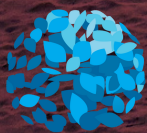


# QNTIC'S TOP TOURISM TOWN AWARDS

EarthCheck Grand Prize - Value \$25,000



EARTHCHECK



WHAT MAKES A SUSTAINABLE DESTINATION?

**"PLACES THAT PEOPLE WANT  
TO VISIT AND LIVE - AND  
THAT ARE SUSTAINABLE - DO  
NOT HAPPEN BY CHANCE.  
THEY ARE A PRODUCT OF  
VISIONARY THINKING AND  
COMMITMENT BY CORPORATE  
INVESTORS, DEVELOPERS AND  
CIVIC LEADERS."**

- THE EGAN REVIEW (UK 2004)



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**EARTHCHECK.ORG**

**#WALKTHETALK**



We would like to take this opportunity to thank the Queensland Tourism Industry Council for the opportunity to support towns across the State of Queensland. Particularly at a time of economic recovery.

EarthCheck is one of Asia Pacific's longest running destination management specialists, with more than 30 years of experience in strategic planning for tourism destinations.

We offer a total solution for tourism businesses and destinations in responding to the challenges of climate change, COVID-19 recovery and the need to build local tourism in a more sustainable way.

Our team look forward to working with the winning destination to help you to build a strong and resilient tourism industry which is good for operators, visitors and the local community.

Best of luck!



Stewart Moore  
CEO & Founder  
EarthCheck

*the prize*

# QTIC'S TOP TOURISM TOWN AWARDS

Queensland Tourism Industry Council is excited to present a new Tourism Award Program to recognise Queensland's diverse and outstanding regional destinations.

QTIC's Top Tourism Town Awards aim to recognise and reward towns:

- that offer an amazing visitor experience
- where tourism operators, businesses and the local community work together to make their town the best destination it can be
- who demonstrate a strong commitment and encourage tourism and increased visitation

There are two Awards in the 2021 Program:

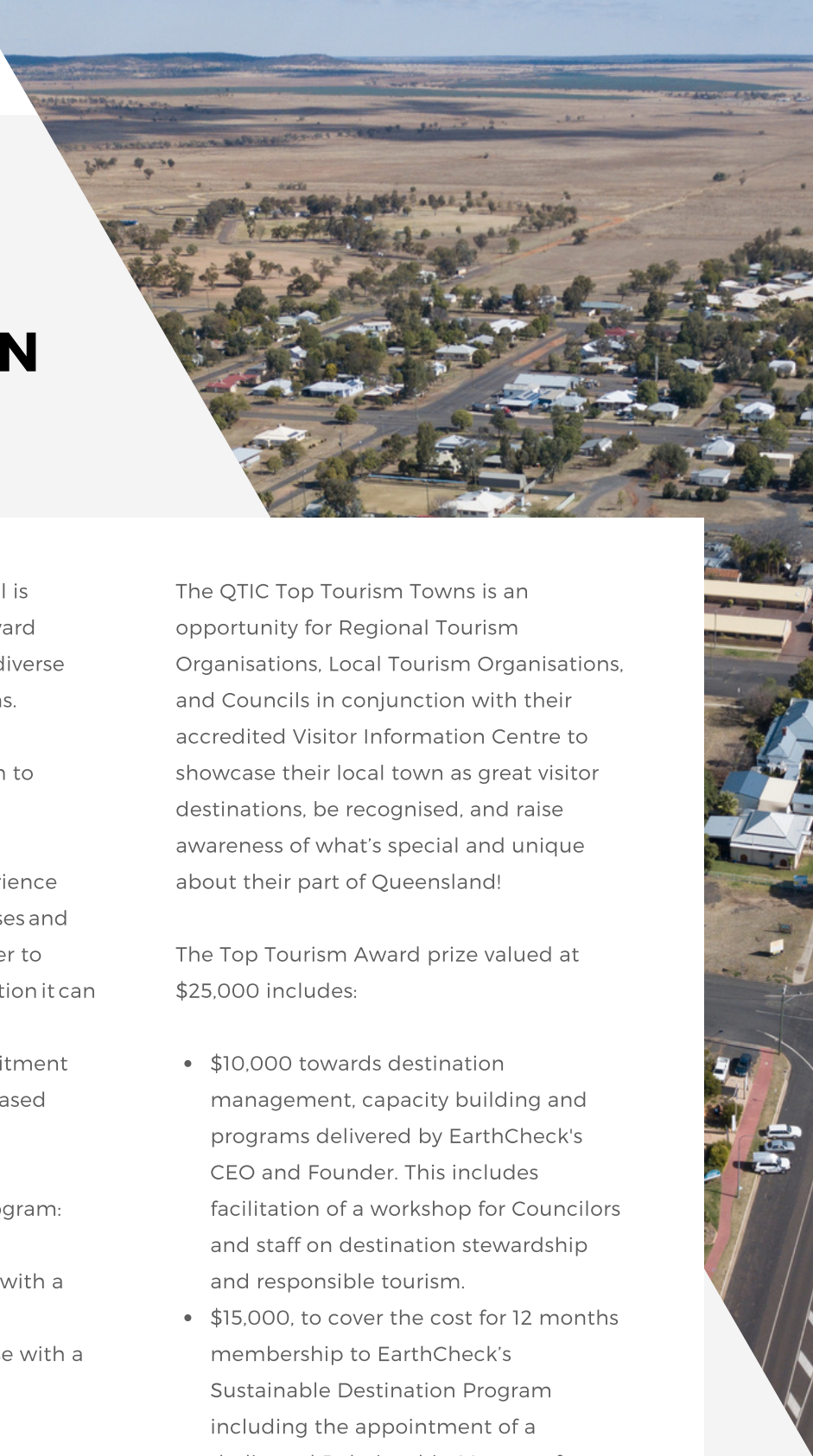
1. Top Tourism Town Award – those with a population over 5,000
2. Small Tourism Town Award – those with a population below 5,000

