



Ecotourism Australia's pathway to sustainability
Central Coast

Elissa Keenan, Chief Executive



An aerial photograph of a river delta system. A river with greenish water flows from the bottom left, branching into a complex network of channels and floodplains. The floodplains are a mix of light-colored sand and silt, with patches of dense green vegetation. The river eventually empties into a large, calm body of water on the right side of the image.

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.

Overview of Ecotourism Australia

A changing tourism industry

Unpacking the Strive 4 Sustainability Scorecard

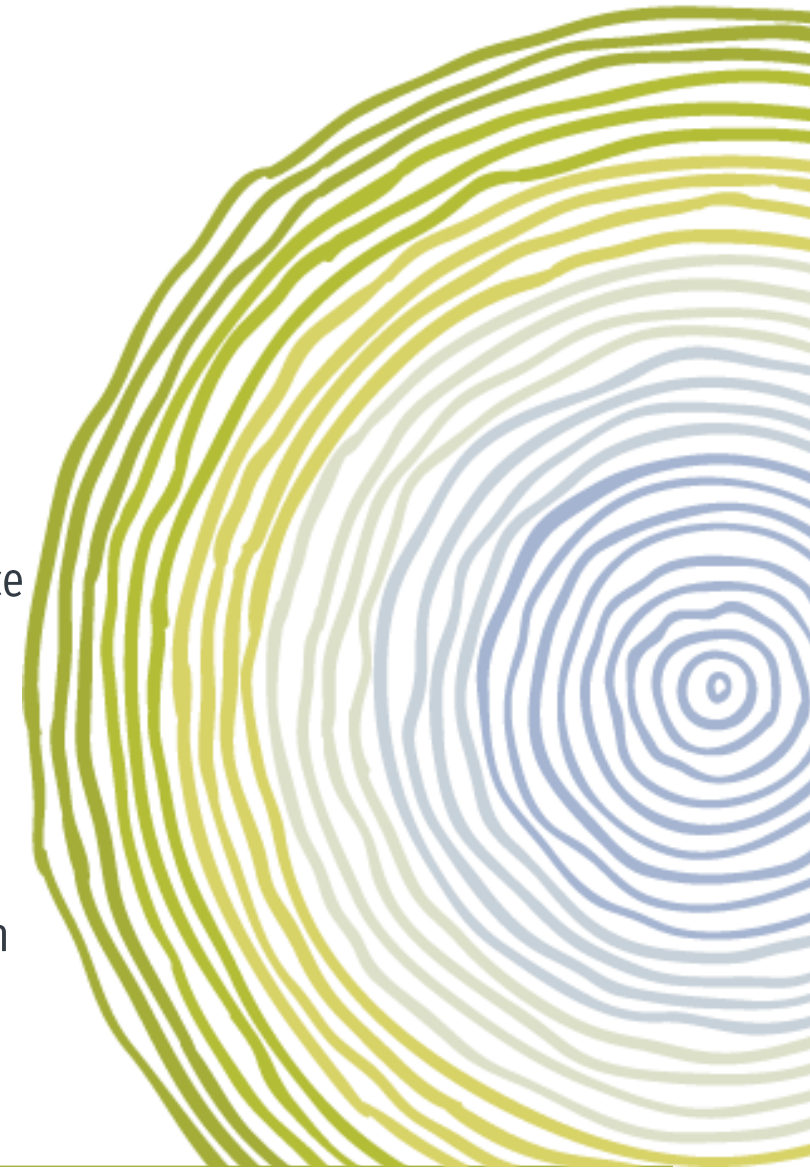
Pathway to sustainability for Central Coast businesses

TODAY

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





Rocky Trail Entertainment (ECO Certified)



Terrigal Ocean Tours (ECO Certified)

Central Coast 7 ECO certified businesses



Aquafun Avoca Lake, Avoca (ECO Certified)



Central Coast Marine Discovery Centre, Terrigal (ECO Certified)



TreeTops, Ourimbah State Forest (ECO Certified)

