

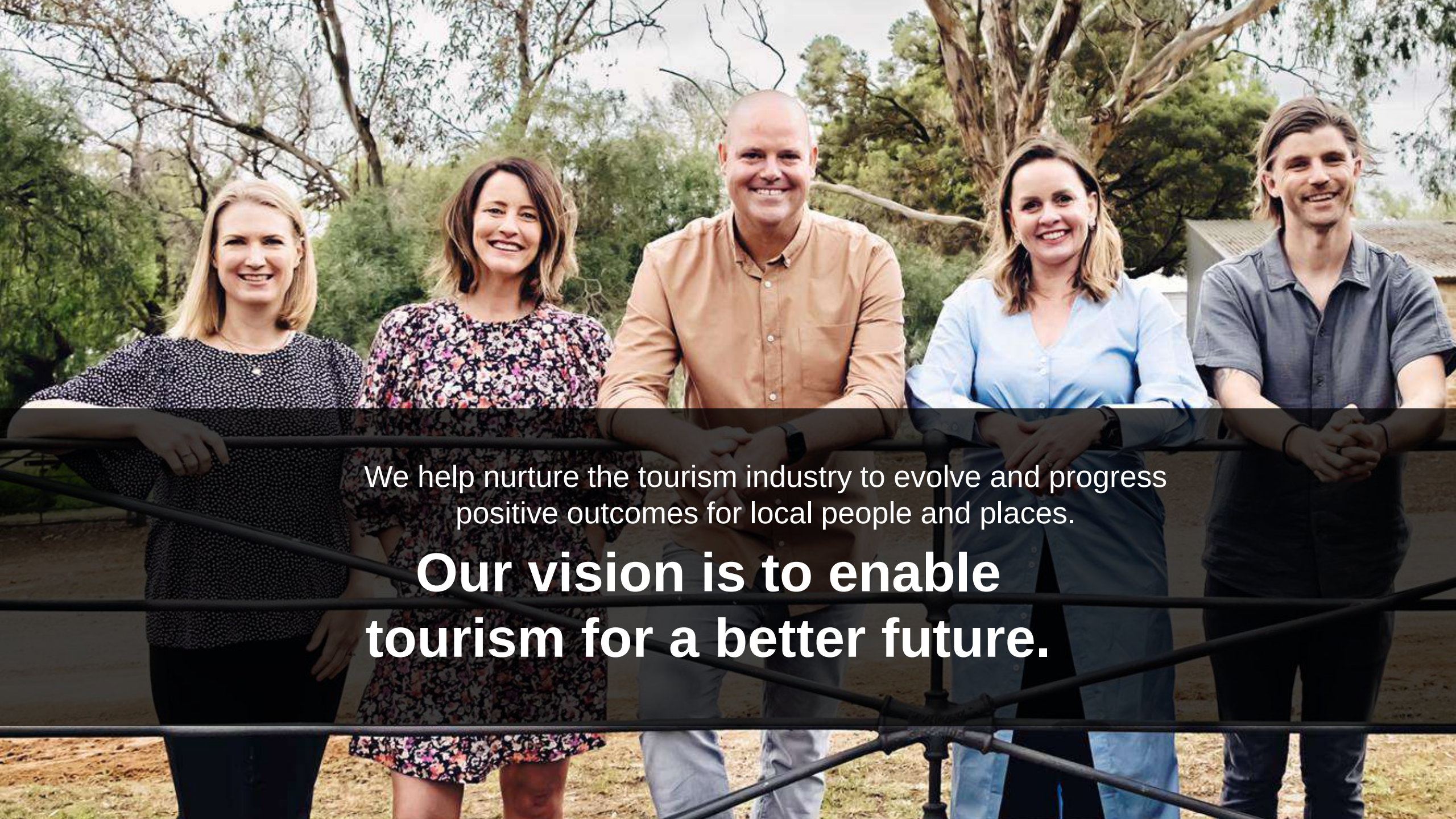


THE
TOURISM
COLLECTIVE

TURNING DISRUPTION INTO OPPORTUNITY

STRATEGIES FOR SUCCESS



A group of five people, three women and two men, are standing outdoors behind a dark metal railing. They are all smiling and looking towards the camera. The background consists of lush green trees and foliage. The person on the far left is a woman with blonde hair wearing a black and white patterned top. Next to her is a woman with brown hair wearing a floral dress. In the center is a man with a shaved head wearing an orange button-down shirt. To his right is a woman with blonde hair wearing a light blue button-down shirt. On the far right is a man with long brown hair wearing a dark grey button-down shirt.

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

**Our vision is to enable
tourism for a better future.**

01

CURRENT STATE OF PLAY



The “New Normal” Gives Way to Normal

The recent pace of travel industry growth is not sustainable.

The industry is now normalising and moving past wild swings up and down



Gippsland appears to have recovered almost to Dec 19 levels in visitors and nights- spend not there yet (TRA '24)

Tourism is on
notice....

travel policy is
moving quickly





DISRUPTION

- Climate change
- Supply chain shocks
- Labour and skills shortages
- Global conflicts
- Change in Government
- Technology shifts
- Generational nuances
- Inflation
- Cost of doing business
- Community sentiment
- Visitor expectations

SO WHAT
NOW?



01

ADOPT A RESILIENCE MINDSET



We're living in extraordinary times.

The world is experiencing a level of disruption and business risk not seen in generations. Some companies freeze and fail, while others innovate, advance and even thrive.

The difference is resilience.

- McKinsey & Co



Building a resilient
and agile mindset

Learn to regulate
stress, frustration
and fear

Focus on what you
can control

Strengthen your
business foundations

Adopt a long-term
view aligned with
short term actions

Create a culture of
innovation and
iteration

Train you and your
team to reframe
setbacks

02

**KNOW YOUR
CUSTOMER AND
UNDERSTAND
HOW THEY ARE
EVOLVING**





Rise of the 'conscious consumer'



Visitor demand &
market
expectations
changing fast

74% of travellers are
looking for more
sustainable options

Booking.com
Sustainable Travel Report 2023

7 in 10
travellers have actively
avoided an experience or
destination questioning its
green claims

Booking.com
Sustainable Travel Report 2023

A person is walking away from the camera on a narrow wooden bridge with metal railings. The bridge is surrounded by dense, lush green ferns and trees, creating a forest setting. The lighting is soft and natural, suggesting an overcast day.

73%

want the
money they
spend to go
back to the
community

53%

of visitors now
conscious of
tourism impact
on local
communities

57%

feel travellers
have a positive
impact on the
place they live

'STAY AWAY' CAMPAIGN AMSTERDAM



- Targeted to visitor segments that don't meet destination values
- Community voted to ban large cruise ships from entering the port

*Amsterdam,
Netherlands*





FOCUS ON PURPOSE LED INNOVATION



An aerial photograph of a long, narrow suspension bridge with a wooden deck and metal railings, stretching diagonally across a dense, lush green forest. The forest is filled with various types of trees and large, vibrant green ferns. Two people are visible walking on the bridge. The text is overlaid on the upper left portion of the image.

“Guests and employees expect more from the brands they engage with, prioritising authenticity and alignment with their values.

Brands that lead with purpose can gain a significant competitive edge”

- SEBASTIEN BAZIN, CEO ACCOR



◀ PURPOSE LED INNOVATION

Accor Hotels

- Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care
- With metrics across all touchpoints
 - Workforce
 - Community
 - Environment
 - Waste
 - Carbon neutral

AND.....Accor is in Top 10 most successful hotel groups in the world and has the largest brand portfolio!!

DRIVE THE CHANGE TOWARDS POSITIVE HOSPITALITY, WHEREVER WE ARE



39% of Gen Z and 34% of Millennials globally
have actively turned down job offers from employers
whose values do not resonate with their own.

