

Sustainable Tourism Vision



~ North Stradbroke Island ~



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On behalf of :- Redlands Tourism, Tourism Queensland, Redland Shire Council

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1. THE VISIONING PROCESS

The aim of the North Stradbroke Island Sustainable Tourism Visioning project has been to provide a framework and a set of values to guide the future development of sustainable tourism* on the island. The visioning report is not a prescriptive plan. The report provides a direction to guide the establishment of strategic priorities for ensuring the long-term sustainability of tourism on North Stradbroke Island.

The following diagram illustrates the steps involved in the visioning process. These steps provide a platform for implementing the outcomes of the project.



* **Note:** a description of the term ‘sustainable tourism’ and its relationship with ecologically sustainable development is provided in Section 4, pp 10-11.

1.1. OUR VISION FOR SUSTAINABLE TOURISM

The following statement summarises the intent of this visioning document:

“The Island’s natural and cultural environment will be conserved and protected, ensuring the viability of the Island’s tourism industry in the long term.”

The broader based vision below was developed from the four workshops undertaken with key community stakeholder groups between February and June 2002.

Our Island Community

- Our Island lifestyle and our sense of community will be maintained and fostered.
- Residents and visitors will enjoy a safe, clean environment with services appropriate to island living.
- Our buildings, visitor services and streetscapes will be designed in harmony with our island.

Our Environment

- We will preserve, manage and protect the island’s unique cultural and natural values.
- Government, industry and community organisations will work together to achieve an integrated visitor management plan for the island in accordance with sustainable development principles.
- We will establish a set of environmental benchmarks for the island, which will allow us to monitor the health of our environment and to better understand the island’s ecology.

Our Visitors

- North Stradbroke Island will achieve a balanced visitation profile throughout the year. Visitation during peak periods will be carefully managed in accordance with an integrated visitor management plan for the island.
- We will attract a higher yield visitor who appreciates and respects the island’s natural and cultural values.
- Visitors will seek out the Island’s unique flora, fauna and cultural attractions and experiences.
- North Stradbroke Island’s point of differentiation from other destinations will be its pristine island environment, its relaxed atmosphere and the quality of its visitor services and facilities.

Our Visitor Services

- Our operators will be recognised as offering a high quality and professional visitor service catering for targeted visitor markets.
- Customer surveys will demonstrate a high level of satisfaction, word of mouth referrals and repeat visitation. All operators will be accredited with Green Globe 21.
- A wide variety of health and well being services will be offered to visitors in keeping with the cultural and natural values of the island.

Destination Management

- We will work together as a community to successfully market our destination, educate our visitors and to manage and maintain the natural, social and heritage values of the island.
- As a Green Globe 21 destination we will develop and implement innovative environmental management systems and best practice environmental standards and benchmarks.

1.2. OUR VALUES ~ THE THINGS WE CARE ABOUT

The following values were identified by stakeholders as being important to the future sustainability of the destination.

- Our island environment and lifestyle
- Resident and community well being (safe, clean, healthy)
- The integrity of the island's natural and cultural environment
- Open dialogue and linkages between island communities and the mainland
- Island self sufficiency (profitable local business)
- Quality visitor services

1.3. OUTCOMES ~ WHAT WE WANT TO ACHIEVE

- A sustainable tourism industry
- A destination management plan for tourism, which is supported by the community and implemented by land use and management agencies and embraced by operators
- A strong destination marketing identity and position based upon the principles of sustainable tourism
- Profitable, self-sufficient local business, which deliver visitor experiences in keeping with the natural and cultural values of the island
- Improved visitor services and facilities for residents and visitors
- Innovative tours and visitor experiences
- Professional operators who are accredited with Green Globe

2. BACKGROUND AND PLANNING PROCESS

In February 2002 Redlands Tourism with the assistance of Tourism Queensland held a meeting on North Stradbroke Island to initiate a process for the community to develop a Sustainable Tourism Vision for the Island. A broadly based community steering committee was established to oversee the development of the vision. Four community workshops were planned. Sustainable Tourism Services, a member of the Cooperative Research Centre for Sustainable Tourism was retained to facilitate each meeting and to assist the steering committee to draft a suitable vision statement for sustainable tourism on the island. A short overview of the various activities undertaken is outlined below.