Nationally, in 2021 the Top Tourism Town program is being introduced in each state and territory as part of the Australian Tourism Awards series. State winners will have the opportunity to represent Queensland at the National Awards and be named Australia's Top Tourism Town! Our towns support local businesses and local jobs, and keep our regional communities thriving.

The QTIC Top Tourism Towns is an opportunity for Regional Tourism Organisations, Local Tourism Organisations, and Councils in conjunction with their accredited Visitor Information Centre to showcase their local town as great visitor destinations, be recognised, and raise awareness of what's special and unique about their part of Queensland!

The Top Tourism Award prize valued at \$25,000 includes:

- \$10,000 towards destination management, capacity building and programs delivered by EarthCheck's CEO and Founder. This includes facilitation of a workshop for Councilors and staff on destination stewardship and responsible tourism.
- \$15,000, to cover the cost for 12 months membership to EarthCheck's Sustainable Destination Program including the appointment of a dedicated Relationship Manager for Council.
- Access to the *Leading Destinations of the World* program.
- Access to the resources of the EarthCheck Research Institute.
- Carbon and Net Zero Reporting





# A 360<sup>0</sup> Approach to Sustainability

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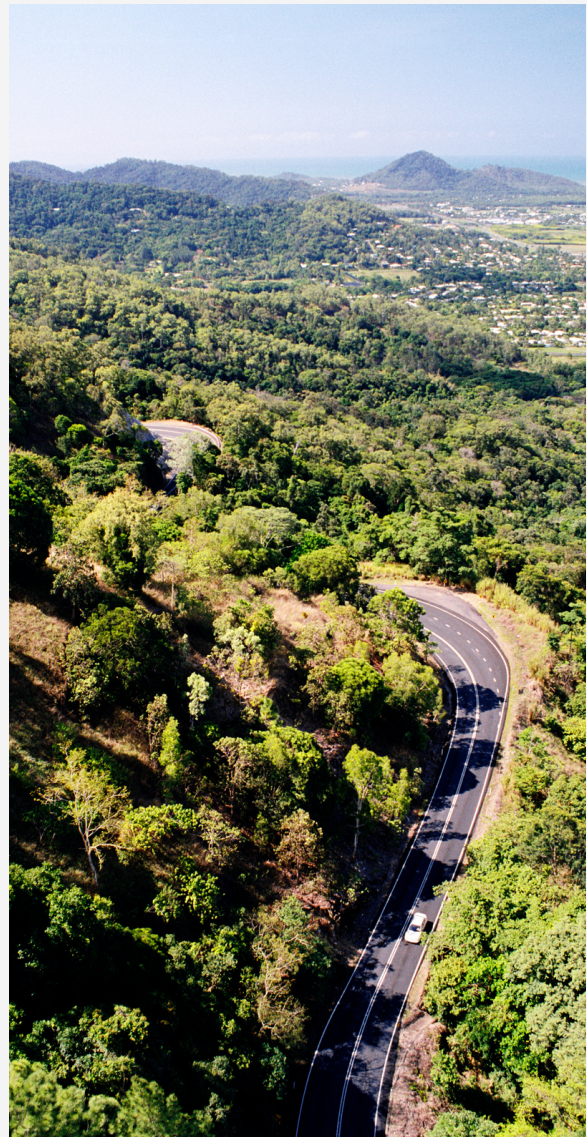
*"We can't solve problems by using  
the same kind of thinking we used  
when we created them."*

