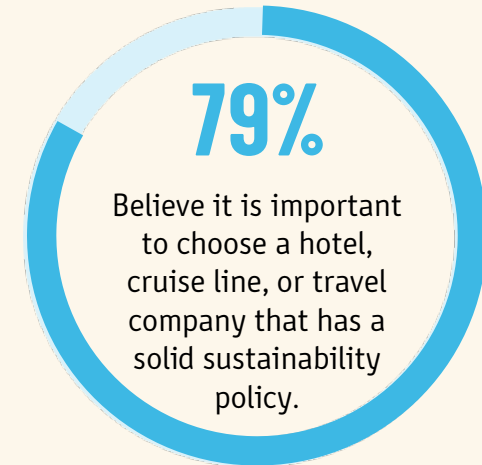
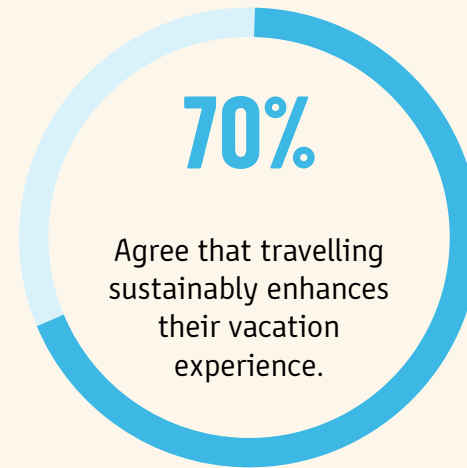
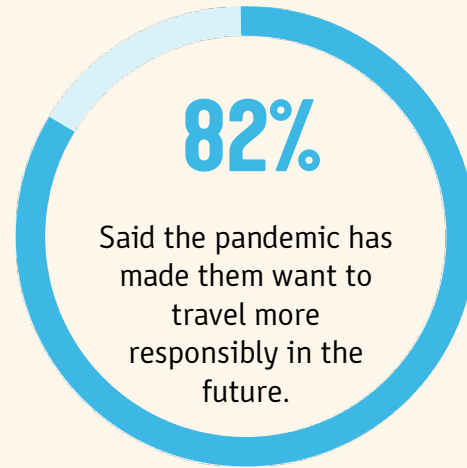


SUSTAINABILITY APPROACH

An aerial photograph of a large wave breaking on a beach. The water is a vibrant turquoise color, and the white foam of the wave is prominent on the right side. Several surfers are scattered across the face of the wave, some riding the crest and others further down. The overall scene is dynamic and captures the energy of surfing.

**EVERYONE'S TALKING ABOUT:
TRAVEL BETTER...**

SUSTAINABILITY IS A SIGNIFICANT & GROWING DRIVER OF DESTINATION CHOICE



OUR PURPOSE

- Defending and growing our strongest drivers of choice: nature and wildlife, aquatic and coastal.
- Delivering to, and shaping, what consumers want from a destination.
- Helping industry to understand and be ready.



OUR ROLE IS TO ADVOCATE, EDUCATE AND LEAD

The approach we are taking is to:

- **Market**
Elevate and champion sustainability and shine the light on relevant tourism products and experiences, creating and meeting increased consumer demand. In doing so, do not become an accreditation program.
- **Develop**
Nurture capacity and understanding of Australia's sustainable tourism practices.
- **Guide and lead**
Foster a sustainable tourism industry.



HOW DO WE TALK ABOUT SUSTAINABILITY?

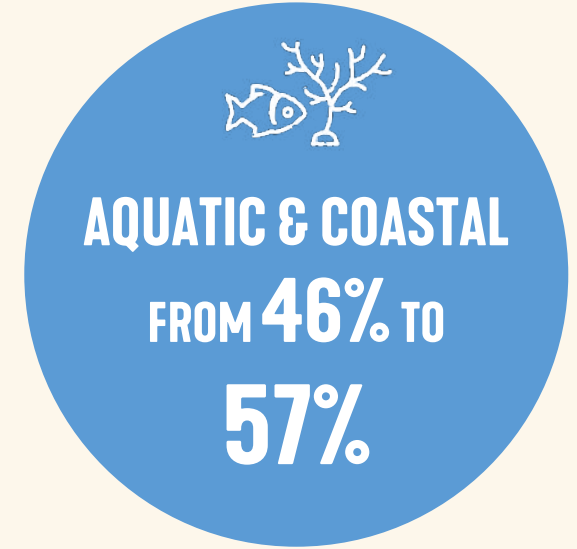
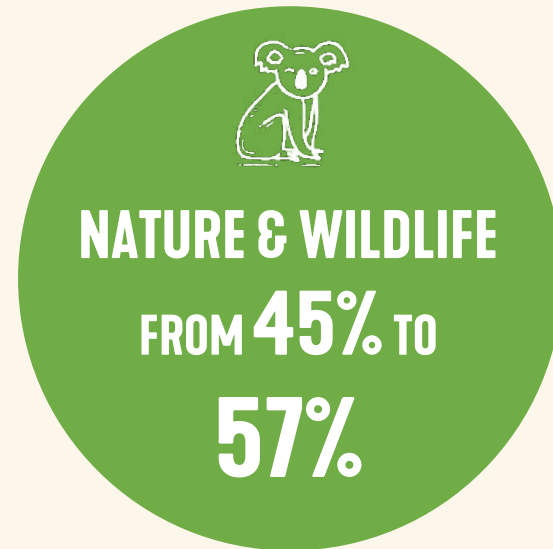
- Use our role as a destination custodian to develop a position of leadership for our industry.
- Use our authoritative marketing voice to elevate, advocate and educate.

