



EARTHCHECK

DESTINATION STANDARD

VERSION 2.0 JANUARY 2015



The planet deserves more than half measures

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EARTHCHECK

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DISCLAIMER

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EARTHCHECK

EarthCheck science was developed by the Australian Government Sustainable Tourism Co-operative Research Centre (STCRC), over a ten year period and is reviewed annually to ensure that it meets international standards relative to greenhouse gas protocols, responsible tourism, and certification.

EarthCheck science is based on the Agenda 21 principles for Sustainable Development endorsed by 182 Heads of State at the United Nations Rio De Janeiro Earth Summit in 1992.

EarthCheck provides a framework for organisations to achieve the desired outcomes for sustainable development as set out in the final report of the World Summit for Sustainable Development held in Johannesburg in 2002.

EarthCheck complies with the Mohonk Agreement (2000) which outlines the guidelines and principles for an international sustainable tourism certification program.

EarthCheck Certification is aligned with the Global Reporting Initiative.

EarthCheck partners with international research organisations to maintain the currency of EarthCheck science and our benchmarking systems.

The EarthCheck brand signifies scientific excellence, better environmental, economic, and social performance, improved community interactions, and savings through more efficient use of resources. It provides recognition and promotional support to a global consumer market.

EarthCheck is the only global benchmarking and certification program for sustainable travel and tourism underpinned by the science of EarthCheck.

KEEPING EARTHCHECK STANDARDS CURRENT

The EarthCheck Standards are living documents which reflect leading edge science and technology pertaining to Certification for sustainable development. EarthCheck has a number of quality control processes in place to maintain their currency. Periodic reviews are included as a key control process. An independent EarthCheck International Advisory Panel (EIAP) including senior representatives from various global organisations involved in sustainable tourism assist with reviews, providing advice and recommendations on industry requirements, and content of the Standard. The members of the panel include:

- Prof. David Simmons - Professor of Tourism / Director of Research Strategy and Development, Lincoln University, New Zealand;
- Prof. Richard Moore – Anglia Ruskin University, UK;
- Prof. Richard Hyde – University of Sydney;
- Mr Lorenzo Alfaro Ocampo – FONATUR Mexico;
- Dr Jutamas (Jan) Wisansing - DASTA – Thailand – Designated Areas for Sustainable Tourism Administration;
- Ms Chi Lo - PATA – Pacific Asia Travel Association
- Ms Rachel Vaughan - Kaikoura District Council & Destination Authority - New Zealand;
- Mr Stewart Moore – Director, APEC Sustainable Tourism Research Centre, Australia;
- Ms Melinda Watt – Vice President, EarthCheck and Board Member Global Sustainable Tourism Council;
- Ms Shey Parry-Lee – Senior Certification Advisor, EarthCheck.

New editions of the Standard are published as outputs of the review process. Standards may also be withdrawn. It is important that organisations ensure they are using a current Standard, as published on the EarthCheck website www.earthcheck.org.

EarthCheck welcomes suggestions for improvement to the Standards, and encourages organisations to notify us of any apparent inaccuracies. Please address your comments to info@earthcheck.org.

INTRODUCTION

The EarthCheck Destination Standard underpins the EarthCheck Leading Destinations of the World Program. The Standard establishes a framework for environmental, cultural, social, and economic (ECSE) performance for communities wishing to achieve EarthCheck Destination Certification. EarthCheck Destinations generally include as part of their location and economic make-up a significant travel and tourism sector.

The EarthCheck Destination Standard provides a set of guidelines which are intended to bring key stakeholders together to achieve a common set of sustainability outcomes. A Destination Authority is recognised as the catalyst to achieving community wide participation in achieving these outcomes through facilitation and communication.

To clarify, in this document we refer to 'Destination' and 'Destination Authority'.

A **Destination** is a defined precinct, neighbourhood, or region, under the jurisdiction of a locally elected or appointed body (e.g., a municipality governed by an elected council and served by a dedicated administration).

The **Destination Authority** is typically the designated collector and authoriser of all the information used for meeting annual benchmarking and certification requirements (e.g., this could be the elected governing council and its officers, an industry agency, or similar body).

This document sets out the criteria for ECSE performance for Destinations undertaking Benchmarking (Steps 1-3) and Certification (additionally, Steps 4-6) with EarthCheck.

Within this document is a Self-Assessment Checklist, which provides explanatory notes, followed by Checklist Items for each step. Explanatory notes guide the user on how the Standard is applied. Checklist items provide Destinations with a tool to review compliance against each clause of the Standard. The Self-Assessment Checklist is also available online through '**My EarthCheck**', the secure member's area of the EarthCheck website.

This document should be read in conjunction with the document '**EarthCheck Sector Benchmarking Indicators for Destinations**'. Please contact info@earthcheck.org for a copy. Further information, including help on how to measure the various indicators, is available through **My EarthCheck**, and in the EarthCheck Destination Standard Guide.

What is the EarthCheck Destination Standard?

The principal objective of the EarthCheck Destination Standard is to facilitate responsible and sustainable ECSE outcomes for Destinations.

The EarthCheck Destination Standard provides communities with a framework to benchmark their ECSE performance, to certify their performance, and to find ways to continuously improve their performance. The Standard should be used to underpin a clear vision for a Destination, as well as focussing on sound policy and action plans to help achieve the vision.

The Destination Standard is designed to empower local communities to take ownership of sustainability goals, built on local initiatives. The Standard recognises the benefits of a community working together to achieve sustainable outcomes.

The Standard requires a Destination Authority to provide leadership, using an integrated and inclusive approach to support these sustainable outcomes. As the lead agency for the Destination Standard the Destination Authority becomes the example of sustainability in its own operations. This is achieved through the measurement of Destination Authority practices in several benchmarking indicators, in addition to overall Destination achievements.

The Standard addresses key global ECSE issues. The Standard deals with environmental regeneration and environmental improvement as well as the conservation of existing heritage assets. The Standard targets important social issues which include improved community services, employment conditions, and improved local socio-economic benefits including poverty alleviation.

The following twelve (12) Key Performance Areas (KPAs) are addressed in this Standard and aim to improve the overall sustainability of the Destination.

Key Performance Areas

1. Energy efficiency, conservation and management
2. Greenhouse gas emissions
3. Air quality protection, noise control, & light pollution
4. Management of freshwater resources
5. Waste water management, drainage and streams
6. Ecosystem conservation and management
7. Land use planning and development
8. Transport
9. Solid waste management
10. Management of environmentally harmful substances
11. Cultural and Social Management
12. Economic Management

The Standard requires participating Destinations to measure performance using quantitative benchmarking indicators. The benchmarks are based on Agenda 21 Principles. They can be found in Step 3 of this Standard.

