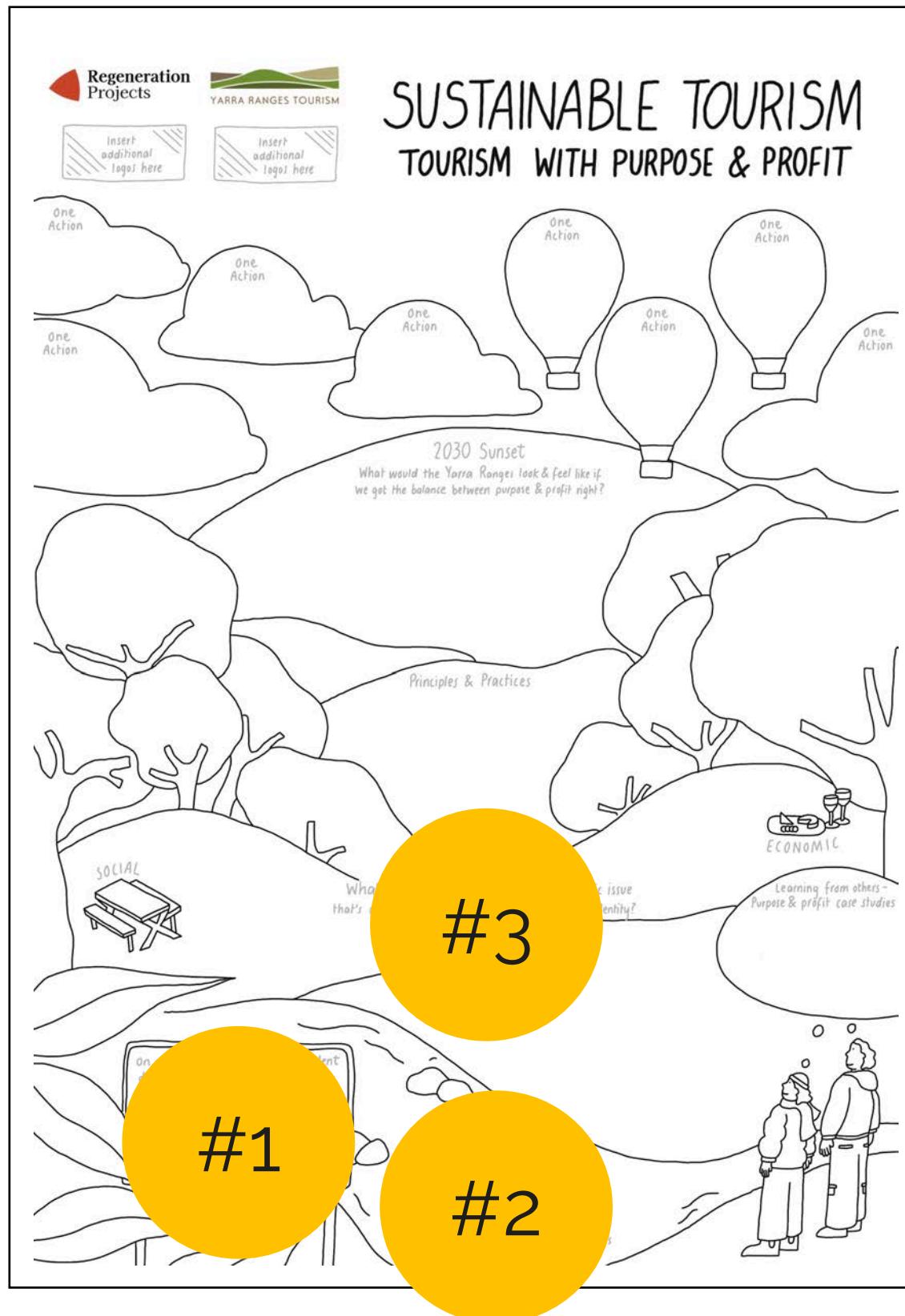
**On your table, you will have:**

- 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



## 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.



### 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.**

### 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.



### 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.



### 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.

### Inclusive and welcoming

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

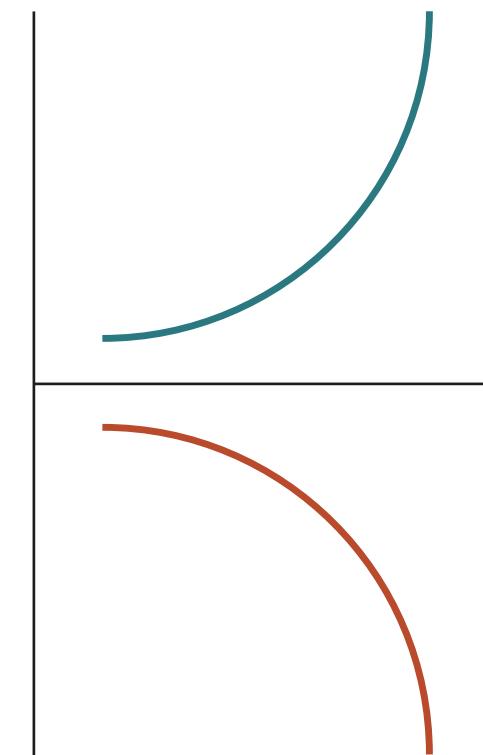