SOURCE: 2023 GEN Z AND MILLENNIAL SURVEY BY DELOITTE



Values alignment business operations



Login

Home About Us ▾ Shop ▾ Wine Club ▾ Visit ▾



How renewable energy changed our business



ENERGY SOURCES

MOORES HILL
WINERY
NORTHERN
TASMANIA

Save money and grow profits

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

- Moores Hill Winery



► RESPONSIBLE LUXURY

Crystalbrook Collection, NSW, QLD

- Purpose-driven, values aligned innovations
 - Single use plastic free
 - Reduction in food waste
 - Earth Check accredited



The buying experience

How important are the following to you in the buying experience?
(Extremely/very important)



85%

Price



65%

Simplicity of
purchase



61%

Authenticity
of brand



41%

Brand values
align with me



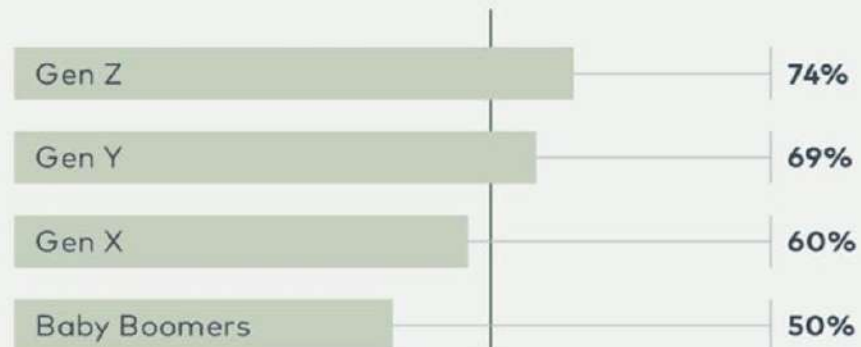
41%

Environmental
credentials of
the brand/
product

Awareness driving change

% of consumers who are more
conscious of their purchasing impacts
than 12 months ago:

63%



54% Australians
exclusively support
brands that are
transparent about
their supply chains



Change your coffee. Change the world.

Quality coffee is non negotiable. Your daily ritual can now make the world a better place.

Shop Now



Specialty Coffee. 50% of Profits Donated.

We source and roast the highest quality ethical coffee and donate 50% of the profits to fund Indigenous youth and international aid programs.



Make the humble upgrade



Offices & Workplace

Elevate your coffee experience. Keep your people caffeinated, connected and inspired.



Café Supply

Upgrade your coffee offer. Competitive pricing without compromising on quality. Social good included.



Home

Wake up to incredible specialty coffee and doing good. Every. Single. Day.



SUPPLY CHAIN

Humble Brag

- Social enterprise
- Locally sourced, biodegradable packaging
- 50% profits donated to indigenous youth and international aid programs
- Carbon neutral roasting
- Café supply as well as home and office



before



after

► REDUCE WASTE (AND COSTS)

Genesta House, Phillip Island

- Offer homemade jams, muesli etc and reduce plastics
- No longer offer plastic bottled water in rooms
- Transitioned out of single use shampoo in bathrooms
- Compost bins available in each room
- 4-minute shower playlist with local artists, to reduce guest water usage



before



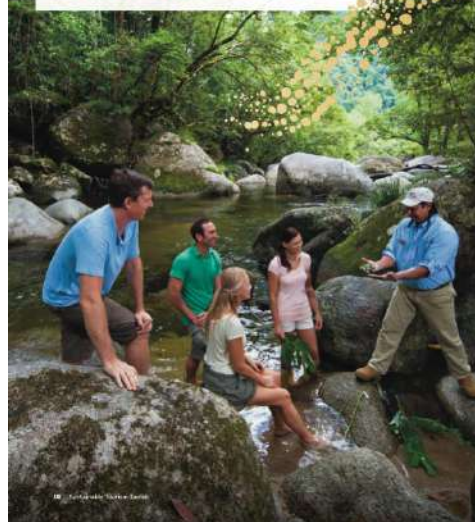
after



Sustainable Tourism Toolkit

A practical guide for Australian tourism businesses

Chapter 2 Environmental and climate action



34 Sustainable Tourism Toolkit

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



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



Measurable
Targets that you can measure over time.



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



Relevant
Targets that reflect your sustainability commitments.



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

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

As you go about achieving your targets, think about:

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



TOP TIP

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

Follow the law

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

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

Chapter 3 Respecting culture



36 Sustainable Tourism Toolkit

Recap on first steps

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

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

Next steps

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

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

Chapter 4 Creating positive social impact



38 Sustainable Tourism Toolkit



04

**DIVERSIFY
EXPERIENCES
& EXPLORE
NEW
MARKETS**



November 2022

FUTURE OF GLOBAL TOURISM DEMAND

Global tourism research into the experiences that will drive Australia's tourism demand now and into the future