Planning Process and Key Steps

February 2002	Workshop 1	<ul style="list-style-type: none"> ▪ Newsletter Edition 1 ▪ Invitation Public Meeting ▪ Minutes Public Meeting 20/02/02 ▪ Commence Moreton Bay visitor Research with TQ
March 2002		<ul style="list-style-type: none"> ▪ Newsletter Edition 2 ▪ Minutes Steering Committee Meeting 13/03/02 ▪ Press Release Sustainable Tourism Vision ▪ Visitor Survey of NSI commenced ▪ Bibliography List prepared ▪ Start gathering visitor numbers 30/03/02
April 2002	Workshop 2	<ul style="list-style-type: none"> ▪ Newsletter Edition 3 ▪ SWOT and Visioning Outcomes Paper 10/04/02 ▪ Accommodation Audit commenced ▪ Activity Audit commenced ▪ Community Group Audit, distributed for sign-off ▪ Gathering visitor numbers 17/04/02
May 2002	Workshop 3	<ul style="list-style-type: none"> ▪ Newsletter Edition 4 ▪ Identify Parameters for Growth Outcomes Paper 08/05/02 ▪ Accommodation Audit completed ▪ Activity Audit completed ▪ Gathering visitor numbers 11/05/02 ▪ Natural and Artificial Resources Audit
June 2002	Workshop 4	<ul style="list-style-type: none"> ▪ Visitor Statistics Moreton Bay Task Force completed ▪ Visitor Statistics Survey Completed ▪ Visitor numbers completed ▪ Prepare notes of Steering Committee Meeting ▪ Discussion paper prepared ▪ Community meetings undertaken ▪ Draft plan prepared

2.1. WHY DEVELOP A VISION FOR SUSTAINABLE TOURISM ON NORTH STRADBROKE ISLAND

In its simplest terms a vision can be defined as “a shared view of a preferred future” or a picture of the future we want to create.

Either way it provides a powerful tool to:

- Bring about a level of consensus among stakeholders about what preferred direction the community want tourism to take on the Island;
- Focus on the future strategic planning for tourism on the Island, including the current town plan under review; and
- Be a potential vehicle for mobilising future cooperative action.

Importantly, having a vision for sustainable tourism provides a means for ensuring that day to day decisions on North Stradbroke Island are informed by a longer term perspective.

Quote chairman:

“We appreciate as a group that creating a vision is just one small step in achieving a process which will lead to sustainable outcomes for tourism on North Stradbroke Island”.

How Visioning Fits into the Planning Process



2.2. PROJECT CHALLENGES / ACKNOWLEDGEMENTS

In preparing this Vision Statement the community Steering Committee believes that it is important to highlight the following challenges:

- I) The Vision for Sustainable Tourism does not represent a collective vision for the whole island. The vision relates to one industry sector on the island.
- II) Although community based, the reference group was made up of selected representatives who volunteered their time. The group appreciates that wider consultation is required outside of the Committee.
- III) The Vision Statement was prepared in an imperfect planning environment, which included considerable gaps in our knowledge and understanding about the island's ecosystem.
- IV) The Vision Statement is not a strategic plan but does provide the first step in a more informed strategic planning process for tourism on the Island.
- V) The Vision Statement accepts tourism as a legitimate industry on North Stradbroke Island. Some of the Committee are uncomfortable however, about the volume of people visiting in peak times and the ongoing impact that visitors are having on the island.
- VI) The report acknowledges the North Stradbroke Island Minjerrabah Planning and Management Study and the Native Title Process Agreement, which has been undertaken on the island between Quandamooka Land Council and Redland Shire.

3. TOURISM CONTEXT

The visioning workshops have been supplemented by a review of over thirty planning and environmental reports concerning the island and its immediate marine environment. Outlined below is a summary of key issues which provide a context for the development of a sustainable tourism vision for the island.