Albert Einstein

The EarthCheck Sustainable Destinations Program is a worldwide network of destinations that aim to achieve world-leading sustainability outcomes. The program provides communities with a framework to benchmark, certify and continuously improve their environmental, cultural, social, and economic (ECSE) performance.

The Sustainable Destinations Program is designed to empower local communities to take ownership of sustainability goals and build on local initiatives. It recognises the benefits of a Destination working together to achieve sustainable outcomes and should be used to underpin a clear vision for a Destination, as well as focussing on sound policy and action plans to help achieve the vision.

The program addresses key global concerns, including the SDGs, and deals with environmental regeneration and environmental improvement as well as the conservation of existing natural heritage assets.



The Program includes two key steps:

1. **Benchmarking** - Quantitative evaluation of the destinations environmental and social performance against sector and region Baseline and Best Practice levels. Effective benchmarking delivers clarity and injects confidence. It puts rigor and transparency into processes and strengthens reporting to government, visitors and residents.
2. **Certification** - Qualitative verification of the destinations environmental and social performance against the EarthCheck Sustainable Destination Standard by an approved independent third party EarthCheck Auditor.

## INSPIRE COMMUNITY CONFIDENCE

The EarthCheck Sustainable Destinations Standard uses a performance-based platform that is supported by a range of benchmarking indicators and (KPA's) for destinations which include:

- Energy efficiency, conservation and management
- Land use planning and development
- Transport
- Greenhouse gas emissions
- Solid waste management
- Air quality protection, noise control, & light pollution
- Management of environmentally harmful substances
- Management of freshwater resources
- Cultural and Social Management
- Waste water management, drainage and streams
- Economic Management
- Ecosystem conservation and management



# 01

### RETURN ON INVESTMENT

EarthCheck's clients and partners enable and support annual revenues in excess of \$18 billion. Our systems annually measure over 16 billion kwh of energy, 34 billion litres of potable water and 2.5 million tonnes of CO<sub>2</sub>e. We strive to reduce consumption and have identified over \$500 million dollars in savings for our clients. 6 million consumers a week are directly touched by EarthCheck's branded solutions. In the last decade, we have been associated with over 360 research projects with a total value of \$260 million.

# 02

### CULTURE OF INNOVATION

Experienced in innovative carbon footprint reduction approaches delivered through dedicated energy and sustainability strategies. EarthCheck provides practical sustainability solutions together with environmental management and action plans. Our team has an understanding of consumer and government expectations internationally and can work with organisations to identify innovative and cost-effective sustainability solutions.

# 03

### STRATEGIC PLANNING

Having worked with a wide range of global destinations and businesses to develop action plans and implement training programs we are familiar with what is required to achieve recognition in international best practice sustainability performance using established global benchmarks and best practice measures.





## Walking the Talk

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"2021 heralds a new period of time where societal, economic, environmental uncertainty and disruption will become the norm. One thing I can promise you with some certainty is that if you are an EarthCheck Certified member and are currently measuring, benchmarking and reporting on your operational performance, you are well positioned to meet many of the demands of both the carbon economy and the environmentally conscious consumer who will begin to scrutinise every aspect of your business and supply chain."

**Stewart Moore, CEO & Founder, EarthCheck**

"EarthCheck's software platform is one of a kind and the best system in the world for reporting carbon emission in tourism."

