



Cookie Bar, Melbourne, VIC  
Tourism Australia

## Strive 4 Sustainability Scorecard Essentials

Your guide to starting your sustainable tourism journey

## Acknowledgement of Country

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing custodianship of the land, waters and culture for over 60,000 years. We pay our respects to them and their elders past and present. We are privileged to learn from them in the way we care for and share Australia's diverse nature and culture, and we strive to walk humbly in the footsteps of those who have walked these paths before us.

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James Street, Brisbane  
Tourism and Events Queensland

## Welcome to your sustainable tourism journey

The Strive 4 Sustainability Scorecard Essentials is your comprehensive guide to our scorecard. Ecotourism Australia developed the Scorecard as a pathway program for any tourism business or business supporting the tourism supply chain in Australia. Tourism Australia is the Founding Partner of the Strive 4 Sustainability Scorecard.

This scorecard is a helpful and practical business development tool, de-mystifying what genuine sustainable and responsible travel is for you as a supplier and for your customers.

We're always happy to help, so if you've still got questions or would like to know more, please [get in touch](#).

The Ecotourism Australia team

**strive**   
4 SUSTAINABILITY

POWERED BY



FOUNDING PARTNER

TOURISM AUSTRALIA



# What is sustainable tourism?

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

*United Nations World  
Tourism Organisation  
(UNWTO)*



Aboriginal Cultural Tours of Kings Park. Nyungar Tours  
Tourism Western Australia

## Why apply sustainable tourism principles to your business?

Did you know more travellers are now seeking out tourism related businesses who are actively showing they're following sustainable practices?

According to [Booking.com \(2022\)](#), 81% of travellers confirm that sustainable travel is important to them, while research from [Expedia \(2022\)](#) found that 7 in 10 consumers have avoided a travel destination or transportation option due to scepticism that the commitment to sustainable practices was real.

Our simple scorecard will show you and your customers what you're doing well and how you can strive to improve. Use your scorecard to promote your business and become more attractive to suppliers, providers and guests choosing to align their sustainability values with yours if you choose to do so.

## Pathway to certification with Ecotourism Australia

### Start your sustainability journey with the Strive 4 Sustainability Scorecard.

This precertification program is open to all businesses in the tourism supply chain, providing your business with a snapshot of how your business compares to our globally recognised criteria for sustainable tourism.



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To progress your sustainability journey after the scorecard program, Ecotourism Australia's professional team can work with you to become certified by global best practice standards through our range of certification programs.

### Our programs



### Supporting programs






## Value of your Strive 4 Sustainability Scorecard


The Strive 4 Sustainability Scorecard costs \$250 + GST per business per annual scorecard.


Your scorecard is valid for 12 months from completion of your criteria. At the end of your 12 months, we encourage you to keep striving for sustainability and to aim for a higher score in your next scorecard assessment.


## Why get a scorecard for your business?


If you want to be recognised for your sustainability efforts, or learn how to be more sustainable in your business, then you have come to the right place! Ecotourism Australia's Strive 4 Sustainability Scorecard will give you an understanding of how your business compares against our globally recognised criteria for sustainable tourism.


 **Quick** | Completing 50 criteria for your business and uploading evidence should take no longer than four to eight hours.


 **Affordable** | Your scorecard costs \$250 + GST for one year of completion and includes your public-facing scorecard as well as a comprehensive assessment report.


 **Personalised** | Your scorecard and assessment report will provide you with tailored feedback and suggestions specific to your business.

 **Continuous improvement** | No matter how high or low your score is, identifying areas you do well in and areas for improvement is an important step in your business' sustainability journey.

 **Benchmarking** | Once you receive your scorecard, you can scan the QR code to see how you compare to other businesses.

 **Educational** | Your assessment helps to de-mystify what sustainable and responsible tourism is, both for you and your customers.

 **Practical** | Build your knowledge on implementing tools to help your business increase capacity to manage all four pillars of sustainability.