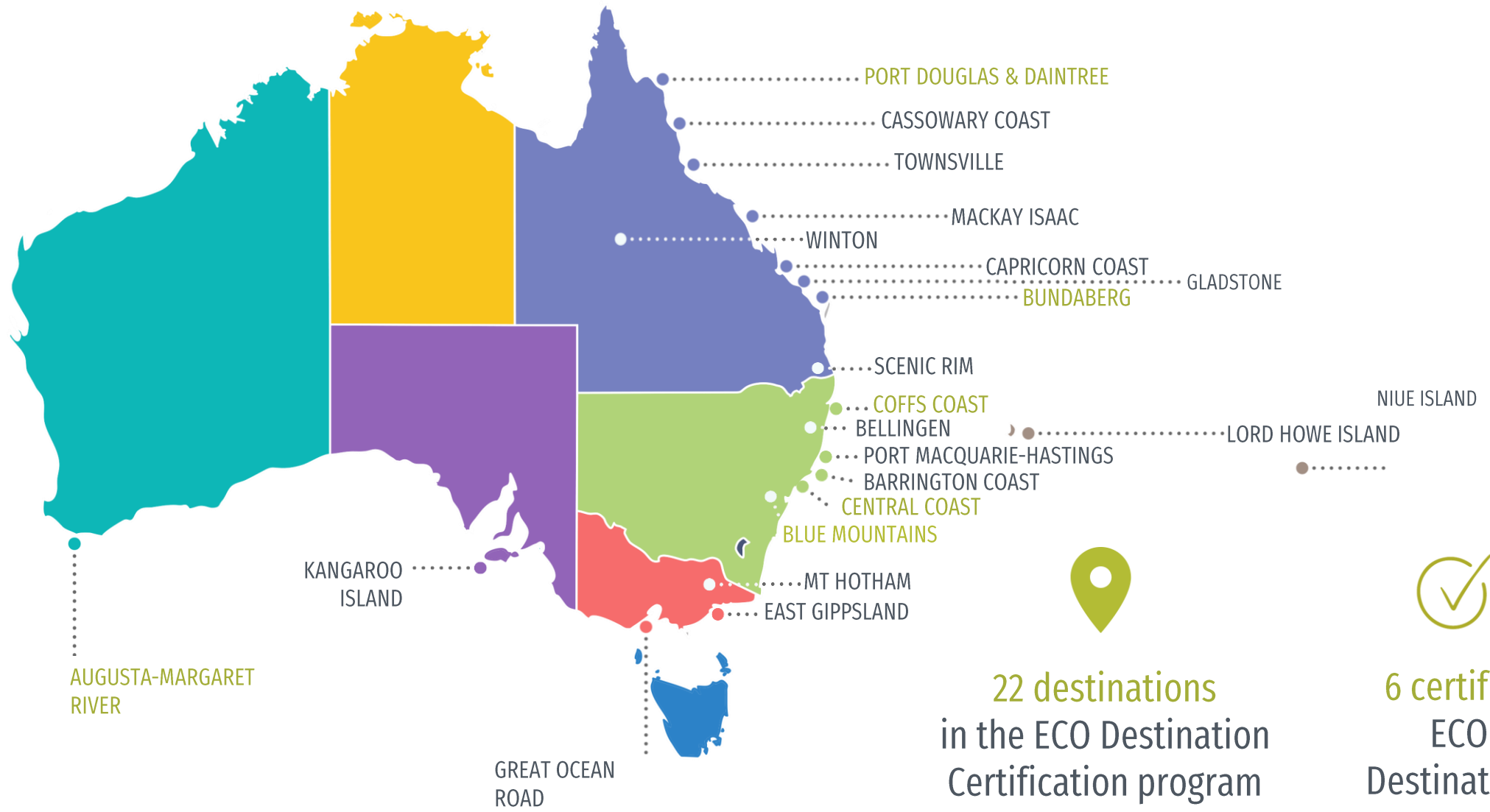
9 ECO Certification applicants



Iris Lodge Alpacas, Jiliby (ECO Certified)



Noonaweena, Kulnura (ECO Certified)




22 destinations
 in the ECO Destination
 Certification program


6 certified
 ECO
 Destinations

A changing tourism industry

Increasing consumer demand and expectations

71%

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

Booking.com, 2022 Sustainable Travel Report

74%

of consumers would choose a destination or experience that is committed to supporting the local community and culture, **even if it was more expensive**

Expedia Group, Sustainable Travel Study April 2022

78%

travellers **want to have a positive impact** on the community they are visiting

American Express, 2022 Global Travel Trends Report

“It’s increasingly evident that eco-friendly, sustainable and responsible travel is much more than a trend. It must become the industry standard.”

