



Strive 4 Sustainability Scorecard Program

Launched by Ecotourism Australia in 2022, the **Strive 4 Sustainability Scorecard** is a pathway program for any tourism business to start their sustainability journey. Tourism Australia is the founding partner of the Strive 4 Sustainability Scorecard. Tourism Australia, as the marketing partner, is supporting this new program to encourage more tourism businesses to embark on the pathway to sustainability. This pre-certification program provides any business in the tourism supply chain with a snapshot of how they compare to our globally recognised criteria for sustainable tourism.

More travellers than ever are seeking out tourism related businesses who are actively demonstrating they are following sustainable practices. The simple scorecard will show businesses and your customers what you are doing well and how you can strive to improve.

What is your Strive 4 Sustainability score?

The scorecard measures where a business is at on their sustainability journey at a point in time. Based on Ecotourism Australia's existing globally recognised certification criteria, businesses will track their own operations against 50 criteria across all four pillars of sustainability:

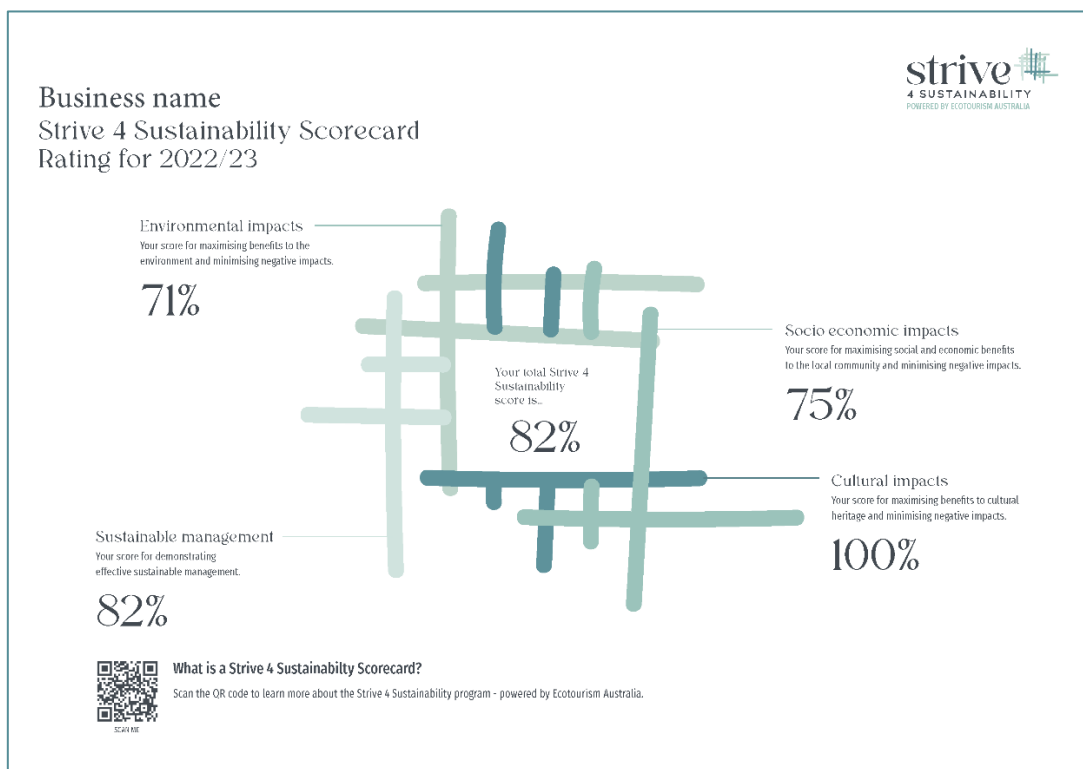
I: Sustainable management

II: Environmental impacts

III: Socio-economic impacts

IV: Cultural impacts

The scorecard is not a certification or accreditation, but a benchmark with which your business can strive for sustainability. Any business or operator can apply for their own scorecard. A scorecard is ideally taken annually to see how your score improves over time.



Who is eligible?

Any tourism aligned business is eligible for the Strive 4 Sustainability Scorecard. We aim to work with any business in the tourism supply chain to support their commitment to sustainability.

Business Type	Examples
Accommodation	Hotels, lodges, hostels, BnB, caravan parks, glamping, etc.
Tour and transport	Guided and self-guided tours, excursions, land- and water-based tours, scenic flights, ferries, car rental, equipment hire, etc.
Attraction	Museums, art galleries, historic buildings/sites, landmarks, zoos/aquariums, amusement parks, cultural centres, sports venues, etc.
Food and beverage	Restaurants, cafés, bars, breweries, wineries, etc.
Retail	Souvenir shops, arts and crafts stores, etc.
Visitor information and booking services	Visitor information centres, travel agents, inbound tour operators, local tourism organisation, etc.
Venues and events	Conference venues, wedding venues, workshops, events, etc.
Other	Any other products or services in the tourism supply chain that are not represented in the above categories.

Why get a scorecard for your business?

- Affordable** | Your scorecard costs \$250 + GST for one year of completion and includes your public-facing scorecard as well as a comprehensive assessment report.
- Personalised** | Your scorecard and assessment report will provide you with tailored feedback recognising what you are doing well and identify where you could improve, specific to your business.
- Quick** | Completing 50 criteria for your business and uploading evidence should only take between four and eight hours. Completing your scorecard through our easy online portal also means you can upload your documentation, save your progress and complete it in multiple sessions.
- Educational** | Your assessment helps to de-mystify what sustainable and responsible tourism is, both for you and your customers, through a breakdown of your score accompanied by a public-facing certificate*.
- Continuous improvement** | No matter how high or low your score is, identifying areas you do well in and areas for improvement is an important step in your business' sustainability journey.
- Benchmarking** | Once you receive your scorecard, you can scan the QR code to see how you compare to other businesses**.
- Exposure** | The Australian Tourism Data Warehouse (ATDW) will shortly be providing an opportunity for operators completing the Strive 4 Sustainability Scorecard to display their score on their ATDW listing. Tourism Australia and Ecotourism Australia would also like to highlight businesses that have completed the scorecard on our channels through compiling case studies.
- Practical** | Build your knowledge on implementing tools to help your business increase capacity using individual scores and feedback for all four pillars of sustainability.
- Make change** | Be part of a movement that strives for a more sustainable future.

[Register for your Strive 4 Sustainability Scorecard now!](#)

* For operators who achieve 50% or more.

**Subject to volume of Strive 4 Sustainability Scorecards.