 **Make change** | Be part of a movement that strives for a more sustainable future.



Cairo Takeaway. Newtown  
Destination NSW

## What's your Strive 4 Sustainability score?

The scorecard measures where a business is at on their sustainability journey at a point in time. Based on Ecotourism Australia's existing globally recognised certification criteria, businesses will track their own operations against 50 criteria across all four pillars of sustainability:

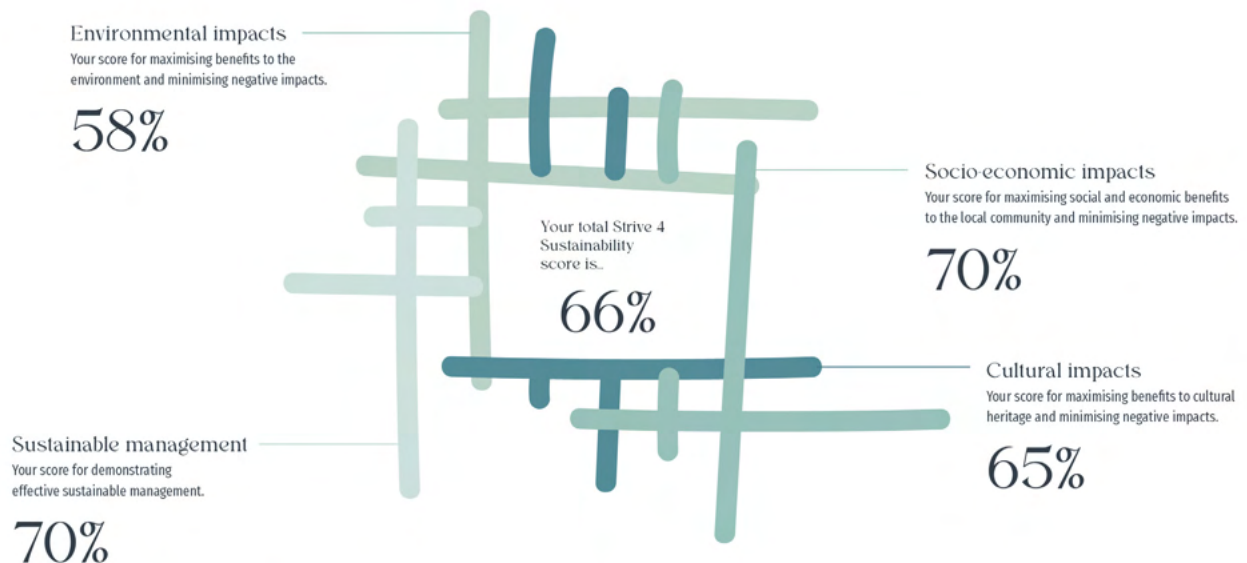
- I: Sustainable management
- II: Environmental impacts
- III: Socio-economic impacts
- IV: Cultural impacts

The scorecard is not a certification or accreditation, but a benchmark with which your business can strive for sustainability. Any business or operator can apply for their own scorecard. A scorecard is ideally taken annually to see how your score improves over time.

Once a sustainability assessment is completed, the business will receive a scorecard (shown on p.9) with a scannable QR code for anyone to learn more about the scorecard and Strive 4 Sustainability program.



**Business Name**  
**Strive 4 Sustainability Scorecard**  
**Rating for 2022/23**



**What is a Strive 4 Sustainability Scorecard?**

Scan the QR code to learn more about the Strive 4 Sustainability program - powered by Ecotourism Australia.

Date Issued: 17/11/2022  
Valid Until: 17/11/2023

## How can you use your sustainability scorecard to improve your business?

Once you have completed your Strive 4 Sustainability Scorecard, your detailed snapshot of how sustainably your businesses operates will include a document to review your assessment and a scorecard to display to your customers.

Your scorecard includes a breakdown of your scores in all four categories. Below your score, customers can scan a QR code to find out more information about what your scorecard means. Your assessment will include ways you can improve how your businesses cares for the environment, community and culture.

