



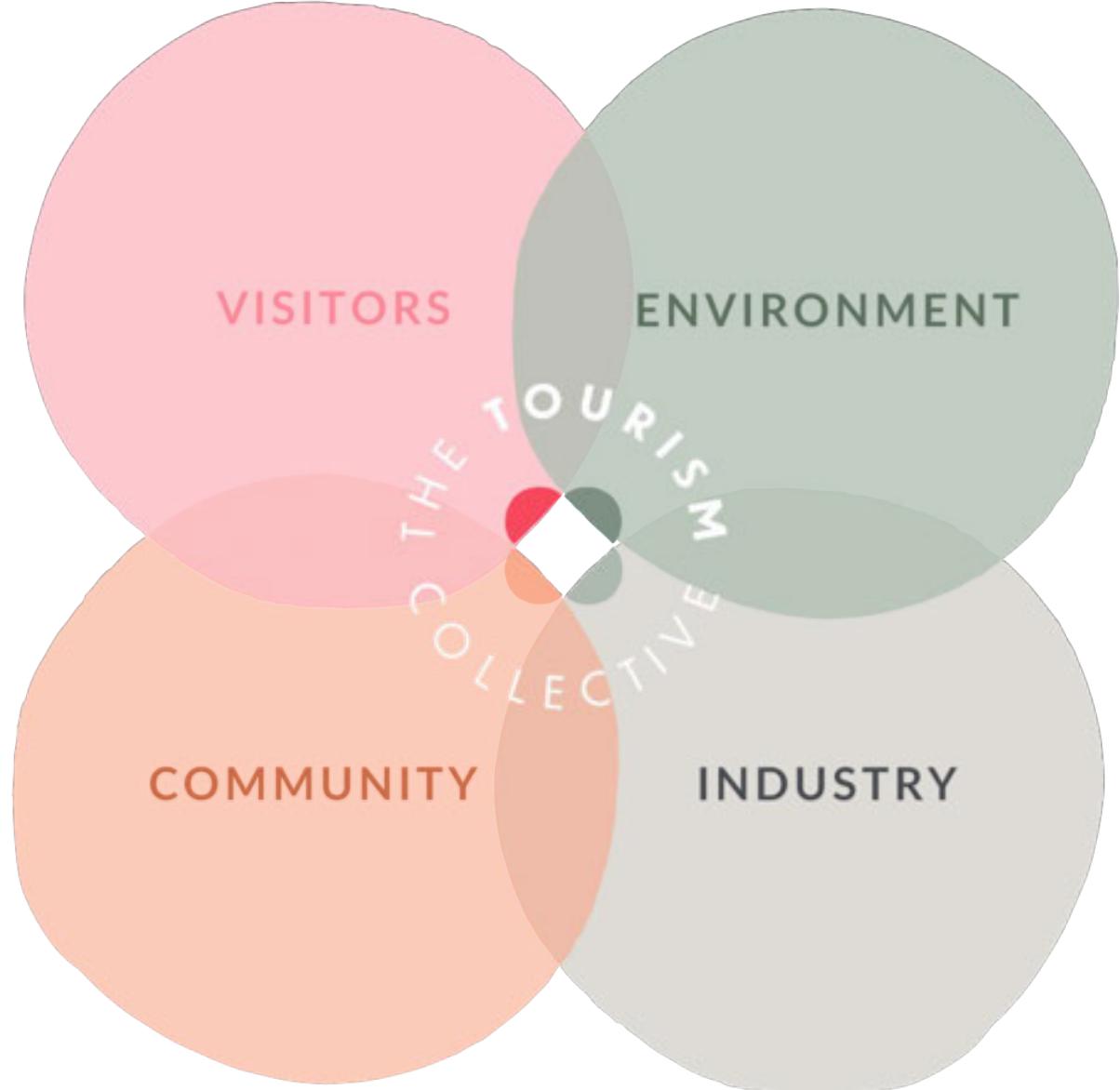
THE WHY, WHAT AND HOW OF



SUSTAINABLE &
REGENERATIVE
Tourism

Credit: Visit Victoria

A Regenerative Approach.





THRILL SEEKING NATURE ~
WAM!
WILD ADVENTURES MELBOURNE
MORNINGTON PENINSULA ~

WAM - BUILT TO BE REGENERATIVE





Advanced Ecotourism &
Climate Action Certified with
Ecotourism Australia



Sustainable Tourism
Accredited

Sustainability
Storyteller with
Tourism Australia



WAM's ECO CREDENTIALS



Scored 99% in
Strive 4
Sustainability
Scorecard



Finalist Premiers
Sustainability Awards



One of the only
tour operators in
Australia to become
a certified B-Corp

Mornington Peninsula National Park –
Wild Adventures Melbourne

WHAT WE'LL COVER TODAY

- 01 UNDERSTANDING THE LANDSCAPE
- 02 SUSTAINABLE & REGENERATIVE TOURISM... UNPACKED
- 03 BENEFITS AND CHALLENGES
- 04 TURNING THE THEORY INTO PRACTICAL - 8 FOCUS AREAS
- 05 YOUR SUSTAINABLE & REGENERATIVE JOURNEY
- 06 LUNCH AND NETWORKING
- 07 LEARNING TOUR



THINK OF TOURISM AS MYCELIUM

PART OF A LIVING SYSTEM,
NOT AN INDUSTRY

- Trees communicate with each other via this network
- Rather than competing for resources, trees use fungal networks to share them
- Send water, carbon, nutrients, and wisdom to help each other flourish
- If the system is not looked after or connected, it becomes dysfunctional or can collapse



ALL
BUSINESSES
ARE ON A
DIFFERENT
PART OF THE
JOURNEY

“We are at the
start of our
sustainable
journey”

“Do some
eco-practices
but want to
do a lot more”

“Feel like we are
doing enough
already”

“Not sure
where we
are at!”

“Want to be
more sustainable
but haven’t got
the time or
budget”

“We are a
Regenerative
Tourism
business”

**Sustainable Tourism
Responsible Tourism
Transformative Tourism
Regenerative Tourism**

= Tourism For Good



UNDERSTANDING THE LANDSCAPE



CONNECTING THE DOTS

A close-up photograph showing a person's hand holding a small, clear plastic cup. Inside the cup is a small amount of food, possibly nectar or liquid. A small, dark-colored bird or similar creature is perched on the edge of the cup, its beak dipping into the liquid. The person's hand is visible, wearing a gold ring and a gold bracelet. The background is blurred, showing what appears to be a natural, outdoor setting.

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

- UNWTO



England v New Zealand: Was Edgbaston's Go Green game a hint at cricket's future?

By Matthew Henry
BBC Sport at Edgbaston

3 September 2023 | Cricket



EDGBASTON CRICKET GROUND

- Stadium runs off wind, hydro, solar
- Seed paper used for 4 & 6 cards
- Electric mowers/rollers
- Spectator food wrapped in packaging lined with seaweed
- Carbon footprint calculated for each day's play
- Car parks at ground closed, only shuttle buses from city



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

SUSTAINABLE DEVELOPMENT GOALS

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

WORLDS 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.”



Rise of the ‘conscious consumer’



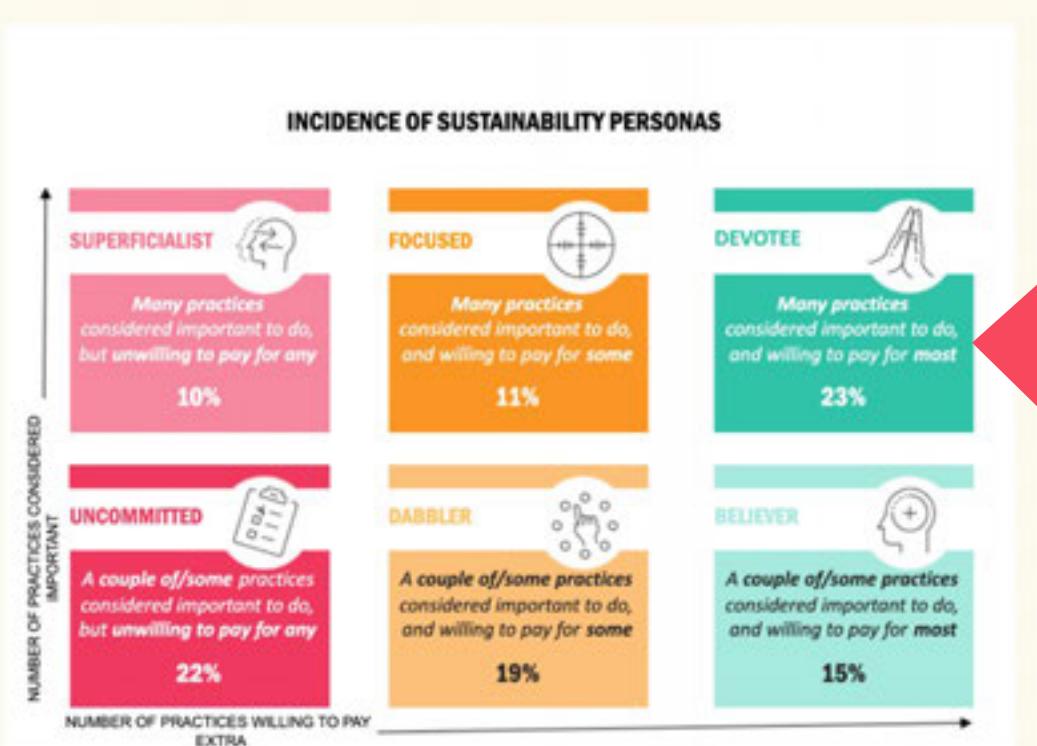
TRAVELLERS ARE LOOKING TO LIGHTEN THEIR FOOTPRINT ON DESTINATIONS.

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

- Skift



SUSTAINABILITY: MORE THAN 75% OF TRAVELLERS ARE COMMITTED TO SUSTAINABILITY IN SOME WAY & 1 IN 3 ARE SUSTAINABILITY DEVOTEES OR BELIEVERS



The increasing majority of Travellers think it's important that businesses implement sustainability practices

With over 1/3 of travellers happy to pay extra for that commitment.

Sustainability is front and centre of the global psyche, shaping demand for low-carbon-footprint travel options and experiences that touch the earth and its communities lightly, leaving places and people better off than when they arrived. It's no longer just about preserving the Earth's precious resources; it is increasingly about regenerating what is lost and deeply honouring what is left.



SUSTAINABLE & REGENERATIVE TOURISM... UNPACKED





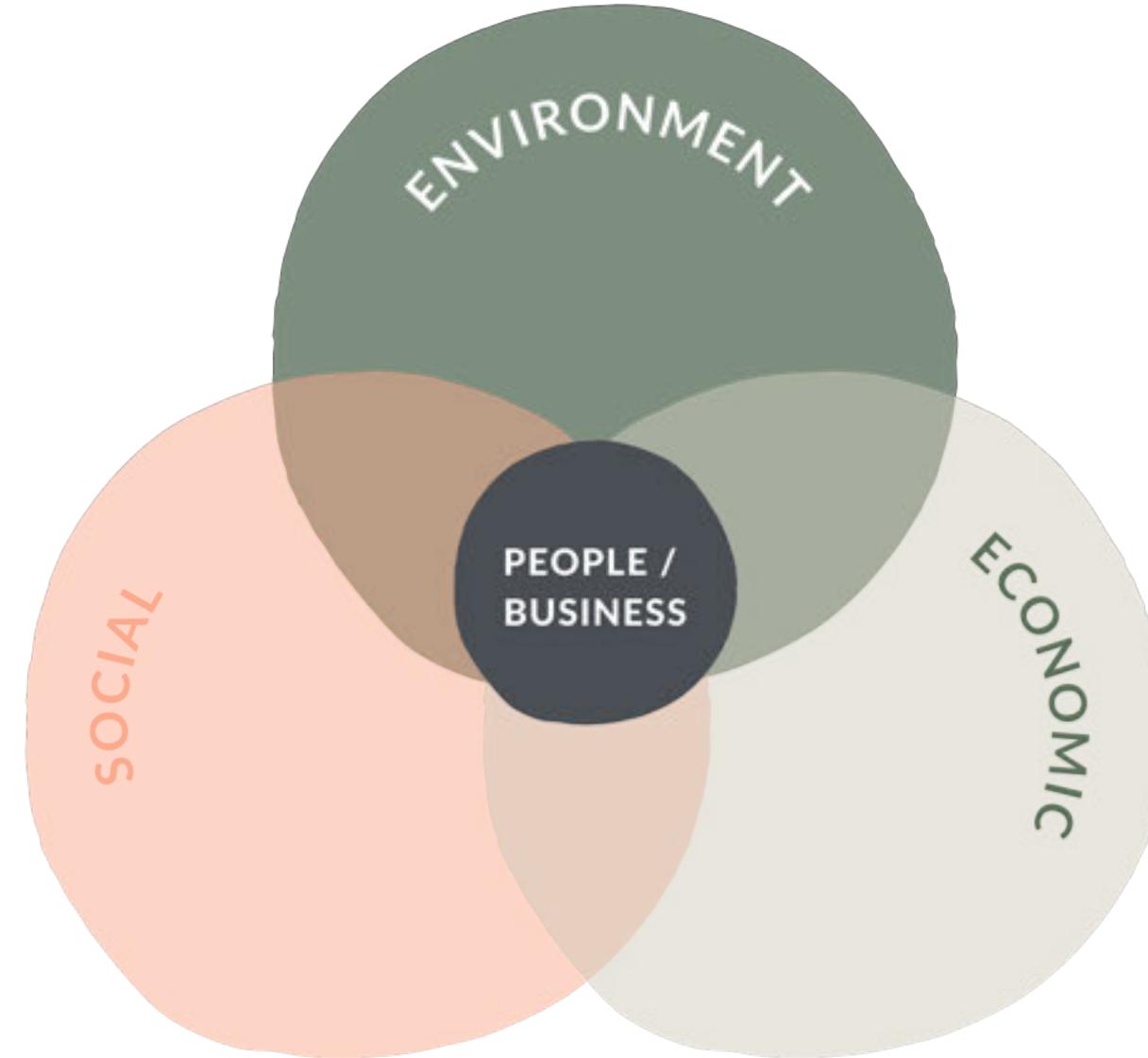
SUSTAINABLE TOURISM

“TOURISM THAT TAKES FULL ACCOUNT OF ITS CURRENT AND FUTURE ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACTS, ADDRESSING THE NEEDS OF VISITORS, THE INDUSTRY, THE ENVIRONMENT AND HOST COMMUNITIES.”

- WORLD TOURISM ORGANIZATION
(UNWTO)



SUSTAINABILITY



A photograph of a couple sitting at a wooden table under a large white umbrella in a lush, green garden. The man is on the left, and the woman is on the right, both looking towards each other. In the background, there is a house completely covered in ivy. The scene is set on a brick-paved patio. The overall atmosphere is peaceful and natural.

Being regenerative is ongoing and evolving -
look to infuse it into your everyday.

