

SOUTH AUSTRALIAN TOURISM COMMISSION

SUSTAINABILITY ROADMAP

INTERNAL DOCUMENT



ACKNOWLEDGMENT OF COUNTRY

Aboriginal people have made and continue to make a unique and irreplaceable contribution to the State of South Australia. The South Australian Government acknowledges and respects Aboriginal people as the State's first people and nations and recognises Aboriginal people as the traditional owners and occupants of South Australian land and waters.

The South Australian Government acknowledges that the spiritual, social, cultural, and economic practices of Aboriginal people come from their traditional lands and waters, and that Aboriginal people maintain cultural and heritage beliefs, languages and laws which are of ongoing importance today.

This Roadmap acknowledges and respects that all tourism activity and development takes place on lands and waters traditionally owned by South Australia's Aboriginal people and encourages Aboriginal communities to be a part of the current and future success of a sustainable South Australian Visitor Economy.



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Disclaimer

The information and recommendations provided in this document are made on the basis of information available at the time of preparation and the assumptions outlined throughout the document. While all care has been taken to check and validate material presented in this report, independent research should be undertaken before any action or decision is taken on the basis of material contained in this report. This report does not seek to provide any assurance of project viability and EarthCheck accepts no liability for decisions made or the information provided in this report.

This Roadmap was delivered with the support of EarthCheck June 2024

EarthCheck
5/189 Grey Street
South Brisbane QLD 4101
consulting@earthcheck.org



1. INTRODUCTION

The South Australian Tourism Commission (SATC) Sustainability Roadmap aims to consolidate actions to be delivered by the agency to support sustainable tourism development in the State. This internal document outlines influencing external factors, and highlights the SATC's approach, goals and measurable actions to continue this important work. Globally, the standard definition of sustainable tourism¹ is *"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"*.

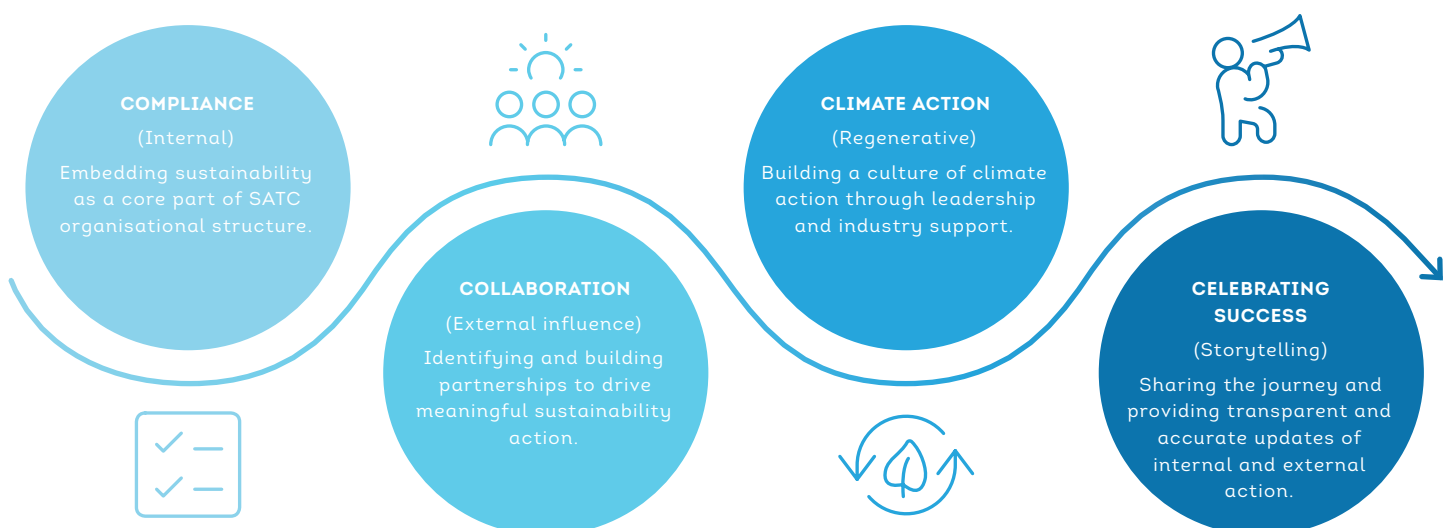
For South Australia, this means tourism that supports communities to prosper, that protects our unique natural assets, and that inspires positive impacts, including profitability of our tourism industry.