TOURISM AUSTRALIA



fiftyfive5



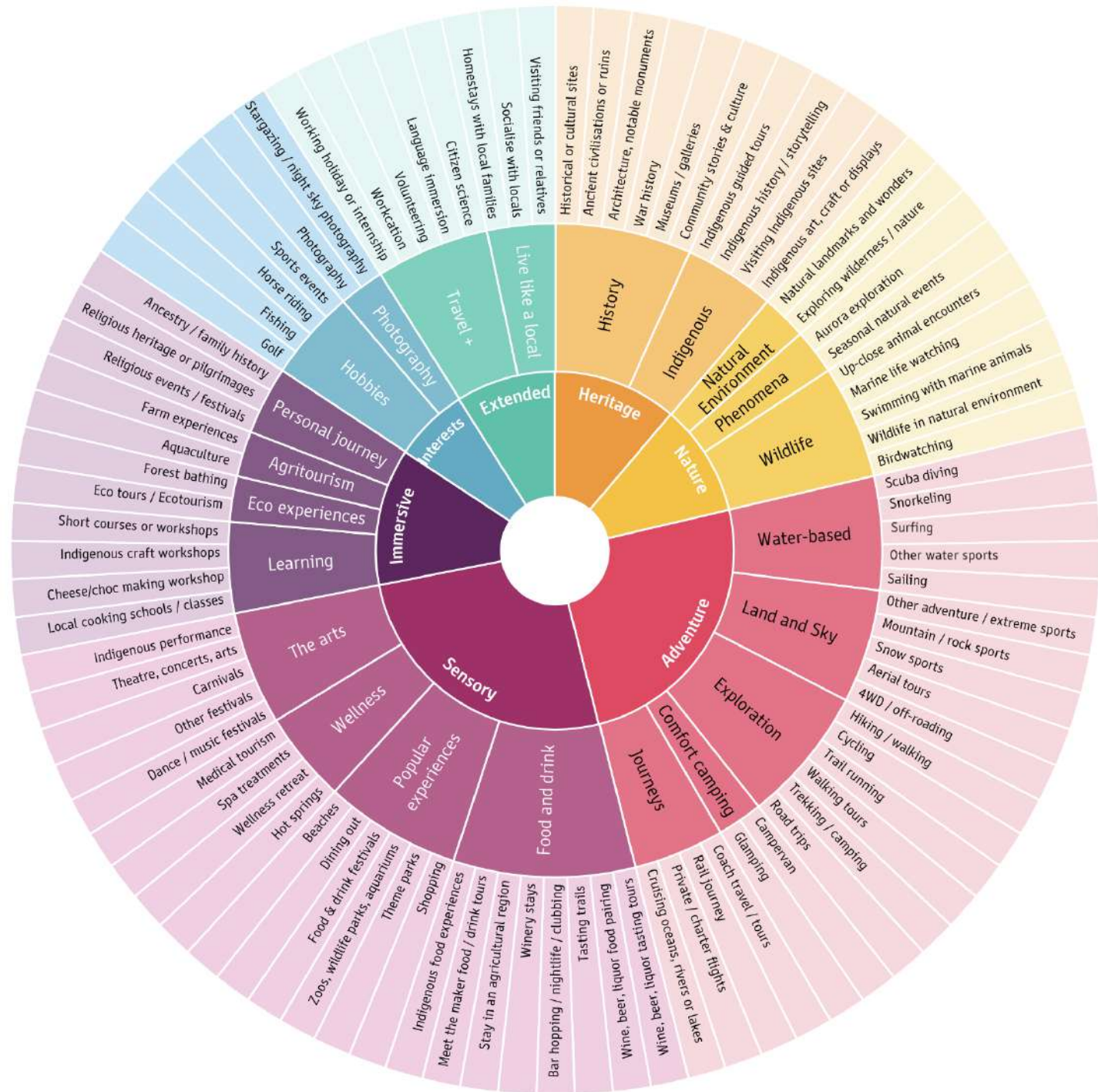
TOURISM AUSTRALIA RESEARCH REPORT

- Domestic & international insights
- 20 key markets
- 7 key experience clusters





SEVEN KEY EXPERIENCE CLUSTERS



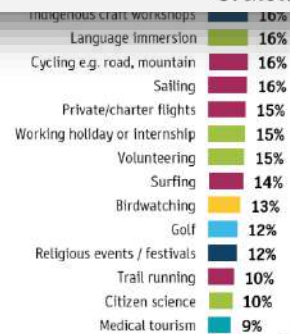
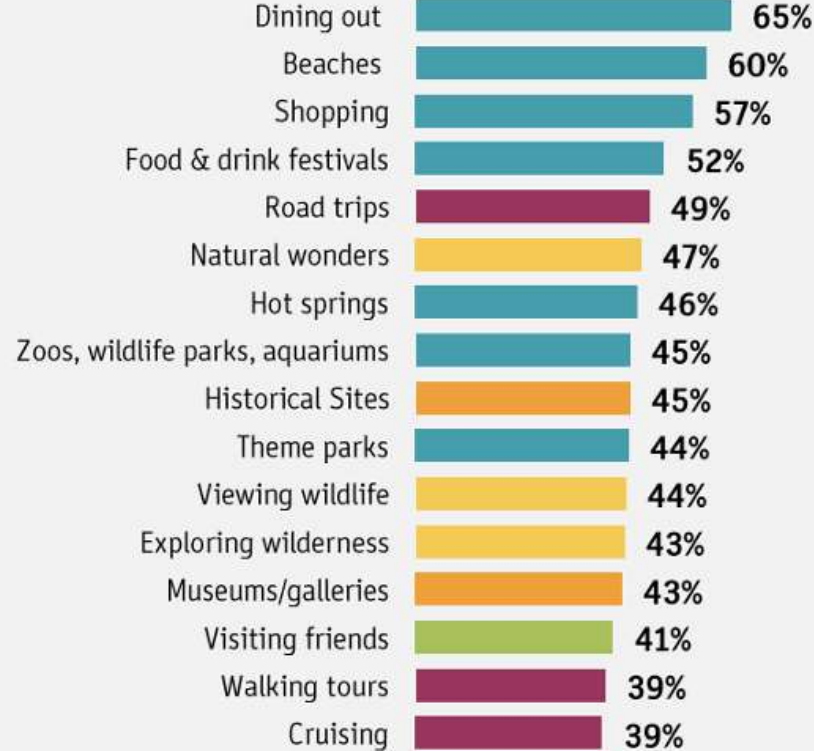
AUSTRALIA INTEREST IN TOURISM EXPERIENCES

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

- Similar to other global markets, popular sensory experiences dominate in interest among Australians
- Australians also have very strong interest in road trips
- Other soft adventure activities such as walking tours and cruise also feature prominently



RANKED 1-44



Question: Which of these experiences would you be interested in doing on a future international vacation?
 Base: Future Of Demand research 2022, Total out of region travellers, Australia (n=1,543)

Key Experiences Clusters
for Domestic Market

Sensory
Nature
Heritage
Adventure

This is what they are
saying they want!

WINE, BEER OR LIQUOR TASTING TOURS

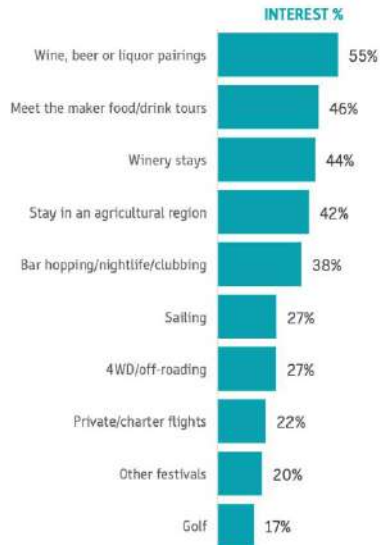
SENSORY • FOOD & DRINK

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



	DEMOGRAPHIC PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
LIFESTAGE	Young Singles/Couples (Under 45)	36%	35%
	Older Singles/Couples (45+)	16%	17%
	Young Families	32%	32%
	Older Families	16%	16%
AGE	18-29	30%	28%
	30-39	26%	27%
	40-49	22%	23%
	50-64	22%	22%
	Average age	38	39
GENDER	Male	50%	53%
	Female	50%	47%
INCOME	Low	25%	19%
	Middle	28%	27%
	High	24%	26%
	Very high	22%	27%

AFFINITY WITH OTHER EXPERIENCES (TOP 10)



TRAVELLER TESTIMONIALS

WHY TRAVELLERS LOVE THIS

- Opportunity to try new beverages and flavours
- Discover something new that is unavailable at home
- Interested in the process of wine making, beer brewing, and/or alcohol distilling methods

WHY SOME DO NOT

- Do not enjoy alcohol
- Prefer to drink but don't need to do in-depth tour

HERO DESTINATIONS

- Destinations known for wine, beer or liquor
- Notable destinations such as tequila in Mexico, beer in Germany, scotch in Scotland
- Australian wineries



In addition to my love for wine, I also enjoy exploring breweries and distilleries. What would make it better would be if there was a package that offered multiple types of samplings (i.e. wine, beer and liquor)

HIGH YIELD TRAVELLER, UNITED STATES



One of the key objectives of traveling is to try the beer/wine. So this is a must do experience for me. Maybe a knowledge tour combined will a much more enhanced experience

HIGH YIELD TRAVELLER, INDIA



Wine Tasting Tours

Experiences people also look for...

- Wine, Beer Pairing Experiences
- 4WD off Roading
- Charter Flights
- Golf
- Winery Stays
- Meet the Maker

Tourism Australia commissioned independent global research to identify and size the travel sectors and experiences that the Australian tourism industry and operators can own and win. The research project included cultural insights, qualitative research and a global survey of 23,771 travellers across 20 markets. The research measured interest in 143 global tourism experiences.

fiftyfive5

Base: Future Of Demand research 2022, Total out of region travellers, global excluding Australia (n=22,190), Interested in Wine, beer or liquor tasting tours (n=6,864)



Significantly higher than those not interested



Significantly lower than those not interested





Agritourism



◀ COVID CAPACITY INNOVATION

Sydney Oyster Tours, NSW

- 3 generations producing 1 million oyster per year
- Tours began in 2019
- COVID social distancing restrictions helped to create an “in water” dining experience
- 2 years for Council approval but is now incredibly successful

TOUR • MURRAY RIVER LAKES AND COORONG • [COORONG WILDSIDE TOURS](#)

COORONG WILD SEAFOOD FACTORY TOUR AND TASTINGS

ADD TO TRIP



◀ AGRITOURISM SUCCESSION PLAN

*Coorong Wild Side Tours,
Coorong SA*

- From primary producer to tourism operator
- “eat the pests” Carp degustation
- Values alignment as well as retirement plan

MULTIPLE EXPERIENCES

Alpine Trout Farm, Noo Jee

- Curated visitor experiences
- Hasn't strayed too far from core business
- From pond to plate



Alpine Trout Farm

Home About Us Come Fishing Commercial Sales

Send Enquiry Call

COME FISHING

Cast your worries aside and fish on the farm. Uncover Unbeatable Freshness with Farm-Caught Fish from Pond to Plate.

Prices:

- Rainbow Trout (300-600g): \$18kg
- Rainbow King Trout (1.5kg+): \$25kg
- Atlantic Salmon: \$32kg
- Golden Trout: \$25kg
- Fish Cleaning \$1 per fish
- Filleting Service \$3 per fish
- Catch & Release Fishing: \$30hr
- Foam Eski and Ice \$10
- Trout Roe available pending availability





