

# CITY OF MORETON BAY

## SUSTAINABLE TOURISM STATEMENT

Creation date: 20 July 2023

### Introduction

The City of Moreton Bay incorporates 2,045 square kilometres across a range of environments, such as coastline, hinterland ranges, rural land, and conservation area. The city boasts 42 percent of natural vegetation cover, 14,000 hectares of Council reserves and parks, and over 2,419 plant and animal species. Key iconic natural areas include the Pumicestone Passage, the Moreton Bay Marine Park and its RAMSAR wetlands, and D'Aguiar mountain range, among other extensive waterways and bushland corridors. Together our natural assets create incredible opportunities for sustainable tourism.

The city is home to the Kabi Kabi, Jinibara and Turrbal Peoples, recognised as the Traditional Custodians of the land and sea within Moreton Bay. More than 500,000 people reside in the city today, and the area attracts millions of visitors each year.

### Vision for Sustainable Tourism

It is City of Moreton Bay's vision that the City of Moreton Bay is well-known as a thriving sustainable tourism destination where residents and visitors enjoy our amazing places and natural spaces in a way that ensures healthy environments and contributes to the vibrancy of the city now and in the future.

The achievement of this vision and its implementation are supported or informed by a suite of short to long-term City of Moreton Bay strategies and plans which prioritise sustainable outcomes, including the *Corporate Plan*, *Regional Economic Development Strategy (REDS)*, *Environment and Sustainability Strategy 2042 (ESS)*, *Tourism Opportunity Plan (TOP)*, *Destination Management Plan (DMP)*, and *Open Space Plan (Draft)*.

The vision encapsulates the city's unique and outstanding natural environments and sustainable tourism opportunities, that will showcase our city and enhance our economy and prosperity. Implementation of the vision will support long-term environmental protection and stewardship opportunities, allowing the industry to be future focussed and ensure longevity, all of which will play a role in achieving amazing places and natural spaces.

This statement may be used to inform key City of Moreton Bay actions and operational activities, such as sensitively locating tourism developments, reducing overall environmental footprint, enabling and facilitating sustainable access for communities, working with and respecting the culture of First Nations People, value-adding to existing enterprises and promoting local supply and consumption of goods.

### Purpose

The purpose of this Vision Statement is to align City of Moreton Bay's sustainable tourism approach with its existing longer term planning documents (REDS, ESS and Corporate Plan) to reduce potential negative impacts and embrace the opportunities for sustainable management of the sector. City of Moreton Bay recognises the need to manage the environmental, social, and cultural footprint of tourism

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in our city while facilitating its expected growth as a destination. Given its inherent impact, the tourism industry has a leading role in ensuring positive environmental, cultural, social, and economic (ECSE) outcomes across the city, in conjunction with supply chains, other supporting industries and the broader community.

City of Moreton Bay's sustainable tourism approach aims to consider:

- Tourism and challenges relevant to the local area, including sustainable development of accommodation to support tourism growth and addressing climate change drivers and risks.
- Recognising the principles of the Asia Pacific Economic Co-operation (APEC), Pacific Asia Travel Association (PATA) *Code for Sustainable Tourism* and the World Tourism Organisation (WTO) *Global Code of Ethics*, which will be enshrined in the city's tourism risk assessment.
- The views of the community, specifically engaging with Traditional Custodians to manage relationships, ensuring traditional access is maintained to significant areas and the risk of disturbance of culturally significant sites through visitation is actively mitigated.
- Involving all groups related to the tourism sector in the City of Moreton Bay including private and public sectors and civil society.
- Promoting the use of fair trade and sustainable sources for supply, as well as platforming local businesses and retention of tourism spending in the local economy.
- Accessibility across the destination to ensure tourism is enjoyed by all.
- Conserving natural areas and wildlife, particularly through awareness and education of tourists.

### Implementation

City of Moreton Bay actively encourages community participation and feedback on its plans, strategies and projects through platforms such as Your Say Moreton Bay, which will be further utilised in the area of sustainable tourism. The ESS outlines City of Moreton Bay's commitments to educate and empower the community and businesses across sustainability initiatives. Innovation, the circular and broader green economy and retention of investment in the local economy are identified as key priority areas for the city's economic development in the REDS and ESS.