Glenn Fogel, CEO Booking.com, Sustainable Travel Report 2022

A changing tourism industry

We need to be sustainability leaders and champions - Why?

- **Build long term financial success**
 - Sustainability = manage for the long term
 - Measure success not just by financial outcomes
 - Sustainability should save operational expenses
- **Build resilience**
 - Sustainable businesses are more resilient
 - Invest in community which builds loyalty and support (employ/buy locally, contribute to community activities, support and be supported)
- **Protect our product**
 - We rely on our nature and culture
 - Experience must be meaningful and authentic
 - Visitors expect us to value and protect our natural environment and culture

A changing tourism industry

Sustainability – barriers for industry (real or perceived)

- Capacity constraints
- Costs of implementing sustainability
- Limited understanding **what** sustainability really is
- Limited understanding **how** to implement sustainability initiatives and where to start

PATHWAY TO SUSTAINABILITY

We will always **champion** our ECO certified tourism businesses and destinations, but as the peak body for eco and sustainable tourism, we also have an obligation to **inspire and inform** non-nature based businesses and help them start their **pathway to sustainability**



POWERED BY

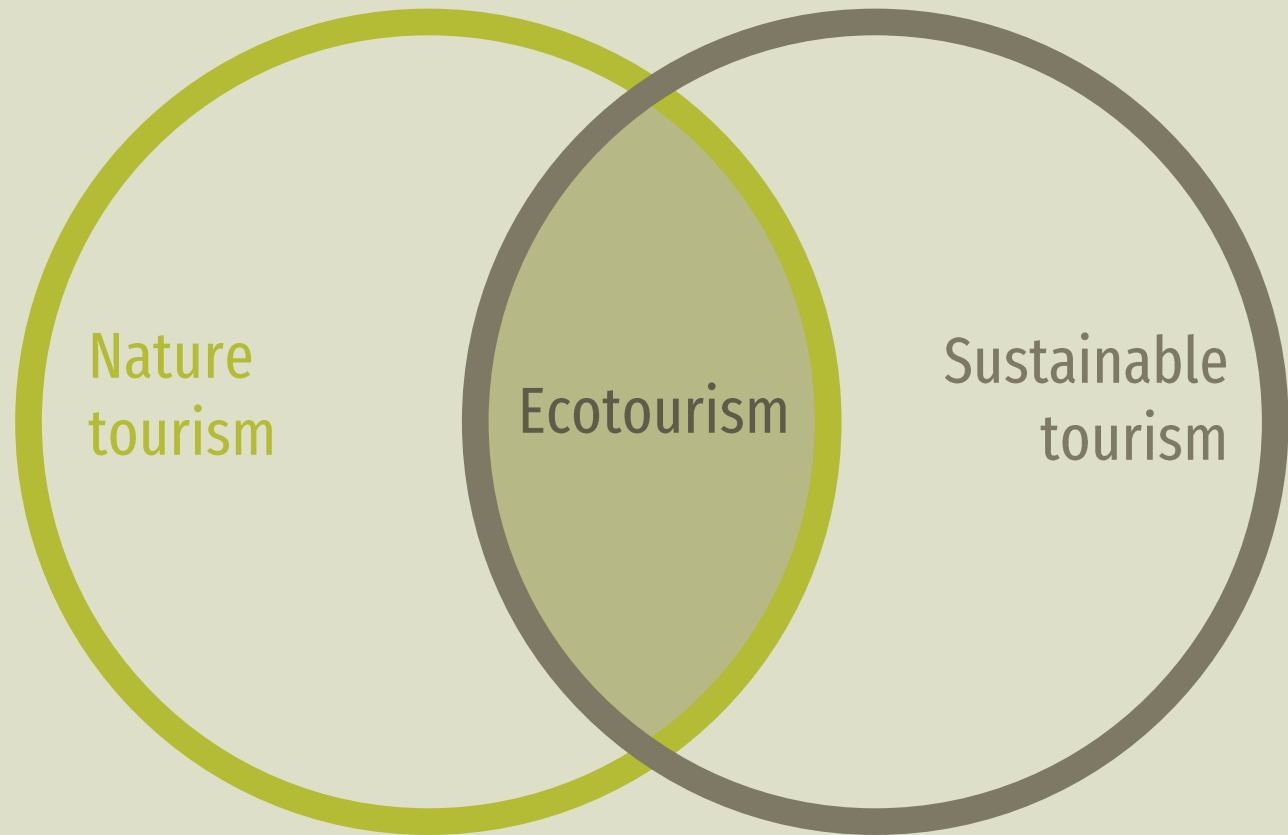


FOUNDING PARTNER

TOURISM AUSTRALIA



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



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.

Founding Partner



Our programs



Supporting programs



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.



What?

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

Who?

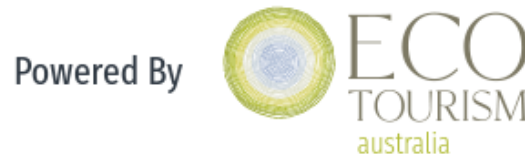
For **all tourism businesses** (accommodation, tours, attractions, restaurants, breweries, activity providers, city-based tours, museums, visitor information centres, and others). Can be an entry point for operators starting their sustainability journey.

Why?

- Getting all tourism businesses to start their sustainability journey
- Be a credible but cost effective and relatively simple program to encourage strong uptake
- Help build understanding of “sustainability” – this program covers all four pillars: environmental, social, cultural and economic sustainability
- Provide an effective review of their current sustainability practices with support for improvement