Our visitor economy employs, and is led by, people of all backgrounds. We are welcoming more visitors of diverse backgrounds and have increased our ability to cater for a range of access needs.





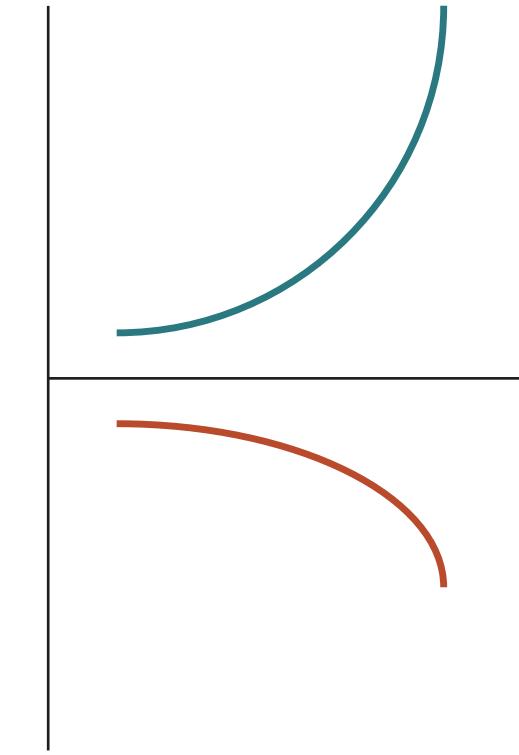
**What is Regeneration?**  
the innate ability of life to thrive  
through cycles of growth, loss  
and renewal

# Scarcity > Abundance mindset



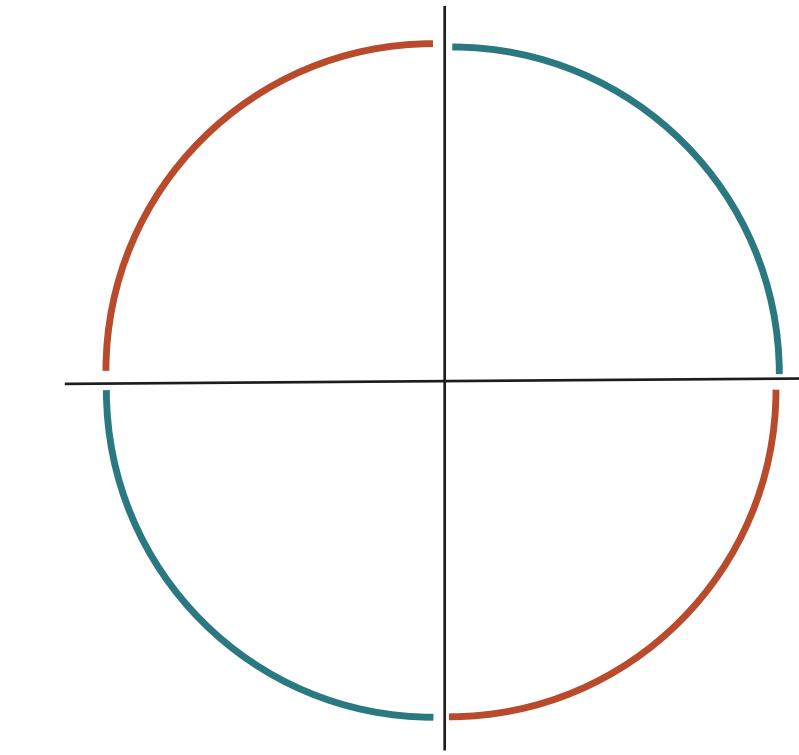
Profit at the  
expense of the  
Place

**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

**WORKPLACES REPORT 2022**

A call to action for decision-makers to embrace young peoples' perspectives in shaping Victoria's tourism future