Taking action to deliver sustainable outcomes across the tourism industry needs to be delivered in four key areas:

1. **Taking a managed approach to sustainability** – this involves embedding business practices and procedures to ensure sustainability goals are achieved.
2. **Implementing environmental and climate action** – by taking action to protect wildlife and nature, reduce greenhouse gas emissions, adapt and build resilience to climate change, use resources responsibly, reduce waste and recycle.
3. **Respecting culture** – by acknowledging and engaging appropriately with South Australia's Aboriginal people and other cultural groups, and by helping to protect and preserve cultural heritage consistent with the principles of self-determination.
4. **Creating positive social impact** – by working cooperatively and inclusively with visitors, employees, suppliers and local communities to drive positive economic benefits across communities.

The South Australian Tourism Commission (SATC)'s sustainability journey will take a holistic approach, delivering across socio-economic, culture, environmental and management areas. The aim: *to inspire globally and to be valued locally for our positive impact*. To achieve this, the SATC will take both an internal and external approach across four key pillars:

- Compliance
- Collaboration
- Climate Action
- Celebrating Success.



FOOTNOTES

¹ UN Tourism: unwto.org

2. STATE OF THE INDUSTRY

Since the reset of COVID-19, sustainability in tourism has rapidly evolved with increasing consumer expectations, the realities of 2050 targets swiftly approaching, community priorities shifting, and social licence becoming more important than ever before.

Tourism can play a key role in creating positive social, cultural and environmental outcomes for communities if managed effectively. The challenge is to balance the pressures that tourism visitation puts on communities across South Australia with the delivery of positive and meaningful outcomes.

The tourism industry in South Australia has an important role to play in delivering to national and State-based ambitions. The following section outlines some of the commitments the industry aims to align to.

2.1 The Policy Environment

The Australian Federal Government is committed to the Agenda for Sustainable Development delivered through the United Nations' Sustainable Development Goals (SDGs). Whilst non-binding, it is considered to shape the development, cooperation and financial flows across the nation. The 17 SDGs are a global call to end poverty, improve health and spur economic growth whilst working to address our changing climate and protect our oceans and forests.

Australia is a signatory to the Paris Agreement, in which the goal is to hold "the increase in the global average temperature to well below 2°C above pre-industrial levels" and pursue efforts "to limit the temperature increase to 1.5°C above pre-industrial levels."

The Australian Government is committed to reducing greenhouse gas emissions by 43% below 2005 levels by 2030. The Climate Change Act (2022) legislates the pathway to net zero. This requires a 2030 interim target and a net zero by 2050 target, ministerial preparation of an annual climate change statement, and the Climate Change Authority to provide advice on greenhouse gas emission reduction and targets.

A climate emergency was declared by South Australia's Parliament in 2022. This saw the acceleration of work towards net zero emissions across government operations.

The South Australian Government has Statewide goals of:

- **Reducing net greenhouse gas emissions by more than 50% by 2030**
- **Achieving net zero emission by 2050**
- **Achieve 100% net renewable electricity generation by 2027**

The South Australian Government then adopted a sustainable procurement policy, committing to ensuring that sustainability risks and opportunities are identified as part of procurement planning, and that contract determination reflects the net zero emissions target.

