



Sustainable Tourism Certification Standard

Version 3.1



Business details and Eligibility Criteria

Criteria Section	Criteria
0.1. CORE Business information	The business details you provided upon registration. If you wish to change these details, please go to your profile page. [Contact info fields]
0.2. CORE Business physical address	If your physical address of place of business is different to your postal address, please indicate your physical address: [Address fields]
0.3. CORE Consumer contact details	Please indicate the contact details you would like us to promote to consumers. [Contact info fields]
0.4. CORE Contact person	The best contact person for Ecotourism Australia to liaise with regarding your application and programs. If you wish to change these details, please go to your profile page. [Contact info fields]
0.5 CORE Mandatory eligibility criteria	To be eligible for Sustainable Tourism Certification, you must answer YES to ALL the following questions: ☐ Do you operate a tourism business or a business within the tourism supply chain? ☐ Are you committed to sustainable business and operational practices and ongoing improvements? ☐ Are you committed to reducing your business' emissions and carbon footprint? ☐ Are you engaged with, and do you give back to, your local community? ☐ Do you operate your business with respect for Indigenous culture? ☐ My business <u>does not</u> focus on nature-based or ecotourism experiences or operate in a protected area.* <i>*Note: If the majority of your customers' activity is spent within a natural area or with a focus on experiencing natural and cultural values of your area, our ECO Certification for nature-based and ecotourism experiences (tours/accommodations/attractions) is the most suitable certification for you. Please contact the EA office if this is the case and we will advise the most suitable certification option for your business.</i>
0.6. CORE Description of the business	Please provide a short description of your business: Short promotional description of the business, encompassing all activities: [TEXT BOX] ☐ Please tick if the business is Indigenous owned and operated
0.7 CORE Business type and scope	Please select your type of business and all applicable components within the scope of this application: ☐ Accommodation ☐ Tour & Transport ☐ Attraction ☐ Food & Beverage ☐ Retail ☐ Travel agent/inbound tour operator ☐ Visitor information and booking services ☐ Other [TEXT BOX – Please provide a short explanation of the services/products covered in this application] Please note: The criteria wording within this application is largely based on tourism businesses and mainly refers to 'visitors' or 'guests'. If you represent a different part of the tourism supply chain, you may interchange the words with 'stakeholders', 'clients' or 'members' when answering criteria for your business. <i>Guidance:</i>

	Business type	Examples
	Accommodation	Hotels, Lodges, Hostels, BnB, Caravan Parks, Glamping, etc.
	Tour & Transport	Guided and self-guided tours, excursions, land- and water-based tours, scenic flights, ferries, car rental, equipment hire etc.
	Attraction	Museums, art galleries, historic buildings/sites, landmarks, zoos/aquariums, amusement parks, cultural centres, sports venues etc.
	Food & Beverage	Restaurants, cafés, bars, breweries, wineries etc.
	Retail	Souvenir shops, arts and crafts stores etc.
	Visitor information and booking services	Visitor information centres, travel agents, inbound tour operators, local tourism organisation etc.
	Venues & Events	Conference venues, wedding venues, workshops, events etc.
	Other	Any other products or services in the tourism supply chain that are not represented in the above categories
0.8. CORE Product details	Please provide details of products or services for which certification is being sought (e.g. particular tours, experiences, accommodation options). Some information will be communicated to consumers (promotion on our Green Travel Guide, social media, etc.) [Product type 1 [Product name 1] [Product description 1]	
0.9 CORE Business ethics – signed declaration	These ethics are fundamental to the operation of any business certified through Ecotourism Australia’s programs. Any business found to breach this code may face revocation of their certification at the discretion of the Ecotourism Australia Board of Directors. Please upload the Code of Ethics signed by the Owner or Authorised Representative of the Business.	
0.10 – 0.11 CORE Professional referees	Ecotourism Australia will contact two referees to verify your activities. Referee checks are a best practice process and help to verify and support claims made in your application. <i>Guidance:</i> A professional referee must be someone who is knowledgeable about your tourism activity/products and familiar with how you conduct your business, e.g. local tourism organisation, supplier, consultant, another tourism business etc. You cannot nominate an employee of the business seeking certification or a family member.	

Criteria section 1: Business Management & Operational Planning

Subtheme: Business sustainability planning

1.1 CORE Business management and operational planning <i>Introduction</i>	Sound business management and operational procedures are integral to the delivery of economic sustainability which together with environmental and social sustainability, describe the “triple bottom line” approach. Following the triple bottom line approach for your business increases transparency and accountability, leading to improved productivity, staff retention, reputation and market potential. Employing this operational management approach means that your business will be financially sustainable, conserve the resources it relies on and contribute to a happy, healthy, progressive community. The level of detail included in these plans will vary greatly depending on the size of the business and the activities on offer. From business to business, no two plans will be the same.
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	It's important to treat your plans like this: if you were unable to continue managing your business tomorrow, someone should be able to read your plans and continue running all operations to the same standard at which you left them. The business environment in which the tourism industry operates is constantly changing. ☐ I have read and understood the requirements of this section.
1.2 CORE Business sustainability planning <i>Introduction</i>	It is a requirement that the business keeps documented and implemented business and operational management plans. Evidence of the following documents need to be uploaded in this section: 1. Business Plan 2. Marketing Plan 3. Operational Management Plan (incl. HR management, risk management and customer service standards) ☐ I have read and understood the requirements of this section. <i>Guidance:</i> The business environment in which the tourism industry operates is constantly changing. It is a requirement, and valuable for your business, that the following plans and procedures be reviewed and updated annually in accordance with your current state of operations. To assist you, EA has templates available for all required documents which include all necessary requirements to address the certification standards. EA does not encourage duplication of documentation; should you have existing plans in place, please use and update them for your application. ALL documentation will be sighted at your audit. Sensitive information or budgetary details may be omitted from your application. NOTE: The comprehensiveness of documentation should reflect the size and complexity of your organisation; an owner-driven tour will need far less documentation than a 100-staff, multi-site tour company.
1.3 CORE Business Management and Planning	A Business Management Plan is in place that documents the business' goals and objectives, products and services offered and other key strategic areas (such as SWOT analysis, legal compliance etc). Please upload evidence of your Business Management Plan. (EA template available) <i>Guidance:</i> A Business Plan should include: • A description of the business and products • Objectives of the business • SWOT analysis • Details of a financial budget (*optional - not required for certification) • Insurance details • Legal compliance • Accessibility considerations
1.4 CORE Marketing Management and Planning	A Marketing Plan is in place that documents the business' marketing objective and strategies (incl. target markets, competitor analysis etc). Please upload evidence of your Marketing Plan. (EA template available) <i>Guidance:</i> A Marketing Plan should include: • Market research and competitive positioning • Identification of target markets • Marketing objectives • Marketing strategies

1.5 CORE Operational Management Plan or Manual	An Operational Management Plan/Manual and Policies are in place that document the business' key policies and procedures such as: ☐ Risk management ☐ HR documentation ☐ Customer service standards ☐ Ordering and purchasing procedures & Suppliers ☐ etc Please upload evidence of your Operational Management Plan/Manual and Policies. (EA template available) <i>Guidance:</i> Operational Management Plan and Policies should include, where applicable, information on: • Risk management - should include: ○ Potential risks and strategies to prevent them (e.g. fire, personal injury etc) ○ Incident report forms ○ Emergency procedures and evacuation plan ○ Location of suitable first aid kit ○ A HAZCHEM plan for storage of hazardous chemicals (if relevant) • HR documentation – should include: ○ Roles and responsibilities ○ Staff rosters and organisational charts ○ Recruitment, induction and appraisal systems ○ Training and ongoing professional development ○ Personnel records ○ Communication system with staff ○ Workplace discrimination and harassment policy, internal complaint process, recruitment process, or, policy that includes EEO (equal employment opportunity) and anti-discrimination • Customer service standards - should include: ○ Details of service delivery and customer standards for staff ○ Customer greeting procedures ○ Customer complaints management and feedback process ○ Bookings, confirmations and cancellations policy ○ Signage, access and parking details (if relevant) • Ordering and purchasing procedures & Suppliers It may also include: • Managing and storing goods, cleaning and maintenance procedures • Financial management system • Ongoing improvement process
1.6 CORE Risk Management	Please upload evidence of your Risk Management Plan. (EA template available) (Risk management may be incorporated into the previously mentioned plans for ease of management.) <i>Guidance:</i> Risk Management should include: • Emergency procedures and evacuation plan • Location of suitable first aid kit • A HAZCHEM plan for storage of hazardous chemicals • Incident report forms • Identification of potential risks and strategies to prevent such risks (e.g. fire, personal injury etc.)

1.7 CORE Human Resource Management	Please upload evidence of your Human Resource Management Plan. (EA template available) (Human resource management may be incorporated into the previously mentioned plans for ease of management.) <i>Guidance:</i> HR Documentation should include: • Roles and responsibilities • Staff rosters and organisational charts • Recruitment, induction and appraisal systems • Training and ongoing professional development • Personnel records • Communication system with staff • Workplace discrimination and harassment policy, internal complaint process, recruitment process, or, policy that includes EEO (equal employment opportunity) and anti-discrimination
1.8 CORE Customer Service Standards	Please upload evidence of your Customer Service Standards. (EA template available) (Customer service standards may be incorporated into the previously mentioned plans for ease of management.) <i>Guidance:</i> Customer Service Procedures should include: • Details of service delivery and customer standards for staff • Customer greeting procedures • Customer complaints management and feedback process • Bookings, confirmations and cancellations policy • Signage, access and parking details (if relevant)

Subtheme: Legal compliance

1.9 CORE Legal requirement and obligations	The country in which you operate will/may have a number of laws, and legal and industry authorisations that are required to operate a commercial (tourism) business. It is mandatory that the business complies with all necessary legal requirements and obligations. Awareness of all authorisations is the responsibility of the business. For information on necessary licences, permits, authorisations and compliance issues contact your relevant tourism office, local council or government business development office. ☐ The business complies with all necessary local, national and international legal requirements and obligations, and holds all necessary authorisations required to operate as a business. ☐ New product and infrastructure developments are subject to relevant approvals where required. <i>Guidance:</i> Examples of documents to upload include: • Development approvals • Food business licence • Liquor licence • Health and safety certificates • Commercial activity permits
1.10 CORE Policies on equal opportunity employment, fair treatment, and anti-discrimination	The business offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways and implements its own policies on equal opportunity employment, fair treatment, and anti-discrimination, and labour rights in the workplace. Please upload copies of your business' policies covering equal opportunity and fair treatment, workplace discrimination and harassment.

	<i>Guidance (country specific):</i> <i>Australia</i> The Australian Government website provides information and resources about equal opportunity and diversity: https://www.business.gov.au/people/hiring/equal-opportunity-and-diversity The Australian Human Right Commission published Good practice guidelines for internal complaint processes and Workplace discrimination and harassment policy template as well as a quick guide about policies on discrimination and harassment. <i>New Zealand</i> In New Zealand, the Human Rights Act 1993 and Employment Relations Act 2000 ensure equal opportunities, and they cover discrimination, harassment, and unjust treatment in the workplace. It is required by these laws to create a workplace free from discrimination and harassment. Employment New Zealand provides the following information: https://www.employment.govt.nz/resolving-problems/bullying-harassment-and-discrimination/dealing-with-bullying-harassment-and-discrimination https://employsure.co.nz/guides/employment-contracts-legislation/equal-opportunity/
1.11 CORE Insurance	Public Liability Insurance, and other business insurance, provide necessary security in the event of an incident affecting the business operation. It protects against claims of personal injury or property damage that a third party (customer) claims to have suffered as a result of your business activities. It is required that the business carries adequate Public Liability Insurance cover. It is also important to ensure that any subcontractors contracted by the business also have adequate Insurance cover. Please upload a copy of your current public liability insurance certificate. ☐ The business carries adequate Public Liability Insurance cover for ALL activities offered as part of the tourism business, or as required by some organisations or government agencies. ☐ Current policies cover against damage to property and equipment caused by extreme natural events (e.g. floods and storm surge). ☐ Current policies provide some cover against staff injury or illness caused by extreme natural events (e.g. workers compensation) and volunteers are encouraged to provide their own cover against these risks where they are not covered under company policies. ☐ Dependent on the scale of your business, policies providing some cover against loss of earnings resulting from extreme natural events should be considered (e.g. income protection insurance). If not available or not feasible, please provide supporting information: [Text box]

