

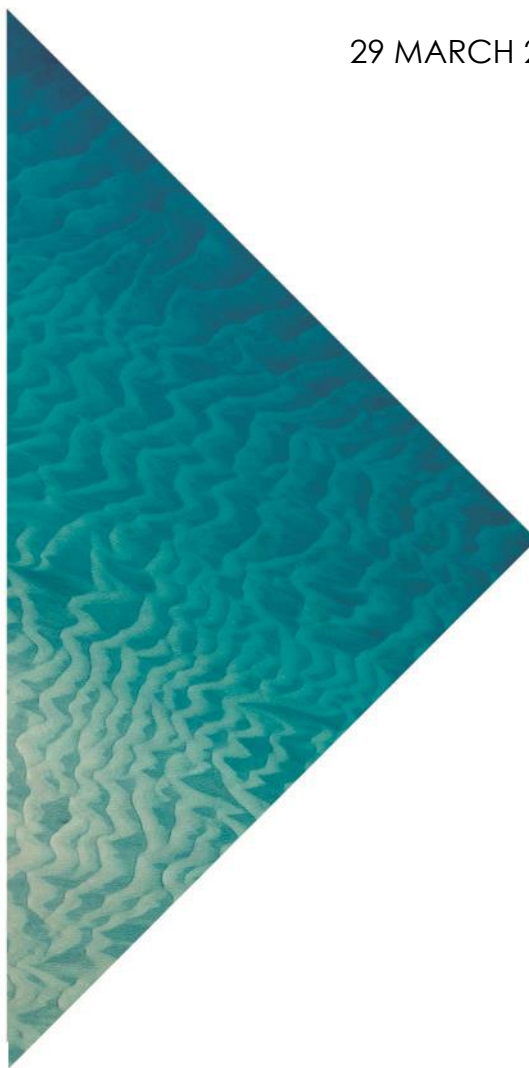


**SUBMISSION TO THE SENATE STANDING COMMITTEE
ON FOREIGN AFFAIRS, DEFENCE & TRADE**

ON THE

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

29 MARCH 2018



Queensland Tourism Industry Council

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OVERVIEW

The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to respond to the inquiry into the understanding, awareness and adoption of the Sustainable Development Goals (SDGs) with reference to the Queensland tourism industry.

Based on our consultations and stakeholder feedback outlined below, QTIC makes the following recommendations:

- Government at all levels should map commitments and contributions to SDGs and highlight how relevant initiatives, strategies and programs are contributing to reaching the goals.
- Communication plans should be developed to provide local communities and businesses with information that is accessible, relevant and meaningful in demonstrating the link between local actions and global impact.
- Education and awareness campaigns about “low cost” ways to commit to the SDGs should be provided and encouraged in collaboration with industry and community groups.
- A platform for bi-partisan support of the SDGs would instil confidence in the community about the longevity of the objectives of the SDGs.
- Australia should strive to enhance its reputation as a global leader in innovation and sustainability through its commitment to the SDGs.

QUEENSLAND TOURISM INDUSTRY COUNCIL

QTIC is the state peak body for tourism in Queensland. QTIC is an independent private sector, membership-based tourism industry organisation.

All of Queensland’s 13 Regional Tourism Organisations (RTOs) are members of QTIC, as are 20 industry sector associations and more than 3,000 regional members, operating in all sectors of the tourism industry.


QTIC works in partnership with government agencies and industry bodies at a local, state and national level and is a member of the Australian Tourism Industry Council (ATIC).

TOURISM IN QUEENSLAND

The tourism industry in Queensland contributed \$25.0 billion to Queensland’s Gross State Product (GSP), representing 7.9% of total GSP¹ and generated \$7.1 billion in exports in the year ending June 2016², making it the state’s third largest export industry accounting for 14.8% of total Queensland exports.

¹ Tourism Research Australia, *State Tourism Satellite Accounts 2015-2016*

² Tourism Research Australia - *State Tourism Satellite Accounts 2015-16*, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry.



In recent years, government and business communities have recognised tourism is contributing significantly to economic growth in Queensland and generating significant numbers of new jobs. Due to a slowdown in the resource industry, tourism has experienced resurgence and is flourishing against a relatively soft economic backdrop. In Deloitte's *Tourism and Hotel Market Outlook*³, it is reported that international arrivals to Australia grew at twice the rate of global outbound travel and international visitation "continues to outshine broader economic performance". Forecasts to 2020 indicate tourism will continue to grow faster than the wider economy.

The World Travel and Tourism Council⁴ (WTTC) project travel and tourism employment will grow 5.8% (compound annual growth) over the next decade in the Asia Pacific region. In contrast, total economic growth is projected at 4.1% per annum and other industries such as mining and agriculture are forecast to grow at 1.8% and 2.2% per annum respectively.

Strong international visitor growth is forecast to continue for the next five years, with international visitation to Australia anticipated to grow at 6% per annum reaching over 11.4million arrivals by 2012-2022⁵. Domestic visitor growth over the next five years is predicted at a slower rate of 2.2% per annum reaching over 104.3million trips by 2012-22. Expenditure is expected to grow at the same rate, with average trip spend tipped to decrease slightly⁵.

One in ten businesses in tourism is a small or medium sized enterprise. Tourism employs over 225,300 Queenslanders across almost 54,000 businesses¹. These organisations are reliant on strong connectivity to ensure that visitors can reach regional Queensland.

SDGs AND TOURISM

The United Nations World Tourism Organisation (UNWTO) clearly identifies the role that tourism has in contributing, directly or indirectly, to all the 17 SDGs. Specifically, tourism has been included as a major potential contributor to goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources. Tourism has the opportunity to make a significant positive contribution to the 2030 agenda. To achieve this, a clear framework for implementation is required, adequate finance and investment in technology needs to be sourced and supportive infrastructure and human resources need to gradually be developed. A coordinated approach to these requirements from a federal level to state, regional and local tourism planning documents would be helpful and could be reflected in future strategies and policies. Without commitment across all levels, the collective outcomes would not be as strong as they have the potential to be⁶.

Research indicates that commitment to the SDGs requires equal commitment from businesses, government and the community. Reaching the goals requires the active engagement from businesses and industry, in partnership with government⁷. Many academics and leaders assert that the private


³ Deloitte, *Tourism and Hotel Market Outlook*, Edition 1, 2017

⁴ World Travel and Tourism Council. 2017. Travel & Tourism Economic Impact 2017 Asia Pacific

⁵ Tourism Research Australian. State of the Industry Report 2016-17.

⁶ United Nations World Tourism Organisation. Tourism and the Sustainable Development Goals. (2015). http://cf.cdn.unwto.org/sites/all/files/pdf/sustainable_development_goals_brochure.pdf

⁷ Scheyvens, R, Banks, G & Hughes, E. The private sector and the SDGs: The need to move beyond business as usual. (2016). Sustainable Development. 24. (6). 371-382.



sector has strengths to bring to bear in delivering on the SDGs, including innovation, responsiveness, efficiency and provision of skills and resources⁸.

“We acknowledge that the implementation of sustainable development will depend on active engagement of both the public and private sectors.... We support national regulatory and policy frameworks that enable business and industry to advance sustainable development initiatives taking into account the importance of corporate social responsibility. We call on the private sector to engage in responsible business practices, such as those promoted by the UN Global Compact” (UN, 2012, para. 46).

Through reliance on its economic features and impacts, tourism industry has an influential role in the dynamic of economically various parts of local communities thus leading to enhancement of rural and underdeveloped areas⁹. Therefore, tourism is positioned to support a number of the SDGs.

FEDERAL TOURISM INITIATIVES

Tourism 2020

In December 2011, the Federal Government announced its national strategy *Tourism 2020*, with a goal of doubling the value of tourism to \$140 billion by 2020. Progress towards this target has been strong. One of the key factors that determines Australia’s ability to meet its tourism targets and potential is the capacity to respond to the growth in demand with appropriate increases in the supply of products and services. There are six key strategic areas of focus within the *Tourism 2020 Plan* these are: grow demand from Asia, build competitive digital capability, encourage investment and implement the regulatory reform agenda, ensure tourism transport environment supports growth, increase supply of labour skills and Indigenous participation and build industry resilience, productivity and quality.

All six strategy areas can contribute in some way to the SDGs, however, there are no explicit links between the key action items outlined in the plan and the contribution to a sustainable future for Australia.

As a new federal tourism plan is being developed to update and replace the Tourism 2020 Plan, it would be constructive to establish a connection between future strategies and the SDGs.

