



Participant Workbook

Case Studies + Extra Reading



LEARNING RESOURCES & INSIGHTS

CONSUMER DEMAND

Tourism Australia Future of Global Tourism Demand 2022 >

<https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html>

<https://tourismcollective.com.au/blog/unpacking-tourism-australias-future-of-global-demand-consumer-research/>

Booking.com Sustainable Travel Report 2023 >

<https://globalnews.booking.com/download/31767dc7-3d6a-4108-9900-ab5d11e0a808/booking.com-sustainable-travel-report2023.pdf>

Expedia Sustainable Travel Study 2023 >

<https://advertising.expedia.com/blog/sustainability/sustainable-tourism-demand-rises/#:~:text=During%20the%20pandemic%2C%20it%20was,water%20quality%2C%20and%20ecological%20restoration.>

Rooted Storytelling – How Tourism Can Close the Knowledge-Action Gap >

<https://rootedstorytelling.com/rethinking-tourism/traveler-behavior-intention-gap/>

American Express Global Travel Trends Report 2023 >

<https://www.americanexpress.com/en-us/travel/discover/get-inspired/Global-Travel-Trends>

REGENERATIVE TOURISM EXAMPLES

Playa Viva Hotel – More Than Just A Hotel:

<https://www.playaviva.com/impact>

Regen Melbourne – Melbourne Doughnut Economics:

<https://www.regen.melbourne/>

ECO ACCREDITATIONS, MEMBERSHIPS AND RESOURCES

A Guide to Sustainability Accreditations for Tourism Businesses

<https://tourismcollective.com.au/blog/a-guide-to-sustainability-accreditations-for-australian-tourism-businesses/>

Ecotourism Australia Certification Programs

<https://www.ecotourism.org.au/our-certification-programs>

Strive 4 Sustainability Scorecard: <https://www.ecotourism.org.au/strive-4-sustainability>

ATIC Quality Tourism Framework – Sustainable Tourism Accreditation

<https://www.qualitytourismaustralia.com/home/sustainabletourism/>

EarthCheck Certification Programs: <https://earthcheck.org/what-we-do/certification/>

UN Sustainable Development Goals: <https://tourism4sdgs.org/>

B Corp: <https://bcorporation.com.au/>

Green Globe: <https://www.greenglobe.com/>

Green Key: <https://www.greenkey.global/>

1% For The Planet: <https://onepercentfortheplanet.org/>

Tourism Declares: <https://www.tourismdeclares.com/>

SKAL International: <https://skal.org/join-skal>

Social Traders: <https://www.socialtraders.com.au/for-social-enterprise/certification/>

WORKSHOP TASKS

TASK 1 / SHORT TERM GOALS

SET 3 SHORT TERMS ECO GOALS - WHICH YOU AIM TO ACHIEVE IN THE NEXT MONTH

Based on your learnings in the workshop, consider 'low hanging fruit' goals – quick and budget friendly to implement. Examples include ethical packaging, switching bathroom products, changing bottled water to tap water, sourcing local produce etc.

TASK 2 / LONGER TERM GOALS

SET 3 LONGER-TERM ECO GOALS - AIM TO IMPLEMENT IN YOUR BUSINESS IN THE NEXT 6 MONTHS.

Based on your learnings from the afternoon learning tour, longer term goals may have a cost involved and not be achievable straight away. However they might be ones you are aiming for, would love to have, or need to find a grant to help you achieve. Examples include giving back partnership with local community organisations, positive impact visitor experience, installing solar power, investing in electric vehicles, activating composting systems, activating conservation projects, undertaking an eco-certifications etc. Download and use the Toolkit to document and track you progress towards these longer term goals.

Download the [Sustainability Toolkit](#), and use to map your short and long term goals in the relevant Focus Areas.

FOCUS AREA

RESOURCES + ACTIONS

FOCUS AREA 1 / TIME & BUDGET

Allocate time to assess the sustainable practices of your business operations.

Infuse a Sustainable and Regenerative mindset into your everyday so rather finding more time, it becomes part of your decision-making process.

Invest for longer term financial benefits

Look at longer term financial benefits from solar panels, on-site composting, EV vehicles etc. There may be grants (local, state or federal) available which can benefit your business and assist you in implementing sustainable practices / infrastructure:

- <https://australiangrants.org/green-initiative-grants/>

Can the next generation of tourism professionals help

Are there any local uni or TAFE students studying ecotourism/sustainable tourism looking for work experience and can help you measure and design your positive impact plan and reports.

