



CORPORATE SOCIAL RESPONSIBILITY





REDUCE IMPROVE ENGAGE CHANGE MAKE

• Joanna Smart,
marine scientist and
photographer
Photo: Alastair Bett

Corporate Social Responsibility (CSR) in tourism can be defined as a guiding business policy whereby tourism companies integrate social and environmental values in their own business mission, strategies and operations as well as in their interaction with their stakeholders.

Corporate Social Responsibility in Tourism

- wukalina walk detail
Photo: Alastair Bett



The most common examples of corporate social responsibility:



Reduce carbon footprints to mitigate climate change



Improve labor policies and embrace fair trade



Engage in charitable giving and volunteer efforts within your community



Change corporate policies to benefit the environment



Make socially and environmentally conscious investments

Powerful Corporate Social Responsibility Examples for Brands

The most important benefit of a CSR program is **trust**.

92% of consumers have a more positive image of companies that support social issues and environmental efforts.

63% of the public would give socially responsible businesses the benefit of the doubt during a crisis.

87% will purchase a product because a company advocated for an issue they cared about.

66% of consumers are willing to pay extra to patronise companies that are committed to CSR.

3.2x increase in trust when a company's reputation score goes from "average" to "excellent".

Powerful Corporate Social Responsibility Examples for Brands

- Killara Distillery, Richmond
Photo: Moon Cheese Studio
- nita Education
Photo: Natasha Mulhall



REGENERATE

• Palawa kipli foraging
Photo: Moon Cheese Studio

SUSTAINABLE REGENERATIVE TOURISM

- Great Lakes

LEAVE IT BETTER THAN IT WAS

Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as **“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.”**

The objective of sustainable tourism is **to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment.**

Regenerative tourism goes one step further: it is the idea that **tourism should leave a place better than it was before. Rather than simply not causing any extra damage.**

We want southern Tasmania to set the benchmark in regenerative tourism, to ensure that our industry and our visitors contribute positively to our economy, environment, culture and community for generations to come.



Destination Southern Tasmania is here to make a positive difference to the industry in which we serve and the community in which we operate.

We aim to be a voice for our region and to build meaningful connections that inspire change and build trust. To offer our community the opportunity to be a part of something bigger than themselves.

We adopt a holistic view to destination management to ensure business continuity and a sustainable tourism industry for all.

We believe in not just being a good corporate citizen, but a great one.

Alex Heroys CEO Destination Southern Tasmania

- Huon Valley Mid-Winter Fest

Photo: Lusy Productions



Our CSR mission

To contribute more than we extract from our place and its people.

Our values:

- We are committed to the people who work in our industry.
- We support a thriving visitor economy.
- We positively contribute to the community.
- We act with integrity.
- We are approachable and responsive.
- We help our employees to grow.
- We respect our heritage and natural environment.

How:

We take time to understand the issues affecting our industry and identify organisations to partner and collaborate with to improve the sustainability of our industry in order to have a positive impact on our environment and our community.

Objectives:

- To embed CSR practices into everything we do by developing terms of reference which serve as a lens through which decisions are made.
- To be identified as a leader in CSR best practice.
- Use our sphere of reach and influence to increase the reach of our program and its outcomes.
- Build our industry’s reputation as a sector that makes a positive impact to Tasmania’s people and places.

United Nations Sustainable Development Goals (UNSDG)

- Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all.
- They address the global challenges, including those related to poverty, inequality, climate change, environmental degradation, peace and justice.
- Defined as “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”
- Calls for concerted effort towards building an inclusive, sustainable and resilient future for people and planet.
- Crucial to harmonise economic growth, social inclusion and environmental protection.



• Hobart Yachts
Photo: Tourism Australia

Our mission align with these UNSDGs and the 'Measuring What Matters' framework.





• Two Metre Tall Brewery
Photo: Moon Cheese Studio

COMMIT

Deliverables

Inputs / resources	Activities	Outputs	Outcomes	Impact
<p>These are the things we need, like money, people, and tools, to do our work.</p>	<p>These are the things we actually do, like programs or projects.</p>	<p>These are the immediate results of our activities, like the number of people we help or the things we provide.</p>	<p>These are the changes that happen because of our activities. They can be things like changes in knowledge, behaviour, or conditions for the people we work with.</p>	<p>This is the big and long-term change we want to achieve. It's the ultimate goal of our work, like improving people's lives or creating positive social change.</p>
<ul style="list-style-type: none"> • DST team • Budget 	<ul style="list-style-type: none"> • Workshops • Communication • Prospectus • Showcasing best practice/ stories/ programs projects • Summit • Showcase • Ensuring suppliers DST with are tracking their carbon • Linking businesses with carbon accountants • Promotion of carbon accounting and understanding 	<ul style="list-style-type: none"> • Two workshops • Monthly newsletter • Social media promotion • Focused Summit on education of Positive Impact • Delivery of showcase • Sunday carbon tracking 	<ul style="list-style-type: none"> • An education and connected industry working together to deliver a positive impact.... • More Tasmanian Aboriginal run visitor experiences 	<p>> Every single tourism business in Southern Tasmania delivers positive impact activities that support the Tasmanian community.</p>
				<p>> Use tourism as a catalyst to regenerate Southern Tasmania's natural environment</p>
				<p>> More Tasmanians employed in tourism in Southern Tasmania.</p>

example



• Spring Bay Mill
Photo: Nina Hamilton

BE ACCOUNTABLE