Credit: Visit Victoria



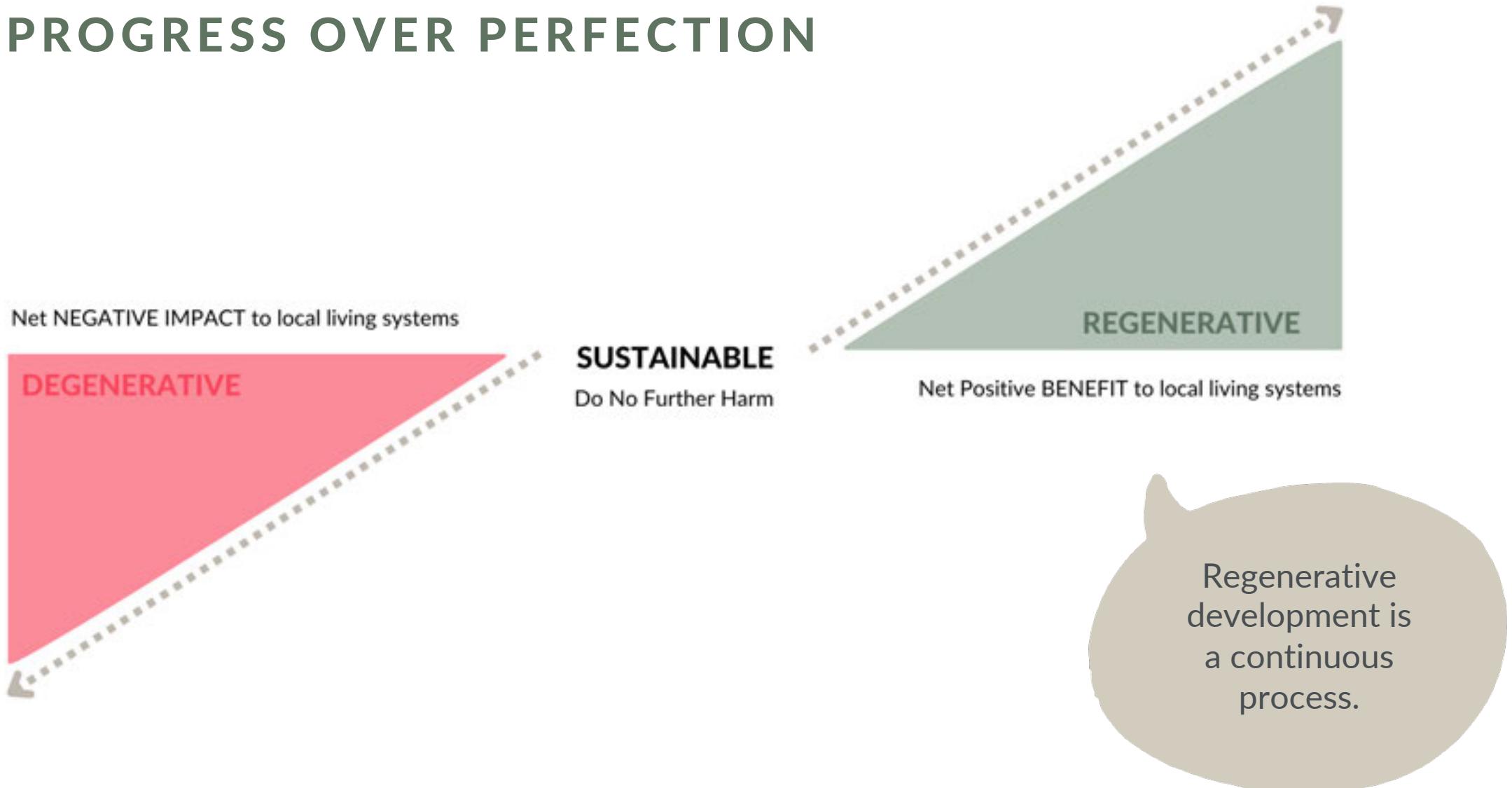
**“TO BE REGENERATIVE
INVOLVES APPLYING A
DIFFERENT WAY OF SEEING
(PERSPECTIVES) AND LIVING
BY A DIFFERENT SET OF
RULES (NATURES
PRINCIPLES).”**

- DR ANNA POLLOCK,
CONSCIOUS TRAVEL



Credit: Visit Victoria

PROGRESS OVER PERFECTION



IT'S MARATHON NOT A RACE...

Operating regeneratively is a similar approach to running a marathon. It takes a lot of time and effort but is addictive and fulfilling. Its also continuous, if you stop running, you can't run a marathon anymore.



CONSIDER TAKING THE STEP FROM SUSTAINABLE TO REGENERATIVE

Carbon neutral / offset emissions



Net positive / 'insetting' emissions, reforestation

Leave no trace



Clean Up Locations, upcycle waste

3'R's (Reduce, Reuse, Recycle)



9 R's (Rethink, Refuse, Reduce, Reuse, Refurbish, Repair, Repurpose, Regift, Recycle)

Acknowledge Country



Connect, Respect & Support First Nations culture, people and businesses

Support local



Invest in local and bring the community into your experience

A photograph of a two-lane asphalt road stretching into the distance. Both sides of the road are lined with tall, slender trees whose leaves are a vibrant yellow, suggesting autumn. The sky above is a clear, bright blue with a few wispy, white clouds. The perspective of the road creates a sense of depth, leading the eye towards the horizon.

ACCREDITATIONS AND CERTIFICATIONS
CAN HELP WITH FRAMEWORKS & METRICS

UN Sustainable Development Goals (SDG's):

- Highlights other social + environmental challenges tourism can support



Earthcheck:



Quality Tourism Accredited:



ECO:
Resources,
Certifications,
Accreditations,
Memberships,
Associations

1% For The Planet:



Ecotourism Australia:

- Certifications
- Strive 4 Sustainability Scorecard



B-Corps:



Others:
Social Enterprise
Climate Neutral
Green Globe
Green Key



WHY BEING SUSTAINABLE & REGENERATIVE IS GOOD FOR BUSINESS





BUSINESS FOR GOOD IS GOOD FOR BUSINESS!

- ✓ More Marketable
- ✓ More Attention
- ✓ More Customers
- ✓ More Revenue
- ✓ More Advocates
- ✓ More Positive Impact

FROM THIS...

BENEFITS OF BEING A SUSTAINABLE TOURISM BUSINESS

Operate more
responsibly

Competitive
advantage

Have less of a
negative impact on
the environment

Connect with
and attract more
customers

Reduces
business costs
(and earn you more)

Support the
community

TO THIS...

BENEFITS OF BEING A REGENERATIVE TOURISM BUSINESS

Reputation and competitive advantage

Make a long-term positive impact on the environment

Improve community sentiment

Attract more conscious travellers and advocates, willing to pay more

Reduce the risk of extreme weather events (longer term)

Operate regeneratively for future regenerations

Become a go-to product for customers, media, trade and tourism bodies

Receive more positive reviews

Go beyond sustainability and avoid greenwashing



Challenges to consider...





IN 2022-23 WAM PLANTED 500 NATIVE TREES, IF EVERY TOURISM BUSINESS IN AUSTRALIA DID THE SAME, WE WOULD PLANT OVER 150 MILLION TREES!

HOW CAN YOUR BUSINESS HAVE A POSITIVE IMPACT?

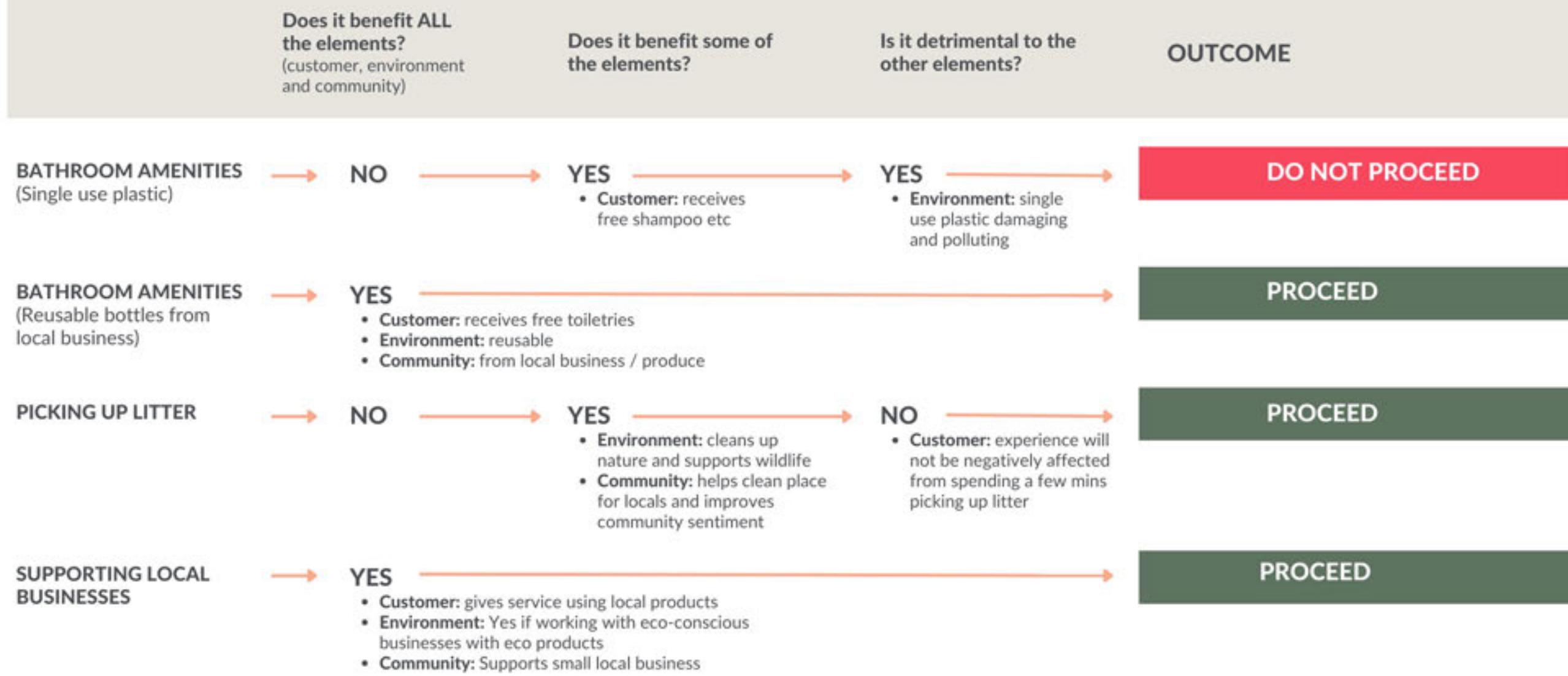


THE TOURISM
COLLECTIVE



CONNECTING
YOUR DECISIONS.

REGENERATIVE DECISION MAKING





SOMETIMES IT MIGHT NOT
BE POSSIBLE STRAIGHT AWAY

But what can you do to limit the impact of the decision?



**THEORY INTO
PRACTICE**

8 FOCUS AREAS



THEORY - OFTEN CONFUSING

- Purpose & Stakeholder Governance
- Worker Engagement
- Fair Wages
- Justice, Equity, Diversity and Inclusion
- Human Rights
- Climate Action
- Circularity and Environmental Stewardship
- Collective Action
- Impact Management
- Risk Standards



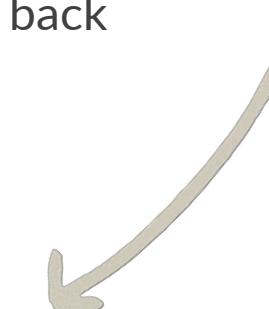
PRACTICAL - 8 FOCUS AREAS

To discover achievable solutions and actions.

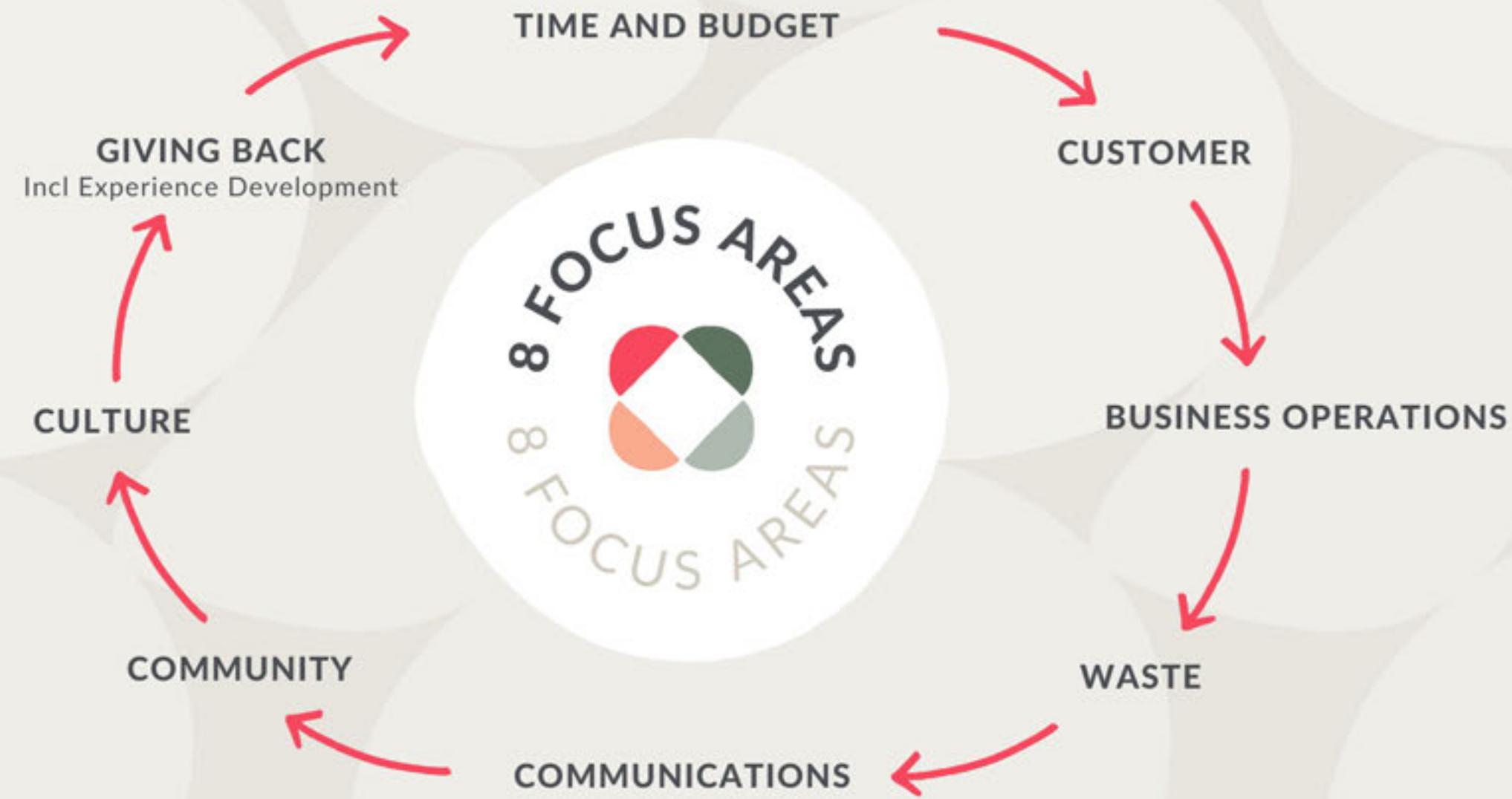
1. Time & Budget
2. Customer
3. Business Operations
4. Waste
5. Communications
6. Community
7. Culture
8. Giving back



Leads to social environmental
and economic positive impact



8 FOCUS AREAS





1. Time & Budget.

CHANGE CAN BE GRADUAL

Short-term

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

Examples:

Ethical packaging,
Switching bathroom products, changing bottled water to tap, sourcing local produce etc

Longer-term

Actions which may take longer to implement and require investment

Examples:

Solar, EV's, Composting, conservation projects, certifications etc

THERE MAY BE FREE INITIATIVES

Green Caffeen is
free for cafés and
customers



Or replacing for
more ethical
options at a
similar cost

OR THE NEXT GENERATION OF
TOURISM PROFESSIONALS MAY
BE ABLE TO HELP...



The image shows the homepage of the William Angliss Institute website. The header features the institution's name in a stylized font, with "William" in a smaller font above "Angliss" and "Institute" in a smaller font below it. The main navigation menu includes links for "About", "News", "Events Hub", "Research", "COURSES", "STUDY WITH US", "INTERNATIONAL", "INDUSTRY", and "DINE & CONFERENCE". Below the header, a large, semi-transparent image of a group of diverse individuals outdoors, possibly on a beach or coastal area, is overlaid with the text "BACHELOR OF TOURISM (ECOTOURISM)" in large, bold, white capital letters.