The 2017 *Travel and Tourism Competitiveness Index*¹⁰ rates Australia at 7th overall globally, regarding travel and tourism competitiveness. Australia is excelling in some areas that directly contribute to the sustainable development goals including access to improved drinking water (ranking 1st), business environment (ranking 31st). Whilst there are areas that require attention to improve Australia's competitive standing and to further contribute to the SDGs, these include, for example, the threatened species (ranked 123rd) and female participation in the labour force (ranked 53rd).

⁸ Scheyvens, R, Banks, G & Hughes, E. (2016). The private sector and the SDGs: The need to move beyond business as usual. *Sustainable Development*. 24 (1) 371-382

⁹ Heydari, R., Ahmad, 2009. A look at the country's tourism industry, *Journal of Otago*, No. 51.

¹⁰ World Economic Forum. (2017). *The Travel and Tourism Competitiveness Report 2017*.



STATE TOURISM INITIATIVES

The Queensland Government and the Queensland tourism industry share an ambition to restore Queensland's leadership position as Australia's premier tourism state. The former government supported a goal of doubling visitor expenditure, to \$30 billion by 2020, in line with Commonwealth ambitions. The current Queensland Government has committed to maintaining these goals and to continue working with industry leaders to develop a prosperous and sustainable tourism industry. QTIC remains committed to working with government and industry to achieve a strong tourism industry through the strategies outlined below.

Advancing Tourism & Queensland Eco Tourism Plan

Advancing Tourism 2016–20 is the Queensland government's plan to capitalise on the significant tourism growth in Queensland. The plan identifies Queensland's competitive advantages as the state's diversity in product and experience, iconic natural assets, accessibility through strong transport connections, safe clean and green environment and the proximity to Asia. To capitalise on these advantages, Queensland's strategic priorities are growing quality products, events and experiences, investment in infrastructure and access, build a skilled workforce and business capabilities and seizing opportunities in Asia.

Queensland Eco-Tourism Plan 2016–2020 advances a fresh approach to ecotourism in Queensland to attract visitors who have the choice of many ecotourism destinations. The plan is the culmination of collaboration between the Queensland and Australian governments, the tourism industry and other stakeholders. Protection and conservation of national parks and assets is regarded as the top priority for stakeholders.

The priorities outlined in the *Advancing Tourism* and *Queensland Ecotourism Plan* relate directly to the following SDGs:

| SUSTAINABLE DEVELOPMENT GOAL | RELEVANT ACTIONS |
|--|---|
| 8. DECENT WORK AND ECONOMIC GROWTH Increasing labour productivity, reducing the unemployment rate, especially for young people, and improving access to financial services and benefits are essential components of sustained and inclusive economic growth. | <i>Advancing Tourism</i> supports the development of a skilled workforce and business opportunities across Qld. There is the opportunity for enhanced opportunities in regional Qld. Furthermore, a key focus is the Young Tourism Leaders program which is designed to highlight the opportunities in tourism among school leavers and emerging professionals. |
| 11. SUSTAINABLE CITIES AND COMMUNITIES Better urban planning and management are needed to make the world's urban spaces more inclusive, safe, resilient and sustainable. | <i>Advancing Tourism</i> promotes the development of a safe, clean and green environment ensuring high quality infrastructure. |
| 14. LIFE BELOW WATER Conserve and sustainably use the oceans, seas and marine resources for sustainable development 18. The increasingly adverse impacts of climate change (including ocean acidification), overfishing and | <i>Advancing Tourism</i> articulates the value of Qld's natural assets and the action to implement the Queensland Ecotourism Plan 2016–20 to support investment in tourism infrastructure, the Great Barrier Reef islands and tourism products that showcase the Great Barrier Reef. Implement best practice approaches and certification programs |

marine pollution are jeopardizing recent gains in protecting portions of the world's oceans.

(where appropriate) to ensure protection and sustainable use of Queensland's special natural areas.

15. LIFE ON LAND

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

Queensland Ecotourism Plan advocates to implement best practice approaches and certification programs (where appropriate) to ensure protection and sustainable use of Queensland's special natural areas.

Furthermore, the *Advancing Tourism and Queensland EcoTourism Strategies* indirectly contribute towards the goals outlined below.

| SUSTAINABLE DEVELOPMENT GOAL | RELEVANT ACTIONS |
|--|---|
| <p>3. GOOD HEALTH AND WELL-BEING</p> <p>By 2020, halve the number of global deaths and injuries from road traffic accidents</p> | <p><u>Advancing Tourism</u> improving access to transport and infrastructure will facilitate people movement and will also contribute to reducing road traffic accidents through the provision of high quality, safer infrastructure.</p> |
| <p>5. ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS</p> <p>End all forms of discrimination against all women and girls everywhere</p> | <p>The Workplace Gender Equality Agency data indicates that hospitality is performing better than average regarding gender equality. Tourism continues to advocate for equality.</p> |
| <p>12. RESPONSIBLE PRODUCTION AND CONSUMPTION</p> <p>Achieving goal 12 requires a strong national framework for sustainable consumption and production that is integrated into national and sectoral plans, sustainable business practices and consumer behaviour.</p> | <p><u>Advancing Tourism & EcoTourism Strategy</u> advocate for industry acting as stewards to protect our environment.</p> |
| <p>13. CLIMATE ACTION</p> <p>Climate change presents the single biggest threat to development, and its widespread, unprecedented impacts disproportionately burden the poorest and most vulnerable. Urgent action to combat climate change and minimize its disruptions is integral to the successful implementation of the sustainable development goals.</p> | <p>Whilst there are no explicit actions toward climate adaptation and mitigation in the documents outlined, QTIC is working in conjunction with the Queensland Government and a university to develop an industry-led strategy to support a climate resilient tourism industry.</p> |



RESPONSE TO DISCUSSION PAPER QUESTIONS

In response to this discussion paper, QTIC conducted an online survey of QTIC members to establish the awareness of and engagement with the SDGs. A total of 67 responses were collected over a two-week period. A full copy of questions asked are included in Appendix 1. This survey was also used as part of a broader research program between QTIC and Griffith University.

The understanding and awareness of the SDGs across the Australian Community

In terms of the awareness of the SDGs across the Queensland tourism industry, Table 1 highlights the levels of awareness. Approximately 43% of those responding were unaware of the SDGs. Conversely, 57% of respondents demonstrated some level of awareness of the goals.

TABLE 1: QLD TOURISM INDUSTRY AWARENESS OF SDG

| | |
|-------------------------|--------|
| NOT AT ALL AWARE | 17.56% |
| SLIGHTLY AWARE | 25.49% |
| SOMEWHAT AWARE | 7.84% |
| MODERATELY AWARE | 31.37% |
| EXTREMELY AWARE | 17.65% |


Participants were also asked to identify the level of understanding of the SDGs among their staff members, Table 2. A greater proportion were not at all aware of the goals (33.33%) whilst just over 47% demonstrated some level of understanding. Interestingly, only 7.84% of respondents identified their staff were extremely aware despite over 17% considering themselves extremely aware of the goals. This indicates an issue of dissemination of information within the businesses and the workforce.

TABLE 2: QLD TOURISM INDUSTRY STAFF AWARENESS OF SDG

| | |
|-------------------------|--------|
| NOT AT ALL AWARE | 33.33% |
| SLIGHTLY AWARE | 19.61% |
| SOMEWHAT AWARE | 21.57% |
| MODERATELY AWARE | 17.65% |
| EXTREMELY AWARE | 7.84% |

Challenges in information dissemination among staff may occur within the tourism and hospitality industry due to the casualisation of the workforce. With staff in casual or short-term employment, management may invest less time in training or information in relation to issues that are not directly impacting the immediate business operation. Furthermore, staff may not be engaged with such issues.

Whilst awareness may not be high among staff, and with some awareness lacking among management, over 90% of respondents agree that Queensland should be working towards achieving the SDGs.



Of the businesses that responded, just over 20% have announced commitment to the SDGs and 11% have measurable performance indicators against the SDGs. In contrast, 20% do not believe that the SDGs are important in guiding the future operations of their business.

One respondent identified that Government need to "make them more attainable and visible...Communities are feeling like they have to do it alone". Another participant states, "It's not relevant at all. We are a small business grappling with government regulation and costs. Exorbitant energy costs and local council rates and licensing costs. Your bureaucratic SDGs are of no relevance to this small business". This comment highlights the need for strong information and awareness building around the SDGs and what relevance they have to SMEs.

The importance of the visibility of the SDGs was highlighted on several occasions with stakeholders wanting to see more from government in terms of explaining the SDGs and demonstrating internal commitment across governments.

