

*Visit
grampians*

**INDUSTRY
FORUM**

**SUSTAINABLE
TOURISM**

TONY DOYLE

CEO

SOUTHERN GRAMPIANS SHIRE COUNCIL

Southern Grampians Shire

Focused on tourism!



Southern Grampians
SHIRE COUNCIL

16 February 2023

Our Team

- Rory Neeson, Director Wellbeing, Planning & Regulation
- Mary McArthur, Visitor Experience Coordinator.



Volcanic Trail – The Region

- Third largest volcanic plain in the world with approximately 100 extinct volcanoes, dotted with lakes, rivers and RAMSAR wetlands areas – by the International Union for Conservation of Nature (IUCN)
- The region includes the traditional lands of four Aboriginal nations – Boandik, Jardwadjali, Djab Wurrung and Dhauwurd Wurrung
- The ‘Volcanic Trail’ concept builds on the significant cultural and environmental values of volcanic sites within Southern Grampians Shire
- It provides a clear direction ... to protect cultural heritage, maintain / improve existing assets and develop the visitor economy by leveraging our natural assets and known tourist linkages.



Volcanic Trail

- The proposed sites are developed and maintained to varying degrees across multiple agencies, and are not linked in any way through branding, interpretive themes, a consistent approach to infrastructure and maintenance.

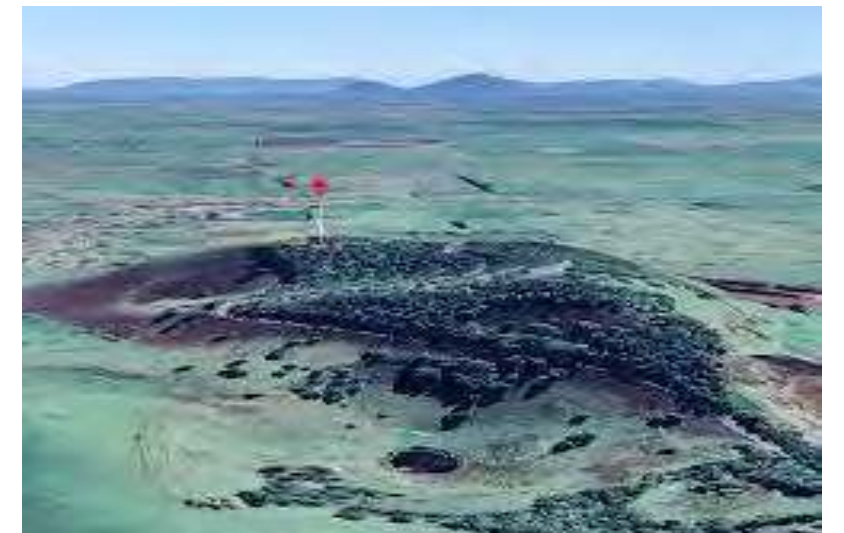


Management Responsibility at Each Site

Site	Management Body Responsible
Wannon Falls Scenic Reserve	Southern Grampians Shire Council
Nigretta Falls Scenic Reserve	Southern Grampians Shire Council
Byaduk Caves	Parks Victoria
Harman's Valley Lookout	Southern Grampians Shire Council
Wallacedale Tumuli	DEWLP (Department of Environment Water Land & Planning)
Mount Napier State Park	Parks Victoria
Mount Rouse Reserve	Southern Grampians Shire Council

Volcanic Trail Infrastructure

- Upgrades of:
 - existing walking trails
 - development of entirely new campsites and picnic grounds
 - Interpretive information at each site
- High-quality and transformational tourism project with significant economic benefit



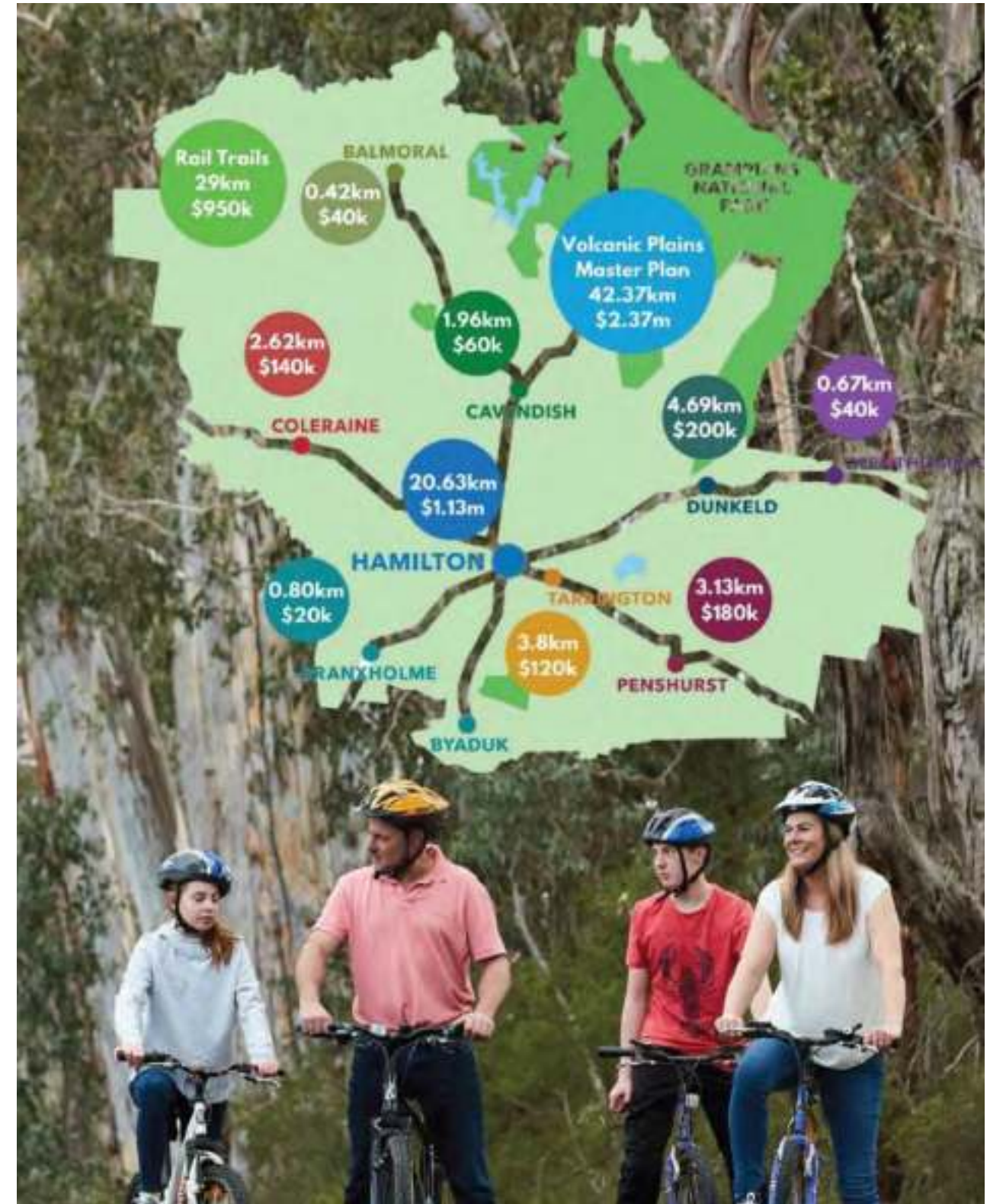
Botanic Gardens Intergenerational Play Space

- Activate the space with a intergenerational activity and play area, broadening the attraction of the gardens for families
- A detailed design has been completed which has received in principle support from Heritage Victoria
- The resulting design elements represent our indigenous, cultural, historic and significant natural landscapes that respects the significant and heritage elements of a much loved community asset
- Project cost is \$1.6M.



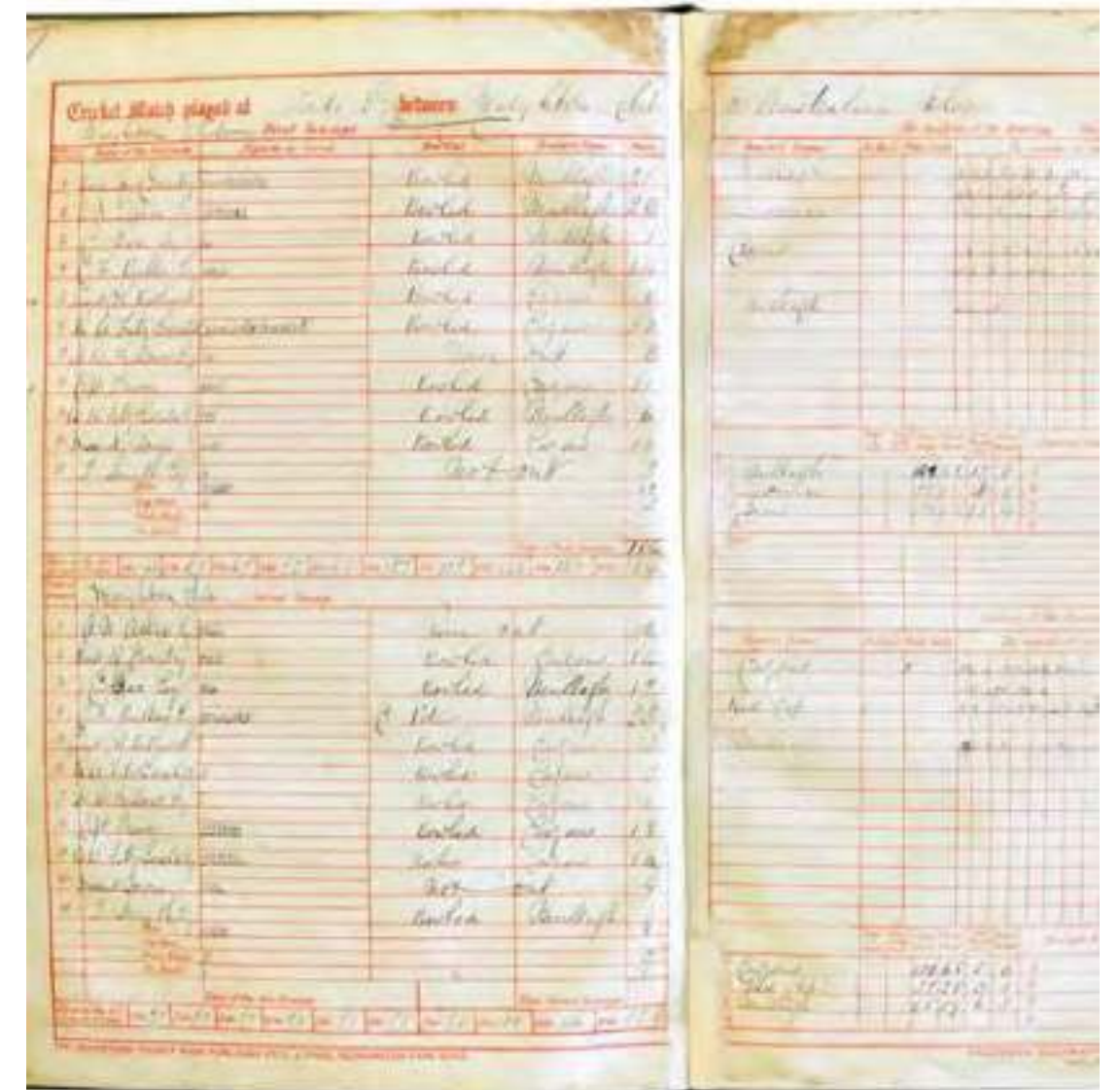
Shared User Pathways

- Highlights of this package include:
 - Completion of the Hamilton to Coleraine rail trail.
 - Development of trails on rail reserves to Balmoral, Dunkeld, Branxholme and Byaduk.
 - Trails to improve access to Volcanic Plains Masterplan sites.
 - Trails to connect the township of Dunkeld with the Grampians Peak Trail and Dunkeld Arboretum.



