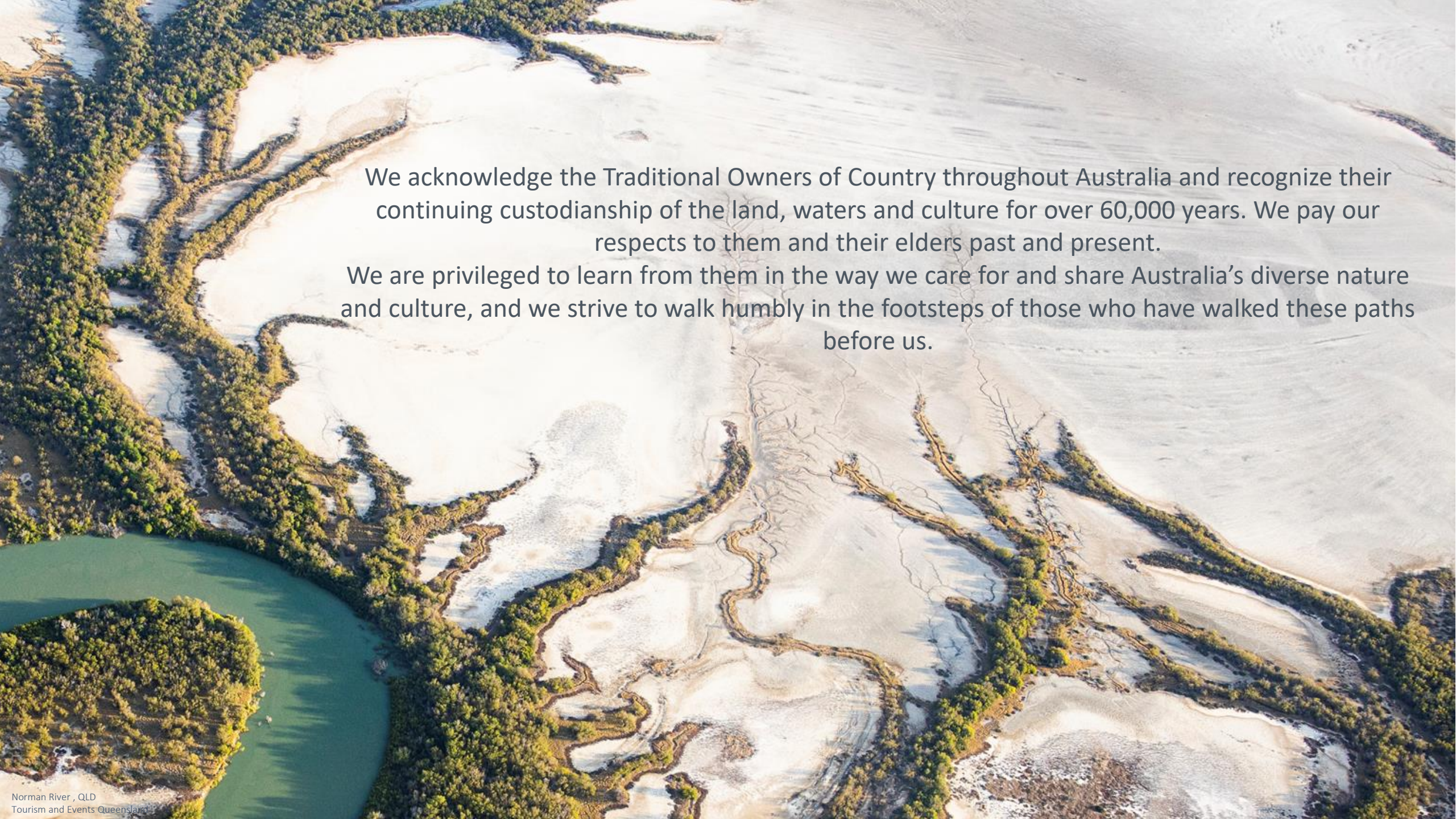




Shannon Scullion, Sustainable Tourism and Destination Specialist

Destination Gippsland Tourism Forum

An aerial photograph of a river delta, likely the Norman River in Queensland, Australia. The image shows a complex network of channels and sandbars. The water is a light, milky green color, while the sandbars are bright white. The vegetation is a dense, dark green, following the edges of the channels and covering the islands. The overall pattern is intricate and organic, resembling a branching structure.