The potential challenges, costs, benefits and opportunities for Australia in the implementation of the SDGs

Many issues were identified by industry as costs and challenges in relation to any commitment to the SDGs. The most prevalent challenges for businesses looking to support the SDGs is the cost of implementation, making changes to their daily operating practices and the resources required to train staff. Respondents consider that implementing new technology to become more environmentally responsible is too great of a burden for many of the SMEs in the industry.


The perception of cost raises several issues that the Federal Government should consider. These include the awareness and understanding that these goals reach far beyond environmental impacts. Goals such as 5. *Gender equality* and 8. *Decent work and economic growth* can be committed to with little financial burden on organisations. Furthermore, the perception of cost and potential benefits associated with the shift towards renewable energies and other efficiencies that will assist businesses in working towards goals such as 13. *Climate action* and 14. *Life below water*.

"The biggest challenge is gaining support from within the community and convincing businesses to change. Many businesses are small which makes it difficult for them to enact changes that may cost them both time and money."- Stakeholder Feedback

Another challenge that was prevalent among responses can be described as the "care factor" and industry and local communities' lack of desire to engage with the SDGs under the assumption that they are not relevant. This combined with a perception that a lack of tangible results in the community or within businesses creates a barrier for engagement.

"The biggest challenge is Australia's very individualistic culture which prioritises personal, instant gratification and profit over the common good."- Stakeholder Feedback

Communicating the relevance at a local and a global level will be an important step in gaining industry acceptance and engagement with the SDGs. Any time and resources that industry will be required to commit will need to be justified on the basis of their impact and benefits.



Policy commitment and a lack of consistent recognition within varying levels of government also influences operators' buy-in to the SDGs and their willingness to commit to the goals. Without governments consistently referencing and applying the goals, it is challenging to build strong support from businesses. Government must demonstrate bi-partisan support and commitment to the goals, 'leading from the front' and demonstrating that commitment is consistent and enduring and that the SDGs have long-term relevance.

An insightful comment draws attention to the cost associated with not working towards change in support for the SDGs.

"The risks are higher if we don't make any changes" – Stakeholder Feedback

Respondents did identify not only the costs of implementing SDG strategies but also the value and benefits in committing to the SDGs including the importance of the SDGs to protect our natural environment and communities. The tourism industry is inherently reliant on its natural environment and attributes. Any framework that promotes the protection of these assets is an important tool for the tourism industry.

Other respondents identify that the value extends beyond the environment and into cultural knowledge and management, stating that "every little bit of effort counts".

For others, the benefit was simply in cost savings, with operators acknowledging the connection between making changes to protect the environment and long-term cost savings from reduced energy and other materials consumption. Benefits in this area are important to highlight, specially to increase awareness and understanding of the SDGs.

A broader perspective from some respondents recognises the global benefits of committing to this international initiative, understanding the 'wider world' context of what Australia can do in supporting the tourism industry.

There are benefits in being a leader in committing to these goals, raising awareness of Australia's commitment to global issues. Industry being showcased as innovative and forward-looking provides significant opportunities across several sectors. In the case of tourism, by demonstrating global awareness, Australia can enhance its image as a destination for high yielding, discerning travellers.

"Global thinking, local action on all the important aspects of sustainable business operations" – Stakeholder Feedback

How can performance against the SDGs be monitored and communicated in a way that engages government, businesses and the public

The survey asked if operators believe that tourism businesses should report on their contribution towards the goals. A small majority (57%) identified that they should be reporting on their contribution. Several options were identified as potential mechanisms for reporting and governance including:

- Self-reporting with annual surveys conducted by a reputable, independent third party
- Self-reporting with public disclosure

- A point system
- A centralised website with bi-annual reporting
- Government – a consistent approach managed by regulators
- DFAT to monitor and report annually
- Benchmarking through a centralised organisation.

Effective communication and government's commitment to the SDGs is an integral first stage of ensuring industry commitment. A major barrier to commitment of the SDGs is a lack of understanding or awareness of how the SDGs are relevant to local communities and particularly small businesses. Industry identify that to be effective, communication needs to focus on 'grass roots', on what the goals are and how they are relevant to small businesses. Of the 53,100 tourism businesses within Queensland, 9 out of 10 are small businesses. To encourage engagement with the SDGs, industry notes the importance of translating the goals to business relevant actions to inform them of what can they do and how local actions can impact global goals.

Examples of best practice

There are a number of best practice examples from around the world. The UNWTO publication *"Tourism and the Sustainable Development Goals – Good Practices in the Americas"* and *"Tourism and the Sustainable Development Goals – Journey to 2030"* both illustrate best practice examples. A strong case-study examining the program implementation between The Guatemalan Tourism Institute and the Guatemalan Government can be seen in Appendix 2.

Furthermore, a local Queensland based case-study that highlights business commitment to the Sustainable Development Goals can be seen in Appendix 2. EarthCheck have recently mapped their commitments to each of the goals and highlighted how their programs commit to the SDGs.

RECOMMENDATIONS

Based on the assessment and industry feedback outlined in this paper, QTIC recommends the following:

- Government at all levels should map commitments and contributions to SDGs and highlight how relevant initiatives, strategies and programs are contributing to reaching the goals.
- Communication plans should be developed to provide local communities and businesses with information that is accessible, relevant and meaningful in demonstrating the link between local actions and global impact.
- Education and awareness campaigns about "low cost" ways to commit to the SDGs should be provided and encouraged in collaboration with industry and community groups.
- A platform for bi-partisan support of the SDGs would instil confidence in the community about the longevity of the objectives of the SDGs.
- Australia should strive to enhance its reputation as a global leader in innovation and sustainability through its commitment to the SDGs.

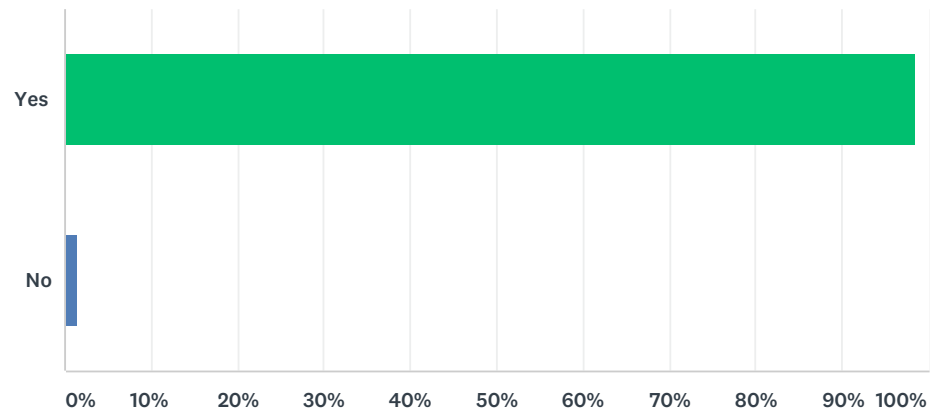


FURTHER ENQUIRIES

QTIC welcomes the opportunity for further discussion regarding the points raised in this submission. For all enquiries, please contact QTIC Policy Team on (07) 3236 1445 or email policy@qtic.com.au.

