

ECO Destination journey

Central Coast become an ECO Destination Applicant

Sept 2020

Oct-Nov 2020

Dec 2020

Jan 2020-April 2021

Aug 2020 Submit EOI for WWF-Australia funding

EOI successful!

Partnership begins with Ecotourism Australia

Coast host satellite Global Eco Conference Council stakeholder engagement

Complete all sustainability & ecotourism criteria **UTS Shopfront** partnership support

Business ECO Certification bootcamp program launches

NPWS, State Forests, Darkinjung LALC support program

Aug 2021 -

Oct 2021

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April 2022 Application check & independent Site Audit

March 2022

Stakeholder & community engagement

Finalist in Green Destinations Top 100 List

July 2021

10 businesses join Council's pilot ECO Advocate incentive program

June 2021

Join Green Travel Guide and Top 100 competition

May 2021

Site Induction & tourism industry morning tea

Compliant audit report received by Ecotourism Australia

operators in region

8 ECO Certified

May 2022

Nature level certified √87 criteria

June 2022

World Environment Day Central Coast is a certified ECO Destination!

Oct 2022 &

2023

Finalist in Green Destinations Top 100 List

April 2023

Launch second ECO Advocate incentive program March 2024

Finalist in Green Destinations Story Awards at ITB Berlin

Engagement stage

Application stage

Audit stage

Certification & Marketing stage

2024 onwards

Audit to progress to Ecotourism level.