- Give a visual representation of their commitment to sustainable tourism practices that can be publicly displayed
- Gain insights/data of how sustainable Australia’s tourism businesses are (identify trends and issues)

Cost?

- \$250 (+GST) per scorecard



Founding Partner **TOURISM AUSTRALIA**



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%

Your total Strive 4 Sustainability score is...

82%

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%



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.

Value Proposition for Central Coast tourism industry

This program supports tourism businesses by:

- Provides data about sustainable tourism practices
- Informs campaigns, narrative, storytelling, advocacy and education across Australia, demonstrating the depth and diversity of sustainability
- Implements tools that will help build capacity against all four pillars of sustainability (environmental impact and carbon reduction, social and community impact, cultural heritage and sustainable management) for all tourism operators, regardless of size or type of their operation
- Helps de-mystify what is sustainable and responsible travel
- Supports international demand for authentic sustainable tourism operators and destinations
- Supports capacity building for Australia's tourism operators
- Makes sustainability more than a marketing pillar, with an accessible, cost effective program to enable the whole industry to participate in

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

WHY BUSINESSES APPLIED FOR THE 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.”

Partners

Ecotourism Australia continues to take a collaborative approach:

- Founding partnership with [Tourism Australia](#) for the Strive 4 Sustainability program
- Is connected into the [ATDW](#) platform to recognised across multiple tourism organisation promotional sites (operators able to update their score now!)
- Connected and recognised in Australian Tourism Export Council's [Tourism Trade Checklist](#) for international export and industry tools
- Partnering with [Deloitte Access Economics](#) to understand trends in sustainable tourism in your state.
- Cross industry collaborations

Founding Partner **TOURISM AUSTRALIA**



Deloitte.
Access Economics

strive 
4 SUSTAINABILITY
POWERED BY ECOTOURISM AUSTRALIA

Next step: Global best practice certification

Who?