The Standard provides the opportunity for a Destination to identify and establish supplementary indicators. These can be selected by the community to assist benchmarking and measurement of locally appropriate key performance areas.

The EarthCheck Destination Standard provides a centralised and consistent platform for compliance and reporting to a number of sector based international standards including Global Sustainable Tourism Council (GSTC) criteria.

Six Steps towards Sustainable Development Practices

The EarthCheck Destination Standard consists of six Steps that establish the pathway to become a sustainable destination (see Figure 1). This process has two distinct phases:

- Benchmarking, and
- Certification

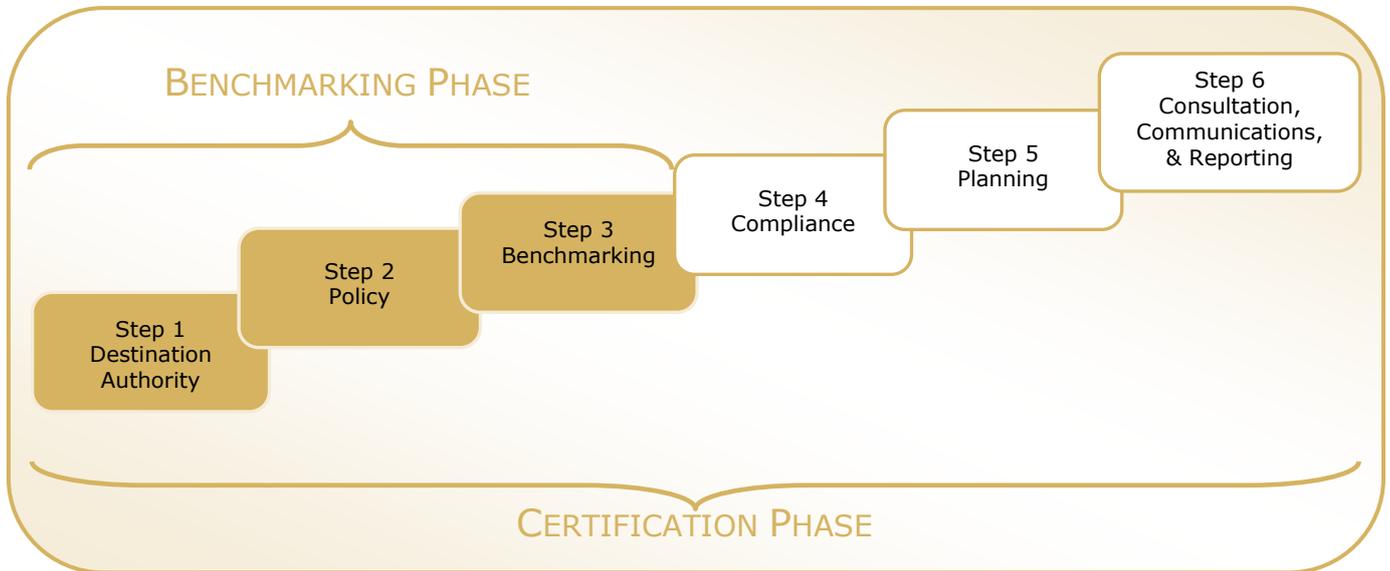


Figure 1: Steps of the EarthCheck Destination Standard.

Each of the six Steps in the Destination Standard has numbered clauses which form a set of criteria which must be met by a Destination community (led by the Destination Authority) in order to become Benchmarked and Certified.

EarthCheck Process

The EarthCheck process for Destinations consists of two distinct phases:

Phase 1: Benchmarking

Benchmarking is the first phase of the Certification process. This phase requires successful completion of the first 3 steps of the EarthCheck Destination Standard:

Step 1: Destination Authority - Establish a Destination Authority to provide leadership and assume responsibility for the implementation and management of the Destination Standard.

Step 2: Policy - Develop a Sustainability Policy for the Destination which addresses ECSE outcomes.

Step 3: Benchmarking - Undergo a Benchmarking Assessment of ECSE sustainability performance using *EarthCheck Sector Benchmarking Indicators for Destinations*. Indicators measure performance of the Destination overall, and the Destination Authority as the lead agency.



Following completion of a Benchmarking Assessment, Destinations receive a Benchmarking Assessment Report illustrating their performance against established Baseline and Best Practice Levels. Destinations meeting the minimum Benchmarking requirements will be awarded Benchmarked status and the use of the 'Bronze Benchmarked' logo to promote their achievement. Once Benchmarked, Destinations can then move to Certification.

Phase 2: Certification

Phase 2, Certification involves completion of the final 3 steps of the EarthCheck Destination Standard:

Step 4: Compliance - Comply with all requirements and intent of all prevailing laws.

Step 5: Planning for Continual Improvement - Develop a Sustainability Action Plan and a Risk Management Plan.

Step 6: Consultation, Communications, & Reporting - Regularly consult, communicate, and report to stakeholders on the Destination's Policy, Action and Risk Plans, and ECSE performance.



Following completion of all 6 Steps the Destination must demonstrate compliance with the requirements of the Destination Standard through an Onsite Certification Audit undertaken by an approved EarthCheck Auditor.

Following completion of an Onsite Certification Audit, Destinations receive an Onsite Certification Audit Report. The Onsite Certification Audit Report is a qualitative evaluation of the Destination's performance against the criteria of the Destination Standard highlighting areas of best practice and non-conformance.

Destinations that successfully meet the requirements of the Standard are awarded Certification and use of the 'Silver Certified' logo to promote their achievement.

Ongoing Certification

Once a Destination has achieved initial Certification, annual Benchmarking and verification of ongoing compliance with the Destination Standard through an Onsite Certification Audit is required in order to retain Certification. Consistent commitment to Certification offers Destinations Silver Status (1-4 years), Gold Status (5-9 years), Platinum Status (10-14 years) or Master Status (15 years and over).

EarthCheck Benchmarked and Certified logos display the year of a Destination's achievement. EarthCheck reserves the right to revoke Certification status.

EarthCheck 'Leading Destinations of the World' Network

By participating in the EarthCheck Program, you will be connected to a global network of EarthCheck Leading Destinations. Through this network, the Destination is offered a platform for knowledge exchange, support, and promotion. As a certified EarthCheck Destination, you are also recognised as a *Leading Destination of the World*.