Subtheme: Accessibility

1.12 CORE Accessibility	The business does not discriminate, both directly or indirectly, against a person because of disability when providing goods, services or facilities, or access to public premises. This includes providing equal opportunity for people of all abilities to access tourism services and activities. The checklist below has been developed with the advice of accessible tourism experts, Push Adventures_– sustainable tourism businesses should have all measures in place. ☐ Access for participation by customers of all abilities has been considered. ☐ Where the nature of activities may be limited for people with a disability, a process or customer access plan is documented to assess the situation and take all reasonable steps to ensure equal opportunity for participation, or to offer an alternative activity that meets the guest's accessibility requirements and provides an enjoyable experience. ☐ Accessible products are clearly and accurately identifiable in product descriptions, on your website and in marketing material. ☐ Staff and employee training include awareness of accessible products, activities and facilities, and delivery of appropriate customer service to people of all abilities.
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	☐ Any accessible infrastructure or equipment meets the necessary minimum requirements for mobility and access set within the national building or construction code. You may upload supporting evidence such as images of accessible infrastructure, signage, maps etc, and accessibility information in your promotional materials (e.g. brochures). <i>Guidance (country specific):</i> Australia The Commonwealth Disability Discrimination Act 1992 makes it illegal to discriminate, both directly or indirectly, against a person because of disability when providing goods, services or facilities, or access to public premises. The National Construction Code (NCC) is Australia’s design and construction standards and regulations for all buildings that are built. Tourism Australia Accessible Tourism resources: https://www.tourism.australia.com/en/about/industry-sectors/accessible-tourism.html New Zealand The Human Right Act 1993 makes it illegal to discriminate, both directly or indirectly, against a person because of disability when providing goods, services or facilities, or access to public premises. Minimum requirements for accessible infrastructure or equipment are set within the Building Act 2004 and the New Zealand Standard NZS 4121:2001. Building which must be accessible Tourism New Zealand resources: https://www.newzealand.com/int/feature/inclusive-tourism/
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Criteria section 2: Responsible Marketing

2.1 CORE Responsible marketing <i>Introduction</i>	Responsible marketing is the accurate depiction of the products or experiences you offer to your customers, providing useful information about your region, environment and culture, and being honest and transparent about your sustainability efforts. Responsible marketing ensures guests have realistic expectations of the product or experience prior to their visit and an awareness of the responsible and sustainable behaviours of the business. It ensures your business will be seen as credible and your offering will consistently meet or exceed customer expectations, resulting in happier and better-informed guests. Tourism businesses are in a key position to talk about the important issues impacting the environment in which they operate, including climate change. Whilst some of your guests will love the facts and figures, others will want to see how your business is making a difference and will prefer heartfelt stories which resonate with them emotionally. By sharing your passion, knowledge and expertise, and inviting your guests to become part of the solution, you will help to inspire them and contribute to the growth in demand for sustainable travel experiences. Including this kind of information in your marketing material also establishes your business’ commitment to sustainability in the eyes of your guests and potential guests. ☐ I have read and understood the requirements of this section.
2.2 CORE Images and descriptions in marketing content	Marketing content only features images and descriptions of places and activities that are part of the product being offered and avoids the presentation of operating practices that contradict minimal impact behaviour or conflict with permit conditions or laws governing the activities.
2.3 CORE No guaranteed sightings or interactions	Marketing content about wildlife or cultural events does not promise sightings or interactions which cannot be guaranteed.
2.4 CORE Marketing elements	The following elements are accurately reflected in the business’ digital marketing and any marketing material representing the product (where applicable):

	☐ The characteristics that describe the area being visited/the destination; ☐ Principal activities/products/services offered ☐ Sustainable and climate change friendly behaviour ☐ Means of accessing additional information about the destination/region ☐ Means of accessing additional information about sustainability e.g. articles, books, websites;
2.5 CORE Certification logos displayed on website and description available for guests	Once certified, the Sustainable Tourism Certification logo must be displayed on your website and other promotional materials (e.g. brochures, posters, signage). Descriptions of the certification must be accessible for guests and use of the logo must not be ambiguous. ☐ The business will display their certification logo/s and descriptions once certification is granted ☐ Once certified, please update this field with the URL of your website page where your certification logo/s were added (this will be used for the onsite audit) ☐ Once certified, please indicate how you make descriptions of the certification/s accessible for guests (e.g., link to a page on the website, in a brochure) ☐ Once certified, you may want to upload a photo of how you have displayed your certification logo/s instead of providing a URL above.
2.6 CORE Sustainability commitment and details in marketing content	The business highlights in their marketing content their commitment to sustainable operations, environmental and cultural responsibility, and any contributions to conservation, community and climate change action (such as emission reduction, reduced energy consumption practices and/or offset programs where they apply).
2.7 CORE Sustainability claims based on records of past performance	Sustainability claims made in marketing content are based on records of past performance.
2.8 CORE Updates on the business' sustainability objectives, strategies and achievements in internal communications	Internal communications media include updates on the objectives, strategies and achievements of the business that are related to sustainable operations, environmental and cultural responsibility, contributions to conservation, community and climate change action. You may select N/A if the business does not have any employees.
2.9 ADV Information on climate change included in marketing materials	Marketing provides accurate information on at least one of the following (where applicable): ☐ Climate change benefits associated with the product/service provided; ☐ Climate change impacts affecting the region and how guests can make more sustainable choices throughout their experience; ☐ Offsetting options for guests; ☐ The carbon footprint of the business; ☐ The carbon footprint of the products/services provided.

Criteria section 3: Customer satisfaction

3.1 CORE Customer satisfaction <i>Introduction</i>	Customer satisfaction is achieved when the products and experiences you offer consistently meet or exceed your customers' realistic expectations. By monitoring, responding to and acting upon customer feedback, you can continue to develop your products and experiences to better suit visitor demands. What this means for you is that your business will enjoy word of mouth publicity, satisfied return customers and assist your long-term financial sustainability. As a tourism business, customer satisfaction is paramount to the success of your business. Good, consistent reviews and ratings online and by word-of-mouth will increase your chances of being booked and set positive expectations for prospective guests. Seeking feedback and monitoring customer satisfaction facilitates a constructive review process where actions can be taken to improve customer experience and product management. ☐ I have read and understood the requirements of this section.
3.2 CORE Monitoring customer satisfaction	Feedback on customer satisfaction is monitored and actively sought via at least four of the following measures: ☐ Observation of customers; ☐ Discussions with customers; ☐ Visitor books or feedback forms; ☐ Regular review of operations; ☐ Digital and social media platforms, e.g. TripAdvisor, Yelp, Facebook, Instagram etc; ☐ Discussions with partners such as; Visitor Information Centre staff, travel agents and wholesalers; ☐ Review of articles by visiting journalists; and ☐ Reviewing and responding to letters or telephone calls from customers.
3.3 CORE Acting on customer feedback and recording responses to negative feedback	It can be demonstrated that customer feedback relating to general issues, sustainability, customer service and guest experience is acted upon, and responses made to negative feedback are recorded. <i>Guidance:</i> <i>This could include documented processes and making them accessible to customers (e.g. how to submit a complaint, the timeframe for handling complaints and the options available if the customer is not satisfied with how the complaint was handled), keeping a feedback or complaints log, and/or regularly monitoring, responding to and acting on feedback and reviews received on social media platforms and travel review websites (e.g. Facebook, TripAdvisor, etc.).</i>
3.4 ADV Establishing goals to improve customer satisfaction	Goals have been established to improve on levels of current customer satisfaction. <i>Guidance:</i> <i>Staff should be engaged in identifying goals and areas for improvement and should be involved in developing improvement strategies and monitoring the results. Identifying improvement strategies and setting key performance indicators will help to evaluate success in achieving the goals you set.</i>
3.5 ADV Getting professional feedback	The business actively seeks feedback from tourism professionals, such as other tourism operators, national, state and regional tourism organisations and industry associations.
3.6 ADV Utilising and communicating research findings to improve customer satisfaction	To improve customer satisfaction performance, the business utilises and communicates research findings to staff and other relevant organisations (e.g. tourism organisations).
3.7 ADV Sharing insights about customer satisfaction with the broader tourism industry	The business communicates and shares insights from the customer satisfaction improvement process with the broader tourism industry in the spirit of fostering quality in the region through initiatives such as conferences, mentoring, newsletters and workshops.

Criteria section 4: Environmental Management

Subtheme: Environmental management procedures

4.1 CORE Environmental management <i>Introduction</i>	The experiences and products you offer should have minimal negative impacts on the environment. By incorporating ecologically sustainable practices and minimising disruption to your local environment, your business will be protecting the very assets on which it depends, ensuring that these will be around for years to come and, in turn, ensuring longevity for your business. ☐ I have read and understood the requirements of this section.
4.2 CORE Environmental management plan	Sustainable tourism businesses should give careful consideration to the impact the management of their operations may have on the environment. They ensure the impacts are minimal and risk is reduced where possible and subject to ongoing monitoring. This process is aided by documenting the strategies that achieve this outcome. It is a requirement that the business documents and implements an Environmental Management Plan (EMP). (EA template available) Environmental management procedures are documented and include: • Environmental and cultural characteristics significant to the operation, and which require management and protection; • The goal of protecting endangered and endemic species, biodiversity, native vegetation, natural water flows, landscape and cultural heritage of the site; • Environmental aims and objectives of the business • A commitment to undertake continual improvements toward ecological sustainability through the adoption of best practice techniques; • Environmental risk management planning, including appropriate responses (i.e. provision of emergency response equipment) to minimise the likelihood of events and mitigate impacts if they occur, and a monitoring process for key aspects of environmental risk (including water risk); • Staff training requirements which ensure capabilities to implement appropriate responses; • A documented green supplier policy, purchasing guidelines or ethical partners policy as per criterion 4.8. <i>Note: this policy may be documented in your Business or Operational Management Plan if preferred;</i> • Emissions reduction planning, including identification of emission sources and reduction strategies as per criterion 4.15 • Climate change vulnerability and adaptation planning as per criterion 4.18 • Resource use and management, including minimisation strategies (i.e. for water use); • A waste management plan, including solid waste monitoring and minimisation strategies as per criterion 4.25.
4.3. CORE Annual review of the environmental management plan	Environmental management plan and procedures are reviewed at least annually.
4.4 CORE Staff involvement in environmental management procedures: training, updates, feedback and engagement in the development and implementation	Staff is involved in the business' environmental management procedures. You may select N/A if your business does not have any employees. It can be demonstrated that: ☐ Staff are trained in minimal environmental impact techniques and the procedure for potential environmental emergencies that are adopted by the business; ☐ Staff receive timely updates on any changes to procedure, and training and guidance materials on environmental management are readily available; ☐ Staff can provide feedback to improve the sustainable management of the business.

4.5 ADV Certification/audit of operations and/or plans	Business operations, environmental management plans and/or procedures have been recognised, certified or audited by a consultant or qualified environmental professional, or through an international sustainability standard. (i.e. ISO14001).
4.6 ADV Regular stakeholder communication about sustainability performance	Stakeholders are regularly informed about sustainability performance and actions and are invited to support them.
4.7 ADV Training/qualification of management and key staff responsible for the operation's environmental performance	Management and key staff responsible for the operation's environmental performance have specific training or qualifications from independent third-party registered training organisations, or an environmental consultant has been engaged to assist in the development of environmental management planning. <i>Guidance:</i> <i>Specific training or qualifications may include but are not limited to a diploma or bachelor's degree in environmental science, sustainable management, or other relevant subject areas, or certificate/s obtained through a registered training organisation. Maintaining a training register is good practice and will ensure that staff are trained appropriately.</i>

Subtheme: Suppliers and business partners

4.8 CORE Documented supplier policy/guidelines	A business can make a positive contribution to emissions reduction and minimal impact environmental management by choosing suppliers that are also taking action to reduce the emissions or waste involved in the production and sale of their products and services. The business has a documented policy or guidelines in place for supporting local suppliers and business, reducing emissions from production and transport, reducing packaging and supporting ethical and responsible companies and brands. This policy/guideline should preference goods and services that have lower energy, waste and emissions associated with its operation, goods and services. This includes the selection of partners when offering package deals in collaboration with other providers. <i>Guidance:</i> This could be documented as a green supplier policy, purchasing guidelines or ethical partners policy and may be documented in your Business Plan, your Environmental Management Plan or your Operational Management Plan. The policy and preferred suppliers should be reviewed annually along with all planning documentation. Sustainable procurement looks beyond the up-front cost to make purchasing decisions based on the entire life cycle of the goods and services, taking into account associated costs, environmental and social risks and benefits, and broader social and environmental implications. What's your sourcing method for suppliers and business partners? How do you assess their commitment to sustainability and performance? How do you encourage them to be more sustainable? Do you preference suppliers that use recycled materials and minimise packaging? Do you purchase reusable, recyclable, recycled or reused products? Ordering and purchasing policies and procedures should be recorded in an operations manual and made available to all staff to refer to. An organised documented system minimises the risk of duplicating orders and ensures there is a clear understanding of accountability. These policies and procedures can be incorporated into the induction training program to ensure understanding and compliance.
4.9 CORE Example of a supplier committed to reducing emissions	A commitment to reducing emissions can be demonstrated by at least one business partner or supplier.

