



# What is ECO Certification?

ECO Certification assures travellers that certified products are supported by a strong, well-managed commitment to sustainable practices and provides high quality nature-based tourism experiences.

The ECO Certification Program is a world first and it has been developed to address the need to identify genuine nature and ecotourism operators.

ECO Certification is product-specific; you are able to apply for ECO Certification even if not all of your products are nature-based. There are three levels of ECO Certification:



Tourism in natural areas that leaves minimal impact on the environment.



Tourism in a natural area that focuses on optimal resources use, leaves minimal impact on the environment & offers interesting ways to learn about the environment with operators that use resources wisely, contribute to conserving the environment & help local communities.



Australia's leading and most innovative ecotourism products that operate with minimal impact on the environment and provide opportunities to learn about the environment with operators who are committed to achieving best practice, using resources wisely, contributing to conserving the environment and helping local communities.



The ECO Certification program 's criteria, processes and compliance standards are Approved by the Global Sustainable Tourism Council, Ecotourism and Advanced Ecotourism certified operators are eligible to carry the GSTC-Approved logo.

## Why get certified?

ECO Certification is a business development tool. Through membership, you become part of a nation-wide community of leaders in ecotourism and build your network for sharing best practice and continuous improvement strategies. Along with reaping the benefits of formulating your plans and goals for the future, you also receive:

- ◆ Operator credibility and industry recognition, throughout Australia and Internationally
- ◆ Certification logos and certificates to display your achievement
- ◆ Marketing across EA's platforms and free listing on the online Green Travel Guide searchable database
- ◆ Full membership rights with Ecotourism Australia and discounted registration for our annual Global Eco Asia-Pacific Tourism Conference
- ◆ Various discounts and opportunities with EA and our industry partners (like TripAdvisor, Australian Traveller Magazine, Tourism Tribe, and many more)
- ◆ Access and eligibility for extended licences and permits through Protected Area Management Agencies
- ◆ Representation at Australian Tourism Exchange

And much more...

[www.ecotourism.org.au](http://www.ecotourism.org.au)

# What's the process?



Once certification is granted, your first annual fee will be payable. Certification is renewed on an annual basis on the anniversary of your certification being granted. Your certification will be audited within the first 3-12 months of being granted, and once every three years thereafter.

## Other programs:

Respecting Our Culture



ROC Certification is an additional recognition for tourism businesses committed to protecting cultural authenticity and integrity, and acknowledging Indigenous peoples' spiritual connection to the land and water. You can apply for ECO and ROC in the one application.

# What do I need?

You have 12 months from your registration date to complete your application. Your complete application will include:

- ◆ Your completed Certification Workbook Application, signed and dated
- ◆ Business Sustainability Planning (evidence of your Business, Marketing, Operational, Human Resources, Customer Service Standards, and Risk Management Planning documentation), or a copy of your ATAP Certificate if applicable
- ◆ An Environmental Management Plan
- ◆ An Interpretation Plan (Ecotourism and Advanced Ecotourism levels)
- ◆ A Climate Action Plan (Advanced Ecotourism level and Climate Action Certifications only)

## Fees:



Annual Fee Your Turnover	Once-only Application Fee	Ongoing Annual Fee
< \$250,000	\$395	\$540
\$250,001 - \$1,000,000	\$455	\$775
\$1,000,001 - \$5,000,000	\$575	\$1085
\$5,000,001 - \$10,000,000	\$695	\$1285
> \$10,000,001	\$925	\$1450

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