BENCHMARKING & CERTIFICATION SERVICES

Benchmarking Assessment & Report

The Benchmarking step requires the Destination Authority to collect information relating to the Destination and Destination Authority's performance against the *EarthCheck Sector Benchmarking Indicators for Destinations*. This information is submitted to EarthCheck for assessment using the online '**My EarthCheck**' Benchmarking Software.

Once the Benchmarking Assessment has been completed, the Destination Authority is issued a Benchmarking Assessment Report by their Relationship Manager which provides a graphical and descriptive analysis of the total Destination's performance. Where necessary, it includes recommendations to encourage improvement. This service is included in the annual EarthCheck Destination membership fee.

Onsite Certification Audit & Report

Onsite Certification Audits are conducted by approved EarthCheck third-party Auditors. These services are available at an additional cost to the annual EarthCheck Destinations registration fee.

The Onsite Certification Audit requires the Destination Authority to complete and submit the Destination Self-Assessment Checklist (contained within this document) and all supporting documentation. Completion of the Destination Self-Assessment Checklist assists the Destination Authority in ensuring the requirements of the Destination Standard have been met prior to Auditor arriving onsite.

Upon completion of the Onsite Certification Audit, an Onsite Certification Report will be issued. The Onsite Certification Report outlines recommendations for Certification and provides a qualitative evaluation of the Destination's performance against the criteria of the Destination Standard highlighting areas of best practice and non-conformance.

Surveillance Visit

A surveillance visit may be required should a major non-conformance with the Destination Standard be observed during an Onsite Certification Audit and where follow up is required onsite.

OTHER EARTHCHECK SERVICES

In addition to the benchmarking and certification services, the following services are also offered to assist Destinations undertaking the EarthCheck Program.

Included Services

Rapid Appraisal

EarthCheck will provide the Destination Authority with guidelines and templates for a rapid appraisal assessment. The purpose of this assessment is to assist the Destination Authority to understand its preparedness to complete EarthCheck Benchmarking and Certification. This assessment is undertaken once registration is complete and first year payments have been received. The rapid appraisal assessment can also be undertaken with the assistance of an EarthCheck trained Consultant as an optional service.

Software Training

A free online demonstration of EarthCheck benchmarking software, '**My EarthCheck**', is available after registration. This will be facilitated by the Destination's allocated Relationship Manager and is equivalent to a half day of technical support.

Resources

Destinations will be provided access to the resources of the Sustainable Tourism Online platform which contains over fifteen years of sustainable tourism research and data on destinations, communities, and operators.

Optional Services

EarthCheck can provide a range of optional support services (at an additional fee to the annual membership fee) to assist Destinations in understanding and implementing the requirements of the Destination Standard. Optional services include:

Visioning

If the Destination Authority does not have a sustainability vision and mission, then it is recommended that a visioning workshop be held with key Destination stakeholders, including the Destination Authority. EarthCheck can facilitate a visioning workshop together with a range of destination management services. The visioning workshop is provided by an EarthCheck trained consultant. Any additional travel expenses required for Consulting Staff are to be covered by the Destination.

Destination Engagement

As an optional service EarthCheck can facilitate workshops with internal and external partners to increase awareness and understanding of sustainability principles and the EarthCheck Destination Standard, and to encourage community participation.

Development of a Sustainability Action Plan

EarthCheck is able to provide consultancy services to deliver a workshop designed to support the community in the development of the Destination Sustainability Action Plan.

Training

EarthCheck approved training packages are available to provide the Destination Authority with an understanding of sustainability and an overview of the EarthCheck Destination Standard and requirements for benchmarking and certification. These include 'Introduction to EarthCheck', 'Benchmarking with EarthCheck', and 'Introduction to Sustainable Destinations'.

Marketing

The EarthCheck Marketing team are available as an optional service to assist in improving communication and engagement within the Destination. Marketing services include press releases, case studies, social media and other media portals. They can assist in the promotion of Destination achievements to local, national, and international partners.

SELF-ASSESSMENT CHECKLIST

GUIDANCE FOR THE SELF-ASSESSMENT CHECKLIST

This document contains the Self-Assessment Checklist which may be used by a Destination Authority to determine if a Destination has adequately met the requirements of the EarthCheck Destination Standard. It follows the format of the Auditor's Assessment Report, which is completed by a qualified EarthCheck Assessor. The Checklist is designed to assist a Destination Authority in the process of Benchmarking and Certification.

The Checklist is presented in three parts. The first, and shorter part, gathers the Destination Authority's details. The second part lists the Steps to be completed and each criterion. This part is also where the bulk of the work is completed.

Under each criterion is a 'Checklist Item' box which provides the Destination Authority with criteria specific requirements for compliance against each clause of the Standard. Comments and/or Explanations are required for every box ticked 'Yes' or 'No'. The Self-Assessment Checklist is also available online through '**My EarthCheck**'. The third part is a Glossary of Terms to assist in understanding the language used throughout the document.

SELF-ASSESSMENT CHECKLIST – DESTINATION STANDARD

PART 1: DESTINATION AUTHORITY DETAILS

EarthCheck requires information about your Destination Authority to assist in the Benchmarking and Certification process. A typical authority might be an elected local government authority, an economic development organisation, an industry agency, or a formal community organisation. All information is treated as highly confidential.

Contact Details

Destination Name:

Destination Authority Name:

Relationship of Authority to the Destination

(A typical authority might be one of the bodies listed, or another constituted community Group)

- Elected Local Government Authority
- Economic Development Organisations
- Industry Agency
- Formal Community Organisation
- Other. Please specify _____

Address:

Postcode/Zip:

Country:

Telephone:

Website:

EarthCheck Destination Coordinator:

Position Title:

Email Address:

This self-assessment checklist has been completed by
 on behalf of on theday of
(month)(year).

LOCAL SETTING OF DESTINATION AUTHORITY

Local settings assist in identifying a Destination Authority’s level of risk and subsequent documentation requirements.

Please select all fields relevant to the setting of your Destination Authority.