- North Stradbroke Island is located nearby to three of the fastest growing visitors destinations in Australia (Gold Coast, Sunshine Coast, Brisbane).
- Redland Shires population has continued to grow at a rapid rate over the past twenty years consistently exceeding to State and South-East Queensland averages.
- North Stradbroke Island has experienced a steady increase of visitors to the island and this visitation has been marked by an increase in the supply room stock through units, flats, holiday rentals and camping and caravan sites.
- Recent market research indicates that the island's natural and cultural values offer a distinctive competitive advantage which has the potential to draw higher yield markets to the island.
- Visitation patterns tend to be concentrated in peak holiday periods and on weekends.
- Concerns have been raised at the capacity of the island to service the future demands of both visitors and residents on the island, particularly during holiday periods.
- Visitor management has been hampered in the past by a lack of reliable data on visitation numbers, poor market research on visitation trends and a fragmented island visitor management structure consisting of a variety of Local and State government agencies.
- A review of the current town planning documents indicates that:
 - i) The plan sets a clear ceiling on future residential development
 - ii) Contains clear design and environmental guidelines relating to future applications for resort and unit development.
 - iii) Contains a limit on the numbers of available camping and caravan sites available on the island.
- The Native Title Process Agreement and the Minjerribah Planning and Management Study contain basic acknowledgements and principles to guide the future management of the island.
- There has been a wide variety of planning studies and environmental reports undertaken on the island. These reports have documented numerous concerns about the environmental impacts of tourism on the island's ecology and its community infrastructure.
- There has been no attempt to comprehensively examine the ecological footprint of tourism (e.g. to benchmark the actual environmental impacts of tourism or to set clear parameters on how future management of tourism on the island should be handled).
- The Visioning report provides the first step in providing a framework to provide a basis upon which more informed decisions about tourism can be made.

4. PROVIDING A PLATFORM FOR SUSTAINABLE TOURISM

4.1. ECOLOGICALLY SUSTAINABLE DEVELOPMENT

Ecologically Sustainable Development was defined in the Brundtland Report (WCED) as:

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

In 1992, the Commonwealth and State Governments of Australia worked together to produce the *National Strategy for Ecologically Sustainable Development*. This document sets the agenda for sustainable development across all sectors at a national level. The *National Strategy for Ecologically Sustainable Development* describes the five major elements of ESD as being:

- Integrating the economic, social and environmental concerns and needs of the community.
- Accounting properly for the economic costs of environmental degradation.
- Accepting that each generation is responsible for the welfare of future generations.
- Understanding environmental risk and uncertainty.
- Understanding the global scale of environmental issues.

The three national objectives of ESD are:

- To enhance individual and community well being and welfare by following a path of economic development that safeguards the welfare of future generations.
- To provide for equity within and between generations.
- To protect biological diversity and maintain essential ecological processes and life support systems.

Acting in support of the national strategy, the Queensland Government has integrated the principles of ESD into the Integrated Planning Act (IPA). The purpose of IPA is to seek to achieve ecological sustainability. The Act requires that ESD principles be integrated throughout the local government planning process. In order to achieve this integration, a core element of IPA planning schemes, called Desired Environmental Outcomes (DEO's), are used. DEO's state what the planning scheme seeks to achieve. They cover a broad range of issues such as community needs, economic activity and nature conservation.

The Native Title Process Agreement identified that both Councils share a common view on the future of the island. This was simply that:-

‘both councils want to ensure that present and future land use on North Stradbroke Island Minjerrabah is ecologically sustainable’

4.2. ECOLOGICALLY SUSTAINABLE TOURISM

Ecologically Sustainable Tourism is a term chosen by the steering committee, used to represent a concept derived from the principles of Ecologically Sustainable development, defined by the World Tourism Organisation as:

“Sustainable Tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future, It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems” (WTO).

The nature of the tourism industry is such that it depends on a range of different features of a destination, such as physical resources, people, infrastructure, goods and services. Therefore the tourism industry cannot operate outside of the realm of local government and community planning. A sustainable tourism industry cannot exist in the absence of a sustainable destination. This notion identifies a need for a broader approach to sustainability, as identified in the Redland Shire Planning Scheme. In other words a sustainable tourism agenda cannot be achieved without the open support and action of land use planning and management agencies.

Ecologically Sustainable Tourism is a concept that embodies a challenge to North Stradbroke Island to develop the island’s tourism capacity and the quality of its products without adversely affecting the natural and cultural environment that maintains and nurtures them.

The underlying message is that the island’s natural and cultural environment must be conserved and protected if the Island’s tourism industry is to be ‘viable’ in the long term.

4.3. ECOLOGICALLY SUSTAINABLE TOURISM DEVELOPMENT AND NORTH STRADBROKE ISLAND

Boiled down to its most basic level the process of sustainable tourism is about searching for planning and management solutions that can integrate and balance:

- Minimising ecological impacts
- Maximising economic benefits
- Being socially and culturally responsible

Ecologically Sustainable Development does not imply no development, neither does it imply no growth but it does require that tourism works within the physical and biological processes on which all life depends.

Irrespective of the definition used, putting sustainable tourism into practice is problematic, as we do not have complete knowledge of how the physical and biological systems of the island currently operate.