South Australia – Responding to Climate Change outlines action the South Australian Government will focus on both in the short and longer term, to create a foundation to support the transition to net zero emissions and climate change adaptation. Outcomes will be delivered across four key pillars:

1. **Towards a net zero emissions future** – including the Hydrogen Jobs Plan, repealing the Electric Vehicle Levy, stronger climate change legislation, delivery of a circular economy roadmap, and carbon farming and accounting roadmaps.
2. **Collaboration** – building capacity through industry climate change conferences, working with local government to build community engagement, and cleantech and renewable energy innovation.
3. **Climate resilience** – greening communities, committing to biodiversity legislation and enforcing an independent planning review.
4. **Government leadership** – leading by example and reducing government emissions to net zero, building capacity to ensure suitable knowledge, and introducing new climate science products including risk assessments and adaption programs.

The Regional Climate Partnerships are delivered across the network of eleven regional, cross-sectoral groups delivering practical action to strengthen the climate resilience of their communities, economies and natural and built environments. Whilst tourism is not explicitly included within the plans, adaptation, risk reduction and the enhancement of green space both benefit tourism and can be adopted across the tourism sector. The sector therefore has a critical role to play in supporting government to achieve its aspirations and targets.

The State Government continues to reinforce its commitment to showcasing global leadership in renewable energy, through a recent bid to host the 31st United Nations Conference of the Parties on Climate Change in 2026 (COP31).



Above

Pennington Bay, Kangaroo Island

2.2 Greenwashing Guidance

Greenwashing guidance for businesses was released by the Australian Competition and Consumer Commission in 2023 to ensure that false and misleading claims are avoided and that environmental claims are delivered in a way that is accurate, truthful, easy to understand and appropriately qualified. The guidance outlines what businesses need to do when making environmental claims and the Australian Competition and Consumer Commission's (ACCC) expectations for good practice to ensure that consumers are not misled and that the law is not contravened. There are eight key guidelines to deliver on this:

1. Make accurate and truthful claims
2. Have evidence to back up your claims
3. Do not hide or omit important information
4. Explain any conditions or qualifications of your claim
5. Avoid broad and unqualified claims
6. Use clear and easy to understand language
7. Visual elements should not give the wrong impression
8. Be direct and open about your environmental sustainability transition.

Further scrutiny is being placed on businesses through the European Union's Green Claims directive which requires any claims of sustainability, green or responsible practices to be backed by data and recognised by an independent third-party.

Positioning South Australia as a destination delivering genuine sustainable outcomes requires a transparent approach, clear strategic intent and actions that reinforce the importance of sustainability not just within the SATC but industry-wide.

2.3 Thrive 2030

Thrive 2030 is a national strategy for Australia's visitor economy with a focus on sustainable growth. Sustainability is integrated into the core of the strategy with the view to deliver significant and sustainable benefits to Australian communities through the visitor economy. Through the theme *Modernise*, policy priorities look at how to embrace leading edge business practices with the desired outcome of supporting visitor economy businesses to be profitable, efficient and sustainable and achieve high levels of visitor satisfaction. Actions to reach this outcome included the development of a Sustainable Tourism Framework and Toolkit for visitor economy businesses.

The National Sustainability Framework for the Visitor Economy was launched in 2023 with the ambitious vision to be recognised as is a world leader in sustainable tourism, delivered by thriving businesses that protect and enhance the environment, respect and nurture our diverse cultures, and empower local communities. The framework is centred on four pillars:

1. Taking a managed approach to sustainability
2. Implementing environmental and climate action
3. Respecting culture
4. Creating positive social impact

The toolkit provides support to tourism businesses to reach these ambitious goals.

In order for Australia to reach its goal of becoming a world leader in sustainable tourism, South Australia has a critical role to play. With a strong strategy, South Australia can assume its position as a genuine leader, partner and collaborator of choice, driving meaningful positive impact through its tourism industry.

2.4 Consumer Expectations

Major online travel agents such as Expedia and Booking.com^{1,2} regularly release updates into consumer expectations and experiences with sustainable travel.