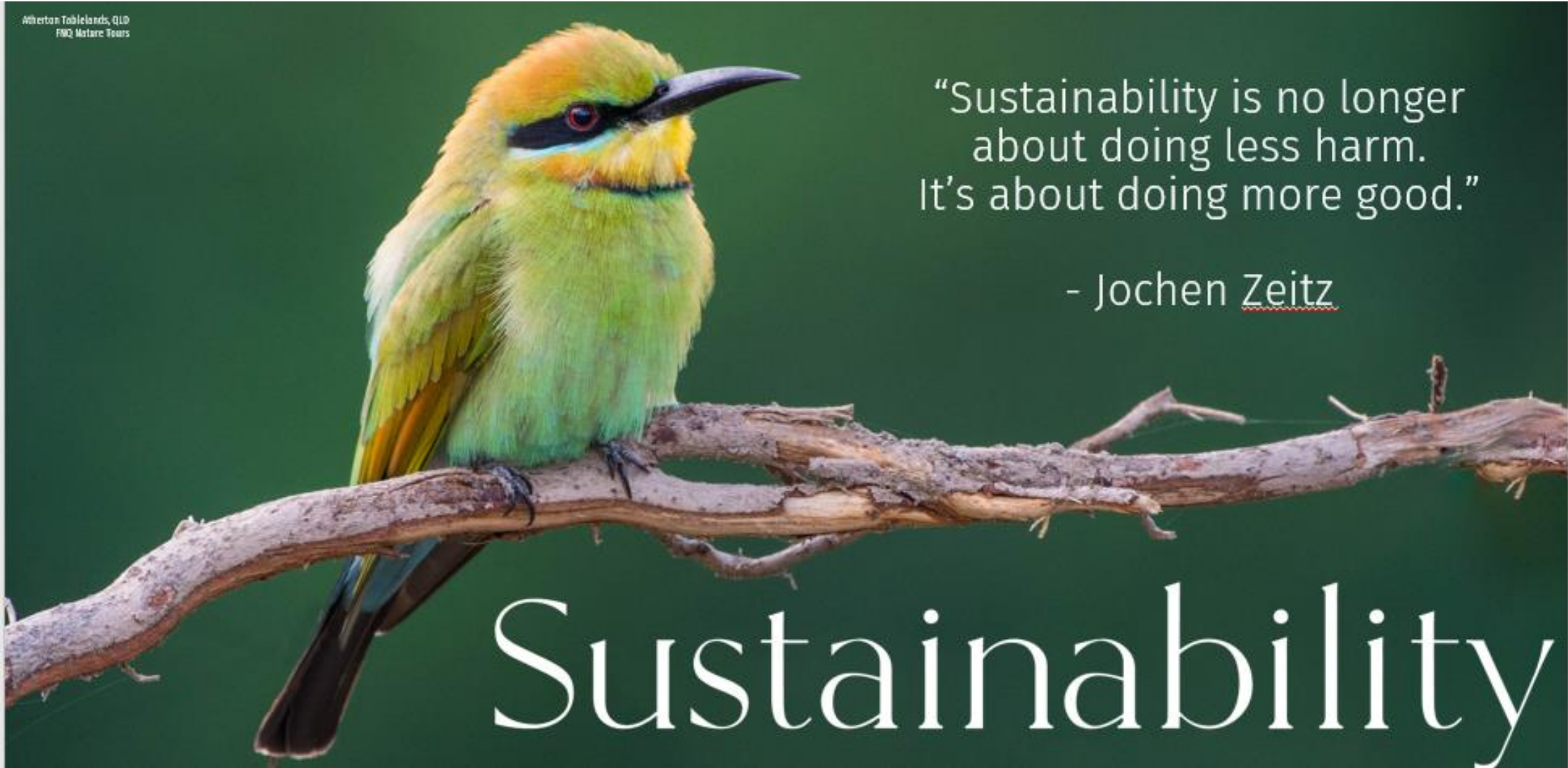
For all tourism operators seeking a recognised sustainability certification of a global standard

ECO Certification for nature-based and ecotourism operators
Sustainable Certification for non-nature based operators

What?

- Globally recognised by the GSTC
- Independently audited certification program
- Annual renewal of certification
- Multiple levels
- Covers all four pillars of sustainability (business sustainability, environmental, cultural, socio-economic)





“Sustainability is no longer
about doing less harm.
It’s about doing more good.”

- Jochen Zeit

Sustainability