YOUNG TOURISM NETWORK

**Regeneration Projects**

## KEY INSIGHTS

### LET'S BE HONEST...

### It's not OK

One third of Young People feel insecure and unrepresented in the Victorian tourism industry

### Climate Anxiety

One third of Young People feel their workplace increases their climate anxiety

### 90% of Young People

Most Young People would choose to be part of an intergenerational working group on sustainability within their organisation

**"IT WOULD BE GREAT TO SEE ORGANISATIONS INCORPORATING CONSISTENT SUSTAINABLE PRACTICES IN THE WORKPLACE"**

- Young worker in tourism, Age 30-35

## 2022

### Regeneration All The Way!

Young People and Employers & Managers agree that the Victorian tourism industry should focus on Regeneration (rather than 'Sustainability' or solely financial profit)

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### Young People

9/10

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### Employers & Managers

8/10

# 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,



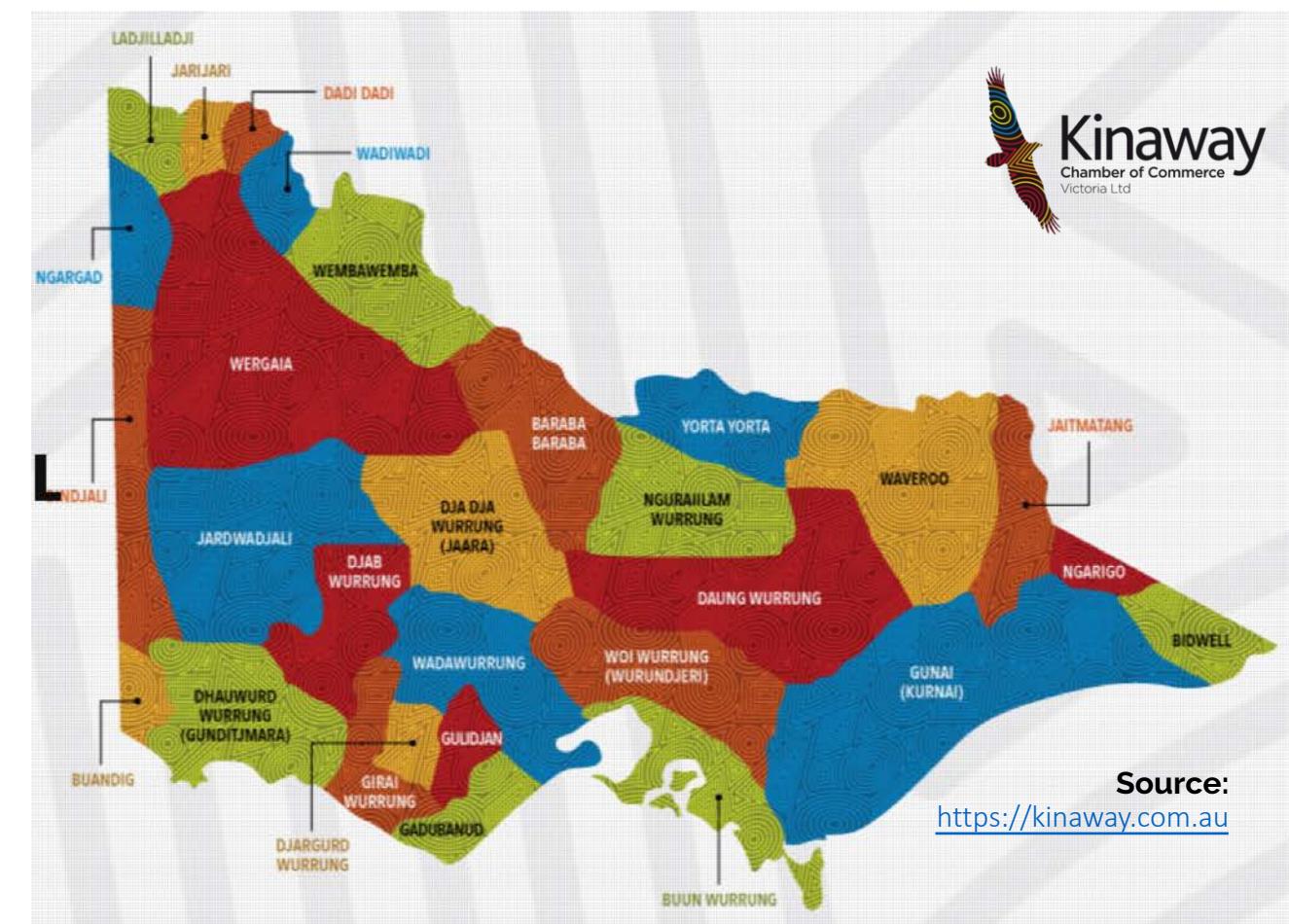
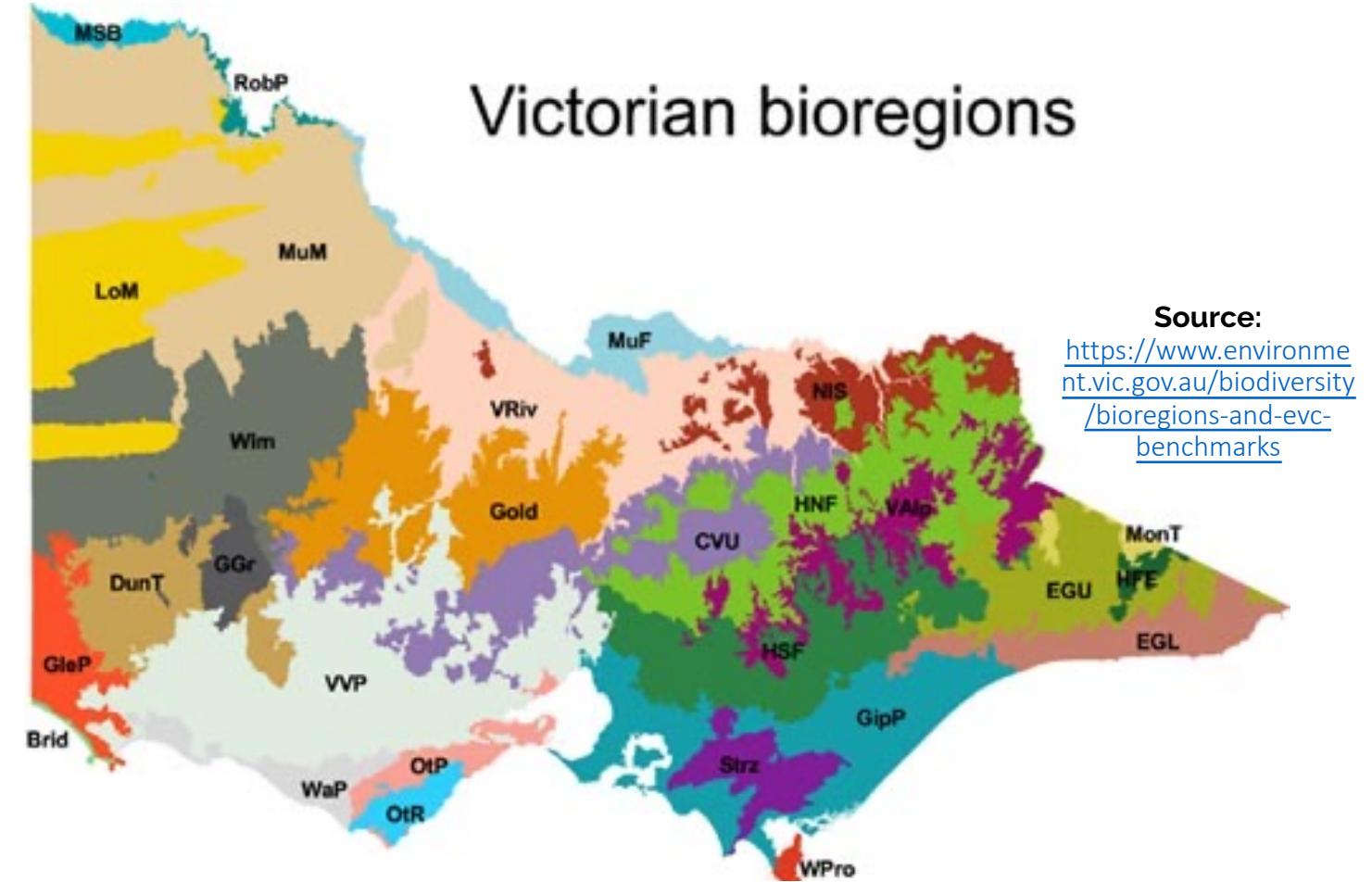
As part of a purpose-driven society,