Free initiatives

Check with your local shire if there are any free or cost effective eco initiatives in your area which can benefit your business and save you time and money:

- Green Caffeine initiative: Free for cafes and for coffee drinkers
<https://greencaffeine.com.au/>

Turning purpose into profit

Can you create an experience for your customers which includes eco-practices. This could be conservation related such as planting tree's, conservation education, cleaning up rubbish etc.

INDUSTRY EXAMPLES

The Peninsula Hot Springs food bowl helps reduce waste and grow produce on site but is also an experience they sell through as an events space, workshops and tours:

<https://www.peninsulahotsprings.com/food-bowl>

Tahbilk Winery sustainability credentials (including solar and being carbon neutral) are resonating with their consumers whilst also improving its bottom line:

<https://www.tahbilk.com.au/purbick-family>

In the **Toolkit**, complete the table in the 'Time & Budget' sheet. Complete on a yearly basis to track your business progress.

FOCUS AREA 2 / CUSTOMER

Customer Incentives

Reward your customers for doing the right thing in a way that can also benefit your business.

Crystalbrook Hotels provide guests with vouchers for the bar if they choose not to have their room serviced every day.

Enhance the Experience

Search for eco-practices that also benefit the customer. Restaurant or Hotel bathrooms with reusable or ethical amenities from a local provider. Providing free reef-safe sunscreen. Conservation projects which customers can experience. Kitchen garden which serves your customers produce.

Inclusive and Accessible Tourism

Look to provide an inclusive experience both in your product delivery and website. This includes ensuring your website is accessible (such as alt text for images), providing information on accessibility at your business, consider offering accessible products and services, and partnering with accessibility organisations. Tourism Australia have several resources on accessible tourism including:

<https://www.tourism.australia.com/en/resources/industry-resources/building-your-tourism-business/accessible-tourism.html>

Are there other ways you can communicate being inclusive such as being LGBTIQ+ friendly or offering non-alcohol or dietary related alternative options to guests.

INDUSTRY EXAMPLES

Gemtree Wines, SA conduct cellar tour tastings which include an acknowledgement of country and their aims to be carbon neutral. They also offer a number of eco experiences which customers can participate in such as biodynamic tasting and tours, eco trails, and off-grid accommodation: <https://gemtreewines.com/visit/>

Beachcomber Holiday Park, NSW have an environmental management plan and their eco practices are visible to the customer leading to positive reviews:
<https://beachcomberholidaypark.com.au/eco-facilities/>

Crystalbrook Hotels in NSW & QLD have a Responsible Luxury ethos and reward customers to make sustainable choices during their stay:
<https://www.crystalbrookcollection.com/responsible-luxury>

Malama Hawaii Have formed partnerships with organisations and volunteer projects to offer customers Trips That Give Back. This includes special hotel offers for customers that choose to volunteer: <https://www.gohawaii.com/malama>

In the **Toolkit**, complete the table in the 'Customer' sheet. Complete on a yearly basis to track your business progress.

FOCUS AREA 3 / BUSINESS OPERATIONS

Carbon Calculators and Offset Partners

There are many options to suit different budgets and impacts. The biggest difference you can make to your local community and environment is supporting a local reforestation project.

Utilise carbon calculators to work out your business impact and report. Many are user friendly and are broken down into different areas (such as energy, water, food & drink, travel etc) making it easier for your to input your usage and find out your business emissions.

- SME Climate Hub: <https://smeclimatehub.org/>
- Carbon Positive Australia: <https://carbonpositiveaustralia.org.au/calculate/>
- Carbon Neutral Australia: <https://carbonneutral.com.au/carbon-calculator/>
- Trees For Life (South Australia):
https://treesforlife.org.au/TFLWeb/TFLWeb/What_we_do/TFL_Carbon/TFL-Carbon.aspx?hkey=bc98c650-5773-403f-b48d-47e76454528f
- Greenfleet: <https://www.greenfleet.com.au/pages/offset>

Consider switching to ethical providers.

Use online resources to find which banks, electricity, telcos, insurance and other utility providers are the most ethical (or at least the least destructive):

- Australian Conservation Foundation – Bank rank: https://www.acf.org.au/bank_rank
- The Green Electricity Guide by Greenpeace: <https://www.greenelectricityguide.org.au/>

Seek out purpose driven products to partner with

When looking for a particular product or service you will be using for your business, check out business directories from B-Corp, 1% For The Planet, Welcome To Country, and Supply Nation. Businesses that are part of these have made a commitment to the environment/culture and are often purpose driven.

