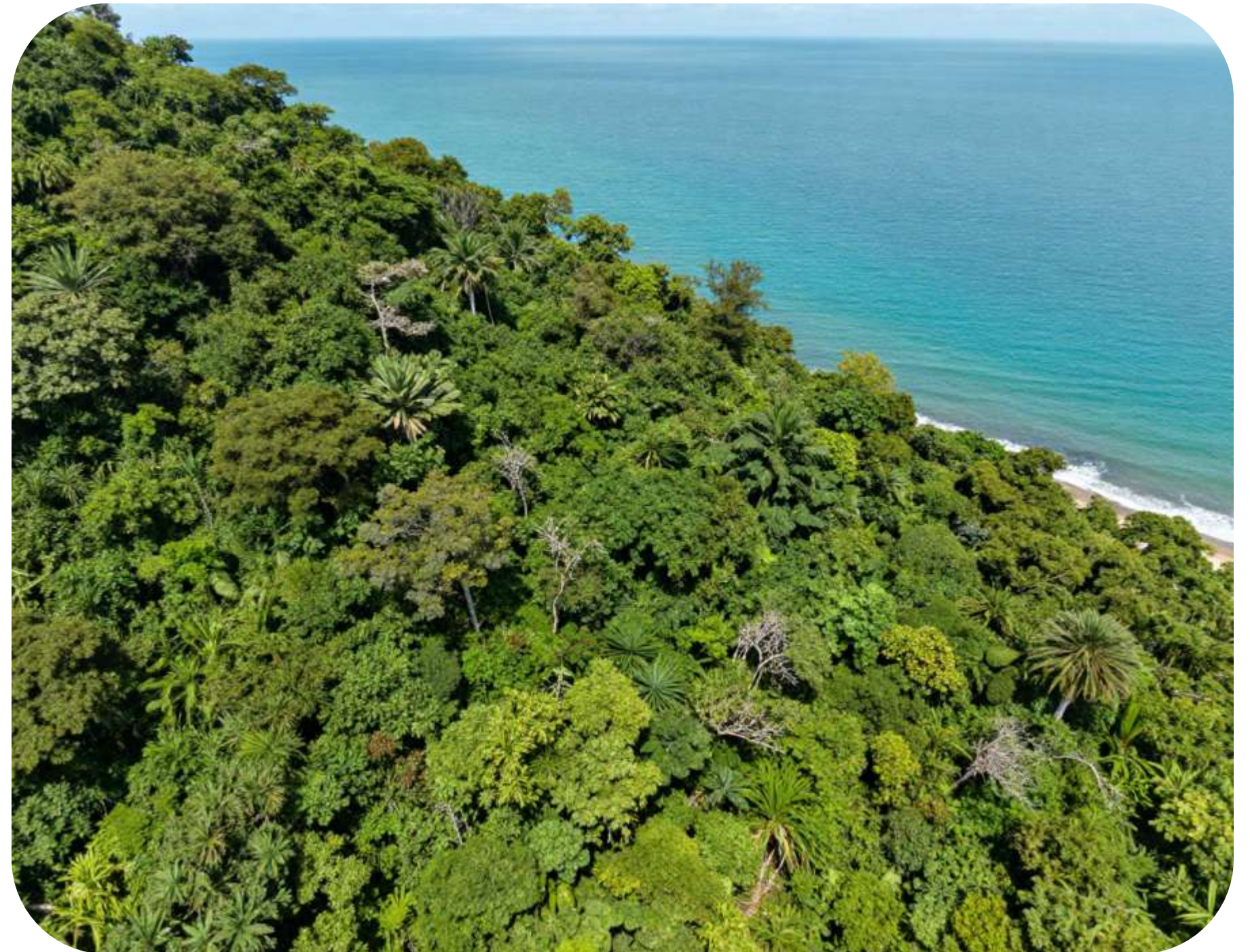




Tourism Emissions Reduction Program

Communications Toolkit

Helping you share your emissions journey
with clarity and confidence



Quick Start Guide

If you only read one page, make it this one.