We acknowledge the Traditional Owners of Country throughout Australia and recognize their continuing custodianship of the land, waters and culture for over 60,000 years. We pay our respects to them and their elders past and present.

We are privileged to learn from them in the way we care for and share Australia's diverse nature and culture, and we strive to walk humbly in the footsteps of those who have walked these paths before us.

TODAY

1. Introduction
2. Ecotourism Australia
3. Business opportunities
 - Strive 4 Sustainability Scorecard
 - ECO Certification
 - Sustainable Tourism Certification

Who is Ecotourism Australia?

We are the peak body for eco and sustainable tourism in Australia

- Creators of world's first national ecotourism accreditation program in 1996
- We support the tourism industry through building capacity and actively promoting sustainable tourism operations and systems
- Ecotourism Australia's certification programs are globally recognised as best practice by the Global Sustainable Tourism Council (GSTC)
- Our programs:
 - ECO Certification for businesses since 1996
 - ECO Destination Certification program launched in 2018
 - Sustainable Tourism Certification for non-nature based businesses launched in 2022 (both businesses and destinations)
 - Strive 4 Sustainability Scorecard launched in 2022 with founding partner Tourism Australia



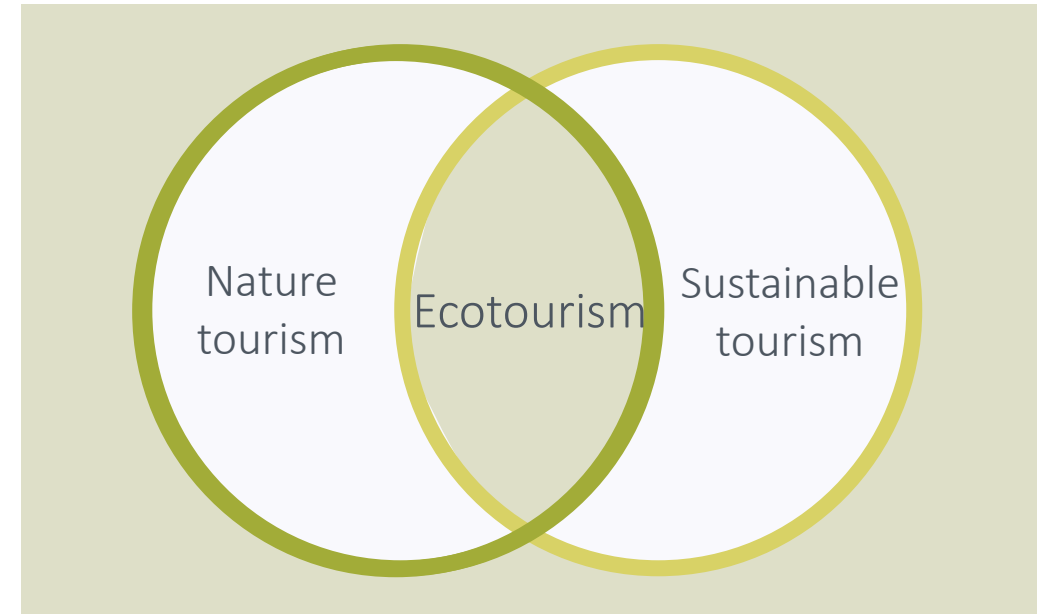
Characteristics of Ecotourism

Nature-based & non-nature-based tourism

High quality interpretation of culture and nature

PEOPLE, PLANET, PROFIT

Regenerative



All ecotourism
is sustainable
tourism,
but not all
sustainable
tourism is
ecotourism.