City of Moreton Bay actively seeks to procure contractors locally through documented policies and ethical engagement; promotes diversity in the workplace and city; and practices equal opportunity and fair working conditions as an institution. City of Moreton Bay's organisational values are *Service, Teamwork, Integrity, Respect and Sustainability (STIRS)*, which support these outcomes in day-to-day practices. These existing actions, initiatives and principles support the city's journey towards becoming a more sustainable and resilient destination and community.

### Sustainability Commitments

As identified in City of Moreton Bay's Corporate Plan and ESS, we are striving towards the following:

- *Biodiversity and habitats* - Increased protected natural areas and land managed for wildlife habitats, with a target to maintain the extent of native vegetation cover at 42 percent, reviewing the target by 2028 with a view to increasing vegetation cover over time.
- *Coasts and waterways* - Improved quality of our local waterways through sustainable use and protection of environmental values.
- *Sustainable living* - Sustainable livelihoods are supported through improved green infrastructure networks and well-planned communities.

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- 🌀 *Climate action* - Reduced greenhouse gas emissions from our operations, with a target of net zero emissions by 2039.
- 🌀 *Use of resources* - Increased waste is recycled and diverted from landfill, with a target of 85 percent of waste diverted from landfill and increasing recycling rates to 70 percent by 2040.
- 🌀 *Sustainable choices* - Residents and businesses are supported to implement sustainability practices through partnerships and industry attraction initiatives.

Ultimately, by 2033, our city will be renowned for its healthy natural and built environments and it will have a progressive and robust economy, which is influenced by and likewise influences the future growth of the tourism sector in the City of Moreton Bay.

Subsequently, this Sustainable Tourism Statement sets specific targets for action in the next 12 months through the Sustainable Destinations Program, which are:

- 🌀 Increase in the uptake of sustainable accreditations, certifications and training courses implemented by businesses in our city.
- 🌀 Walking the talk by adopting sustainable principles and practices within City of Moreton Bay administration buildings and depots, such as streamlining waste disposal streams and reducing paper use through adopted policies, supporting existing efforts from City of Moreton Bay departments.
- 🌀 Achievement and ongoing maintenance of certification through the Sustainable Destinations Program.

Short-term targets to facilitate City of Moreton Bay's long-term sustainability goals are established through action plans, such as those from REDS, ESS and the DMP, and will be further enshrined in the sustainable tourism action plan, specific to local tourism challenges relevant to the City of Moreton Bay. Such actions will be initiated through strategic collaboration with internal partners and industry bodies.

City of Moreton Bay is committed to achieving its Sustainability Commitments, which will inherently influence the direction of the tourism industry city-wide. City of Moreton Bay's commitment to the Sustainable Destinations program assists in the measuring and monitoring of these goals through reporting on the city's environmental data and supports the outcomes of existing strategies. Continually improving the ECSE footprint of the tourism sector and broader region will support healthy natural and built environments, and encourages the community, industry, and visitors to implement sustainable tourism practices. This statement aims to support the outcomes and goals outlined in City of Moreton Bay's existing *Sustainability Policy* and *Climate Change Policy*, whilst ultimately underpinning City of Moreton Bay's broad vision of *enhancing our amazing places and natural spaces and going green as we grow*.

**Endorsed by the ELT 3/10/2023**

**Signed by CEO Scott Waters 19/10/2023**

**Review Process:** This Sustainable Tourism Statement will be reviewed annually by the Sustainable Tourism Team and CEO, as well as provided to all stakeholders including the community for feedback with each review, including participation from across City of Moreton Bay's departments and levels of management. This will ensure continual improvement and alignment with City of Moreton Bay's key sustainability priorities and guiding principles. This document will also be reviewed to include any updates on the city's sustainability performance. City of Moreton Bay is committed to providing accurate information and transparency throughout this process, with a non-conformance register in place to identify and address issues related to this Statement.

**Feedback:** We invite all stakeholders, including City of Moreton Bay staff, residents, businesses and visitors, to provide feedback on this statement. Call us on (07) 3205 0555 or email [economic@moretonbay.qld.gov.au](mailto:economic@moretonbay.qld.gov.au).

This statement, and further details about City of Moreton Bay's sustainable destination certification, can be found at [mbrc.qld.gov.au/Services/Business-Investment/Tourism-In-Moreton-Bay](http://mbrc.qld.gov.au/Services/Business-Investment/Tourism-In-Moreton-Bay)