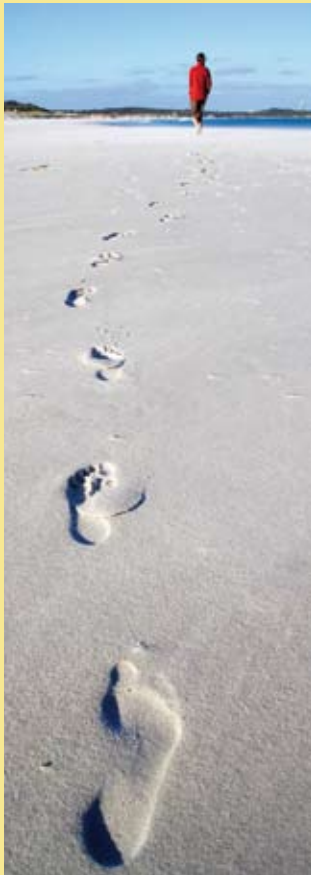


## WELCOME



Welcome to the inaugural edition of Tourism Australia's **Green Watch**.

**Green Watch** is a quarterly newsletter that highlights green initiatives throughout the Australian tourism industry. The newsletter is supplied in print-friendly pdf format, but we hope most – if not all of you – will enjoy reading **Green Watch** online.

The catchphrase “leave nothing but footprints, take nothing but photographs” strikes a chord with an increasing number of travellers.

Ecotourists want their travel to be as green as possible. They want carbon-offsets programs and nature-based activities, and they'll happily spend their holidays volunteering for community or conservation projects.

**Green Watch** keeps you on top of news and developments relevant to ecotourists.

Send items of interest to [greenwatch@tourism.australia.com](mailto:greenwatch@tourism.australia.com)

## Green pioneer wins global conservation award

Ecotourism Australia has won the prestigious World Travel and Tourism Council's *Tourism for Tomorrow* award.

Ecotourism Australia won honours in the Conservation Category at the World Tourism Summit in Dubai, in recognition of its significant contribution to the conservation and preservation of natural heritage.

Ecotourism Australia chief executive Stephen Pahl said the award acknowledges the steps taken by Ecotourism Australia and its members towards a sustainable tourism industry.

“As the world wakes up to climate change, I am delighted to receive this award on behalf of everyone in the Australian ecotourism industry who has worked so hard over the last 17 years to conserve our natural heritage for the enjoyment of today's visitors and tomorrow's generations,” Mr Pahl said.

Ecotourism Australia promotes a certification system focused on the Triple Bottom Line criteria of environmental sustainability, social and cultural sustainability, and economic viability.

The Ecotourism Australia program accredits products rather than businesses. This means a national tour operator, for example, would have its individual tours assessed rather than have its overall business assessed.

There are 850 tourism products in Australia that have achieved Ecotourism Australia certification.

There is a high level of international interest in the program. Japan, Korea, Indonesia and several



*Ecotourism Australia's Stephen Pahl...conserving our natural heritage.*

European countries have asked Ecotourism Australia to help adapt the program to local conditions and cultural sensitivities.

Israel will become the first country to partner with Ecotourism Australia, and an Israeli accreditation program is expected to be up and running before the end of this year.

Ecotourism Australia recently announced a Climate Action Certification program

as a stand-alone module for the Australian tourism industry. This program will give tourism operators an opportunity to assess their impact on climate, the natural environment and local culture.

The Climate Action Certification program gives tourism operators practical assistance to help them reduce greenhouse gas emissions. Businesses that reduce their emissions and moderate their contribution to climate change receive a three, four or five-star rating.

**MORE INFORMATION:** [www.ecotourism.org.au](http://www.ecotourism.org.au)

## Did you know?

- There are more than 850 eco-certified tourism operators in Australia
- In a recent global survey of 24,500 travellers, over 90 per cent of people said they would consider travelling in a low-impact way. (Source: Lonely Planet)
- An annual poll by American travel specialist, Travelocity, has found 11 per cent of respondents intended to volunteer during their 2007 holidays, up from 6 per cent in 2006.