**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.

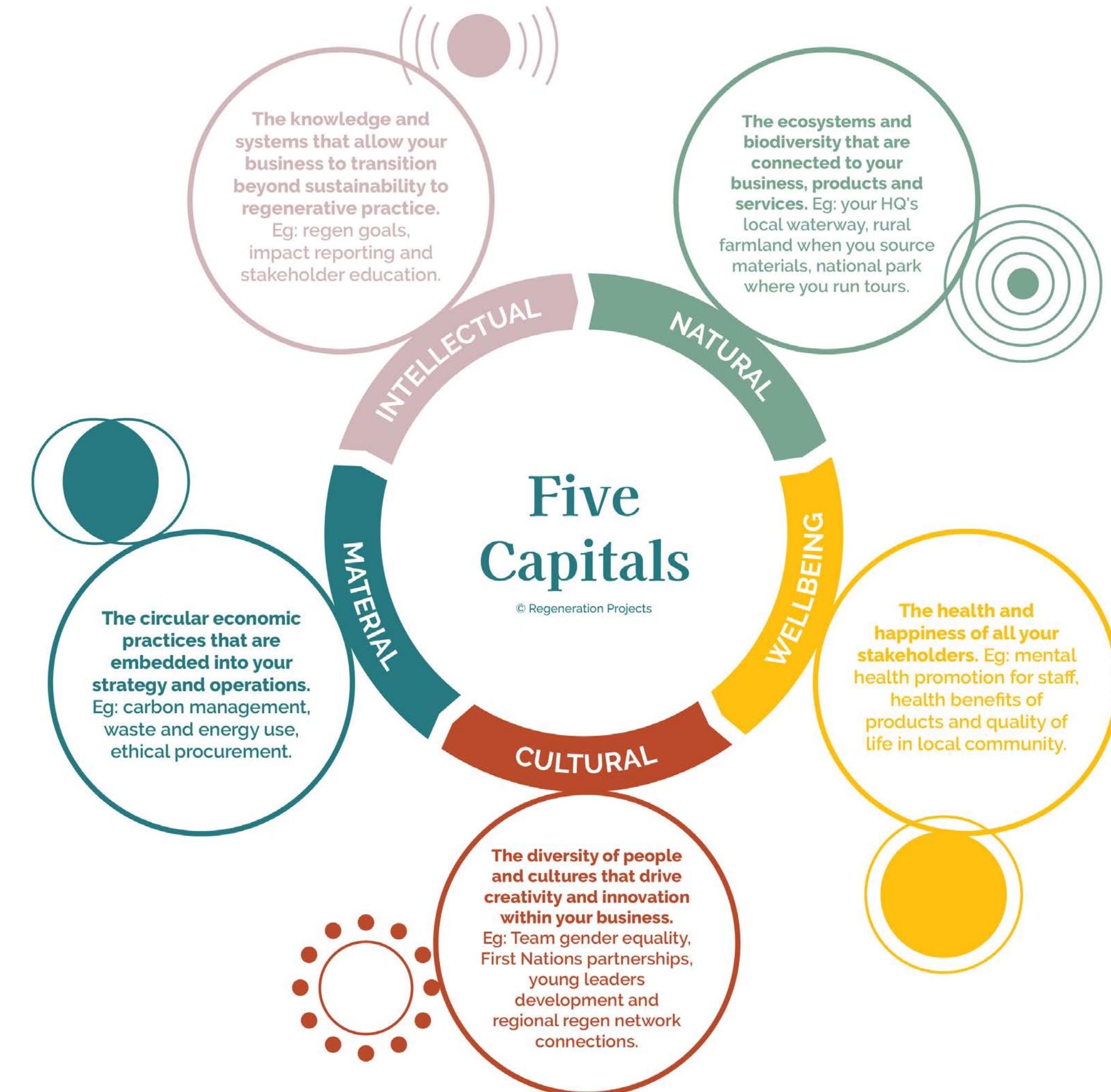
Let's really start giving back to our home planet!