New Hamilton Gallery

- Stewards of an internationally significant collection of Art, which includes objects encompassing a multitude of mediums, time periods, traditions and cultures. This important collection is unique within Australia and is a true reflection of our multicultural history and culture, with a strong focus on Japanese, Chinese, European, First Nations and Australian art.
- Former Director of the National Gallery of Australia (NGA) and National Gallery of Victoria (NGV) Gerard Vaughan stated, “Hamilton’s art collection is of remarkable quality and has valuable works that cannot be found in any other institution within Australian and in some case within the world.”
- Our current gallery has inadequate display space, poor community and visitor facilities, and inappropriate storage and climate control systems.



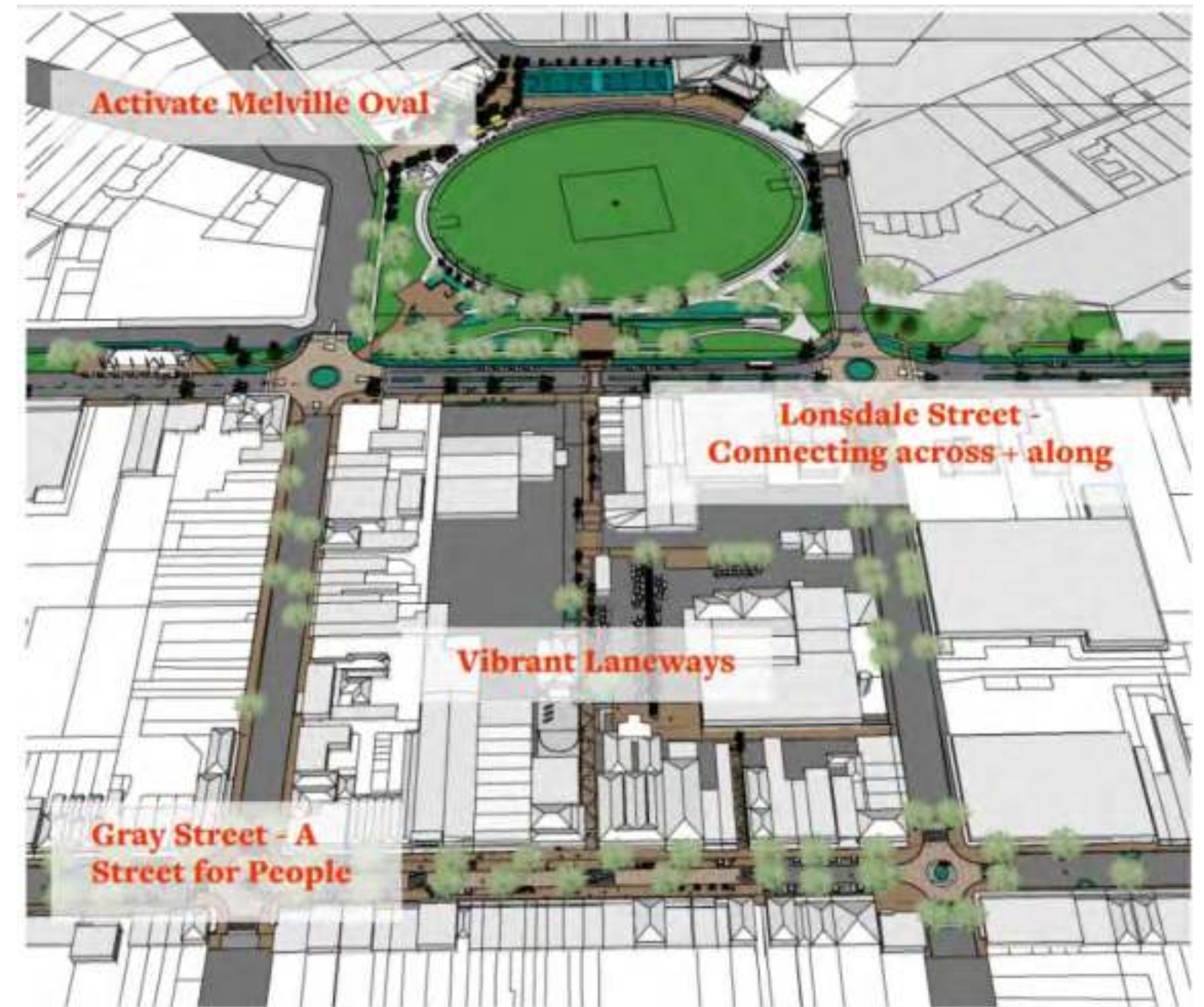
New Hamilton Gallery

- Moving from under 1,000 sqm to over 5,000 sqm
- \$50m plus project
- Detailed design stage
- Our partnerships will drive visitor numbers.



Hamilton CBD Revitalisation

- Untouched for approximately 30 years
- Poor condition, dangerous, uninviting, and lacking community spaces
- Strong vision for a new CBD:
 - Town square
 - Activated laneways
 - Multiuse spaces
 - Public Art
- Strong linkages between gallery and street scape
- Support visitor experience.



MARC SLEEMAN
CHIEF EXECUTIVE OFFICER
GRAMPIANS TOURISM



Grampians Tourism Update

February 2023

Grampians Tourism Team



David Jochinke
Chair



Marc Sleeman
CEO



Robert Crack
Head of Marketing
& Partnerships



Amber Cummings
Industry Executive



Caron Fraser
Administration



Our Vision

The Grampians region will be recognised as one of the world's great sustainable nature-based tourism destinations.

Our Purpose

Facilitate a cooperative and vibrant visitor economy that supports growth of tourism expenditure and length of stay. To add value to our partners through promotion and increased brand awareness.

Strategy Summary – Guiding Principles

Goal

Increase the VALUE of the visitor economy in the Grampians region.

Value = Economic Growth + Community Inclusion + Civic Pride.

Key Priorities

Destination Marketing

Industry Development

Product Development

Partnerships

Investment Attraction

Messaging

Be targeted to specific high value audiences

Promote length of stay & yield through focus on the product and/or experiences

Strengthen and raise awareness of our brand attributes

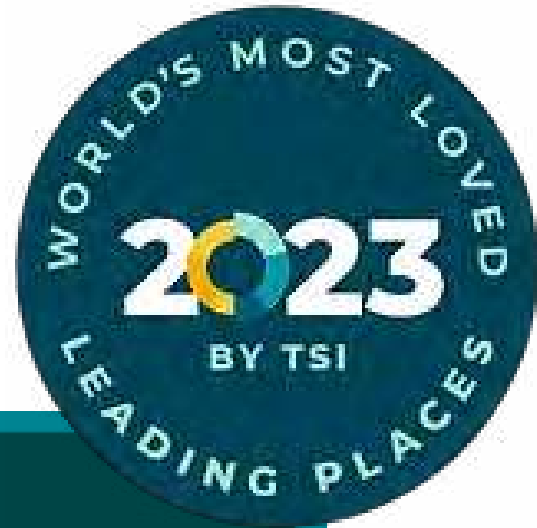
Encourage dispersal throughout the region

Tourism Research Australia

Latest results year ending September 2022

- Grampians ranked number 3 in the state in terms of an increase in overnight spend (+44%)
- Domestic visitation reached nearly 2.2 million (+37%)
- Visitors spent over 2.7 million nights in the region (+25.7%)
- In total, domestic visitors spent \$602 million on travel to the Grampians (+35.9%)
- **Regional Victoria** continued to lead the overall recovery with domestic overnight spend now well above the pre-pandemic performance at \$9.6 billion (+35%) versus \$7.1 billion.