## Intrepid Travel launches carbon neutral tours

Intrepid Travel plans to launch 40 carbon neutral tours next year, and become fully carbon neutral by January 2010.

Intrepid Travel chief executive Darrell Wade says people planning to visit Australia expect wide open spaces, Indigenous experiences, beautiful beaches and the opportunity to meet real people.

With that in mind, Intrepid's first carbon neutral Australian tour is a 12-day Brisbane to Cairns itinerary. Highlights will include visiting a cattle station, swimming in Hervey Bay, enjoying the beaches and wildlife of Fraser Island, sailing in the Whitsundays and sleeping in the rainforest at Mission Beach.

The tour brochure will be released on 1 September 2008, with tours starting in January 2009.

**MORE INFORMATION:** [www.intrepidtravel.com/trips/PSC](http://www.intrepidtravel.com/trips/PSC)

## Qantas flies carbon neutral

Buyers and media representatives travelling with Qantas to ATE will be flying carbon-neutral, thanks to the airline's innovative carbon offset program.

On its first Fly Carbon Neutral Day, Qantas and its subsidiaries offset the carbon emissions of every single flight from the Qantas group by funding the cost of buying, planting and maintaining around 90,000 Mallee eucalypts across Australia.

Qantas chief executive Geoff Dixon said the initiative offset the greenhouse gases generated by almost 950 international and domestic flights carrying over 100,000 Qantas, Jetstar

and QantasLink passengers.

Mr Dixon said that Qantas and Jetstar passengers can now offset their share of flight emissions via the websites [qantas.com](http://qantas.com) and [jetstar.com](http://jetstar.com).

"We have undertaken a full Life Cycle Assessment of all operations, calculating the emissions associated with carrying a passenger from one point to another.

"An online calculator assesses data about the flight sector and automatically advises customers of their emissions and the cost of offsetting them," Mr Dixon said.

Qantas aims to offset more than two million tonnes by June 2011.

### MORE INFORMATION:

[www.qantas.com.au/info/flying/flyCarbonNeutral/index](http://www.qantas.com.au/info/flying/flyCarbonNeutral/index)



Intrepid Travel's Darrell Wade... launching a carbon neutral Australian tour.

## TOURISM AUSTRALIA'S GREEN TOOLS



Tourism Australia is committed to reducing its own carbon footprint and supporting the greening of Australia's tourism industry.

The organisation has a statutory obligation to foster a sustainable tourism industry, and is moving towards sustainability by seeking accreditation through the Green Globe program.

A green toolkit providing advice on minimising energy and water consumption, information on green marketing, and advice on how to run green events is available from Tourism Australia online.

### MORE INFORMATION:

[www.tourism.australia.com](http://www.tourism.australia.com)

## South Australia hosts sustainable travel conference

Australia's first Global Conference on Green Travel & Climate Change will be held in South Australia this November.

The conference brings together authorities on sustainable travel with experts on climate change to showcase a range of environmentally-friendly travel practices.

The conference will run from 17 November to 20 November at venues in Adelaide and regional South Australia.

### MORE INFORMATION:

[www.ecotourism.org.au/conference/mailouts/08/initial.asp](http://www.ecotourism.org.au/conference/mailouts/08/initial.asp)

## A greener ATE

Tourism Australia, along with major partners Tourism Western Australia and Qantas, are working towards a more sustainable ATE by introducing initiatives to reduce the consumption of paper and the generation of waste.

Delegate manuals will be distributed digitally, invoices and invitations will be emailed, and press releases from the International Media Centre will be distributed online.

*ATE Daily* will use Australian recycled paper and environmentally-friendly ink, and all sellers are encouraged to produce their marketing material online or on memory sticks.

The Perth Convention and Exhibition Centre, recently awarded Green Globe accreditation, will offer onsite recycling and will source green power for the event.