<input type="checkbox"/> Rural	<input type="checkbox"/> Desert/Arid
<input type="checkbox"/> Urban	<input type="checkbox"/> National Park
<input type="checkbox"/> Rainforest	<input type="checkbox"/> Marine Park
<input type="checkbox"/> Forest	<input type="checkbox"/> Heritage Park
<input type="checkbox"/> Wetland/Swamp	<input type="checkbox"/> World Heritage Area
<input type="checkbox"/> Mangroves	<input type="checkbox"/> Man in Biosphere Reserve
<input type="checkbox"/> Lake/Pond	<input type="checkbox"/> Other Conservation Area
<input type="checkbox"/> Coastal/Beachfront	<input type="checkbox"/> Endangered Species
<input type="checkbox"/> Coral Reef	<input type="checkbox"/> Indigenous Community
<input type="checkbox"/> Alpine/Arctic	<input type="checkbox"/> Local Village/Town
<input type="checkbox"/> Mountain	<input type="checkbox"/> Nearby River

Scope Statement:

As best you can, please describe your Destination Authority’s local ECSE setting, including the Destination Authority’s proximity to any of the above considerations.

Explanatory Note: *It is the scope of the operation (i.e. activities, products and services managed by the Destination Authority) that will be assessed at time of Benchmarking and Certification. The information contained in the above Scope Statement should be included in the ECSE Sustainability Policy. The documented Destination Action Plan is to be relevant to the scope of operations.*

PART 2: STEPS AND CRITERIA

This section outlines the six steps and associated criteria that a Destination and Destination Authority must meet in order to achieve compliance with the Destination Standard and be recognised as an EarthCheck Destination. Destinations are reminded the criteria and clauses comprise the Destination standard. The 'Checklist Items' under each criterion provides the Destination Authority with criteria specific requirements for compliance against each clause of the Standard.

STEP 1: DESTINATION AUTHORITY

Intent: *To establish a formally constituted and mandated Destination Authority charged with the responsibility of implementing the Destination Sustainability Policy and management of the EarthCheck Benchmarking Program under an agreed and approved Destination Sustainability Action Plan. The Destination Authority will be responsible for exemplary sustainable practices in using the Destination Standard.*

Explanatory Note: *This section addresses the requirements to establish and/or recognise the Destination Authority as the leading agency responsible for the implementation of the EarthCheck Sustainable Destination program.*

Criteria: A Destination Authority shall:

1.1. Constitution

Be properly constituted

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a Constitution Document or Equivalent Statement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.2 Mandated by Destination

Be formally mandated by the local community to achieve EarthCheck Destination status for the defined destination area.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have evidence of empowerment from the community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.3 Scope Requirements

Be accountable for the requirements of the EarthCheck Destination Standard for the defined Destination area.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a documented scope which matches the requirements of the EarthCheck Destination Standard?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.4 Destination Accountability

Be accountable to the community for reporting on the requirements of the EarthCheck Destination Standard.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority: <ul style="list-style-type: none"> • Provide community briefings (website, information sheets, meetings) on progress made on the EarthCheck Standard? • Provide the community with the ability to provide feedback on the EarthCheck process? 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.5 Destination Coordinator

Appoint an EarthCheck Destination Coordinator, who has been trained on the EarthCheck Program, and has clear lines of authority. Ensure the Destination Coordinator is empowered to make decisions to implement the EarthCheck Destination Process.

Checklist Item	Y	N	n/a	Comment/Explanation
Has an EarthCheck Destination Coordinator been formally appointed supported by a letter of appointment or position description?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the EarthCheck Destination Coordinator received appropriate training on the requirements of the Destination's Sustainability objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the EarthCheck Destination Coordinator have documented evidence of authority and empowerment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.6 Green Team

Establish a Green Team with membership drawn from within the Destination to support the EarthCheck Destination Coordinator. Where possible, the Green Team shall include representatives from both the private and public sector. The Green Team is to be trained in the EarthCheck Program.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination's Green Team been established to support the EarthCheck Destination Coordinator?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Green Team include representation from both private and public sector?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination's Green Team been trained in the EarthCheck program?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.7 Organisational Chart

Establish an organisational chart within the Destination Authority defining responsibilities, oversight, and implementation capability including funding for the Destination Standard, making reference to ECSE outcomes.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination Authority developed an organisational chart which reflects capacities within the Authority and community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the Destination Authority responsibilities documented by way of Position Descriptions, Contractual Agreements etc?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the process of compliance to the EarthCheck Destination Standard appropriately funded?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the organisational chart make reference to ECSE outcomes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.8 Data Collection Strategy

Develop a Data Collection Strategy outlining how the Destination plans to obtain benchmarking data and what indicators will be quantified using the EarthCheck Benchmarking performance criteria and supplementary criteria relevant to the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the Destination Authority committed to the development of a Data Collection Strategy as to how it will obtain Benchmarking performance data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.9 Aggregated Benchmarking

Maintain an annual aggregated Benchmarking performance report of the Destination's sustainable performance against sustainability targets.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a system in place for the Destination Authority to capture Aggregated Benchmarking data to develop a report against planned targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.10 Record Maintenance

Maintain proper records of Destination Authority operations including minutes of all stakeholder engagement including Destination Authority meetings, policy statements, action and risk plans, operational plans, annual performance reviews, the budget, and records of sustainable performance monitoring information.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority keep a log of the records of the process of compliance to the EarthCheck Destination Standard as listed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 2: POLICY

Intent: To develop a Destination Sustainability Policy which has ownership from the community. Regard shall be had to the size and structure of the visitor economy.

Explanatory Note: This section addresses the requirements of the Destination Sustainability Policy. The Policy is to make reference to the four outcomes - Environmental, Cultural, Social, and Economic (ECSE).

Criteria: The Destination shall:

2.1 Develop Policy

Prepare a Sustainability Policy which addresses ECSE outcomes, appropriate to the location, while specifically addressing tourism activity and tourism development issues.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a Policy in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Policy suitably address ECSE outcomes? (Refer to Steps 2.2, 2.3, 2.4, and 2.5 for specific outcomes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Policy suited to the local context of the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the policy suitably address local sustainable tourism activities and issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

The Policy should:

2.1.1 Agreements and Policies

Take account of relevant international, national, and local agreements and policies relating to sustainability.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy make specific reference to the APEC PATA Code for Sustainable Tourism?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Policy make specific reference to another local, national, or international code of sustainability?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.2 Integrated Approach

Have a commitment to an integrated sustainability approach to achieving ECSE Destination performance outcomes.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy recognise an integrated approach to achieving performance outcomes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.3 Performance Targets

Recognise the importance of ECSE performance improvement outcomes, with particular reference to addressing local Destination sustainability issues.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy commit to performance targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the performance targets relate to locally recognised issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.4 Performance Accountability

Have a commitment to individualise ECSE performance accountability to companies, community members and authorities within the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy allow for individualised performance accountability from public and private sector entities, including community members?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.5 Tourism Industry Leadership

Have a special emphasis on leadership by the tourism industry in achieving improved ECSE outcomes.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy emphasise leadership by the tourism industry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.6 Consultative Mechanisms

Establish effective consultative mechanisms and strategies to ensure all sections of the community are able to participate in developing and implementing the Destination's Sustainability Policy.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have evidence of consultative mechanisms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a list of Destination Stakeholders reached in the process of developing the Policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.7 Policy Adoption

Commit to adopting and promoting the Sustainability Policy within the Destination and at the highest authority level within the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the policy been adopted by the CEO or equivalent?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the policy been promoted to all key stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a list of stakeholder groups engaged with in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.8 Policy Non Conformities

Take appropriate steps to correct situations not conforming with the Destination Sustainability Policy. Take steps to prevent their reoccurrence.

