

## Ecotourism Award 2009

This category aims to recognise ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation. To be eligible for this award, your business must be certified under the ECO Certification Program.

### Question 1 – Overview (10 Points)

Maximum 500 words

Provide a general overview of the nature and history of your product and describe how your business is a leader in your field including any outstanding achievements in the past year. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above.

- Explain how your business embraces ecotourism, for example, demonstrates continued best practice sustainability and provides opportunities to experience nature in a way that leads to greater understanding, appreciation and enjoyment
- What innovation/s have taken place to improve the nature of the visitor experience and minimise the possible impacts on the environment?

*Tips: Innovations could include infrastructure development, new marketing ideas or sales activities.*

### Question 2 – Environmental Sustainability (20 Points)

Maximum 1000 words

- a) Demonstrate how your business had been developed and managed to conserve and enhance the natural and cultural environments in which you operate → through the recognition and application of environmentally sustainable practices
- b) What initiatives have you introduced to minimise the negative environmental impacts of your ongoing business practices and activities

*Tips: Environmental sustainability initiatives could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and complying with the ECO Certification Program.*

### Question 3 – Cultural and Social Environment (20 Points)

Maximum 500 words

- a) Describe how your business supports the local community and it's culture
- b) Describe how your business uses and promotes local products and services
- c) If applicable, demonstrate how your business is sensitive to, interprets and involves the local culture

*Tips: Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organisations etc. The use of local products and services could include food and beverage suppliers, service providers, trades people and local building material. If local products and services are not available, briefly explain.*

## The Details...

### Please also include in your application:

- Images Ecotourism Australia can use to profile your business
- Any written references that would support your application

### The winning entrants will receive:

- Return economy airfares to Alice Springs
- Attendance to the plenary sessions held in Alice Springs on the 11<sup>th</sup> of November 2009, including all Keynote and Concurrent addresses, morning tea, lunch and afternoon tea
- Attendance to the awards ceremony at the **Gala Dinner including the National Ecotourism Australia Awards and Gala Auction** where you will be presented with your award

### Next Step:

Applications are to be received by Friday 16<sup>th</sup> October 2009. The winner will be announced at the Global Eco Conference at the Gala Ecotourism Awards Dinner on Wednesday the 11<sup>th</sup> November 2009 in Alice Springs, Northern Territory.

The successful applicant will be contacted soon after the closing date to organise travel arrangements.

Applications may be submitted by email to [Kristie@ecotourism.org.au](mailto:Kristie@ecotourism.org.au) or by mail to:

Ecotourism Australia  
PO Box 881  
Fortitude Valley QLD 4006

Any questions regarding your application may be directed to [Kristie@ecotourism.org.au](mailto:Kristie@ecotourism.org.au)