76

Grampians

Victoria, Australia

24.95 Tourism
Sentiment
Score®

TOP ASSET:
Hiking & Rock Climbing

VISIT



Tourism Sentiment Index

Leading Places: The 100 Most Loved Travel Destinations Around The World

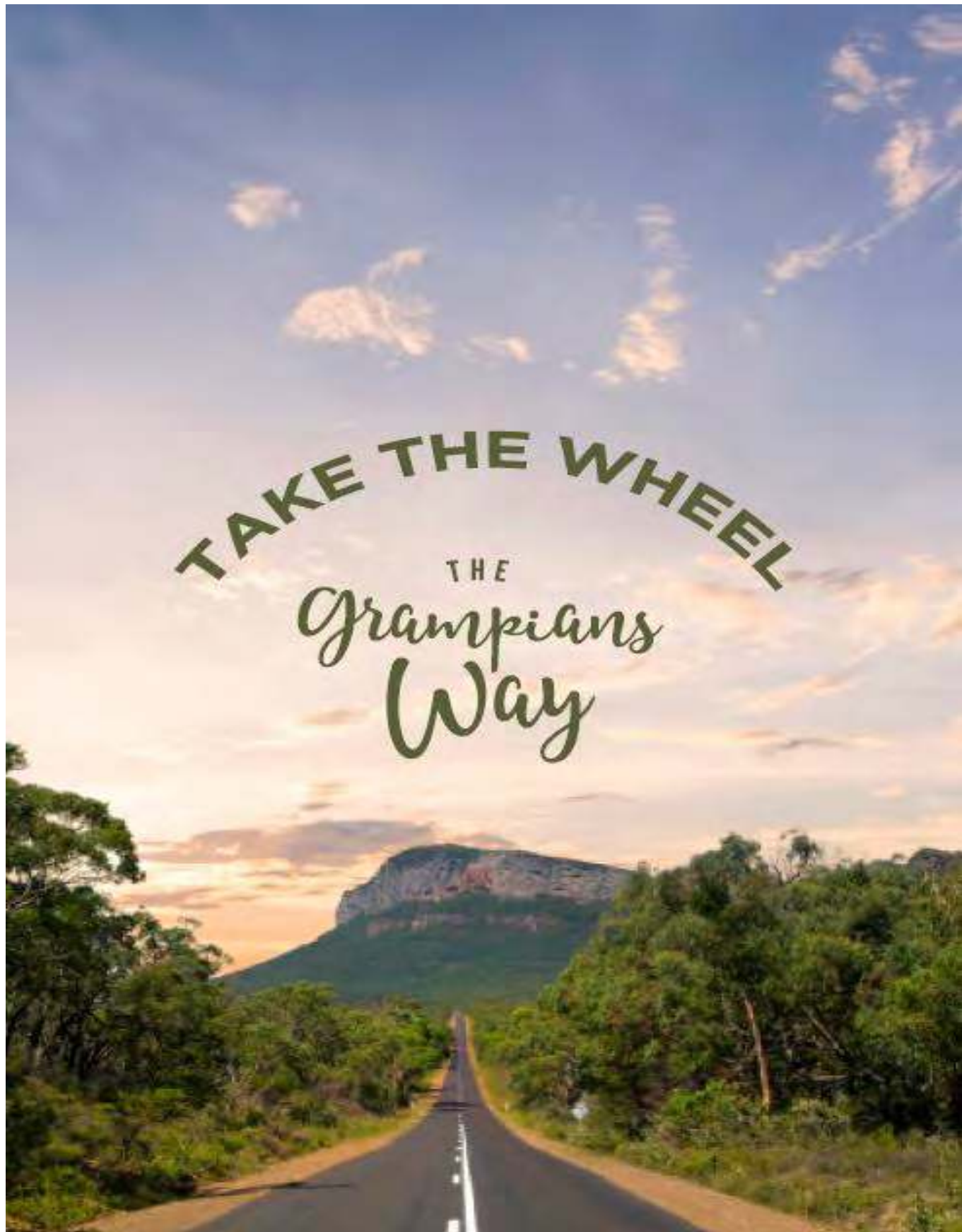
- Annual word-of-mouth data from 2022, unprompted and unbiased
- Intensive study of 1.6 billion online conversations and content pieces publicly available for over 21,000 global destinations
- Most in-depth study of its kind
- Victorian destinations included: Yarra Valley, Great Ocean Road, Greater Geelong & The Bellarine and Melbourne.



Industry Partner Program

Essential to the success of our region

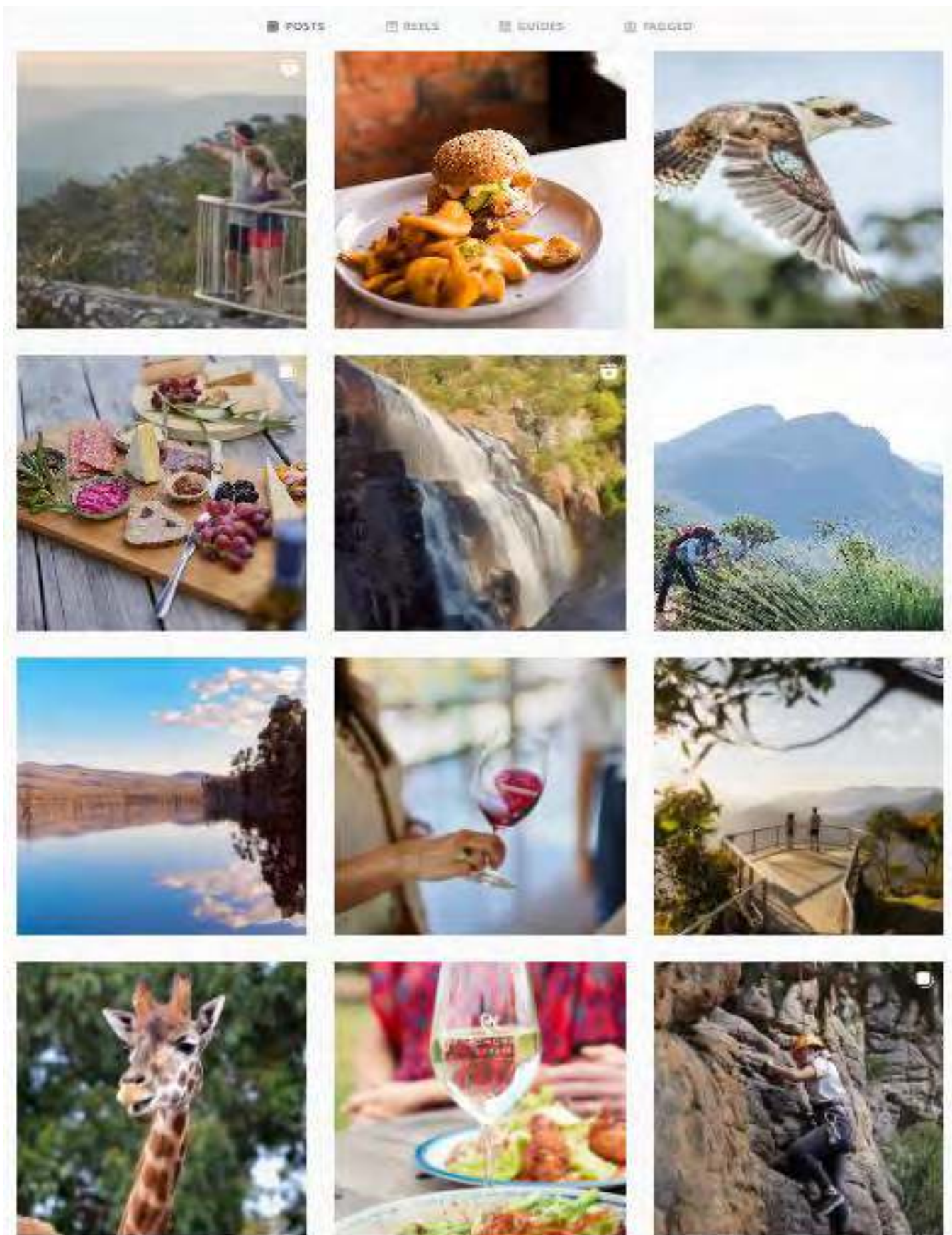
- Over 60 partners in 2022/23
- Industry contributions directly support our regional branding and destination marketing into key metro and regional markets
- Together we can show travellers why the Grampians region is a 'must visit' destination.



Marketing the Grampians

- **Why is it important?** Low awareness with a 10% recall in key markets.
- **Number one goal:** To raise the profile and front-of-mind awareness of the Grampians region.





Marketing Quarterly Report

October to December 2022

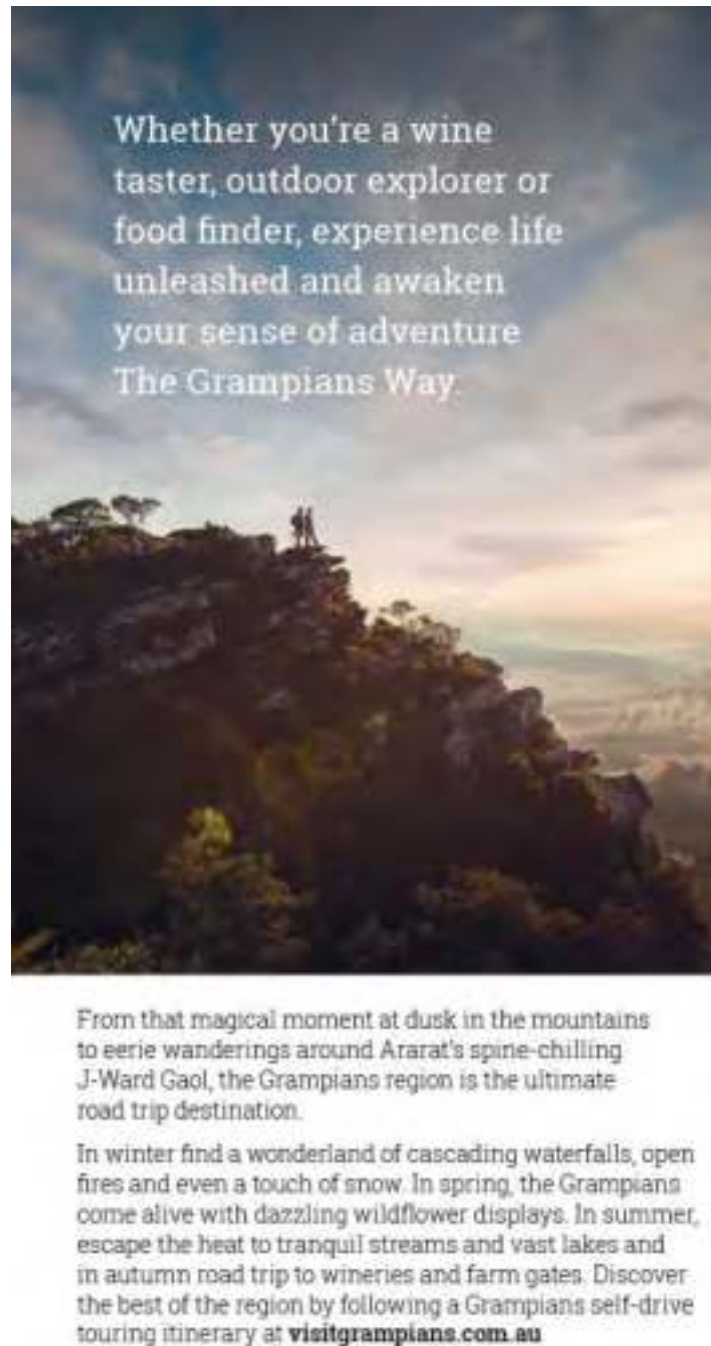
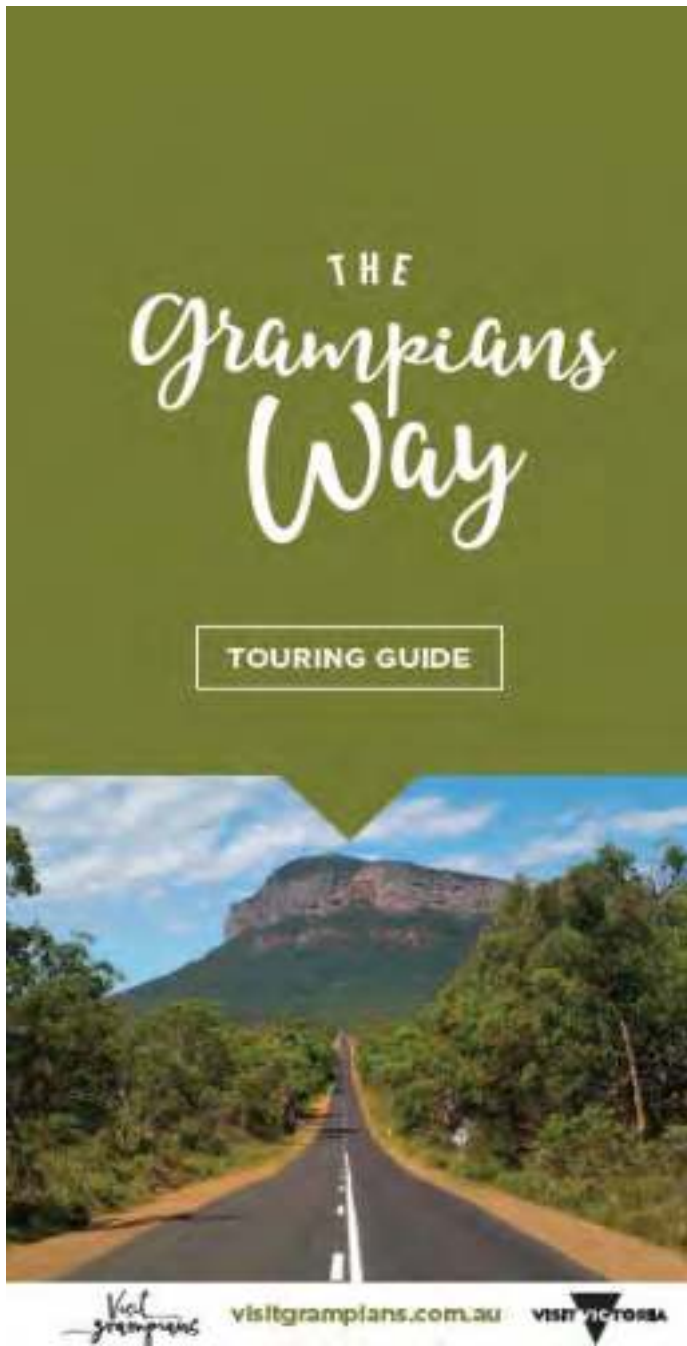
- 3.4% Followers growth
- 1.1M Advertising reach
- 7.8K Operator conversions
- Blog content has been viewed 7K more times this quarter when compared to last, with our evergreen content performing the best
- Just over 50% of the way to our goal of increasing website visits by 10%, with half a year to go.