Q1 I have read the information above and consent to be involved in this study

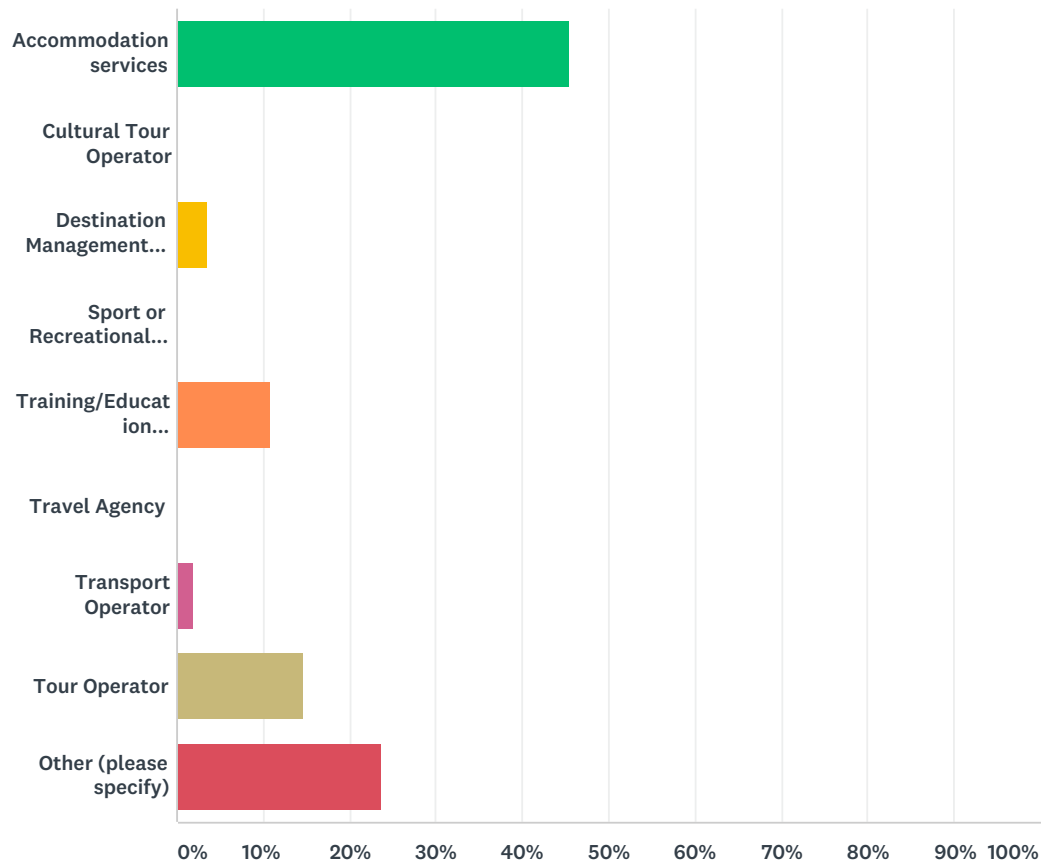
Answered: 69 Skipped: 1



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 98.55% | 68 |
| No | | 1.45% | 1 |
| TOTAL | | | 69 |

Q2 Sector of operation

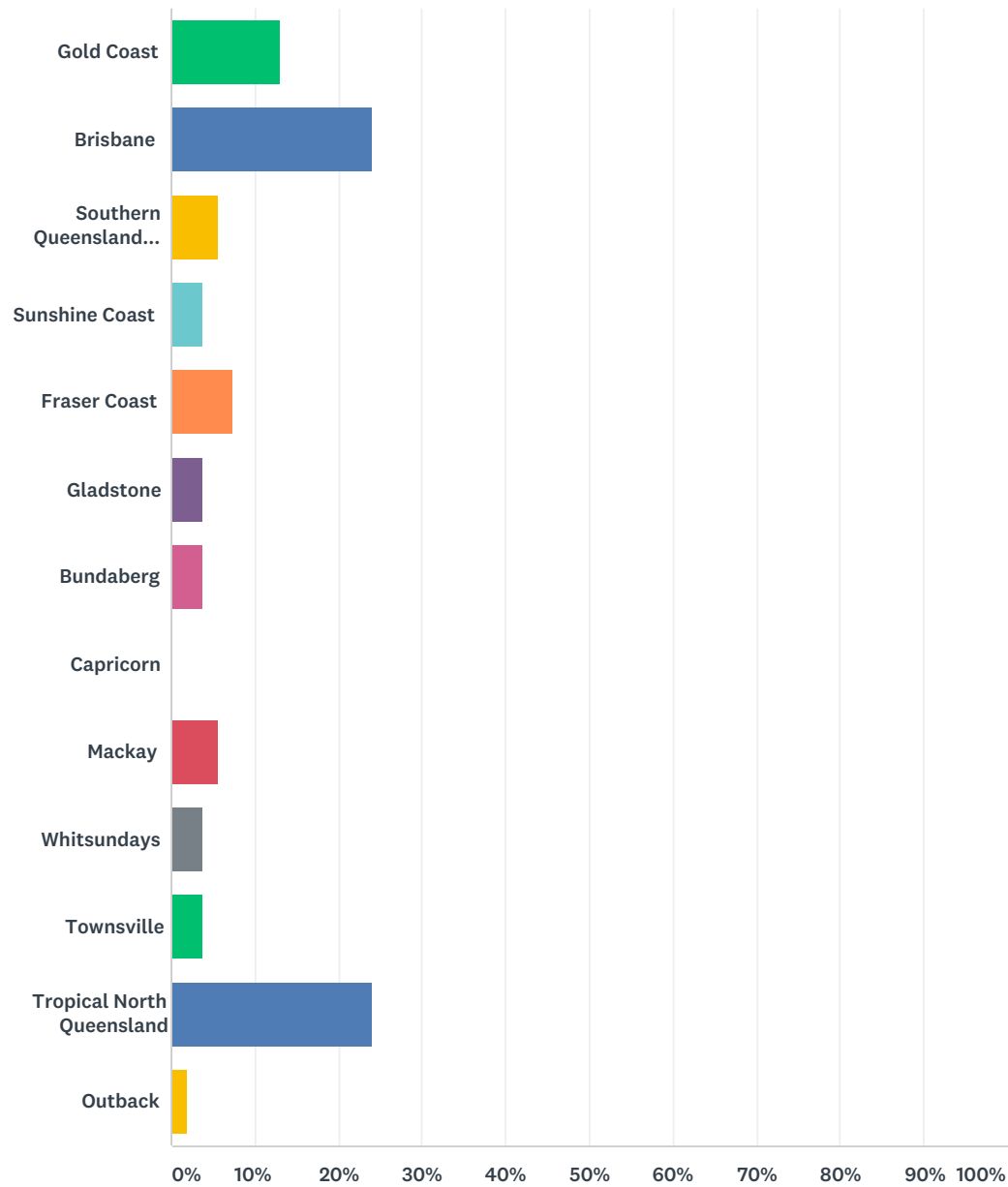
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| ANSWER CHOICES | RESPONSES | |
|-------------------------------------|-----------|----|
| Accommodation services | 45.45% | 25 |
| Cultural Tour Operator | 0.00% | 0 |
| Destination Management Organisation | 3.64% | 2 |
| Sport or Recreational Service | 0.00% | 0 |
| Training/Education Organisation | 10.91% | 6 |
| Travel Agency | 0.00% | 0 |
| Transport Operator | 1.82% | 1 |
| Tour Operator | 14.55% | 8 |
| Other (please specify) | 23.64% | 13 |
| TOTAL | | 55 |

Q3 Primary tourism region of operation

Answered: 54 Skipped: 16



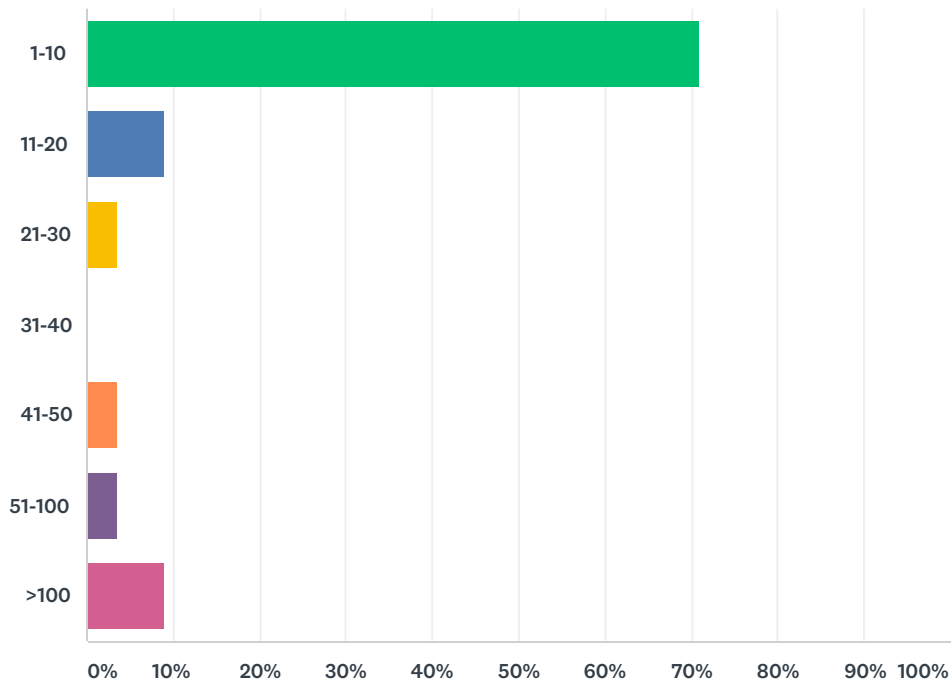
| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|----|
| Gold Coast | 12.96% | 7 |
| Brisbane | 24.07% | 13 |
| Southern Queensland Country | 5.56% | 3 |
| Sunshine Coast | 3.70% | 2 |
| Fraser Coast | 7.41% | 4 |
| Gladstone | 3.70% | 2 |
| Bundaberg | 3.70% | 2 |
| Capricorn | 0.00% | 0 |
| Mackay | 5.56% | 3 |