3 Simple Rules

1. Say exactly what you measured
2. Be clear that results are estimates
3. Avoid making big environmental claims

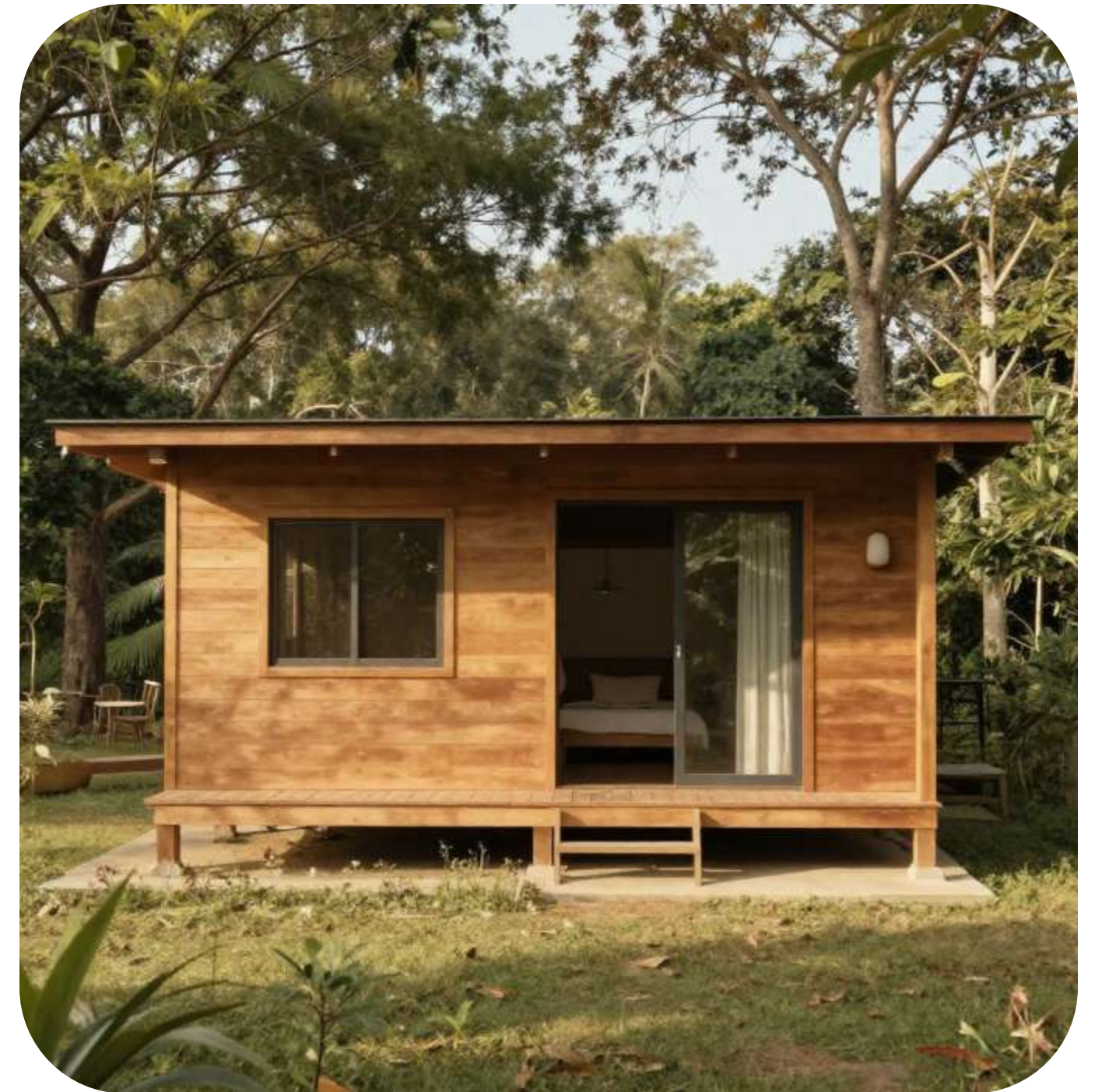
Safe example

"We estimate emissions from our operations and are working to reduce them over time."

Risky example

"We are a sustainable and carbon neutral business."

When in doubt: keep it simple, specific, and honest.



Welcome

Congratulations on completing Stage 3 of the Tourism Emissions Reduction Program.

