

HEAD OF POWER

- *Bundaberg Regional Council Advocacy Priority 2021*

INTENT

The purpose of this policy is to support businesses/operators to become ECO Certified and/or Climate Action Certified through Ecotourism Australia by offering a cash subsidy incentive.

SCOPE

This policy applies to entities conducting business within the Bundaberg Regional Council area that are deemed eligible to obtain ECO Certification and/or Climate Action Certification through Ecotourism Australia.

POLICY STATEMENT

1. Ecotourism is one of the fastest growing sectors of global tourism and the Bundaberg region has a range of nature based tourism opportunities that could be leveraged to grow local visitation.
2. Council's advocacy position is to grow the region's visitor economy through market development as an ECO Certified Destination. This would enable the Bundaberg region to become a high-quality and recognisable destination to visitors while further increasing the sustainability credentials of our businesses.
3. Ecotourism Australia offer an ECO Certification Program and a Climate Action Certification Program for eligible businesses within the Bundaberg region. They assure travellers that certified products are backed by a strong, well managed commitment to sustainable practices.

In order to grow the Bundaberg region visitor economy, Council offers a subsidy to local businesses who wish to become ECO Certified and/or Climate Action Certified through Ecotourism Australia by offering a 50% cash subsidy to eligible businesses/operators to offset the first annual certification fee payable to Ecotourism Australia.

4. Eligibility criteria

- 4.1 The business must be eligible to apply for the relevant certification program with Ecotourism Australia.
- 4.2 The business to be certified will help customers to directly experience the Bundaberg region in a sustainable manner.
- 4.3 All necessary licences, permits and approvals are obtained from relevant authorities and agencies.

- 4.4 The business consistently meets customer service expectations and has defined customer service procedures and is committed to delivery of a quality experience/product.
- 4.5 Economic, social and environmental sustainability principles are core to the operation of the business.

ASSOCIATED DOCUMENTS

- ECO Certification Expression of Interest

DOCUMENT CONTROLS

Council will review this policy annually or in response to changes in law or best practice.

POLICY OWNER

Executive Director, Strategic Projects and Economic Development.