ECOTOURISM

Increasing demand

Booking.com Sustainable Travel Report (2023)

- 74% of travelers want travel companies to offer more sustainable travel choices (66% in 2022)
- 80% of travelers confirm travelling more sustainably is important to them



Booking.com



76%

global travellers **want to travel more sustainably** over the next 12 months

74%

of travellers want travel companies to **offer more sustainable travel choices** (up from 66% in 2022)

80%

Of travellers **confirm that traveling more sustainably is important to them**

ECO DESTINATIONS







East Gippsland,
Victoria's FIRST
eco-accredited
destination!



Credit: <https://www.visiteastgippsland.com.au/regions/sustainability>

Why ECO Destination Certification?



For the destination

- Ensures internal and external destination management practices are in line with international best practice sustainability standards
- Attracts high-yield, like-minded visitors to the region
- Fights greenwashing through credible independent verification and auditing

For the local visitor economy

- Supports a business environment where ecotourism and sustainable tourism thrives
- Enhances the sustainability of the destination through product development and industry engagement

Why ECO Destination Certification?

For tourists

- Easier to find destinations that are backed by a strong, well-managed commitment to sustainability
- Ensures their experience is having a positive impact on the region and community they visit

For the local community

- Pride of the region's values
- Participation in the future of the region
- Long-term commitment to protection of the place



OPPORTUNITIES

Certification programs

- Internationally recognized (GSTC)
- 4 pillars of sustainability
- Recognition among industry

It assures travellers and stakeholders that certified products are backed by a strong, well managed commitment to sustainable practices and provides high quality nature-based or non-nature-based tourism experiences.



Why certification?

- Business development tool
 - Continuous improvement
 - Cost savings
 - Competitive advantage
- Fights greenwashing
 - Accountability
 - Helps industry recognize high quality
 - Reassurance and education for travelers



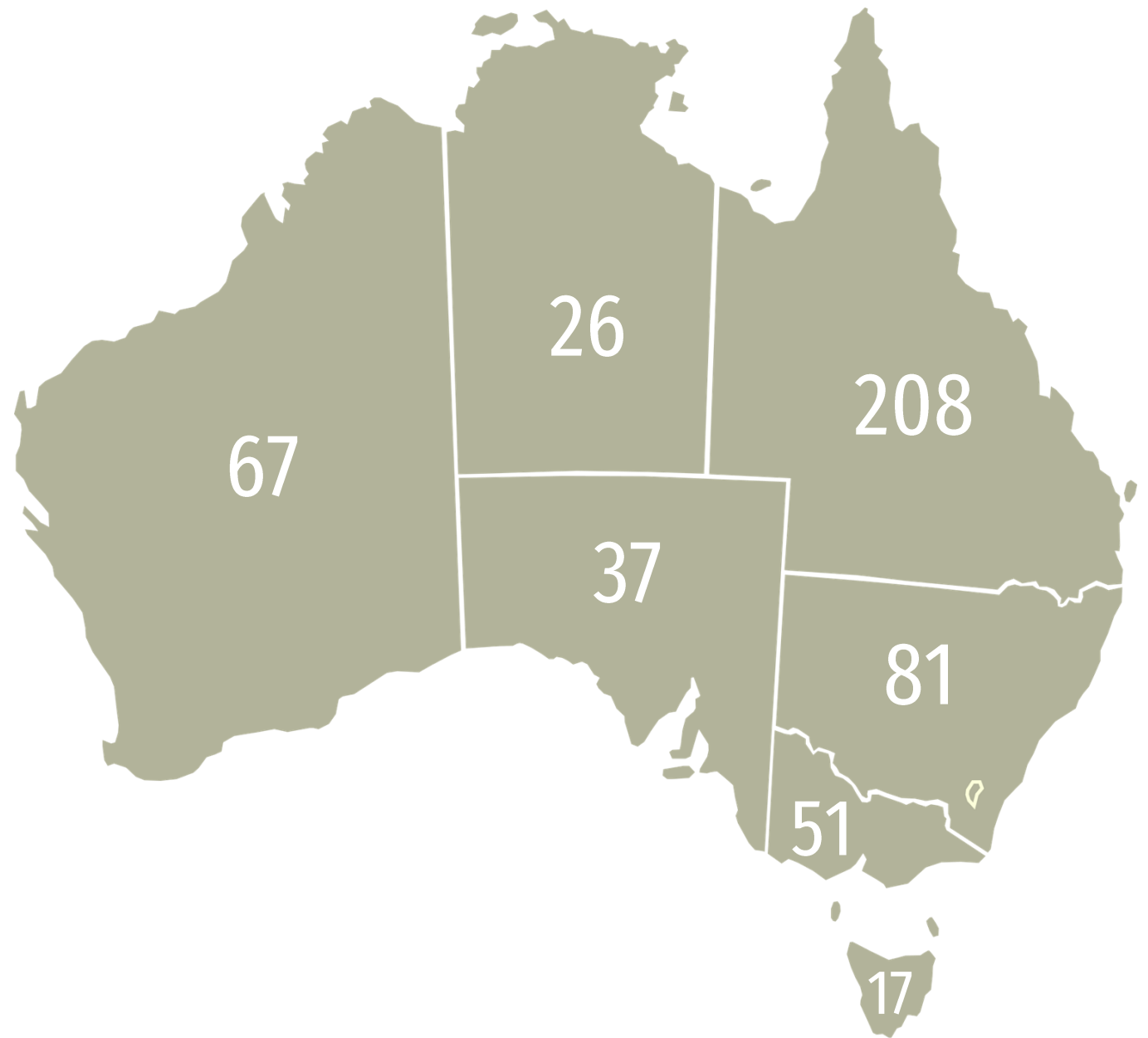
Who is Ecotourism Australia certified?