4.10 CORE Advice to local businesses about the quality and sustainability of their service	Where it is appropriate to do so, the business provides advice and support to other local businesses and service providers on the quality and sustainability of their service.
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Subtheme: Emissions measurement, reduction and offsetting

4.11 CORE Emissions measurement, reduction and offsetting <i>Introduction</i>	It's essential for sustainable businesses to combat the impacts of climate change. By identifying, measuring and monitoring your business' emissions you can work out the best ways to reduce them, therefore increasing your energy efficiency and reducing associated costs, and helping to combat climate change impacts. Our certification programs use the following approach: 1. Measure* > 2. Reduce* > 3. Offset > 4. Report > Audit <i>* Measuring and reducing emissions is required for all certified businesses.</i> ☐ I have read and understood the requirements of this section.
4.12 CORE MEASURE - Identification of sources of emissions within the business	Identify and document where greenhouse gas emissions associated with your business operations are coming from. This can be related to any areas or activities of the tourism product/s and its operational management.
4.13 CORE MEASURE - Data collection to calculate carbon footprint	Collect data on identified emissions to calculate the business' carbon footprint. Use a relevant measurement methodology and monitoring system (i.e. a carbon footprint/emissions calculator or audit tool) to measure and monitor emissions from business operations, which is updated with current data on a regular basis. Please indicate which methodology or system is used (e.g. Carbon Neutral online tool):
4.14 CORE MEASURE - Base year establishment	The business must collect data on carbon emissions of the business for a full calendar or financial year to establish a baseline performance period. This is known as a base year. A base year must be established before a carbon neutral claim can be made. The base year can be used to compare future performance periods and evaluate success of emission reduction strategies. Select your answer: ☐ The business has established a base year OR ☐ The business has commenced data collection and is in the process of developing a base year <i>Guidance:</i> To establish a base year, select the most recent year for which verifiable carbon emissions and carbon exclusions data are available, or use a multi-year average if a single year's data is unrepresentative of the typical emissions profile. Operational energy data should be obtained from utility meters (e.g. electricity, gas and water meters) or from utility bills. Measured data should be used whenever possible, with conservative estimates used only where data is unavailable.
4.15 CORE REDUCE - Strategies to reduce emissions	Identify and document strategies to reduce emissions and mitigate environmental risks associated with all of the emissions sources that have been identified.
4.16 ADV OFFSET - Participation in a verified carbon offsetting scheme	The business participates in a verified carbon compensation (or offsetting) scheme to compensate the remaining emissions, once the largest possible reductions have been made. If your business is carbon positive, please tick N/A and provide further evidence. Please provide details of the carbon offsetting scheme: <i>Guidance:</i> After emissions have been reduced as much as practical, there are still likely to be emissions associated with business activities. These remaining emissions may be partially or totally 'offset' or 'neutralised' by supporting projects that extract and store greenhouse gases. A business may

	<i>operate an offset project themselves or in partnership with others (e.g. forest plantation). Alternatively, the business may pay other offset project managers for the rights to claim a proportion of the offsets generated by their projects against the business' emissions (e.g. via offset schemes). Offsetting schemes should follow a verified methodology, for example; in Australia it should meet the National Carbon Offset Standard (NCOS).</i>
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Subtheme: Business vulnerability and adaptation to climate change

4.17 ADV Business vulnerability and adaptation to climate change <i>Introduction</i>	Climate change is likely to cause a range of impacts and climate change driven events pose high risks to many tourism businesses (e.g. through extreme weather events). Identifying which of these impacts may affect your business is part of the business planning process. Negative impacts should be minimised, and potential opportunities maximised, with mitigation strategies implemented to minimise risks to your business and your guests. EA has templates available which include all necessary requirements to address the certification standards for addressing business vulnerability and adaptation to climate change. ☐ I have read and understood the requirements of this section.
4.18 ADV Climate change risk assessment [ADV]	Identify where the business may be vulnerable to climate change impacts. An internal climate change risk assessment has been conducted and the potential risks (or impacts) of climate change on the business activity have been identified and documented. Risks should be prioritised into 'high risk', 'medium risk' and 'low risk' (or equivalent) categories.
4.19 ADV Climate change adaptation strategies for all relevant operational areas	Relevant operational areas have been considered in the development of climate change adaptation strategies. <i>Guidance:</i> <i>Relevant operational areas may include building and infrastructure development, environmental management and landscaping programs, transportation, workplace health and safety procedures, product and service development and delivery, market research and partnership development, etc.</i>
4.20 ADV Strategies for responding to climate change risks	Strategies for responding to climate change risks are identified and documented.

Subtheme: Location and site selection

4.21 CORE Location and site selection <i>Introduction</i>	Site selection has the biggest effect on the overall environmental impact of a construction project and a tour product. It plays a significant role in maximising a tourism experience and enhancing a tourism product. Good decision-making during site selection will aid other areas of consideration when it comes to reducing the overall environmental impact of the business. The operation of sustainable tourism experiences should only be undertaken in appropriate locations where use and impacts on the surrounding environment are minimised. ☐ I have read and understood the requirements of this section.
4.22 CORE Considerations when selecting the site	The business considered the following when selecting the site for their operations: ☐ Sites are selected following consideration of alternative uses of the site ☐ Sites are selected in consideration of their capacity, fragility and level of pressure on the site and the nearby communities ☐ Sites are away from areas of high conservation values (or at least be where the use will not threaten the conservation value) ☐ Sites preferably use previously disturbed sites rather than undisturbed sites ☐ Sites do not adversely affect local or public access

	☐ Sites avoid culturally sensitive sites (unless the activity involves appropriate presentation of cultural values or conservation of cultural heritage with the permission of relevant Indigenous groups or other appropriate representative bodies, and consistent with Cultural Heritage legislation)
4.23 CORE Management of potential impacts on biodiversity	The business manages its impacts on biodiversity at the site/s of operations: • Minimal impact management of all activities; • Monitoring of environmental impacts on natural sites visited; • Rehabilitation of areas subject to visitor impacts (where within the control of the business); • Suspected infringements, incidents and pollution by other users of the site are reported to the relevant agencies where they apply.
4.24 CORE Engagement with local authorities to identify any issues concerning visits to the sites	When selecting a site for the experience, the business engages with relevant local authorities or agencies to identify any issues concerning visits to the particular sites.
4.25 CORE Noise guidelines for staff and guests	Noise levels are considerate of nearby natural areas or adjacent residences and staff and guests are aware of noise guidelines.
4.26 CORE Measures to encourage staff to walk, ride or use public transport to get to work	Where available; staff are actively encouraged to walk, ride or use public transport to get to work. <i>Guidance:</i> <i>Some examples of measures to encourage staff to walk, ride or use public transport to get to work:</i> - Provide educational tools and information - Provide secure bicycle parking facilities - Provide amenities (e.g. locker room, change room, shower) - Provide gear (e.g. bicycle maintenance supplies; umbrellas) - Provide bike-share memberships - Provide reward and incentive (e.g. an early mark to catch public transport) - Organise a Cycle to Work Day etc

Subtheme: Waste minimisation and management

4.27 CORE Waste management plan	Waste minimisation and management are vital in the minimal impact environmental management of any business. Management of waste starts at the procurement phase, with conscious decision-making around purchasing and choosing suppliers. It also involves ensuring conscious decisions are made around day-to-day waste treatment and management, including reduce, reuse, repurpose, recycle principles, avoiding single use plastics and diverting waste from landfill. Elimination of waste can be beneficial to reduce impacts on human health and the environment. Tourism businesses are well positioned to lead by example, educate guests and influence behaviour on day-to-day decisions regarding waste. ☐ A waste management plan is documented and in place to identify and monitor waste. ☐ Waste minimisation strategies are documented and adopted.
4.28 CORE Waste treatment Reduce waste	Please indicate the measures in place to REDUCE overall waste and environmental impact (at least four of the below criteria must be met for certification): • Single-use plastics and polystyrene are avoided; • Overpackaged goods are avoided;

	- Food and materials are purchased in bulk where available; - A “no print” policy has been adopted; - Digital marketing, social media, email and word of mouth are the preferred means of customer interaction; - Print promotional material user environmentally-friendly paper and inks where possible (e.g. recycled paper, unbleached, Forest Stewardship Council certified paper, soy-based inks). <i>Should you partake in any other waste reduction efforts, please detail below:</i>
4.29 CORE Waste treatment Reuse waste	Please indicate the measures in place to REUSE or REPURPOSE waste (at least three of the below criteria must be met for certification): - Non-disposable items are used (e.g. utensils, containers, etc); - Bulk materials are obtained in reusable containers and the containers are returned and reused; - Reusable bags or water bottles are provided or available for guests to purchase; - Facilities for guests to re-fill water bottles are provided or made available to guests; - A policy to recycle/refill toner cartridges has been adopted; - Existing and potential customers are actively encouraged to pass publications to others for reuse. <i>Should you partake in any other waste reuse or repurposing efforts, please detail below:</i>
4.30 CORE Waste treatment Recycle waste	Please indicate the measures in place to RECYCLE (at least three of the below criteria must be met for certification): - Soft plastics are collected and recycled through a soft plastics recycling program if available - Organic kitchen waste is composted or fed to domestic or farm animals; - Participation in a regional or nationwide recycling scheme; - Assistance has been provided in the establishment of local recycling infrastructure; - Batteries, fluorescent lightbulbs and electronics are disposed of responsibly through correct disposal programs. <i>Should you partake in any other recycling efforts, please detail below:</i>
4.31 CORE Information about waste available for guests	Recycling facilities, instruction on bin use, locations of facilities and other relevant information on waste minimisation are clearly displayed or made available for guests.
4.32 CORE Staff training on waste minimisation and management	Staff receive training on correct waste minimisation and management procedures. You may select N/A if your business does not have any employees. <i>Guidance:</i> <i>Training can be developed in-house. It is recommended to keep a training register.</i>
4.33 ADV Waste monitoring – solid waste disposed per visitor	The detail of the business’ waste monitoring and management extends to the amount of solid waste disposed per visitor/guest per night (or a different productivity unit such as number of guests per tour/vessel etc).

4.34 ADV Waste audit to inform waste minimisation strategies	The business has conducted a waste audit to inform waste minimisation strategies and determine waste reduction goals. [Select] ☐ The business has conducted their own internal waste audit to inform waste minimisation strategies and determine waste reduction goals. OR ☐ The business has had a waste audit conducted by a qualified environmental auditor. When was the waste audit conducted? [Text box]
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Subtheme: Minimal disturbance to wildlife

4.35 CORE Customer behaviour management	Where wildlife may be encountered (e.g. gardens on the property, parks etc), the following measures are taken to manage customer behaviour: • Customers are advised that noise must be kept to a minimum; • Customers are advised to keep to designated trails; • Safe distances are ensured (for wildlife and customers); • Wildlife is not cornered, chased or provoked into performing particular behaviours (e.g. flying, gliding, defence display, etc.); • Customers are advised not to touch or feed wildlife; <i>Guidance:</i> <i>These criteria relate to activities that may involve incidental wildlife viewing. Customers may be informed of behavioural considerations for example; signage, print material, in-room guest information, etc.</i>
4.36 CORE Minimal disruption measures	Minimal disruption measures are in place, including: ☐ Operations do not cause significant disruption to behaviour such as foraging, territorial or breeding patterns. ☐ An appropriate minimal approach distance to animal breeding sites (e.g. bird nests, seal breeding colonies etc.) is adopted. ☐ Where applicable, use of lighting is limited. ☐ Existing paths/trails are used to avoid damage to wildlife habitat (e.g. trampling of nests or burrows). ☐ The area is left immediately if wildlife is displaying signs of distress or discomfort.
4.37 CORE No alterations to habitat	Operations do not involve alterations to habitat that will result in alterations to wildlife population dynamics (e.g. trampling of vegetation, removal of nest trees, wetland drainage, etc.).
4.38 CORE Commitment and advice to visitors not to purchase merchandise derived from threatened species	The business commits to not selling merchandise derived from rare and threatened species and advice is provided to customers to not purchase these items from other sources.