This toolkit helps you share your achievement in a way that is:

01 Clear and engaging for guests

02 Credible and transparent

03 Aligned with ACCC guidance



What You've Achieved

You have:

Measured emissions at a level suited to your business

Identified where your biggest impacts are

Taken action to reduce them

You now have tools to share your story:

Emissions dashboard

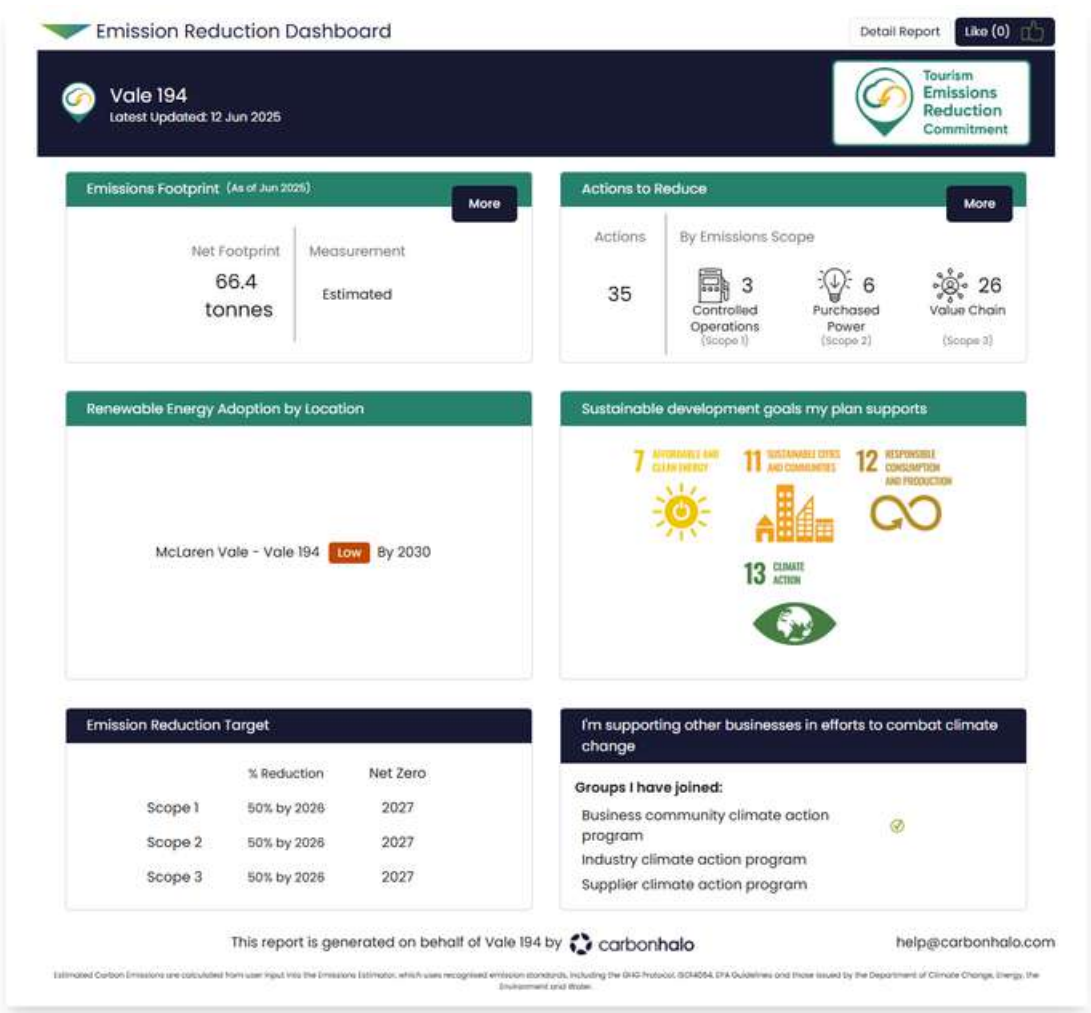
QR code

Program logo



Your Tools to Share the Story

Emissions Dashboard



QR Code



Program logo



Communicating Responsibly

DO

Be specific

Use plain language

Say "estimated emissions"

Talk about actions and progress

DON'T

Carbon neutral

Net zero

Fully audited

Verified emissions

WATCH OUT

Instead of: "We are sustainable"

Say: "We are measuring and reducing our emissions"



Your measurement Level



Quick & Essential Insights

What this means

You've estimated emissions from fuel and energy only.