Sustainable Development Goals and Tourism

| | | |
|---------------------------|--------|----|
| Whitsundays | 3.70% | 2 |
| Townsville | 3.70% | 2 |
| Tropical North Queensland | 24.07% | 13 |
| Outback | 1.85% | 1 |
| TOTAL | | 54 |

Q4 Number of staff

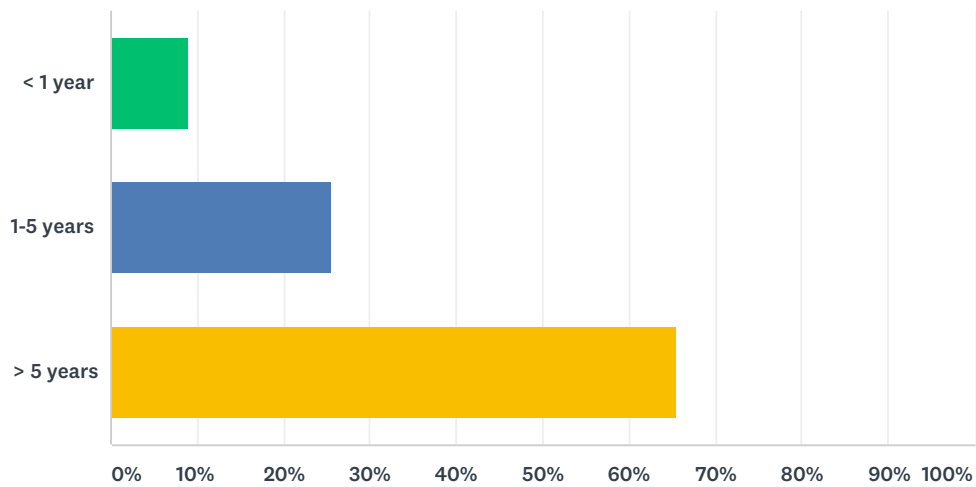
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| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| 1-10 | 70.91% | 39 |
| 11-20 | 9.09% | 5 |
| 21-30 | 3.64% | 2 |
| 31-40 | 0.00% | 0 |
| 41-50 | 3.64% | 2 |
| 51-100 | 3.64% | 2 |
| >100 | 9.09% | 5 |
| TOTAL | | 55 |

Q5 Age of business

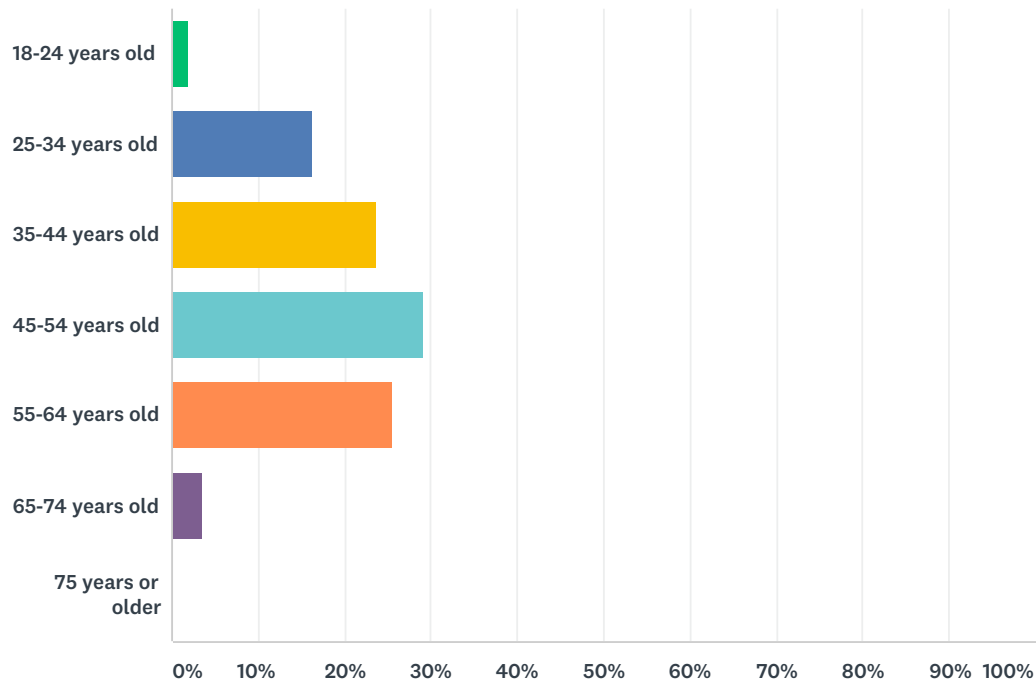
Answered: 55 Skipped: 15



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| < 1 year | 9.09% | 5 |
| 1-5 years | 25.45% | 14 |
| > 5 years | 65.45% | 36 |
| TOTAL | | 55 |

Q6 Age of person completing survey

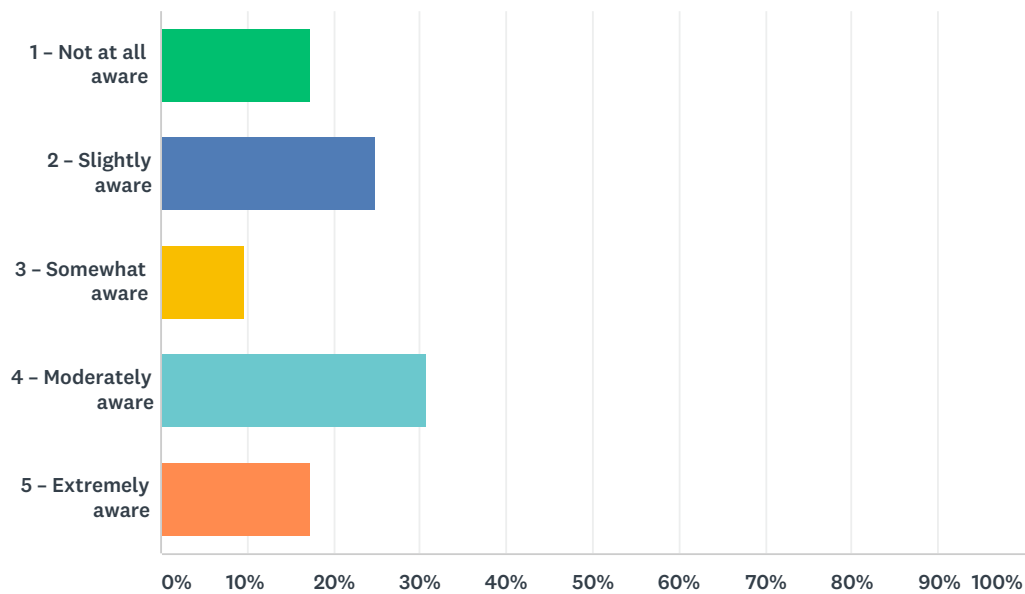
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| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|----|
| 18-24 years old | 1.82% | 1 |
| 25-34 years old | 16.36% | 9 |
| 35-44 years old | 23.64% | 13 |
| 45-54 years old | 29.09% | 16 |
| 55-64 years old | 25.45% | 14 |
| 65-74 years old | 3.64% | 2 |
| 75 years or older | 0.00% | 0 |
| TOTAL | | 55 |

Q8 How would you rate your current understanding of the sustainable development goals?