TURNING PURPOSE INTO PROFIT



Peninsula Hot Springs food bowl means they grow produce on site, reduce waste, offer tours, workshops and events.



Food bowl, Peninsula Hot Springs

A photograph of a couple walking on a wooden bridge over a stream in a lush green forest. The bridge is made of wood and has a metal railing. The couple is walking towards the camera, with the man on the right and the woman on the left. The forest is dense with green trees and foliage. The stream flows under the bridge, reflecting the surrounding greenery.

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.

How Victoria's oldest winery went carbon neutral

When it comes to sustainability and eco-innovation, this fifth-generation wine-making family is an Australian success story.

By Agribusiness View



Sustainability solution rewards Aussie winery

TAHBILK WINERY
VICTORIA

“Tahbilk's sustainability credentials are resonating with consumers, and also improving its bottom line. ...Over the last five or six years, we've seen a 33 per cent increase in energy prices, But solar has basically flattened it out. The panels also provide resilience against blackouts – a not-infrequent occurrence in rural Victoria.”

- Michelle Symeonidis,
Tahbilk Group CFO

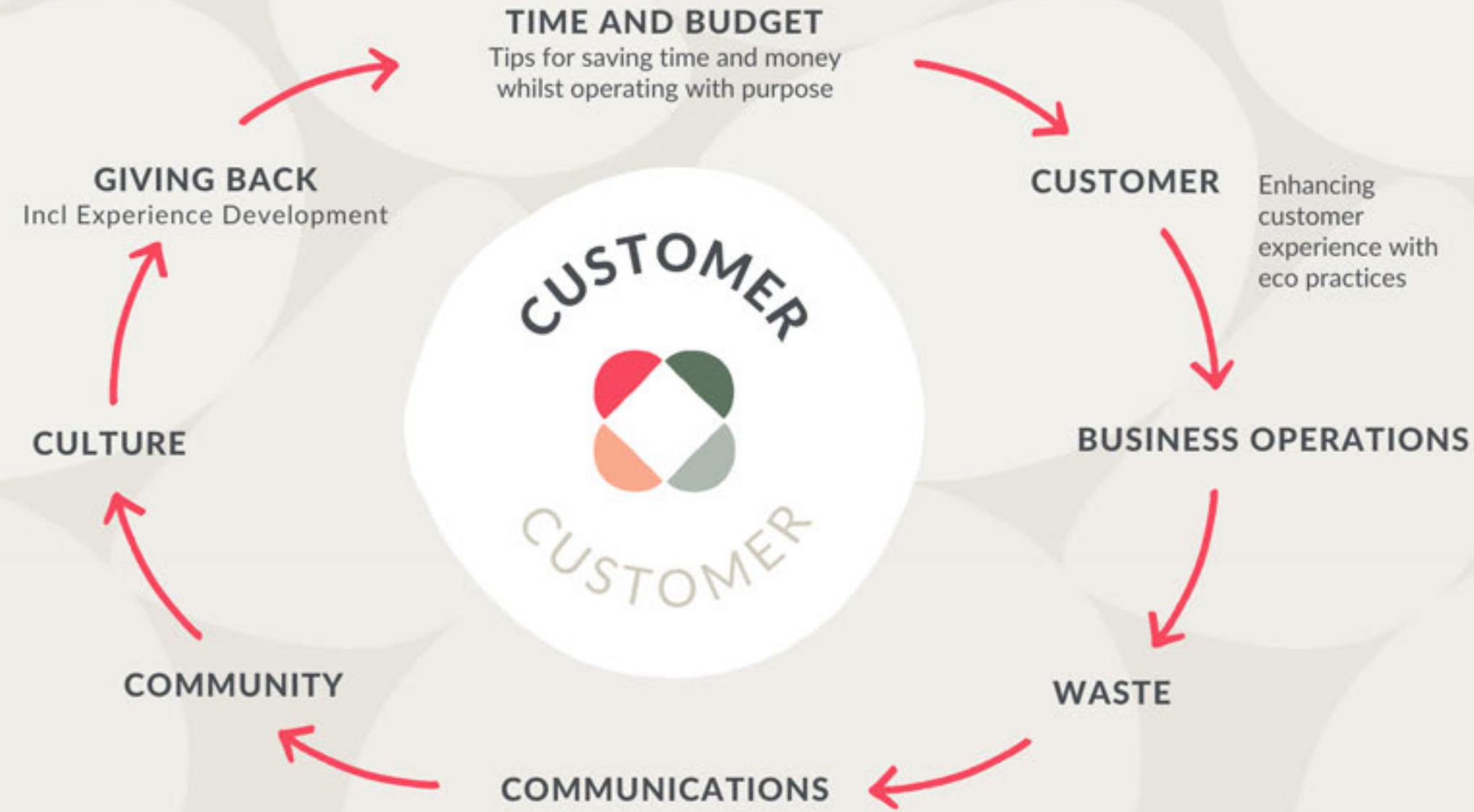


TO SUMMARISE TIME AND BUDGET

- ✓ Set short, medium & long-term goals
- ✓ Infuse into your every day
- ✓ Keep an eye out for support
- ✓ Look for the ethical solution first, then find one to fit budget
- ✓ Customers may be willing to pay more for the ethical choice



2. Customer Service





SUSTAINABILITY BECOMES
PART OF
YOUR GUEST EXPERIENCE.



Gemtree Wines

McLaren Vale,
South Australia

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

“I was ecstatic to hear Gemtree are aiming to be carbon neutral in 5 years, that’s fantastic!”

YOU CAN ENABLE YOUR CUSTOMER TO TRAVEL CONSCIOUSLY, AND THEY WILL LOVE YOU FOR IT.

frontage location.
self-contained cabins
ide guests with an
forgettable beachfront
experience whilst having
minimal impact on the
surrounding landscape.

Book now

“eco-friendliness
everywhere – loved it!”

“So impressed with the
composting of food
scraps”



Power is
provided by
solar and
battery storage



Cooking
facilities are gas
or wood fired



Water
conservation by
captured
rainwater and
from our
underground
bores



BEACHCOMBER HOLIDAY PARK EUROBODALLA, NSW

- 100% sustainable
Eco-Retreat
- Environmental
Management Plan

[Hotels](#)[Eat + Drink](#)[Spa](#)[Gather](#)[Gift Cards](#)[Book Now](#)

INCENTIVISE YOUR CUSTOMER TO ACT CONSCIOUSLY



CRYSTALBROOK HOTELS - NSW & QLD

- Footprint Free Stay
- Guests are rewarded for opting out of having room serviced

package offer details and to book directly.

[ISLANDS](#)[EXPERIENCES](#)[CULTURE](#)[PLANNING](#)[LANGUAGES](#) [ALL](#)[KAUA'I \(7\)](#)[O'AHU \(25\)](#)[MOLOKA'I \(1\)](#)[MAUI \(13\)](#)[ISLAND OF HAWAI'I \(9\)](#)

Filter Results

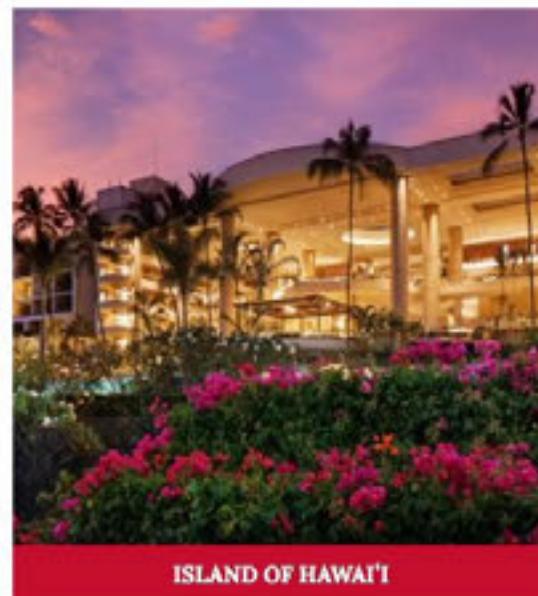
Categories



- AGRICULTURE (18)
- BEACH CLEANUP (36)
- CULTURAL STEWARDSHIP (37)
- FISHPOND (16)
- REEF RESTORATION/CONSERVATION (14)
- REFORESTATION (31)
- WILDLIFE PRESERVATION (15)

[SEARCH >](#)[RESET >](#)

showing 1 - 12 of 55





SEEK ECO-PRACTICES
THAT ALSO ENHANCE THE
CUSTOMER EXPERIENCE...

WAM Eco-Packs



WAM Eco-Shop



Eco towel service – Wild Adventures Melbourne

Choose Options

1 ▾

People
Ages 16+

A\$239

Person

A\$239

Please enter your full name:

*
 A\$5 Plant a Koala Tree & Help Restore Reefs

MP Koalas help protect the Mornington Peninsula's koala population by restoring and enhancing existing vegetation and connecting remaining koala habitats.

The Nature Conservancy are leading Australia's largest marine restoration initiative, to bring shellfish reef ecosystems back from the brink of extinction including near Dromana on the Mornington Peninsula.

Use the menus above to add more

Extra Information

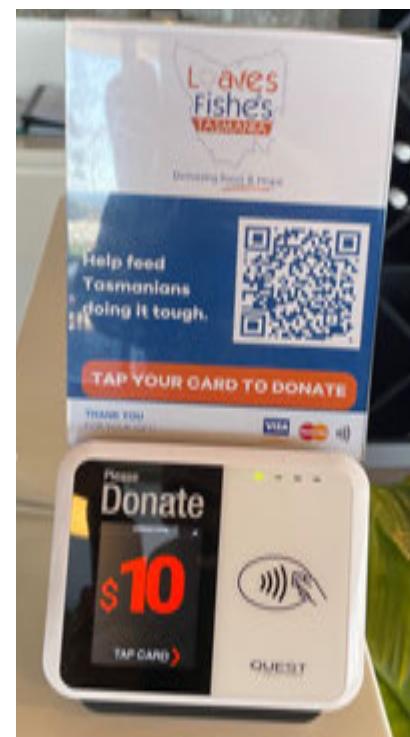
How did you hear about us?

Choose an option

Any Dietary Requirements?

*

Have you Sup'd before?



PROVIDE GUESTS A LOCAL GIVE-BACK OPTION

- Guests have the opportunity to make a difference
- How can you provide an opportunity for your guests to give back?
- What relevant touch point?

BECOMING 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

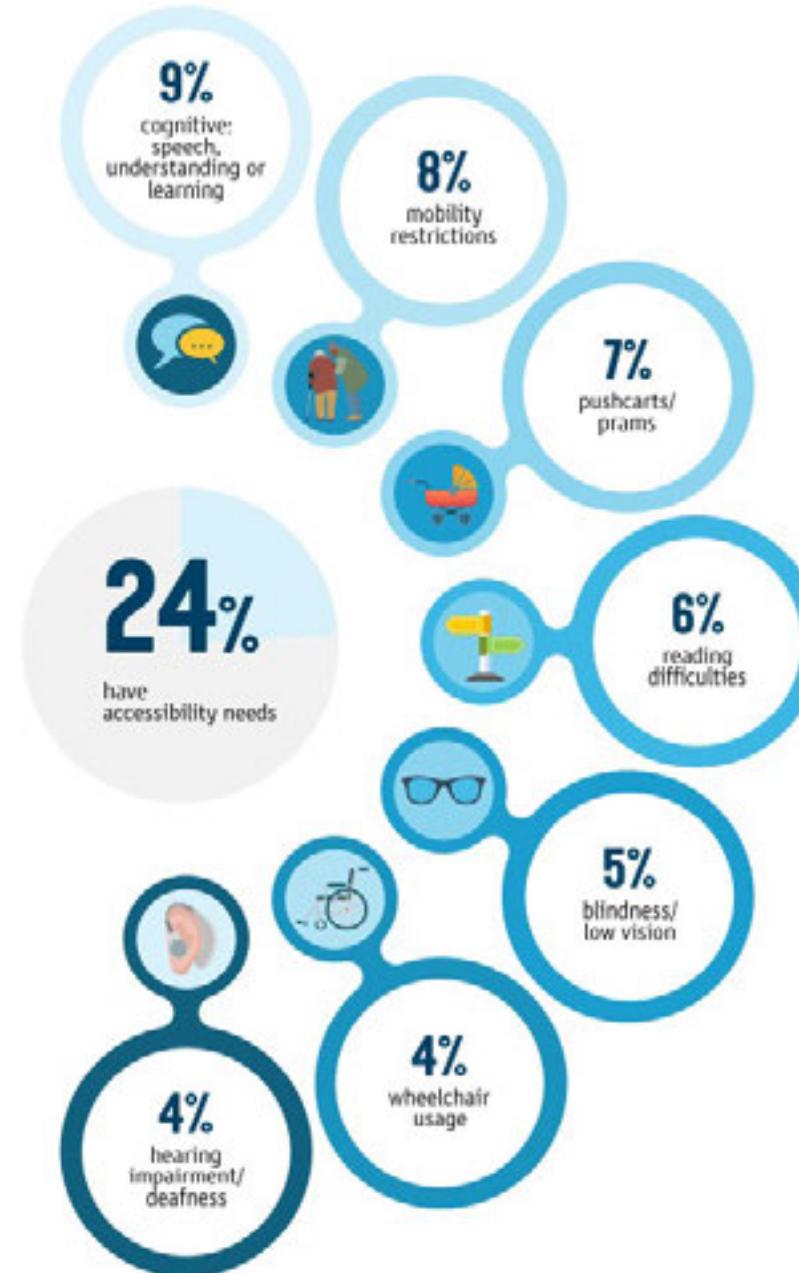


Image and graphic - Tourism Australia

So much more than just physical mobility

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



TO SUMMARISE CUSTOMER

- ✓ Enhance the customer service
- ✓ 'It's the little touches'
- ✓ Empower your customers to make ethical choices
(they will love you for it)
- ✓ Aim to be inclusive and accessible



3. Business Operations



Utilise online resources to find ethical utility providers.

'The big 4 banks have publicly committed to stop financing coal by 2030 or 2035.

That's great. But all 4 still invest billions each in another ageing fossil fuel that harms our climate - gas! And they have no plans to stop.'

- Australian Conservation Foundation

The Green Electricity Guide

by GREENPEACE

Certified



A large, dark green rectangular overlay covers the top half of the image. Inside this overlay, the text 'THIS IS WHAT DEFORESTATION LOOKS LIKE' is written in white, bold, sans-serif capital letters.

THIS IS WHAT DEFORESTATION LOOKS LIKE

INSETTING INSTEAD OF OFFSETTING

- Some offset programs have a negative impact
- Set targets to decarbonise rather than just offset
- Support local projects
- Set longer term goals
- Aim to go beyond carbon neutral to net zero or net positive



CARBON NEUTRAL

Not adding any more CO₂
to the atmosphere

eg. Offsetting Emissions

NET-POSITIVE

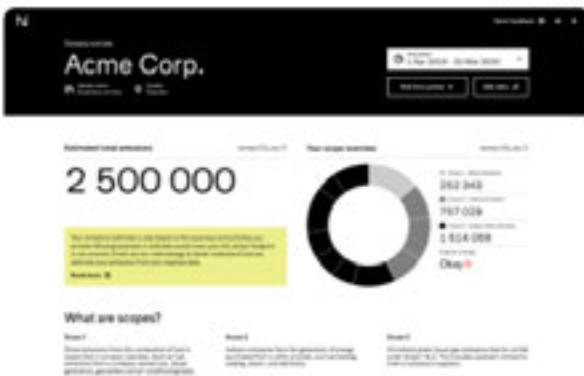
Actively reducing the amount of
CO₂ in the atmosphere.

*eg. Decarbonisation, reforestation
projects, renewable energy*

CARBON CALCULATORS

Calculate your emissions

Take an in-depth look at your emissions



Use our free carbon calculator to measure your footprint.