YOU CAN SAY

Estimated emissions from fuel and energy use

First step in measuring emissions

Beginning emissions reduction journey

DO NOT SAY

Full carbon footprint measured

All emissions understood

Use instead: "We estimate emissions from our main energy use."

Website example

"We've started our sustainability journey by estimating emissions from our fuel and energy use. This helps us take practical steps to reduce our impact."

Social example

"We're getting started. We've estimated emissions from our energy use and are working to reduce them."

Operational Insights

What this means

You've estimated emissions across most business activities.

YOU CAN SAY

Estimated emissions across key business areas

Broader understanding of operations

Working to reduce emissions across operations

DO NOT SAY

Complete footprint

All emissions accounted for

Use instead: "We've estimated emissions across most of our operations."

Website example

"We've estimated emissions across key parts of our operations — from energy to travel and suppliers — so we can focus on reducing our impact."

Social example

"We're taking action across our business. We've estimated emissions across most operations and are working to reduce them."



Detailed Insights

What this means

You've completed a reviewed and data-validated assessment.

YOU CAN SAY

Reviewed and data-validated emissions assessment

Detailed understanding of emissions

Data-informed decisions

DO NOT SAY

Verified emissions

Fully audited



Use instead: "Our emissions have been reviewed and data validated through the program."

Website example

"We've completed a detailed emissions assessment to better understand and reduce our environmental impact."

Social example

"We've taken a big step forward with a detailed emissions assessment guiding our next actions."

OPTION 4

Bring Your Own Emissions

What this means

You use external emissions measurement and apply this program for action planning.

YOU CAN SAY

Use external measurement

Apply program to reduce emissions

DO NOT SAY

Any verification or audit claims unless externally supported



How to Share Your Story

Dashboard

Use your dashboard to show transparency.

Example:

"Explore our emissions dashboard to see how we're tracking."

Link to your dashboard from your website, emails, and social profiles.

QR Code

Place your QR code in:

- Rooms
- Reception
- Menus
- Tours

Prompt: "Scan to see how we're reducing our impact."

Logo Use

Use the program logo on:

- Website
- Social media
- Emails
- Print materials

Always explain what it means.

Each of these tools helps your guests and stakeholders see your commitment to reducing emissions.

Ready-to-Use Copy

Signage

"We're part of the Tourism Emissions Reduction Program and are working to measure and reduce our emissions."

Website

"We're proud participants in the Tourism Emissions Reduction Program, where we measure our emissions and take practical steps to reduce them over time."

Booking confirmation

"You're supporting a business actively working to measure and reduce its emissions."

Copy and adapt these for your own channels. Keep the language simple and specific to your measurement level.

Examples

Here's how your communications might look in practice.

Website

- Sustainability section on your site
- Link to your emissions dashboard
- Program logo with a short explanation of what it means

Social Media

- Pair an image with a simple, honest message
- Avoid jargon or technical language
- Keep it short and relatable
- Use your measurement level language

On-site

- Display your QR code in rooms, reception, menus, or tours
- Add a short message like: "Scan to see how we're reducing our impact"
- Keep signage brief and clear

In Practice: Double Black Alpine

Double Black Alpine (VIC) displays the Quality Tourism, Sustainable Tourism and Tourism Emissions Reduction logos on their sustainability page, showing visitors their accreditation and commitment to reducing environmental impact.

How they use it

QTF, Sustainable Tourism and Tourism Emissions Reduction logos displayed on their dedicated sustainability page.

