



ECO Certification

The ECO Certification Program was developed to address the need to identify genuine nature tourism operators and provides travellers with an assurance that a certified product is backed by a commitment to best practice ecological sustainability.

The ECO Certification Program is an excellent marketing tool and has an internationally recognised logo that you can display on your website and other collateral to ensure that travellers are aware of your outstanding commitment to environmental sustainability.

If your business is based in nature or has a nature focus, the independent assessment and auditing program delivered by the ECO Certification program ensures that all products certified with the logo offer a professional and environmentally sustainable product.

What are the **BENEFITS** of ECO Certification?

- **Practical Guide** to assist you in the implementation of ecologically sustainable practices
- Use of the ECO Certification logo — an internationally recognized brand for you to use in your **marketing material**
- Promotion of your products in **the Green Travel Guide**, Trade Shows, Ecotourism Australia website, Green Holiday Idea of the Month and via media referrals
- An audit provides the program with a quality assurance. A great opportunity to take advantage of a fully **qualified environmental consultant** visiting your business. Plus your annual fees cover the cost of the auditor fee

Discounts are available to all TICT accredited operators—60% discount off your annual fee if your application is lodged by 31 December 09. Your annual fee will be reduced by 40% in your second year and 25% in your third year.

EcoGuide Certification is a qualification for individual tour guides. EcoGuides identifies those guides who are committed to quality interpretation and minimal impact experiences.

For more information, please visit:

www.ecotourism.org.au/eco_certification.asp





Climate Action Certification

Sustainable Tourism Australia (STA) has been established by EA to provide the tourism industry with a timely response to climate change. With the overwhelming volume of information available on climate change, STA provides the industry with practical and applied tools for both adaptation and mitigation strategies.

The logo provides the business with the deserved recognition for its dedication to the reduction of greenhouse gases and ethical commitment to combating climate change.

What are the **BENEFITS**?

- **Practical Guide** to assist you in the implementation of ecologically sustainable practices
- Awareness of credible **offsetting activities** that can be undertaken
- Clear and practical ways of **reducing your carbon footprint**
- Use of the Climate Action Certification logo, a nationally recognized brand for you to use in your **marketing material**
- Promote your products in **Trade Shows**, Sustainable Tourism Australia website and media referrals.

What is Involved?

Business Relationships and Communications — who do you source your products/ services from? Are your customers and staff trained in climate friendly practices?

Business Operations — lighting, water, waste, vehicles, vessels, landscaping and construction

Risk Assessment and Adaptation — is your business vulnerable and how will you adapt?

Reducing Greenhouse Emissions — assessment, reduction and offsetting

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With the growth of the ethical traveller, it's now time to prepare your business for this emerging market.

For further information, please visit: www.sustainabletourismaustralia.com
Or contact Kristie: 07 3252 1530 or Kristie@ecotourism.org.au