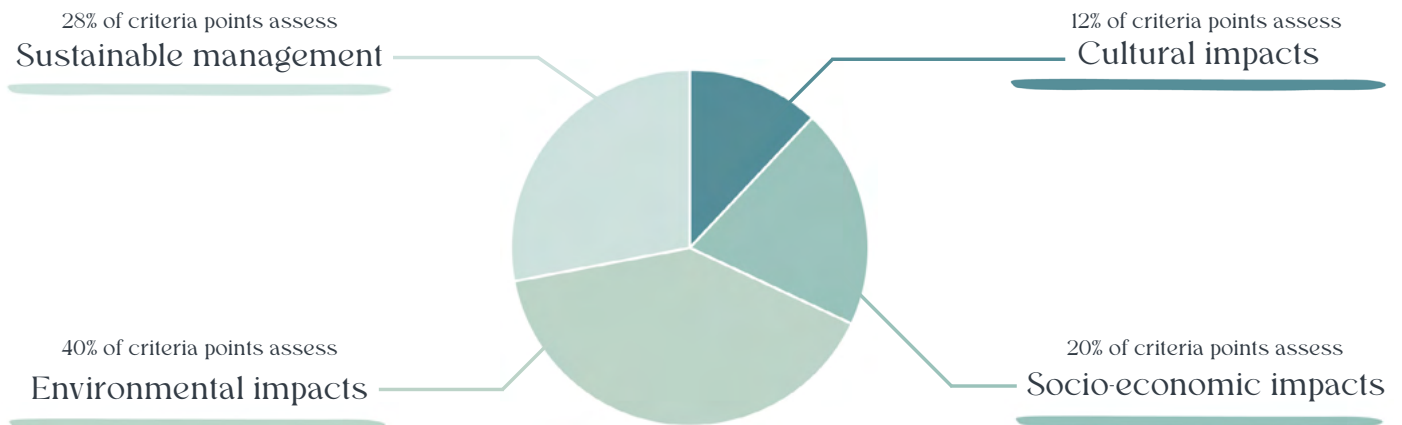
For those operators that score 50% or higher, a certificate will also be provided that can be displayed publicly to show your sustainability commitments.

If you score below 50%, we understand you may be disappointed that you have not received the certificate. However, we want to ensure you fulfil your mission to strive for tourism sustainability. You will still receive a report detailing ways you can improve the sustainability of your operations and reach for a higher score on your next assessment.

## How is your score calculated?

Your total score is made up of your individual scores for each of the 50 criteria. The more criteria you meet, the higher your score will be.

**Please remember:** The scorecard is a business development tool and it will help you to understand the areas you are doing well in as well as highlight areas for improvement. Understanding where your business' sustainability is at is the first step to a more sustainable future!



## Strive 4 Sustainability Scorecard criteria

Each section assesses a number of criteria:

### I: Sustainable management

- Sustainable management, plans and policies
- Legal compliance
- Health and safety / risk management
- Responsible marketing
- Customer satisfaction
- Visitor education on sustainability
- Staff sustainability education and training

### II: Environmental impacts

- Environmental Management Plan
- Green supplier policy
- Emissions measurement and reduction
- Location and site selection
- Efficient buildings, construction and landscaping
- Energy conservation
- Water conservation
- Waste minimisation and management
- Cleaner transport
- Minimal disturbance to wildlife
- Contribution to conservation

### III: Socio-economic impacts

- Equal opportunity and fair treatment
- Anti-harassment and anti-exploitation
- Accessibility
- Staff training and development
- Community support and engagement
- Impact on local communities
- Local employment
- Local purchasing and supporting local businesses

### IV: Cultural impacts

- Acknowledgement of Country
- Consultation and training
- Cultural interpretation
- Visitation of culturally sensitive sites
- Protecting and presenting cultural heritage
- Indigenous arts, crafts and goods

## Pathway to your Strive 4 Sustainability Scorecard

1

[Register your business online and purchase your Strive 4 Sustainability Scorecard.](#)

2

Receive your unique login details from Ecotourism Australia to our online portal.