# Tool: Five Capitals

## Regen business model

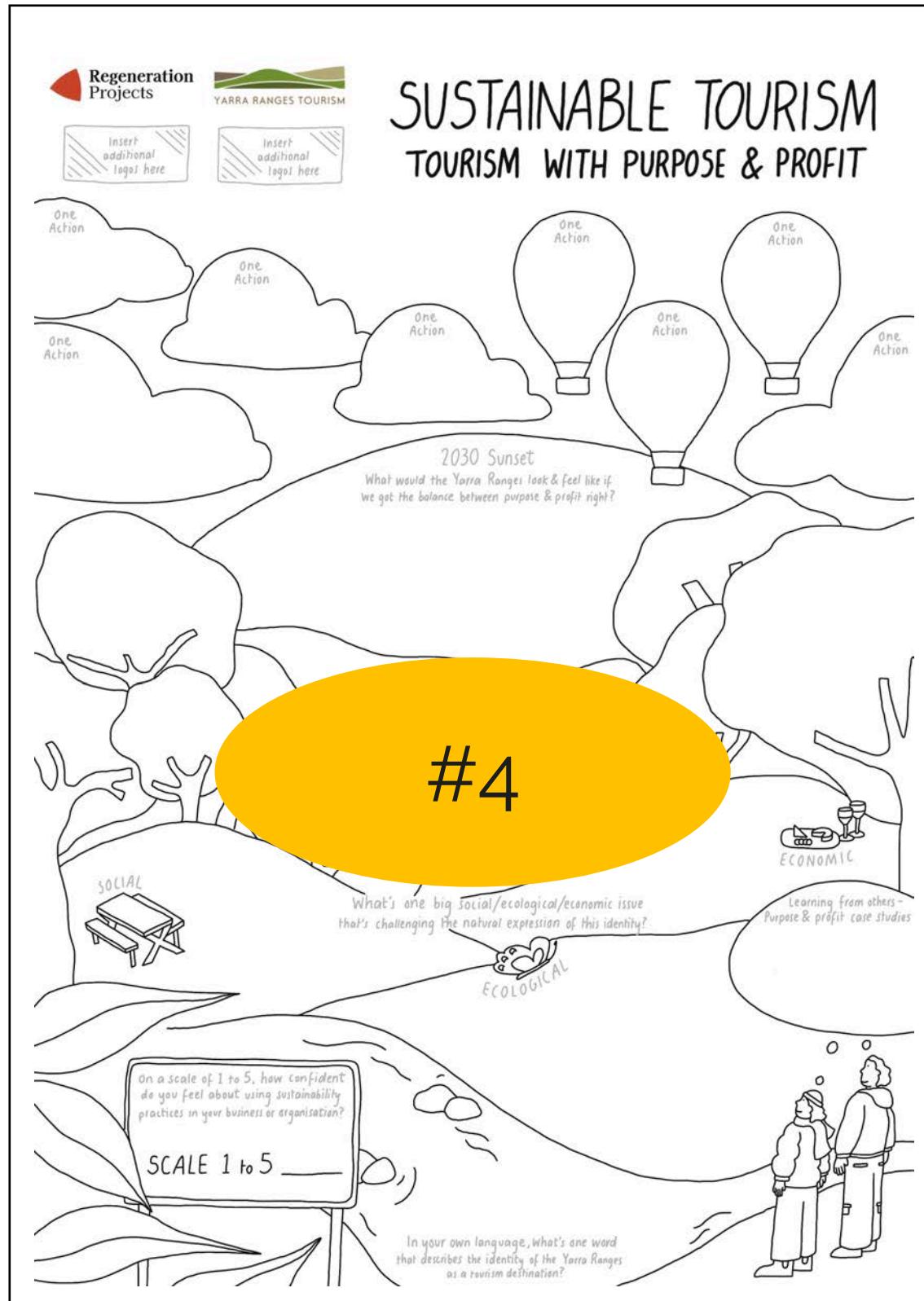
### It can be used to guide:

