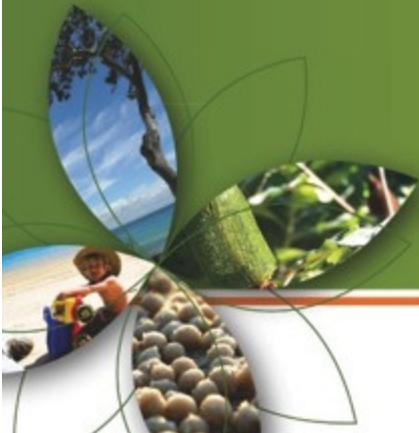




# Strategic Partnerships

## *Noosa Biosphere and Tourism Noosa*

Global Eco Asia Pacific Tourism Conference  
20 November 2013

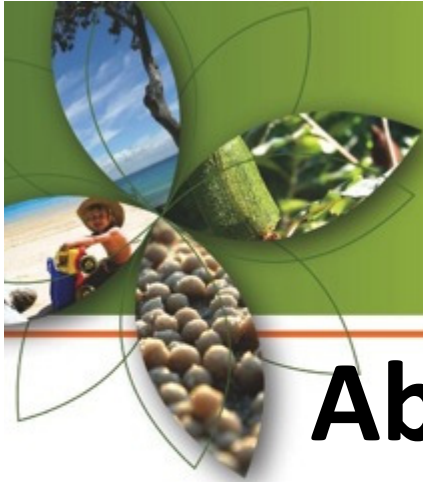


**Slide 1**

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**1**

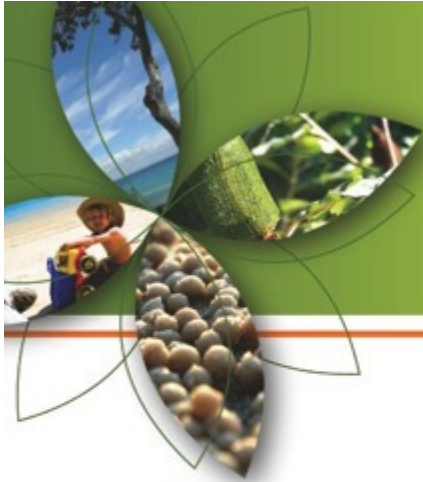
Susan Davis, 10/30/2013



[www.noosabiosphere.org.au](http://www.noosabiosphere.org.au)

# About Noosa Biosphere Limited

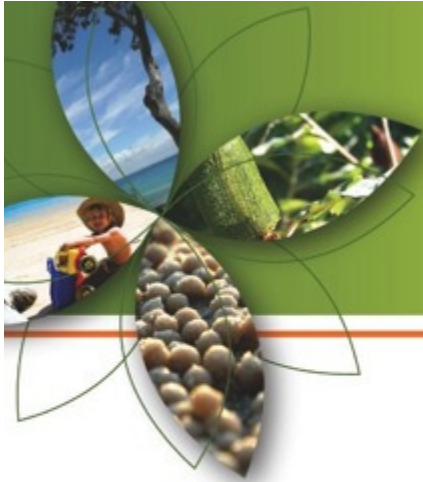
- Biosphere reserves are an international concept to integrate conservation and sustainable development.
- The Noosa Biosphere Reserve was declared by UNESCO on 20 September 2007 under the Man and the Biosphere Program.
- The Noosa Biosphere listing recognised the significant environmental qualities of the area together with the aspirations of this community to live sustainably.
- Today there are 70 active community volunteers across the Governance, Cultural, Economic, Environment, Education Research & Development and Social Boards.



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# What is a biosphere reserve?