Add your business data to the free Business Carbon Calculator, powered by Normative and supported by Google.org, and get clear, actionable insights on your emissions.

CALCULATE

Learn how to take action

Take a free course on small business climate action



Access free training on how to cut your emissions

This 7-part course covers the value of climate action and the steps to get you started.

Online tools

- Saves time
- Free training on how to cut emissions
- Pledge your commitment to decarbonising: UN Race to Zero Campaign

Calculators

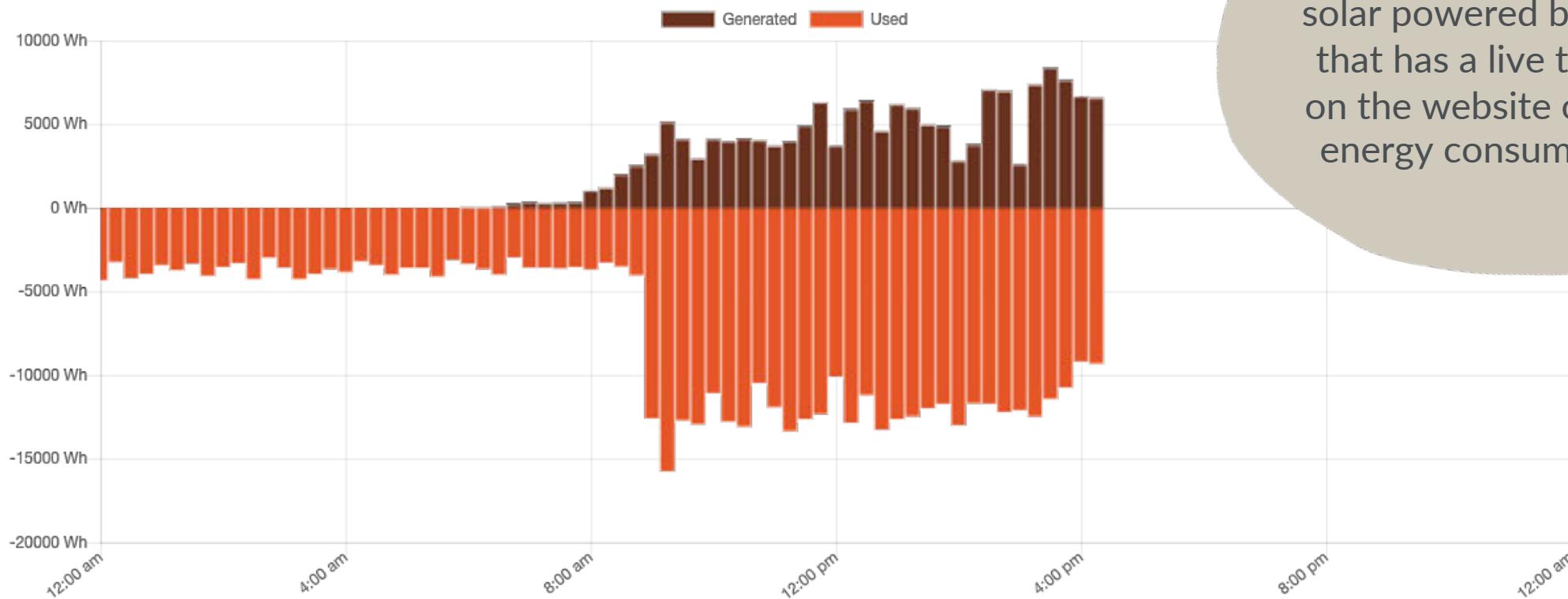
- SME Climate Hub
- Carbon Positive Australia

(request full calculator excel doc)

- Carbon Neutral

HARNESS AND COMMUNICATE

Using solar panels, harnessing rainwater, composting, growing produce on site?
Do it, save \$ and then communicate you are doing it.



Bright Brewery is a solar powered brewery that has a live tracker on the website of their energy consumption.



TO SUMMARISE BUSINESS OPERATIONS

- ✓ Utilise online resources/research
- ✓ Review on an annual basis
- ✓ Inset instead of offset
- ✓ Communicate your back of house actions
- ✓ Measure and reduce waste (we cover this in next area)

Positive Impact Plan on a Page

	Customer	Business Operations	Waste	Communication	Community/Culture	Giving Back / Experience Development
Immediate What can you change / implement right now without too much hassle?						
Short Term (6-12 mths) What can you plan to do relatively quickly?						
Long Term (12+ mths) What could you do that may take some time to set up / change over?						
Resourcing (Time/Budget) Who? Cost? Priority? What requires advocacy to help you activate?						

**POSITIVE IMPACT
PLAN ON A PAGE**

Complete the First Two
Columns...



4. Waste



KEEPING IT SIMPLE...



ZOOS VIC

Add more visual labelling to their bins so visitors can dispose correctly.



AIM TO REDUCE OR ELIMINATE SINGLE- USE-PLASTICS

- Alex Hotel, Perth



MAKE IT FUN FOR YOUR CUSTOMERS TO SAVE WATER

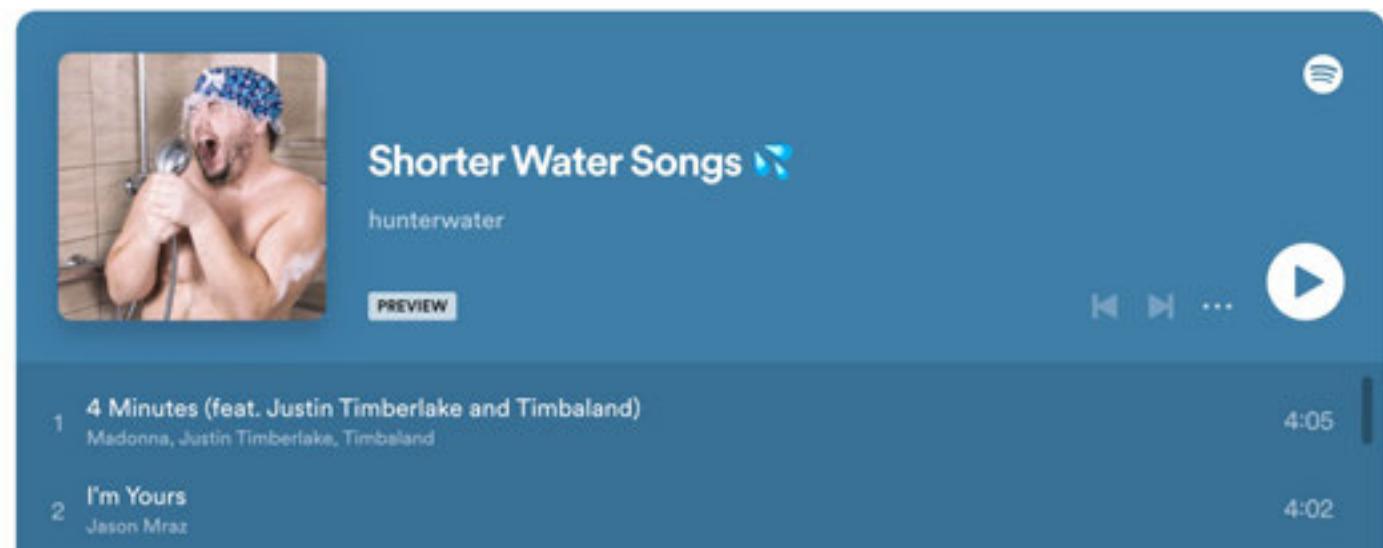
Hunter Water
Four-minute shower
Spotify playlists to
encourage saving water
in the region

Four minute shower playlist



Taking shorter showers is one of the most effective ways we can save water in our region. Aim for 4 minutes or the length of your favourite song! View our Spotify playlist of 4-minute songs [here](#)!

Songs for adults



SOLUTIONS FOR EVENT WASTE

B-ALTERNATIVE

BE THE CHANGE. BE ALTERNATIVE.

Reusable

This model achieves the best environmental results across the board. We incorporate reusable crockery and cups, a hygienic wash and sanitising station, extra site staff and volunteers alongside our usual solutions to cut serious waste and emissions!



WOSUP

(War On Single Use Plastic)

Sustainable beverage packaging and clean tech firm based in Sydney, Australia.



How to do a waste audit for your business – step-by-step guide

MOVING FEAST PROJECT, OPEN SAUCE

Working to create circular products by turning oversupply of produce that would normally end in landfill into products



A photograph of a woman with long blonde hair, wearing a light-colored sweater and dark pants, standing in a well-lit zero-waste grocery store. She is looking down at a display of various packaged goods. The store has wooden shelves filled with products like jars of jam, boxes of tea, and bags of snacks. There are also some decorative items like a blue pitcher and a small plant on a stand. The background features colorful wall art of various fruits and vegetables.

REDUCE
REUSE
REFUSE
RECYCLE

+

REFURBISH
REPAIR
REPURPOSE
REGIFT
RETHINK

ZERO^{co} Sustainable Stays

Properties with purpose

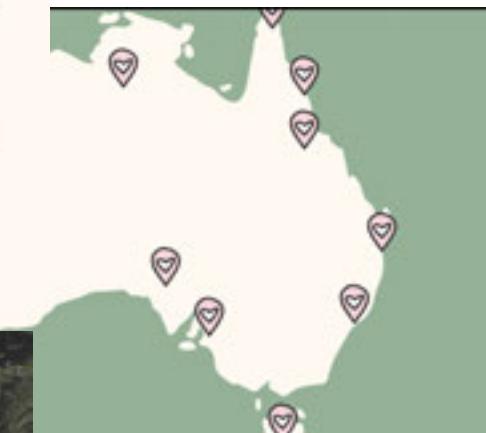
Zero Co Sustainable Stays For Accommodation

What's behind the perfect getaway?
It used to be a simple combination of location, amenities and thread count. Now, people are looking for places that inspire them on every level.

Today, the best hosts around Australia are increasingly focused on sustainability and providing guests somewhere to stay that's not only beautiful, but better for this planet we all call home.

Become a Zero Co Sustainable Stay and get all sorts of benefits including discounts and commission.

[SIGN UP](#)



[FIND A STAY](#)



Find a Sustainable Stay for your next getaway and help untrash the planet one holiday at a time.

Where to?

THE ZERO CO.

WORK WASTE CHALLENGE



Going single-use plastic (SUP) free this year at your workplace is super easy with Zero Co. Grab \$20 off for your staff and show the planet you mean business by ditching SUP today.

The Work Waste Challenge For Hospitality and Tour Operators

A RUBBISH EXAMPLE!

How collecting waste can become part of the circular economy.



Not dropping litter
Conventional



Picking up litter
Sustainable



Multi-faceted
Regenerative



Green
Disposing responsibly
/ 'leaving just footprints'



Restorative
Upcycling waste into product



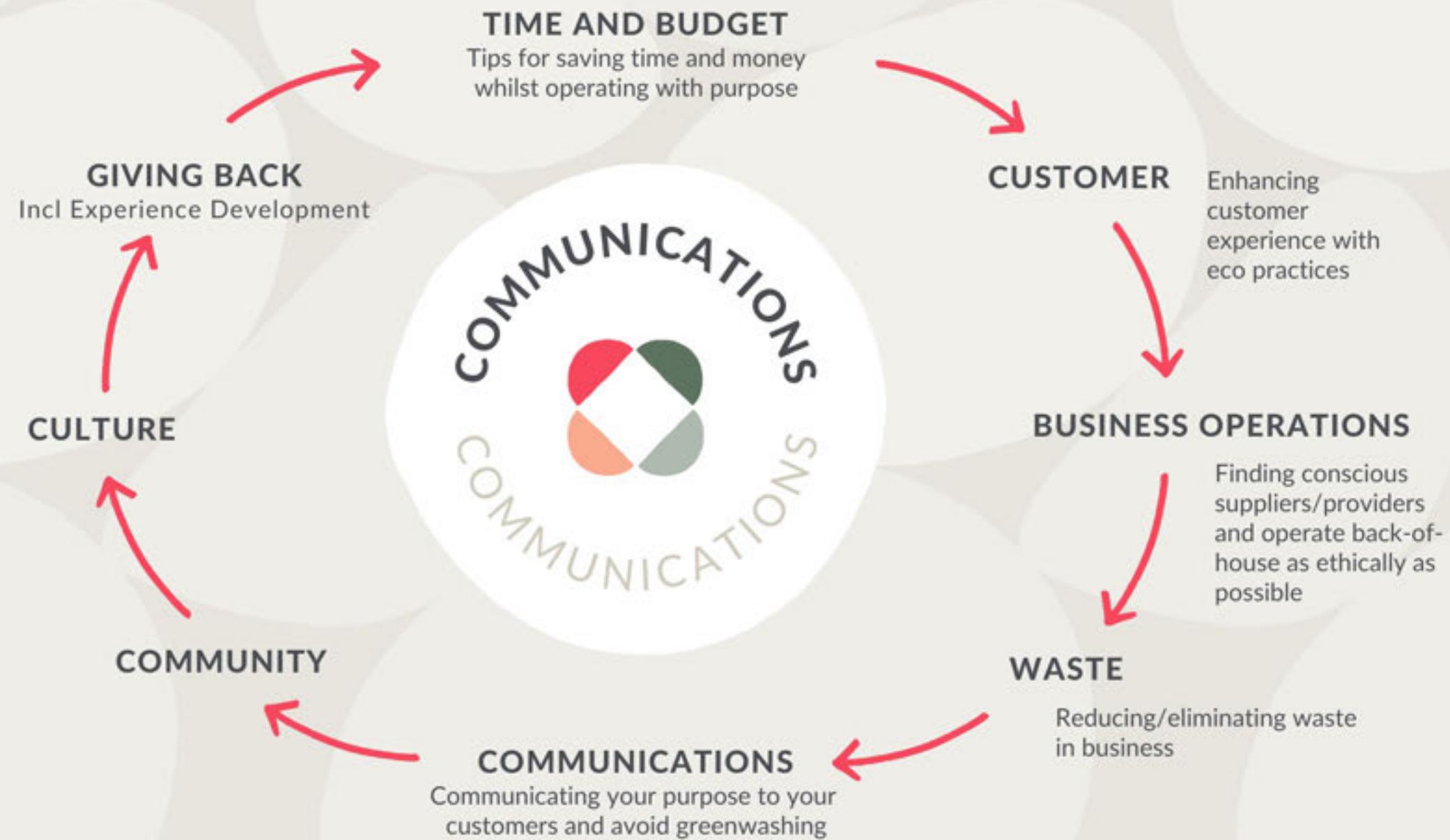


TO SUMMARISE WASTE

- ✓ Seek cost-effective solutions
(e.g. tap water instead of plastic bottled)
- ✓ Look at all types of waste
- ✓ Be wary of labelling
- ✓ Measure your waste
- ✓ Consider the 9R's & Circular Economy