Industry Toolkit

- Provides guidance and resources on how the brand can be leveraged in marketing materials by operators and stakeholders across the region
- *The Grampians Way* is both literal and figurative, being a physical touring route as well as an invitation to escape the every day and experience a change of pace
- Covers the brand, landmarks, photography, communications and shared content
- Printed and pdf copies available.





Whether you're a wine taster, outdoor explorer or food finder, experience life unleashed and awaken your sense of adventure The Grampians Way.

From that magical moment at dusk in the mountains to eerie wanderings around Ararat's spine-chilling J-Ward Gaol, the Grampians region is the ultimate road trip destination.

In winter find a wonderland of cascading waterfalls, open fires and even a touch of snow. In spring, the Grampians come alive with dazzling wildflower displays. In summer, escape the heat to tranquil streams and vast lakes and in autumn road trip to wineries and farm gates. Discover the best of the region by following a Grampians self-drive touring itinerary at visitgrampians.com.au

Touring Guide Map

Features:

- Accommodation
- See & Do
- Eat & Drink
- Wineries
- Arts & Culture
- Aboriginal Rock Art
- Lookouts & Walks
- Waterfalls

Plus QR codes to access additional visitor information.





Industry Strengthening Program

Mentoring sessions and workshops to upskill our operators including:

- PRIME Mentor Program with DTM Tourism
- GPT Friendly Business Training with Communityvibe
- Product Development Training with Tourism Ninja
- Wine Training Program with Grampians Wine Cellars
- Revenue Management with RevenYou
- Regional Digital Coaching with Tourism Tribe via VTIC
- Media Spokesperson Training with Crisis Shield
- Marketing Mentor Program with Myers Strategic Marketing

To come:

- Sustainable Tourism Program with Tourism eSchool – EOI
- Industry Forums: 20 April (Eastern Grampians) and 15 June (Northern Grampians).





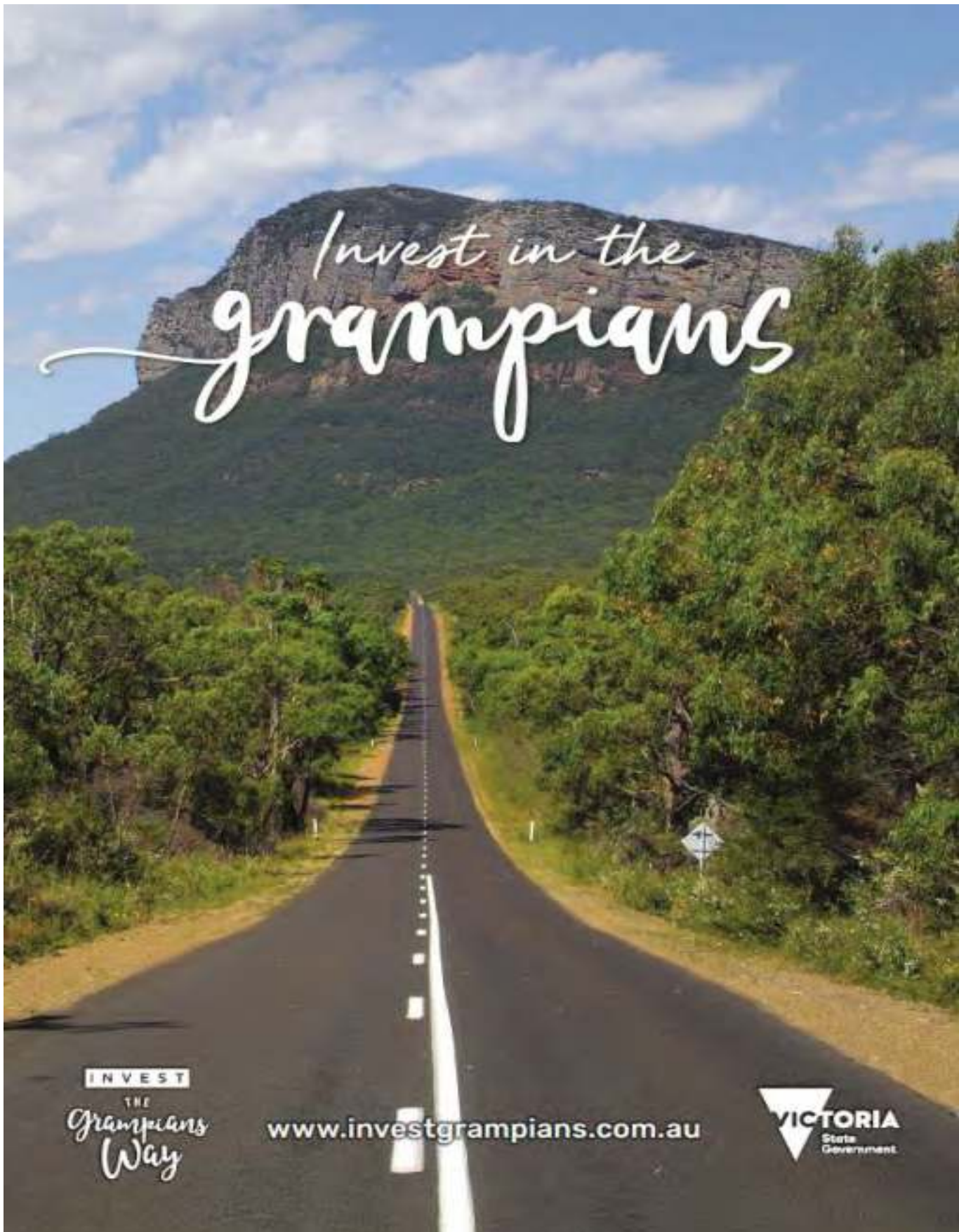
PRIME Mentor Program

Bespoke program with DTM Tourism to guide the development of new or refreshed visitor experiences and enhance operations and marketing skills.

Over 20 operators were involved across our four regions

Participating operators in the Southern Grampians:

- *Grampians Retreat, Dunkeld*
- *Southern Grampians Cottages, Dunkeld*
- *Petschel House, Hamilton*
- *Bochara Wines, Henty Wine Region.*



Strategic Investment Project

- State Government \$200K Project Investment
- New **Strategic Tourism Investment Plan** and **Investment Prospectus** provide direction for sustainable product development
- Identifies several game-changing projects and supports the attraction of both public and private investment
- Steering Committee includes Parks Victoria and LGA partners
- \$250 million investment in visitor experiences already in the pipeline.





Destination Management Plan & Local Area Action Plans

- State Government \$100K Project Investment
- New Destination Management Plan for the region and 4 x Local Area Action Plans
- Project Control Group includes LGA partners, DJSIR and GT
- Advisory positions: Visit Victoria, Regional Development Victoria, Parks Victoria and Grampians (Gariwerd) National Park Traditional Owner Groups.
- To be delivered by 30 June.



State & National Industry Events

The GT Team hits the road

March

- VTIC 2023 Vision Summit, Melbourne
- VV & DJSIR RTB Forum, Melbourne
- TA Destination Australia Conference, Sydney
- TA RTO Forum, Sydney

April/May

- TA Australia Tourism Exchange (ATE23), Gold Coast in support of the Great Southern Touring Route.



KERRY N BENBOW
OWNER
GRAMPIANS RETREAT

BACKGROUND



From high flyers to chilled bushies
with big dreams.....





Grampians Retreat is located on the base of Mud-Dadjug (Mt Abrupt) bordered by the Grampians (Gariwerd) National Park to the north and the Wannon River to the South.