What we are not:

- An accreditation program.



OUR STRENGTHS HAVE GROWN STRONGER



WHAT DOES SUSTAINABLE TRAVEL MEAN TO PEOPLE?

Protect environment and wildlife

Reduce carbon emissions

Support sustainable tourism providers

Reduce waste and use of plastic products

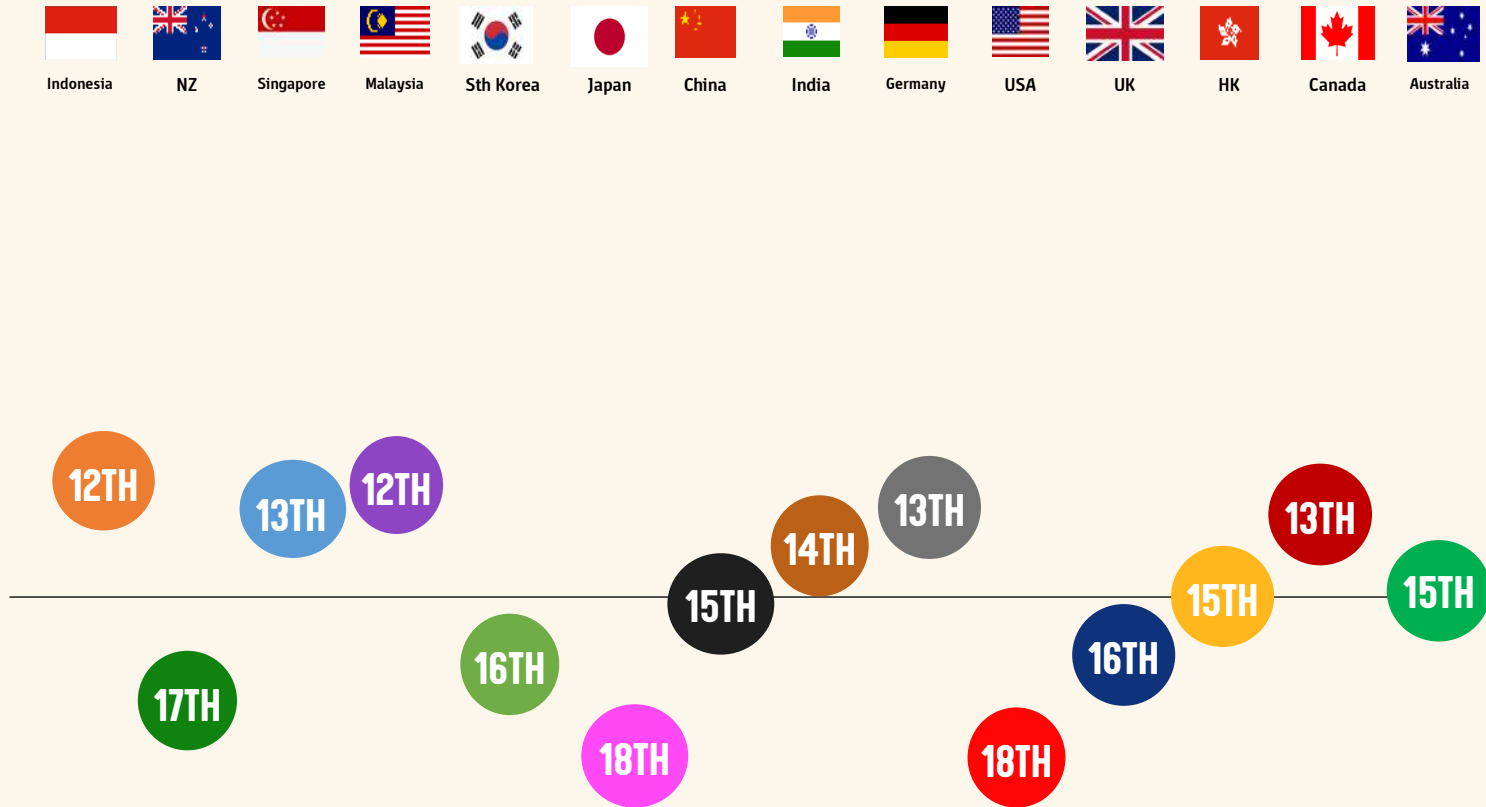
Respect and understand the local culture and heritage

Buy local

SUSTAINABILITY RANKED 15TH & INHERENT IN KEY DRIVERS OF DESTINATION CHOICE



Sustainable tourism experiences rank



WHERE OUR INDIGENOUS AND SUSTAINABILITY STRATEGIES MEET

- Indigenous connection to Country, and protection of Mother Earth, a fundamental
- Sharing of culture through tourism = fostering a thriving living culture
- Economic and physical wellbeing of communities
- Uniquely Australian Stories
- Our competitive Advantage

*“Sustainability is a ‘whitefella’ term.
It was just the natural way of living for First Nations people.”*





THANK YOU