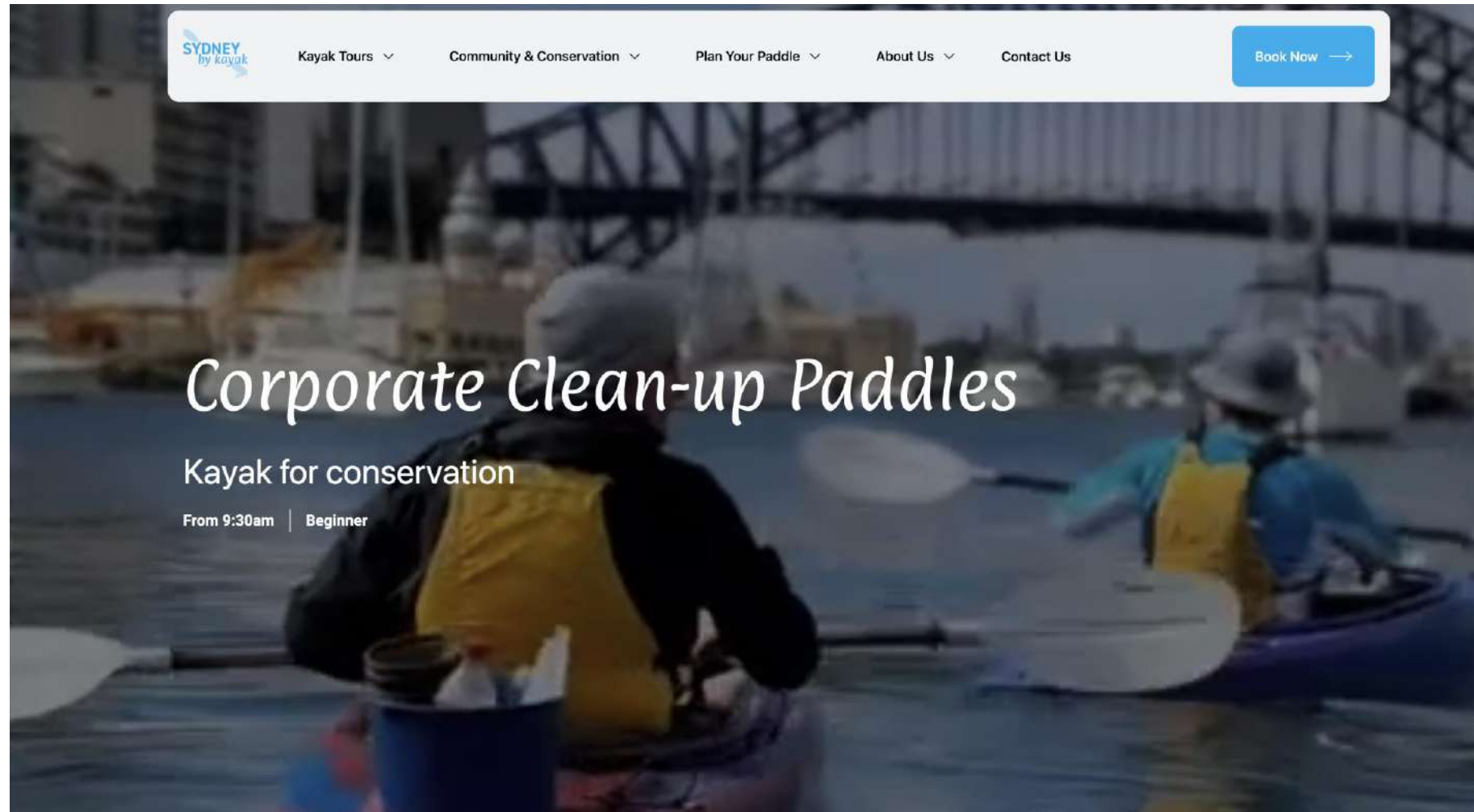
New markets, new opportunity

CORPORATE TRAVEL PIVOT



Sydney by Kayak

- Diversifying market to include tours that appeal to corporate markets
- CSR focus
- Helps fill mid-week



▶ EVENT PARTNERHIPS

Melbourne Food and Wine Festival

Messmates Dining

Gippsland Jersey

- Major Event partnership
- On site or in the city
- Builds reputation
- New metro markets (values aligned)
- CONGRATULATIONS! (2025 Regional Restaurant of the Year)



MF&W



Gippsland Jersey's On-Farm Hoe-Down 29 March

Make for Gippsland Jersey for a good old-fashioned, family-friendly bush dance and country feed in the hay shed.

Nature and Night Photography

August 30 - September 2, 2022 | \$3,650 per person

Join nature photographer Luke Tscharke on a unique photographic exploration along Tasmania's Three Capes Track. Over the course of this 4-day journey, learn how to capture nature at its finest. We do not limit our photography to daylight hours, instead, we embrace the dawn and the dusk and explore all that this unique area has to offer during these magical times of day. We will also explore light painting, astrophotography and, with nature's co-operation, the magnificent Aurora Australis.

This walk takes place at the height of winter on a dry-foot track. The Three Capes Lodge Walk is the only guided walk offering the full Three Capes Track experience including the only private lodge accommodation inside the national park.



COMMERICAL PARTNERSHIPS

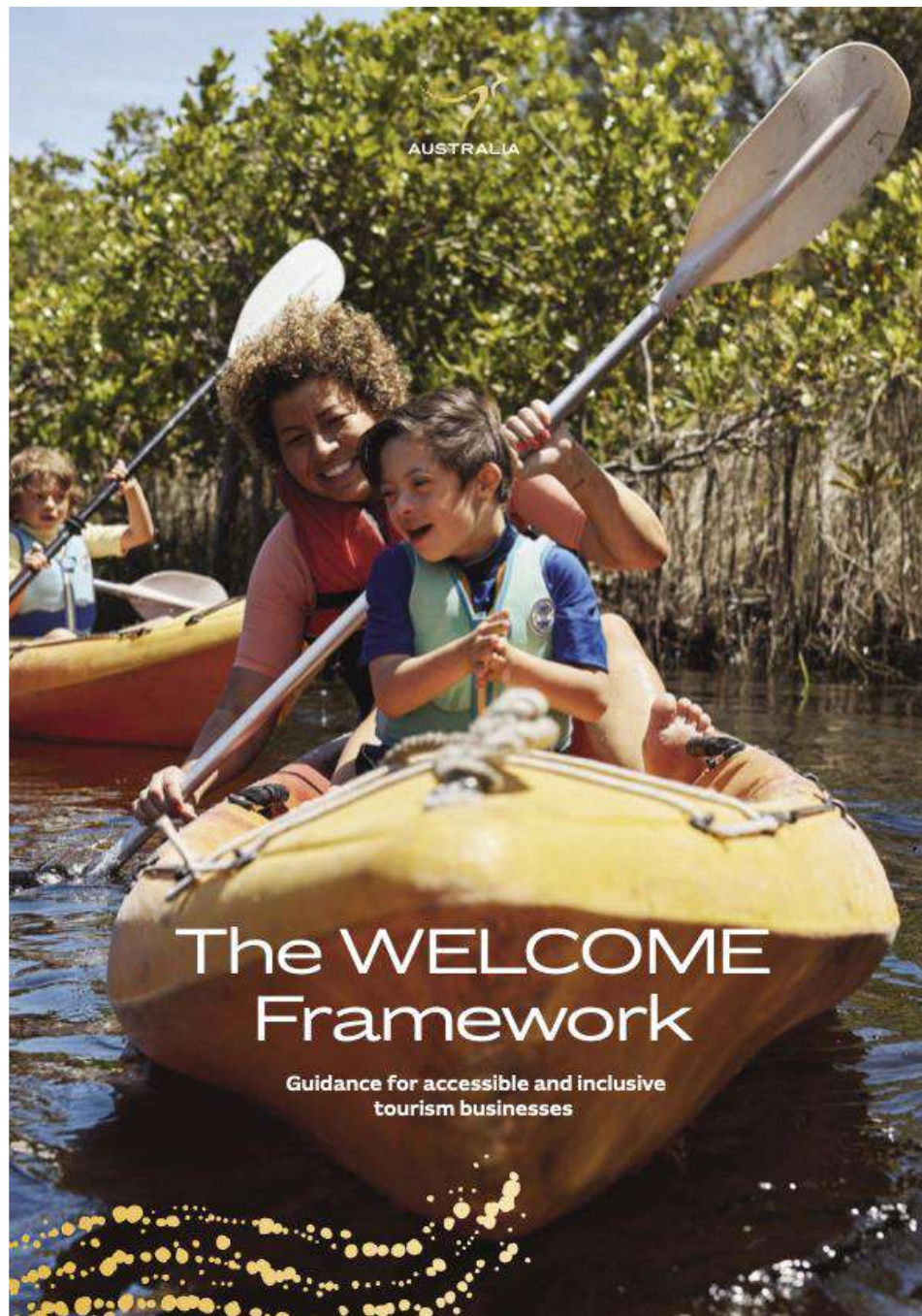
*Tasmanian Walking co.
& Luke Tscharke*

- Niche markets
- Bringing values to life
- Tapping into two databases for new customers