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



# *Reflection: Principles & Practices*

# What do you need to do?



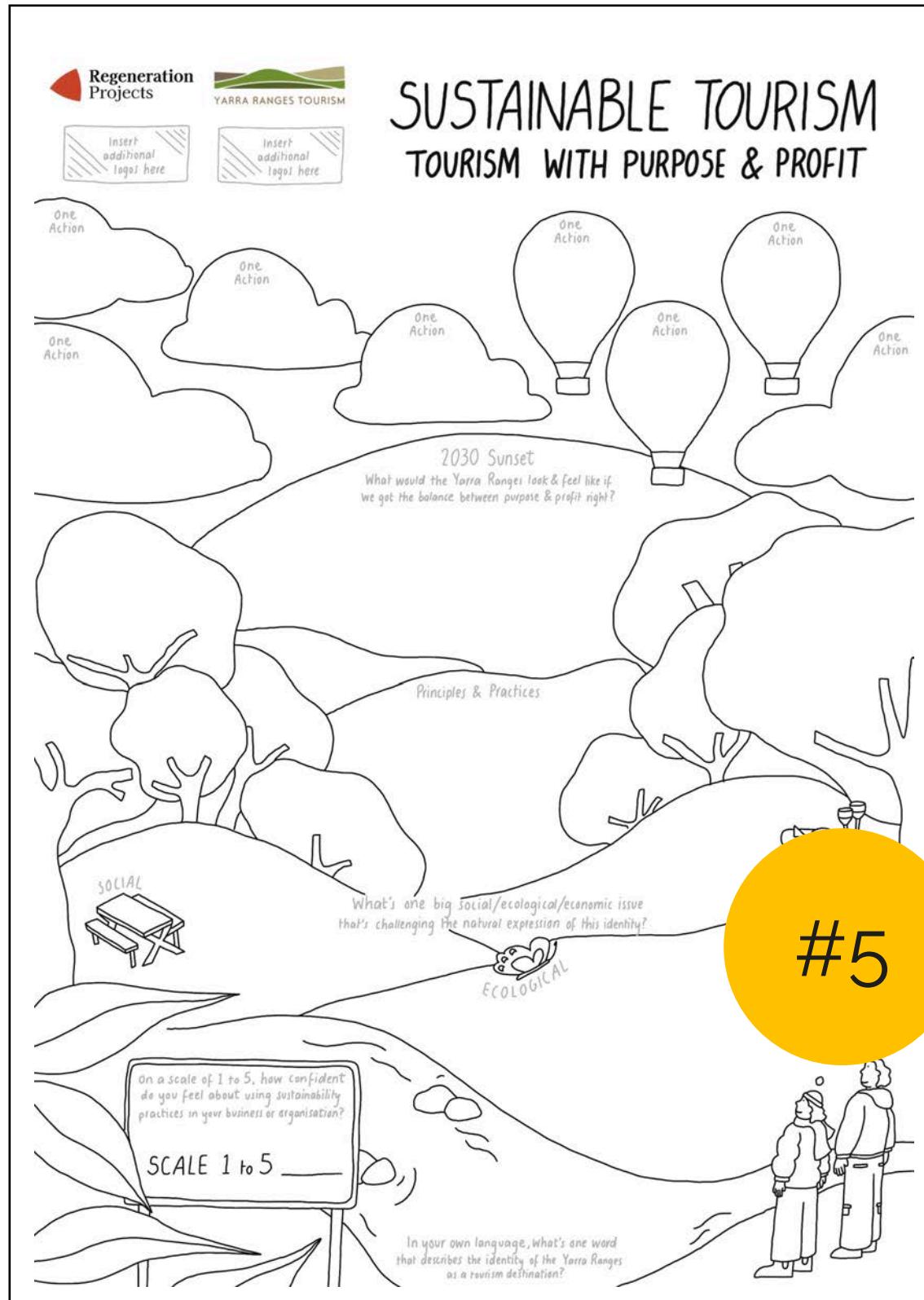
## Reflection

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.