- B-Corp business directory:
<https://www.bcorporation.net/en-us/find-a-b-corp>
Super useful map of B-Corps so you can find ones near you:
<https://bcorper.mrcagney.works/>
- 1% For The Planet business directory:
<https://directories.onepercentfortheplanet.org/>
- Welcome to Country directory:
<https://www.welcometocountry.com/>
- Supply Nation directory:
<https://supplynation.org.au/>

INDUSTRY EXAMPLES

Bright Brewery in Victoria's High Country display their energy usage on their website and how much they are producing using solar power:

<https://brightbrewery.com.au/sustainability/solar-brewing/>

Spicers Retreats in Queensland clearly display back of house initiatives including a \$2 million hydrogen renewal energy trial meaning all their eco-camps will be off-grid without using diesel powered generators: <https://spicersretreats.com/sustainability-at-spicers/sustainability-initiatives/green-energy/>

In the Toolkit, complete the table in the 'Business Operations' sheet. Complete on a yearly basis to track your business progress.

FOCUS AREA 4 / WASTE

Reduce or eliminate waste.

Keeping it simple with clear signage for how your guests can dispose responsibly or just having a range of bins (compost, recycling etc) available.

Look for alternatives to any products you may use in your business that comes in single-use-plastic. Refillable bathroom products, food and drink packaging etc.

Great Wrap are an alternative to plastic cling wrap after creating a formula out of plastic waste to make cling wrap and pallet wraps:

- Great Wrap – Cling wrap made from potato waste:
<https://greatwrap.com.au/pages/learn>

Consider developing a Waste Management Strategy. The Alex Hotel in Perth diverts approximately 70% of their waste away from landfill.

- **Alex Hotel Perth:**
<https://alexhotel.com.au/sustainability/>

The Moving Feast tackle food waste by launching The Open Sauce which turns food waste into jams, sauces etc. They have also developed a **step-by-step waste audit you can download** and use in your business:

- <https://movingfeast.net/blog/open-sauce-waste-audit-guide>

Some councils are making **saving water fun by developing playlists** which people can use to have 4-minute showers:

- Hunter Valley: <https://www.hunterwater.com.au/home-and-business/information-for-homes/how-to-love-water/in-the-home/bathroom/4minuteshowers>
- Barwon Water: <https://open.spotify.com/playlist/5LWWzYpmkQy3VruaSNNT6>

If you run events, consider options to reduce waste from businesses including:

Be Alternative are a social enterprise who help organisations and events to eradicate waste: <https://www.b-alternative.com/>

WOSUP (War On Single Use Plastic) offer a service of reusable aluminium cups at events instead of plastic ones: <https://wosup.com.au/>

When purchasing products beware of greenwashing or misleading wording with 'biodegradable' or 'commercially compostable'.

Look at introducing a no print policy for non-essential documents and digitalise as much as you can. This could include digital business cards such as TAPT: <https://tapt.io/>

The Circular Economy

Is it possible to reuse, recycle, reduce, refuse any of the products your business uses? See if you can upcycle any waste into products.

Zero Co have several initiatives for businesses to become part of the circular economy:

- <https://www.zeroco.com.au/pages/sustainable-stays>
- <https://www.zeroco.com.au/pages/workwastechallenge>

INDUSTRY EXAMPLES

Sea All Dolphin Swims, VIC invested in machinery to turn plastic waste they collect into anything from hair clips to outdoor furniture as well as providing educational programs: <https://soel.org.au/plastic-recycling-programs/>

Atiyah in Melbourne is Australia's first certified carbon neutral menu, operate off-grid using waste cooking oil and have zero-waste with compost bins onsite: <https://www.atiyah.life/sustainability/>

My Green Butler is the worlds first sustainability technology to persuade guests, staff and managers to reduce carbon emissions and waste: <https://mygreenbutler.com/>

In the **Toolkit**, complete the table in the 'Waste sheet. Complete on a yearly basis to track your business progress.

FOCUS AREA 5 / COMMUNICATIONS

Connect with your Regional Tourism office, State Tourism office and Tourism Australia

Communicate your eco-practices with your local, state and federal tourism offices especially if you are doing something extraordinary and newsworthy.