Subtheme: Building, construction and landscaping

4.39 CORE Building, construction and landscaping	Criteria about building, construction and landscaping section focus on built infrastructure, construction and landscaping. This includes office buildings. You may select N/A if your business does not use built facilities (incl. offices).
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	Criteria have been broken down to follow impact-minimising principles DESIGN, REDUCE, REUSE/TREATMENT, PRODUCE, and EXPERIENCE. The aim from a management perspective is to REDUCE negative impacts and the need for a particular resource, prioritise REUSE or TREATMENT of existing resources, rather than destruction of untouched resources, and to PRODUCE your own resources and optimal design opportunities through planning and design. EXPERIENCE criteria have been included. This refers to how design or construction decisions can be expressed to contribute, enhance or enrich the guest experience and enable them to take away ideas/strategies to apply to their day-to-day lives. The impact minimising principles aim to present criteria in a manner conducive to planning, development and decision making around product management. ☐ A) The business uses built facilities (this includes offices) ☐ B) The business undertook construction, renovation and/or redevelopment LOGIC: If A is ticked, additional criteria sections will appear: ➔ 'Site selection: built infrastructure' ➔ 'Operational resources: built infrastructure' ➔ Landscape, drainage, soil and water management If B is ticked, additional criteria sections will appear: ➔ 'Embodied energy – construction methods and materials'
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*** Site selection – built infrastructure** (will only appear if 4.39 A has been ticked)

If N/A → proceed to criteria section 4. 'Operational resources: tours and transport'

4.40 CORE Site selection: built infrastructure	These criteria are mandatory for businesses that use built infrastructure (incl. offices). The following criteria are applicable where the business has been in a decision making capacity when considering site selection and subsequent construction. Where the business has been acquired with existing infrastructure and facilities in place, or where infrastructure or facilities are leased, these criteria may not apply. It is the responsibility of the business to ensure they comply with all regulations, authorisations and terms of their permits established by relevant state and local governments. The business has been in a decision-making capacity when considering site selection and subsequent construction LOGIC: If the above criteria is ticked, additional criteria will appear.
4.41 CORE DESIGN - Respect of the natural or cultural heritage surroundings	DESIGN Design and construction of building and infrastructure pertaining to the selection of a site: • Complies with local zoning and protected area and heritage requirements (<i>NOTE: these are legal requirements and may include authorisation conditions around maintenance schedules</i>); • Respects the natural or cultural heritage surroundings in siting, design, impact assessment, and land rights and acquisition; • Uses locally appropriate principles of sustainable construction;

4.42 CORE REDUCE - Measures to reduce negative impacts on the site	REDUCE The business implemented measures to reduce the site disturbance. It is the responsibility of the business to ensure it complies with all regulations and authorisations and within the terms of its permits and authorisations. ☐ Smoking is restricted to designated areas and prohibited in natural areas and in any buildings used by guests. ☐ Site/s are selected with consideration given to what construction methods are possible. In construction of marine or water-based structures, environmental impacts due to site selection in construction of marine or water-based structures: ☐ Selected site/s and any moorings/anchoring avoids impacts on sensitive environments (e.g. seagrass beds, coral reefs); ☐ Excavation and dredging at the site/s are kept to a minimum; ☐ Construction waste is removed from the site and appropriately disposed of; ☐ Structures do not use toxic compounds (e.g. anti-foulant).
4.43 CORE PRODUCE - Site selection to produce resources or reduce energy use	PRODUCE Site/s are selected to maximise design opportunities which will reduce energy use: • Site is selected considering optimum orientation relative to the sun; • Site is selected to capture cooling breezes or exclude cold winds; • Site is selected with consideration to how existing natural features will affect the site (i.e. trees shading undesirable sun).
4.44 CORE EXPERIENCE - Design enhances guest experience	EXPERIENCE Design or construction decisions can be conveyed to contribute, enhance or enrich guest experience.

*** Operational resources – built infrastructure** (will only appear if 4.39 has been ticked)

If N/A → proceed to criteria section 4. 'Operational resources: tours and transport'

4.45 CORE Operational resources: built infrastructure	These criteria are mandatory for businesses that have a physical office or use built infrastructure. Resources like energy and water are used throughout a building in different intensities, for heating/cooling, lighting, hot water, catering, refrigeration, guest use, gardens and pools. Different building types in different climates will alter the magnitude of resources used. Beyond building design, the business should aim to reduce the need for resources by implementing minimisation strategies, reducing the need for resources, and, where possible, producing its own resources. ☐ The 'Operational resources: built infrastructure' criteria are applicable to the business LOGIC: If the above criteria is ticked, additional criteria will appear.
4.46 ADV DESIGN - Building design advice or review to improve energy efficiency	DESIGN – Energy efficiency • If construction and/or development have taken place in the last 5 years, professional advice has been used to develop energy efficient building design and operation. • If above is N/A - An audit of existing building design and operation has taken place and areas to improve energy efficiency have been identified and are scheduled for replacement/ update/ improvement.
4.47 CORE REDUCE - Operational resources: built infrastructure	REDUCE - Energy use • Energy use is measured (by building usage) and measures to reduce overall energy consumption are continually assessed.

4.48 CORE/ADV REDUCE – Heating, cooling and ventilation	REDUCE - Heating Cooling and Ventilation The business should have measures in place to reduce heating, cooling and ventilation, including at least four (4) for CORE or six (6) for ADVANCED of the following measures: • Systems to ‘block out’ or ‘let in’ the sun at different times of year and day are applied to the outside of the building – systems applied are appropriate to the location’s climate; • Size, extent and location of window glazing and openings is considered in relation to controlling solar access and breezes relative to the location’s climate; • Glazing type is selected to block incoming heat or retain internal heat as appropriate to the location’s climate; • Building materials are selected and located to help control the comfort of the space, (i.e. thermal mass); • Natural ventilation is maximised, minimising the need for air conditioning-; • Heating/cooling is restricted to living and sleeping areas etc. or is able to be isolated ; • Use of key-tag switches and other automatic controls to ensure that air conditioners and other energy consuming appliances are used only when required-; • Heating/cooling temperatures have default settings for 25-26°C in summer and 18-20°C in winter; • Materials used in interior design are appropriate for the climatic conditions (e.g. bedding materials, flooring and floor covers are suitable for the climatic conditions).
4.49 CORE REDUCE – Water Heating	REDUCE - Water Heating The business should have measures in place to reduce water heating, including the following measures: ☐ Efficient water use is implemented throughout the building Please briefly indicate how water heating is undertaken, in part or whole, using renewable resources i.e. solar hot water system, recovered heat systems (e.g., a heat pump):
4.50 CORE/ADV REDUCE - Lighting	REDUCE - Lighting The business should have measures in place to reduce lighting, including at least three (3) for CORE or five (5) for ADVANCED of the following measures: • Natural light provides all necessary illumination to all living areas of buildings during daylight hours; • Illuminated signage is only used for emergency exits or other orientation, security, or safety requirements; • Over 90% of lights are energy efficient (e.g. compact fluorescent bulbs, LED lights, sodium lamps, metal halide lamps); • Movement detectors and or lighting level detectors are used to control lighting; • A lighting plan has been developed that minimizes energy power consumption; • Solar or other renewable energy sources are used to power at least some lighting.
4.51 CORE/ADV REDUCE - Measures in place to reduce equipment and appliances energy use	REDUCE - Equipment and Appliances The business should have measures in place to reduce equipment and appliances energy use, including at least three (3) for CORE or five (5) for ADVANCED of the following measures: • Energy efficient equipment (based on the Country’s energy efficiency rating system, label or standard) are utilised. If the country in which you operate does not have a current rating system, label or standard, compliance will be assessed based on location and feasibility.

	If the business is unable to implement measures, it commits to do so when the opportunity presents itself. • Where available, default settings for appliances are set to “eco” mode; • Where possible, appliances are switched off at the wall when not in use; • The maintenance of air conditioning and refrigeration systems is completed by a licensed air conditioning or refrigeration technician; • Cool rooms/refrigeration are designed to give maximum efficiency for the business.
4.52 ADV REDUCE - Measures in place to maximise equipment and appliances efficiency (fuel efficiency, efficient motors/ batteries)	Efficient use of technologies that minimise fuel/electricity consumption and emissions generation and use of cleaner fuels can all help to reduce emissions. With respect to any equipment used by the business (e.g. mowers, generators, chain saws, vacuums/blowers, floor polishers, compressors), at least two (2) of the following measures have been undertaken: • Equipment operators have undertaken training in fuel-efficient operating techniques where applicable; • All equipment is regularly serviced and maintained; • Rechargeable batteries for portable equipment are used where practical; • High efficiency motors are used where possible; • High efficiency motors have been specified for replacement equipment (High efficiency motors minimise the use of fuel and/or electricity and have lower emissions).
4.53 CORE/ADV REDUCE – Water use	REDUCE - Water use The business should have measures in place to reduce water use, including at least four (4) for CORE or six (6) for ADVANCED of the following measures: General: • Strategies are in place to reduce water use across all operations; • Water use is measured (by building usage) and measured to reduce overall consumption and continually assessed; • Water efficient fixtures are fitted that are above the required standards; • Water saving devices are fitted (e.g. automatic shut-off nozzles, timers, etc). • Water efficient appliances used based on the Country’s water rating system, label or standard). If the country in which you operate does not have a current rating system, label or standard, compliance will be assessed based on location and feasibility. If the business is unable to implement measures, it commits to do so when the opportunity presents itself. • A regular maintenance program ensures immediate replacement of leaking taps, valves and pipes. Bathroom/Toilets • Water efficient toilet systems are installed; • Timer devices fitted to fixtures to reduce shower times. Landscape • Plants selected for landscaping have low water requirements (local natives); • Direct watering systems are installed (e.g. drip watering systems); • Measures to aid water retention are implemented (e.g. soil treatment, mulch); • Hard surfaces have been reduced, with wash down of hard surfaces not permitted (i.e. sweeping is the preferred method for cleaning outdoor surfaces instead, etc.).

4.54 ADV REDUCE - Water use - Professional assessment for water supply extracted from a watercourse	Where water supply is obtained from a watercourse a professional assessment of minimum natural flow has been undertaken and extraction of water does not exceed sustainable levels (with allowance for seasonality).
4.55 ADV REDUCE - Wastewater Measures to reduce grey water waste	REDUCE - Wastewater Grey water Measures are in place to reduce grey water waste. • Treated grey water is used to irrigate landscaping; • Certified and maintained grey water treatment systems are in place.
4.56 CORE REUSE/TREAT - Wastewater Black water	REUSE/TREAT - Wastewater Black water Where the operation has its own septic system, the following measures must be in place: • Wastewater receives at least secondary treatment or is composted. Where this is not possible, the method of wastewater treatment (direct disposal of sewage or septic system) is justifiable and the ongoing impacts on ground and surface waters have been assessed and are judged to be sustainable. • All onsite wastewater treatment has breakdown alarms, approved emergency bypass facilities and an ongoing water operations manual that is administered by a trained operator. If your business operations use public sewage systems, please tick N/A.
4.57 ADV REUSE/TREAT - Wastewater Black water	All the following measures to reuse and treat black water are in place: • The treatment system is at tertiary level or secondary level with effluent reuse (this can be either a site-specific system or community municipal system); • All cleaning chemicals used are biodegradable and compatible with wastewater and effluent treatment and disposal; • Only toilet facilities that are composting or have secondary treatment are used; • Biological indicators are used in a monitoring program to determine receiving water quality.
4.58 ADV PRODUCE - Clean electricity	PRODUCE – Clean electricity • Electric vehicle charging ports are available for guest use. Use of renewable energy is demonstrated through at least one (1) of the following measures: ☐ Solar panels for lighting, hot water, refrigeration on tour etc. ; ☐ Heat exchange hot water systems; ☐ Wind power; ☐ Methane gas collection; ☐ Micro-hydroelectricity; ☐ Electricity generation using biomass fuels; ☐ Geothermal energy. Note: If you unable to produce renewable energy then you must make a commitment to do so when the opportunity presents itself AND you must be currently purchasing at least 50% GreenPower (or similar) accredited energy. ☐ The business is unable to implement any of the above to use renewable energy but commits to do so when the opportunity presents itself and the business purchases at least 50% GreenPower accredited energy - or similar.

