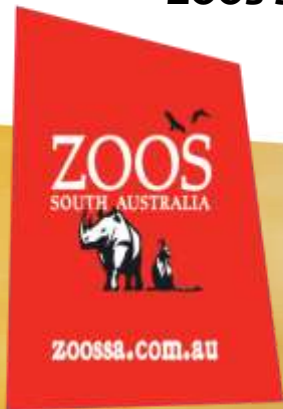


Socially responsible urban and regional tourism: An ethical approach

**Wayne Yorath Sustainability Officer
Zoos SA**



Zoos South Australia - Who are we?

Zoos SA is a conservation charity our purpose is to connect people with nature and save species from extinction.

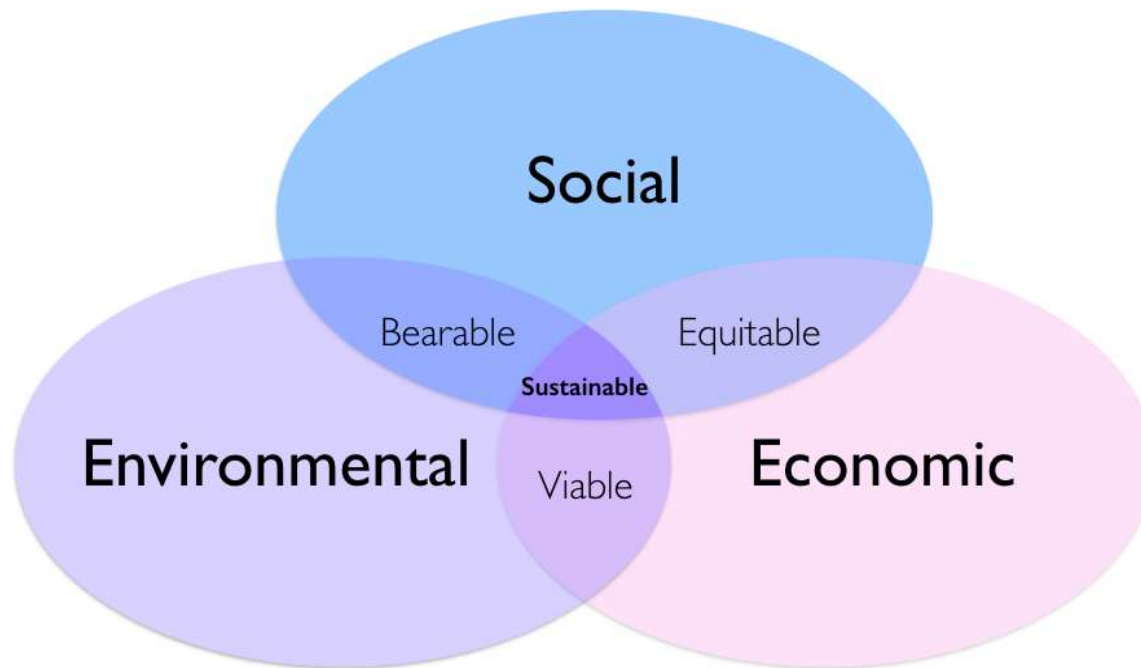
Our Strategic Plan focuses our efforts to deliver four goals.

- Connect people with nature.
- Save species from extinction.
- Work in an ethical and sustainable manner.
- Grow a sound and advancing organisation.



Defining Sustainability:

- Sustainability is a broad term that put simply means living within your current and future means



Ref; United Nations Commission on environment and Development, Brundtland Report

Why is Sustainability Important?

- Looking after the planet for future generations of humanity .



Earth Overshoot Day:

- We currently are using more resources than the earth can renew.
- In the 1980's Earth Overshoot Day fell in November.
- In 2017 it took place in August.
- That means humanity has used more resources by August than the world can renew in one year.



Our Sustainability Journey: From Cupcake to Croquembouche

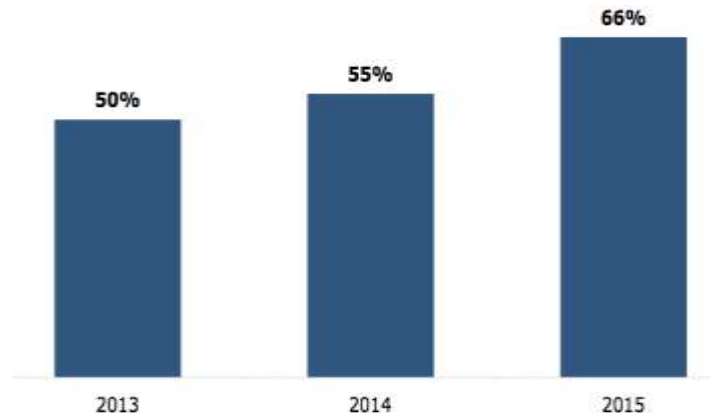


Fact:

- Tourism consumers are increasingly becoming more aware of global environmental issues and are thus taking greater interest in the ethics of the businesses they patronise.