Check the Green Travel Guide
for your region

www.greentravelguide.org

~ 500 certified operators

> 1,700 certified experiences



Certified operators in Gippsland



Gippsland High Country Tours
(Advanced Ecotourism, ROC)



Lakes Beachfront Holiday Park
(Nature Tourism)

Strive 4 Sustainability Scorecard



POWERED BY



FOUNDING PARTNER

TOURISM AUSTRALIA



Ecotourism Australia's pathway to sustainability



Start your sustainability journey with the Strive 4 Sustainability Scorecard.
This precertification program is open to all businesses in the tourism supply chain, providing your business with a snapshot of how your business compares to our globally recognised criteria for sustainable tourism.



To progress your sustainability journey after the scorecard program, Ecotourism Australia's professional team can work with you to become certified by global best practice standards through our range of certification programs.



Our programs



Supporting programs



Strive 4 Sustainability Scorecard

What?

A **pre-certification assessment/benchmarking tool** to score businesses against international best practice sustainability criteria + independent assessment

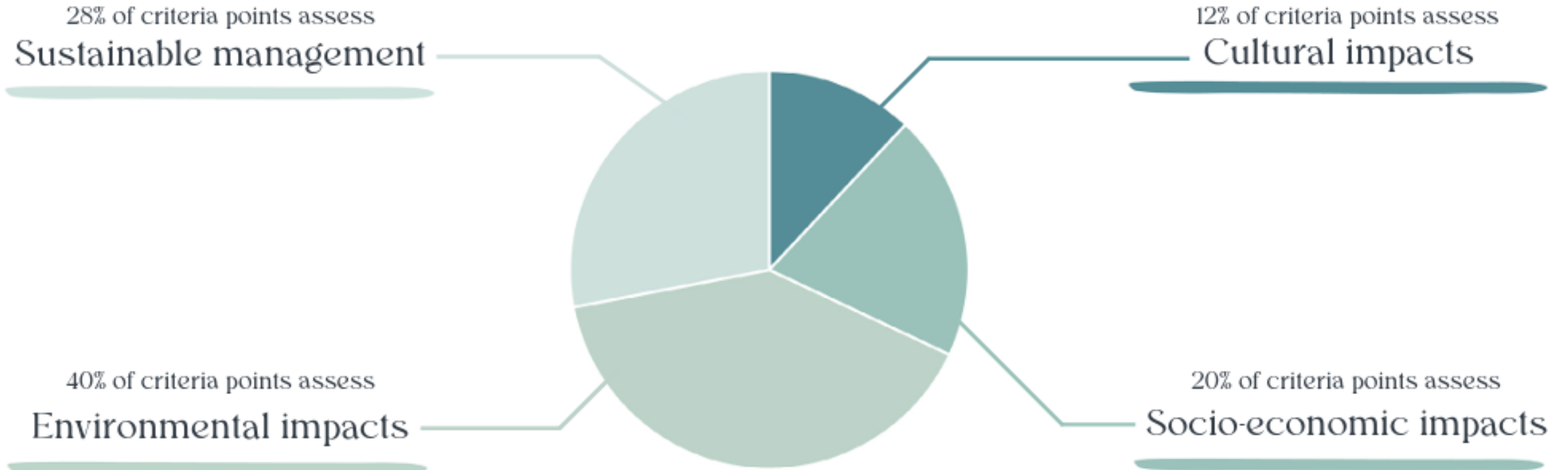
Who?