The research indicates that between 83% and 90% of visitors are actively seeking sustainability when they travel. For visitors this means lessening environmental impact, supporting local economies, supporting cultures and communities and visiting lesser-known destinations². To achieve this, visitors want to reduce energy consumption and use more sustainable transport modes when travelling¹. Yet, the gap between intent and action is well documented³.

The reason for this gap, a large percentage perceive that there is a lack of information about sustainable travel⁴, that the information is not readily available, or they do not trust the information provided. In fact, 7 in 10 consumers have avoided a travel destination or transport option because of scepticism around commitment to sustainable practices². Whilst sustainability is a nice to have when travelling, quality, location and price still drive consumer decision making in tourism. In addition, 28% of people feel that traveling more sustainably is important, but not a primary consideration when planning a trip and 28% of people report that they are tired of hearing about climate change all the time¹.

For South Australia to meet the expectations of consumers, information about more sustainable travel options needs to be easily accessible and transparent. Aligned closely to the greenwashing guidelines, the positioning of South Australia's sustainability journey should be transparent and backed-up by evidence. When working with industry members, the same levels of rigour need to be applied.

FOOTNOTES

- 1 Booking.com 2024 Sustainable Travel Report
- 2 Expedia Group 2022 Sustainable Travel Study
- 3 Nieto-Garcia 2024 Closing the gap between intentions and behaviour in sustainable tourism
- 4 Budeanu 2007 Sustainable tourist behaviour - a discussion of opportunities for change

2.4 Social Licence and Overtourism

Before the impacts of COVID-19, popular tourism destinations like Venice and Barcelona were feeling the pinch from the rapid growth of visitors. In Australia, the problem is felt to a lesser extent but popular destinations such as Noosa and Byron Bay are experiencing challenges through the sheer volume of visitors and extent of second home and share economy properties. Communities became dissatisfied with claims of displacement, noise issues and the over-crowdedness of geographic areas. In 2023, many destinations globally outperformed 2019 visitor numbers; in part due to revenge tourism¹, highlighting the challenges with overtourism once more. Overtourism has a lot to do with social licence to operate and community acceptance of visitors within a defined destination or precinct.

Maintaining community satisfaction and positive outcomes of tourism has become a priority for destinations globally. Management strategies are being employed to direct visitors off the beaten track, to minimise disruption and to raise revenues to invest back into impacted communities.

Whilst South Australia is not suffering the impacts of overtourism at the time of developing this strategy, maintaining social licence is essential for tourism to deliver positive social benefits to South Australian communities. To reduce the disruptive outcomes of tourism and to increase positive social and cultural impacts, the following is required:

- Proactive management approaches.
- Measurement of community sentiment.
- Clear benchmarks for carrying capacity at popular destinations.



Image

Emu Ridge Eucalyptus Oil Distillery, Kangaroo Island

FOOTNOTES

1 Saul 2023 EHL Insights Factors fuelling the surge in tourist numbers.

Implications

At a minimum, States and Territories need to align to the Australian Government's ambition to reach 43% reduction of 2005 emissions by 2030 and strive for net zero by 2050. There is an opportunity to access existing funding programs and support materials to guide industry transition towards net zero.

 **43%**
REDUCTION OF
EMISSIONS BY 2030

 **NET ZERO**
EMISSIONS
BY 2050

South Australia's policy environment and pathway to net zero is ahead of many of its counterparts. Given the strong renewable energy market in South Australia, progress has been swifter, but there are still challenges to the transition especially with the tourism industry.

Tourism does not neatly align with or fit into the existing plans. The SATC plays an important role in positioning tourism to align with programs and transition pathways to ensure that the industry keeps pace with broader economic transition.

As interest in sustainable tourism initiatives continues to grow, consumers are not yet at a tipping point whereby sustainability drives decision making. Yet, the SATC is able to influence and shape engagement through sustainable storytelling and the accessibility of information about how to travel responsibly. By focusing on sustainable tourism and encouraging responsible travel, SATC has the opportunity and moral duty to enhance the positive impacts on communities and build strong, positive social licence.