Sustainable Operations - Why bother?

- The main driver for Zoos SA as a leading conservation charity was the desire to walk the talk.
- Consumer expectation was also considered to be an important factor.
- Businesses that can demonstrate they are giving back to society or managing their environmental footprint will enjoy more loyalty from their customers than those that do not.



Fact:

- 66% of consumers will pay more for sustainable goods and the numbers are growing.
- 67% of consumers want to work for companies that are giving back to society.

Source: The Sustainability Imperative, Nielsen Report 2015

What are the Benefits?

- Competitive advantage.
- Increased marketing opportunities.
- Membership, sponsorship, partnerships.
- Credibility and relationships with externals.
- Reduced operating costs.
- Reduced risk of brand damage.



Fact:

- Millennials are officially the largest generation in history.
- 81% of millennials expect businesses to make a public commitment to Corporate & Social Responsibility.
- Three out-of-four millennials are willing to pay more for sustainable products.

Source: The Sustainability Imperative, Nielsen Report 2015

Key Ingredients for Sustainability Success:

- Commitment - Board, senior management, staff.
- Capacity - Sufficient resources allocated.
- Statistics - Information, data, knowledge.
- Environmental Management Plan - Scope, direction, targets.
- Transparency - Disclosure of performance.
- Accountability - Ethical governance.



Statistics:

- The cornerstone of any effective management plan.
 - “If you can’t measure it you can’t manage it”
- Zoos SA spent two years collecting and analysing data before it developed its Environmental Management Plan.
- Aspects that gave significant conservation or financial gain were given priority.

Evaluation

Identifying opportunities

Validation

Decisions

Goals & objectives

Directions

Information

Measuring Success

Reporting

Data.

Evidenced based decision making

EMP:

- Our EMP encompasses seven key aspects and has a priority action plan.
- Our EMP is a road map of where we want to be.
- Our EMP was designed to be a tool for the development of an Environmental Management System.



Humble Beginnings:

- Implementing our EMP.
 - Implementing priority actions.
- Engagement.
 - Staff awareness and buy in.
- Building capacity.
 - Organisational reporting for an EMS.



Building Momentum & the Snowball Effect:

- Attracting opportunity.
- Developing relationships with externals.
- Flexibility - opportunities outside of EMP Priority Actions.
- Accreditations.



Building Momentum & the Snowball Effect:

Case Study

UPCLOSE

Zero Waste SA Industry Program



Zoos SA takes a sustainable route to animal care

As far as sustainability programs go, they don't come much more complex or daunting than those faced by a large zoo.

Adelaide Zoo and its open-range sister Monarto Zoo are quite different operations but both face similar significant challenges when it comes to lowering their environmental footprint.

Looking after the welfare of hundreds of animals from all parts of the world requires enormous amounts of water and electricity.

With the needs of each species different, there is no single solution to lowering usage. The task at Adelaide Zoo, the second oldest zoo in Australia, and Monarto is made more difficult because of the mix of new and ageing infrastructure.

Then there is the issue of managing all the waste. The operational requirements of thousands of visitors and the animals produce significant quantities.

In recent years Zoos SA, a not-for-profit conservation charity which runs both Adelaide and Monarto Zoos, has been making some impressive inroads into reducing energy and water use, and keeping waste out of landfill.

The environmental program has now entered its next phase and has been elevated to a new strategic level with assistance from the Zero Waste SA Industry Program.

“Zoos have some pretty spectacular sustainability challenges. We're major energy and water users and we produce gargantuan amounts of organics. Finding a solution is made even more complex because we are such a diverse business and we can't compromise the welfare of the animals in our care.”

Vicki-Jo Russell AM

Director Conservation, Planning and Sustainability, Zoos SA



Government of South Australia

Zero Waste SA

AVOID • REDUCE • REUSE • RECYCLE

ZOOS
SOUTH AUSTRALIA



zoos.sa.gov.au

Our Key Achievements:



- 86% completion of EMP priority actions
- Increased diversion from landfill.
- Mains water reduction.
- Bore water reduction.
- Energy reduction.
- Carbon reduction.
- Accreditation.
- Reduced operating cost.
- AGL solar PPA.

Our Key Messages:

- An EMS is a good thing to have.
- An EMS need not be onerous.
- You don't have to be Einstein to develop and manage an EMP.
- Have the right ingredients.
- Start small with clearly defined goals.
- Continue to build on you achievements.
- Success attracts.
- Gets easier with practice.

