



Sea Explorer Tour, Kingfisher Resort, Fraser Island, QLD  
Tourism and Events Queensland

Making the most of  
your **certification**





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



Cape Willoughby, Kangaroo Island, SA  
Ben Goode - South Australian Tourism Commission

Ecotourism Australia is proud to support all of our certified operators and destinations. We encourage you to make the most out of your certification and work with us as we strive to raise the profile of certification within our industry. By adopting these messages you will be supporting your business/destination and the growth of responsible tourism in Australia.

## Industry recognition

Certification is recognised and rewarded by national and international organisations:



### Google

Eligibility: ECO certified hotels

Benefits: Google is introducing a way for certified hotel owners to highlight their sustainability practices to environmentally-conscious consumers. ECO Certification is one of only 29 certification programs worldwide that was approved by Google. You can add your ECO Certification to your Google business listing - [click here for more info.](#)



### Booking.com

Eligibility: ECO certified accommodation providers (incl. caravan parks, B&Bs etc)

Benefits: According to Booking.com research, 73% of travellers say they would be more likely to book a property with sustainability practices in place. ECO certified accommodations listed on Booking.com now display the Sustainable Travel Badge - an easy way for travellers to identify sustainable properties. [Click here for more.](#)



### EA & QTIC Partnership

Eligibility: ECO, ROC or Climate Action certified operators based in Queensland

Benefits: Under this agreement, the cross recognition between programs means that you are eligible to redeem accreditation through the Quality Tourism Accredited Business (QTAB) program through QTIC at no additional cost, and take advantage of the program's valuable benefits including free ReviewPro access, automatic eligibility for nomination in the QLD Tourism Awards, and many more. [Click here to find out more.](#)

# INDUSTRY

## Things you can do **right now**

1

### Display your certification logo.

You've worked hard for your certification, and our certification logos are recognised and valued by industry and travellers both from Australia and around the world. By displaying your logos and certificate in prominent places, such as in your reception area or vessel, and by displaying your logo on your marketing collateral, you make it easy for your guests to see that you're certified.

Remember to include your certification logo in your advertisements, feature it on your website, display it on your vehicles and in your guest information, and mention your certification in media briefings. People love to hear what you do to be sustainable, so be sure to tell your story too. You can contact our office for further information regarding logo use and logo formats any time.



2

### Send us your news to share.

Did you know that Ecotourism Australia has a monthly newsletter in which you can share your news with our followers and the rest of the industry?

All you need to do is send us your media releases or updates and we will feature them in 'Member News' column.

3

### Connect with us on socials to reach a wider audience.

We love to like and share your social media posts. Be sure to like our Facebook page, follow us on Instagram, LinkedIn and Twitter and tag us whenever you post something that may interest responsibly-minded travellers.

Our digital platforms and newsletter have generated a following 20,000+ strong. This following is continuously growing because people love to see what YOU are doing.

4

### Get involved in our campaigns.

We run regular communications campaigns throughout the year to showcase our certified operators and destinations, and to highlight different aspects of our certification. To get involved, keep an eye on our monthly newsletter or get in touch with us to find out more.

Every month, we inspire over 20k followers to choose responsible and sustainable travel options through our social media channels and newsletters.

FACT

## Things you can do **right now**

### 5

#### Maximise your Green Travel Guide listing.

Your certification entitles you to a FREE basic listing in our online [Green Travel Guide](#) - our searchable database of certified operators and destinations. A basic listing includes:

- One (1) image
- Your business address, region and phone number
- A link to your website
- Business description
- Ecotourism in action description
- Product listing with product descriptions (certified products only)
- Certification logo(s)

You also have the opportunity to upgrade to a premium listing for an additional yearly fee of \$199. Premium listings include the above features, plus:

- Unlimited photos
- Book now button
- Business logo
- Photo for each product listing
- Read more button on product listings (linking to your website)
- Banner photo at the top of your listing
- Links to social media icons
- TripAdvisor review widget
- Priority search results

Got some great new photos?  
Send them to us so we can keep your Green Travel Guide listing looking fabulous!

## Things you can do **right now**

6

### Advertise jobs for free!

Did you know we have a [careers page](#)? Job listings are free for Ecotourism Australia members.

7

### Have your say on our strategic direction.

Want to take a representative role in Australia's nature-based tourism industry? Your certification grants you full voting rights and the right to nominate and/or stand for election to Ecotourism Australia's Board of Directors. This election is held at the Annual General Meeting (AGM) each year. Keep an eye out for our notices for nomination periods and AGM dates.

8

### Network at our Global Eco Conference.

The [Global Eco Conference](#), Ecotourism Australia's annual conference, is the world's longest running ecotourism conference. This event brings together the world's leading speakers on ecotourism, sustainability and responsible tourism, as well as tourism operators, protected area managers, tourism organisations, Indigenous bodies and researchers.