For **all tourism businesses** (accommodation, tours, attractions, restaurants, breweries, activity providers, city-based tours, museums, visitor information centres, and others). Can be an entry point for operators starting their sustainability journey.

Cost?

\$250 + GST per scorecard

Strive 4 Sustainability Scorecard criteria



Strive 4 Sustainability Scorecard criteria

I: Sustainable management

- Sustainable management, plans and policies
- Legal compliance
- Health and safety / risk management
- Responsible marketing
- Customer satisfaction
- Visitor education on sustainability
- Staff sustainability education and training

II: Environmental impacts

- Environmental Management Plan
- Green supplier policy
- Emissions measurement and reduction
- Location and site selection
- Efficient buildings, construction and landscaping
- Energy conservation
- Water conservation
- Waste minimisation and management
- Cleaner transport
- Minimal disturbance to wildlife
- Contribution to conservation

Strive 4 Sustainability Scorecard criteria

III: Socio-economic impacts

- Equal opportunity and fair treatment
- Anti-harassment and anti-exploitation
- Accessibility
- Staff training and development
- Community support and engagement
- Impact on local communities
- Local employment
- Local purchasing and supporting local businesses

IV: Cultural impacts

- Acknowledgement of Country
- Consultation and training
- Cultural interpretation
- Visitation of culturally sensitive sites
- Protecting and presenting cultural heritage
- Indigenous arts, crafts and goods

3.Customer satisfaction		
	100%	
	100%	
Customer satisfaction	1-3	

Business name

Strive 4 Sustainability Scorecard Rating for 2022/23

Environmental impacts

Your score for maximising benefits to the environment and minimising negative impacts.

71%

Socio-economic impacts

Your score for maximising social and economic benefits to the local community and minimising negative impacts.

75%

Cultural impacts

Your score for maximising benefits to cultural heritage and minimising negative impacts.

100%

Sustainable management

Your score for demonstrating effective sustainable management.

82%

Your total Strive 4
Sustainability
score is...

82%



SCAN ME

What is a Strive 4 Sustainability Scorecard?

Scan the QR code to learn more about the Strive 4 Sustainability program - powered by Ecotourism Australia.

Business name

Strive 4 Sustainability Scorecard

Rating for 2022/23

Sustainable management

Your score for demonstrating effective sustainable management.

82%

Strong sustainability practices:

Excellent operations and marketing plans are in place that contribute to the consistent and successful performance of staff and the business. Business practices and values are generously advertised creating a high level of transparency for consumers and a well established customer feedback process is in place, allowing the business to understand customer satisfaction and any areas of possible concern.

Environmental impacts

Your score for maximising benefits to the environment and minimising negative impacts.

71%

Strong sustainability practices:

Operations are powered by 100% renewable energy. A strong green supplier policy is in place that reduces solid waste and creates support for other local tourism business implementing good sustainability practices.

