



BUSINESS PLAN

BUSINESS DESCRIPTION

Ecotourism Australia (EA) is a not-for-profit, non-government organisation, established in 1991, that promotes and supports the ecotourism industry in Australia and in our near neighbouring countries through building capacity, being ecotourism's authoritative voice and actively promoting high standard tourism operations and systems.

We manage a range of world leading certification programs that assist tourism operators and destinations to deliver true ecotourism products that provide memorable experiences and are planet friendly. Our key program is ECO Certification, the world's first national ecotourism certification program, which is acknowledged globally as an industry standard through its Global Sustainable Tourism Council Accreditation. We also hold MOUs with UNESCO and UNWTO, reward and recognition programs with all Australian national park agencies, high prominence at the Qantas Australian Tourism Awards and have initiated the world's first ecotourism certification program specific to destinations.

WE ACHIEVE OUR PURPOSE BY:

- Designing & managing national & world-leading tourism certification programs
- Being a strong advocate to policy & decision makers to encourage the growth of ecotourism & sustainable tourism
- Delivering conferences & other educational and networking opportunities for the ecotourism industry
- Providing project management & administration services for other organisations' programs (e.g. Australia's Tourism & Parks Agencies Forum)
- Negotiating reward & recognition programs for EA certified tour operators with protected area managers & tourism agencies
- Developing mutually-beneficial partnerships with other organisations & destinations
- Delivering marketing benefits & activities for EA certified operators & destinations
- Supporting destinations to attain destination certification
- Leading & facilitating the ecotourism industry's transition to a low carbon future



OUR PRODUCTS

- ✓ Membership services
- ✓ Certification programs
 - ECO Certification
 - Respecting Our Culture (ROC) Certification
 - Climate Action Certification
 - ECO Destination Certification
 - EcoGuide Australia and Greater China
- ✓ Annual Global Eco Asia Pacific Tourism Conference
- ✓ International sub-license arrangements for our certification programs
- ✓ Green Travel Guide
- ✓ Industry and product development workshops and seminars
- ✓ Industry representation through membership on a range of reference and steering groups
- ✓ Advocacy on industry issues
- ✓ Parks Peer Review program



STRATEGIC FOCUS AREAS 2019-2021

Deliver internationally respected, best-practice programs, products and services

- Ensuring our products, certification criteria and program delivery are leading edge
- Collaborating and partnering with associated organisations to leverage and create value for our members
- Implementing a digital strategy that ensures all services are online
- Managing a cost-effective compliance program that is valued by our members
- Providing personalized, customer-oriented support for members and applicants

Generate value for our members

- Promoting our certified member products domestically and internationally
- Representing our members and industry certification through advocacy on topical issues
- Strengthening brand value and recognition

Strengthen and promote our industry

- Enhancing the understanding of the environmental, socio-cultural and economic values of nature-based tourism
- Working nationally and regionally with members and partners to support ecotourism development and regional growth
- Working in partnership with protected area managers, other government agencies and industry bodies to develop consistent policies and incentives for best practice
- Promoting the value of certification

Be a well-managed sustainable organisation

- Managing a financially sustainable organisation
- Ensuring good governance
- Ensuring our income streams and product offerings support our members now and in the future
- Leading by example