3. RISK AND MATERIALITY

The SATC, as part of its sustainability journey, conducted its first materiality assessment to identify and prioritise the most significant environmental, social, and economic issues impacting its operations and stakeholders.

This assessment is essential to align the organisation's strategic initiatives with stakeholder expectations and sustainable development goals. The initial review of core risks was conducted through an online executive session. Each risk was discussed and positioned in accordance with its impact to the SATC and the importance to stakeholders. It is understood that this is an interactive process and will evolve as the sustainability journey of the SATC evolves and as industry expectations and competence shifts. Based on the initial assessment the following are priority areas for the SATC:

1. **Responsible marketing and advertising** – ensuring that the SATC and its partners are delivering marketing that meets the Australian Competition and Consumer Commission (ACCC)'s [Guidelines](#) and that promotes responsible travel across the State.
2. **Visitor welfare and safety** – continuing to offer a safe and secure destination for visitors and communities.
3. **Stakeholder partnerships** – prioritising partnerships with organisations that have aligned values and that support the delivery of sustainable experiences in South Australia.
4. **Shifting consumer behaviour** – maintaining awareness of and delivery to consumer expectations around sustainable travel, communication and experience delivery.
5. **Company culture** – protecting the culture of the SATC to ensure it continues to be an organisation of choice within the tourism industry, leading by example.

Below

Tour South, Eyre Peninsula





4. SATC SUSTAINABILITY APPROACH

The SATC Sustainability Roadmap is based on four key areas, designed to take a strategic approach to delivering more sustainable outcomes across SATC and the broader South Australian tourism industry:



COMPLIANCE

(INTERNAL LEADERSHIP)

Sustainability is both a risk and an opportunity for the SATC and the broader tourism industry. As such, it is important that it moves from being an add on, silo or an afterthought to being a core part of organisational culture and a key capability of the leadership team. To demonstrate true leadership across the organisation, the SATC needs to develop a strong governance framework with sustainability at the core.



COLLABORATION

(EXTERNAL INFLUENCE)

Sustainability in tourism requires the collaboration of all stakeholders. A visitor's experience does not exist in isolation, rather relies on multiple businesses to deliver to the brand promise. As such, a coordinated and collaborative approach to sustainable action is needed to meet consumer and stakeholder expectations.



The SATC will do this by:

- Reviewing relevant internal policies to embed sustainability throughout. This will be achieved with a holistic view to sustainability, ensuring positive social, cultural and environmental outcomes across the policy suite
- Providing annual leadership training to build capacity internally and ensure those leading the organisation have the skills and understanding to make a positive impact
- Embedding sustainability training as a core part of the SATC's induction process to ensure all staff have the skills to deliver a sustainable future
- Reviewing the SATC materiality assessment annually and prioritise action accordingly. This will enable SATC to understand evolving and changing risks to tourism in South Australia and build a culture that prioritises sustainability action through a credible and robust approach
- Embed sustainability as a regular focus of Board meetings
- Delivering an annual Environmental Social Governance (ESG) report which aligns to the desired outcomes of this roadmap alongside the SATC annual report to provide transparency to stakeholders, demonstrate leadership and promote the sustainability journey and the importance of it to the SATC
- Seeking recognition through third-party certification, demonstrating commitment and sustainability action with transparency and authenticity



The SATC will do this by:

- Identifying and working with key State Government departments to ensure tourism aligns and delivers on broader State decarbonisation expectations
- Measuring community satisfaction with tourism and its impacts to determine the appropriate social licence for the industry to operate
- Embedding a program of business support to enhance sustainable practices and measurement as a business-as-usual activity across the State
- Integrating climate impact measures as a part of grant funding and other program initiatives – including Regional Tourism Organisation funding, event sponsorship and industry development programs
- Prioritising partnerships with those stakeholders that demonstrate a genuine commitment to sustainable practices



CLIMATE ACTION

(MEASUREMENT/ENVIRONMENT)

South Australia has an ambition to be a world leader in nature-based tourism and to support the conservation of the State's natural and cultural heritage. A positive partnership with other South Australian Government departments is important to drive engagement across tourism stakeholders to develop experiences that enhance the natural attraction of the State.