Socio-economic impacts

Your score for maximising social and economic benefits to the local community and minimising negative impacts.

75%

Strong sustainability practices:

In depth equal opportunity, fair treatment and anti-discrimination policies are in place that create a safe space for both staff and customers. Thorough accessibility information and useful programs are distributed to create equality for people of varying abilities and to support other tourism businesses in creating accessibility.

Cultural impacts

Your score for maximising benefits to cultural heritage and minimising negative impacts.

100%

Strong sustainability practices:

Staff are thoroughly trained in cultural awareness and a team of staff are designated to implement the Reconciliation Action Plan that has been established. Traditional owners are authentically and respectfully acknowledged.

Assessment overview

Theme	Criteria	Achievements
0. Business details	5	5
1. Business management and operational planning	8	7 1
2. Responsible marketing	4	3 1
3. Customer satisfaction	3	3
4. Environmental management	21	13 3 4 1
5. Interpretation and education	6	4 2
6. Contribution to conservation	3	3
7. Working with local communities	7	5 1 1
8. Cultural respect and sensitivity	7	7

discrimination and labour rights in the workplace. Please upload copies of your business' policies covering equal opportunity and fair treatment, workplace discrimination and harassment.

Coach remarks:

Ecotourism Australia Sustainability Team - 14 November, 2022

An excellent equal opportunity and anti-discrimination policy is in place that thoroughly covers all requirements, including equal opportunity employment, fair treatment, and anti-discrimination. By creating and implementing this policy, [Business name] creates a safe space for all staff and customers.

1.7. Insurance ✓

Public Liability Insurance, and other business insurance, provide necessary security in the event of an incident affecting the business operation. It protects against claims of personal injury or property damage that a third party (customer) claims to have suffered as a result of your business activities. It is required that the business carries adequate public liability insurance. It is also important to ensure that any subcontractors contracted by the business also have adequate insurance cover. Please upload a copy of your current Public Liability insurance certificate.

Coach remarks:

Ecotourism Australia Sustainability Team - 14 November, 2022

A current and adequate public liability insurance certificate has been provided.

Accessibility

1.8. Accessibility ✓

The Commonwealth Disability Discrimination Act 1992 makes it illegal to discriminate, both directly or indirectly, against a person because of disability when providing goods, services or facilities, or access to public premises. This includes providing equal opportunity for people of all abilities to access tourism services and activities. The checklist below has been developed with the advice of accessible tourism experts, Push Adventures – sustainable tourism businesses should have all measures in place. You may upload supporting evidence such as images of accessible infrastructure, signage, maps etc, and accessibility information in your promotional materials (e.g. brochures).