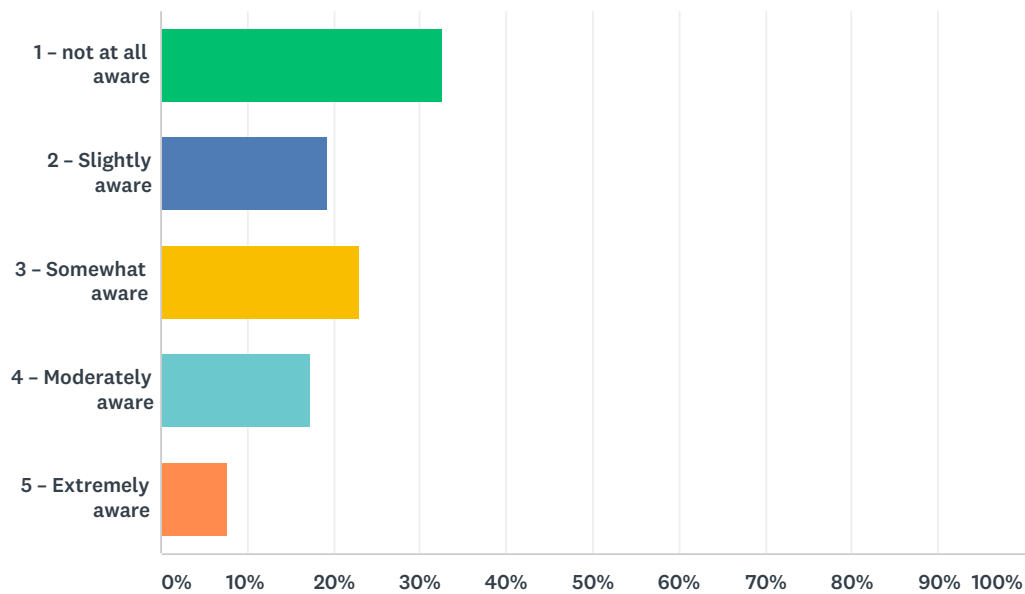
Answered: 52 Skipped: 18



| ANSWER CHOICES | RESPONSES | |
|----------------------|-----------|----|
| 1 – Not at all aware | 17.31% | 9 |
| 2 – Slightly aware | 25.00% | 13 |
| 3 – Somewhat aware | 9.62% | 5 |
| 4 – Moderately aware | 30.77% | 16 |
| 5 – Extremely aware | 17.31% | 9 |
| TOTAL | | 52 |

Q9 How would you rate your staff's understanding of the sustainable development goals

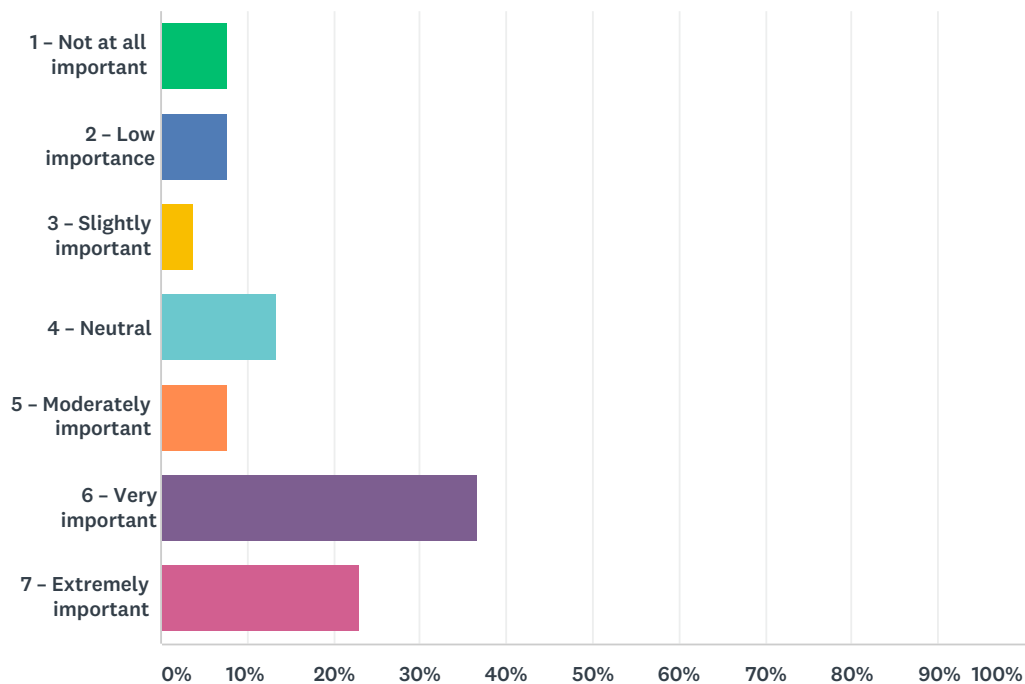
Answered: 52 Skipped: 18



| ANSWER CHOICES | RESPONSES | |
|----------------------|-----------|----|
| 1 – not at all aware | 32.69% | 17 |
| 2 – Slightly aware | 19.23% | 10 |
| 3 – Somewhat aware | 23.08% | 12 |
| 4 – Moderately aware | 17.31% | 9 |
| 5 – Extremely aware | 7.69% | 4 |
| TOTAL | | 52 |

Q10 How important are the SDGs for the future operation of your business as a way of guiding action on sustainability?

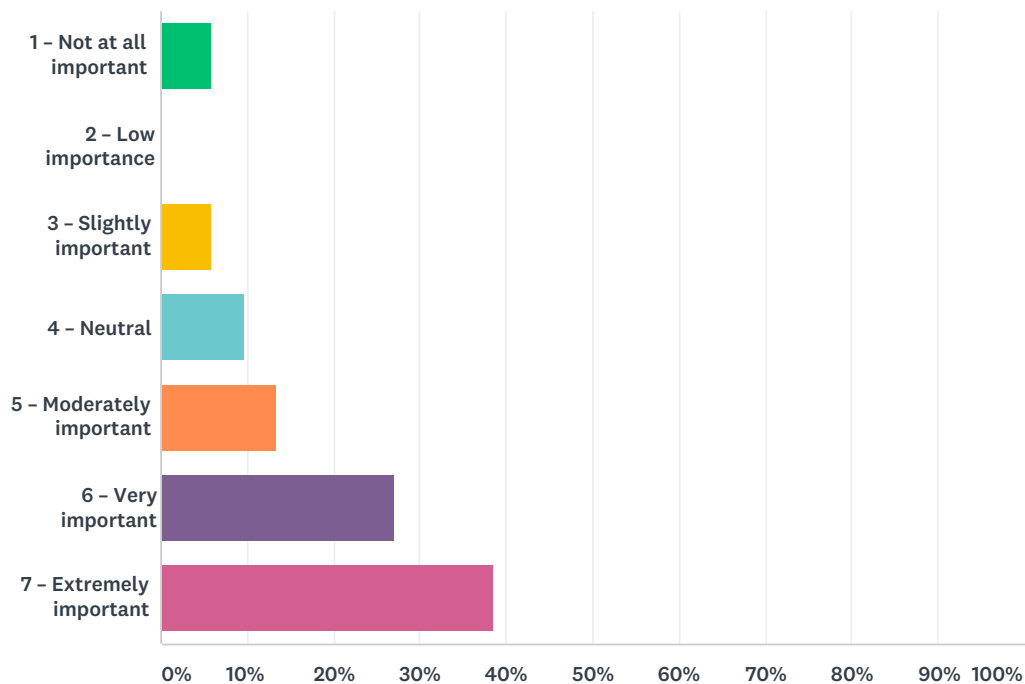
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| ANSWER CHOICES | RESPONSES | |
|--------------------------|-----------|----|
| 1 – Not at all important | 7.69% | 4 |
| 2 – Low importance | 7.69% | 4 |
| 3 – Slightly important | 3.85% | 2 |
| 4 – Neutral | 13.46% | 7 |
| 5 – Moderately important | 7.69% | 4 |
| 6 – Very important | 36.54% | 19 |
| 7 – Extremely important | 23.08% | 12 |
| TOTAL | | 52 |

Q11 How important are the SDGs to the future of the Queensland tourism industry as a way of guiding action on sustainability?

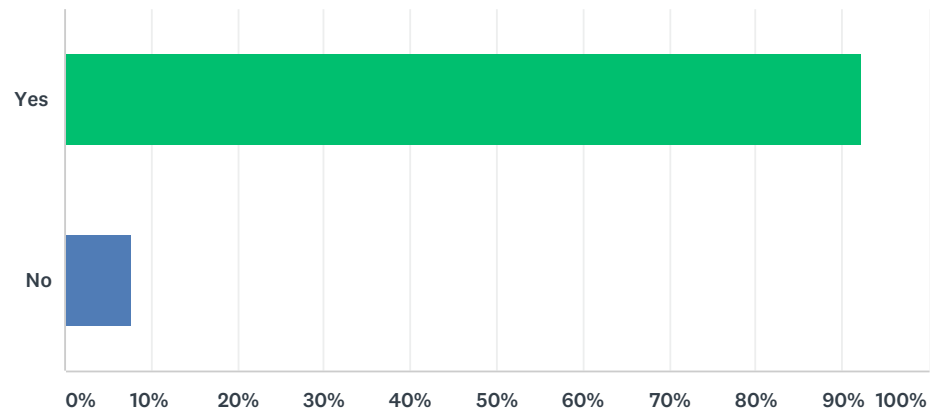
Answered: 52 Skipped: 18



| ANSWER CHOICES | RESPONSES | |
|--------------------------|-----------|----|
| 1 – Not at all important | 5.77% | 3 |
| 2 – Low importance | 0.00% | 0 |
| 3 – Slightly important | 5.77% | 3 |
| 4 – Neutral | 9.62% | 5 |
| 5 – Moderately important | 13.46% | 7 |
| 6 – Very important | 26.92% | 14 |
| 7 – Extremely important | 38.46% | 20 |
| TOTAL | | 52 |

Q12 Do you believe that Queensland should be working towards achieving the SDGs?