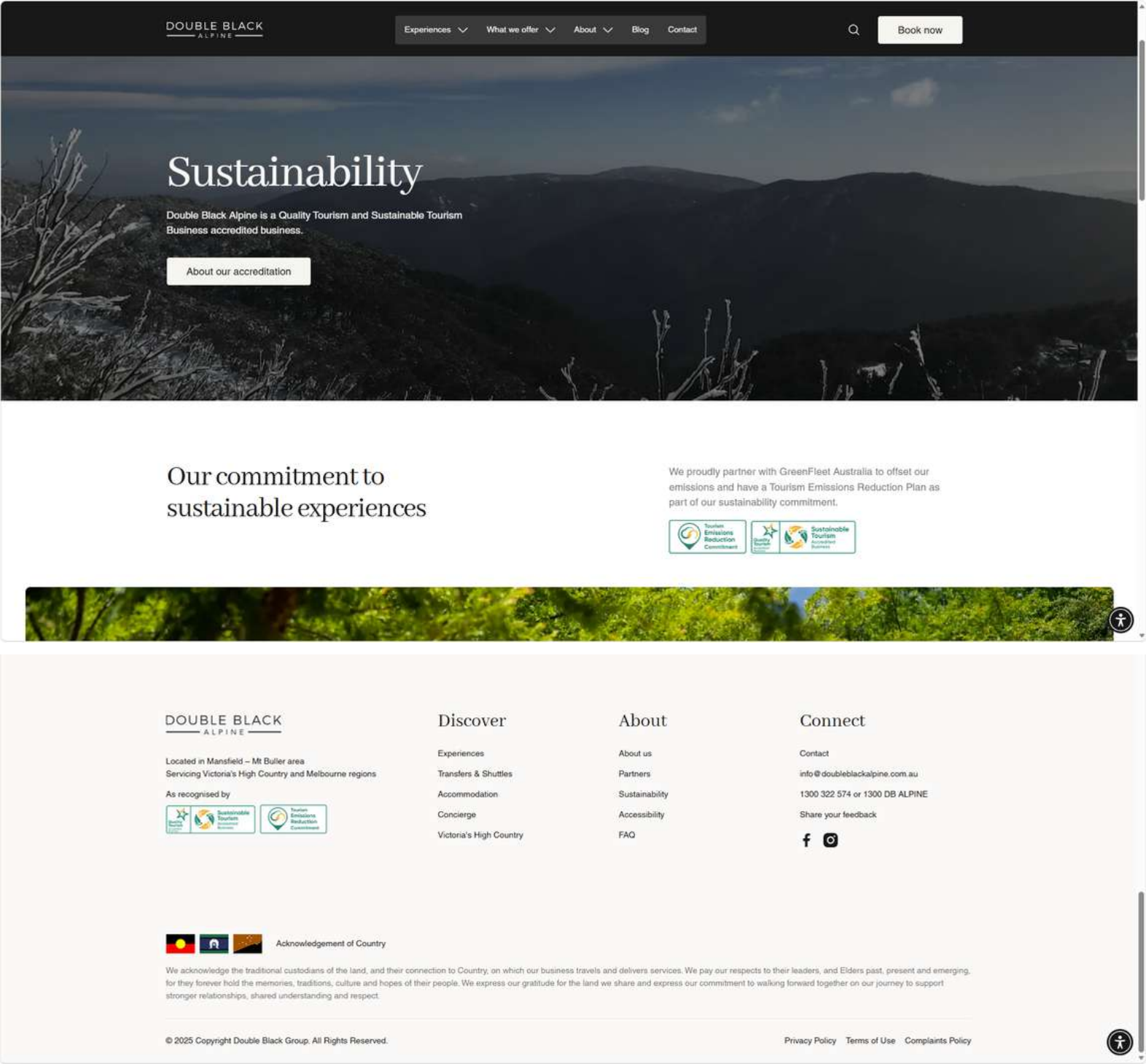
Logos sit alongside a short explanation of their accreditation and partnership with GreenFleet