Checklist Item	Y	N	n/a	Comment/Explanation
Have non-conformities been reviewed and corrective and preventative action taken?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.9 Publicly Available Policy

Agree to make the policy publically available, including on public display, and available to all key stakeholders.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the Policy on public display, including the central office of the Destination Authority or other suitable location?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has a copy of the Policy been provided to all key stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a commitment in providing accurate information particularly with advertising material?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are all public documents maintained and updated regularly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.10 Policy Annual Review

Agree to review the Sustainability Policy annually.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have documented commitment of an annual review of the Policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.2 Environmental Outcomes

Have a commitment to:

2.2.1 Year-on-Year Targets

Agree to strategically target year-on-year improvements for environmentally relevant EarthCheck key performance areas (KPAs) that fall below the EarthCheck Best Practice Level and maintain all other impacts at, or better than, the EarthCheck Best Practice Level.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have an agreement to target improvements relevant to environmental KPAs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.3 Cultural Outcomes

Have a commitment to:

2.3.1 Cultural Heritage Identification

Involve community in the identification, documentation, and management of the Destination’s cultural heritage.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence available of a commitment to involve the broader community in the identification, documentation, and management of cultural heritage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.3.2 Cultural Heritage Conservation

Conserve, value, restore and enhance natural and cultural built heritage sites, artefacts, and cultural expression.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to Conserve, value, restore and enhance natural and cultural built heritage sites, artefacts, and cultural expression?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.3.3 Cultural Heritage Significance

Carefully manage the impact of tourism visitation on sites of cultural heritage significance.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to carefully manage the impact of tourism visitation on sites of cultural heritage significance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4 Social Outcomes

Have a commitment to improve social capital in the Destination by encouraging:

2.4.1 Community Participation

Community participation in the process of identifying ECSE sustainable Destination outcomes.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to include the broader community in the identification of ECSE outcomes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4.2 Ethical Policy Development

Recognition of the World Tourism Organisation's Code of Ethics for Tourism in the development of the Destination Policy.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy make specific reference to the World Tourism Organisation (WTO) Global Code of Ethics?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4.3 Education for Business

Education and learning opportunities for small to medium sized businesses in the Destination on matters of sustainability and the Destination Policy.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to provide education and learning opportunities for small to medium size businesses on matters of sustainability?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4.4 Education for Community

Education of community members of their individual impacts and their potential contribution to achieving the Destination’s sustainability targets, making reference to EarthCheck Benchmarking Indicators.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to support the education of community members to raise awareness of their individual impact to the achievement of sustainability targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Commitment make reference to educating about EarthCheck Benchmarking Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5 Economic Outcomes

Have a commitment to encourage opportunities for business development, innovation, and diversity by:

2.5.1 Local Employment

Giving preference to local employment.

Explanatory Note:

Where possible, policies should be in place to support the employment and training of local people. Preference does not necessarily mean a preference which is detrimental to the Destination (e.g. employing local people without the required competencies). However, where possible, development and training opportunities should be provided.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a policy to employ local people where possible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are local people employed for management positions in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.2 Destination Sourced Products and Services

Sourcing locally derived products and services, including support of Destination-based sustainable food production.

Explanatory Note: *Local farming is to be supported where possible. Other sustainably sourced food products can be identified through conservation agencies such as the World Wide Fund for Nature (WWF) and the Marine Stewardship Council.*

Checklist Item	Y	N	n/a	Comment/Explanation
Are Destination businesses committed to incorporating a purchasing policy for the local procurement of products and services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a locally sourced or sustainably sourced agricultural/seafood product preference policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are fair trade services sourced where available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are local businesses given the opportunity to sell products and services to tourism related businesses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.3 Seasonality

Planning for seasonal fluctuations of visitor derived income.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a plan to manage seasonal fluctuations of visitor derived income?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.4 Ethical Business

Promoting sustainable and ethical business.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a commitment to ethical and non-exploitative arrangements with staff, suppliers and clients in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is sexual commercial exploitation of minors (children and adolescents) monitored closely in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a participatory management approach, encouraging staff in tourism related businesses to contribute to management approaches and directions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do enterprises within the Destination provide equal opportunity for all, including equal wages and training?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.5 Innovation

Encouraging business development innovation.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination encourage local business to develop innovative business concepts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.6 Sustainability Programs

Encouraging tourism related businesses within the Destination to participate in registered sustainability certification programs, with participation in such programs promoted publicly.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination actively encourage the participation in registered sustainability certification programs for tourism related businesses, for example the EarthCheck Company Standard, a GSTC recognised sustainability certification program?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination promote those businesses who participate in registered sustainability certification programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 3: BENCHMARKING

Intent: To assess the Destination and Destination Authority's ECSE performance against the EarthCheck Sector Benchmarking Indicators for Destinations including agreed localised indicators.

Explanatory Note: This step addresses the requirements for the Core Sector Benchmarking Indicators. It is to be read in conjunction with the 'Sector Benchmarking Indicators (SBIs) for Destinations' document. Criteria reflected in the SBIs for Destinations are highlighted in the steps in blue. Indicators are included for both Destination Authority and Destination. Additional Indicators may be nominated by the community within the Destination.

It is important to note that successful Benchmarking of Core Sector Benchmarking Indicators is an annual requirement under the EarthCheck Program

Criteria: The Destination and Destination Authority shall assess the ECSE management performance and level of positive and negative impacts in each of the twelve (12) key performance areas and report, monitor, and improve on performance.

Key Performance Areas

3.1 Environment

3.1.1 Energy efficiency, conservation and management

The Destination shall minimise energy use, ensure the energy supply is sustainable and, where practical use renewable energy.

