

ECO Destination Certification: Gympie site induction itinerary

22 August 2023

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Venue for all sessions: Australian Institute of Country Music (26 Channon Street Gympie QLD 4570)

Day	Time	Item
22 August 2023	8.00 am	Doors open
	8.30 am 1 hour	TOURISM RELATED BUSINESS: Presentation ECO Destination Program Presentation <ul style="list-style-type: none">• “What eco-certification means for their business”• What the process is and what will be required?• What opportunities are involved? Presentation <ul style="list-style-type: none">• Incentives & certified business Q & A
	9.30am	Morning Tea (Sessions 2 & 3 are open to community stakeholders and interested business operators)
	10.00 am 1.5 hour	Stakeholder: Presentation ECO Destination Program Presentation <ul style="list-style-type: none">• Introduction of Ecotourism Australia (EA) and why Gympie Region has engaged EA and decided to go down the ECO Destination path.

		<p>Presentation</p> <ul style="list-style-type: none"> • What is ECO Destination Certification? • What does the certification mean for the region? • What the process is and what will be required of attendees? • What opportunities are involved? • Overview of Preliminary assessment and findings • Next steps <p>Q&A</p> <p>1:1 questions and networking</p>
	<p>12.00 pm</p> <p>2 hours</p> <p>Working lunch</p>	<p>60mins - Communication and marketing discussion</p> <ul style="list-style-type: none"> • To discuss public communications strategies around the ECO Destination program for stakeholders, visitors and the broader market. <p>60 mins – Industry incentives and rewards discussion</p> <ul style="list-style-type: none"> • To ensure awareness/planning of opportunities/incentives/rewards for the destination and its ecotourism /sustainable tourism industry.
	<p>2.00 pm</p>	<p>Event close</p>