Look at other featured Australian sustainable tourism products to get ideas of what your business could be doing:

- Tourism Australia Sustainability Storytellers:
<https://www.tourism.australia.com/en/about/our-organisation/sustainable-tourism-statement.html>

Embed your purpose into your products and throughout your website

If your eco-practices are embedded into your products, ensure this is clearly articulated on your website and not just on your impact/sustainability tab.

Sustainability Page on website

Go beyond the bare essentials and talk in detail about your true purpose and impact. Consider developing a graphic on your website displaying your impact as a business as well as environmental and social goals. This is a fantastic way to remain transparent and accountable with your accounts. A cost-effective option is to connect with local universities and their sustainable tourism students who may be interested in helping you develop an impact plan and promise as part of their studies.

Make your back of house visible to your customers

Communicate what you are doing with your business operations, display it on your website and at your venue.

INDUSTRY EXAMPLES

Zoos Victoria detail their purpose across their website from Sustainability: <https://www.zoo.org.au/leap/sustainability/> to how they are fighting extinction: <https://www.zoo.org.au/fighting-extinction/>

West Beach Parks Adelaide: have produced a really clear Sustainability Plan which customers can view on the website: <https://www.westbeachparks.com.au/about-us/environment>

Capital Brewing Co, ACT: communicate their purpose really clearly on their website using visual icons, imagery and videos: <https://capitalbrewing.co/ourpurpose/>

Royal Mail Hotel, VIC has a kitchen garden and wildlife conservation projects which both have positive environmental outcomes but the hotel also offers them as tours to guests to enhance their experiential offering: <https://royalmail.com.au/sustainability/>

Wild Adventures Melbourne – Impact Plan & Promise:
<https://wildadventuresmelbourne.com/beyond-sustainability/>

In the **Toolkit**, complete the table in the 'Communications' sheet. Complete on a yearly basis to track your business progress.

FOCUS AREA 6 / COMMUNITY

Community Sentiment

Look to be proactive in improving community sentiment. Ensure your business actions support and benefit the local community rather than being detrimental. This will lead to a more welcoming experience for your customers and your business.

Articles tourism pressures on communities:

- <https://www.thegreynomads.com.au/eyre-4/>
- <https://www.domain.com.au/news/the-regional-towns-where-holiday-home-listings-have-jumped-but-rentals-are-scarce-1162996/>
- <https://www.abc.net.au/news/2022-09-16/health-workers-in-short-supply-at-sa-tourism-hotspots/101447990>
- <https://www.theaustralian.com.au/business/property/bright-is-the-town-airbnb-ate-welcome-to-ground-zero-of-the-nations-housing-crisis/news-story/abdabf522aed5ead7412fa727b469105#:~:text=Forget%20Byron%20Bay%2C%20Bright%20has,to%20live%20in%20his%20van.>

Support Local

Become invested in your local community by supporting local businesses, causes and campaigns that align with your values. When looking for a product, prioritise finding it from a local business. Support local and local will support you, promote you, and help you when required.

Trees 4 Life (based in South Australia) have a project called '**Stepping Stones Into Nature**' which helps communities who have moved to Australia and may not be comfortable with going into nature to connect thus creating a long-term positive impact to people and place: <https://treesforlife.org.au/>

Your Staff

A crucial part of your community are your employees. Look after your staff well and this helps you to retain staff, boost morale and wellbeing amongst your team. This can range from employing a diverse range of people from different backgrounds, women in management positions, remuneration that's above the industry/local average, flexible working hours, volunteer days, maternity/paternity pay etc.

Electric Vehicle Chargers

Once policy settings are right, Electric Vehicles will boom. Are there chargers at key visitor spots, accommodation, attractions? Some states Tourist Visitor Centres are looking to increase EV infrastructure which will bring more conscious travellers and spend into the region. How can your product leverage this?