	If GreenPower accredited energy is not available through any energy providers you currently have access to and the above clean power technologies are not able to be implemented, then you may select N/A for criteria within this section.
4.59 ADV PRODUCE - On site fuel Measures to recover heat from equipment and use of sustainably grown wood	PRODUCE - On site fuel production Where on site fuel production takes place, measures are taken to recover heat from equipment. Where it is required, wood burning heating systems use sustainably grown wood. Please indicate how you recover heat from equipment (e.g. waste heat from a diesel generator is used to heat hot water):
4.60 CORE PRODUCE – Rainwater is collected and reused	PRODUCE – Rainwater collection The business should collect and reuse rainwater. ☐ Rainwater from roofs and other surfaces collected; Please indicate how you reuse rainwater (e.g. in landscaping, toilet flushing or laundry):
4.61 CORE/ADV EXPERIENCE - Communication about energy and water efficient features and practices to visitors	EXPERIENCE - Communicate energy and water efficient features and practices to visitors At least three (3) for CORE or five (5) for ADVANCED of the following actions to communicate energy and water efficient features and practices are completed: • Communicate energy and water efficient design features to visitors; • Communicate how to optimise efficiency and comfort within the buildings (i.e. supply or display information on when best to open shading blinds, curtains, etc.); • Communicate wastewater treatment and reuse systems where relevant; • Guests are encouraged to reuse towels and sheets before laundering; • Guests are given a water budget (small tank for water supply, time limited showers); • Energy and water use and production are displayed for guest information.

*** Landscape, drainage, soil and water management** (will only appear if 4.39 has been ticked)

If N/A → proceed to criteria section 4. 'Operational resources: tours and transport'

4.62 CORE Landscape, drainage, soil and water management	These criteria are mandatory for businesses that use built infrastructure. A sound approach to landscape, drainage, soil and water management works hand in hand with site selection. Landscaping, drainage, soil and water management should involve minimal disturbance to the sites' ecological processes and disturbed areas should be rehabilitated through rejuvenation and revegetation efforts. Ongoing monitoring of the site is important for mitigating the risk of damage caused by the business' products and activities. ☐ The 'Landscape, drainage, soil and water management' criteria are applicable to the business. LOGIC: If the above criteria is ticked, additional criteria will appear.
4.63 CORE REDUCE - Disturbance of existing native vegetation	REDUCE - Disturbance of existing native vegetation The business should have measures in place to reduce the disturbance of existing native vegetation. • Native species are not disturbed where possible; Measures are in place to ensure non-native invasive species, pests and diseases are not introduced (e.g. weeding, boot cleaning stations, report sightings to relevant authorities, etc). Please briefly give an example:
4.64 ADV REDUCE - Disturbance	REDUCE - Disturbance of existing native vegetation

of existing native vegetation	During site development a specific program was implemented to protect natural areas Please briefly provide details on the specific program the business implemented to protect natural areas during site development (e.g. survey of major trees, contractor education and penalties for damage):
4.65 ADV REDUCE – Exotic species	REDUCE - Exotic species For properties with exotic (or native but not locally occurring) plant species as part of the landscaping, a program for re-landscaping with native locally occurring species is implemented.
4.66 ADV REDUCE – Pesticide and chemical use	REDUCE - Pesticide and chemical use The use of pesticides and herbicides that cause residual pollution are avoided.
4.67 CORE/ADV Reduce – Water run-off and erosion	REDUCE - Water run-off and erosion • Development has avoided extreme land shaping and surface modifications. Drainage follows essentially natural paths and concentration of overland flow is avoided; • If erosion is evident, measures are taken to stabilise and rehabilitate existing eroded areas; • A soil and water management plan was prepared during the design stage and implemented accordingly, considering pollutant sources, controlling the rate of runoff, trapping sediment and other coarse particles as near to the source as practical ; • The soil and water management plan was certified by a qualified professional in erosion and sediment control; • Construction methods involve erosion and sediment control measures to minimise the amount of clearing and soil exposure; • Permanent soil conservation measures have been incorporated into the landscape design; • Access tracks have been constructed in a manner that minimised the total disturbance to both soil and vegetation; • Drainage works are designed to prevent controllable erosion and to minimise the effects of sediment transport; • A maintenance program exists for soil and water management devices; • Design has minimised the use of impervious surfaces which limit infiltration, increase stormwater runoff, and can cause downstream erosion as runoff becomes concentrated; • Design has incorporated pervious buffer strips/soakage strips around high use areas and impervious surfaces to allow infiltration (i.e. gardens in parking areas); • Overland flow does not pass over unprotected land surfaces or over impervious surfaces where particles have settled.
4.68 CORE IMPROVE - Water retention, carbon storage and habitat protection	IMPROVE - Water retention, carbon storage and habitat protection Landscaping involves at least three (3) of the following methods to improve water retention, carbon storage and habitat protection: • Composting; • Mulching; • Water wise plant and grass selection; • Use of drip feed irrigation systems with timers; • Minimal lawn areas; • Provision of dense groundcover; • Use of fast growing and native tree species.

4.69 CORE REDUCE – Energy/lighting	REDUCE – Energy/Lighting The business should have measures in place to reduce energy and lighting, including the following measures: ☐ External lighting is limited to that necessary for orientation, security, and safety; ☐ Movement detectors and/or timers are used to control lighting; ☐ External spotlights do not point above the horizontal; ☐ Incandescent floodlights are not used outside public areas. If there is no external lighting, please select N/A.
4.70 ADV REUSE/TREAT - Revegetation	REUSE/TREAT - Revegetation Where there are revegetation activities occurring onsite, local seeds and cuttings are propagated.
4.71 ADV REUSE/TREAT - Stormwater	REUSE/TREAT - Stormwater The business should have measures in place for stormwater detention and retention, and on-site infiltration. Please briefly indicate how stormwater is collected onsite for reuse or dispersed onsite for infiltration or irrigation of vegetation (i.e. using a stormwater detention tank); ☐ Permanent sediment traps or constructed wetlands, trash racks, gross pollutant traps and/or oil and water separators have been incorporated into the design of the facility if/where appropriate.
4.72 ADV PRODUCE - Organic food production and/or permaculture gardening	PRODUCE – Organic food production Where a vegetable/herb garden or orchard is kept for guest food supply, it is maintained using principles of organic and/or permaculture gardening.
4.73 ADV EXPERIENCE – Native flora and fauna	EXPERIENCE - Native flora and fauna Information about native flora and fauna is provided.

*** Embodied energy – construction methods and materials** (will only appear if 4.39 has been ticked)

If N/A → proceed to criteria section 4. 'Operational resources: tours and transport'

4.74 CORE Embodied energy – construction methods and materials	These criteria are mandatory for businesses that use built infrastructure. The following criteria is applicable where the business has been in a decision-making capacity when considering design and construction of infrastructure. Where the business has been acquired with existing infrastructure and facilities in place, where infrastructure or facilities are leased, or where infrastructure or facilities were constructed over five years ago, these criteria may not apply. Embodied energy is the energy consumed by all of the processes associated with the production of a building, from the mining and processing of natural resources to manufacturing, transport and product delivery. Different building elements contain different amounts of embodied energy. Decisions should be made during the design and construction phase to minimise embodied energy associated with the project. ☐ The 'Embodied energy – construction methods and materials' criteria are applicable to the business LOGIC: If the above criteria is ticked, additional criteria will appear.
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4.75 CORE REDUCE - Energy use Building size	REDUCE - Energy Where building design is within the control of the business, building size is optimised for its use.
4.76 CORE REDUCE - Material impact Air quality [CORE/ADV]	REDUCE - Material Impact Air Quality The business should have measures in place to reduce the material impacts on air quality, including at least three (3) for CORE or five (5) for ADVANCED of the measures below: ☐ Materials used in construction are low or zero Volatile Organic Compounds (VOCs can be found in a range of materials used in construction, including; paints, primers, finishes, stains, adhesives, treated lumber, spray foams, and insulation); ☐ Spaces are naturally ventilated to reduce the build-up of any material off-gassing; ☐ The business implements practices to reduce and avoid pollution from ozone-depleting compounds and air contaminants, including hydrocarbon emissions, during construction; ☐ The installation of air conditioning and refrigeration systems is completed by a licensed air conditioning or refrigeration technician; ☐ No solvents are used.
4.77 CORE REDUCE - Material impact Environment	REDUCE - Material impact Environment (i.e. leeching, spreading of invasive species etc.) ☐ Timber used in construction that has been treated with arsenic or copper is not used; ☐ Soil and gravel used in construction is free from weeds and plant diseases; ☐ Vehicles used to transport materials to the site are cleaned to control the transfer of weeds, fungi and diseases; ☐ Cleaning products use no harmful chemicals.
4.78 CORE REDUCE - Material impact Selection	REDUCE - Material impact Selection The business selected materials for construction carefully to reduce negative impacts. ☐ The following areas have been considered in construction and the selection of materials across all construction elements: Foundations and structure; Walls and roof; Internal finish; Services; Site Works. In addition to the consideration of material selection for the above construction elements, the following have occurred: ☐ Excavation has been kept to a minimum; ☐ A low impact foundation system has been established; ☐ Buildings have been designed with an efficient low impact structure relative to the sites location; ☐ Sustainable materials have been selected (i.e. sourced from renewable resources); ☐ Chosen materials are low embodied energy.
4.79 CORE REDUCE - Ongoing maintenance and replacement of materials	REDUCE - Ongoing maintenance and replacement of materials Materials are selected to reduce the ongoing maintenance and replacement of the materials.
4.80 CORE REDUCE – Transport during construction	REDUCE – Transport during construction Have building materials been sourced locally? Has labour been sourced locally?
4.81 CORE REDUCE - Construction impacts Staff briefing	REDUCE - Construction impacts Staff briefing and measures to protect the environment during construction

and measures to protect the environment during construction	Briefing of construction staff, employees and contractors on the natural and cultural values of the area and measures necessary for environmental protection were undertaken.
4.82 ADV REDUCE - Energy used in construction	REDUCE – Energy used in construction It can be demonstrated that measures to reduce energy use are in place during construction, including: ☐ Renewable energy is used to provide power used in construction; ☐ Construction methods requiring less energy to operate are used.
4.83 ADV REUSE/TREAT - Use of recycled materials for construction	REUSE/TREAT - Recycled materials for construction Recycled building materials have been used as a dominant source of material.
4.84 ADV REUSE/TREAT - Minimisation and disposal of construction waste	REUSE/TREAT - Minimisation and disposal of construction waste It can be demonstrated that measures to minimise and dispose of construction waste have been taken during construction. Please briefly provide an example of how waste to landfill has been minimised during construction: Please briefly provide an example of how building waste is repurposed on site (i.e. plaster and timbers broken down and used in landscaping where appropriate, left over materials used in smaller projects): Please briefly provide an example of how material from dismantled buildings is reused or sold for use in other projects where possible:
4.85 ADV PRODUCE - Source onsite construction materials	PRODUCE – Onsite construction materials Construction materials have been sourced from the project site.