80 acres

- Bushland, Wetlands, Healthlands, River flats, the Wannon River
- Mt Abrupt, the Piccaninny and Mt Sturgeon
- Marked walking trails, adventure activities, indigenous landmarks
- Native bush foods, orchids, rare and endangered species, biodiversity
- Wildlife, birds, habitats

ACCOMMODATION & CATERING

92

- Beds in Cabins
- 14 Cabins sleeping 3 to 12

200

Recreation Hall capacity

160

Cabins, glamping tents and
3 person tents

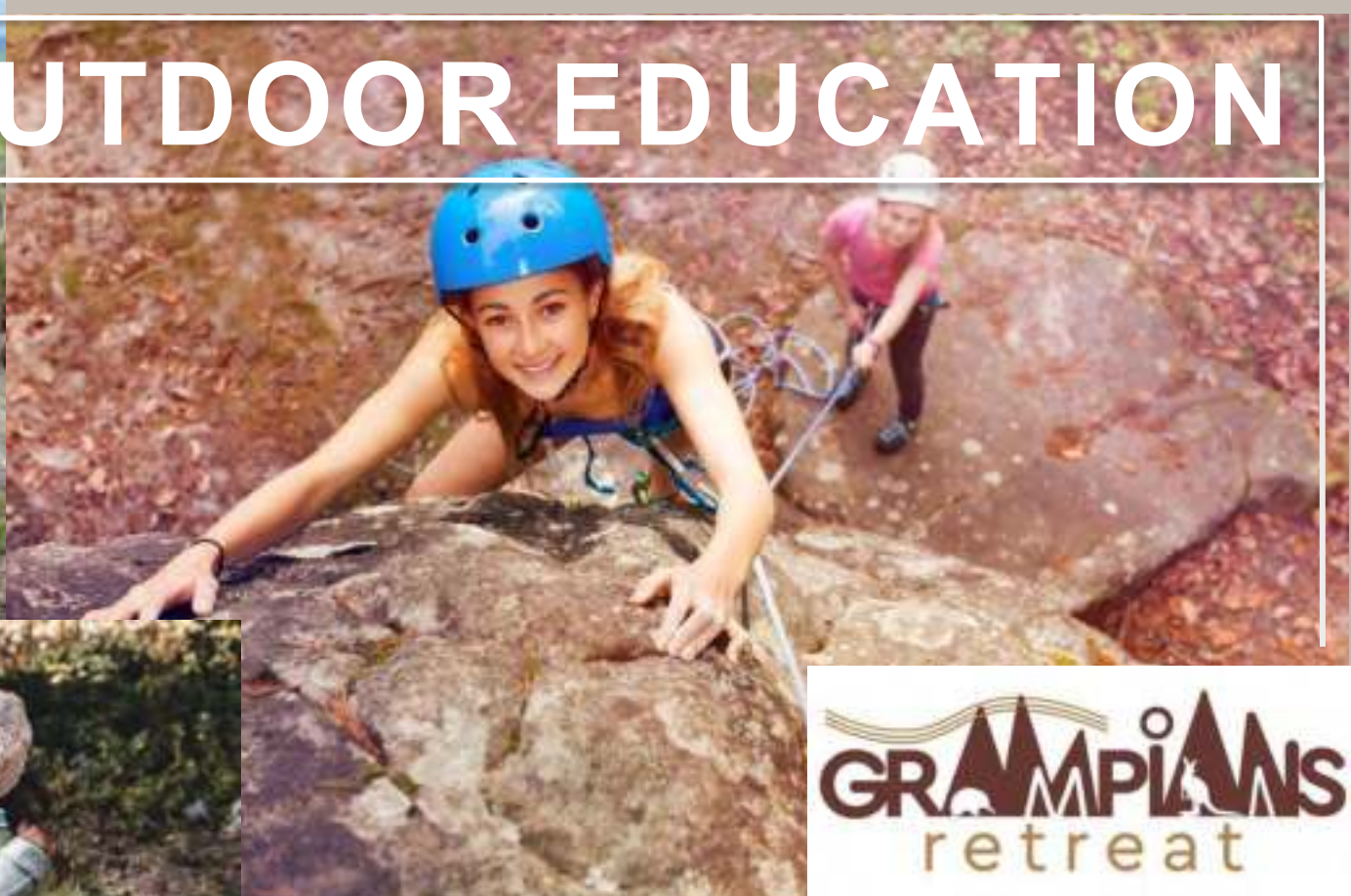
160

92 in dining hall and up to 160
including outdoor area



GRAMPIANS
retreat

OUTDOOR EDUCATION



GRAMPIANS
retreat



CHILDHOOD DEVELOPMENT

- Studies have shown that students who learn outdoors develop:

- a sense of self
- independence
- confidence
- creativity
- decision-making and problem-solving skills
- empathy towards others
- motor skills
- self- discipline and initiative.

- Outdoor education supports emotional, behavioural and intellectual development.

“Let nature be your teacher.”



GROUPS AND CORPORATES



FIRST NATIONS PROGRAM



SUSTAINABILITY



GRAMPLANS
retreat

THANK YOU



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CHARLIE RICHARDSON
GRAMPIANS AREA CHIEF RANGER
PARKS VICTORIA

Grampians Tourism Industry Forum

Charlie Richardson, Area Chief Ranger
Grampians (Gariwerd)



Acknowledgement of Country

We acknowledge the Jadawadjali and Djab Wurrung peoples as the Traditional Owners of the Gariwerd landscape.

We pay our respect to their Elders, past, present and emerging, and the Elders from other First Peoples communities who may be here today.



Barengi Gadjin
LAND COUNCIL
ABORIGINAL CORPORATION RNTBC
ICN: 4395



Eastern Maar
Aboriginal Corporation



GUNDITJ MIRRORING
Traditional Owners
Aboriginal Corporation
RNTBC

Parks Victoria – Our Story

- Parks Victoria is the custodian of more than 3,000 parks, reserves and waterways.
- 4.1 million hectares – 18% of Victoria's land mass (equivalent to the size of Switzerland)
- 106 million visitors annually
- Extremely diverse range of nature-based experiences

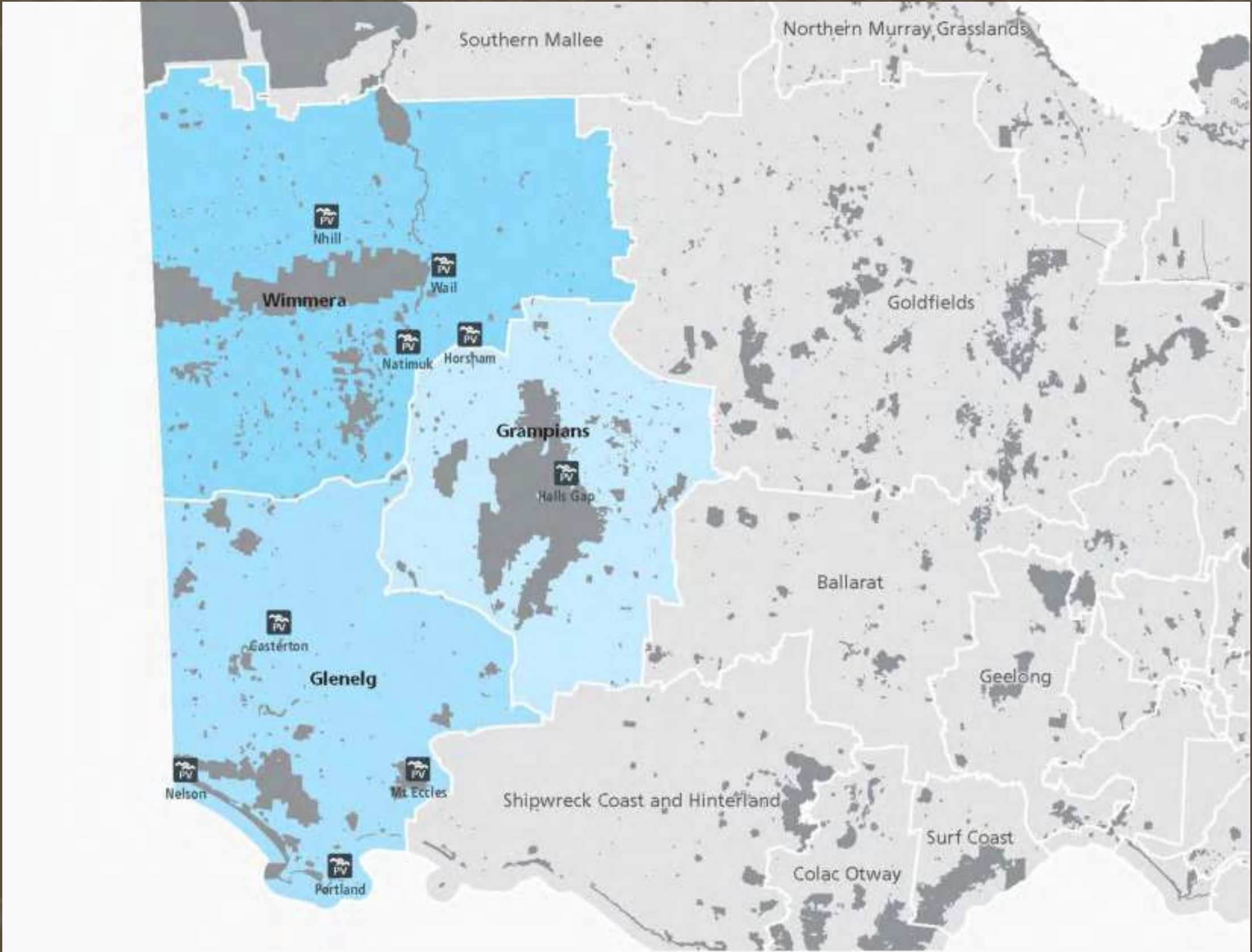
There's no better place to see Australia's incredibly unique wildlife, inspiring landscapes and memorable nature-based experiences.