Ecotourism Australia's members have always been at the cutting edge of ecotourism development at a global level and Global Eco is a clearing house of ideas, innovation and best practice. The conference creates opportunities for business-to-business and business-to-government collaboration, focused on practical and applied ecotourism.

Ecotourism Australia certified operators and destinations receive a 25% discount to attend the Global Eco Conference.

9

### Take advantage of our member-only offers.

Our [Business Members](#) and partners regularly provide special offers to our certified operators and destinations, such as discounted digital marketing coaching, member-only deals on Business Member products and services and reduced cost advertising slots with some of Australia's most well-known travel publications. Be sure to read our newsletters and email updates to keep up to date with the latest opportunities.



Members get free access to Ecotourism Australia's new ECO Think webinar series. Hear from industry experts on a range of topics such as accessibility, responsible marketing and emissions reduction.



FACT

## Things you can do **right now**

10

**Get help with your awards nomination.**

Did you know that Ecotourism Australia is happy to provide referral letters to certified operators? Contact us to find out more!

You can also use your certification as proof that your business meets the 'Business Standards' criteria, utilise audit comments and application examples in your submission and access additional hints and tips, such as sustainability webinars.

11

**Let us connect you with international markets.**

We attend the Australian Tourism Exchange (ATE) each year to represent our certified operators and promote your products to international buyers.

If you're a small business unable to attend, we can speak directly to buyers on your behalf.

12

**Add to your certification.**

We're firm believers in continuous improvement. Were you aware that it's possible for operators and destinations to change their level of certification? For certified operators, it's even free of charge!

Operators can also expand their certification by applying for our ROC and/or Climate Action Programs.

13

**Train up your guides.**

Since 2017, our EcoGuide Certification Program has been managed by our partners at Savannah Guides. This arrangement means EcoGuides receive access to greater recognition and benefits:

- Internationally recognised EcoGuide logo and badges which ensure easy recognition and a guarantee for visitors of guides who are committed to providing a high quality nature tourism experience.
- Training providers gain a benchmark of best practice tour guiding.
- Opportunity to list work wanted FREE on our careers page.

did you  
know?

Digital marketing specialists, Tourism Tribe, have created an exclusive membership benefit with Ecotourism Australia. For \$90/year, certified operators have access to online tutorials, help forums, chat support, member only webinars and marketing support from a team of experts.

## Government recognition

Certification is recognised and rewarded by Australian state licence and permit managers:

state	certification	benefits
QLD	ECO	<ul style="list-style-type: none"> <li>GBRMPA offers 20 year permits to operators on the Reef certified at the Ecotourism or Advanced Ecotourism levels and recognise and promote them as High Standard Tourism Operators.</li> </ul> <p>Certification is required for operators in Queensland who hold a 15-year Commercial Activity Agreement for guided tours in:</p> <ul style="list-style-type: none"> <li>K’Gari - Fraser Island Recreation Area.</li> <li>Great Sandy Marine Park (whale watching).</li> <li>Springbrook National Park (glow worm tours).</li> </ul>
WA	ECO	<p>DBCA recognise ECO Certification through:</p> <ul style="list-style-type: none"> <li>Access to 1, 3 or 5 year licences for Nature Tourism operators.</li> <li>Access to 7 year licences for Ecotourism operators.</li> <li>Access to 10 year licences for Advanced Ecotourism operators.</li> <li>Tour operators offering “swim with” experiences must be Ecotourism or Advanced Ecotourism certified.</li> </ul>
NSW	ECO	<ul style="list-style-type: none"> <li>Certified operators are eligible for a 10% discount on their annual licence fee.</li> </ul>
NT	ECO & ROC	<ul style="list-style-type: none"> <li>Certification is mandatory for Parks Australia parks (Kakadu National Park and Uluru-Kata Tjuta National Park). ECO and ROC certified operators in Uluru and Kakadu can apply for a 3-year standard land based permit (in addition to 1 year permit).</li> </ul>
SA	ECO, CA & ROC	<ul style="list-style-type: none"> <li>Access to a 3 year Commercial Tour Operator Licence for Nature Tourism and Climate Action operators through National Parks South Australia</li> <li>Access to a 5 year Commercial Tour Operator Licence for Ecotourism, Advanced Ecotourism and ROC operators through National Parks South Australia</li> </ul>
TAS	ECO	<ul style="list-style-type: none"> <li>Products operating in Tasmanian National Parks are required to hold accreditation. ECO Certification is one of the recognised programs.</li> </ul>
VIC	ECO & ROC	<ul style="list-style-type: none"> <li>Access to 3 year licences for Nature Tourism and ROC operators through Parks Victoria.</li> <li>Access to 10 year licences for Ecotourism and Advanced Ecotourism operators through Parks Victoria.</li> </ul>



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