Checklist Item	Y	N	n/a	Comment/Explanation
Is a program in place to ensure energy efficiency as much as possible? If yes, please provide details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Destination's energy supply sustainable, particularly when using timber for heating or cooking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the use of renewable energy maximised? Does this take the form of solar, wind or hydroelectricity and is ethanol or bio-diesel use promoted for vehicles, vessels, or machinery?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Where available, is 'green' electricity from grid suppliers purchased?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to encourage enterprises to measure, monitor, reduce, and publically report energy consumption and reduce reliance on fossil fuels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.2 Greenhouse gas emissions

The Destination shall ensure that greenhouse gas emissions from all sources are measured, and procedures are implemented to minimise impact, and where feasible, implement carbon offsets.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a commitment to the reduction of greenhouse gas emissions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are ozone depleting substances, particularly refrigerant gases from older refrigeration and air conditioning systems released to the atmosphere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to offset the carbon generated in greenhouse gas emissions through carbon sequestration by, for example, forest planting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to encourage enterprises to measure, monitor, mitigate, and publically report greenhouse gas emissions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.3 Air quality protection, noise control, and light pollution

The Destination commits to reduce emissions, mitigate against noise pollution, and reduce light pollution from tourism related businesses particularly. Particular care is noted for sensitive environments.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there ongoing gaseous or particulate emissions which could affect air quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any ongoing or regular noise emissions which affect residents, communities, or wildlife?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any ongoing light pollution issues which affect residents, communities, or wildlife?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.4 Management of freshwater resources

The Destination shall establish the efficient use of the freshwater supply and minimise the consumption of freshwater resources.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the source(s) of freshwater for the Destination sustainable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to ensure water conservation as much as possible within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to promote the retrofitting of toilets, taps/faucets, shower fittings and baths within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to reduce the washing down of outside areas by property owners?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is rainwater harvesting used or promoted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is grey water or treated wastewater recycled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are native species (i.e. those that are adapted to the climate) planted to reduce irrigation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have other water saving measures in place? If yes, please provide details.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to encourage enterprises to measure, monitor, reduce, and publically report water usage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to monitor water use by enterprises to ensure consumption is compatible to broader community needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.5 Waste water management, drainage and streams

The Destination commits to effective management of wastewater ensuring wastes are properly treated, reused or recycled where possible, and/or released in areas sited for this purpose, noting minimal impact to resident and/or visitor populations and to sensitive natural environments. Stormwater is also managed effectively.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have access to a municipal wastewater/sewerage treatment system?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is wastewater treated to a standard to mitigate further environmental and human health impacts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system in place to reduce the impact of oil and grease, litter, or silt wastewater to stormwater courses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to monitor drinking water and recreational water body quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are water quality monitoring results reported publically and responded to in a timely manner?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.6 Ecosystem conservation and management

The Destination understands conservation requirements for any local wildlife and/or natural ecosystems.

The Destination commits to protecting, valuing and enhancing natural assets both land and water based.

The Destination creates and updates inventory of existing threatened wildlife species.

The Destination prevents and manages invasive species.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have an understanding of the conservation requirements of any local natural ecosystems, species or communities of conservation concern and protected areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there any disturbance of natural ecosystems due to activities undertaken by the community within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are fees, permit fees etc. required for accessing any protected area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination make some contribution to conservation management?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If wildlife interaction occurs, has a conservation organisation endorsed the efforts to minimise adverse effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have any protected species or those of conservation concern been included in any products for sale or consumption?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there an inventory of existing threatened wildlife species?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.7 Land use planning and development

The Destination shall ensure that there is a commitment to, and/or support for, habitat conservation in their land use planning and management including design and construction of buildings and infrastructure.

The Destination shall comply with all land rights, property acquisition, local zoning and protected or heritage area laws and regulations, and have a regard for cultural and heritage considerations. This includes local community and indigenous rights.

The Destination shall ensure planning and development laws and regulations are enforced as required by local authorities, including strategies for sustainable demolition.

The Destination ensures that effective environmental planning and development control procedures are in place to guide sustainable tourism development.

The Destination encourages quality urban and infrastructure planning systems which incorporate sustainable design principles and practices.

The Destination shall encourage development, siting, design, and facility management which builds resilience to the impacts of climate change.

The Destination shall ensure the design and construction of buildings and/or infrastructure will provide access for persons with special needs.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a commitment to habitat conservation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination comply with local land rights and zoning requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has land acquisition been in accordance with applicable legislation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has property acquisition been in accordance with existing legislation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any cultural and heritage considerations to take into account? This includes indigenous land rights where appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Are planning laws and regulations enforced?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can stakeholders confirm the effectiveness of the planning and development control procedures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can the Destination provide evidence of sustainable design principles and practices being promoted by the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have development, siting, design, and facility management strategies in place which build resilience to climate change?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination require access for persons with special needs in design and construction of infrastructure?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is public consultation carried out with reference to planning and development processes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.8 Transport

The Destination shall commit to the promotion of existing public transport strategies, while improving other sustainable transport options such as walking and cycling.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a sustainable transport plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a program in place to promote the use of existing public transport services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a program in place to improve existing public transport services (subject to feasibility)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a program in place to promote the use of sustainable transport modes such as cycling or walking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.9 Solid Waste Management

The Destination shall ensure a waste minimisation program is designed and implemented making reference to the waste hierarchy, particularly the 3Rs - Reduce, Reuse, Recycle.

A life cycle approach to the production and consumption of products and services should also be considered.

Where waste must be disposed, waste disposal sites are to be located where impacts to resident and visitor community are minimised, and where natural environments are protected.

Checklist Item	Y	N	n/a	Comment/Explanation
Are waste minimisation strategies in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are reuse and recycling waste strategies in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to encourage enterprises to reduce, reuse, and recycle?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a life cycle approach to production and consumption promoted within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is solid waste disposed to a known and managed landfill?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If there is no available managed landfill, is waste disposed of safely and sustainably?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.10 Management of environmentally harmful substances

The Destination shall maintain a register of hazardous substances permitted for use within the community and their appropriate storage and handling requirements.

Distribution, transportation, and subsequent disposal of hazardous substances must minimise the risk of ecological harm and be in accordance with local regulations and/or international standards.

Explanatory Note: For small amounts of products, such as household size cleaning products, it is adequate to keep and store as per the container label.