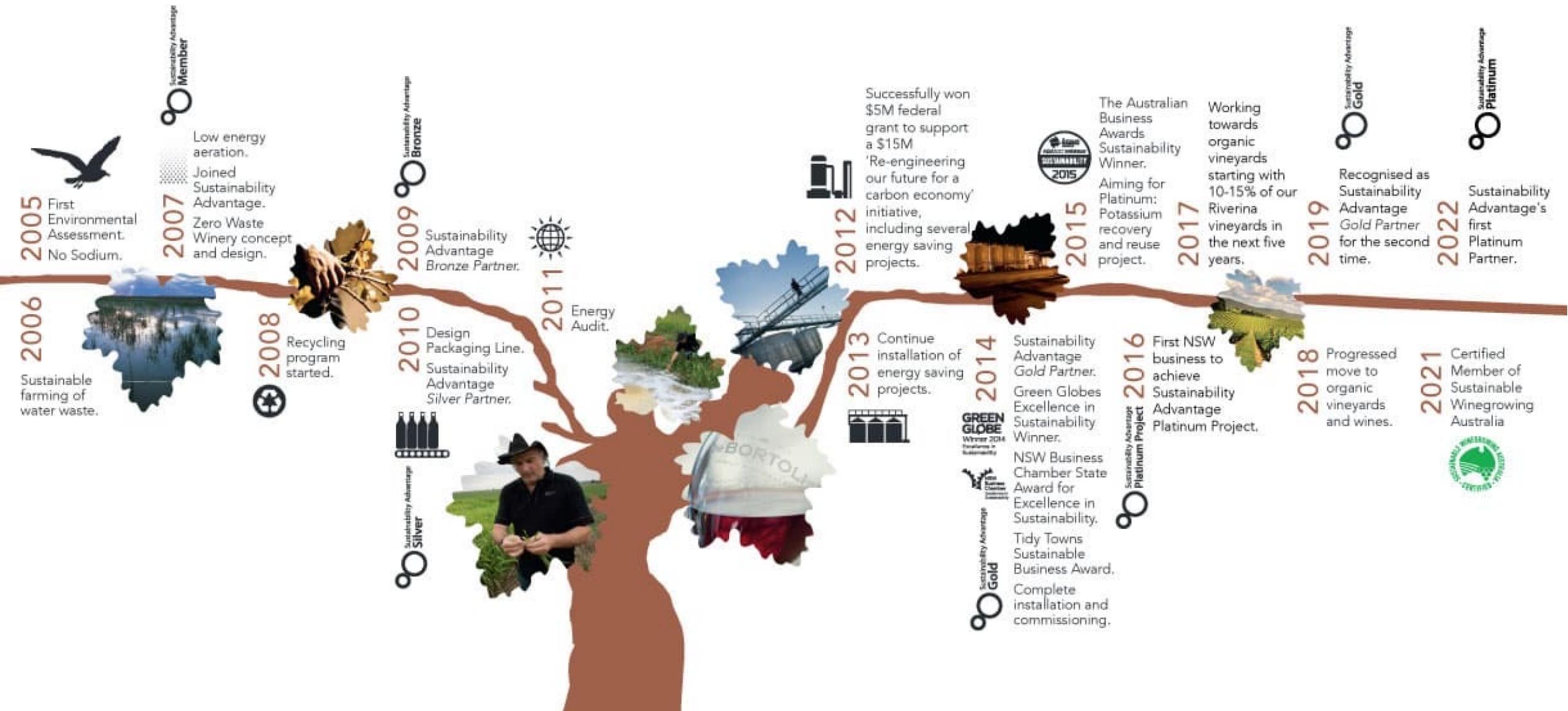


5. Communications



A scenic river with lush green banks and four people in red tubes on the water.

EMBED YOUR PURPOSE.
TAKE GUESTS ON A JOURNEY.

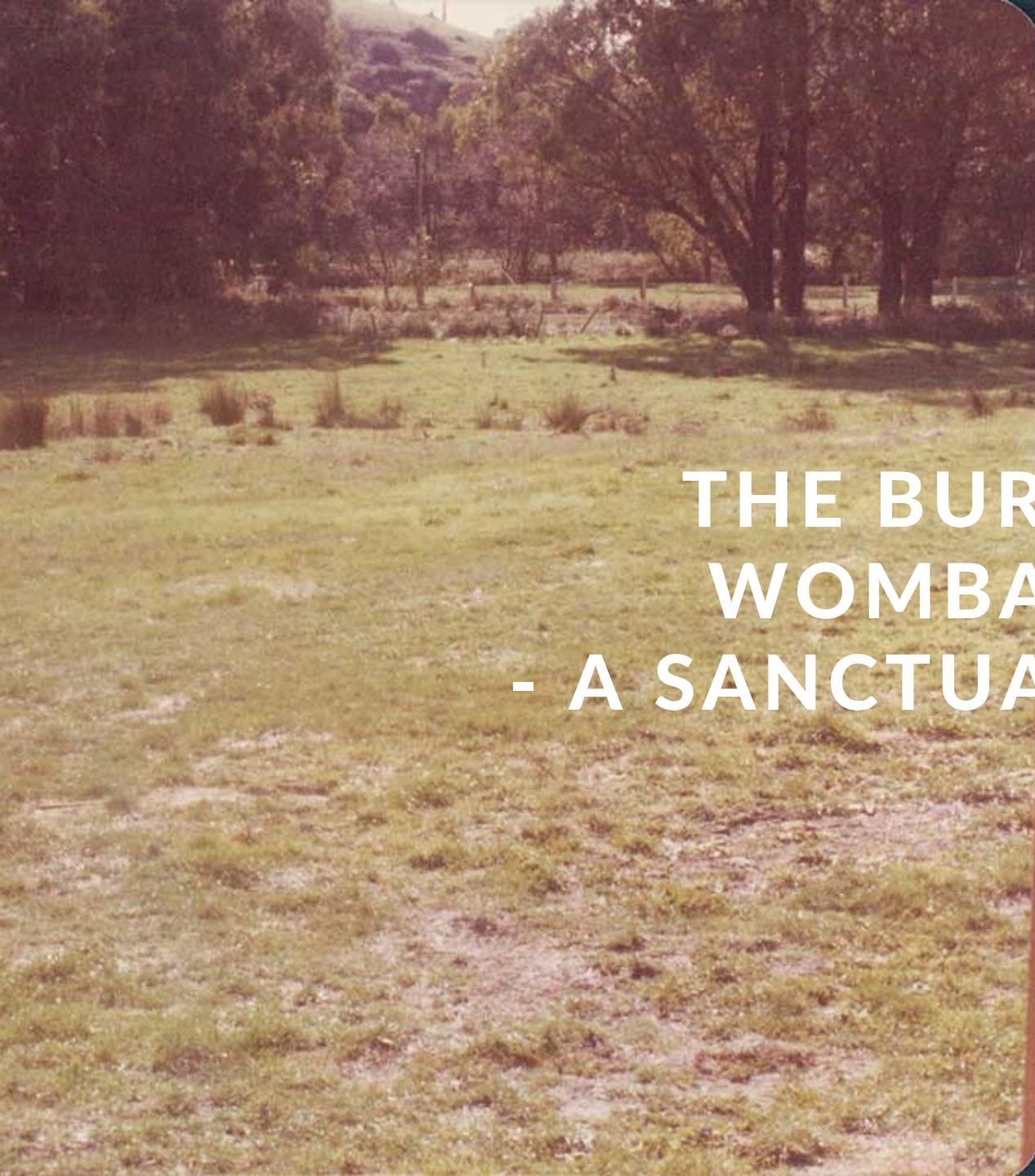




YOUR INDIRECT
SUSTAINABLE STORIES
SELL YOUR PRODUCT



Royal Mail Hotel, the Grampians



THE BURROW AT WOMBAT BEND - A SANCTUARY FOR LIFE





INFUSING PURPOSE NATURALLY THROUGH SERVICE & STORYTELLING

Sunbutter Skincare – Mornington Peninsula

SUNSCREEN FOR WAM GUESTS

Learnt about many sunscreens being toxic to humans, the ocean and containing 'sunspheres'

Realised there was a good chance some customers would be wearing a toxic sunscreen

Researched the best possible reef-safe option based in Australia

Eliminated the need for WAM guests to wear toxic sunscreen

Enhanced the customer experience by providing it for free

Supported a local business (and their projects)

Protected our oceans and marine life

Budget was the last step

WE'RE OFFICIALLY B-CORP CERTIFIED!

Capital Brewing Co is proud to announce we have achieved B-Corp certification!

We join a global network of 5,500 companies worldwide who are committed to building a better economic system.

Read on to see how choosing Capital means you're having a positive planet, our people and our community.

Click [here](#) to find out more.

Certified



Corporation

Capital Brewing Co,
Canberra

Incredible commitment to
sustainability and
regenerative initiatives

Key achievements



120kW
solar installed
on-site



Voltage stabilizer
installed resulting
in annual savings in
electricity of
\$13,000



Annual tree
planting program



Ongoing coastal
protection



Vehicle replacement
strategy with
consideration of reducing
heat impact on people



Regularly measuring
and reporting
utilities data



Carbon emissions
baseline inventory
developed



Ongoing focus on
environment and
climate change
impacts considered
when procuring
vehicles



55%

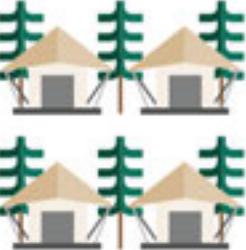
of external street
lighting converted
to Solar



Climate change
adaptation action
plan developed



Water saving
initiatives
implemented (water
harvesting and
optimised irrigation
on Golf Course)



Sustainable design
aspects in new
accommodation

West Beach Parks, Adelaide Sustainability Plan 2022-2025



80%

of internal
lights converted
to LED



80%

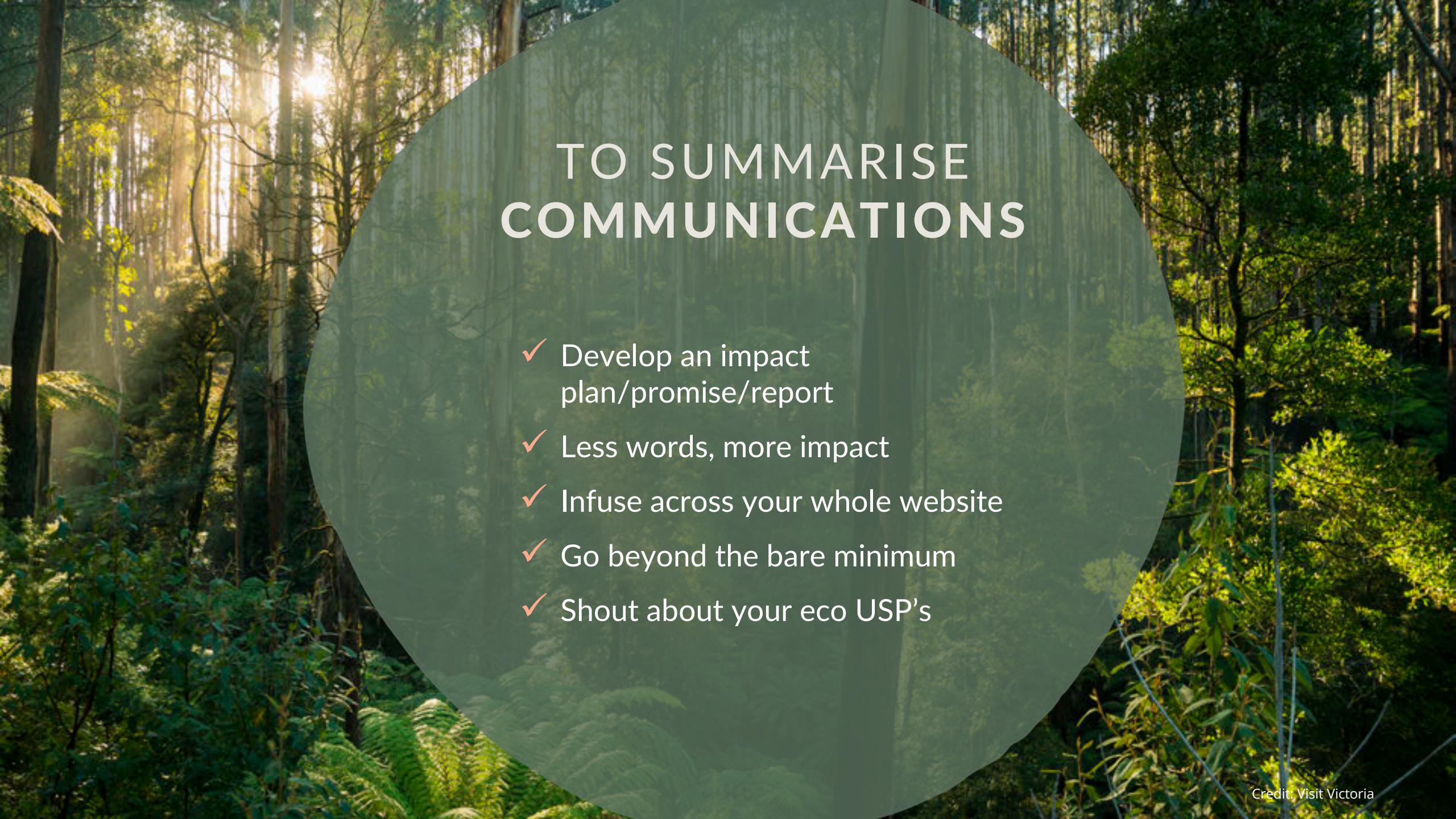
of external
street lighting
converted to LED



GREENWASHING

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



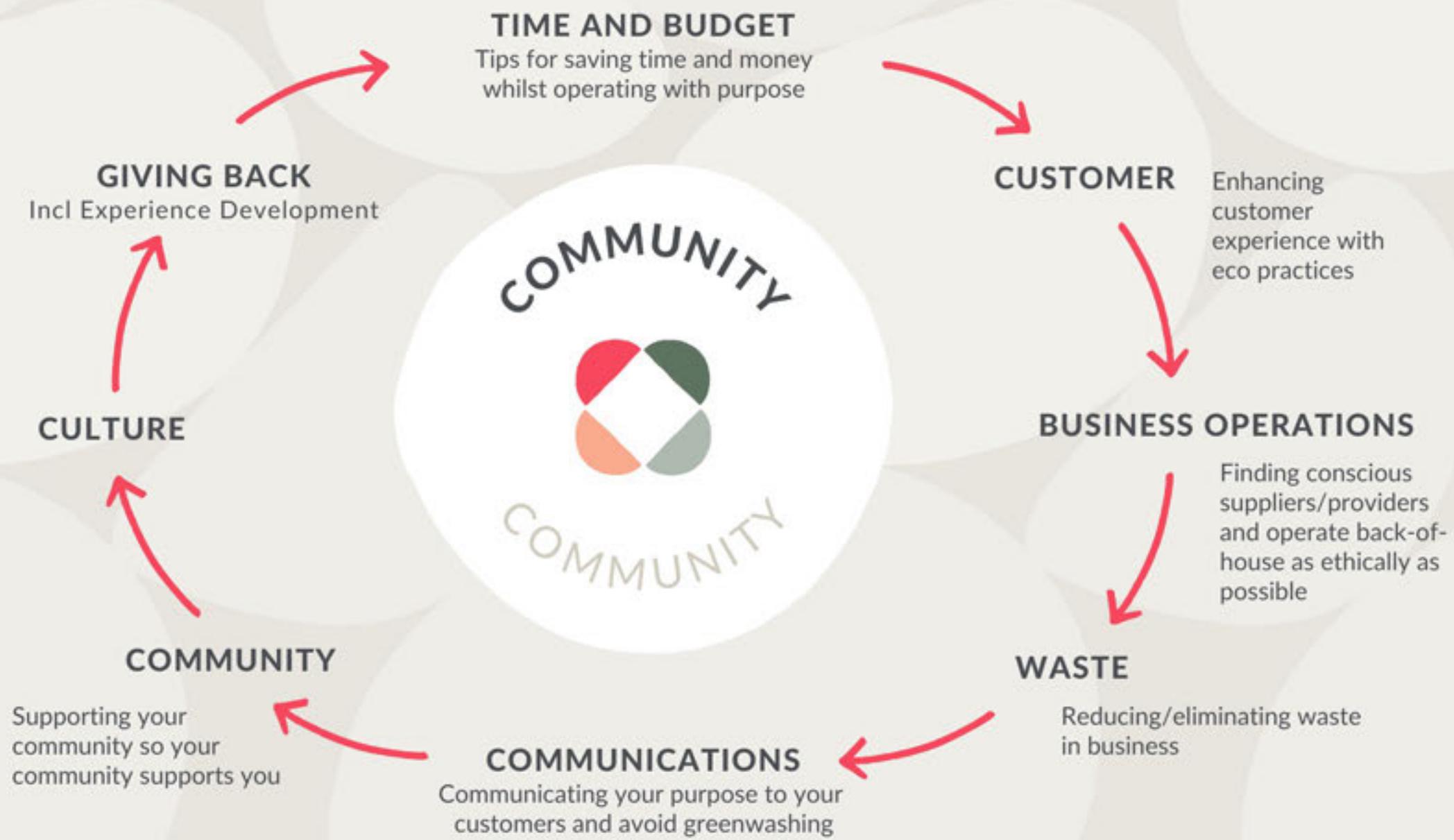


TO SUMMARISE COMMUNICATIONS

- ✓ Develop an impact plan/promise/report
- ✓ Less words, more impact
- ✓ Infuse across your whole website
- ✓ Go beyond the bare minimum
- ✓ Shout about your eco USP's



6. Community



Amsterdam: The European capital fighting bad tourists

TOURISM IS ON NOTICE IN SOME RURAL AND REGIONAL COMMUNITIES

Social license for tourism must be front and centre

Ewen Ponds, Supplied by City of Mt Gambier



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, Perfume 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 Perfume Beach at a time, a dramatic increase on recent years.