Subtheme: Operational resources: tours and transport

4.86 CORE Operational resources: tours and transport	Criteria in "Operational resources: tours and transport" are mandatory for all tour and transport operators but may not be relevant for other businesses. Sustainable tourism-businesses that operate tours and guest transport for their products (land/water/air) should implement strategies and initiatives to minimise operational resource use and any potential environmental impacts. ☐ The 'Operational resources: Tours and transport' criteria are applicable to the business LOGIC: If the above criteria is ticked, additional criteria will appear.
4.87 CORE/ADV REDUCE - Transport energy use	REDUCE - Transport energy use Transport energy is minimised to the greatest extent possible through the following measures: Select at least five (5) for CORE or seven (7) for ADVANCED: • Customers are encouraged to use fuel efficient transport (e.g. courtesy transfer service provided, providing public transport information, or providing bicycles for sightseeing); • All vehicles/vessels are regularly serviced and maintained to manufacturer's specifications; • Where possible, cleaner fuel options, such as bio-diesel, low sulphur diesel, LPG, ethanol, pyrolysis oils or natural gas are used for all vehicles/vessels and engines; • Vehicles/vessels are set up and operated for fuel efficiency;

	• Vehicles/vessels are operated using minimal impact driving techniques; • Daily vehicle/vessel selection is appropriate to the number of passengers; • Electric vehicles/vessels are used, and/or powered by renewable energy; • Electric car charging ports are available for guest use; • Renewable energy is used to charge batteries and/or run portable fridges/lights etc. (e.g. wind, solar or micro solar etc).
4.88 ADV Logbooks to monitor resources used for transport	Logbooks or systems are implemented and maintained to monitor fuel use, mileage and maintenance. Please briefly provide details about how you monitor fuel use, mileage and maintenance (e.g. logbook filled at the end of each tour):
4.89 CORE Policy to adopt low emissions engines when vehicles are replaced	Low emissions engines (based on the country's applicable vehicle emissions standard) are adopted as a matter of policy when replaced. If the country in which you operate does not have a current rating system, label or standard, compliance will be assessed based on location and feasibility. If the business is unable to implement measures, it commits to do so when the opportunity presents itself. <i>Guidance:</i> Australia The Green Vehicle Guide (GVG) helps consumers by providing user friendly tools to search for and compare the environmental performance and fuel consumption of new light vehicles (up to 3.5 tonnes gross vehicle mass) sold in Australia since 2004. It also provides data on fuel consumption, noise and air pollution, giving consumers the flexibility to emphasise those aspects that are important to them when they are undertaking vehicle searches. New Zealand The Vehicle Emissions and Energy Economy Label is designed to allow consumers to directly compare the emissions and energy consumption of different vehicles and make it easier to choose to buy an electric or low-emission light vehicle that's better for the environment. It provides comparative CO2 emissions and energy consumption figures and an estimated annual energy consumption cost based on a range of assumptions. The label also provides key information at vehicle point of sale to support the Government's Clean Car Programme.
4.90 CORE REDUCE - Water use for tours and transport (incl. cleaning)	REDUCE - Water use for tours and transport The business should have measures in place to reduce water use for tours and transport, including: ☐ Strategies are in place to reduce water use across all operations; ☐ Cleaning products use no harmful chemicals; ☐ Vehicles/trailable vessels are only washed in properly set up wash bays where the wash water is treated (with an oil/water separator at a minimum) and preferably recycled; ☐ Fresh water use is timed or restricted when washing vehicles.
4.91 CORE Air quality - Smoking restriction	Air quality Smoking is restricted to designated areas and prohibited in natural areas and in any vehicles, vessels, or aircraft, or in any buildings used by guests.
4.92 CORE Waste is recycled/disposed of responsibly	Waste Waste collected on tour/on transport is sorted and recycled/disposed of responsibly.

4.93 CORE Biodiversity control - Measures to avoid introducing invasive species to new environment	Biodiversity control Measures are taken to avoid the introduction of invasive species to new environments (e.g. vehicles are checked and cleaned of any thorns and seeds when entering new environments).
4.94 CORE REDUCE - Impacts of toilet waste	REDUCE – Impacts of toilet waste - Public toilet facilities that have sustainable wastewater treatment (e.g. wastewater received secondary treatment, or facilities are compostable) are used where available; - Where transport has its own onboard toilet facilities, waste is disposed of in designated dump points, sewage outlets or septic systems.

Subtheme: Specialty criteria

(*Please tick all special activities that apply to your business – additional criteria will open up based on your selection)

4.95 Specialty criteria sections	Specialty criteria sections are specific to the operation of particular activities. There are criteria supplements that apply to each specialty activity specified below. Please identify any criteria sections that may apply to all or part of your product/s or operations (including activities that are part of your product but operated by another business). The guidance tab provides more details on where criteria will be applicable. If none of the activities listed on this page are included in your product/s, please tick N/A above. Please update Ecotourism Australia if you add any of the listed activities. If your product involves an activity listed below but the activity is operated by another business that is <u>not</u> certified, please tick the activity and leave a note in the supporting comments. We understand your control of the operations may be limited for the activities ran by another business. If the business is <u>not</u> certified, you will need to prove that you have carefully selected the supplier/s and requested they meet our criteria and best practice. <u>If the activity is operated by a certified business</u>, leave a note in the supporting comment but there's no need to tick the activity. ☐ Minimal impact swimming pools and spas ☐ Minimal impact aircraft use ☐ Animals in captivity
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****Specialty criteria: Minimal impact swimming pools and spas***

4.96 CORE Swimming pool and spa public health requirements	Public Health Facilities meet swimming pool and spa public health requirements applicable to the type of facility and to the state within which the facilities are located.
4.97 CORE Pool and spa safety requirements	Pool and Spa Safety Swimming pool and spa facilities meet the requirements for applicable national standards as well as any local regulations for pool barriers and warning signage. <i>Guidance:</i> Australia The Australian Standard AS1926-2012 is in place as the standard in New South Wales, Victoria, South Australia, Tasmania, Western Australia and the ACT. In these jurisdictions, the standard is called up by the Building Code of Australia (BCA) and in many cases, there are local variations effected under legislation. Northern Territory operates under AS1926.1 – 1993. Queensland has its

	own standard in place which is a modified version of AS 1926-2007 combined with a state standard QDC MP 3.4. For more information visit SPASA (Swimming Pool & Spa Association). New Zealand New pool safety legislation came into effect on 1 January 2017. The Building (Pools) Amendment Act 2016 repeals the Fencing of Swimming Pools Act 1987 and includes new provisions in the Building Act 2004 relating to residential pools. As of 1 January 2017, the Fencing of Swimming Pools Act 1987 is no longer in effect. Legislation relating to pool barriers and pool fencing is now the Building Act 2004. See Building Code Clause F9 - Restricting access to residential pool. The Act applies to all residential pools and small heated pools with a maximum depth of 400mm or more. Pools that are filled or partly filled with water must have physical barriers that restrict access to the pool by unsupervised children under 5 years of age. Residential pools, including indoor swimming pools, require a compliant barrier and an inspection every three years, unless they are small heated pools that comply with F9/AS2 (PDF 703KB).
4.98 CORE Design, construction and installation	Design, construction and installation: (Only relevant where design, construction information/installation of facilities is known by current ownership/management): ☐ Pool/spa site has been chosen with consideration given to minimising exposure to direct sunlight and wind to minimise evaporation and impacts on water temperature (i.e. trees, a wall, a solid fence or even a screen, can dramatically reduce the evaporative water loss by reducing wind speeds over the water); ☐ Site selection considers how surrounds may affect maintenance and cleaning procedures that require resource use (i.e. excess dirt/sediment, leaf debris etc. from immediate surrounds may demand more regular use of robotic cleaners or other types of cleaners or manual cleaning); ☐ Impact on water temperature and evaporation rates have been considered when choosing design, pool surface material and depth (i.e. dark, shallow pools positioned in full sun can become very hot and may increase evaporation); ☐ Site selection does not interfere with natural surrounds and soundscape (i.e. loud pumps or proximity of facilities to guest rooms may impact some guests' experience); ☐ Dangers to wildlife have been considered during the design phase and provide lounge ledges along the sides just below the water's surface, or shallow areas from which wildlife can easily escape; ☐ Products and systems should be sourced or designed in ways to minimise the use of materials and other resources without compromising quality and safety. (i.e. Products purchased or used should be sourced responsibly taking into account raw materials, and any water from the pool/spa overflow should be harvested for reuse); ☐ Hydraulic efficient plumbing is designed to allow water to flow freely, thereby reducing friction loss (i.e. sweep elbows instead of 90-degree elbows, and shorter runs of pipework between the pool and the pool/spa); ☐ Automated control systems are used, these systems can optimise energy use and equipment performance by automating and synchronizing equipment and time scheduling.
4.99 CORE Energy efficiency	Energy efficiency: ☐ Facilities use dual, multi or variable speed pumps which are designed with more efficient motors (i.e. pumps can run at lower speeds for longer periods whilst consuming less electricity and sped up to deal with specific scheduled functions when needed);

	☐ Swimming pool pumps meet the national or local rating system, label or standard for pool pumps of the country in which you operate does not have a current rating system, label or standard, compliance will be assessed based on location and feasibility. If the business is unable to implement measures, it commits to do so when the opportunity presents itself. ☐ Filters are run 8-10 hours a day during summer months (i.e. Times can be split to allow for 5 hours in the morning and 5 hours in the evening to take advantage of time of use tariffs and weather); ☐ Sand filters and cartridge filters need to be backwashed or cleaned approximately three to six times per year in summer and up to twice per annum during the winter period, subject to bather load; ☐ LED pool lights are used (LED lights remain cooler, use less energy and reflect light brighter and stronger than other inferior lighting, and due to the lower operating cost will save money); ☐ Robotic Cleaners are preferenced, which are independent of the pool pump filtration system, do not require booster pumps, and offer energy efficiency.
4.100 CORE Water efficiency	Water efficiency ☐ Rainwater harvesting, and reuse practices allow for greater frequency and quantity of pool top-ups (i.e. harvesting devices such as down pipe diverters and tanks are installed); ☐ Facilities are not overfilled or made to overflow; ☐ Swimming pools are covered when not in use to prevent evaporation (i.e this not only helps to reduce evaporation, but also helps to minimise dirt and debris fouling up the water) ☐ Facilities are checked and equipment and water levels are monitored for signs of any leaks.
4.101 CORE Maintenance	Maintenance ☐ Spa water is replenished at least every 3-4 months; ☐ Pool/spa water is tested regularly and maintains in accordance with national or local standards and public health guidelines.
4.102 CORE Signage and guidelines/rules for safety	Signage and guidelines/rules for safety Signage and guidelines/rules for users exists to minimise behaviour that negates resource efficiency efforts and/or guest safety: ☐ Poolside manner and behaviour minimises splash out (i.e. no diving or bombing); ☐ No contaminants to be added/taken into the pool (i.e. no peeing, no drinks in the pool that may affect water quality, etc.); ☐ CPR Signage is visible in close proximity to the pool/spa area(s).
4.103 ADV The business meets SPASA Climate Care standard	The business meets/has achieved the Swimming Pool & Spa Association (SPASA) Climate Care standard or a comparable standard in its country of operation if applicable.
4.104 ADV Pool, equipment and installations meet SPASA Climate Care standard	Pool services, equipment and installations meets the SPASA Climate Care standard or a comparable standard in its country of operation if applicable.
4.105 ADV Renewable energy to power and/or heat pools/spas	Renewable energy is used to power and/or heat all pools/spas (e.g. solar).

4.106 ADV Alternative pool sanitation treatment system	Alternative, pool sanitation treatment systems are utilised (i.e. mineral, UV, natural pools and combination systems).
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***Specialty criteria: Minimal impact aircraft use**

4.107 CORE Measures when operating aircraft	All of the following measures are undertaken when operating aircraft: ☐ Private airstrips/helipads are located as far as possible from public areas ☐ Flights over protected areas maintain a minimum height of at least 1000 feet or other specified height required by protected area manager; ☐ Wildlife watching (i.e. whale watching, whale shark viewing, penguin or bird rookeries) regulations are adhered to; ☐ Aircraft use attempts to minimise the negative effect on the ability of others to appreciate and enjoy the environment; ☐ Bunding, drip trays, ground liners or hardstands are used to reduce the impacts of fuel and oil spillage; ☐ Refuelling of aircraft does not occur in areas of high conservation value; ☐ Relatively undisturbed ecosystems, where native fauna on the ground are likely to be prone to noise disturbance, are avoided; ☐ Known breeding grounds and important feeding areas are avoided.
4.108 CORE Aircraft are powered, designed and operated to minimise fuel	Aircraft are powered, designed and operated to minimise fuel to the greatest possible extent for the necessary speeds, capacity and range of operation.
4.109 CORE No low level flights over culturally significant sites without prior consultation with Indigenous peoples	Aircraft are not operated at low levels over culturally significant sites without prior consultation with the Indigenous peoples.
4.110 CORE Use of low emission technologies or fuels	Low emission technologies or fuels have been investigated and are used where possible
4.111 CORE Practices to maximise fuel economy (flight path planning, scheduling, taxiing)	Flight path planning, scheduling, taxiing and flight practices are aimed at maximizing fuel economy.
4.112 ADV Flights over protected areas: at least 2,000ft high	Flights over protected areas maintain a min. height of at least 2000ft.
4.113 ADV No flight in highly visited and culturally sensitive areas	Aircraft use is avoided in highly visited and culturally sensitive areas
4.114 ADV Contributions to policy/standards	Contributions are made to the development of policy and/or standards for minimal impact aircraft use

4.115 ADV Minimal impact code for aircraft use	The operator has developed and abides by a minimal impact code for aircraft use
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***Specialty criteria: Animals in captivity**