**David G Simmons, PhD, MInstD,**

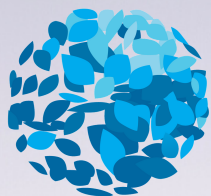
**Professor Emeritus (Tourism)**

**Chairman Tourism EarthCheck Research Institute**

**Lincoln University, New Zealand**

**Te Whare Wānaka o Aoraki**





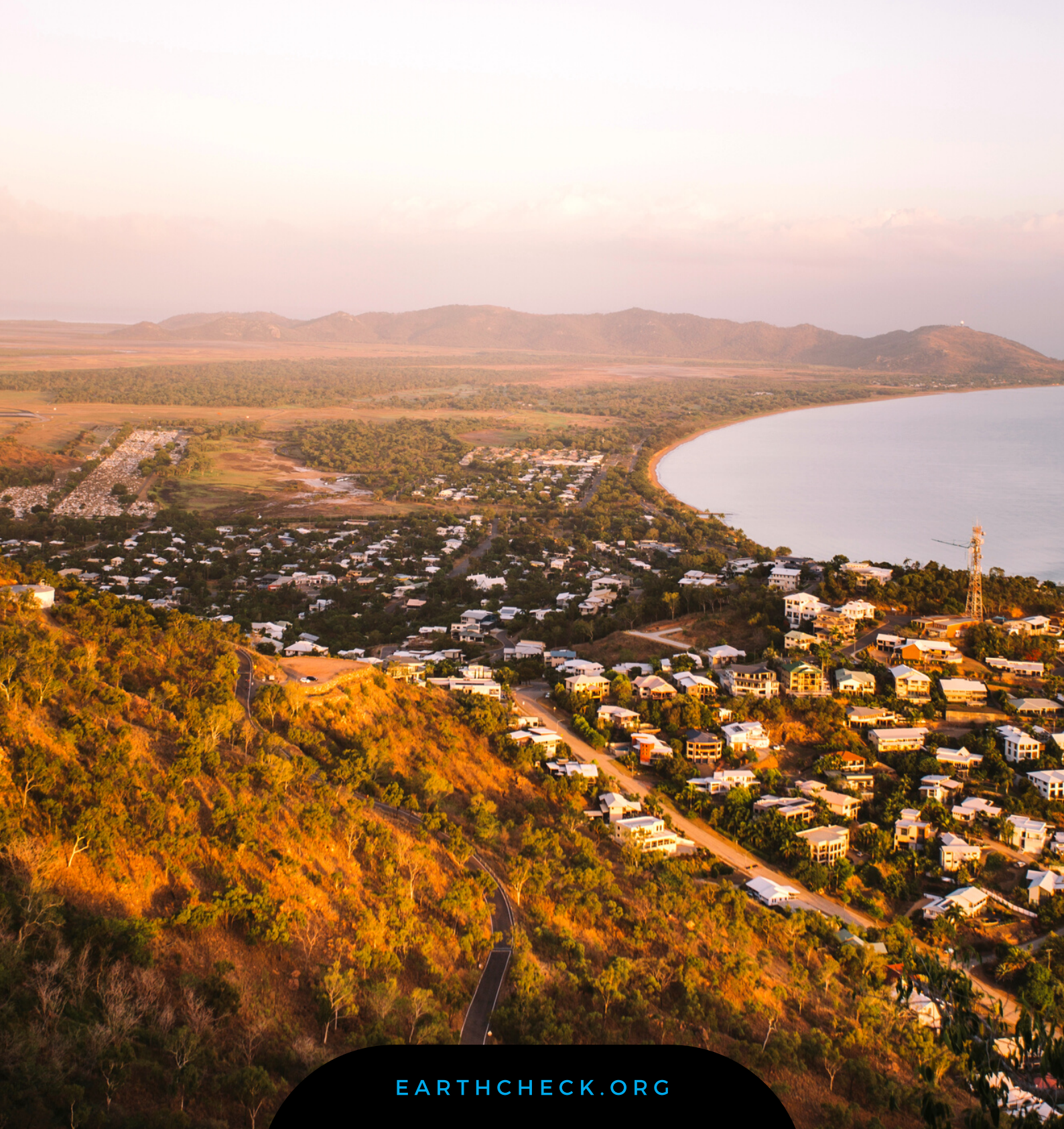
EARTHCHECK



Year of  
**Indigenous  
Tourism**



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL



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