- The Australian – EV Chargers becoming tourism table stakes:
<https://www.theaustralian.com.au/special-reports/road-to-the-future-in-demand-with-tourists-looking-to-recharge/news-story/90fd0a5c6d37402753d601a91f97805e>

Social Enterprise

Consider becoming a certified social enterprise (or operate in a way that has social enterprise practices):

- <https://www.socialtraders.com.au/>
- Griffith Uni – Social Enterprise Design:
https://www.griffith.edu.au/_data/assets/pdf_file/0042/996684/BMC-for-SE-2nd-Edition-Web.pdf

INDUSTRY EXAMPLES

Tasmanian Walking Co have a foundation with multiple initiatives that supports different parts of the community: <https://www.taswalkingcofoundation.com.au/projects/>

Baillie Lodges and Ernabella Arts in The Northern Territory provides a \$50,000 annual grant to cover the salary of a professional ceramist, to train and mentor emerging and established Ernabella artists: <https://baillielodges.com.au/>

Thala Beach Nature Reserve in Tropical North Queensland have nurtured a tight-knit community that has grown around their family owned business from the community projects they support: <https://www.thalabeach.com.au/environment/>

In the **Toolkit**, complete the table in the 'Community' sheet. Complete on a yearly basis to track your business progress.

FOCUS AREA 7 / CULTURE

Cultural Awareness

Connect with your local traditional custodian group about doing cultural awareness training.

Read, watch, learn and listen to resources about Aboriginal and Torres Strait Islander histories and cultures: ABC - Educational resources: <https://www.abc.net.au/education/educational-resources-about-indigenous-histories-and-cultures/13863676> , SBS - <https://www.sbs.com.au/ondemand/tv-series/the-australian-wars>

Support Aboriginal Owned Businesses

Seek out and shop for your business supplies using online directories:

- <https://www.welcometocountry.com/>
- <https://supplynation.org.au/>

Are there any collaborations/partnerships you can form with Aboriginal owned businesses/organisations?

- Mt Zero Olives and Barengi Gadjin partnership – Pink Lake Salt: <https://mountzeroolives.com/our-products/pink-lake-salt>

Tourism Australia Reconciliation Action Plan (RAP) Program

- <https://www.tourism.australia.com/en/resources/industry-resources/resources-for-industry/aboriginal-torres-strait-islander-tourism.html>
- <https://www.reconciliation.org.au/reconciliation-action-plans/>

First Nations Days and Events

If you are a non-Indigenous business, be an ally and support/attend significant events such as:

- Supporting NAIDOC Week toolkit: <https://www.naidoc.org.au/sites/default/files/Supporting%20NAIDOC%20Toolkit.pdf>
- National Reconciliation Week <https://nrw.reconciliation.org.au/>

INDUSTRY EXAMPLES

Tasmanian E-Bike Adventures co-host cultural regeneration adventures with traditional owners: <https://tasmanianebikeadventures.com.au/>

Tasmanian Walking Co have a Tasmanian Aboriginal Guide Training Program:
<https://www.taswalkingcofoundation.com.au/projects/aboriginal-guide-training/>

In the **Toolkit**, complete the table in the 'Culture' sheet. Complete on a yearly basis to track your business progress.

FOCUS 8 / GIVING BACK

Help your guests contribute to doing good

Look for ways to infuse purpose into your activities and business day-to-day.

Will & Bear (Australia's first B-Corp hat company) – customers can purchase a hat which supports regenerative farming that has a Bandicoot breeding program which in turn produces better soil for the sheep to graze off (and captures more CO2) leading to better quality wool for the Will & Bear hats: <https://willandbear.com/pages/regenerative-farming>

Customer donations

Give your customers the opportunity to donate to environmental and social projects your business would like to support. This could be through your website or a donate button at check out when a customer is booking.

Consider donating your time

During your quieter season (if you have one!), look to give back time to local projects such as tree planting. This can be a cost-effective way to give-back, support community. Ensure you keep a record and include this in your impact report/sustainability page.

INDUSTRY EXAMPLES

Sydney By Kayak Responsible Paddlers initiative:

<https://www.sydneybykayak.com.au/tours/eco-kayak/>

Crystal Creek Meadows Cottages, Kangaroo Valley display on their website how customers can help make a positive impact so they know what to do before they visit (such as composting food scraps: <https://www.crystalcreekmeadows.com.au/romantic-getaways-south-coast-nsw/#aboutEnvironmental>)

Passions of Paradise Great Barrier Reef tours have developed a citizen science reef excursion called The Coral Nurture Project where travellers can participate and learn how they can be involved in conservation and contribute: <https://passions.com.au/eco-tourism/>

Wild Adventures Melbourne – WAM 4 Project supports focused local environmental and social causes which customers can also support directly: <https://wildadventuresmelbourne.com/wam-4-project/>

In the **Toolkit**, complete the table in the 'Giving Back' sheet. Complete on a yearly basis to track your business progress.