The achievement of Ecologically Sustainable Tourism will therefore require a process of continual improvement based upon local information, improved visitor experiences and practices as well as environmental benchmarking.

5. THE FIVE P'S OF SUSTAINABLE DESTINATIONS

Representing the latest research in the planning and development of ecologically sustainable tourism for destinations, Delacy *et al* (2002) have described an approach to sustainable destinations, which involves an integrated whole of community approach. The five P's of Sustainable Destinations are the basis of this approach. Outlined below is an indication of where visioning fits with the sustainable destinations model:

- I) Policy and planning
 - Visioning
 - Local Agenda 21
 - Community sustainability strategy for tourism #
 - Environmental planning and development control

- II) Predictive modelling
 - Input / output models
 - Computable general equilibrium models
 - Systems modelling / Futures simulator
 - Geographic Information system (spatial) modelling

- III) Performance monitoring
 - Of whole communities
 - Of individual enterprises

- IV) Performance improvement
 - Of whole communities
 - Of individual enterprises

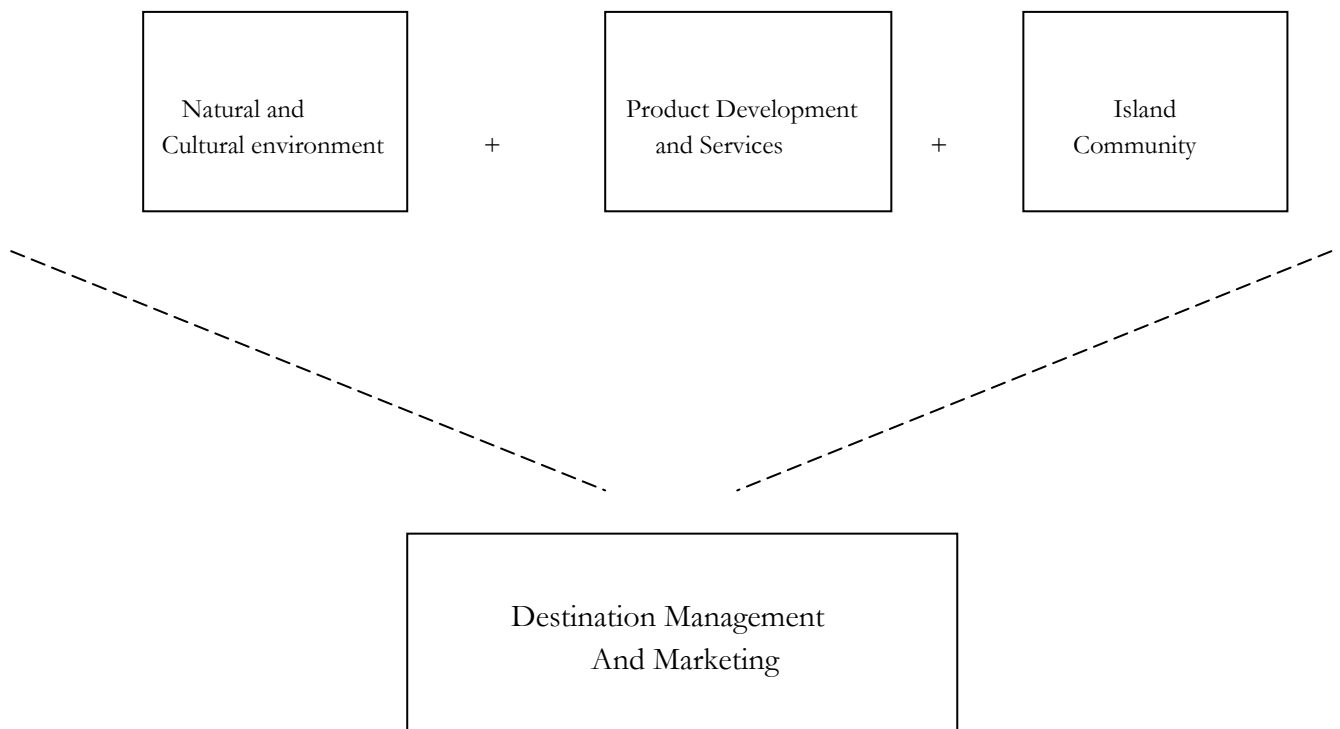
- V) Performance reporting
 - Of whole communities
 - Eg. State of the environment reports
 - Of individual enterprises
 - Eg. Triple bottom line corporate reporting

This visioning report can form the basis of a platform which can lead to each of the above initiatives being introduced over time as resources become available.