Like many other areas, the region faces the



The Strzelecki Council wants improved infrastructure at some popular camping spots. PIC: ABC / Josie Hamilton

Domain

Property News Renting

The regional towns where holiday home listings have jumped, but rentals are scarce

Tower Razagli

August 29, 2022 – 12.01am

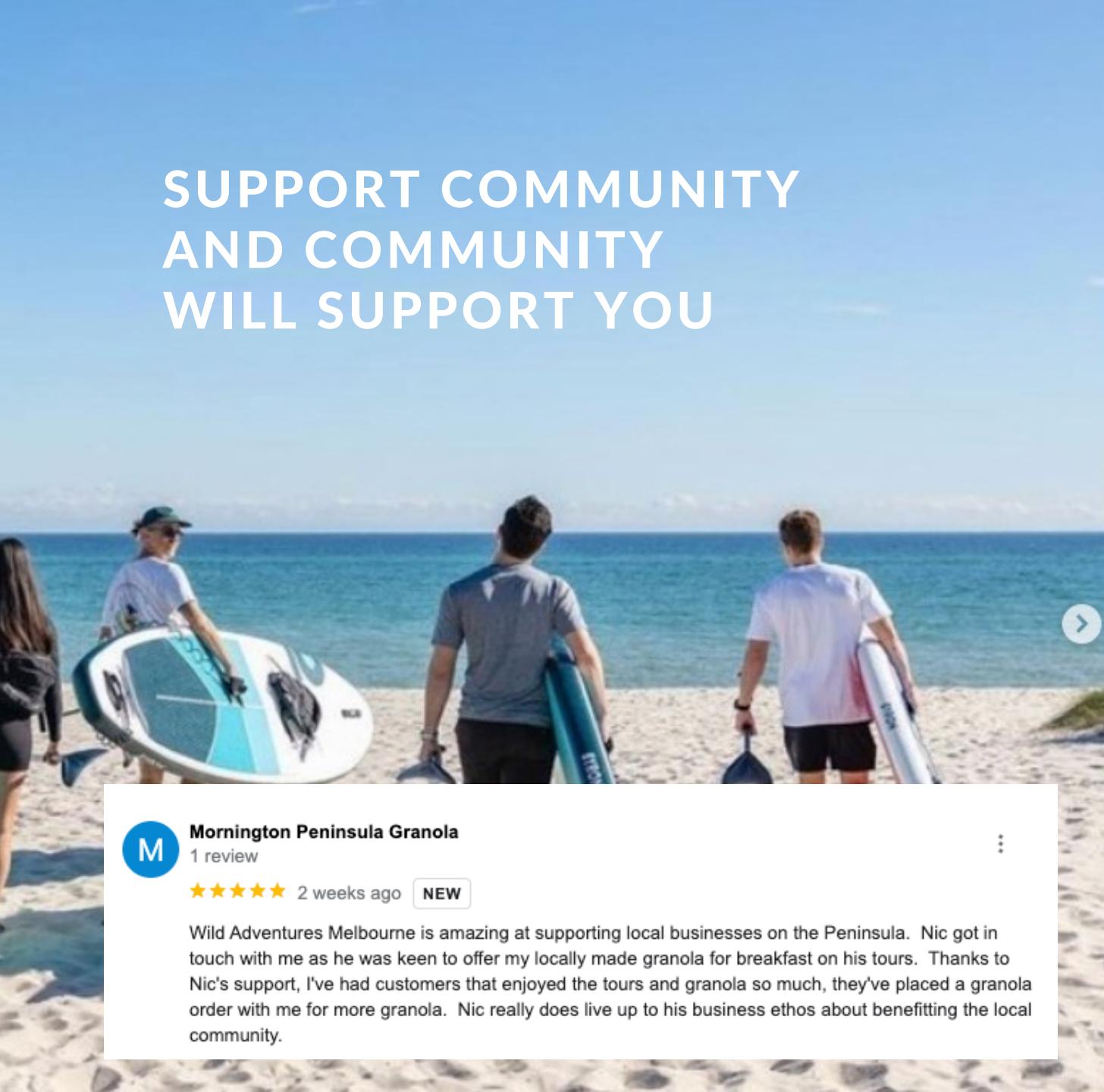
[Save](#) [Share](#) [A](#) [A](#) [View all comments](#)

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 3:11pm





SUPPORT COMMUNITY AND COMMUNITY WILL SUPPORT YOU

M

Mornington Peninsula Granola

1 review

★★★★★ 2 weeks ago **NEW**

Wild Adventures Melbourne is amazing at supporting local businesses on the Peninsula. Nic got in touch with me as he was keen to offer my locally made granola for breakfast on his tours. Thanks to Nic's support, I've had customers that enjoyed the tours and granola so much, they've placed a granola order with me for more granola. Nic really does live up to his business ethos about benefitting the local community.



etchsparkling If your loved ones have enough "stuff" and you enjoy giving experiences as Christmas gifts here are a couple of our fave's.....

Give the gift an ECO ADVENTURE that will create lifelong memories with [@wildadventuresmelbourne](#) You can choose your adventure - whether it be to hike, bike SUP, chill or indulge.

Book a HIKE adventure with our friends over at [@holistic_hikes](#). Offering a range of hiking experiences in Vic. to suit all, you can choose from gourmet hiking weekends to hike & yoga retreats - there is something for everyone.

The [@wearelivingculture](#) is on a mission to educate people about the importance of keeping Aboriginal culture alive. The team offer guided walks for all ages and abilities, all of which take place in a variety of stunning coastal and bush settings of the Mornington Peninsula. We recommend the yidaki (didgeridoo) led meditation & healing sessions...a very special gift for someone you love (including yourself!)

[@peninsulahotsprings](#) is a natural hot springs, wellness and day spa destination on the Mornington Peninsula You can bathe in the natural geothermal mineral waters, book in for a spa treatment & enjoy a dining experience to nourish your appetite & replenish your body.

Head to each of these businesses pages to purchase gift vouchers for your loved ones or to learn more.

These businesses are all wonderful supporters of ETCHEtCHe and we love what they stand for. All are based on the Mornington Peninsula in Victoria, so apologies to all who are interstate....but we think they are worth booking a trip for

A photograph of two elderly men standing on a train platform. The man on the left is wearing a dark blue uniform with a cap that says 'STATION MASTER' and 'P&B'. The man on the right is wearing a light blue uniform with a cap that says 'CONDUCTOR'. They are both smiling. In the background, there are train carriages and trees.

YOUR STAFF ARE PART
OF YOUR COMMUNITY

HOW CAN YOU SUPPORT THEM
TO BECOME EMOTIONALLY
INVESTED IN YOUR BUSINESS ?



Our projects

STEPPING STONES INTO NATURE

The fourth year of Stepping Stones into Nature in Murray Bridge again engaged people from culturally diverse backgrounds in nature activities, providing opportunities to feel comfortable with their new natural surroundings and confident to learn more.

The Migrant Resource Centre community bush garden, with local native species planted by participants over the past four years, continues to provide a common ground for people from all cultures to socially gather and explore nature in their own backyard.

First Nations Cultural Tours were a highlight for the participants this year creating stronger connections to Country for all. Participants walked through the Pangarinda Arboretum with Ngarrindjeri woman Shirley Hartman, where she shared her knowledge of traditional Ngarrindjeri food and medicine plants. Through their conversations, some participants discovered that the Ngarrindjeri creation story has many similarities to their own creation stories. Equally, the Aboriginal Learning on Country team at Monarto also provided great insight into the native plants and wildlife of the Murray Bridge region.

There were 16 Stepping Stones activity days held in 2021-22, with many participants returning to enjoy more than one event, and several new families attending.

With the success of the project over the past four years and our strong partnership with the Migrant Resource Centre, we will now support the centre to deliver the project themselves. This is a truly great outcome for Trees For Life.

Tricia Curtis – Operations Manager, Volunteers

TREES 4 LIFE STEPPING STONES INTO NATURE

- ✓ Brings people from culturally diverse backgrounds to connect with country
- ✓ Empowers migrant groups to feel comfortable in nature
- ✓ Educates and connects to native flora and fauna
- ✓ Connects with local First Nations people on Cultural Tours

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 (A71) 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



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](#)



UNIVERSITY of
TASMANIA

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.

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





TO SUMMARISE COMMUNITY

- ✓ Try to improve community sentiment
- ✓ Support community, and community will support you
- ✓ Consider how you can support other parts of community
- ✓ Look to enhance your staff experience
- ✓ Consider EV infrastructure

7. Culture



GIVING BACK

Incl Experience Development

CULTURE

Tips and ideas for supporting, connecting and respecting Aboriginal culture where you operate

COMMUNITY

Supporting your community so your community supports you

TIME AND BUDGET

Tips for saving time and money whilst operating with purpose

CUSTOMER

Enhancing customer experience with eco practices

BUSINESS OPERATIONS

Finding conscious suppliers/providers and operate back-of-house as ethically as possible

WASTE

Reducing/eliminating waste in business

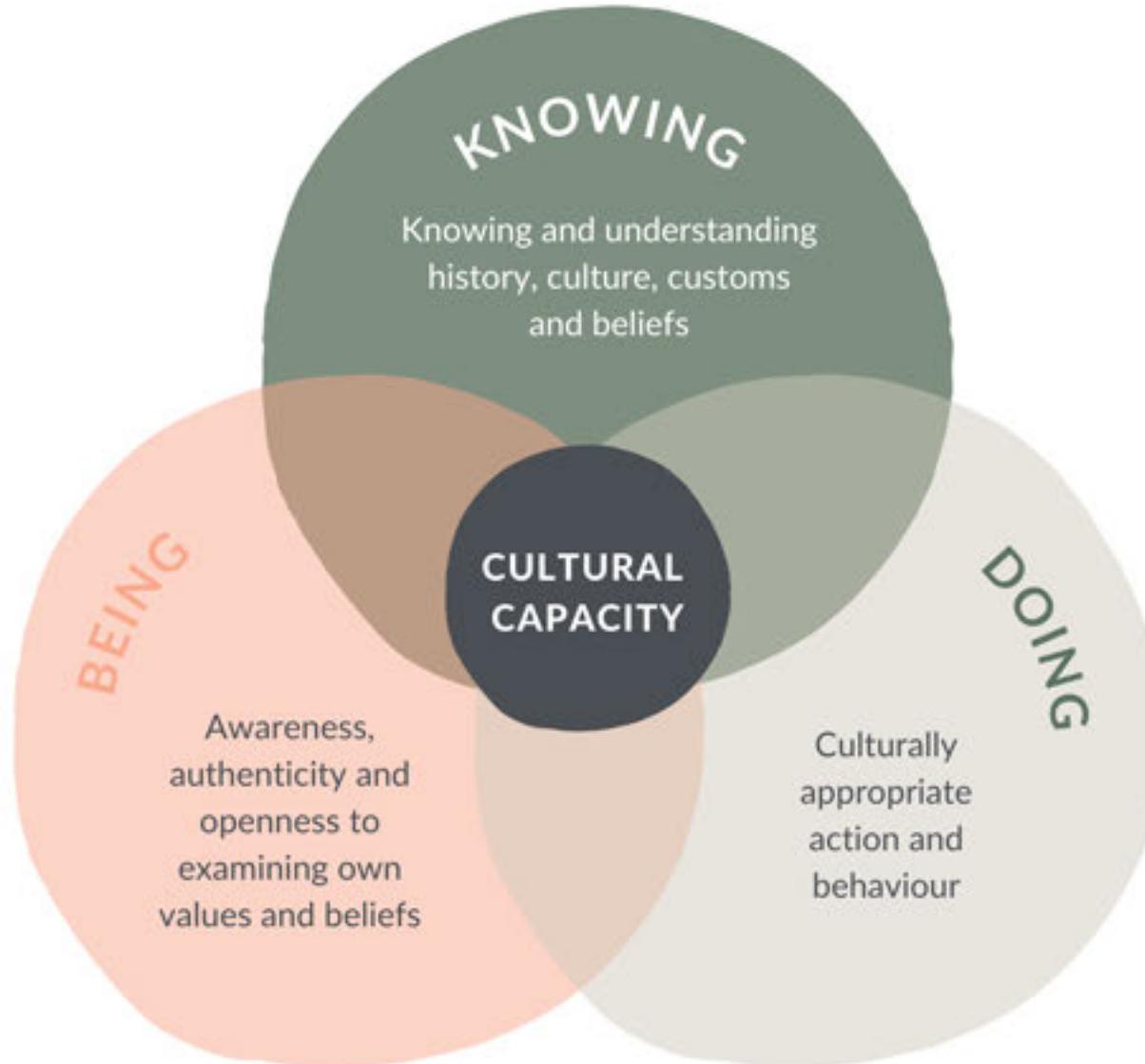
COMMUNICATIONS

Communicating your purpose to your customers and avoid greenwashing

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



Kool Tours, Fleurieu Peninsula,
Credit: Fleurieu Peninsula Tourism



◀ KNOWING, DOING, BEING

- Continuously building capability across all three domains.
- Cultural capability is a process of continuous learning.