3

Complete a self-assessment of your business against 50 criteria and upload supporting evidence. This process takes between four to eight hours to complete.

4

An assessor at Ecotourism Australia reviews and scores the business and provides feedback on the online portal.

5

Receive a personalised Strive 4 Sustainability Scorecard of your business including an overall score and a full PDF assessment report.

# What to expect when you start your scorecard

Once you login to the online portal you will find a list of 50 criteria broken down into eight sections and covering all four pillars of sustainability (sustainable management, environmental impacts, socio-economic impacts and cultural impacts).

You will be provided a 'how to guide' with step-by-step instructions on how to use our intuitive online portal. You can also start the scorecard and save your progress if you want to come back to it later. Read the following useful notes before you start.

- 1 Sustainability is a journey, not a destination. You will not be perfect, but it is about the steps you take and committing to improving your sustainability efforts.
- 2 Your score is a current snapshot of your business' sustainability practices. Your honest assessment of what you are currently doing/not doing will guide your future opportunities to improve and evolve.
- 3 We expect you will find several areas of sustainability that your business has not considered yet. This scorecard will help you to identify those areas so that you can plan for these over the coming years.
- 4 For each criterion you can get a maximum of two points, which will all contribute to your total score shown on the scorecard.
- 5 It will be helpful to have the following documents handy (if available):
  -  Business documentation and policies that cover overall business and marketing planning, operational procedures
  -  Information and examples relating to your environmental initiatives such as emissions reduction (energy, water, fuel, waste), emissions calculations/offsetting, conservation initiatives
  -  Examples of how you support your local community
  -  How you acknowledge Country, how you work with/support First Nations peoples, arts, crafts, events etc
- 6 If a criterion is deemed not applicable, the criteria will be excluded from the calculations and therefore does not impact your score negatively.
- 7 It is expected the time spent understanding the criteria, writing your response, and uploading any supporting documentation will take up to approximately four to eight hours. This does not include finding and creating the necessary documentation to complete your assessment.
- 8 We encourage you to re-take the scorecard each year to see how you have improved.



Queen Victoria Building, Sydney NSW  
Tourism Australia

## Strive 4 Sustainability is powered by Ecotourism Australia

We're 100% committed to supporting eco and sustainable tourism. As the peak body for ecotourism and sustainable tourism we connect, champion, inspire and inform through strategic partnerships and global best practice standards.

Ecotourism Australia is a non-government, not-for-profit organisation, established in 1991, that promotes and supports the eco and sustainable tourism industries in Australia through building capacity and actively promoting sustainable tourism operations and systems. Our key program – ECO Certification – was the world's first national ecotourism certification program. Ecotourism Australia is acknowledged globally for our industry standards and recognised by the Global Sustainable Tourism Council (GSTC). We are recognised as a credible, national peak body for sustainable and nature-based tourism.

We have over 1,700 certified experiences with 500 certified operators in our ECO, Climate Action, and Respecting Our Culture Certifications. In 2018 Ecotourism Australia launched the ECO Destination Certification program where operators and government work together to demonstrate a community-wide and entire regions' commitment to sustainable tourism management practices. Ecotourism Australia and our certified operators and destinations are committed to sustainable destination management, protecting the natural environment and bridging the gap between tourism and conservation.

To support the Strive 4 Sustainability Scorecard, launched in 2022, Ecotourism Australia developed the Sustainable Tourism Certification program for businesses wanting to progress further on their sustainability pathway. Capturing tourism businesses and suppliers across the entire industry, these programs create a framework for sustainability management and see businesses strive for a more sustainable future.

Need help to start?

Contact us today at [sustainability@ecotourism.org.au](mailto:sustainability@ecotourism.org.au) or on 07 3256 6777.

Become part of our community



Phone 07 3256 6777  
Email [sustainability@ecotourism.org.au](mailto:sustainability@ecotourism.org.au)  
Web [ecotourism.org.au](http://ecotourism.org.au)

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