In 2023 23% domestic daytrips taken by someone with accessibility needs

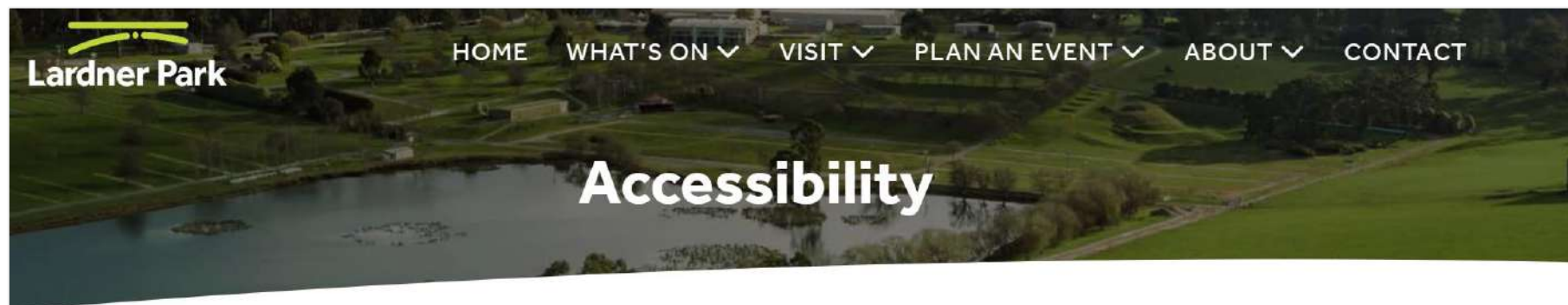
RESOURCE

- Austrade- The Welcome Framework
- Practical tips for guest experiences



► COMMUNICATE & PROMOTE YOUR COMMITTMENT

- Lardner Park, Gippsland
- Includes their Disability and Inclusion Plan on website



Disability and Inclusion Plan

Our Disability, Access and Inclusion Plan (2023-2027) is the next step in our commitment to providing support for members of the community with disability or accessibility concerns. This Plan is our first public commitment about advancing, communicating, and sharing our accessibility and inclusion to facilities and events.

► [Disability, Access and Inclusion Plan](#)





SUPPORTED TRAVEL FOR PEOPLE WITH SPECIAL NEEDS

***Juggle House Experiences** mission is to fully appreciate the everyday juggling act our customers face, to take a guiding hand and lead you through a fulfilling group tour with high quality services, in new and exciting ways, and better than you envisioned. We are a fully accredited business who has developed strong partnerships and networks by working closely with all sectors of the tourism industry.*

Juggle House Experiences provides supported holidays for small group tours and individual, and is inclusive of people with:

- a mild to moderate intellectual disability
- visual or hearing impairment
- epilepsy
- developmental and some mobility impairments
- special dietary requirements

Trained and accredited tour hosts accompany every tour thus ensuring that our customers receive the consistency and quality of care required to cater for individual's special needs. To ensure the comfort and safety of all our clients we do not cater for people with violent behaviours.

Our juggling tour hosts enjoy getting to know all travellers on a personal basis. This professional and caring approach enables us to meet the specific care requirements and personal wishes of each individual with dignity and respect to make their holiday a more relaxed enjoyable experience.

All Juggle House Experiences holidays are priced to include:

- GST
- 24 hour care and assistance
- sightseeing entries as per tour itinerary
- return travel from tour departure point
- Lunch (unless specified)

Passengers pay for their own drinks, souvenirs and personal spending.

We strive to deliver all activities listed on our tour itinerary unless unsafe or uncomfortable circumstance should arise. Each tour is paced to suit the passenger abilities. Juggle House Experiences is very proud that many people who chose to travel with us return to enjoy another adventure numerous times over.



ACCESSIBILITY INNOVATION

Juggle House Experiences

- A tag along tour to ensure people with access needs or support workers can still enjoy the tour
- New telescope for dark sky touring for people with additional needs

Tag-along Option - join us on the tour in your own vehicle from Mannum to the River Murray International Dark Sky Reserve area and return. At checkout, please specify the reason for choosing Tag-along so that we can communicate availability and locations. Please note: our tour vehicle must have reached a minimum of 6 people to depart before the Tag-along option is available. This option is mostly designed for those with accessibility requirements.

05

**INVEST IN DIGITAL
-WITHOUT LOSING
THE HUMAN
TOUCH**

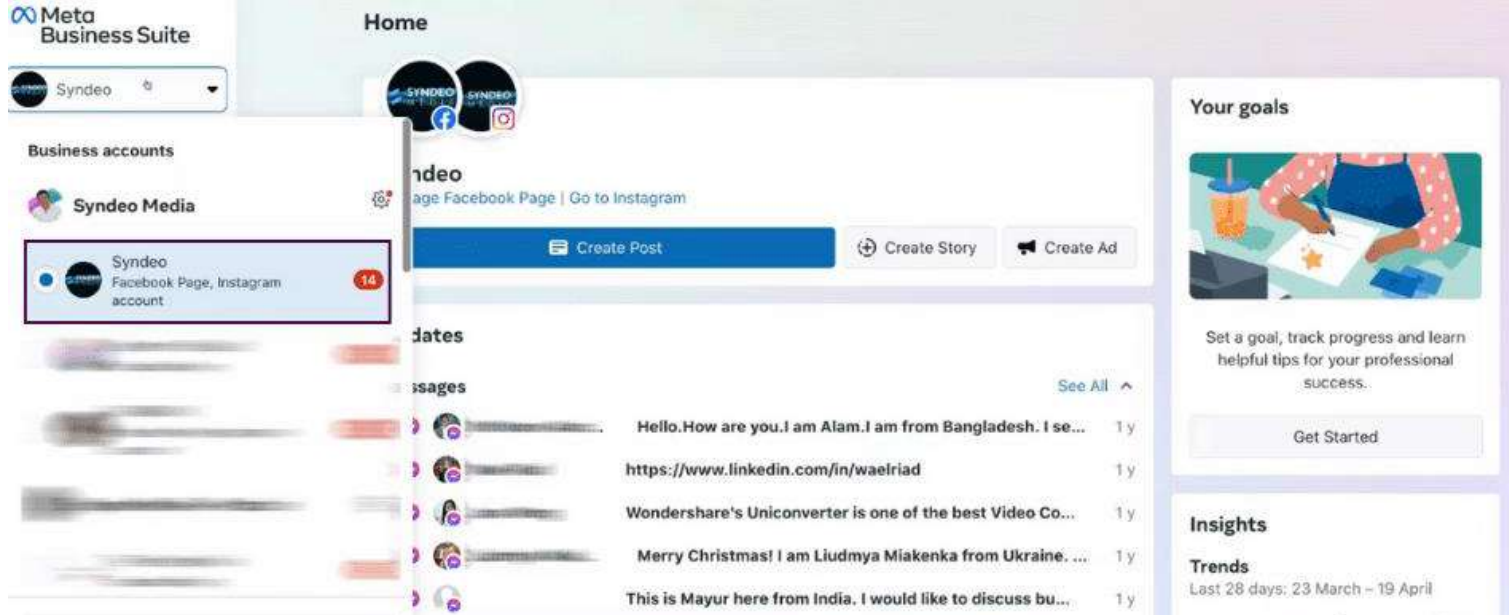


A photograph of a long wooden trestle bridge spanning a deep, forested valley. The bridge is constructed from numerous wooden beams and supports, creating a complex geometric pattern. The surrounding forest is dense with tall trees, and sunlight filters through the canopy. A large, semi-transparent green circle is overlaid on the center of the image, containing white text.

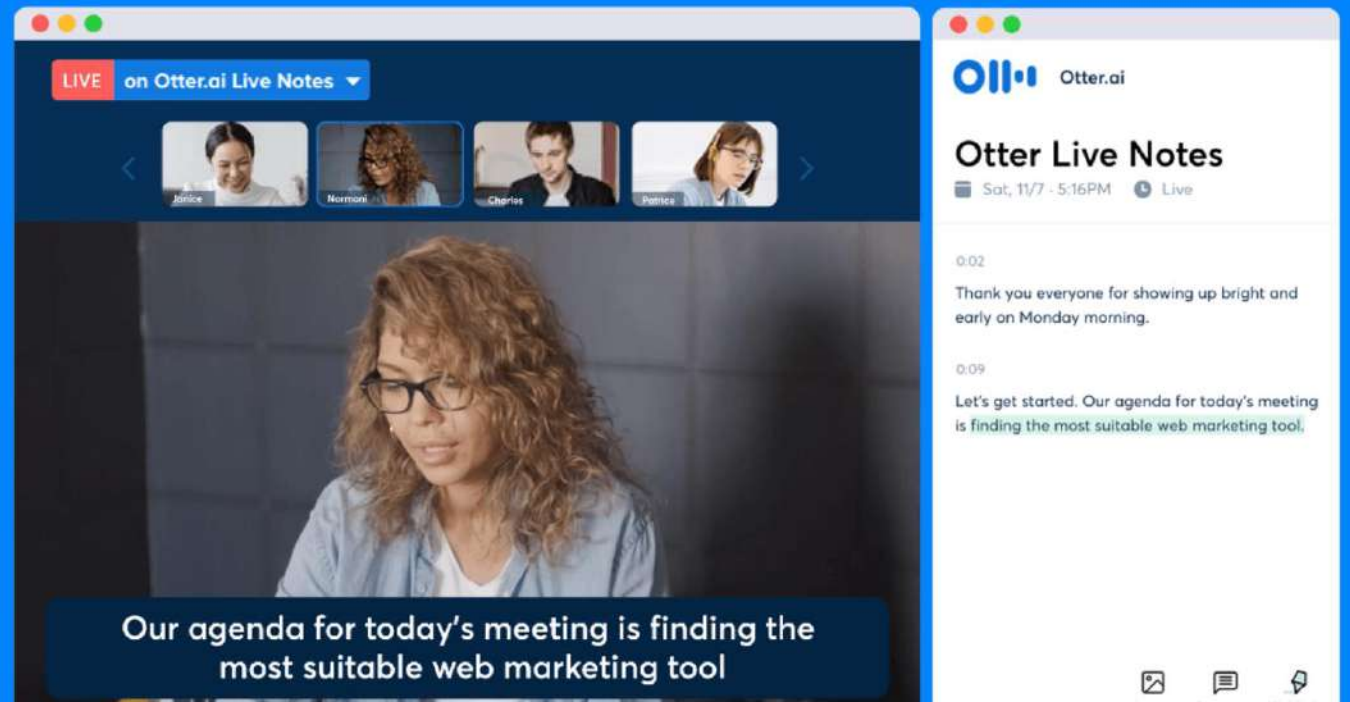
Technology tools
can help save time
and money