Visitors immediately see credibility and commitment

No dashboard link required – the logo alone builds trust

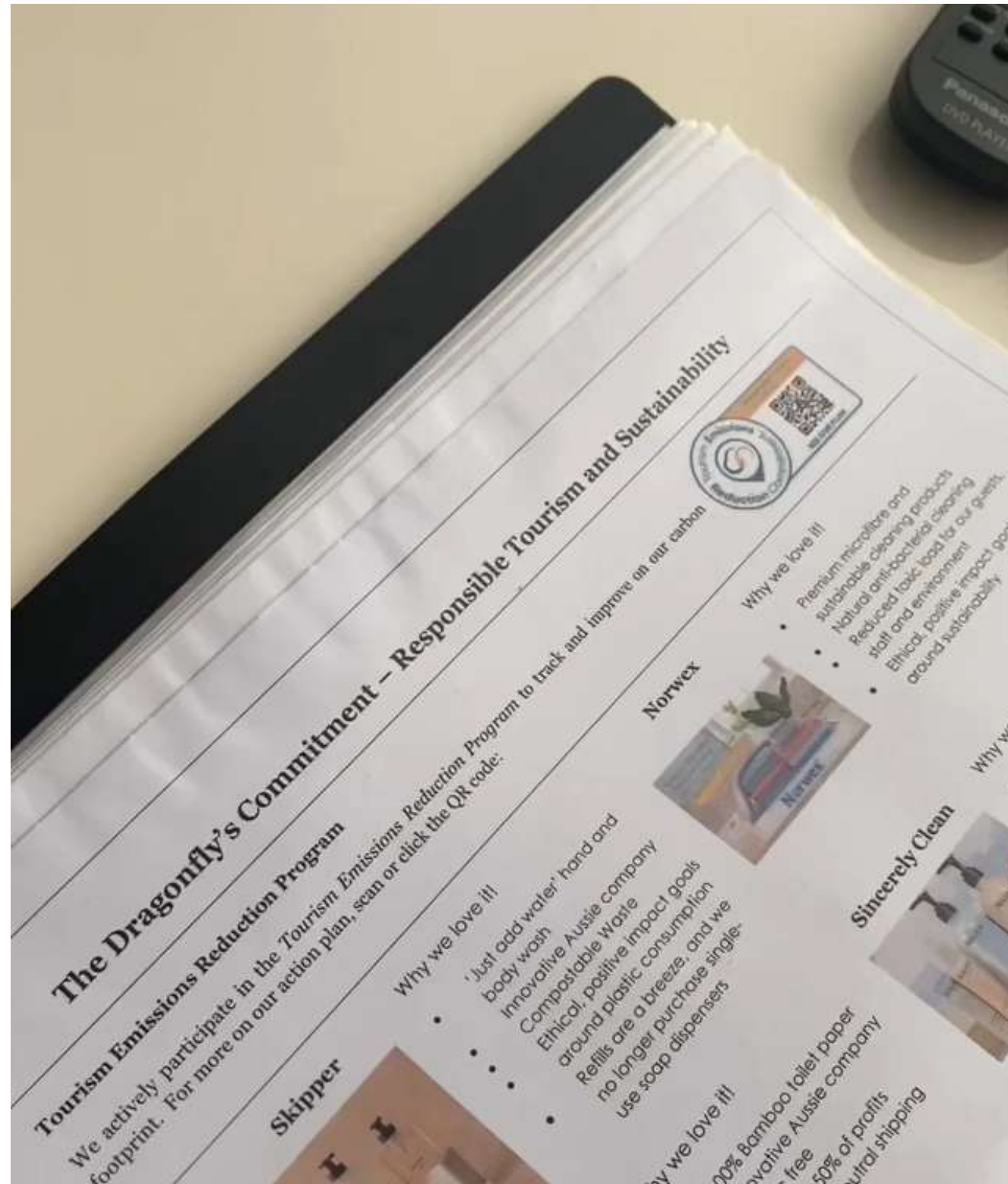
Key takeaway: Displaying accreditation logos on a sustainability page gives visitors an instant trust signal, even without linking to a dashboard.

See it live: doubleblackalpine.com.au/sustainability



In Practice: The Dragonfly Inn

The Dragonfly Inn (Tasmania) includes a QR code in its welcome materials that links guests directly to their public emissions dashboard and reduction plan. They also display it on their website: thedragonflyinn.com.au/aboutus



How they use it

QR code printed in their guest welcome handbook

Guests can scan to view the business's public dashboard and emissions reduction plan