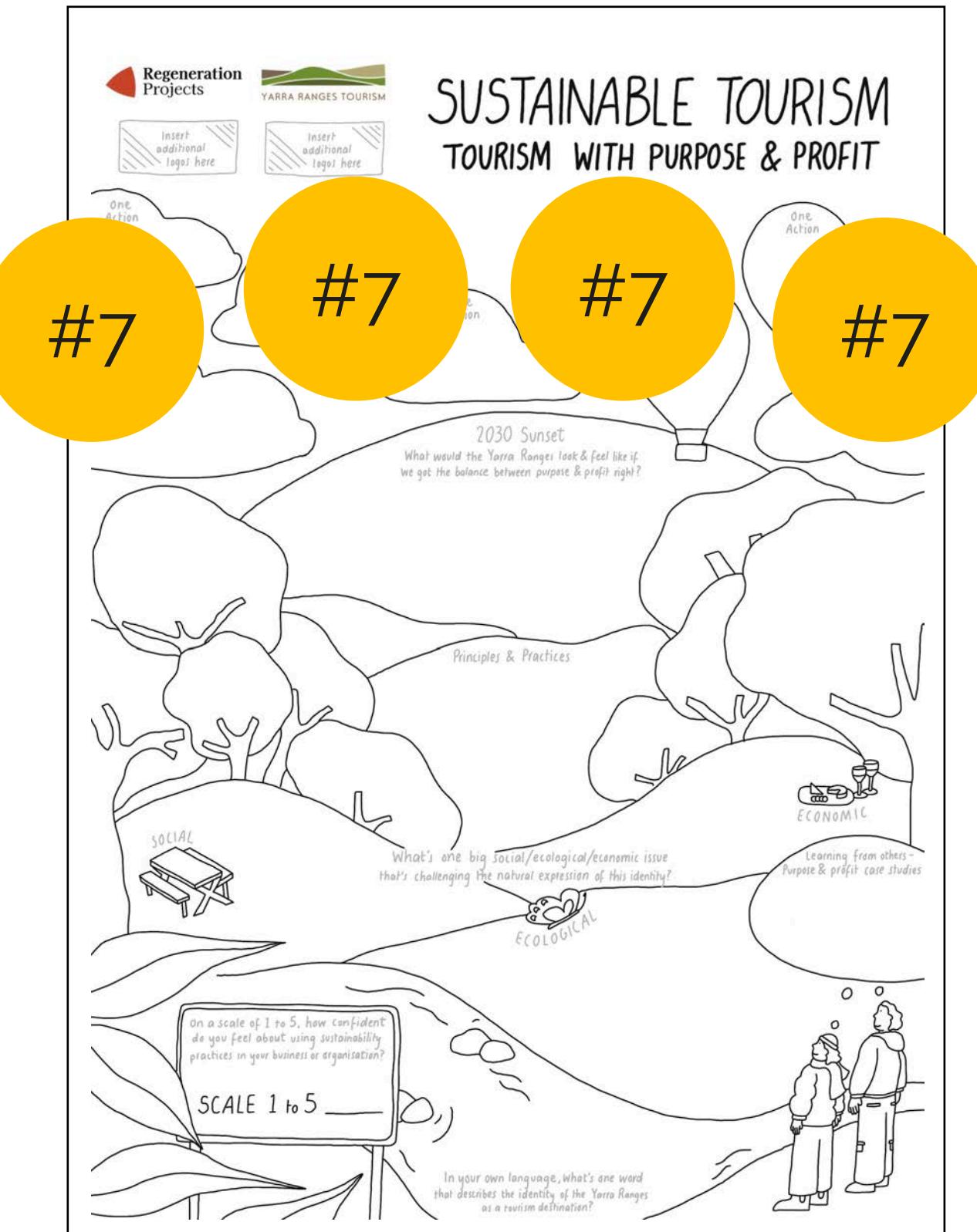
What could travel experiences look like?  
How could the visitors and the community be relating to each other?  
Why would the economy and Nature benefit?

## #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](http://regenprojects.earth)



Regeneration  
Projects