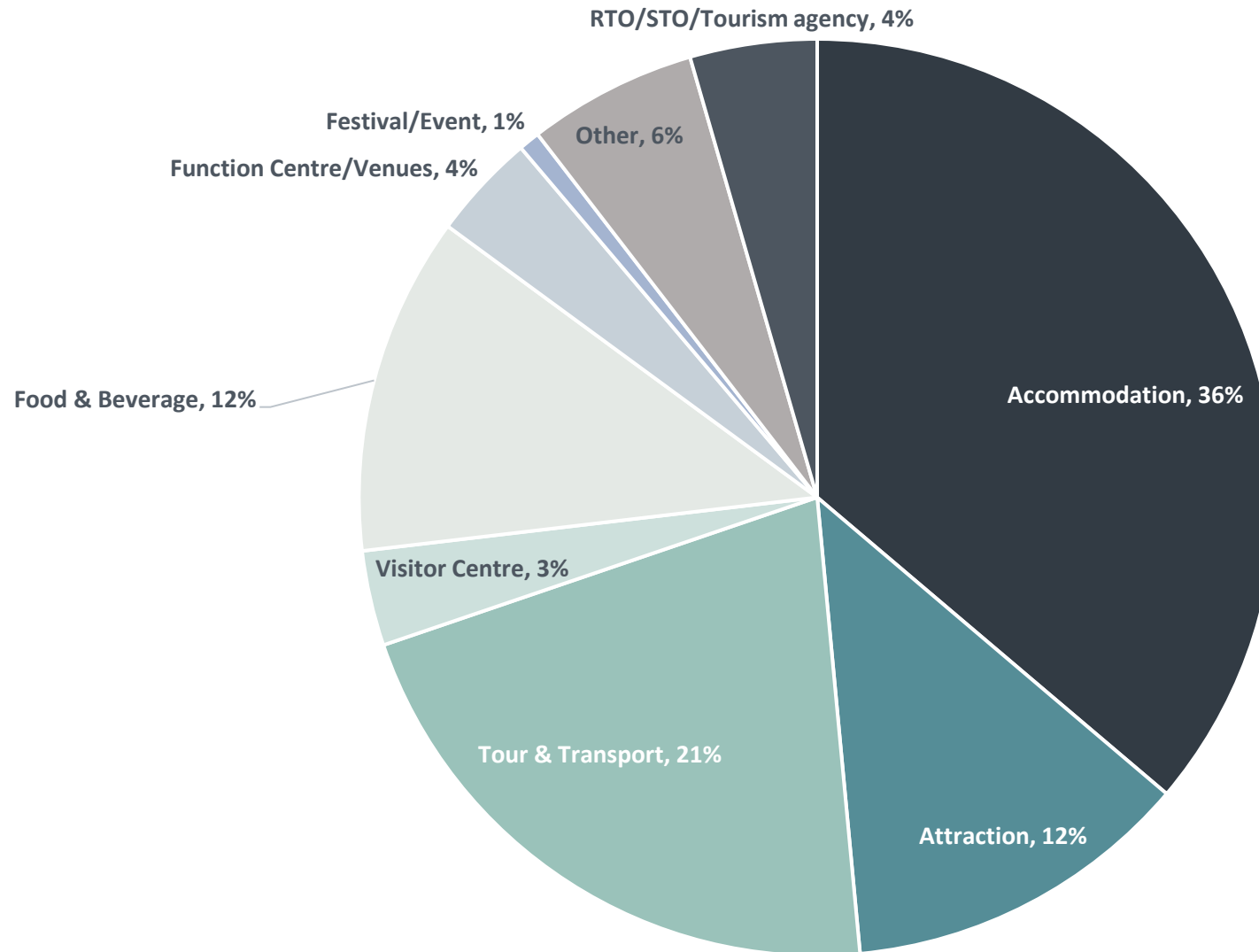
Coach remarks:

Ecotourism Australia Sustainability Team - 14 November, 2022

[Business name] demonstrates clear consideration of a variety of accessibility factors to cater to all customers and team members. The range of accessibility information provided to customers is thorough and can be found in different components of marketing content.

2. Responsible marketing

Scorecard registrations by type



“To find out how our business can improve our sustainability initiatives now, and into the future”

Why businesses applied for the Strive 4 Sustainability Scorecard

“Striving to offer our guests sustainable accommodation as **part of a memorable experience.**”

“We are curious to see how our current sustainable practices score.”

“Based on the opportunity now presented by the Strive-4-Sustainability program **our sustainability strategy will be centered around the results from the scorecard.**”

“Want to **improve our sustainability credentials** and this shows us how to start.”

Next step: Global best practice Certification



All non-nature-based operators in the tourism supply chain seeking recognition and certification at global standard

- Sustainable Tourism, Advanced Sustainable Tourism levels



For all nature-based operators, including tours, accommodation and attractions

- Ecotourism, Advanced Ecotourism levels

Both:

- Covers all four pillars of sustainability (business sustainability, environmental, cultural, socio-economic)
- Globally recognised by the GSTC
- Independently audited certification program
- Personalised 1:1 coaching throughout entire process by Ecotourism Australia





Want more information?



Head to the Strive 4
Sustainability Scorecard



Download the Sustainable Tourism
Certification Essentials guide



Download the ECO Certification
Essentials guide



View the
Greentravelguide.org