6. DESTINATION MANAGEMENT THEMES

The following core destination management themes are put forward for North Stradbroke Island.

These themes provide an important platform in developing a series of planning, development and marketing priorities for the advancement of sustainable tourism outcomes on North Stradbroke Island.



6.1. A FRAMEWORK FOR FURTHER ACTION

In order to move the visioning process forward, the following section provides a framework for further action to be undertaken.

Theme 1 - Destination Management and Marketing

Core aim:

To provide leadership and stakeholder co-ordination to guide the future management and marketing of North Stradbroke Island as a sustainable tourism destination.

Issues:

- Concerns over the impacts of increasing numbers of visitors on the island particularly at peak times.
- There is a need to develop a marketing strategy to promote the island to targeted visitor segments, which can visit off peak and who have an interest in the island's cultural and natural environment.
- There is a need to develop an integrated transport plan for the island that acknowledges the island's special character and considers four wheel drive/beach management issues, traffic management and encouraging alternative modes of transport.
- Increasing access to previously remote areas.
- Concerns over excessive numbers of vehicles and increasing levels of camping during school holidays.
- Limiting the number of people and vehicles coming on barges.
- Excessive numbers of boats in the bay.
- The need to develop new innovative ways to manage visitors on the island.

Desired outcomes:

- Targeted marketing programmes to improve the seasonality, length of stay, yield and balance of visitation on the island.
- Ongoing stakeholder and community participation in destination management processes.
- A recognition and understanding of the various roles and responsibilities in destination marketing and planning between Redlands Tourism, Tourism Queensland, Redland Shire Council and other State Government Agencies.
- Integrated planning and management of the island's visitor facilities between local, state and private interests.
- A new planning scheme, which recognises the need to advance sustainable tourism.
- The sourcing of grant funds to further support the development of planning and environmental management strategies for the island.
- Infrastructure and basic service needs of residents and visitors met throughout the year including peak periods.
- An integrated and efficient transportation system and network servicing the island from the mainland and the communities on the island.
- The establishment of a survey and comprehensive database on visitation levels to the island, which can lead to more informed decisions on visitor management strategies.

Actions	Responsibility
1. A move from destination marketing to destination management priorities including research to determine the ecological footprint of visitors on the island (or research to measure and monitor the impacts tourism has on the island).	Redland Shire Council Redlands Tourism Operators Quandamooka Land Council
2. The Redland planning scheme to recognise and reflect the principles of Sustainable Tourism on North Stradbroke Island A response to the draft scheme needs to be prepared by the steering committee.	Redlands Tourism
3. A commitment to the preparation of a sustainable tourism management plan for the island. North Stradbroke Island becomes a Green Globe destination and its operators become green globe accredited.	Redland Shire Council Redlands Tourism Operators Green Globe 21
4. Redlands Shire Council, Redlands Tourism and the Steering Committee to work together to source grant funds to support the development of North Stradbroke Island as a Green Globe destination and the development of appropriate environmental benchmarks for the island.	Redland Shire Council Redlands Tourism Steering Committee CRC Tourism
5. The North Stradbroke Island visitor survey be continued and a visitation database be established to benchmark visitation on the island.	Redlands Tourism
6. Meetings be undertaken with other land use / management agencies to seek their support for the sustainable tourism principles put forward in this report Meeting with Moreton bay task force Meeting with QPWS Meeting with Redland Shire Council Other agencies as appropriate	Redlands Tourism Quandamooka Land Council
7. Develop terms of reference for a detailed visitor management plan on NSI	Redlands Tourism Tourism Queensland CRC Tourism Steering Committee Quandamooka Land Council

Pilot projects:

- I) The visitor survey of the island needs to be maintained and a database be established to benchmark visitation over time.
- II) Green Globe 21, benchmarking be undertaken on the island.
- III) Funds/resources be sourced to assist Redlands Tourism