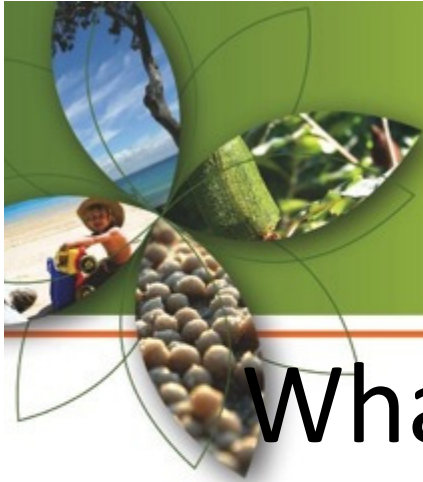


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# What is a biosphere reserve?

A place of high biodiversity and significant natural landscapes that:

- Demonstrates innovative approaches to conservation and sustainable development
- Develops quality economies based on local actions, entrepreneurship, sound science and partnerships.
- Provides a living laboratory to share experience, knowledge and ideas.

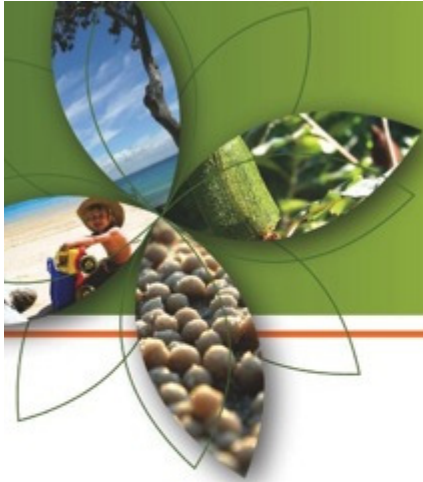


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# What does this mean for tourism?

- A point of difference in a competitive market
- Opportunities to develop unique visitor experiences
- Access to motivated partners with expertise to support development of biosphere experiences and products
- Opportunity to demonstrate operations in accordance with biosphere principles

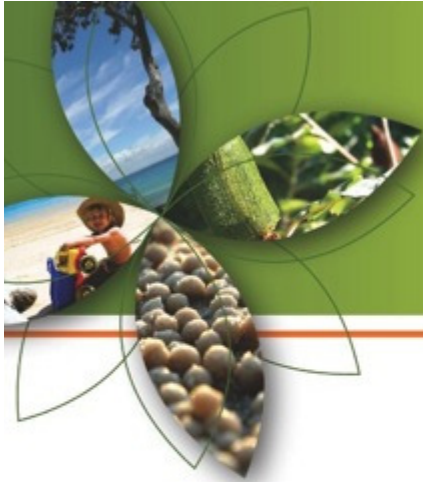




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# Being in a biosphere

- Offering an experience that has a biosphere ‘feel’
- A learning experience for visitors
- ‘Treading lightly’ ...
  - Carbon offsetting
  - Reducing plastic use
- ‘choosing wisely’ ...
  - Low impact travel
  - Efficient recycling *(Noosa Biosphere Report Card 2013)*