Grampians (Gariwerd) Area

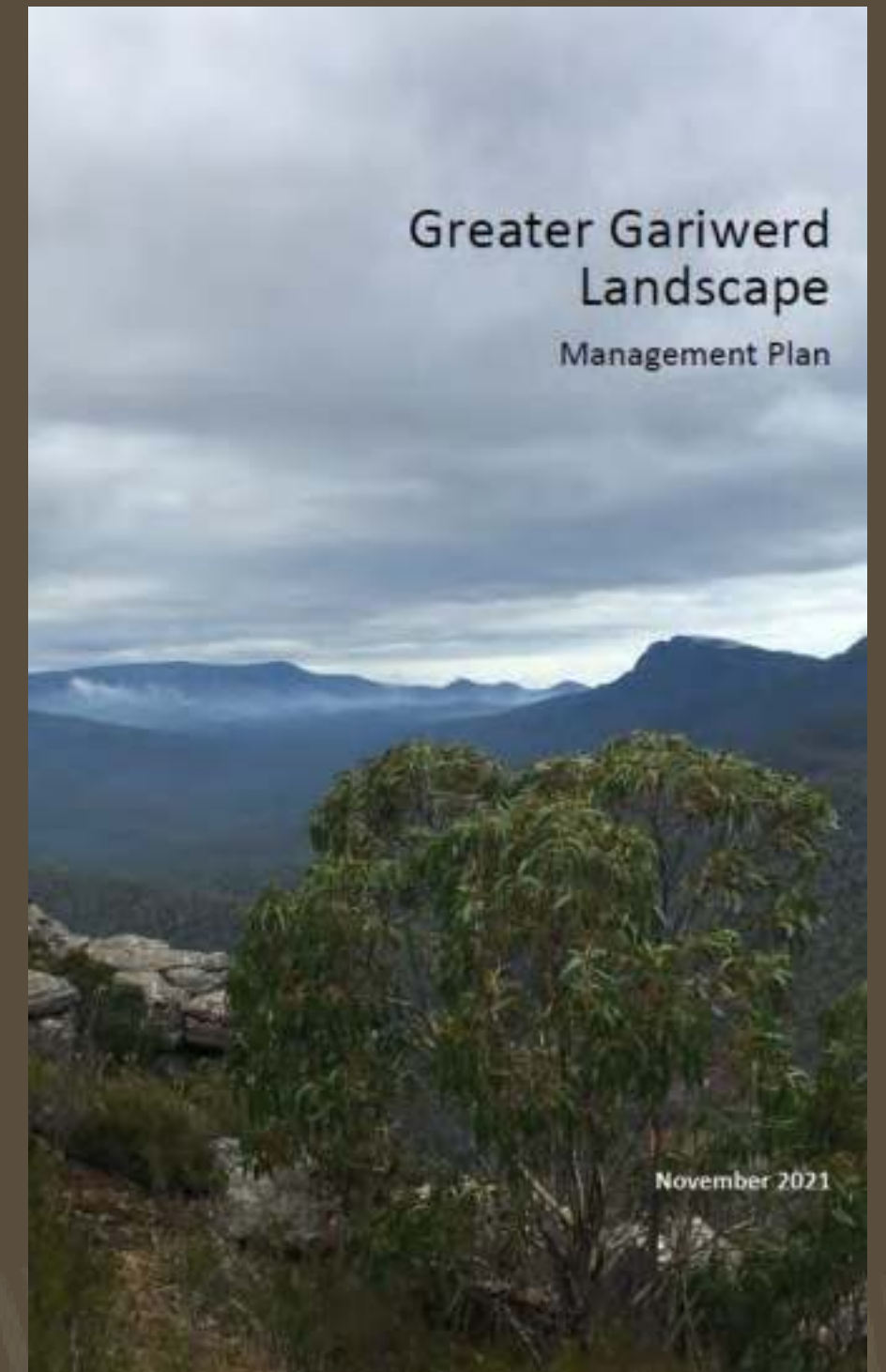
- Just under 200,000 ha (approx. 170,000 ha of that being the Grampians National Park)
- Greater Gariwerd Landscape Management Plan is the guiding Parks Victoria document to drive and support sustainable tourism across the landscape
- Approximately \$18.5 million investment from the Victorian Government's economic stimulus package from 2020:
 - Brambuk The National Park and Cultural Centre
 - MacKenzie Falls upgrade and revitalisation
 - Grampians Peaks Trail trailheads





Greater Gariwerd Landscape Management Plan

- Developed in partnership with Gunditj Mirring Traditional Owners Aboriginal Corporation, Eastern Maar Aboriginal Corporation, and Barengi Gadjin Land Council Aboriginal Corporation.
- Strategic guide to the management of parks and reserves within the Gariwerd landscape.
- Sets the foundations for how Parks Victoria and Traditional Owners can transition to a joint management plan in the future.





A living Cultural Landscape



Healthy Country



Experiencing Gariwerd



Caring for country together

Tourism and Commercial Services

- Parks Victoria is working with key tourism organisations, including Grampians Tourism, Visit Victoria and local Visitor Information Centres to promote sustainable tourism
- 180 licensed tour operators who offer organised tours and recreational activities
- In partnership with Traditional Owner groups to support cultural tourism opportunities and experiences



Reimagining Brambuk:

The National Park and Cultural Centre

Parks Victoria has taken on the interim management of Brambuk. The Cultural Centre is currently closed as we undertake a comprehensive planning process in partnership with Gariwerd Traditional Owners, to deliver:

- Brambuk Business and Masterplan to confirm long term vision
- Prioritisation of \$5.8M in development works
- Works will deliver a refresh of the Brambuk visitor precinct under Traditional Owner management, as well as re-connecting Traditional Owner communities with Brambuk

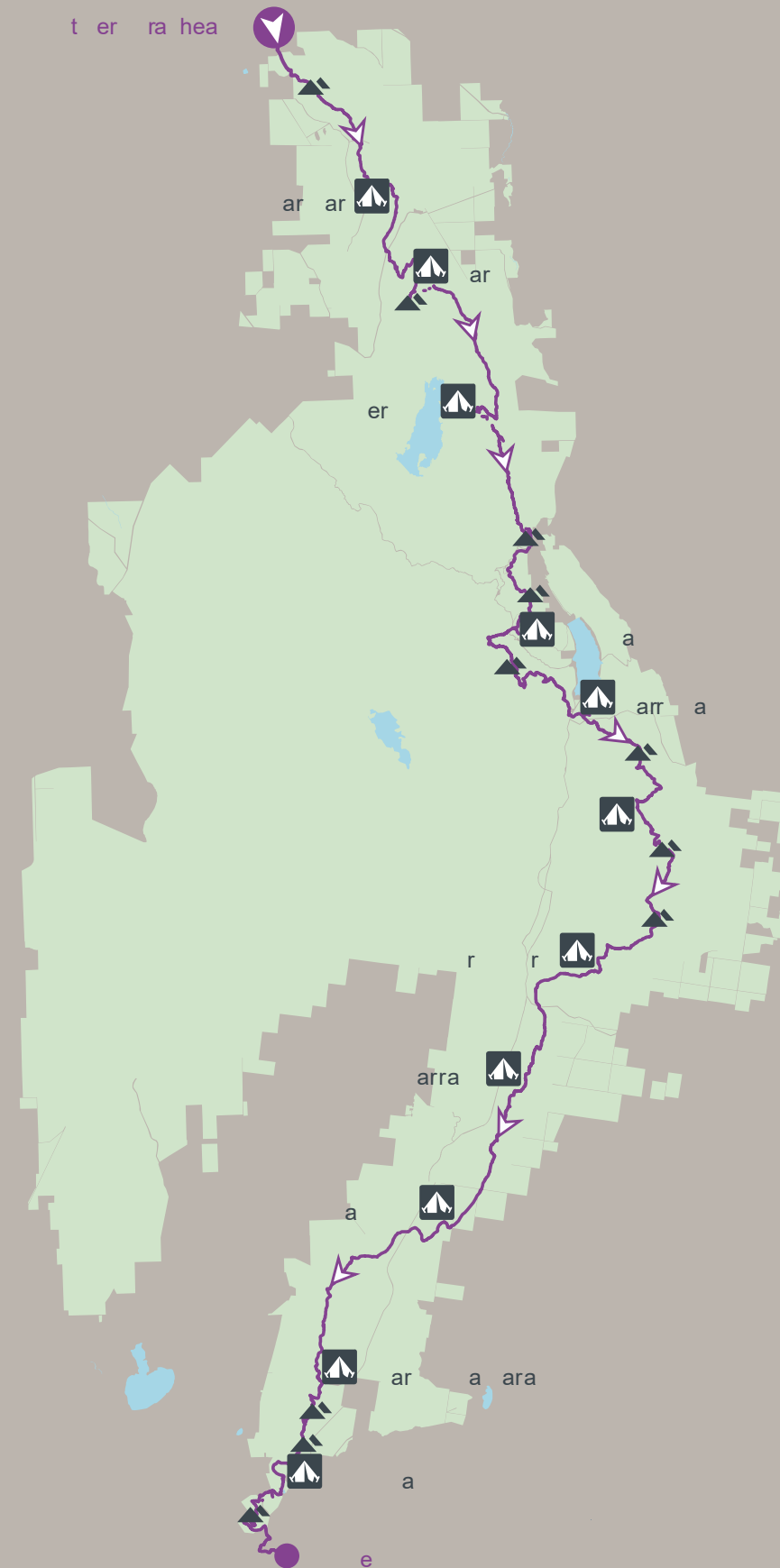
National Park Information Centre

- Remains the one-stop shop for Grampians National Park information, including for the Grampians Peaks Trail
- Café, retail space and access to the outdoor visitor precinct and nearby walking trails
- School holiday programs and seasonal cultural activities



Grampians Peaks Trail

- Over 15 years in planning and construction
- A new 160km hiking experience
- 13-day/12-night hike or do it in sections
- 11 new camp sites
- Officially opened on 12 November 2021.



Planning, Design & Construction



Master Plan



Cultural Engagement



Minimal Impact



Tent platform at Duwul



Raised walks at Werdug



Toilet Facilities

Planning, Design & Construction



Sustainable Construction



**Accounting for
Vegetation loss**



Architectural Design Awards

Outcomes

Grampians Peaks Trail



Outcomes



Over 10,000 visitor nights booked



65% hikers are 35+ years old, 56% women



Over 300 13-day/12-night itineraries booked



Expecting busy Autumn season ahead

What's Next?