AI & AUTOMATION TOOLS

- Chat GPT/ Claude
- Otter.Ai
- Agenic AI (build your own or use zapier plug in)
- Meta business suite (dashboard for Insta and FB)



Otter Live Captions + Live Notes for Zoom





MARKETING & CREATIVITY

- Canva
- Mailchimp



Canva Pro

unlimited access to....

- 60,000,000** curated photos
- 3,500,000** graphic elements
- 21,000** videos
- 100GB** of storage for assets
- 750** premium fonts
- Background Remover** tool
- Unlimited** brand folders
- One click** design resize



▶ OPERATIONS & BUSINESS OPTIMISATION

- Trello / Asana/ Clickup / Monday
- Deputy/ When I Work
- Xero / MYOB



Feature			
Automation	Reconciliation, invoice processing	Payroll, tax compliance	Fraud detection, continuous accounting
Real-Time Insights	Predictive cash flow analytics	Business trend analysis	Financial monitoring
Fraud Detection	Flags transaction irregularities	Detects anomalies	Advanced fraud analytics
Ease of Use	User-friendly for SMEs	Scalable for mid-size businesses	Ideal for enterprises

A photograph of a man and a woman working in a cafe. The man, on the left, has a beard and is smiling while holding a yellow cup. The woman, on the right, is focused on pouring coffee from a glass carafe. The background shows a modern cafe interior with large windows and decorative elements. The text is overlaid in the center of the image.

Always include a human moderation step at first to build trust.
(Golden Rule of AI integration)



**COLLABORATE
TO COMPETE**





YOUR NETWORKS AND PARTNERS

- Strength in networks
- Resource sharing
- Coop marketing
- Trail development
- Events
- Knowledge sharing
- Mentoring and support



LEVERAGE & PROMOTE PARTNERSHIPS

Lardner Park, Gippsland

- Multifaceted business partnership model
- Strategic Partners
- Industry Partners
- Supplier Alliance
- Property Partners
- Steer Trail Sponsors

Our Supplier Alliance Partners

Lardner Park is proud to work alongside our valued Supplier Alliance Partners.



Our Industry Partners

Lardner Park is proud to work alongside our valued Industry Partners.



Our Strategic Partners

Lardner Park is proud to work alongside our valued Strategic Partners.



Our Property Partners

Lardner Park is proud to work alongside our valued Property Partners.



Our Steer Trial Sponsors

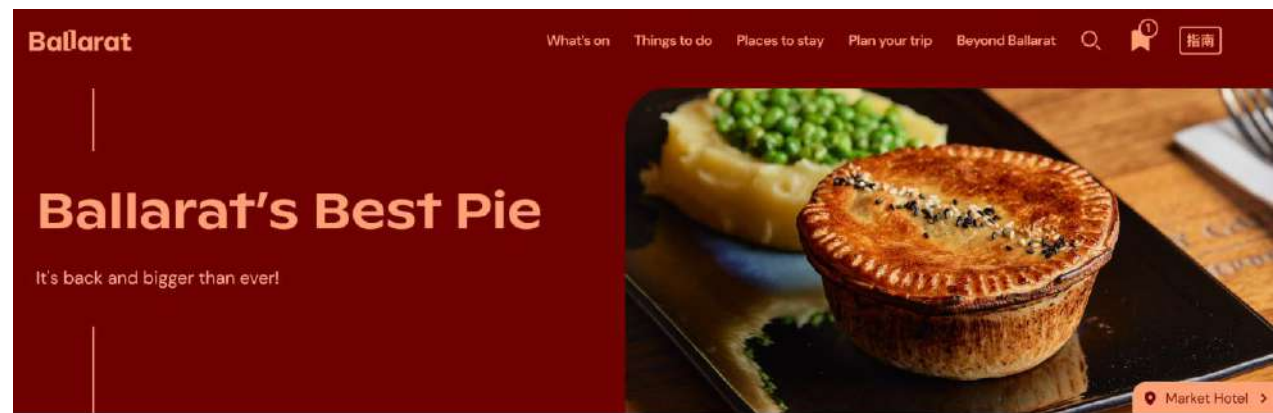
Lardner Park is proud to work alongside our valued Steer Trial Sponsors.



FOOD TRAIL COLLABORATION

Ballarat, VIC

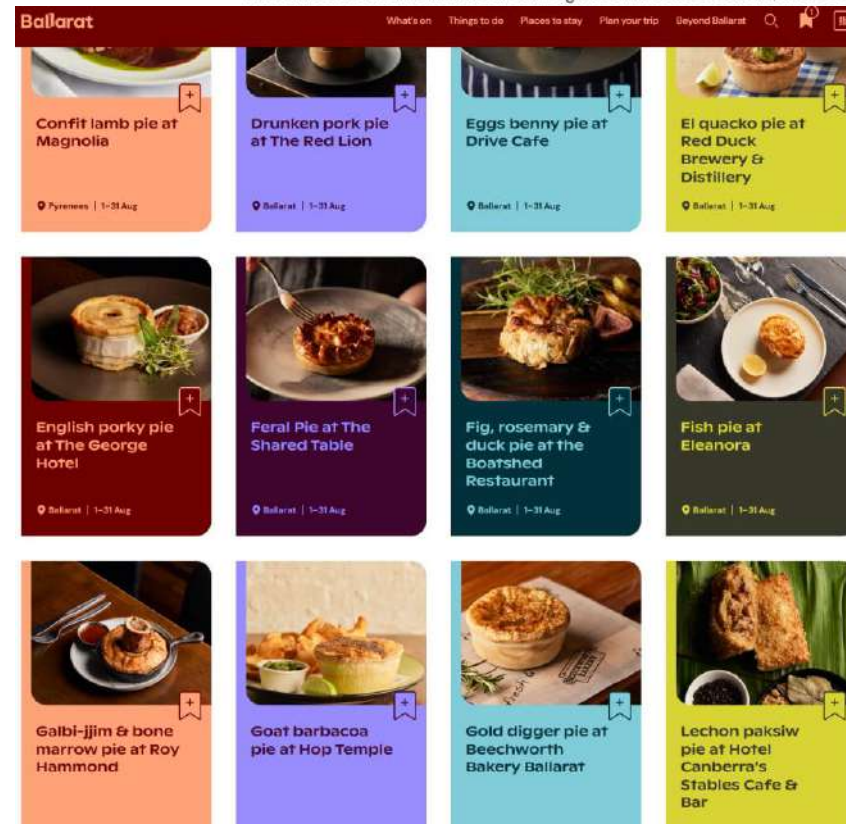
- Connecting 36 venues and encourages dispersal across the city
- Generates PR and is a tool for content creation
- Used by visitors who tick off all 36 pies on the trail
- Simple idea reflecting local values



Ballarat's Best Pie is returning for round three this winter.

From 1–31 August 2025, take your pick from more than 35 savoury and sweet pies at some of the city's top cafes, restaurants and bakeries.