CELEBRATING SUCCESS

(SUSTAINABILITY STORYTELLING)

Achieving the SATC's sustainability vision requires a solid strategy and celebrating successes along the way. Sharing successful stories of internal and external sustainability initiatives highlights best practices, enables collective learning and promotes broader engagement and action towards our joint sustainability vision. SATC commits to celebrating the success of industry and partners.



The SATC will do this by:

- Measuring the carbon footprint of SATC starting with scope 1 and 2 emissions and extending to scope 3. Then developing realistic reduction targets to drive meaningful action
- Working with a third-party to measure the carbon footprint of the tourism industry, to understand the emissions profile and to develop targets for reduction
- Setting key performance indicators against baseline measures to drive continual improvement in management areas such as water, waste, energy, biodiversity, and the economic impact of tourism
- Developing an understanding of the greenspace and protected areas across the State, and identifying partners to protect and restore the biodiversity of the State, facilitating regenerative outcomes over time
- Identifying legitimate biodiversity restoration projects that can be backed and supported by industry and visitors to support industry contribution to regenerative outcomes




The SATC will do this by:

- Dedicating an online sustainability presence and extending reach through LinkedIn, newsletter space and industry support online
- Integrating a responsible travel lens over new marketing and advertising campaigns, using three questions as a control over decision making:
 1. What is the likelihood of the campaign creating negative impacts on the community?
 2. What is the likelihood of the campaign creating negative impacts on the environment?
 3. What is the likelihood of positive economic impacts that benefit the local community being achieved through the campaign?
- Prioritising marketing and itinerary development with values aligned businesses
- Activating capacity programs and measurement tools, and prioritising grants for businesses that meet the SATC's sustainability values and promote the brand
- Building brand awareness of nature-based, community/culture led, and sustainable experiences through connected itineraries





5. SUCCESS MEASURES AND TIMELINE

WORK AREA	PILLAR	FOCUS	ACTIONS	OUTCOMES	MEASURE OF SUCCESS	TIMEFRAME
Internal Governance	 Compliance	Embed sustainable management practices as a core part of organisational culture	Review policies to embed sustainability throughout	Development of sustainability policy for organisation	Sustainability policy signed by Chief Executive	2025
				Sustainability embedded in policies to support decision making within organisation	All departments represented on sustainability team	2024
			Set up a cross-departmental sustainability team (or green team) to support sustainable tourism development	All departments engaged in sustainable outcomes. Skills development opportunity for interested staff	100% of relevant policies have a sustainability lens	2025
		Building internal capacity to deliver sustainable practices	Leadership training	Skilled workforce that can lead by example	Executive leadership and all staff trained annually	Annual
		Building internal capacity to deliver sustainable practices	Induction training	All staff understand the vision and pathway for the SATC	All staff are aware of vision and action underway	Ongoing
		Ensure that action balances organisational priorities and stakeholder priorities	Annually review risk assessment and prioritise action accordingly	Clear climate risk focus across the organisation	Risk integrated into decision making	Annual
		Transparency in the sustainability journey	Deliver an annual ESG report alongside the SATC Annual Report	Transparency in action underway	Annual Report delivered in timely manner	2026

