

# Key facts

## Sustainability – where community and environment matter



**Australia has an unequivocal commitment to delivering sustainable business events. Across the country, operators and venues are developing best practice standards to ensure events are delivered in a responsible way. Not only is this the right thing to do – it also makes good economic sense.**

It is an area of tremendous focus in all sectors of the business events industry as companies – from venues, hotels and transport operators through to staging and creative service agencies embrace their commitment to sustainability.

On the global stage, Australia's desire to show leadership was confirmed by the Australian Prime Minister, Kevin Rudd who ratified the Kyoto Protocol in December 2007 within days of being elected as Australia's new political leader. This has created an ideal back-drop for Australian business to embrace its responsibility to be outstanding corporate citizens.

### Tourism Australia

Tourism Australia has a statutory responsibility to help promote a sustainable tourism and business events industry in Australia. Geoff Buckley, Tourism Australia's Managing Director says the organisation recognises that a healthy environment and community are critical components of a healthy tourism and business events industry.

Tourism Australia is committed to achieving environmental and social sustainability.

It is currently reviewing all internal business practices to qualify for silver Green Globe accreditation. Under the scheme, Tourism Australia will be regularly audited for energy and waste management.

It has also conducted a survey of stakeholders and operators in business events to determine the current health of the industry as it relates to environment policy and best practice.

On a national level, Tourism Australia is part of the Tourism and Climate Change Taskforce. This taskforce was established by the Tourism Ministers Council to look into issues including aviation, carbon footprints and communications with the aim of taking a holistic approach to climate change.

### An industry perspective: Green infrastructure and operations

Australia's venues and business events operators are at the cutting edge of global best-practice both in building design and as well as in event operations. There are a plethora of examples which attest to Australia's growing portfolio of outstanding green product. Outlined below are a number of benchmark standards which are helping to raise the bar across Australia and around the world:

### Top green star-rated convention centre

The new Melbourne Convention Centre has been awarded a '6 Star Green Star' environmental rating. Green Stars are awarded by the Green Building Council of Australia, a not-for-profit organisation committed to developing a

sustainable property industry for Australia. Opening in 2009, the Centre will be one of the first in the world designed to be green. It is built from materials sourced from renewable sustainable industries. Its features include solar panel hot water heating, natural lighting, special energy controls, and fresh air drawn in from the floor level. It will have its own black-water recycling plant, which will be used for flushing toilets, cooling towers and irrigation. The new building will be fully integrated with the existing exhibition centre to form the Melbourne Convention and Exhibition Centre.

### Green Globe Benchmark

The Sydney Convention and Exhibition Centre's international environmental leadership has been confirmed, with its accreditation as a Green Globe Benchmarked Convention Centre. The Centre is one of only two convention centres in the world to achieve the ranking, with Kuala Lumpur Convention Centre being awarded the Green Globe accreditation at the same time. The benchmark accreditation reflects the Centre's commitment to the environment and the achievements of its environmental program, Ecowise, designed to reduce the Centre's waste and energy usage.

# Sustainability – where to get green advice

## Australian Conservation Foundation

A leading non-profit organisation, the Australian Conservation Foundation (ACF) plays a key role advocating for protecting Australia's outstanding wilderness and natural areas including Kakadu, the Great Barrier Reef, the Franklin River and the Daintree Rainforest. It works with the community, business and government to protect, restore and sustain the environment. The ACF helped develop Tourism Australia's Green Checklist for Business Events.

Phone: +61 3 9345 1111 or 1800 332 510  
Email: [acf@acfonline.org.au](mailto:acf@acfonline.org.au)  
[www.acfonline.org.au](http://www.acfonline.org.au)

## Department of Climate Change

The Australian Government's Department of Climate Change offers information on greenhouse gas emissions and carbon trading. Through its Greenhouse Challenge Plus, Australian companies can form partnerships with the government to improve energy efficiency and reduce greenhouse gas emissions. It offers web-based tools which tourism and business events operators can use to assess their environmental performance.

It includes a hospitality calculator designed for hotels, pubs, clubs and cafes to measure annual greenhouse gas emissions. It calculates electricity and energy use, travel on public and private transport, waste, water, sewerage and food. This and a similar small business calculator can assist operators manage emissions. Operators can receive an independently verified emissions report. Greenhouse Friendly offsets can also be purchased to become carbon neutral.

Climate Clever greenhouse gas emissions calculators can be accessed from: [cc-calc.greenhouse.gov.au/Content/Home.aspx](http://cc-calc.greenhouse.gov.au/Content/Home.aspx)

## Green House Friendly™ certification

The Department of Climate Change also offers Green House Friendly™ certification for products and services – see [www.greenhouse.gov.au/greenhousefriendly/about.html](http://www.greenhouse.gov.au/greenhousefriendly/about.html)

This rigorous certification process looks at the greenhouse gas emissions associated with the production, use and disposal of the products or services, which are then fully offset by approved Greenhouse Friendly™ abatement.

The Greenhouse Friendly™ calculator gives comprehensive measurement of emissions over the life cycle of the product or service, and gives credible offsets to reduce greenhouse gases. It allows businesses to sell and purchase greenhouse-neutral products and services. This tool has been used by Qantas, Jetstar and Virgin Blue, which have Greenhouse Friendly certified carbon offset programs.

## Department of Climate Change

Phone: +61 2 6274 1888  
Email: [ciu@environment.gov.au](mailto:ciu@environment.gov.au)  
[www.climatechange.gov.au](http://www.climatechange.gov.au)

## Ecotourism Australia

Ecotourism Australia is the peak national body for Australia's ecotourism industry. This non-profit organisation awards Eco Certificates to tourism and business events operators who are committed to best practice in sustainability,

natural area management and ecotourism. It provides highly valued Ecoguide accreditation. Ecotourism Australia's members include ecotourism accommodation; tour operators; tourism planners; interpretation and training consultants and local and regional tourism associations. Among its services is an online database including the contact details of over 700 accredited ecotourism operators.

## Ecotourism Australia

Phone: +61 7 3252 1530  
Email: [eco@ecotourism.org.au](mailto:eco@ecotourism.org.au)  
[www.ecotourism.org.au](http://www.ecotourism.org.au)

## Green Globe Program

The Green Globe program is a worldwide benchmarking and certification system for the tourism and business events industry covering the triple bottom line of economic, social and environmental management. To obtain bronze Green Globe certification, companies monitor their annual performance against benchmark standards while for silver certification companies are externally audited and certified every two years. Consumers can access the Green Globe database to find tourism and business events organisations that are committed to sustainable practice.

## Green Globe

Phone: +61 7 3238 1900  
Email: [green-globe@ec3global.com](mailto:green-globe@ec3global.com)  
[www.ec3global.com/products-programs/green-globe/](http://www.ec3global.com/products-programs/green-globe/)