



Destination Sustainability Pledge for Noosa Council 2023/24

The purpose of this document is to ensure Noosa Council's Sustainability goals are in alignment with global standards and that we maintain the protection of environment, social, cultural, and natural heritage whilst supporting our region's economic tourism potential. The document demonstrates Noosa Shire's commitment to the four pillars of sustainability, Environmental, Cultural, Social and Economic (ECSE) and aligns with Noosa Council's vision of "Different by nature".

Environmental outcomes

- Noosa Council will continue to promote the responsible use of water and energy and efficient waste management, which minimizes the use of non-renewable resources. We are committed to strategically target annual improvements in Energy, Water and Waste that fall below the regional average and maintain all others recognised in benchmarking at better than the regional average level.
- Noosa Council also recognise our role in defining, understanding, and controlling the risks associated with the municipality's activity. Noosa Council will also continue to promote the protection of ecosystems and biodiversity.

Cultural outcomes

- Noosa Council is committed to involving community in the identification, documentation, and management of our cultural heritage. We are committed to conserve, value, restore and enhance natural and cultural built heritage sites and cultural landscapes as well as artefacts and cultural expression. We recognise traditional access and are committed to ensuring it is maintained and protected for local community. Noosa Shire is committed to measuring the impact of tourism to natural sites of cultural significance and promote cultural tourism experiences.
- "Noosa Council, through its Cultural Heritage Unit and Heritage Library, plays a significant role in collecting, interpreting and preserving this heritage to connect our community and visitors with Noosa's past and to inform current and future generations." ("Noosa history & heritage – Noosa Shire Council")

Social outcomes

- Noosa Council is committed to improving social capital by including broader community (including enterprises, visitors, and the public) in the identification of our initiatives and their outcomes. We recognize and comply with all national and international agreements and guidelines on environment and sustainability, including the Sustainable Development Goals (SDG), established by the United Nations General Assembly, the Global Code of Ethics of the World Tourism Organization (WTO), the Noosa Biosphere Reserve Foundation Guidelines and Noosa World Surfing Reserve.
- Noosa Council will continue to encourage education of community and business in how they impact Noosa's sustainability targets by supporting initiatives like Plastic Free Noosa, Noosa Integrated Catchment Association, Zero Emissions Noosa, and The Noosa Biosphere Reserve Foundation in reducing the use of single use plastic, testing and monitoring water quality of the Noosa River, promoting renewables and educating about biodiversity in our community specifically. Noosa Council also recognises the need for reducing private vehicles within the shire to reduce emissions and congestion.

Economic outcomes

- Noosa Council will continue to encourage business development, innovation and diversity through supporting local employment and training in a safe and secure working environment. We will promote ethical and non-exploitative relations with staff, suppliers and clients as well as ensuring young people, women, minorities, and those with disabilities are included.
- Noosa Council's Economic Development Branch works closely with chambers of commerce, business associations and business operators, to facilitate and encourage sustainable business development and growth.

- 1 Noosa Council's Sustainability Pledge begins in acknowledgement of First Nations Peoples, the Kabi Kabi, as the Traditional Owners, Custodians and Lore Keepers of the Noosa Shire and pay respects to their Elders past, present and emerging.
- 2 Noosa Shire is a municipality that is approximately 120kms north of Brisbane CBD and sits between the Sunshine Coast and Gympie local government authorities in South-East Queensland. The Shire has a population of 56,873 (2021 Census) within an area of 870km². Noosa Council is the elected governing council and authority of all the information used for benchmarking and certification with Earth Check. Noosa Shire Council provides various services and utilities to the Noosa Shire community including the management and roads, parks and their facilities, waste recovery, planning and development, arts, culture and library venues, sports and recreation facilities, cemeteries, cultural and environmental heritage, and business community support services.
- 3 Connecting all people in Noosa Shire is a strong link to their natural environment, landscapes, past and future generations. This was recognised on 20th September 2007 with the designation of the Noosa Biosphere[®] Reserve under the UNESCO Man and Biosphere (MaB) program. The Noosa Biosphere[®] Reserve encompasses a total of 87,000 hectares of land and numerous waterways within the Noosa local government boundaries and extends approximately 3km seawards. ("Noosa Biosphere[®] – Noosa Shire Council").

While the designation recognises the unique and special natural attributes of the Noosa Biosphere[®] Reserve, it also provides a focus for the Noosa community's aspirations to continue to strive for a sustainable future, to work together to build economies, communities, and knowledge to ensure our natural ecosystems and biodiversity is valued, improved, and conserved.

Dedicated in February 2020, Noosa also became the 10th World Surfing Reserve, chosen for its distinct environmental characteristics, surf history, high quality waves and community support dedicated to the preservation of coastal and surfing resources.

- 4 Tourism Noosa is a not-for-profit, membership-based destination marketing organisation that works with Noosa Council, local businesses, and other community and tourism stakeholders to promote the diversity of the Noosa Shire to domestic and international visitors, tourism trade and media. Tourism Noosa has a key commitment to the development of sustainable tourism within our region.
- 5 Noosa Council works closely with Tourism Noosa to ensure our strategies align with APEC PATA Code for Sustainable Tourism. Tourism Noosa and Noosa Council will continue to regularly review their system for visitor management. They shall take action to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations working to balance the needs of the local economy, community cultural heritage and environment.

Noosa Council will set annual goals for continuous improvement of the sustainability process, undertaken, and recorded in the annual benchmarking of the municipality's performance, in partnership with EarthCheck. By achieving local sustainability, Noosa Council will ensure we involve and consult the community and thereby provide a leadership role to others benefitting the needs of our Shire moving forward.

This pledge will be shared and reviewed annually with stakeholders, community and suppliers of goods and services in the Noosa Shire, and we encourage those with feedback to contact us upon review.

Signed



Date: 09 August 2023

Larry Sengstock
CEO (Acting)



EARTHCHECK

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