

Treading Lightly

destination
melbourne

*“Inspire industry to grow Melbourne
as an outstanding global visitor
experience.”*

“Even if you don’t believe that climate change will have an impact on our environment, our customers do.

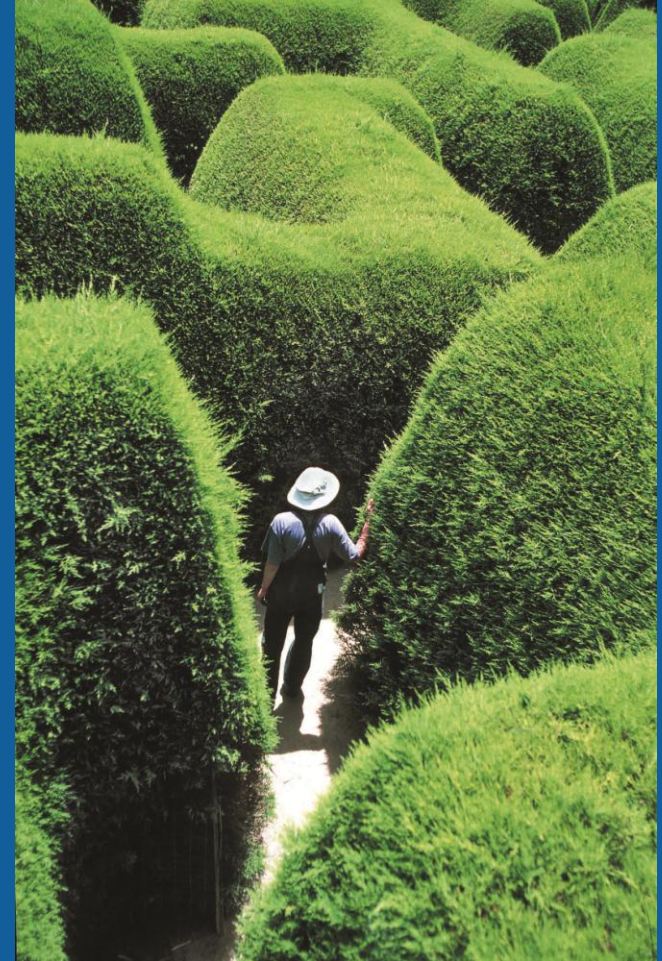
People will stop coming to destinations (even ones as cool as Melbourne) if they think we are lacking due care and diligence for our planet.”

Source: Destination Melbourne Blogsite



3 Key Areas for Collaboration

1. Encourage tourism related business to undertake an environmental accreditation, with organisations such as Grow Me the Money, Carbon Down.
2. Educate and influence visitor behaviour through the treading lightly campaign
3. Providing avenues to link green businesses to green consumers



Why are we excited about Environment?

- We can make a difference
- Leadership by example
- With change comes opportunity
- We save money
- Our team loves it
- Yet another reason for collaboration
- Enhance the visitor experience



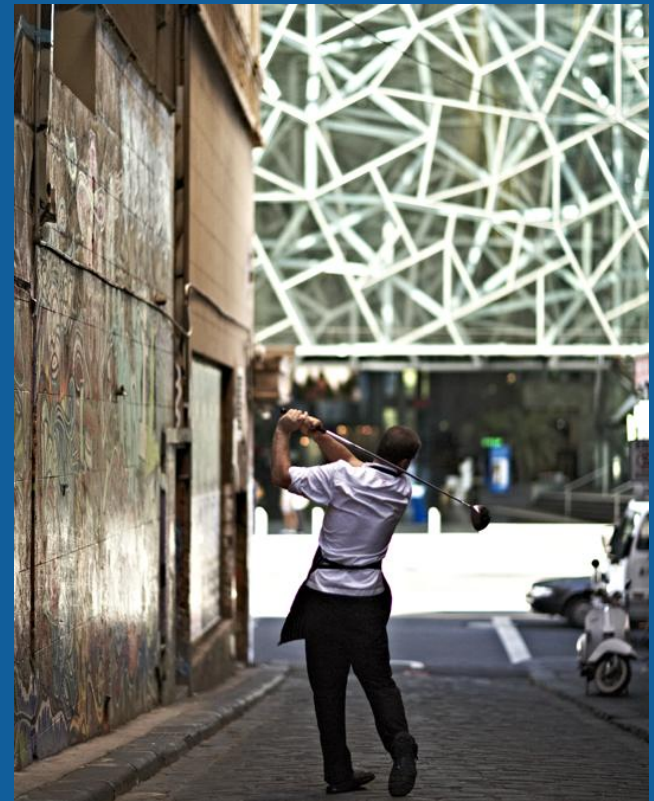
Quick Little Steps

- Formed a 'Green Team'
- Developed and implemented an environmental action plan with Grow Me the Money
- Developed an environmental and social policy
- Joined Earthcheck



Learnings and Outcomes

1. Its not all about rubbish
2. We are now organised and making a positive contribution
3. Encouraging industry to get serious about the visitor experience and the environment
4. Walking the talk and talking the walk
5. Engaging our suppliers and customers at the same time
6. Treading Lightly



www.destinationmelbourne.com.au