Tourism Western Australia (TWA) is offsetting the emissions generated by seven buyer and media functions during ATE. A greenhouse estimate for these functions calculated the total emissions would be equivalent to 120 tonnes of CO<sub>2</sub>. TWA will offset this by investing in a waste diversion and landfill program verified by the Australian Greenhouse Office.

## Lonely Planet's first GreenDex

Lonely Planet's latest Australia guidebook features an all-new section called the GreenDex – a quick-reference index of eco-friendly experiences and sustainable tours and accommodation.

Senior commissioning editor Errol Hunt said he hoped the new Australia guidebook would help travellers leave as light a footprint as possible, while still having a fun and an enlightening time.

All the operators listed in the GreenDex demonstrate an active sustainable tourism policy.

Some GreenDex businesses are involved in conservation or environmental education; many are owned and operated by local and Indigenous operators.

Some on the GreenDex list are certified by Ecotourism Australia, which means they meet high standards of environmental sustainability, business ethics and cultural sensitivity.

**MORE INFORMATION:**  
[www.lonelyplanet.com](http://www.lonelyplanet.com)

Operators featured in GreenDex and participating at ATE include:

🦘 **Alice Springs Desert Park (NT)** provides an insight into the local Indigenous culture with interpretations of the traditional use of plants and animals.  
**MORE INFORMATION:**  
[www.alicespringsdesertpark.com.au](http://www.alicespringsdesertpark.com.au)

🦘 **Big Cat Green Island Reef Cruises (QLD)** is certified as an ecotourism operator by the Great Barrier Reef Marine Park Authority under its Eco Certification Program.  
**MORE INFORMATION:**  
[www.bigcat-cruises.com.au](http://www.bigcat-cruises.com.au)

🦘 **The Bay of Fires Walk (TAS)** is a minimal impact, small-scale operation, dedicated to promoting natural and cultural conservation by educating and inspiring those who participate.  
**MORE INFORMATION:** [www.cradlehuts.com.au](http://www.cradlehuts.com.au)

🦘 **Cradle Mountain Lodge (TAS)** belongs to the Voyages travel company. Voyages is dedicated to protecting, nurturing and sharing Australia's sensitive and complex eco and cultural destinations.  
**MORE INFORMATION:** [www.voyages.com.au](http://www.voyages.com.au)

🦘 **Discovery Ecotours Australia (NT)** focuses on the natural and cultural heritage of the Red Centre and Top End. Tour guides have university qualifications in anthropology, biology, zoology, geology and environmental science.  
**MORE INFORMATION:**  
[www.ecotours.com.au](http://www.ecotours.com.au)

🦘 **Down Under Tours Australia (QLD)** is committed to environmental sustainability through energy management, waste management, and conservation.  
**MORE INFORMATION:**  
[www.downundertours.com](http://www.downundertours.com)

🦘 **Echidna Walkabout (VIC)** supports local communities in the protection of Indigenous culture and encourages tourists to buy locally-produced goods. The operator uses local suppliers, monitors wildlife behaviour and wellbeing, and encourages tourists to respect ecosystems.  
**MORE INFORMATION:**  
[www.echidnawalkabout.com.au](http://www.echidnawalkabout.com.au)

🦘 **Ecotrek (SA)** has established partnerships with the local community, governing bodies and industry leaders to deliver environmental sustainability.  
**MORE INFORMATION:** [www.ecotrek.com.au](http://www.ecotrek.com.au)

🦘 **Exceptional Kangaroo Island (SA)** has advanced ecotourism accreditation and an operational code of ethics.  
**MORE INFORMATION:**  
[www.exceptionalkangarooisland.com](http://www.exceptionalkangarooisland.com)

🦘 **Kingfisher Bay Resort, Fraser Island (QLD)** was designed to minimise its environmental impact. Everyday practices include energy and waste minimisation.  
**MORE INFORMATION:**  
[www.kingfisherbay.com](http://www.kingfisherbay.com)

🦘 **Kooljaman at Cape Leveque, Dampier Peninsula (WA)** offers low-impact accommodation. It employs members of the local community whenever possible.  
**MORE INFORMATION:**  
[www.kooljaman.com.au](http://www.kooljaman.com.au)