Checklist Item	Y	N	n/a	Comment/Explanation
Are Material Safety Data Sheets (MSDSs) held for each potentially harmful substance stored (other than when in small domestic size containers)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are all harmful substances stored as per requirements of local regulations, international standards and MSDSs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Where harmful substances are stored in bulk and spills are possible, is containment/clean-up equipment held onsite, or readily available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
At a minimum, are bulk stores of harmful substances, such as fuels and oils, stored in bounded and preferably roofed storage areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are community members, whose duties involve handling chemical substances, aware of the storage, handling, and clean-up requirements? This can include training on storage and handling, as well as point-of-use wall charts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a system in place to ensure leakage is not taking place in underground storage tanks? If 'Yes', please state the system in place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination developed and are maintaining a list of harmful substances requiring disposal, including appropriate sustainable disposal options for each substance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2 Cultural

3.2.1 Cultural Heritage

The Destination shall commit to the conservation of natural and built cultural heritage sites.

The Destination shall ensure a publically available inventory of existing sites is to be maintained.

National and international laws and regulations relevant to the protection of cultural artefacts shall be applied.

The Destination will ensure that services related to cultural heritage tourism include provision for appropriate training.

Checklist Item	Y	N	n/a	Comment/Explanation
Have strategies been put in place to conserve natural heritage sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have strategies been put in place to conserve cultural heritage sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a publically available inventory of existing sites within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of maintenance of the inventory?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the selling, trading, gifting, or displaying of natural or cultural/archaeological artefacts only occur with the relevant permits/approvals of national and/or international laws?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there appropriate training events relevant to cultural heritage tourism provided within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.2 Integration of significant sites

The Destination will support the planning and management of significant cultural and heritage structures and sites, without impacting upon site integrity, including aesthetic and cultural heritage qualities of the area.

Checklist Item	Y	N	n/a	Comment/Explanation
Do planning regulations recognise cultural and heritage site integrity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a programmed approach to the management of significant cultural and heritage structures and sites within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a cultural site maintenance fund available within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.3 Value indigenous heritage

The Destination shall recognise indigenous peoples and their culture and support programs to honour traditional knowledge and preserve cultural values, traditions, and practices.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a program in place to recognise and honour indigenous knowledge?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3 Social

3.3.1 Management of social impacts of tourism

The Destination shall commit to appropriate processes being in place to monitor collective community satisfaction and wellbeing within the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a documented plan for monitoring of community satisfaction and wellbeing within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.2 Provision of basic services

The Destination shall commit to the provision of basic community services including reliable potable water services and solid and liquid waste disposal systems which are accessible for all abilities, all ages, and cultures.

The activities of the host Destination will limit any impacts to the provision of basic services, such as water, energy, or sanitation, to neighbouring communities.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the provision of basic services to the local community been made available to all sectors in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination ensured limited impacts to neighbouring communities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.3 Poverty alleviation

The Destination shall commit to the alleviation of poverty.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a documented commitment to the alleviation of poverty?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.4 Gender equity

The Destination shall commit to achieving gender equity.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a documented commitment to achieving gender equity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.5 Human Rights Issues

The Destination shall commit to monitoring, publically reporting, and responding to issues of human rights

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a monitoring system to respond to issues of human rights?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination publically report on issues of human rights?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.6 Quality of Life

Explanatory Note:

Quality of Life encompasses many facets of a functioning community. In this section, the non-physical elements of Quality of Life are referred to (see Glossary).

The Destination shall commit to providing and/or recognising non-physical services, accessible for all abilities, all ages, and cultures, to support and facilitate social cohesion and 'Quality of Life' outcomes.

Such services include public, private, and voluntary services appropriate to the Destination's needs such as health and welfare, and educational and training facilities. The community also recognises opportunities for civic engagement promoting social bonds which assist in building social capital.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a commitment to provide or recognise a range of non-physical services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a listing of significant non-physical services available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Are non-physical services accessible to all abilities, ages, and cultures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination offer or recognise opportunities for civic engagement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.7 Safety

The Destination makes provision for the institutions and services which support crime prevention and underpin governance and law and order, which are accessible for all abilities, all ages, and cultures.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination provide services to all which promote law and order?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination monitor its crime rate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination use a register of offences to monitor its crime rate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination separately monitor property versus violent crime?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to respond to crime and safety issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4 Economic

3.4.1 Local socio-economic benefits of tourism

The Destination promotes local socio-economic benefits of tourism and provides opportunities for residents to contribute goals and concerns.

The Destination recognises its tourism assets and attractions in an inventory, where appropriate.

The Destination ensures local business support programs related to tourism including training, education, and employment, are in place.

Preference is given to locally produced or fair trade goods and services.

Local employment is encouraged, using ethical business practices.

Industry reinvestment in the local Destination is encouraged, with particular reference to micro, small, and medium sized businesses.

The Destination encourages businesses to participate in registered sustainability certification programs.

The Destination recognises fluctuations in tourism revenue and plans events to accommodate these fluctuations throughout the year.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the community regularly promote the socio-economic benefits of tourism?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the community have an up-to-date, publically available inventory of its tourism assets and attractions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system for the regular collection, monitoring and recording of resident's goals and concerns?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a local tourism business support program in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a purchasing policy in place for the local procurement of goods and services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are fair trade goods and services purchased where available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is local employment encouraged?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination employ ethical business practices, including non-exploitation of women and children?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Are local businesses given the opportunity to sell goods and services within the tourism sector?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination support the participation of businesses in registered sustainability programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a list of local businesses which choose to participate in registered sustainability programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a plan to manage fluctuations in tourism based revenues throughout the year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.2 Encourage business and community innovation

Business and community innovation is encouraged and recognised by the Authority.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a strategy which encourages business innovation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority recognise business innovation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5 Measurement, Improvement, Monitoring, Training, and Records

3.5.1 Regular Measurement

Regularly measure and record the Destination's ECSE performance identified in the key performance areas using *EarthCheck Sector Benchmarking Indicators for Communities* available in 'My EarthCheck'.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have evidence of regular measurement and recording of its ECSE performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.2 Above Baseline

Benchmark Destination ECSE performance measures annually against the EarthCheck Sector Benchmarking Indicators for Destinations and achieve an EarthCheck Benchmarking Assessment above Baseline performance for all indicators.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of benchmarking above baseline or as consistent with EarthCheck policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.3 Improvement Targets

Establish staged, achievable and responsible improvement targets to reduce negative impacts and where appropriate, increase positive outputs from key performance areas as guided by the EarthCheck Destination Benchmarking Assessment Report.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there improvement targets relevant to EarthCheck Destination Benchmarks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.4 Implementing Improvements

Develop a written program to implement Destination ECSE performance improvement targets including clearly defined responsibilities and timeframes.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a written program to implement ECSE performance improvement objectives, with clearly defined responsibilities, and timeframes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.5 Benchmarking Monitoring

Monitor progress against all objectives and targets to ensure year on year improvement using the annual EarthCheck Benchmarking Assessment Report.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a regular monitoring system or process to monitor progress using the annual EarthCheck Benchmarking Assessment report?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.6 Local Indicators

Establish Destination specific Supplementary Benchmarking Indicators² to measure and Benchmark significant local aspects of a Destination's ECSE sustainable management performance.