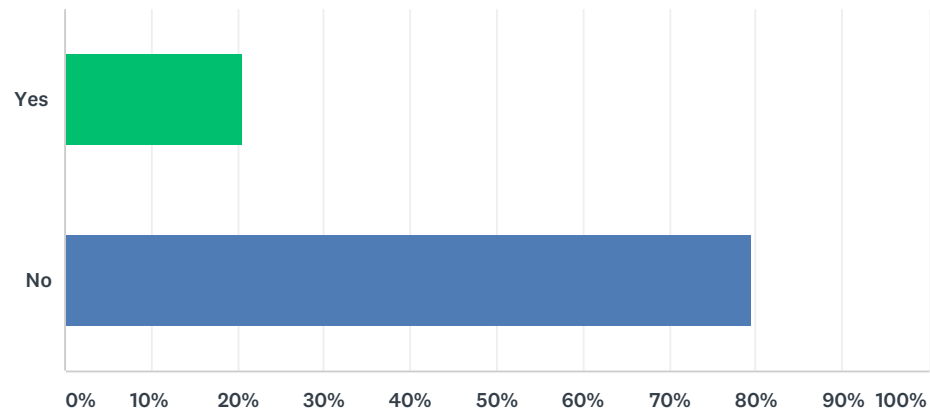
Answered: 51 Skipped: 19



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 92.16% | 47 |
| No | | 7.84% | 4 |
| TOTAL | | | 51 |

Q13 Has your tourism business announced its commitment to working towards achieving the SDGs?

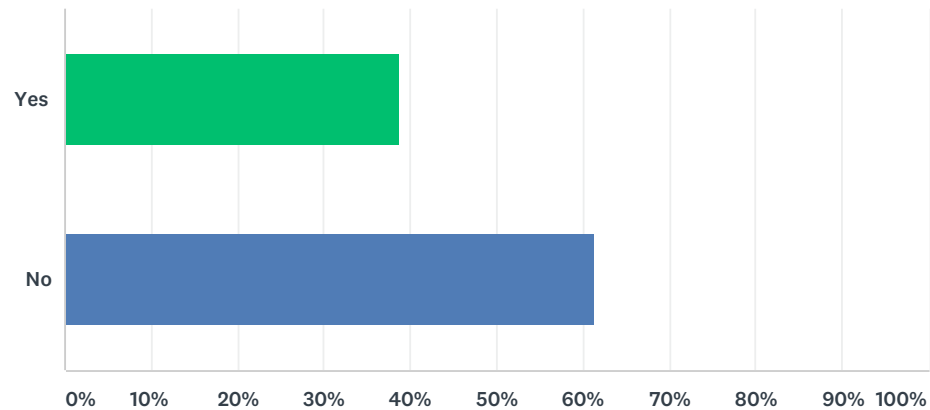
Answered: 49 Skipped: 21



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 20.41% | 10 |
| No | | 79.59% | 39 |
| TOTAL | | | 49 |

Q14 Has your business identified which SDGs are most relevant?

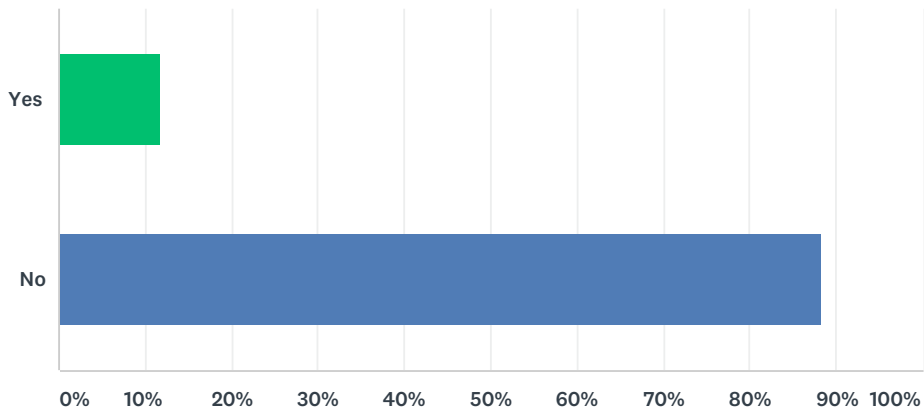
Answered: 49 Skipped: 21



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 38.78% | 19 |
| No | | 61.22% | 30 |
| TOTAL | | | 49 |

Q16 Has your tourism business set KPIs and reported on the SDGs?

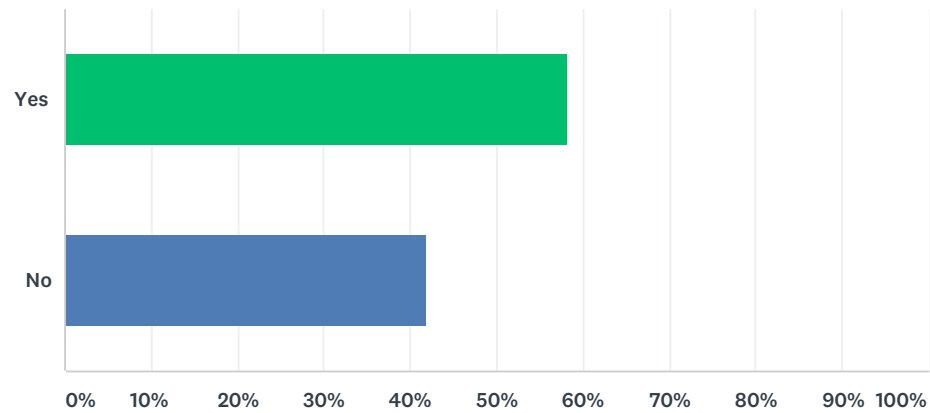
Answered: 43 Skipped: 27



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 11.63% | 5 |
| No | | 88.37% | 38 |
| TOTAL | | | 43 |

Q19 Should all tourism businesses report on their contribution towards the goals?

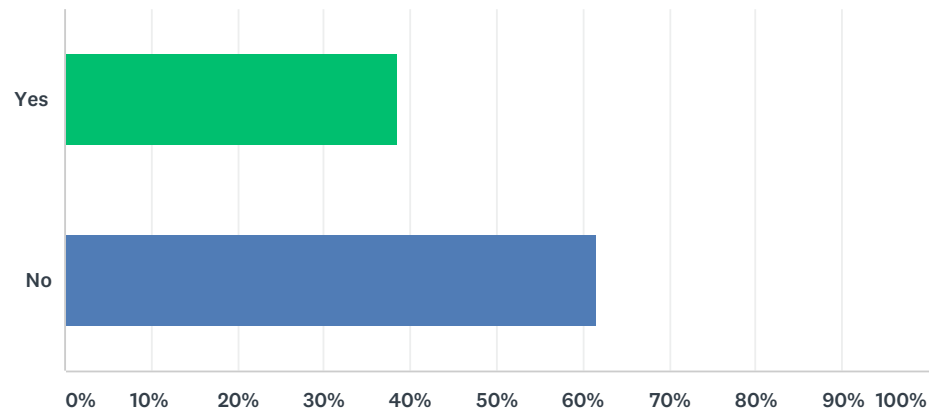
Answered: 43 Skipped: 27



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 58.14% | 25 |
| No | | 41.86% | 18 |
| TOTAL | | | 43 |

Q21 Do you know of any tourism examples of best practice in relation to making a positive contribution towards helping to achieve the SDGs?