🦘 **Ningaloo Reef Retreat (WA)** offers simple accommodation, designed to minimise human impact on the fragile natural environment.  
**MORE INFORMATION:** [www.salsalis.com.au](http://www.salsalis.com.au)

🦘 **Paperbark Camp (NSW)** minimises its impact on the environment by preserving local plants, saving water, and educating staff and guests on sustainability.  
**MORE INFORMATION:**  
[www.paperbarkcamp.com.au](http://www.paperbarkcamp.com.au)

🦘 **Phillip Island Nature Park (VIC)** works with government to conserve the area's flora and fauna. The park has a Smart Water Program to encourage water recycling, water conservation and bio-solid management.  
**MORE INFORMATION:**  
[www.penguins.org.au](http://www.penguins.org.au)

🦘 **Rawnsley Park Station (SA)** has accredited luxury villas, offers conservation-based activities for guests, and is entering into a Heritage Agreement with the Department for Environment and Heritage to protect biodiversity on Rawnsley Bluff.  
**MORE INFORMATION:**  
[www.rawnsleypark.com.au](http://www.rawnsleypark.com.au)

🦘 **Reef HQ Aquarium (QLD)** is an education centre which aims to "inspire all to care for the future of the Great Barrier Reef".  
**MORE INFORMATION:** [www.reefhq.org.au](http://www.reefhq.org.au)

🦘 **Undersea Explorer (QLD)** conducts scientific research and lobbying for conservation of the northern Coral Sea reefs. They cooperate with fishing permit holders in the Coral Sea Fishery to support sustainable fishing.  
**MORE INFORMATION:**  
[www.undersea.com.au](http://www.undersea.com.au)

🦘 **YHA Eco Beach (VIC)** uses passive solar design to contribute to the conservation of the natural environment.  
**MORE INFORMATION:**  
[www.yha.com.au](http://www.yha.com.au)

## GREEN BUSINESS EVENTS

Australia's business events sector is committed to going green. Around the country, the industry is achieving best-practice standards to deliver events in ways that reduce environmental impacts.

Australia has venues and business events operators that are leaders in the development of ecologically responsible building design, waste management and event operations. Examples include the new Melbourne Convention Centre, which received a 6 Star Green Star rating from the Green Building Council of Australia, and the convention centres in Brisbane, Perth and Sydney, which all meet Green Globe benchmarks.

Business Events Australia is undertaking a national CSR Audit to understand the credentials and processes being undertaken by the sector. The results will be available later in 2008.

The Business Events Australia team promotes Australia as a sustainable business events destination. A green checklist is available to help the industry deliver more sustainable events across all market sectors.

*Get the Business Events green checklist here.*

## A taste of green product at ATE

🦋 **KEA Campers** is helping to make the recreational vehicle market more environment-friendly by introducing solar panels and grey water management systems to its fleet.

In addition, the engines of KEA's new diesel vehicles meet EU4 emissions regulations, considered a benchmark for clean diesel engines. The changes reduce KEA's carbon emissions, and help travellers to leave a lighter footprint when camping.

KEA has also paid attention to the waste disposal by joining with the Campervan Motorhome Club of Australia to provide dump stations across Australia for the disposal of grey and black water.

🦋 **Maria Island Walk** in Tasmania offers walking tours with minimal impact. Its demountable camps are removed when not in use, and all rubbish is removed from the island. Gourmet Traveller voted gave the Maria Island Walk its 2007 award for Best Eco Tourism Operator.

🦋 **Global Ballooning** in Victoria is a new product at ATE. This operator has bought carbon offsets for 500 balloon flights during the 2007/08 financial year. The carbon offsets consist of 1,750 plant species – including eucalypts, wattles, native grasses and wild flowers – planted in the Macedon Ranges, in Victoria.