HOME OUR ADVENTURES ▾ WHY RIDE WITH US? E-BIKES FAQS CONTACT US

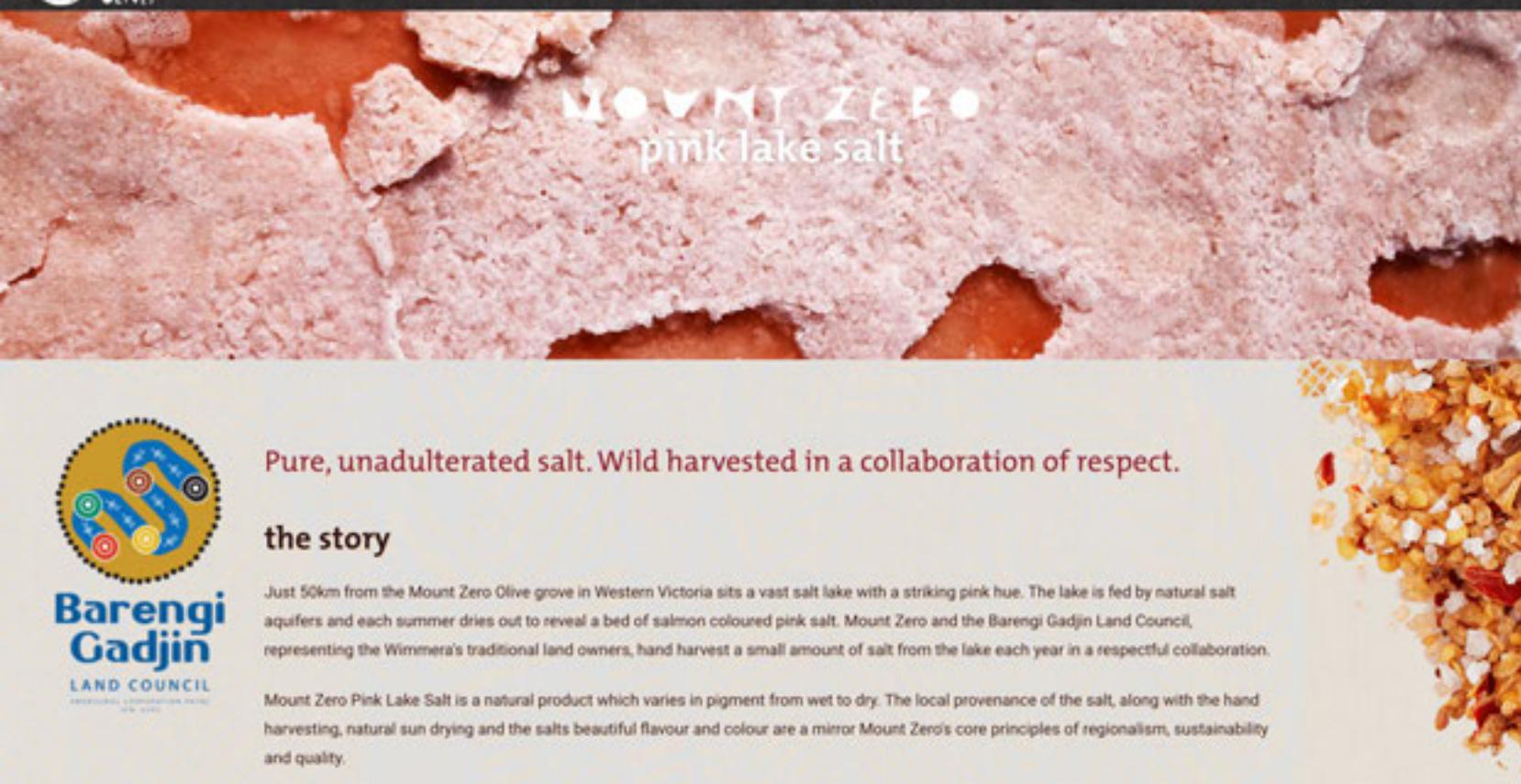


BRING OUT YOUR WILD

OUR MISSION IS TO ENABLE OUR GUESTS AN EXCEPTIONAL AND
UNIQUE ENCOUNTER WITH WILD TASMANIA.

◀ TASMANIAN
E-BIKE
ADVENTURES

Co-host cultural
regeneration
adventures with
traditional owners



**Barengi
Gadjin**
LAND COUNCIL
Wimmera Aboriginal Corporation Inc.
Wimmera, VIC

Pure, unadulterated salt. Wild harvested in a collaboration of respect.

the story

Just 50km from the Mount Zero Olive grove in Western Victoria sits a vast salt lake with a striking pink hue. The lake is fed by natural salt aquifers and each summer dries out to reveal a bed of salmon coloured pink salt. Mount Zero and the Barengi Gadjin Land Council, representing the Wimmera's traditional land owners, hand harvest a small amount of salt from the lake each year in a respectful collaboration.

Mount Zero Pink Lake Salt is a natural product which varies in pigment from wet to dry. The local provenance of the salt, along with the hand harvesting, natural sun drying and the salt's beautiful flavour and colour are a mirror Mount Zero's core principles of regionalism, sustainability and quality.



COLLABORATIONS

Mount Zero Olives and
Barengi Gadjin
Land Council



FREE NEWS IN YOUR INBOX

f i in e t

NT
NATIONAL INDIGENOUS TIMES

RAIL PROJECTS VICTORIA

Aboriginal Talent Pool

NEWS • SPORT • OPINION • CULTURE • BUSINESS • FASHION • JOBS • EVENT • ADVERTISE • CONTACT

Tuesday, October 4, 2022

ARTICLE: Global expertise called on to reduce Indigenous incarceration in South Australia

SPORT: Ex-Bomber Anthony McDonald-Tipungwuti weighs up shock AFL return

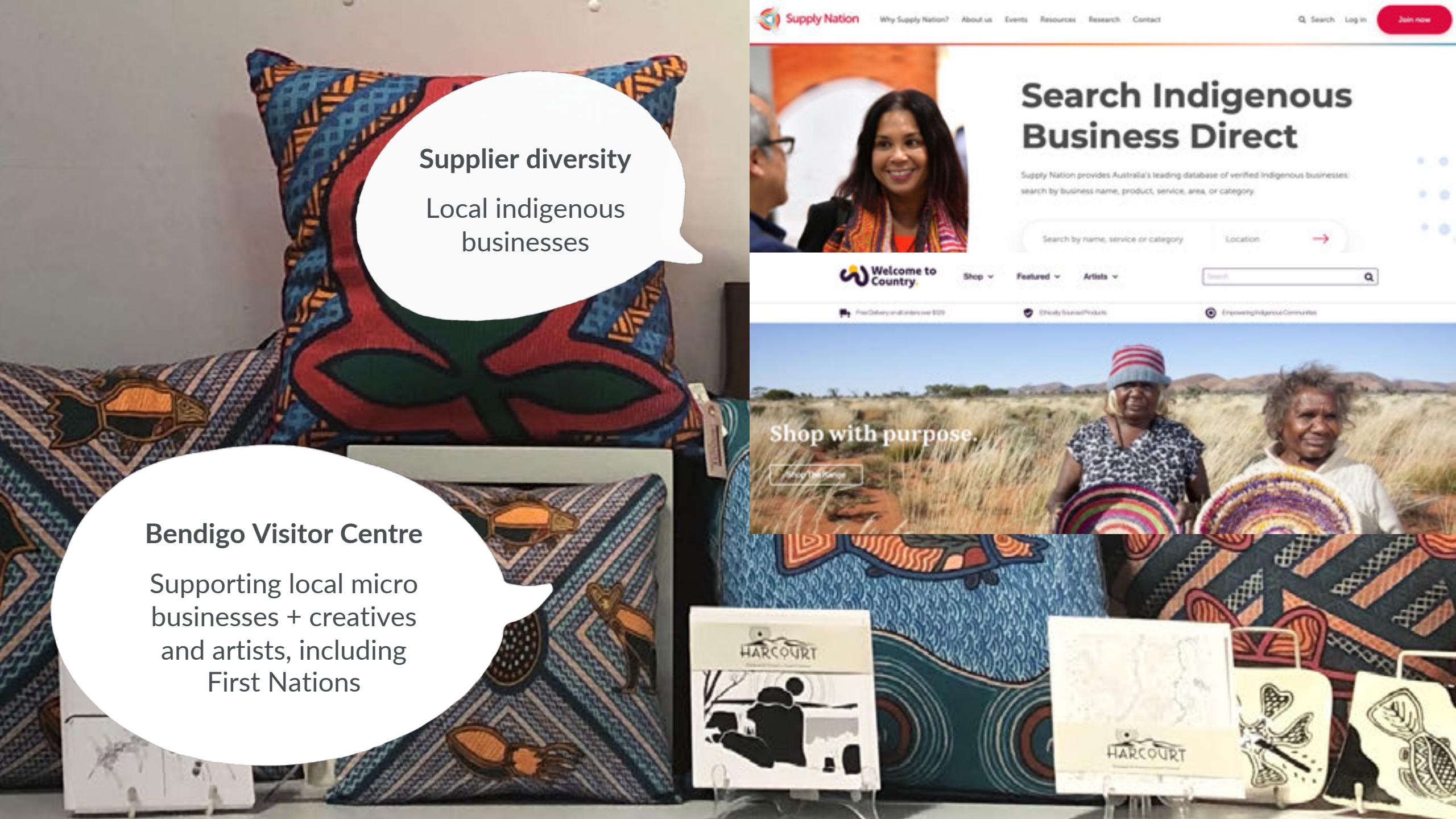
NEWS: Treaty decision 'Wirmsneet' as Victorian state, assembly elections loom

ARTICLE: Newcastle All Blacks claim Koed Knockout men's final in nailbiter v Walgett

ARTICLE: Festival with purpose! Treaty Day Out celebrates black and Archie as thousands descend on Bendigo

Individual learning of historical and current issues a personal responsibility

Videos, films, books, media, events etc.



Bendigo Visitor Centre
Supporting local micro
businesses + creatives
and artists, including
First Nations

Supplier diversity
Local indigenous
businesses

Supply Nation

Why Supply Nation? About us Events Resources Research Contact

Search

Log in

Join now

Search Indigenous Business Direct

Supply Nation provides Australia's leading database of verified indigenous businesses: search by business name, product, service, area, or category.

Search by name, service or category

Location

Welcome to Country

Shop Featured Artists

Free Delivery on all orders over \$100

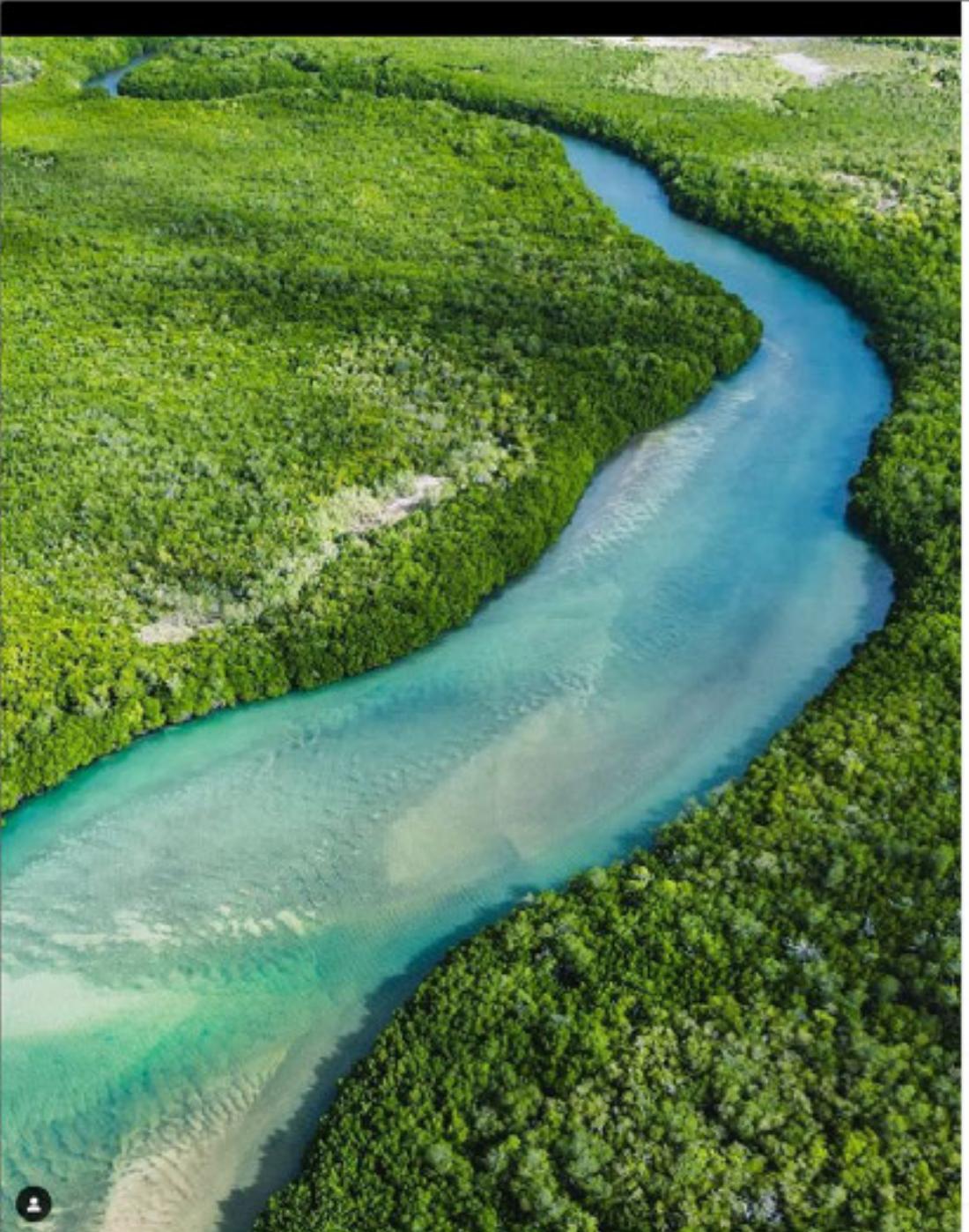
Locally Sourced Products

Empowering Indigenous Communities



Shop with purpose.





 **eastarnhemland**
Daliwuy Bay

 **eastarnhemland** 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), Njumuy (#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
#binydjarrŋa #yolŋu #yolŋucountry

1 w 1 like Reply

 **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

 **origkingjulian** Croc central 😊

1 w 1 like Reply

 **monicabrychova** Thank you @ 

1 w 1 like Reply

 **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...



DUAL NAMING

- Social media
- Blogs
- Media
- Storytelling



INNOVATE RECONCILIATION ACTION PLAN

MAY 2021 - APRIL 2023

Consider
developing a RAP
(Reconciliation
Action Plan)