Best practice example: Please refer to Table 1

Table 1: Benchmarking indicators and units of measurements for communities

	Environmental & Social Performance Areas								
	Greenhouse gases	Energy management	Air quality	Fresh water resources	Waste water management	Waste minimization	Social & cultural impact	Land use management	Ecosyst-em conservation
Earth Check™ Indicators & Measures									
Sustainability Policy includes Travel & Tourism <i>Policy developed</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Energy Consumption: <i>Energy consumption / Person</i>	✓	✓	✓			✓			✓
Greenhouse Gas (CO ₂): <i>Carbon dioxide (CO₂) generated / Person</i>	✓	✓	✓			✓	✓	✓	✓
Air Quality:									
• <i>Nitrogen oxides (NO_x) generated / Area</i>		✓	✓				✓		
• <i>Sulphur dioxide (SO₂) generated / Area</i>		✓	✓	✓		✓	✓	✓	✓
• <i>Particulates (<10 µm) generated / Area</i>		✓	✓				✓	✓	✓
Water Consumption: <i>Water consumption / Person</i>	✓	✓		✓	✓	✓		✓	
Solid Waste Reduction: <i>Weight of waste / Person</i>	✓	✓				✓			✓
Resource Conservation: *									
• <i>Weight of paper purchased / Employee</i>	✓	✓		✓		✓			✓
• <i>Weight of biodegradable pesticides purchased / Total weight of pesticides purchased</i>	✓	✓		✓	✓			✓	✓
• <i>Biodegradable cleaning chemicals purchased / Total cleaning chemicals purchased</i>	✓	✓		✓	✓			✓	✓
Biodiversity: <i>Habitat conservation area / Total area</i>	✓		✓	✓			✓	✓	✓
Waterways Quality: <i>Samples quality passed / Samples tested</i>	✓	✓		✓	✓		✓		✓
Travel & Tourism: <i>Environmentally accredited operations / Total operations</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Optional Indicators & Measures									
Community Selected Indicator: <i>Community Selected Indicator: purchased locally / Total value of products purchased</i>									
Community Specified Indicator: <i>Agreed measure put forward by the community</i>									

*assessed for the lead agency

Theme 2 - Natural and Cultural Systems

Core aim:

To develop a better understanding of the complex cultural and environmental systems on and around the island and how this information can be used to plan for sustainable tourism outcomes.

Issues:

- Concerns over water extraction and its impact on the island lakes, swamps and waterways.
- The need for an integrated environmental management framework involving all agencies
- Beach management is needed to protect damage to fore dunes, water habitat, turtle nesting sites etc.
- Forward infrastructure planning is needed for essential community and visitor services such as sewerage.
- Inadequate number of rubbish bins and insufficient clearing of rubbish bins in high visitor areas.
- Pollution concerns including declining water quality, inappropriate waste management.
- Redlands Tourism, Redland Shire Council and community groups recognise the need to co-operatively manage transport and traffic, including off road vehicles to protect the island. Walking and cycling should be encouraged as the preferred means of transport on the island.
- Sewage reticulation and infrastructure were of particular concern during the community workshop. Three issues were put forward:
 - The status of interim plans to service sewerage systems on the island. (Point Lookout)
 - The need for the system to cope with heavy peak loadings in peak visitor periods
 - The need to ensure that the quality of ground water is not compromised

Desired outcomes:

- To establish a coordinated approach to land and sea management which recognises and advances ecologically sustainable development on the island.¹
- To achieve integrated resource management between government agencies which includes sustainable tourism principles.
- A transport management plan including management of 4WD access, traffic management, bikeways, walkways and buses.
- Sustainable management, interpretation and presentation of flora and fauna habitats.

Actions	Responsibilities
<p>1. Planning for and managing change at the Shire and the local level occurs through the Integrated Planning Act (IPA). The Steering Committee needs to meet with Council and understand the status of the Minjerrabah Planning and Management study, the status of all environmental reporting on the island. (Water, waste, energy etc) and what mechanism exists to manage the island’s tourism sector.</p>	<p>Steering Committee Redlands Shire Council Quandamooka Land Council</p>
<p>2. Concerns over water management need to be addressed to Redland Shire Council and the Environmental Protection Agency (EPA), who are responsible for monitoring water quality.</p>	<p>Steering Committee Redland Shire Council Environmental Protection Agency</p>