With twists on traditional flavours through to ambitious creations, there's sure to



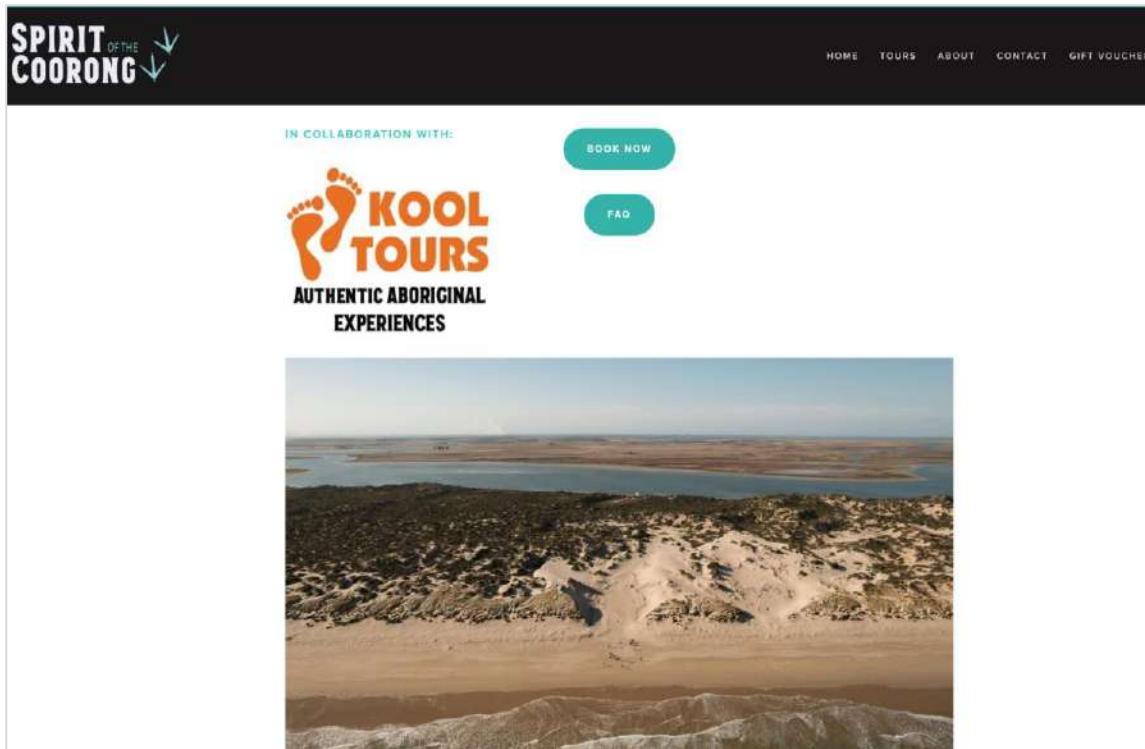
Commerce Ballarat
7 August 2023 · 📍
The best pie in Ballarat was officially crowned at the Ballarat's Best Pie 2023 competition at Hop Temple Ballarat on the weekend 🥧
Congratulations to our members that were crowned winners!
Second Prize - [Eclectic Tastes Cafe & Pantry's](#) Ultimate Egg and Bacon Pie
Third Prize - [Black Cat Truffles](#) Chicken Truffle Pie
Best Sweet Pie - Kildarkin Distillery's (Larrikin Gin) Grandma Harriet's Bramble and Apple Pie
Best Bakery Pie - [1816_Bakehouse's](#) Smoked Brisket and American Cheddar Pie
[Visit Ballarat](#)



FIRST NATIONS PARTNERSHIPS

Kool Tours, FP South Australia

- Own tour product
- Multiple partnerships across various locations





◀ LOCAL GOVERNMENT PARTNERSHIPS

*City of Onkparainga, Encore
90 Days of Summer*

Before....



‘Activated’



- Created a night-time economy
- Supported business collaboration and innovation
- Attracted visitation and spend
- \$5000 per activation
- Similar winter program



◀ RTO LED COLLABORATION

Fleurieu Peninsula Tourism, Trade Show

- Driven by gap identified by RTO regarding lack of awareness of cellar doors and visitor servicing staff
- 50 cellar door staff and tour operators participated
- 27 BSB meetings



Mentor
Students

Value
volunteers

Build local
capacity

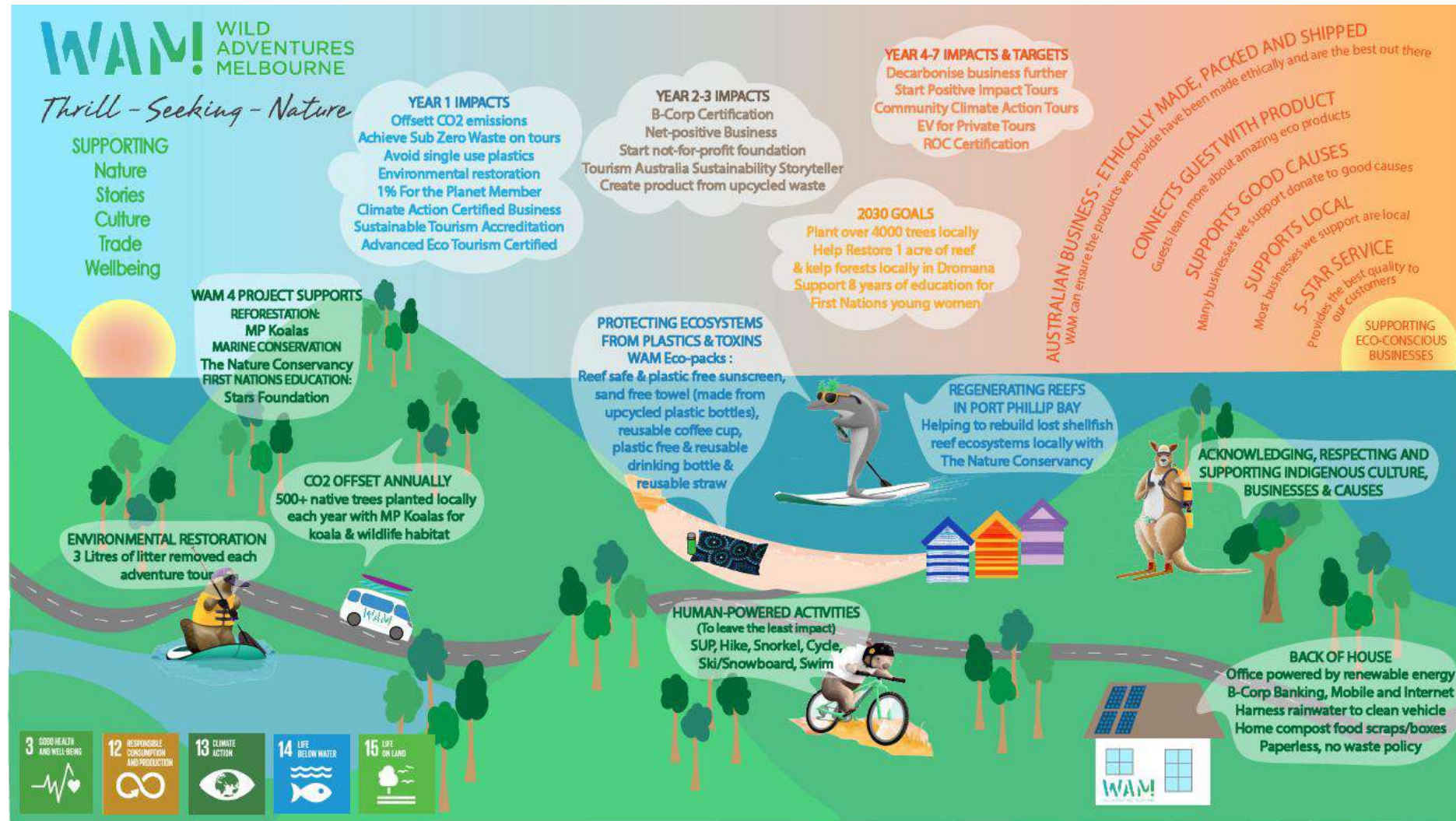
Develop
Education
Partnerships

Look to social
enterprise and
community co-op
group models

UNIVERSITY INTERNSHIP

Wild Adventures
Melbourne, VIC

- As a micro business, Nic did not have the skills or time to build this content
- Universities have formal internship programs to tap into



LOCAL HIGH SCHOOL PARTNERSHIP

Partners:

Clare High School

Paulett Wines

Bush Devine

Watervale Hotel

Footeside Farm

Ngadjuri Nation

- Connecting hospitality, farms and wine businesses with local young people
- Exploring local career pathways
- Respecting culture and place



Northern and Yorke Landscape Board

1 May 2024 · 🌐

What started as one student's idea for native bush food at [Clare High School](#) has blossomed into a vibrant community collaboration, fostering greater cultural awareness and enriching learning opportunities for students 🌱

And it was all made possible by one of our [#GrassrootsGrants](#).