Also displayed on their About Us page online

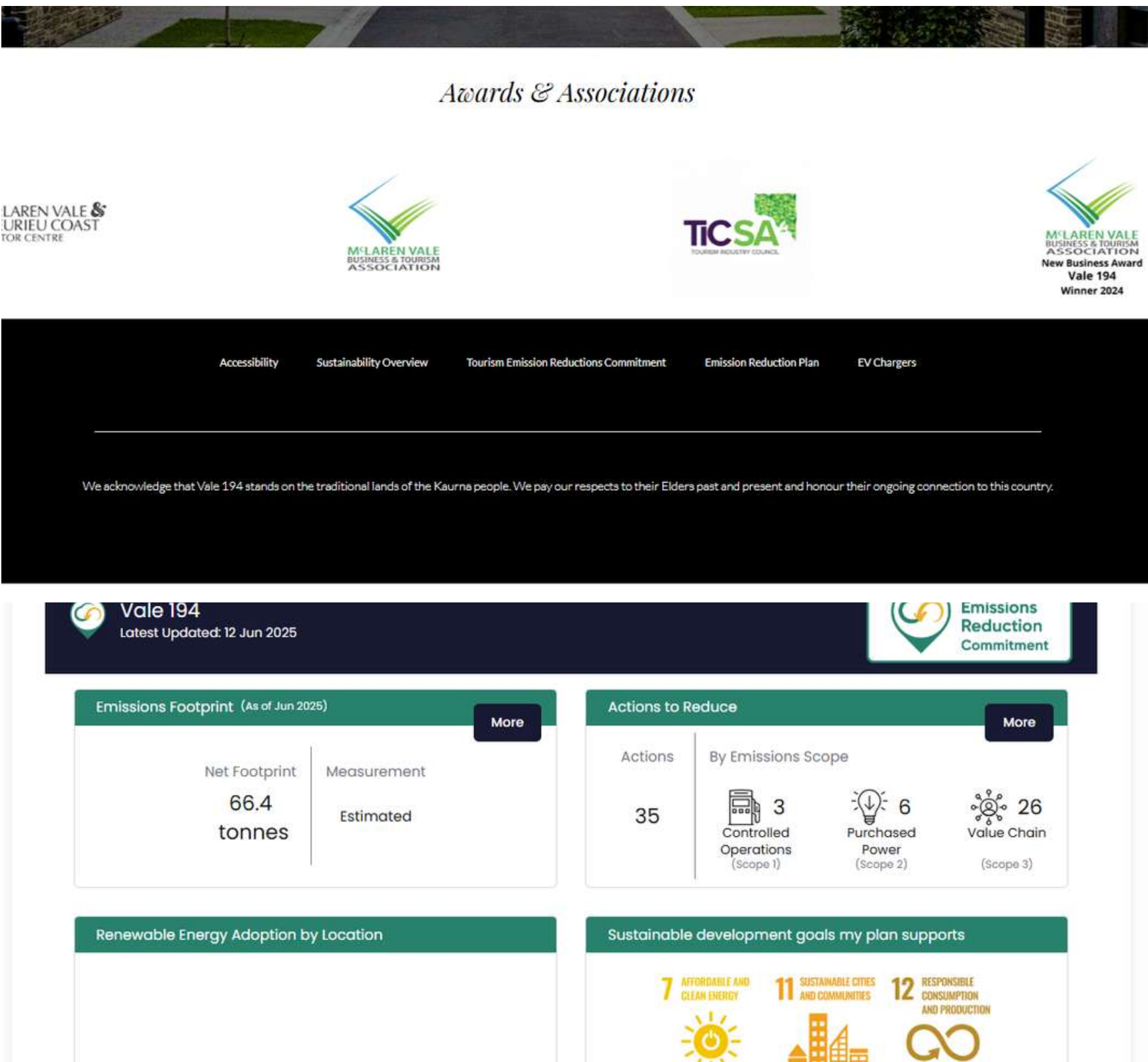
Simple, low-cost way to show transparency and build trust with visitors

Key takeaway: A printed QR code in guest-facing materials is a simple, effective way to share your sustainability credentials without needing any website changes.

[See it live: thedragonflyinn.com.au/aboutus](http://thedragonflyinn.com.au/aboutus)

In Practice: Vale 194

Vale 194 (South Australia) includes in the footer of their home page two links: a sustainability overview page and a direct link to their Tourism Emissions Reduction Program dashboard.



How they use it

Footer includes two links:

1. Sustainability overview page
2. Tourism Emissions Reduction Program Action Plan (links to public dashboard)

Visitors can explore both the story and the data

Footer placement means it appears on every page of the site.

Key takeaway: Placing the plan in the footer with links to both a sustainability story and the dashboard gives visitors multiple entry points to understand your commitment.

See it live: vale194.com.au/our-next-step-in-sustainability-at-vale-194/

Final Checklist

Before you publish, make sure your communications are:

Accurate for your level

Only claim what matches your measurement option.

Clear and specific

Use plain language your guests will understand.

Not exaggerated

Avoid broad environmental claims you can't back up.

If you can tick all three, you're ready to share your story with confidence.

You don't need perfection — just honesty.

Clear communication builds trust and shows leadership.



In partnership with