4.116 CORE Respect of international, national or local animal exhibition and animal welfare standards	ALL of the following responsibilities are adhered to by the business: ☐ Where the facility is bound by an Animal Ethics Committee, feedback should actively be sought from the Committee and the relevant permits have been applied for and granted; ☐ The business adheres to the current international, national or local animal exhibition and welfare standards.
4.117 CORE Measures to ensure staff and animal welfare and safety	Staff training and safety: ☐ Sufficient number of competent keepers are employed to ensure welfare of the animals and safety for animals, staff and visitors; ☐ That veterinary services are provided for animals when required by suitable qualified and registered veterinarian; ☐ All keepers have current and detailed job descriptions outlining their responsibilities; ☐ Written human health and safety procedures for the management of animals have been developed, maintained and implemented and in a visible location at all times; ☐ Adhere to specific animal exhibition standards where they exist, for example: Dolphins, macropod, ratite, koala, wombats, crocodilian.
4.118 CORE Security and emergency procedures	Security and emergency procedures: ☐ Enclosures are maintained to ensure the security, containment and safety of animals, visitors and staff; ☐ Animals are not removed from their enclosures unless for husbandry, promotion/filming/educational, presentations/interactive programs, specific enrichment procedures, veterinary purposes, transport, research or other purposes approved by a government authority with jurisdiction; ☐ Entrance to the facility and the enclosures must be kept locked when not in use; ☐ Written procedures to effectively and promptly manage emergencies are provided to staff as part of induction procedures and be readily available to staff at all times; ☐ Emergency procedures must protect the public, staff and animals, plus minimise damage to the facility.
4.119 CORE Enclosure design guidelines for animals' safety and wellbeing	Enclosures are designed, constructed and managed to: ☐ Suit the animal's size, development stage and number of housed animals; ☐ Where standard enclosure size has had regulations developed, the business must meet, if not exceed, these minimum standards, e.g. the Standards for exhibiting captive raptors in NSW; ☐ Provide a safe environment for the animal, visitors and staff; ☐ Minimise health risks to the animal kept in the enclosure; ☐ Enclosures should be inspected and cleaned at least daily (or on a reasonable and regular basis if housed in large paddocks or sanctuaries); ☐ Substrate and drains used within the enclosure must not harm the animal. Exhibitors must protect the animal from being caught in the drain when in use and be maintained in a hygienic way;

	☐ The enclosure must cater for the animal's needs in terms of temperature, light, air, noise levels, shelter and protection from climate extremes, minimal health risks and must provide optimal opportunities for natural behaviour; ☐ Enclosures must contain naturalistic furniture which contributes to the enrichment of the enclosed animal, e.g. bedding material, branch work, burrows, nesting boxes, ponds; ☐ The length of light and dark phases must change throughout the year to mimic natural light cycles; ☐ Indoor housing for an animal must be provided with ventilation that is sufficient to maintain the health of the animal; ☐ If an animal is being unduly stressed or harmed by the aggression/presence of other animals in the enclosure, then it, or the aggressors, must be removed from the enclosure.
4.120 CORE Health and wellbeing requirements	Health and wellbeing requirements: ☐ Gregarious animals must not be held alone in an enclosure unless undergoing veterinary treatment; ☐ Regular updates of international, national or local animal disease legislation are accessed and distributed to staff with regard to reporting suspected animal disease; ☐ Keepers minimise stress to the animals when carrying out routine duties; ☐ Any behaviour problems or changes in the animals behaviour are identified and strategies implemented to minimise such behaviour in the future; ☐ Nocturnal animals must at all times have free access to sleeping quarters; ☐ Semi aquatic animals are provided adequate water for natural activities and dry areas for resting; ☐ Signs for visitors are highly visible and request guests: • Not to interfere with animals e.g. tap on glass tanks, attempt to pet animals etc; • Not to feed animals (unless part of a supervised activity by a competent keeper). ☐ A documented program for the control of insects, parasites and vertebrate pests for the health and protection of animals and people has been implemented and is available to staff at all times; ☐ Mutilation of any animal for cosmetic purpose, or to change the physical appearance of the animal, is not accepted by the business. Pinioning of birds for educational or management purposes should only be undertaken when no other form of restraint is feasible and marking animals for identification should always be carried out under professional supervision, in a way that minimises suffering.
4.121 CORE Health and wellbeing requirements – diet guidelines	Health and wellbeing requirements – Diet: ☐ The animal's dietary requirements are met at all times and are given food that is as close to their natural diet as possible; ☐ Animals are fed in a manner appropriate to the animal's natural behaviour; ☐ The quality and quantity of drinking water must ensure good health and vitality of the animals.
4.122 CORE Health and wellbeing requirements – Euthanasia guidelines	Health and wellbeing requirements – Euthanasia: ☐ Euthanasia of an animal is only administered by an authorised and appropriately trained staff member/veterinarian using an approved method of euthanasia; ☐ Euthanasia methods utilised result in a rapid loss of consciousness with the death of the animal while it is unconscious.
4.123 CORE Capture and restraint guidelines	Capture and restraint guidelines (documented procedures, animal safety, staff and volunteer training)

	The following guidelines are adhered to regarding capture and restraint: Please briefly indicate where written procedures for the safe and expedient capture and restraint of animals are documented, how they have been implemented and are readily available to authorised and trained keepers at all times: ☐ The safety and well-being of a sedated or anaesthetised animal is of utmost priority at all stages from the induction to recovery; ☐ Staff and volunteers are trained to handle animals in the least stressful and practical manner when being captured or restrained and only by appropriately trained keepers or staff under the personal direction of appropriately trained keepers.
4.124 ADV Health and wellbeing requirements: visitors code of conduct, nocturnal animals	Health and wellbeing requirements: Measures are in place for health and wellbeing requirements. ☐ Nocturnal animals are only encouraged to be awake during their natural waking hours (unless contained within a reverse cycle nocturnal house, or unless the species readily adjusts to diurnal activity, e.g. Tasmanian Devils); ☐ A code of conduct for visitors is communicated to all visitors via handouts/signage etc. Please briefly indicate how you communicate to all visitors the code of conduct for visitors (e.g., handouts/signage etc.):
4.125 ADV Reproductive management (breeding conducted only for maintaining collection sustainability and conservation purposes)	Reproductive management: Measures are in place for reproductive management. ☐ Animal breeding programs are managed with the aim of maintaining collection sustainability, i.e. producing animals' representative of the animal species' phenotype as occurs in its natural state and of promoting the genetic sustainability of animals; ☐ Animals in reproductive programs are bred for conservation purposes, limited to endangered and threatened species.
4.126 ADV Conservation - Programs involving reintroduction to the wild comply with IUCN guidelines	Where programs involve introduction/reintroduction to the wild or the restocking of wild populations, the programs comply with the IUCN Position Statement on Translocation of living organisms (September 1987) and the IUCN/SSC Reintroduction Specialist Group Guidelines (May 1995) and/or are endorsed by relevant wildlife management agencies.
4.127 ADV Interactive programs	Interactive programs: Measures are in place for interactive programs. ☐ Interactive programs are not in conflict with the biological cycles of the animals e.g. nocturnal animals involved in daytime programs (unless the species readily adjusts to diurnal activity, e.g. Tasmanian Devil); Please briefly indicate how visitors are provided with information on animals that they could potentially come across in the natural environment through verbal interpretation or signage. Information provided includes: • what to do if they encounter the animal in the wild; • what to do if bitten, stung, scratched (where applicable); • what to do if they come across an injured animal; • if the animal is dangerous, how should they behave around the animal to minimise risk of attack.
4.128 ADV Animal identification and records	Animal identification and records: Measures are in place for animal identification and records.

	☐ Animals have individual permanent identification unless exempt under taxon specific standards or relevant government authority; ☐ Alternative identification may include: pictures, ear tattoos, wing or ear tags, leg bands, microchips.
4.129 ADV Visitor management plan (visitor carrying capacity, needs of the animals regarding future developments)	Development and capacity of the facility: a visitor management plan has been established, taking into account the visitor carrying capacity of the site and details potential needs of the animals regarding future developments of the facility.

Criteria section 5: Interpretation and education

Subtheme: Interpretation planning

5.1 Interpretation and education <i>Introduction</i>	Tourism provides opportunities for customers to learn about and experience sustainability in ways which lead to greater understanding and appreciation of the environment, culture and communities. Interpretation enables visitors to develop their knowledge and awareness and encourages them to travel responsibly. As a tourism operator, interpretation can help you explain your ideas and feelings about your destination. Good interpretation and education guarantee a more enjoyable and meaningful guest experience, encourages respect and appropriate behaviour among customers, and promotes feelings of pride among staff. ☐ I have read and understood the requirements of this section.
5.2 CORE Interpretative messages published on the business' website	The major interpretive messages of the experience/service/product, including take home messages, are displayed on the business' website and integrated where appropriate into other marketing communications undertaken by the operation.
5.3 CORE Information provided to guests on practices that require their participation	Information or instructions are provided to guests on any practices or initiatives requiring their participation (e.g., <i>instructions on correct use of recycling or compost bins, air conditioning or heating, refraining from feeding wildlife etc.</i>).
5.4 CORE Sustainability information in marketing and consumer-facing platforms	Sustainability information on relevant natural areas and cultural heritage is prominent/readily available in your marketing and consumer facing platforms (website, brochures, newsletters, social media, via staff etc).
5.5 ADV Climate change information is provided to customers	Climate change information is provided to customers, this can include: • An explanation of climate change theory and reality; • The impacts of climate change on the region; • The impacts of tourism and travel on climate change; • How climate change impacts can be reduced by tourism businesses, including examples of actions taken by the business; • Actions that can be taken by individuals to reduce emissions while on holiday;

	• Advice on where to find government and non-government resources and how to make lifestyle changes to assist climate change action.
5.6 ADV Interpretation accommodates the needs of target groups	Interpretation is developed and delivered to accommodate the needs of target groups. <i>Target groups may include non-English speakers, children, customers with some form of physical or intellectual disability etc.</i>

Subtheme: Credibility of interpretation and educational information

5.7 CORE Information provided to customer is from reliable sources	It is essential that all interpretation and educational content is accurate, verified and sourced from reliable sources. The accuracy of information provided to customers is sourced from and/or verified with reference to reliable sources, including: • Reference books, scientific journals or the like; • Professional persons (scientists, academics, anthropologists, environmental managers); • Scholarly oral history; • Knowledgeable local people (specifically Indigenous people where relevant) who have a high level of recognition; • Recognised bodies or interest groups (e.g. land councils or industry associations); • Credible online resources.
5.8 CORE Content of interpretation discusses your Ecotourism Australia certification(s)	The content of interpretation will discuss your Ecotourism Australia certification(s), its role for the business, and how customers can identify certified products.
5.9 CORE Everyday life practices to protect culture and/or the environment	Content of the interpretation communicates how to protect culture and/or the environment in everyday life practices.
5.10 ADV Offsetting information provided to customers	The business provides information to customers on how to offset their holiday emissions with details of specific initiatives.

Subtheme: Staff training, awareness and understanding

5.11 CORE Trained customer service staff (sustainability, practices to minimise negative impacts and customer communications and behaviour)	Interpretation and education form an important component of any sustainable tourism experience, it is essential that all staff providing interpretation are trained, aware and have sound understanding of the subject matter, communications and delivery methods. All customer service staff have attended induction training and participated in ongoing in-house training. Please briefly provide details on the content of the induction training and confirm it includes: • The natural and cultural values of the area; • The environmental management issues in the area; • The principles of sustainability and how they are adopted by the business/product; • Practices that staff are to follow as part of their duties to minimise adverse impacts; • Appropriate customer communications and behaviour.
5.12 ADV	Staff/volunteer induction includes an overview of the following: • Climate change impacts on the operating regions;

Credibility of interpretation and educational information	• The potential climate change impacts on the business; • Positive and negative business contributions to climate change.
5.13 ADV Staff training, awareness and understanding	It can be demonstrated that staff are aware of the results of monitoring, research, conservation or environmental programs and outcomes carried out within, or involving the operation of the business and its various sites of operation.
5.14 ADV Documented evidence of professional development	There is documented evidence that staff have access to professional development on sustainability by methods such as: • An interpretation plan or training manual; • Resource files of archive material or sourced information; • Training register or evidence of scheduled training sessions; • Access to relevant research journals and websites; • Access to specialist talks or workshops; • Update from scientific research programs; • A sustainability newsletter.