Key



Internal resourcing costs only






Internal resourcing and small cost



Larger investment required

5. SUCCESS MEASURES AND TIMELINE

WORK AREA	PILLAR	FOCUS	ACTIONS	OUTCOMES	MEASURE OF SUCCESS	TIMEFRAME
Internal Governance	 Climate Action	Measure to manage (internal)	Lead by example and measure organisational emissions – starting with scope 1 and 2 and progressing in time to the inclusion of scope 3	Understanding of the SATC emissions footprint through an available online carbon footprint tool. Commence with SATC head office site scope 1 and 2 emissions, and explore other SATC sites and scope 3 emissions once measurement established	Reduction goals developed from baseline set in year one Independent goals against: <ul style="list-style-type: none"> • Energy • Water • Waste • Emissions 	2026 in line with the SA Climate Ready Government Circular. Annual
		Gain third-party recognition for action	Undertake a reputable certification program annually that drives continual improvement with a holistic approach to sustainability	The SATC is a certified entity, delivering year-on-year improvement across all sustainability pillars	Annual certification recognition	Annual
	 Collaboration	Integrate tourism as a core sector in the net zero transition	Identify and work with key State Government departments to ensure tourism aligns and delivers on State expectations	Tourism is aligned to, and supporting, transition goals of the State	Funding from outside of tourism is committed to supporting industry transition	2025
Research	 Climate Action	Measure to manage (external)	Identify and work with partners to measure the carbon footprint of the South Australian tourism industry and identify a program of work to support the reduction of annual emissions	Baseline measure of carbon emissions for the tourism industry Target and KPIs set based on baseline measures	Baseline measure year one – reduction targets set when baseline in place	2025
		Biodiversity	Contribute to State Government measurement and maintenance of green space and protected area percentage	Baseline established to measure regenerative environmental outcomes	No net biodiversity loss – meaningful increase based on baseline from year one	2026

Key



Internal resourcing costs only



Internal resourcing and small cost



Larger investment required

5. SUCCESS MEASURES AND TIMELINE

WORK AREA	PILLAR	FOCUS	ACTIONS	OUTCOMES	MEASURE OF SUCCESS	TIMEFRAME
Research	 Climate Action	Net zero pathway	Identify organisational emissions and plan emission reductions year-on-year	Alignment to State Government net zero ambitions	Baseline of emission reduction target set in year 1	2026
		Increase the biodiversity of South Australia through the engagement of staff, operators and visitors	Work with partners (e.g. Reforest or Griffith University) to identify credible biodiversity schemes and establish partnerships that industry can “buy-in” to	Restoration of biodiversity and regenerative pathway	Maintain or increase biodiversity in South Australia	Annual
					Increasing industry contribution to biodiversity management	
	 Collaboration	Community satisfaction and social licence	Introduce State-based community satisfaction survey for annual distribution	Monitor social licence of the tourism industry	85% community satisfaction with tourism	Annual
					Visitor length of stay and average expenditure increase	
Industry Development & Events	 Collaboration	Industry capacity	Work with partners to support industry transition with dedicated capacity support	Skilled industry delivering to South Australia’s sustainability promise	Industry engagement and satisfaction with programs	2025
		Connected experiences	Build a network of engaged sustainable experiences to promote to visitors	Sustainability led itineraries that promote responsible behaviour	New itineraries	Annual increase
	 Climate Action	Industry capacity	Encourage and promote the measurement of carbon among tourism operators and event managers	Industry measuring its impact	Growth of certified businesses	2025 onward
			Share tools and programs available		Growth of businesses measuring emissions	