- | | |
|--|---|
| <p>3. A transport management plan needs to be developed for the island. The plan will need to address:</p> <ul style="list-style-type: none"> - Safety of vehicles and pedestrians on beaches and tracks. - Management of 4WD tracks. - Management of vehicle access to beaches, camping areas and places of interest. - Visitor education. - Community participation and support. - Bikeways and walkways plans - Traffic management plan, including roads and buses | <p>Redland Shire Council
QPWS
Redlands Tourism
Steering Committee</p> |
| <p>4. The use of sustainable technologies and management approaches need to be encouraged across the tourism industry on the island (Green Globe can assist with the identification of new management practices).</p> | <p>Green Globe 21</p> |
| <p>5. Action needs to be undertaken to meet with Council officers and to review the status of sewerage reticulation on the island and how this covers visitor management issues in peak periods.</p> | <p>Steering Committee
Redlands Tourism</p> |
| <p>6. A waste management strategy for the island needs to be supported by the tourism industry and the island residents. Key issues include:</p> <ul style="list-style-type: none"> - The need to encourage community and industry ownership and take up of waste management practices. - The maintenance of the off Island transfer stations. | <p>Steering Committee
Redland Shire Council</p> |
| <p>7. Design of stormwater systems including treatment practices needs to be undertaken accordance with the island's environmental requirements.</p> | <p>Steering Committee
Redland Shire Council</p> |

Pilot projects:

- I) Terms of reference for Transport management plan be prepared and funds be sought to prepare this study.

Theme 3 - Visitor Services and Product Development

Core Aim:

To develop distinctive, high quality visitor services / products which reflect the unique natural and cultural values of North Stradbroke Island and meet the expectations of targeted visitor markets.

Issues:

- An opportunity to focus visitor education and promotion of the island on ecologically sustainable activities, i.e nature tours, bush food walks, cultural presentations and environmentally friendly visitor activities.
- Encourage operators to become accredited as Green Globe operators and to participate in the establishment of a code of conduct or accreditation process.
- Operators need to be encouraged to monitor both positive and negative impacts of visitors to the island.

Desired outcomes:

- Enhancing the presentation and interpretation of the island’s natural and cultural values.
- Broadening the tourism experience by introducing appropriate activities presented by the aboriginal community.
- The introduction of a code of practice and an accreditation process for all tourism operators.
- Targeted visitor programmes to promote the environmental and cultural significance and values of the island.
- The development of new and innovative products, services and experiences, which focus on the island’s significant natural and cultural values (eco tourism):
 - Island ecosystems
 - Indigenous / Cultural activities
 - Well-being, natural medicine

Actions	Responsibility
1. Seek support from Tourism Queensland to introduce specialist presentation and interpretation training programs to local operators.	Redlands Tourism Tourism Queensland
2. Establish a series of fauna, flora, and cultural guides and promote these guides to targeted specialist interest groups such as birdwatchers.	Redlands Tourism
3. Encourage operators to become accredited under Green Globe 21.	Green Globe 21
4. Work with all operators on the island to promote ‘Caring for Straddie’ pamphlets.	Redlands Tourism

Pilot project:

- I) Eco tourism skills training workshop including introduction of accreditation options for operators.

Theme 4 - Community and Sense of Place

Core aim:

To develop a sustainable tourism industry which is consistent with the values, needs and aspirations of the Stradbroke Island community.

Issues:

- Community apathy.
- Stakeholder groups have different agendas for the island (pro tourism – anti tourism).
- The island needs to get behind local champions who are prepared to take a leadership role on sustainable tourism issues.

Desired outcomes:

- Developing and improving mechanisms for community participation in tourism.
- Providing opportunities for employment and skills transfer in visitor services.
- The introduction of codes of conduct and visitor management practices, which promote responsible tourism.
- The development and nurturing of youth programs, which include hospitality and tourism training programmes.

Actions	Responsibility
1. Ongoing community support and participation on the Steering Committee. Eg. A group agreement to stay together, or an implementation sub-committee to be established.	Community
2. All residents and operators to openly embrace and take responsibility for environmental management practices on the island Eg. For example one way to progress take-up of environmental programs is to select some existing operators and residents to use as role models for what can be achieved.	Community
3. Promote a consistent island image through all promotional and educational material to provide people with an understanding of island values. This educational material to be targeted at informing residents and non-residents of the natural and cultural values of the island (water values and management, 4WD / beach management, weeds, rubbish etc.).	Community Redlands Tourism Redland Shire Council
4. Establish an environmental resource library at Redlands Tourism or Redland Shire Council.	Redlands Tourism Redland Shire Council

Pilot project:

- I) Seek grant funds to support the ongoing secretarial support for the community Steering Committee.
- II) Establish a resource library at Redlands Tourism or Redland Shire Council which can provide operators and community groups with access to the most up to date material on environmental planning and background reports on the island.

