

Sustainable Tourism - Quick Wins

Download file > [The Sustainable Tourism Toolkit](#)

Industry

- Promote the Operator Webinar replays** by sharing [Austrade's YouTube link](#) on your communication channels to encourage businesses in your region to watch and share the webinars.

Continue the conversation in your region -

- host regular conversations online or in-person to keep the toolkit front of mind with your industry, and for operators to hear success stories regularly

Share snippets from the Sustainable

- Tourism Toolkit** via your eNews and social channels, such as FB Groups. For example, you could **start a regular sustainability feature** that includes links to resources to help businesses on their sustainability journey.

An example resource is the [Sustainability Checklist from business.gov.au](#), which provides an easy list of sustainability actions for businesses to follow.

Showcase your local sustainable tourism

- leaders** with your industry engagement programs.

Encourage businesses to engage with

- sustainable tourism accreditations, certification programs and sustainability awards.**

Share grants relating to sustainable tourism from federal, state and local governments.

- Explore the [Grants and Program Finder on business.gov.au](#).

Encourage businesses to engage with your

- local council's sustainability initiatives**, such as waste reduction or accessibility programs.

Visitors

- Highlight your **local sustainable tourism business leaders** via destination storytelling such as itineraries and blog articles on your destination website, in your consumer eNews and social media.

See [Tourism Australia's Sustainability Storytellers Guides](#) for inspiration

- Develop a **Sustainability landing page on your destination website** so visitors know what progress is being made in your destination.

- Highlight the **First Nations- led, inclusive and accessible experiences** in your destination storytelling activities.

- Consider developing a **Visitor Code of Conduct**, which promotes responsible travel through the sharing of behaviours your local communities would like to see from visitors. Share across all communication and visitor servicing channels.