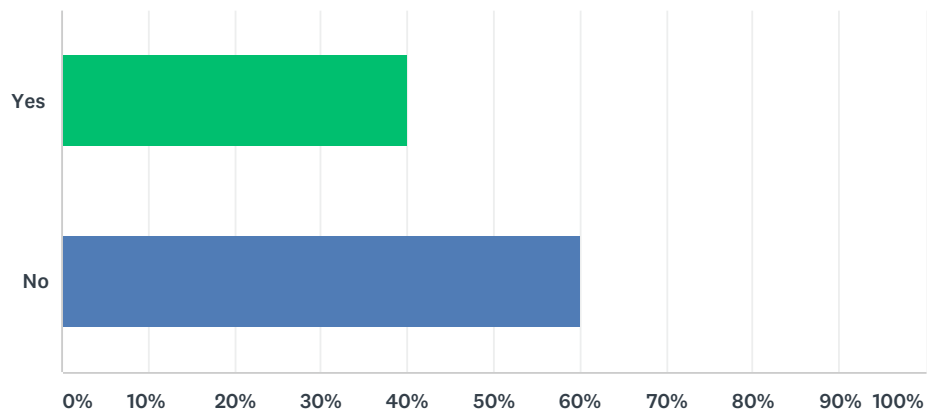
Answered: 39 Skipped: 31



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 38.46% | 15 |
| No | | 61.54% | 24 |
| TOTAL | | | 39 |

Q23 Do you have any cross-sector partnerships to help you work towards achieving the SDGs? (e.g. universities; public sector; other tourism companies)

Answered: 40 Skipped: 30



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Yes | | 40.00% | 16 |
| No | | 60.00% | 24 |
| TOTAL | | | 40 |



Appendix 2 - Global Best Practice

IMPULSA programme, Guatemala

Through the IMPULSA Programme, Guatemala has strengthened and promoted sustainable tourism projects in Protected Areas, thus enhancing and protecting these natural spaces while promoting tourism as a tool for economic growth.

Since 2010, Guatemala has been one of the 19 countries in the world considered 'mega-diverse'. The conservation of its precious natural and cultural heritage depends, to a great extent, on the country's 334 Protected Areas, which cover 32% of its territory. This large network of Protected Areas contains Guatemala's main tourism attractions – including four of the country's top-five destinations. In 2015, the IMPULSA Programme was created to build on this important potential. Its principle objective is to enhance the capacities that entrepreneurs and small- and medium-sized enterprises (SMEs) have for growth, while enabling their work to stimulate sustainable tourism in Protected Areas.

The Programme is implemented by the Guatemalan Tourism Institute (INGUAT) through the support of the Guatemalan government, and in collaboration with the National Council of Protected Areas (CONAP) and other public and private institutions. In the first two editions of the annual programme, 20 entrepreneurs and companies have been selected to receive specialized advice on the construction of viable business models during workshops and events, build connections with potential business partners and investors, and have the possibility of accessing seed capital. For the 2018 and 2019 editions, 40 more projects of entrepreneurs, SMEs or protected areas will be added.





Beneficiaries are selected in accordance with the IMPULSA Programme's well-defined *Sustainable Tourism Criteria*, that guarantee the sustainability and positive impact of its projects. Among these criteria are the need for community participation, cultural respect and support for local communities; the need for projects to be aligned with the conservation objectives of Protected Areas; and the need to offer positive experiences for both visitors and hosts. Throughout, human rights are the initiative's basic principle, underscored by tourism's role as a catalyst of cultural rapprochement and understanding. All entrepreneurs selected as finalists of the IMPULSA programme are followed up on their company's progress in terms of sales, employees and other social and environmental impacts and on their needs to foster development of their businesses.

The IMPULSA Programme has enabled the development of profitable, sustainable tourism businesses,¹ which have also been a valuable source of employment for surrounding communities. As the programme requires that part of businesses' profits must be used for the protection of Protected Areas, substantial results have been obtained in terms of safeguarding natural and cultural heritage – both tangible and intangible.

All of these initiatives have resulted in greater appreciation and greater awareness of what Guatemala's System of Protected Areas represents, while strengthening the capacities of entrepreneurs and local communities. Thus, the IMPULSA Programme is a strong example of how tourism can be used to further inclusive growth which respects and protects the environment.

¹ An example of a project that the IMPULSA programme has helped to materialize, la Choza Chula, is available at: <http://lachozechula.org>

EARTHCheck CERTIFICATION AND THE SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE
DEVELOPMENT GOALS



EARTHCheck

EARTHCHECK CERTIFICATION AND THE SUSTAINABLE DEVELOPMENT GOALS

The purpose of the EarthCheck Certification programs are to provide organisations with a framework for environmental and social sustainability. The EarthCheck Company Standard can apply to all travel and tourism related organisations, and the systems and processes can be applied to any organisation. The EarthCheck Company Standard is aligned to a number of international standards including ISO 9001, ISO 14001, ISO 50001, ISO 26000, the Global Sustainable Tourism Criteria (GSTC), Global Reporting Initiative (GRI) and the CDP (formally the Carbon Disclosure Project) to maximise integrated certification and corporate reporting opportunities.

The EarthCheck Destination Standard is designed to empower local communities to take ownership of sustainability goals, built on local initiatives. The Standard provides a centralised and consistent platform for compliance and reporting to a number of sector based international standards including Global Sustainable Tourism Council (GSTC) criteria.

The purpose of the EarthCheck Design Standards facilitate environmentally, socially and economically sustainable design and construction management of individual buildings and associated infrastructure. The Standards set out the requirements to undertake an integrated assessment of the expected environmental, social and economic performance of a project. The Design Standards are also aligned to ISO 9001, ISO 14001, ISO 50001, ISO 26000, including the Intergovernmental Panel for Climate Change guidelines for National Greenhouse Gas Inventories and the World Business Council for Sustainable Development Greenhouse Gas Protocol.

The United Nations (UNs) Sustainable Development Goals (SDGs) aim to encourage all countries to mobilise efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

Hundreds of organisations in more than 70 countries participate in EarthCheck Certification programs from Resorts and Hotels, to Convention Centres, Tour Operators, Destinations and new development projects. We have now mapped the EarthCheck Certification programs to the 17 SDGs to encourage environmental, social and cultural best practices and allow our members to understand what they are doing to contribute to achieving the UN's goals.

EarthCheck Certification programs address the SDG's with qualitative criteria and also assess the quantitative progress towards achieving the SDG's with benchmarking indicators, which speak directly to the certified standard's criteria.

EarthCheck Certification programs focus on 16 Key Performance Areas (KPA's) over three main standards, Company, Destination and Design. The KPA's cover social, cultural and environmental sustainability. These KPA's have been mapped to the SDGs are summarised below. Every KPA fits within one or more SDG, showing that EarthCheck's holistic approach to certification helps achieve the UN's SDGs.

EARTHCHECK CERTIFICATION KEY PERFORMANCE AREAS AND THE SUSTAINABLE DEVELOPMENT GOALS

| | EARTHCHECK KEY PERFORMANCE AREAS | | | | | | | | | | | | | | |
|--|----------------------------------|---------------|------------------------|-----------------------|-------------------------------------|------------------------------------|--|------------------------------------|------------------------------|----------------------------------|------------------------|-----------|-------------------------|--|---|
| | Economic Management | GHG emissions | Air quality protection | Wastewater management | Ecosystem Conservation & Management | Environmentally Harmful Substances | Energy Efficiency, Conservation & Management | Management of Freshwater Resources | Social & Cultural Management | Land Use Planning and Management | Solid Waste Management | Transport | Sustainability Approach | Sustainable Materials and Resource Consumption | Indoor Environmental Health & Pollution Control |
| 1. No poverty | ✓ | | | | | | | | ✓ | | | | ✓ | | |
| 2. Zero hunger | ✓ | | | | ✓ | | | ✓ | ✓ | ✓ | | | | | |
| 3. Good health & well-being | | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | | | | |
| 4. Quality education | | | | | | | | | ✓ | | | | | | ✓ |
| 5. Gender equality | | | | | | | | | ✓ | | | | | | |
| 6. Clean water & sanitation | | | | ✓ | | ✓ | | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ |
| 7. Affordable & clean energy | ✓ | ✓ | | | | | ✓ | | | ✓ | | | ✓ | ✓ | ✓ |
| 8. Decent work & economic growth | ✓ | | | | | | | | ✓ | | | | | | |
| 9. Industry, innovation & infrastructure | ✓ | ✓ | | | ✓ | | ✓ | | ✓ | ✓ | | ✓ | ✓ | | ✓ |
| 10. Reduced Inequalities | ✓ | | | | | | | | ✓ | | | | | | |
| 11. Sustainable cities & communities | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ |
| 12. Responsible consumption and production | | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ |
| 13. Climate action | | ✓ | ✓ | | ✓ | ✓ | ✓ | | ✓ | ✓ | | | | ✓ | ✓ |
| 14. Life below water | | | | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | |
| 15. Life on land | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | | ✓ | ✓ |
| 16. Peace, justice & strong institutions | ✓ | | | | | | | | ✓ | ✓ | | | | | ✓ |
| 17. Partnerships for the goals | | | | | | | | | ✓ | ✓ | | | | | ✓ |
| EARTHCHECK Certification STANDARDS | COMPANY STANDARD | | | | | | | | | | | | | | |
| | DESTINATION STANDARD | | | | | | | | | | | | | | |
| | | | | | | | DESIGN STANDARD | | | | | | | | |