🦋 The recently opened **Southern Ocean Lodge** on Kangaroo Island offers a luxury wilderness experience with minimal environmental impact. The lodge's eco-friendly design uses organic materials and recycled timbers. Features include cross-ventilation and organic waste conversion. Southern Ocean Lodge has also established a fund to support local environmental projects on Kangaroo Island and hopes to raise up to \$50,000 annually.

**MORE INFORMATION:**  
[www.keacampers.com](http://www.keacampers.com)  
[www.mariaislandwalk.com.au](http://www.mariaislandwalk.com.au)  
[www.globalballooning.com.au](http://www.globalballooning.com.au)  
[www.southernoceanlodge.com.au](http://www.southernoceanlodge.com.au)

## Australia joins World Heritage Committee

Australia has joined the 21-member UNESCO World Heritage Committee for a four-year term.

The Australian team at UNESCO is led by Dr Greg Terrill from the Department of the Environment and Water Resources. He is joined by Dr Anita Smith from Heritage Victoria and Deakin University, and Mr Jon Day of the Great Barrier Reef Marine Park Authority.

Australia is committed to the principles of the World Heritage Convention. This convention states that nations have a duty to protect places with outstanding universal value.

**MORE INFORMATION:** [www.heritage.gov.au](http://www.heritage.gov.au)

## Volunteers on holidays

It's called voluntourism, and it's a growing niche market. Its proponents are people who choose to volunteer while on holidays.

Some voluntourism options include:

🦋 **Willing Workers On Organic Farms (QLD)**  
The WWOOF program allows volunteers to live and work with host families on organic farms, and learn about organic growing techniques.  
**MORE INFORMATION:** [www.woof.com.au](http://www.woof.com.au)

🦋 **Conservation Volunteers Australia** allows volunteers to combine visits to wilderness areas with conservation activities.  
**MORE INFORMATION:**  
[www.conservationvolunteers.com.au](http://www.conservationvolunteers.com.au)

🦋 **Volunteers Australia** arranges medium-to-long-term volunteer placements across Australia for both local and international travellers. Opportunities include working with Aboriginal communities to rebuild bushland habitats, and working as farm hands on rural properties.  
**MORE INFORMATION:**  
[www.volunteeringaustralia.org](http://www.volunteeringaustralia.org)

🦋 **Indigenous Community Volunteers** places skilled volunteers with Indigenous communities. The aim is to provide Aboriginal Australians with new skills.  
**MORE INFORMATION:** [www.icv.com.au](http://www.icv.com.au)

🦋 **Cape York Turtle Rescue** allows visitors to work with Aboriginal Rangers to secure the habitat of nesting marine turtles. Aboriginal elders and artists from the Mapoon community regularly drop in to the camp to share stories about their culture.  
**MORE INFORMATION:**  
[www.capeyorkturtlerescue.com](http://www.capeyorkturtlerescue.com)

### USEFUL WEBSITES

Aboriginal Tourism Australia [www.aboriginaltourism.com.au](http://www.aboriginaltourism.com.au)

Australian Environment Directory [www.environmentarydirectory.com](http://www.environmentarydirectory.com)

Australian Department of Climate Change [www.greenhouse.gov.au](http://www.greenhouse.gov.au)

Australian Heritage Council [www.ahc.gov.au/index.html](http://www.ahc.gov.au/index.html)

CSIRO [www.csiro.au](http://www.csiro.au)

Department of Resources, Energy and Tourism [www.ret.gov.au](http://www.ret.gov.au)

Dept. of Environment, Water, Heritage & the Arts [www.ea.gov.au](http://www.ea.gov.au)

Great Barrier Reef Marine Park Authority [www.gbrmpa.gov.au](http://www.gbrmpa.gov.au)

National Heritage Trust [www.nht.gov.au](http://www.nht.gov.au)

CRC for Sustainable Tourism [www.crctourism.com.au](http://www.crctourism.com.au)

Leave No Trace [www.lnt.org.au](http://www.lnt.org.au)

Green Globe Program [www.ec3global.com](http://www.ec3global.com)

Ecotourism Australia [www.ecotourism.org.au](http://www.ecotourism.org.au)