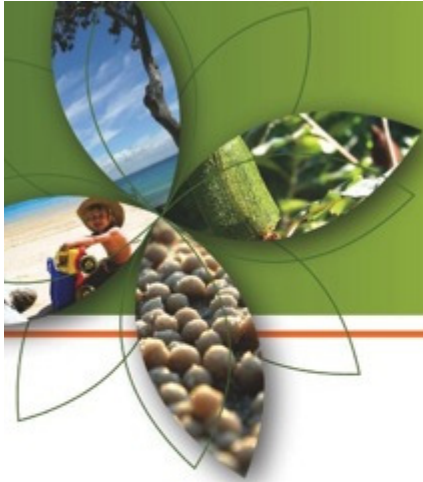


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# A biosphere partner



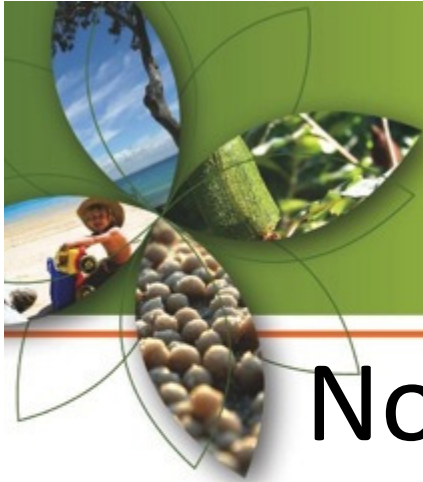




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## Biosphere partnerships

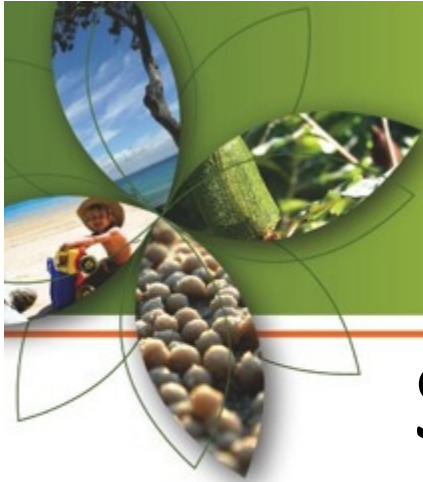
- Linking with businesses and organisations that actively demonstrate biosphere principles
- NICA, Noosa Ferry, NBL partnership provided educational river tours for local tourism industry
- Noosa Ferry developed similar tourism product



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# Noosa Biosphere experiences

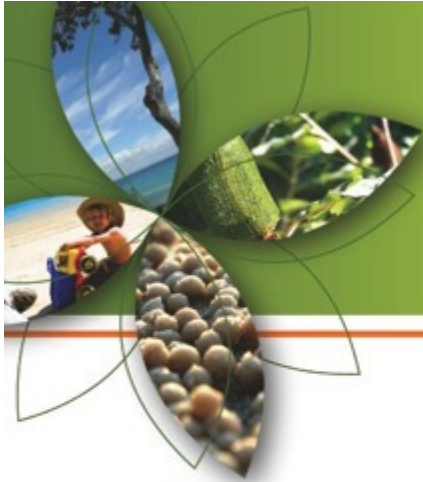
- The Outdoor Education Consultants, Elanda Point
  - School camps – respect for each other and environment
  - Bug Blitz – Field science, holistic studies, the arts
- 3-day walk on Noosa Trail
  - Culture: Majestic Theatre, Pomona; butter factory history
  - Environment: low impact; farmer markets



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## Strengthening the partnership

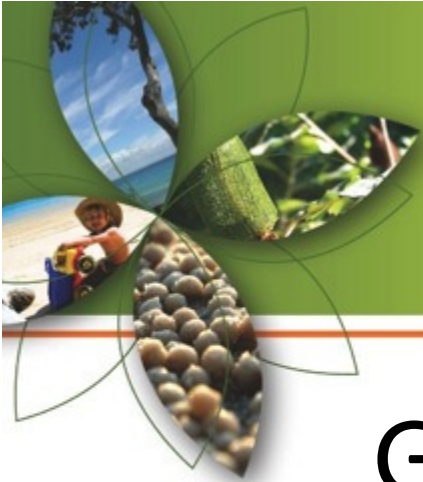
- Aligning goals
- Noosa Sustainable Destination Action Plan
  - “tell Noosa’s sustainability story”
  - Corporate social responsibility; eg ban plastic bags, bottles; bicycle program
- Ongoing education for tourism industry
- Financial support for this conference



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## Future opportunities

- Collaborate to develop products that provide real experience of being in Noosa Biosphere
- Green events – guidelines to assist organisers
    - reduce plastic use; zero waste; carbon neutral
    - Ecoglobal conference an example
  - Low impact activities
    - Electric boats; walks – culture, history, ecology
  - Tap into growing market



noosa  
biosphere

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# Going forward together



All photos courtesy of Noosa Ferry