Build awareness and momentum



Capitalise on new opportunities



New Project: Falls To Hotham



New Project: Coastal Wilderness Walk

NIC COOPER
REGENERATIVE TOURISM SPECIALIST
TOURISM ESCHOOL

Grampians Tourism Forum

Wild Adventures Melbourne Sustainability Journey
+ Sustainable Tourism Program Introduction

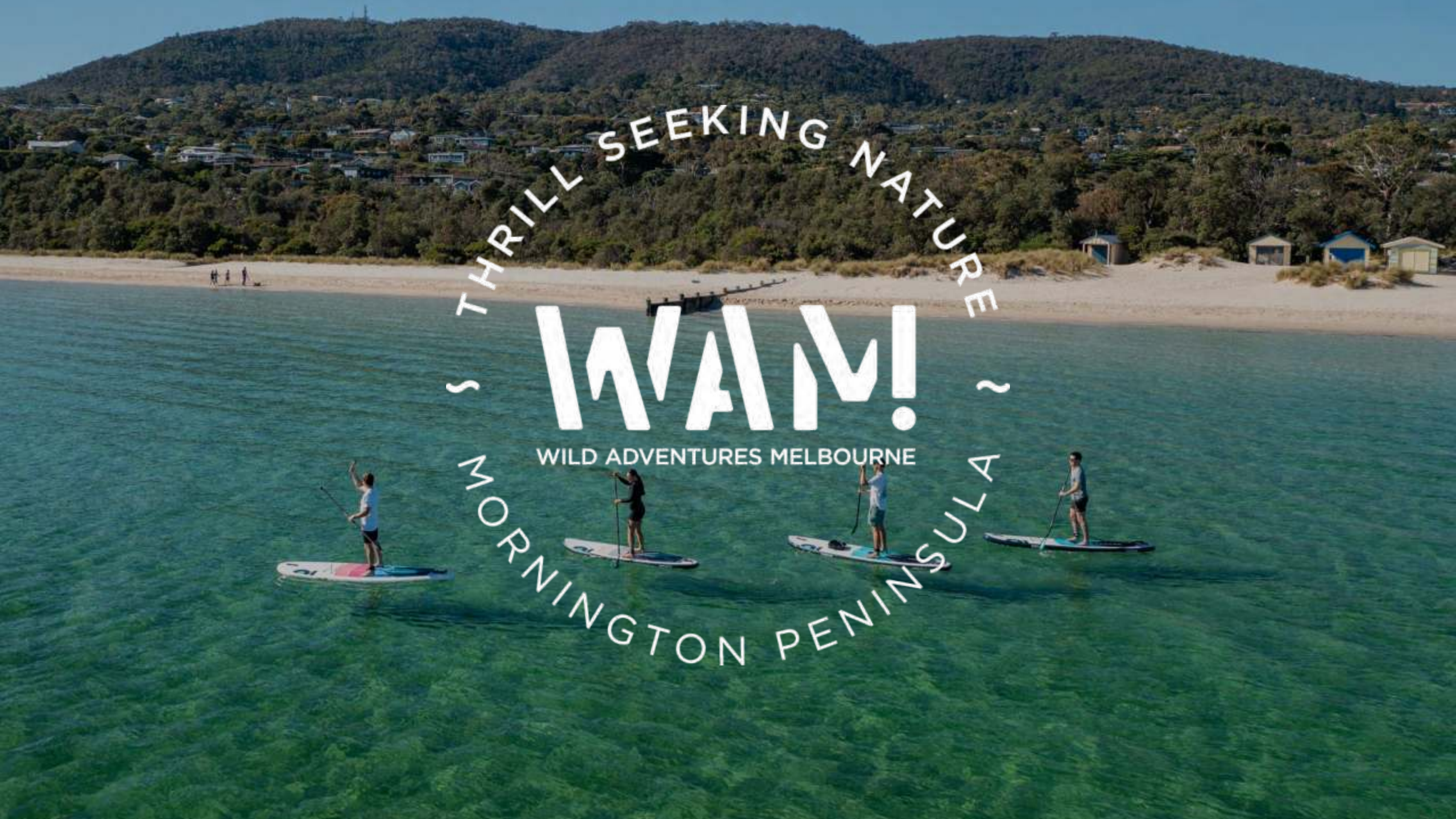
TOURISM  SCHOOL



Regenerative Tourism Specialist



TOURISM
eSCHOOL



THRILL SEEKING NATURE

WAM!

WILD ADVENTURES MELBOURNE

MORNINGTON PENINSULA

Snapshot of WAM

Small Tourism Business Based on the Mornington Peninsula

Launched in 2020

Multi-activity Day Adventure Tours

Small Group Adventures

Only offer human-powered outdoor activities

Foundations of business built to be regenerative

Sustainable Tourism Accredited



Advanced Ecotourism & Climate Action Certified with Ecotourism Australia



Sustainability Storyteller with Tourism Australia



Our Eco Credentials



One of the only tour operators in Australia to become a certified B-Corp

Scored 99% in Strive 4 Sustainability Scorecard



Finalist Premier's Sustainability Awards

WAM – Based on a true story



Origins of WAM
from 1995



An entire career
in tourism



Settled on the
Mornington
Peninsula



Lifelong dream
could finally
become a reality



WAM launched
in 2020

There was one big challenge



Witnessing and researching the destructiveness many forms of tourism is causing



Identifying the negative impacts that could happen as a result of WAM



Finding solutions to tackle these to support the local environment and community



Climate Change

Waste

Overtourism

WAM takes action
on...

Threats to
Marine Life &
Wildlife

Visitor behaviour

Deforestation

Social injustices

Community
sentiment

DISCOVER THE INSPIRATIONAL PROJECTS AND INITIATIVES W4M IS SUPPORTING

Planting Koala Trees & Restoring Native Habitat on the Mornington Peninsula

By 2030, W4M aims to plant over 4000 native trees, enough to span from one side of the Peninsula to the other

[FIND OUT MORE](#)

[PLANT A KOALA TREE](#)

Reef & Kelp Forest Regeneration in Port Phillip Bay

By 2030, W4M aims to support the restoration of over an acre of reef and kelp forests in the waters off the Mornington Peninsula.

[FIND OUT MORE](#)

[SUPPORT REEF & KELP FOREST RESTORATION](#)

% of profits go back into initiatives that support local community and environment.

Coasters 4 Coasts

Collected local plastic waste turned into beautiful and unique drink coasters with all profits funding ocean clean-ups and conservation

[READ MORE ABOUT COASTERS 4 COASTS](#)

[BUY NOW](#)

Business for Country Program

W4M is a founding partner of the Business For Country program with Regeneration Projects and the Boon Wurrung Foundation. Business For Country is about connecting Businesses with Traditional Custodians to learn, understand Support Aboriginal Culture.

[LEARN MORE](#)

Supporting & Empowering Indigenous Girls & Young Women through Education

W4M is supporting Indigenous Girls and Young Women in Victoria through the Stars Foundation

[FIND OUT MORE](#)

[SUPPORT INDIGENOUS YOUNG WOMEN](#)

Example: Waste



WAM Eco-Packs

HELPS PROTECT THE PLANET WE SHARE
SUPPORTS REFORESTATION / GOOD CAUSES
KEEPS PLASTIC OUT OF LANDFILL / OCEANS
ZERO WASTE ON WAM! ADVENTURES
INSPIRES LIFESTYLE CHANGES
ETHICAL MANUFACTURERS
SUPPORTS LOCAL BUSINESS
5 STAR SERVICE

SummerSide
SAND FREE TOWELS
MADE FROM UP TO
14 RECYCLED
PLASTIC BOTTLES

CAYE LIFE
BPA AND TOXIN
FREE REUSABLE CUP

**PLASTIC FREE
REUSABLE
DRINKING BOTTLES**

**REEF SAFE, VEGAN,
TOXIC FREE
SUNSCREEN IN
PLASTIC FREE TIN**

**the other
straw**
BAMBOO
DRINKING STRAWS

WAM!
HAND SELECTED
ECO ITEMS

**WAM!
ECO-PACKS**

The infographic features a central sunburst pattern with rays extending outwards. At the bottom, there is a dark blue circular area containing images of a black water bottle, a blue reusable cup, a blue patterned towel, a tin of sunscreen, and bamboo straws. The text is primarily in green and white, with some items in brown circles.

C O A S T E R S
C O A S T S



Mornington Peninsula

Beneficiaries: 100% profit to Pt Phillip Bay shellfish restoration & clean-ups




Problem 3: Plastic waste re-entering ecosystems
Solution: Coasters 4 Coasts



Problem 1: Plastic Waste found on tour
Solution: Portable bins



Problem 2: Waste caused by tours
Solution: Provide guests with reusable items

A close-up photograph of a person's hand holding a folded towel. The towel is white with a yellow rectangular patch on the top left corner. The patch features a circular logo with a stylized infinity symbol and the text "Somerside" below it. The background is a blurred scene of people at a beach, with their arms and hands visible, suggesting a communal or shared activity. The lighting is warm and natural, typical of an outdoor setting.

Our 'holy grail' is finding
eco-practices that also
enhance the customer
experience...

Example

Sunbutter Sunscreen



Learnt about many sunscreens being toxic to humans, the ocean and containing 'sunspheres'

Realised there was a good chance some customers would be wearing a toxic sunscreen

Researched the best possible reef-safe option based in Australia

Eliminated the need for WAM guests to wear toxic sunscreen

Enhanced the customer experience by providing it for free

Supported a local business (and their projects)

Protected our oceans and marine life

Budget was the last step

Business 4 Good = Good 4 Business

More Marketable

More Attention

More Customers

More Revenue

More Advocates

More Positive Impact

Our Impact Plan & Promise

Thrill - Seeking - Nature

SUPPORTING
Nature
Stories
Culture
Trade
Wellbeing

YEAR 1 IMPACTS
Offset CO2 emissions
Achieve Sub Zero Waste on tours
Avoid single use plastics
Environmental restoration
1% For the Planet Member
Climate Action Certified Business
Sustainable Tourism Accreditation
Advanced Eco Tourism Certified

YEAR 2 IMPACTS
Carbon neutral
Integrate long term action for local environment and community
Climate Action Leader certification
Respecting Our Culture Certification

YEAR 3 IMPACTS
B Corp Certification
Social Traders Certification
Start Not-For-Profit Foundation
Climate Positive Business

2030 TARGETS
Plant over 4000 trees with MP Koalas on the Mornington Peninsula
Restore one acre of regenerated reef in Port Phillip Bay with The Nature Conservancy

AUSTRALIAN BUSINESS - ETHICALLY MADE, PACKED AND SHIPPED
HONU - Zorali - SomerSide - The Other Straw - Wombat Bottles - Reid Cycles
Sunbutter - Dindi Naturals - Sol Seekers

