


# *sustainable tourism*

BUNDABERG REGION



A family of five, including two adults and three children, are walking along a wooden boardwalk that winds through a lush mangrove forest. The boardwalk is made of dark wooden planks and is surrounded by tall, thin trees with light-colored bark and dense green foliage. The family is dressed in casual summer clothing, and the scene is brightly lit, suggesting a sunny day.

**Bundaberg has been the traditional land of the Taribelang Bunda, Gooreng Gooreng, Gurang and Bailai peoples for thousands of years.**

**We are reef custodians, we have a strong community sense of responsibility for the land, for the turtle population and for the Great Barrier Reef. The region's tourism industry is committed to establishing innovative and sustainable experiences for the local community and visitors to connect with and contribute to while in the region.**



### **What is**

### *ECO Destination Certification?*

The ECO Destination Certification Program is a world first by Ecotourism Australia. The program was developed to identify genuine ecotourism and nature tourism experiences in Australia. The ECO Destination Certification Program is now being exported to the rest of the world as the international Ecotourism Standard.

The ECO Destination Certification program assures travellers that certified destinations are backed by a strong, well-managed commitment to sustainable practices and provide high-quality nature-based tourism experiences within the region. The certification process considers six main themes:

1. **DESTINATION MANAGEMENT**
2. **NATURE & SCENERY**
3. **ENVIRONMENT & CLIMATE**
4. **CULTURE & TRADITION**
5. **SOCIAL WELL-BEING**
6. **BUSINESS & HOSPITALITY**

### **How can you** *contribute?*

**Our goal is for the Bundaberg Region to become accredited as an ECO Destination by December 2021.**

You can get involved by:

- Getting a Nature Tourism, Ecotourism, or Advanced Ecotourism certification for your business, visit [ecotourism.org.au](http://ecotourism.org.au) for more information
- Developing your own sustainability plan
- Choosing locally produced consumables
- Saying no to plastic bags
- Knowing your carbon emissions and work to reduce them
- Sharing your sustainability measures with your customers
- Reduce, reuse, recycle!





*Destination certification*  
is about much more than the  
tourism sector: it's about real,  
tangible environmental sustainability  
being demonstrated by how the  
community as a whole operates.

It's the stamp of approval that we are who  
we say we are – an authentic destination  
for environmentally aware visitors.

### What the region has *already achieved*

- **Bundaberg Regional Council**
  - **Certified Reef Guardian Council** with 18 Reef Guardian Schools
  - **One Million Trees Bundaberg Region** program
  - **100 tonnes** of recycled goods per week saved from landfill or repurposed
  - **National Water Week** sponsor and participant Award
  - **Reducing Urban Glow** Active light pollution reduction project – *One of the first Council's in Australia to install 75 Sky Quality Meters to measure the impacts of light pollution, mapping the region's urban glow and reducing the impact on the environment through Smart Lighting installations*
  - **Active e-waste reduction programs** targeting 100% removal of recyclable electronic waste from landfill
- **Bundaberg Rum** zero waste to landfill policy
- **Lady Musgrave Experience** Advanced Ecotourism certified
- **Kellys Beach Resort** Nature Tourism certified
- **Fun Over Fifty** Advanced Ecotourism, Ecotourism Accreditation, Climate Action Leader, ROC certified
- **Australian Sunset Safaris** Ecotourism certified
- **Lady Elliot Island Eco Resort** Advanced Ecotourism certified, Climate Action Leader, Green Travel Leader
  - 2019 Australian Tourism Awards *Silver Winner – Ecotourism*
  - 2019 Queensland Tourism Awards *Gold Winner – The Steve Irwin Award for Ecotourism*
  - 2018 Queensland Tourism Awards *Bronze Winner – The Steve Irwin Award for Ecotourism*
  - 2017 Australian Tourism Awards *Bronze Winner – Ecotourism*
  - 2017 Queensland Tourism Awards *Gold Winner – The Steve Irwin Award for Ecotourism*
  - 2016 Premiers Award For Sustainability *Highly Commended – The Minister's Award for Leadership in Sustainability*



## The Bundaberg region's Tourism Foundational Pillars include:

### *Green & Meaningful*

Sustainability is at the forefront of the visitor experience, with a strong community sense of responsibility for the land, for the turtle population and the Great Barrier Reef.

### *Reef Custodians*

As the southernmost gateway to the Great Barrier Reef, the Bundaberg region is committed to delivering an outstanding reef experience that is interactive, educational and sustainable.

## What do we *hope to achieve?*

- To see our tourism industry, environment, culture and community flourish
- To lead the way in adopting innovative practices to improve our environmental performance
- To nurture and promote the values and the ethos of continuous improvement within the community to adopt sustainable practices into the home, at work and during leisure time
- A place where sustainable tourism is central to being a better place to live as well as visit and fundamental to a better environment locally and globally
- Inspire destinations in Australia and internationally to implement sustainable tourism practices