RECONCILIATION
ACTION PLAN
INNOVATE

TOURISM AUSTRALIA 

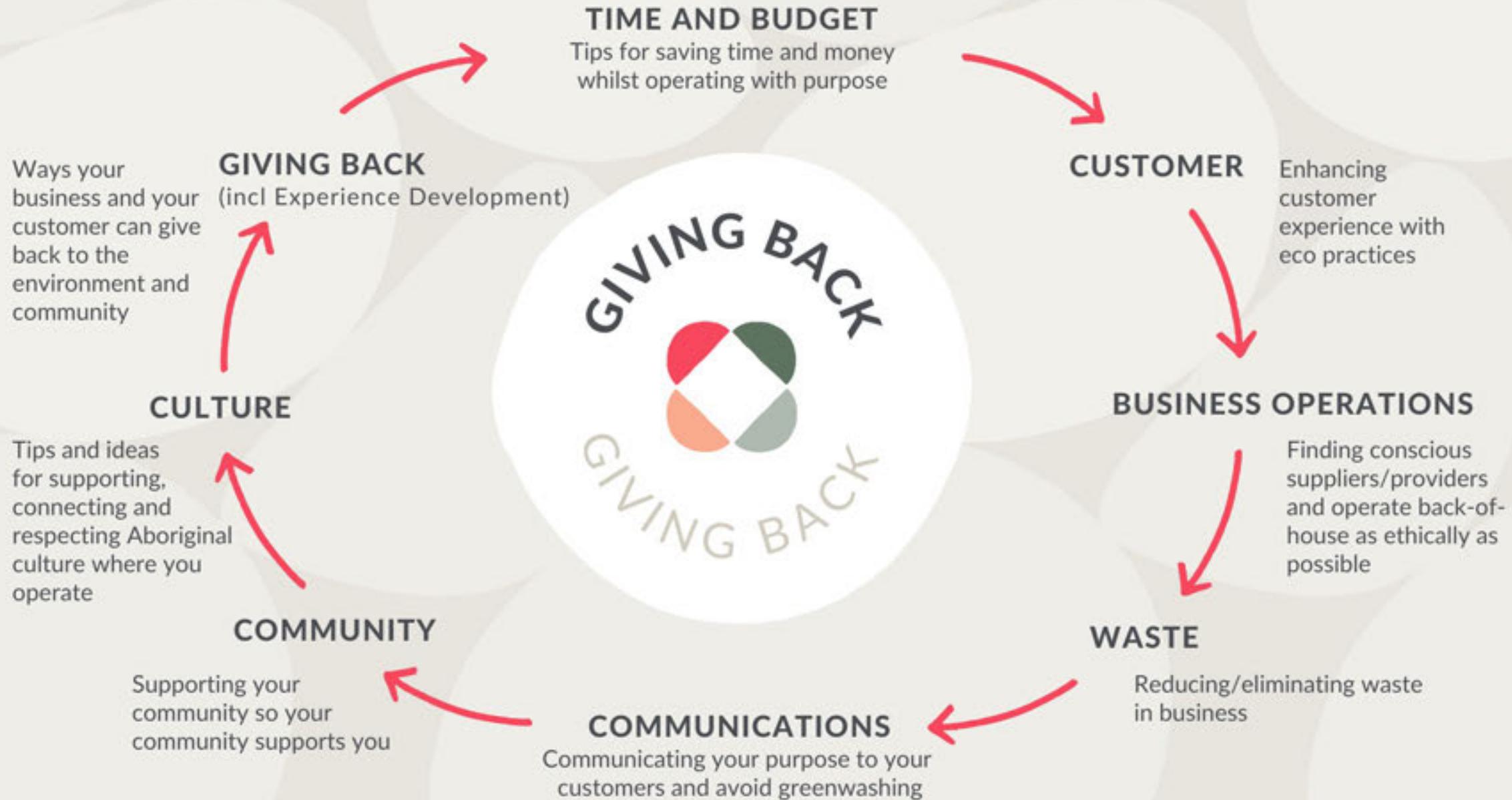


TO SUMMARISE CULTURE

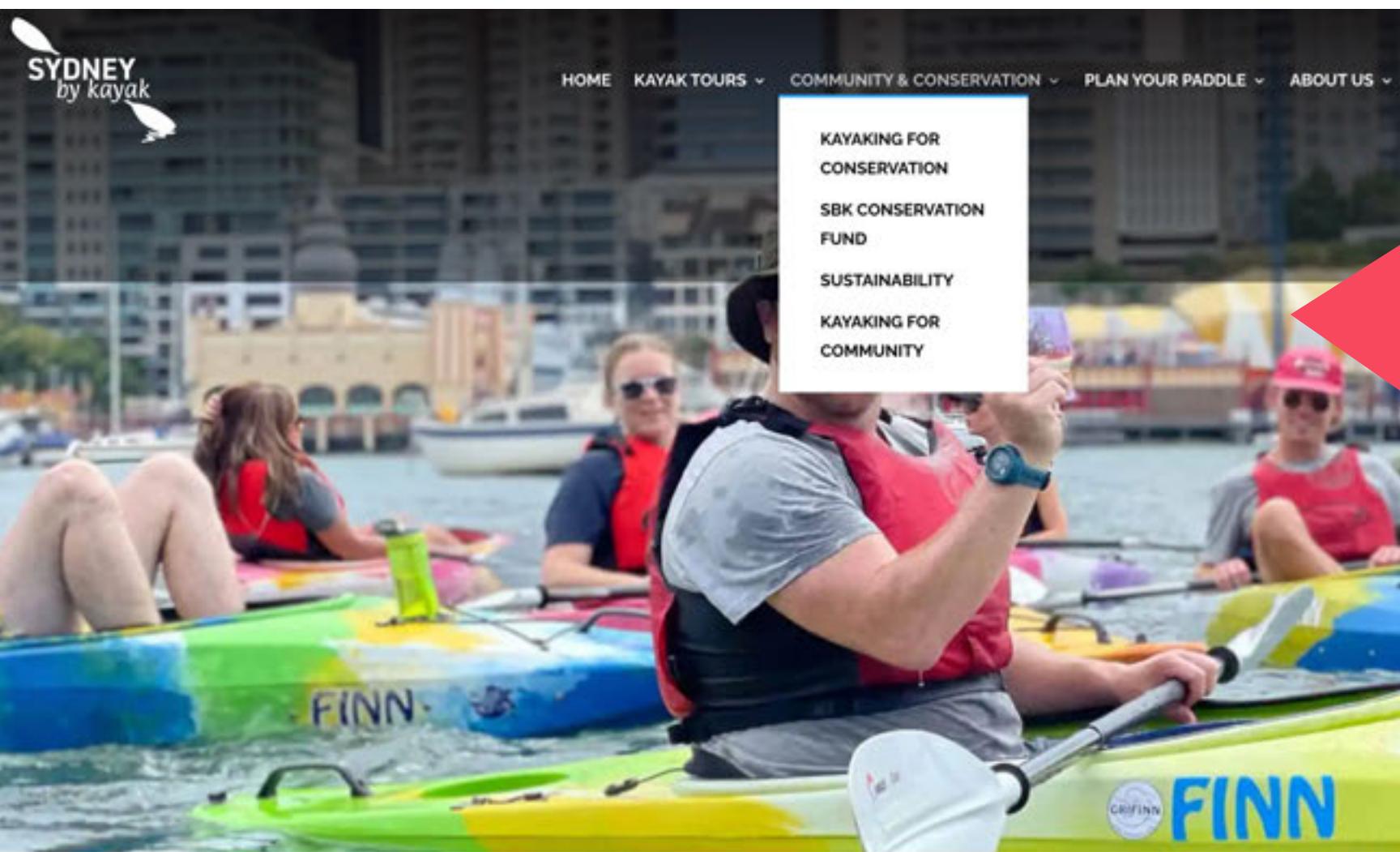
- ✓ Grow your & your staff's cultural awareness training
- ✓ Develop your acknowledgement of country
- ✓ Support Indigenous businesses, events and causes (encourage your customer to do the same)
- ✓ Communicate Aboriginal names for places
- ✓ Be an active First Nations ally



8. Giving Back







KAYAKING FOR
CONSERVATION
SBK CONSERVATION
FUND
SUSTAINABILITY
KAYAKING FOR
COMMUNITY

Sydney by Kayak

“Responsible Paddlers”

“...getting great views and pics of
the bridge + opera house while
doing something good for our local
environment...”

20/10 recommended

Corporate Clean-up Paddles

Based on conservation

A vibrant underwater photograph showing a clownfish swimming among the tentacles of a bright orange anemone. In the background, a large, dark, textured coral formation is visible against a deep blue ocean.

THE CORAL NURTURE PROGRAM

Passionate about Eco Tourism



PASSIONS OF PARADISE, QUEENSLAND

Citizen science reef excursion where travellers can participate and learn how they can be involved in conservation and contribute.



OR CREATE A PRODUCT TO SELL WHICH GIVES-BACK

- Prickly Moses Brewing – Spotted Ale
- Zoos Vic – Totes for wildlife
- WAM – Coasters 4 Coasts



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)

Crystal Creek Meadows, Kangaroo Valley, NSW

Shows guests how they can contribute throughout their stay

[HOME](#)[HELP SAVE KOALAS](#)[DONATE & SHOP](#)[EVENTS](#)[OUR PROJECTS](#)[MEMBERSHIP](#)

Consider donating
your time to support
your local community
projects...
(and then record this as part
of your impact)

Register for Events

Bringing hope to the Mornington Peninsula koalas





TO SUMMARISE GIVING BACK

- ✓ Empower your guests to give-back
- ✓ Look to infuse positive impact into your experiences
- ✓ Set targets and goals
- ✓ Consider donating your time



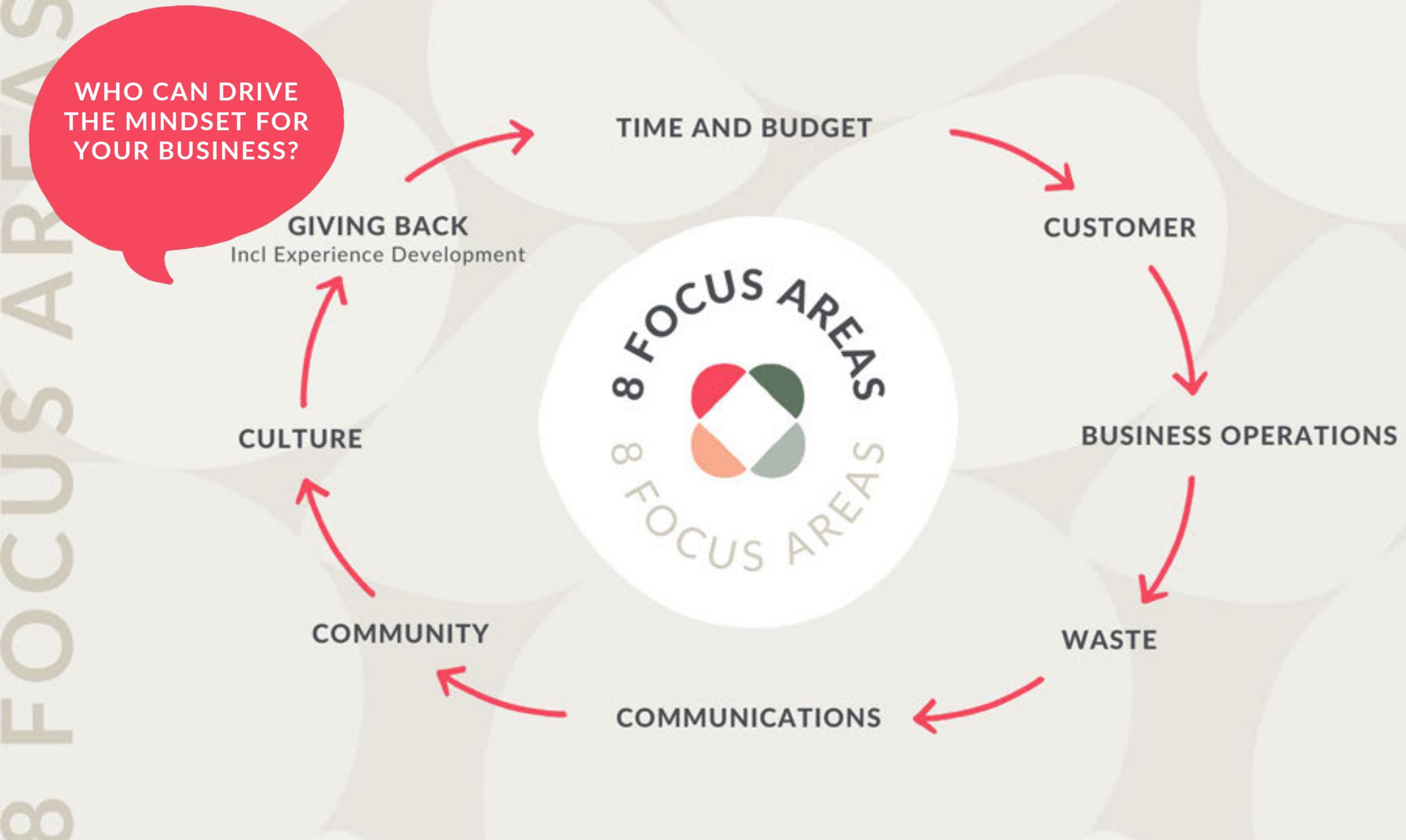
**YOUR
SUSTAINABLE &
REGENERATIVE
JOURNEY**





IT'S A MINDSET...

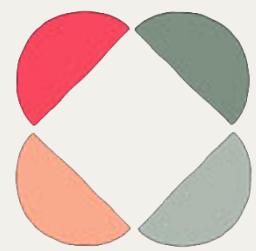
Credit: Visit Victoria



Positive Impact Plan on a Page

	Customer	Business Operations	Waste	Communication	Community/Culture	Giving Back / Experience Development
Immediate What can you change / implement right now without too much hassle?						
Short Term (6-12 mths) What can you plan to do relatively quickly?						
Long Term (12+ mths) What could you do that may take some time to set up / change over?						
Resourcing (Time/Budget) Who? Cost? Priority? What requires advocacy to help you activate?						





Final Reflection

YOUR JOURNEY...

TO BECOME A THRIVING
PURPOSE DRIVEN BUSINESS

IT'S ALL IN THE MINDSET

Purpose-driven values help drive your business success

PROGRESS NOT PERFECTION

No business is perfect, aim to make progress and continuous gradual improvements, there are always solutions, it's just about finding them

ENABLE THE CONSCIOUS TRAVELLER

Give your customers the opportunity to be responsible (they will love you for it)

SEEK COLLABORATIONS

Partner with businesses, charities, councils etc to maximise your impact

LEAD BY EXAMPLE

Remember positive change needs to happen from the top down and bottom up.
Your actions are making a difference (and can inspire others)





SUSTAINABLE TOURISM PROGRESS NOT PERFECTION TOOLKIT

Scroll down to view link to all sheets

Use this sheet to keep track of your progress in your sustainability and regenerative action in the short, medium and long term.

SETTING GOALS

Use this template to set immediate, short and longer terms goals, and plan your positive impact

Q&A TEMPLATE

Question and answer guide to making purpose driven business decisions

ALIGNMENTS AND ACCREDITATIONS

Measure and record your progress with these key questions

TIME & BUDGET

Measure and record your progress with these key questions

CUSTOMER

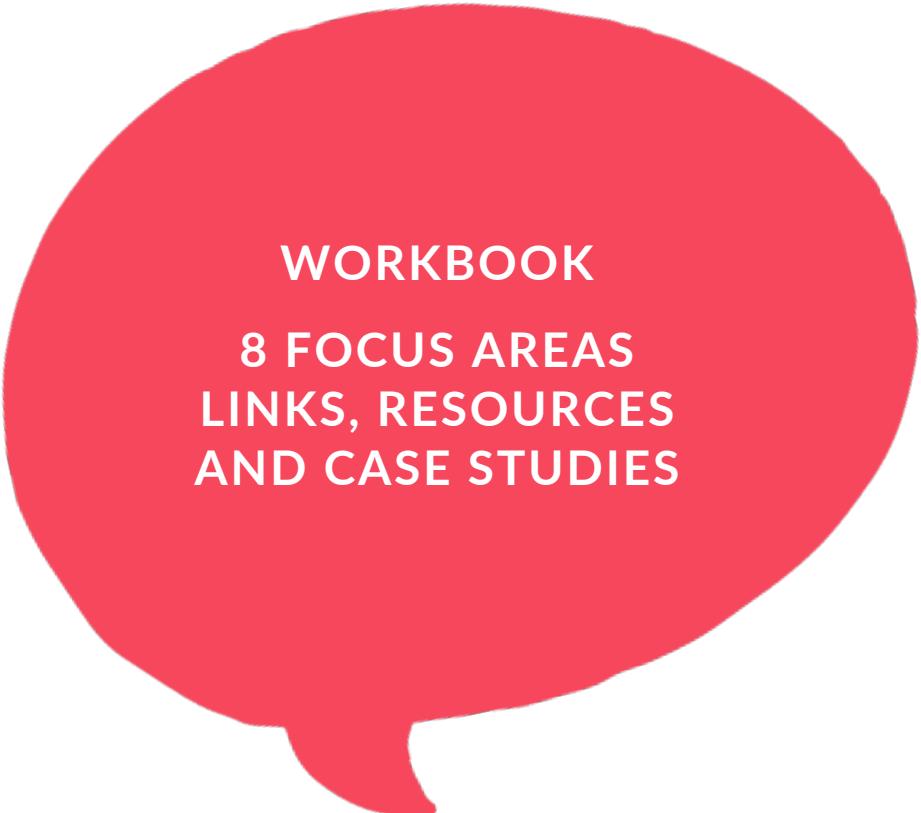
Measure and record your progress with these key questions

BUSINESS OPERATIONS

Measure and record your progress with these key questions

**SUSTAINABILITY
TOOLKIT
MAKE IT YOUR OWN**





WORKBOOK

8 FOCUS AREAS LINKS, RESOURCES AND CASE STUDIES

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 than 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/>

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 Caffeen initiative: Free for cafes and for coffee drinkers
<https://greencaffeen.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



WE'D APPRECIATE
YOUR FEEDBACK

FEEDBACK SURVEY,
WORKBOOK, TOOLKIT
+ LEARNING TOUR
SUMMARY EMAILED.





THE WHY, WHAT AND HOW OF



SUSTAINABLE & REGENERATIVE *Tourism*