With the funding, Clare High has thriving bush garden areas, embarked on field trips to local businesses like Paulett Wines & Bush DeVine Restaurant and has plans for learning workshops with local Ngadjuri people.

Teacher Lesley Squires said: "This really is just a starting point, and we're excited about what is to come, but we really wouldn't have been able to do what we've done without a kick-start from the Grassroots Grants funding."

What's next for Clare High's bush food journey? Read here: <http://tiny.cc/GGClareHigh>



“A great cafe with the social mission of giving employment and training to those underrepresented in the workforce. We came twice on our visit to Hobart... the coffee and food were good and the staff is very lovely.”



Creating Opportunities within the Industry

Hamlet works closely with industry and during early 2023 we worked with the team at MONA to develop 4 front of house opportunities for Hamlet graduates.

With guidance from the Hamlet team, MONA staff have put a lot of thought and care into identifying roles across their many venues which would be suitable for Hamlet Graduates.

We look forward to working with more businesses in the future to create space for graduates in the workforce.

THINK ABOUT SOCIAL ENTERPRISES

- Builds a sense of community
- Utilises and grows skills
- Can fill important gaps in service delivery

"I loved the idea that you could allow people to create social change without actually changing their daily routine."

- Emily Briffa, Founder & CEO Hamlet Café, Hobart

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HAVE A PLAN!



Plan for disruption before it happens...

Plan “B” mindset

Scenario Planning

Develop Crisis
Plan and
Checklists

Involve staff and
share learnings

[OUR WORK](#)[GET INVOLVED](#)[ABOUT US](#)[DONATE](#) +[ADOPT](#) +[ABOUT US](#)

OUR VALUES

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We bear witness to the accelerating decline of nature and our climate, with serious consequences for life on Earth, including our own.

Our mission is to build a future in which people live in harmony with nature. To deliver this mission, we work to conserve and restore biodiversity, the web that supports all life on Earth; to reduce humanity's environmental footprint; and to ensure the sustainable use of natural resources to support current and future generations.

We celebrate and respect diversity in nature and among the people, partners, and communities with whom we work.

Across the many cultures and individuals that represent WWF, we are unified by one mission, one brand, and one common set of values:

- **Courage:** We demonstrate courage through our actions, we work for change where it's needed, and we inspire people and institutions to tackle the greatest threats to nature and the future of the planet, which is our home.
- **Integrity:** We live the principles we call on others to meet. We act with integrity, accountability and transparency, and we rely on facts and science to guide us and to ensure we learn and evolve.
- **Respect:** We honor the voices and knowledge of the people and communities that we serve, and we work to secure their rights to a sustainable future.
- **Collaboration:** We deliver impact at the scale of the challenges we face through the power of collective action and innovation.



WWF SCENARIO PLANNING

Project 'Living Planet Scenarios'

- four alternative futures exploring different pathways for biodiversity conservation
- insights into the potential impacts of climate change, habitat loss, and policy decisions
- Insights guided conservation efforts, priorities, and sustainable practices.

Crisis management plan checklist



Risk analysis

Outline potential risks and put them in order of probability



Response procedures

Identify the roles and responsibilities of each person when a crisis occurs



Activation protocol

Determine when action should be taken if a crisis occurs



Communication strategy

Assess who delivers information to the public and who handles feedback



Emergency contacts

Include a list of emergency contacts to speed up the response process



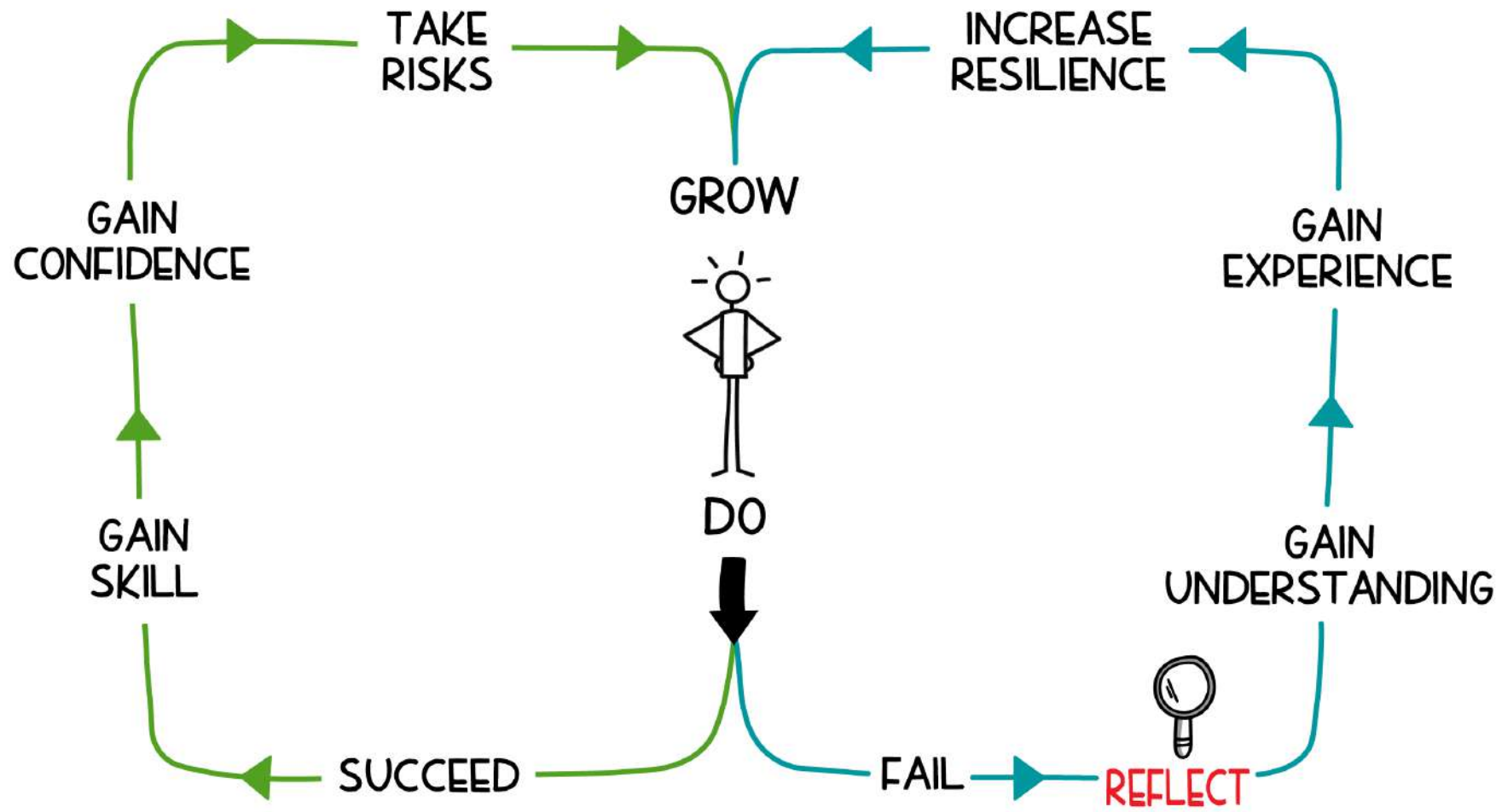
Post-crisis assessment

Remember to follow up and assess what went well and what didn't



CRISIS MANAGEMENT PLAN

- Have a physical checklist stored on and off premiss
- Train your staff and volunteers
- Review and update regularly



THE LEARNING CYCLE

FAILURE HAS AS MANY IMPORTANT LESSONS FOR US AS SUCCESS – MAYBE EVEN MORE

Celebrate success and learn from failures

A person in a dark jacket stands on a wooden bridge with railings, surrounded by dense green ferns and trees in a forest. The scene is dimly lit, creating a moody atmosphere.

ASSUMING THE GOOD TIMES
WILL CONTINUE IS RISKY.

**THE ONLY THING YOU CAN BE
CERTAIN OF IS CHANGE.**

ADAPTING TO CHANGE...

1. Adopt a resilience mindset
2. Know your customer
3. Focus on purpose led innovations
4. Diversify experiences and markets
5. Invest in digital
6. Collaborate to compete
7. Have a plan





TURNING DISRUPTION INTO OPPORTUNITY

STRATEGIES FOR SUCCESS