1% FOR THE PLANET MEMBERS
HONU - Sunbutter - Zorali - The Other Straw

UPCYCLED MATERIALS
SummerSide - Ethical Tee's - Zorali - Sol Seekers

CARBON NEUTRAL
Sunbutter - The Other Straw - Zorali

PLASTIC FREE
Sunbutter - The Other Straw - Wombat Bottles

SUPPORTING ECO-CONSCIOUS LOCAL BUSINESSES

PARTNERS SUPPORTING REFORESTATION
Sunbutter Sunscreen
The Other Straw
Reid Cycles
Dindi Naturals
Zorali

PROTECTING WATERWAYS FROM PLASTICS & TOXINS
Eco-pack:
Reef safe & plastic free sunscreen, sand free towel (made from 14 upcycled plastic bottles), reusable coffee cup, plastic free & reusable drinking bottle & bamboo straw

REGENERATING REEFS IN PORT PHILLIP BAY
Helping to rebuild lost shellfish reef ecosystems locally with The Nature Conservancy

ACKNOWLEDGING, RESPECTING AND SUPPORTING INDIGENOUS CULTURES AND BUSINESSES


23T CO2 OFFSET ANNUALLY
Planting native trees locally with MP Koalas to support koala and wildlife habitat

ENVIRONMENTAL RESTORATION
3Kg of litter removed each adventure tour

GOOD CAUSES SUPPORTED
12 Charities and not-for-profits supported (4 directly, 8 indirectly)

BACK OF HOUSE
Office powered by renewable energy
B Corp Banking, Mobile and Internet
Harness rainwater to clean vehicle
Home compost food scraps/boxes
Paperless, no waste policy



A photograph of three people sitting at a wooden picnic table in a vineyard. A large, light-colored patio umbrella is positioned over them. The background shows rolling green hills and a cloudy sky. The text "Infusing purpose into your everyday" is overlaid in white on a dark horizontal band across the middle of the image.

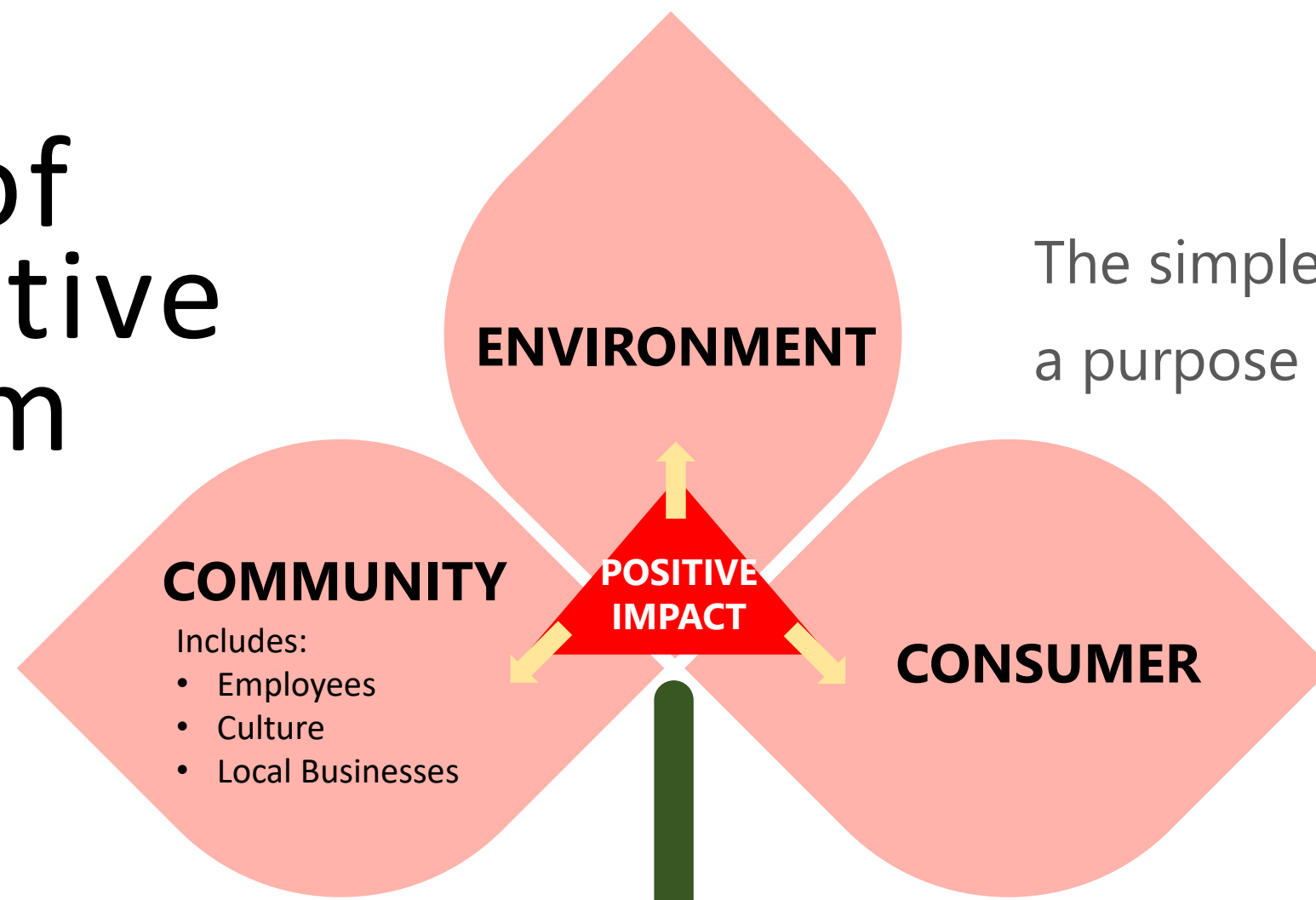
Infusing purpose into your everyday

An aerial photograph of a person swimming in a clear, green pool. The pool is surrounded by dark, jagged volcanic rock formations. The water is crystal clear, revealing the rocky bottom. The person is in the lower right quadrant of the frame, swimming towards the center. The overall scene is serene and adventurous.

Trading with purpose is your superpower,
it helps you live what you love, and
uncovers your competitive strength.

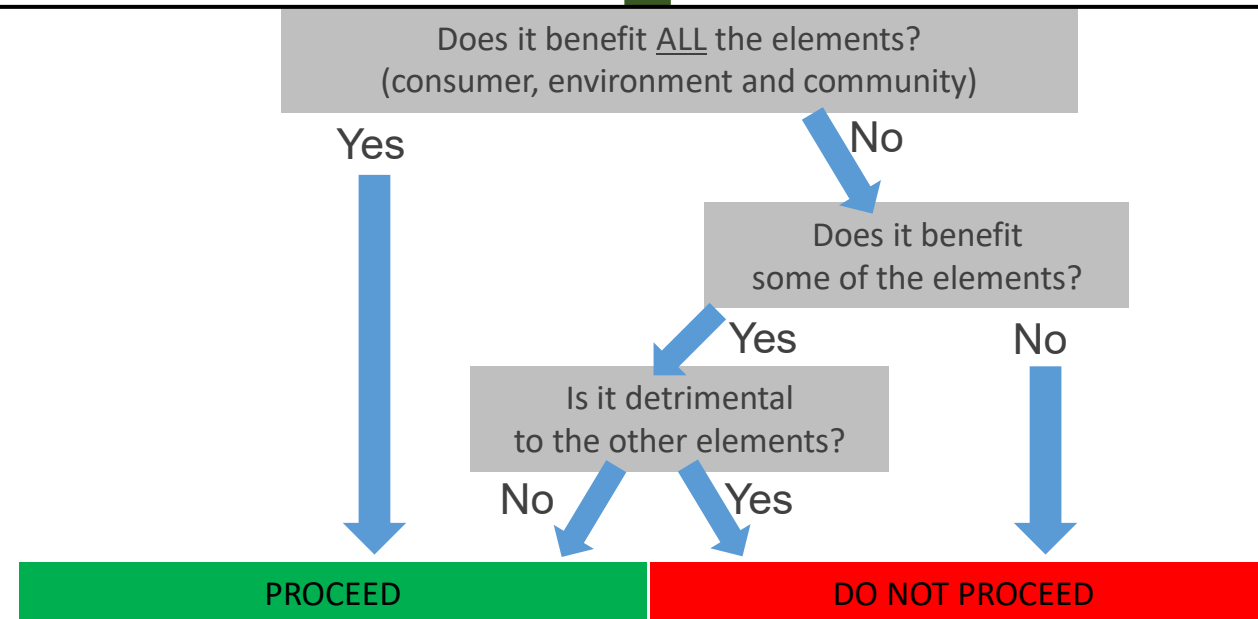
Plant of Regenerative Tourism

The simplest approach to acting as a purpose driven tourism business



Front of house – shout it from the rooftops

Behind the scenes
– the roots of your decisions





SUSTAINABLE
Tourism
PROGRAM

Create a resilient business to
inspire future travellers.

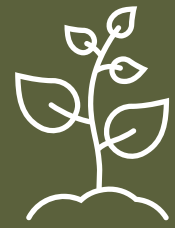
New Industry Leading Program for Grampians Tourism

May – June 2023

Immersive + Hands On + Inspiring
Action

Live Workshop (9 May)
Online Webinars
Individual Mentoring (12 business)

Modules



Sustainable/
Regenerative
Tourism

Module 1
Explore 8 focus areas and
how to apply in your
business

Very practical, hands on +
inspiring live workshop



Marketing +
Storytelling

Module 2
Sharing your story with
impact

Best practice marketing
including social media and
website



Create
Exceptional
Experiences

Module 3
Creating advocates for life
New/enhanced experience

Guest communication tips +
online reviews/listings



Partnerships +
Collaboration

Module 4
Activating meaningful
partnerships to build a
thriving tourism business

New sectors + businesses,
distribution + sales
partnerships

THEORY vs PRACTICAL

THEORY – Often confusing

- Purpose & Stakeholder Governance
- Worker Engagement
- Fair Wages
- Justice, Equity, Diversity & Inclusion
- Human Rights
- Climate Action
- Circularity and Environmental Stewardship
- Collective Action
- Impact Management
- Risk Standards

PRACTICAL – 8 focus areas

To discover achievable solutions and actions

1. Time & Budget
2. Customer
3. Business Operations
4. Waste
5. Communications
6. Community
7. Culture
8. Giving back

This leads to social environmental & economic positive impact

Why Join?

Your customers values and where they are spending is changing fast,
and expect the same from businesses they do business with.

Practical tips and tricks, save time and \$\$

Be inspired, network, case studies + hands on learning

Help build thriving/resilient and also sustainable (profitable business), that's also good for planet
and people.

Love to see you in the program, and Module 1 Live Workshop!

THANKS FOR JOINING US!