Criteria section 6: Contribution to conservation

Subtheme: Contributions to biodiversity conservation efforts

6.1 CORE Contribution to conservation	Sustainability involves active participation in conservation. This goes beyond the minimal impact management of your operations and involves contributing to conservation outcomes that improve biodiversity, whether they relate to the biophysical environment, wildlife, or combatting climate change impacts. This may be done through the provision of physical, financial or in-kind assistance. In addition to the direct benefits your contributions make to conservation outcomes, engaging in conservation efforts facilitates greater staff engagement, pride and care for the environment in which they operate and their role in the business. It also invites respect and appreciation from your customers who will have the opportunity to witness and participate in the positive difference you are making to biodiversity by following sustainability principles. Responsible travellers are, generally, well-educated and want to contribute to the community or conservation of the areas they visit. They will also speak highly of businesses that are known to contribute to these causes. Sustainable tourism also plays an important role in educating consumers and changing attitudes towards conservation - not only in consumers but also host communities, the broader tourism industry and influencing government policy. Conservation outcomes, or targets, should be set with various actions implemented to achieve them. ☐ I have read and understood the requirements of this section.
6.2 CORE Regular contributions to conservation objectives	Sustainable businesses must contribute regularly, and within the means of the business, to biodiversity conservation efforts. Contributions may be physical, monetary, in-kind or of any other nature. Contributions should contribute to, or achieve their own, conservation outcomes/targets (long term or short term, direct or indirect). Contributions to conservation should aim to: • Minimise visitor impacts or mitigate environmental damage from tourism activities external to those of the business;

	• Contribute to environmental rehabilitation or improving habitat quality and the integrity of the natural environment; • Mitigate impacts of climate change; • Contribute to rehabilitation, threat reduction or improved conservation outcomes of native endemic wildlife or at-risk flora species; • Establish, or support existing, conservation programs, or monitoring and research efforts.
6.3 CORE Records of support provided to biodiversity conservation efforts	The business records all monetary, in-kind or other support provided to biodiversity conservation efforts.
6.4 ADV Documented conservation contributions within the business' region	The business is actively involved and contributes to the broader conservation efforts within their region or has initiated or operates their own ongoing conservation projects, a foundation or supports and/or participates in ongoing scientific research to aid achievement of conservation outcomes. Details of projects or contributions must be documented, and documentation supplied in support of your application.

Subtheme: Conservation education

6.5 CORE Information provided to guests about the importance of conservation and details of the business' contribution efforts	Sustainable tourism businesses have a responsibility to education their guests on the importance of conservation and provide them with details of their contribution efforts. Advice to guests also covers the following issues: • Behaviour to minimise environmental impacts; • Ways in which they can support or be involved in biodiversity conservation efforts; • The importance of not purchasing merchandise derived from rare or threatened species or heritage artefacts (including significant cultural or heritage items).
6.6 CORE Information and training provided to staff about the importance of conservation and the business' contribution to conservation outcomes	The business provides information and training to their staff on the importance of biodiversity conservation and about contributions to conservation outcomes made by the business.
6.7 CORE Communication of education and environmental efforts to the members of the community	Your education and environmental efforts are communicated to members of the community (these activities may occur on or offsite).
6.8 ADV Conservation education	Guests and community members have the opportunity to engage in or assist with conservation activities as part of the product experience.

Criteria section 7: Working with local communities

Subtheme: Provision of local benefits

7.1 CORE Working with local communities <i>Introduction</i>	Sustainable tourism provides constructive and ongoing contributions to local communities recognising that the local community is integral to the tourism product. Working with your local community by employing local staff, purchasing provisions and services from local suppliers and utilising local facilities ensures that ecotourism can help to create better places for people to live in, and better places for people to visit. Sustainable tourism businesses are in a position to provide support for community groups and events and should advocate in the best interests of the community. Working with local communities is core to sustainability. Community engagement by sustainable tourism businesses should well exceed the requirements to run the business and result in a supportive environment that will shine through to guest experience, create excellent reviews and contribute to long-term business sustainability. ☐ I have read and understood the requirements of this section.
7.2 CORE Documented policy and record of contributions or support provided to the local community	Involvement with local communities helps build valuable relationships and encourages a support system that is mutually beneficial. When resources and employment are sourced locally, environmental impacts are reduced and the economy within the community is strengthened. The business has a documented policy in place for supporting the local community(ies) in which they operate, which may include: • Preferencing local businesses and suppliers; • Incorporating experiences such as local food and wine; • The purchase of locally produced souvenirs. The business keeps a documented record or register of contributions or support provided to the local community.
7.3 CORE Contribution to the broader tourism industry within your region	The business is actively involved and contributes to the broader tourism industry within their region/s of operation. When possible, the business is involved with sustainable tourism planning and management in the destination where it operates.
7.4 CORE Local resident employment	Where practical, local residents are employed by the business, and local guides are employed to present local attraction or sites, or to provide training to guides.

Subtheme: Minimal impact on local communities

7.5 CORE Customer briefing on sensitive issues to minimise their impact on the local community and its lifestyle	Sustainable operations are developed and managed with consideration and respect for local communities. Where applicable, the following sensitive issues are covered in some form of customer briefing to minimise their impact on the local community and its lifestyle: • Subjects that should not be raised or language that should not be used; • Areas that should not be entered; • Items that should not be touched, climbed or sat on; • Places, items or people that should not be photographed without approval; • Appropriate behaviour, such as noise levels, talking, laughing or dancing.
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Subtheme: Community support

7.6 CORE Regular contributions to the welfare of the local community	Sustainable businesses are regularly involved in the local community beyond what is required to run the business. Tangible support or participation is regularly offered to at least one organisation or event that contributes to the welfare of the local communities.
7.7 CORE Regular benefits offered to the local community	Benefits are regularly offered to at least one local community group such as education providers, cultural heritage groups, local residents or local sporting group.
7.8 CORE Involvement in local community issues	A representative of the operation is actively involved in relevant local community issues as they arise.
7.9 ADV Contribution to local climate change initiatives	The business can demonstrate involvement in the following climate change initiatives: • Actively encouraging government/community organisations to conduct climate change workshops/seminars or get involved in climate change initiatives. • Participates or supports climate change research or monitoring projects in association with an environmental, education or research institution or protected area management agency. This may include providing accommodation or transport for climate change researchers, facilitating visitor surveys related to climate change, facilitating visitor collection of environmental data for climate change research projects, or participating in climate change pilot programs.

Criteria section 8: Cultural respect and sensitivity

Subtheme: Consultation and training

8.1 CORE Cultural respect and sensitivity <i>Introduction</i>	Tourism is strongly linked to the destinations ancient and diverse landscape and unique flora and fauna. Integral to this landscape are Indigenous peoples and their equally diverse cultures and spiritual beliefs. Whether in remote, regional or urban communities the significance of the land and sea to Indigenous people is ultimately bound in the spirituality surrounding the origins of landscapes and animals, plants and the people that inhabit them. An enriched sustainable tourism experience is one in which host communities can proudly share their culture and visitors can learn and grow in their appreciation of the Indigenous cultural aspects of the places they visit. For your business, the incorporation of Indigenous cultural values and consideration of cultural respect and sensitivity can contribute to positive working relationships with cultural groups, help facilitate the process of reconciliation through cultural exchange, and enrich your guests' experience. Cultural competency is expected of tourism businesses entering Indigenous communities. Cultural heritage sites may be protected by law. It is a matter of responsibility for sustainable operators to know who the Indigenous peoples are of the areas they visit, where any areas of cultural significance are located, any protocols that exist around visiting these areas and to respect the significance and diversity of their belief systems. ☐ I have read and understood the requirements of this section.
8.2 CORE Acknowledgement and respect	The business acknowledges and respects the Indigenous peoples of the lands and waters on which it operates.
8.3 CORE	Where the product involves visitation to culturally sensitive sites and/or interpretation relies heavily on cultural content, contact has been made with relevant Indigenous-communities or

Contact with relevant Indigenous communities when the product involves visitation to culturally sensitive sites and/or relies heavily on cultural content	representatives, to discuss and explain the nature and scope of the product and any potential impact on the community, land and water.
8.4 CORE Cultural training for front-line staff	Front-line staff responsible for delivering the product have received training on the cultural heritage background for the area and how to respect and demonstrate cultural sensitivity. You may select N/A if your business does not have any employees.
8.5 CORE Permission to access sites with cultural sensitivity	Where a product involves access to a site with cultural sensitivity, it does so with the permission of Indigenous peoples or relevant authorising bodies.
8.6 ADV Product development in consultation with Indigenous peoples or cultural groups	Relevant components of the product are approved or developed in consultation with representative Indigenous peoples and/or a cultural group with a direct connection to the heritage being visited.
8.7 ADV Interpretation material development in consultation with Indigenous peoples or cultural group	Representative Indigenous peoples and/or an appropriate cultural group are consulted on the development of interpretive material that presents any aspect of the local community heritage. In some cases, no interpretation may be the preferred option by Indigenous peoples.
8.8 ADV Employment of Indigenous staff as interpreters and/or trainers of guides	Indigenous staff who have an understanding and knowledge of local Indigenous heritage are employed to act as interpreters and/or trainers of guides in this field.
8.9 ADV Employment, training and support for Indigenous people to develop tourism business management skills	Indigenous peoples are provided employment and training opportunities and support to develop tourism business management skills.
8.10 ADV Involvement of Indigenous peoples in strategic decisions for interpretation and presentation of their culture	Appropriate representatives of the Indigenous peoples are involved in strategic decisions on the presentation and interpretation of their culture.

Subtheme: Cultural interpretation

8.11 CORE Cultural information supplied to visitors	Where applicable, the business supplies visitors with information that: • Conveys the host Indigenous community's spiritual belief for a site; • Provides an understanding of the site's importance and the local cultural practices and traditions; • Encourages respect and consideration of community norms, customs, spiritual and religious beliefs; • Outlines appropriate behaviour, cultural etiquette, and any protocols to be followed in the areas visited. In some cases, this may not be applicable as no interpretation may be the preferred option by Indigenous peoples.
8.12 CORE Accuracy of cultural interpretation content	Where cultural interpretation is delivered, the content: • Has been derived from reputable sources, e.g. Indigenous peoples or representative groups or organisations, and/or relevant government agencies. • Provides an accurate story about the local area and its cultural heritage. In some cases, this may not be applicable as documenting culturally sensitive content may be discouraged by Indigenous peoples.
8.13 CORE Documented cultural interpretation content and sources	Where cultural interpretation is delivered, the content, sources, and any relevant consultation records are documented and/or incorporated into guide/staff training where it is appropriate to do so. In some cases, this may not be applicable as documenting culturally sensitive content may be discouraged by Indigenous peoples.
8.14 ADV Information on current societal issues from an Indigenous perspective	The business supplies visitors with information that addresses current societal issues and concerns from an Indigenous perspective.
8.15 ADV Cultural interpretation	The relevant interpretation content of the business: • Shows commitment to allowing visitors to hear about and experience history and culture directly from Indigenous people; • Provides information introducing visitors to present-day Indigenous culture and social issues and demonstrates that it is a living, dynamic culture.
8.16 ADV Photography, film and sound footage	The business avoids publication or dissemination of photography, film or sound footage featuring deceased persons, and where use of such materials cannot be avoided, a warning is used in respect for the dead and their community.

Subtheme: Indigenous arts, crafts and goods

8.17 CORE Certificate of authenticity	The business ensures that Indigenous art and craft sold are locally made and have a Certificate of Authenticity.
8.18 CORE Promotion and use of local Indigenous arts, crafts, festival, attractions and events	The business uses and promotes the use of locally produced goods and services and promotes local/regional Indigenous arts, crafts, festivals, attractions and events.
8.19 CORE	The business complies with copyright and intellectual property rights of local communities, including but not limited to, all Indigenous content sold, distributed, copied, published or otherwise.

Compliance with copyright patent and intellectual laws	
8.20 CORE Commitment not to sell merchandise derived from heritage artefacts and information provided to customers	The business commits to not selling merchandise derived from heritage artefacts or items of significant cultural value and advice is provided to customers to not purchase these items from other sources. Please briefly indicate how advice is provided to customers (e.g. brochures, signage), or explain why this is N/A:
8.21 ADV Formal agreements with communities for purchasing and distributing Indigenous arts, crafts and goods	Where Indigenous arts, crafts and goods are sold, the business has formal agreements in place with communities for purchase, distribution and/or support of emerging Indigenous artists.