7. KEY PILOT PROJECTS

Initial priorities for the committee's consideration are:-

Project	Responsibility	Timing
Green Globe 21 Benchmarking for North Stradbroke Island. Finalise the work of Council in order to achieve benchmarking status for the Shire and a foundation to commence benchmarking on the island.	Redland Shire Council Steering committee	July 2002 / Ongoing
Develop a response to the Redland Shire Town Plan concerning sustainable tourism on NSI.	Steering committee	Early July 2002
Group agrees to stay together or to form an implementation sub-committee or new committee structure - Seek grant funds to support the role of the new committee	Steering committee	July 2002
Develop and implement a series of ecotourism training workshops for operators on the island. Incorporate:- - Sustainable practices and conservation - Environmental/cultural education	Redlands Tourism Redland Shire Council Tourism Queensland CRC Tourism	October 2002 / Ongoing

Following are just a few of the many research projects available to aid in the implementation of the pilot projects:-

- CRC for Sustainable Tourism Green Guides
 - The Green Guides are a series of practical sustainability guidelines developed for operators over a range of tour sectors, including boat tours, whale watching tours, walking tours and 4WD drive tours.
- Best practice environmental management program - tourism impact indicators
 - This CRC research project is in the process of developing a set of indicators and a visitor monitoring system which will enable land managers to accurately assess tourist needs and levels of satisfaction and impacts so that tourism can be managed in a sustainable manner, without reducing the quality of the natural environment upon which the tourism depends.
- Wildlife Tourism status assessment and attraction analysis
 - Key outcomes of this project were a set of "status assessment" CRC research reports covering most key issues relating to wildlife tourism in Australia, including

recommendations for sustainable development. A “tourism classification of Australian wildlife” database is available on CD/ through website access, to provide operators and managers with guidelines relating to the opportunities and obstacles associated with using various Australian wildlife taxa in tourism.

- Measuring the economic, educational and conservation values of whale watching based ecotourism
 - Amongst other outputs, this project is in the process of developing strategies to increase economic benefits from whale watching-based tourism at Hervey Bay and developing recommendations that will enhance the sustainability aspects of whale watching in relation to tourism
- Tourism values and sustainable use of ICOLLs (Intermittently closing and opening coastal lakes or lagoons)
 - Project outcomes:- (1) Protocols and early warning indicators for assessment of the ecological health of ICOLLs. (2) Strategies and planning documents for sustainable use, management and restoration of ICOLLs. (3) Information and education products for Local/State agencies, tourists, tour operators and other users of ICOLLs.
- Eutrophication of Dune Lakes
 - Project outcomes:- (i) To determine the water quality, nutrient status and algal productivity levels of dune lakes used by tourists on Fraser Island and North Stradbroke Island. (ii) To develop predictive models of nitrogen/phosphorus-chlorophyll relationships for clear and brown-water lakes, and assess the potential for eutrophication in each lake. (iii) To conduct experimental field mesocosm and laboratory bioassay studies on nutrient enrichment processes (bottom-up versus top-down controls on algal production), and determine the higher order effects of nutrient enrichment on lake ecology. (iv) To provide early warning indicators of eutrophication and advice to local and state government agencies and other groups on the threats to individual lakes from continued human use.

The steering committee recognised the need to engage the local community in the ongoing collection of research and the development of a sustainability platform for the island.

8. NEXT STEPS

- Committee to sign off on the draft report
- Committee agrees to continue or to establish a new working group to commence implementation of the project.
- The new working group need to prioritise pilots and agree on timelines and responsibilities for action
- The first pilot project needs to commence

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GLOSSARY OF TERMS

Accreditation

A process by which an association or agency evaluates and recognises a program of study or an institution as meeting certain predetermined standards or qualifications.

Benchmarking

Setting a standard by which outcomes can be measured and achievements can be monitored with regard to the carrying capacity.

Carrying capacity

A measurement that indicates the ability of an environment or natural resource to accommodate a certain type of use. There is also the concept of social carrying capacity, which refers to a society's capacity to cope with a certain type of activity.

Destination management

Develop and implement management strategies based upon the principles of sustainable tourism.

Destination marketing

Develop and implement a destination marketing identity and position based upon principles of sustainable tourism.

Green Globe 21

A global benchmarking, certification, and improvement system for sustainable travel and tourism. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 Heads of State at the United Nations Rio de Janeiro Earth Summit.

Sustainable Tourism Development

Using the natural and cultural resources of a destination area to support tourism without compromising their carrying capacities, which is their ability to continue to contribute towards tourism activity.

Visioning

A process used in long-term or strategic planning in which the desired future situation for the destination area or tourism organization is determined.

ATTACHMENT A – An Alternative Vision, Jervis Bay Example