Key



Internal resourcing costs only



Internal resourcing and small cost



Larger investment required

5. SUCCESS MEASURES AND TIMELINE

WORK AREA	PILLAR	FOCUS	ACTIONS	OUTCOMES	MEASURE OF SUCCESS	TIMEFRAME
Marketing and Communications	 Collaboration	Prioritise marketing and promotional partnerships with value aligned organisations	Introduce a checklist for suppliers and partners to understand values and sustainability practices in place	Identify and work with partners that deliver to South Australia's vision for sustainability	60% of activities utilise partners with sustainability policies and practices in place	2025 onward
	 Celebrating Success	Sharing the story	Dedicating an online presence and extending reach through LinkedIn, newsletter space and industry support online	Share 12 South Australian sustainable tourism success stories as case studies annually	Engagement levels All new itineraries published to sa.com annually	2025 onward
			Integrating a responsible travel lens over new marketing and advertising campaigns	Dedicate space for partners to engage Sustainability becomes a core part of decision making		
Financial	 Collaboration	Using levers to engage industry	Introduction of grant, program and procurement guidelines and measures that embed sustainability	Sustainability outcomes are a mandatory criteria of SATC managed programs	All funded/supported businesses, events and projects deliver on sustainable tourism values	2025 Onward in line with SA Government direction
		Regional Tourism Organisation engagement	Add sustainability KPIs to reporting and funding requirements	RTOs align to and embed sustainability principles to activities	100% of RTOs report on sustainability related KPIs	2025 onward

Key



Internal resourcing costs only



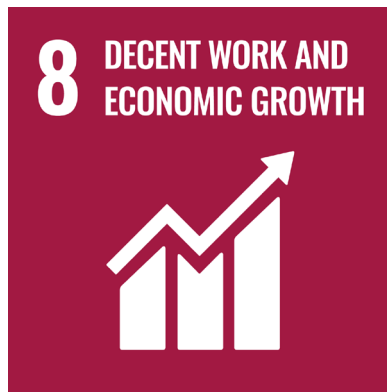
Internal resourcing and small cost



Larger investment required

6. SATC SUSTAINABLE DEVELOPMENT GOALS

The SATC Sustainability Roadmap supports action towards the following SDGs:



**SUSTAINABLE
DEVELOPMENT
GOALS**



7. GLOSSARY OF TERMS

TERM	DEFINITION
Accreditation & Certification	<p>Certification: A third-party assessment (through an audit) of a tourism enterprise or destination against a standard.</p> <p>Accreditation: The verification process of the certification program (e.g. EarthCheck's certification program is accredited by Global Sustainable Tourism Council).</p>
Biodiversity Loss	A decrease in the number and types of plants and/or animals in a community.
Carbon Footprint	The total amount of greenhouse gases, predominantly carbon dioxide, emitted by a business over a specified period. Typically measured in units of carbon dioxide equivalents (CO ₂ e).
Climate Change	The long-term change in weather patterns. Climate change is causing longer, more frequent and severe weather events (e.g. storms, droughts, bushfires and heatwaves) and causes more long-term adverse impacts such as rising sea levels.
Greenhouse Gas Emissions	Gases that trap heat in the atmosphere. They include carbon, methane, nitrous oxide, and fluorinated gases. The more greenhouse gas emissions in the atmosphere, the more heat gets trapped which raises the temperature, leading to climate change.
Greenwashing	Making an unsubstantiated or misleading claim about the environmental benefits of a business's actions.
The Paris Agreement	A landmark agreement aimed at keeping global average temperatures well below a 2°C increase from pre-industrial levels. In addition, the goal is to limit the increase to 1.5°C by the end of the century.
Revenge Tourism	A phenomenon that has developed as a result of the COVID 19 global pandemic where people rushed to travel once lockdown restrictions eased.
Scope 1, 2 & 3 Emissions	<p>Scope 1: The direct emissions controlled by a company (e.g. gas for hot water, burning fuel in vehicles).</p> <p>Scope 2: The indirect emissions caused by the production of the energy that the company buys.</p> <p>Scope 3: The indirect emissions caused by the value chain (e.g. laundry provider, suppliers, and visitor travel).</p>
SDGs	The 17 Sustainable Development Goals (SDGs) sit within the United Nations 2030 Agenda for Sustainable Development. They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.
Social Licence	The community support for your business or tourism in a destination.
Sustainable Tourism	Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, industry, environment, and host communities.



South Australian Tourism Commission

Destination Development

Email: destination.development@sa.gov.au

Postal address

GPO Box 1972

Adelaide South Australia 5001

Websites

southaustralia.com

tourism.sa.gov.au

Social Media