Checklist Item	Y	N	n/a	Comment/Explanation
Have specific supplementary benchmarking indicators to measure been identified?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.7 Benchmarking Training

Provide training for members of the Destination Authority accountable for the collection and management of EarthCheck Benchmarking performance measures.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the EarthCheck Coordinator received training on the requirements of the Destination's Sustainability Policy and Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination's Green Team been established?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Green Team been trained to support the EarthCheck Coordinator?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does Green Team induction include reference to the Sustainability Policy and the overall long term commitment to the EarthCheck Sustainable Destinations program?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Green Team induction include specific environmental management aspects for the duties and responsibilities of each position?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there an ongoing program to keep Green Team Members updated with their environmental management responsibilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

² Although not mandatory, Destinations are encouraged to elect Supplementary Benchmarking Indicators in specific areas of community interest for internal performance monitoring.

3.5.8 Record Systems

Ensure systems are in place for the collection of Benchmarking Measures.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there records available for at least three years (or since initial Benchmarking)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can evidence be provided for the calculation of the Destination's Activity Measure data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are records available for the calculation of each of the Core Sector Benchmarking Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are records available for the calculation of any Supplementary Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any indicators that have performed below Baseline performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 4: COMPLIANCE

Intent: To comply with local legislation and laws, or where appropriate national or international standards and regulations or best practice.

Explanatory Note: This section addresses the requirements for a Destination’s regulatory compliance.

Criteria: The Destination shall:

4.1 Operationally Legal

Provide evidence that the broad operation of the Destination as an EarthCheck Destination is compliant within the requirements and intent of laws that prevail locally.

Checklist Item	Y	N	n/a	Comment/Explanation
Are all local relevant laws and legal requirements complied to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has there been any prosecution or legal action against the Destination Authority within the last year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4.2 Legal Compliance

Provide evidence of an understanding of the environmental, quality, public and occupational health, safety, and hygiene, and employment legislation in addition to all other requirements necessary to maintain the safety and security of Destination residents and its visitors. This may include, but is not limited to, areas such as cultural, heritage and archaeological significance where applicable, including property acquisitions and other land development issues.

NOTE: The Destination Authority must record and comply with legal requirements and demonstrate compliance with conditions and regulations through the provision of copies of legislation relevant to the Destination in the form of a legislation register.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a comprehensive legal register of legislation within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are records kept (including permits, licenses, leases, and correspondence with regulatory authorities) to demonstrate legal compliance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are legal requirements publically communicated to the community within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4.3 International Standards

Where there is no relevant legislation for environmental, public and occupational health, safety, and hygiene, and employment legislation and other requirements (other requirements may include, but are not limited to cultural, heritage, archaeological significance, property acquisitions, land development issues and intellectual property rights) to which the Destination Authority is obliged to adhere, the Destination Authority will adopt international standards or recognised best practices.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the community within the Destination and Destination Authority committed to the adoption of international standards and/or best practice where applicable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 5: PLANNING FOR CONTINUAL IMPROVEMENT

Intent: To develop, implement, maintain and monitor a multi-year Destination Action Plan, with community participation, based on the achievements of the Benchmarking Key Performance Areas (KPAAs). Actual and/or potential risks shall be documented by way of a documented Risk Assessment as part of overall planning.

Explanatory Note: This section outlines the criteria for a Destination’s long term Action Planning.

The Action Plan governs the way in which overall Destination ECSE performance is managed and improved. The Plan must enable a community within a Destination to meet the objectives of their Policy and address all actual and potential risks identified by the Risk Assessment (undertaken in this Step).

Criteria: The Destination shall:

5.1 Destination Action Plan

Develop a multi-year **Destination Action Plan** relevant to the scope of operations.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a Destination Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the documented Destination Action Plan relevant to the scope of operations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

The plan shall have regard to:

5.1.1 Defined ECSE Issues

The definition of key ECSE sustainability issues, as guided by EarthCheck Benchmarking Key Performance Areas and supplementary criteria relevant to the Destination, developed with community participation supported by documented procedures to mitigate risk on any significant impact that has been identified.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Action Plan clearly define ECSE sustainability issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.2 Key Performance Areas

The Destination shall ensure the Destination Action Plan addresses EarthCheck ESCE key performance areas for the Destination, specifically addressing tourism activity and development issues;

Checklist Item	Y	N	n/a	Comment/Explanation
Are locally developed criteria included in the Destination Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Action Plan address tourism activity and development issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.3 Stakeholder Engagement

The Destination shall seek internal and external stakeholder engagement in the development of the Action Plan;

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of both internal and external stakeholder contribution to the development of the Destination Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.4 Action Plan Training

The Destination shall ensure internal and external stakeholders have opportunities for periodic training in order to meet the requirements of the Action Plan;

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of both internal and external stakeholders receiving training to meet the requirements of the Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.5 SBI Improvements

The Destination shall ensure Destination level quantified performance improvement targets for the key performance areas identified by the 'EarthCheck Sector Benchmarking Indicators for Destinations' are included in the Action Plan;

Checklist Item	Y	N	n/a	Comment/Explanation
Does the plan include quantifiable improvement targets as identified by the EarthCheck Sector Benchmarking for Destinations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Can the quantifiable improvement targets in the Action Plan be cross-correlated with the Sector Benchmarking Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.6 Action Plan Leadership

The Destination shall ensure leadership accountabilities are defined in the Action Plan for achieving Benchmarking KPAs as identified in the development of Destination Authority (Step 1);

Checklist Item	Y	N	n/a	Comment/Explanation
Have leadership responsibilities been allocated to the achievement of Benchmarking KPAs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.2 Publicly Available Action Plan

The Destination shall make the Destination Action Plan publically available;

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination Action Plan been shared with the public?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.3 Action Plan Monitoring

The Destination shall monitor and measure Destination performance against Policy, Benchmarking Assessment Performance, improvement targets and relevant legislation;

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a system in place to monitor and measure performance against the Sustainability Policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system in place to monitor and measure performance against the Benchmarking Assessment Performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system in place to monitor and measure performance against improvement targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system in place to monitor and measure performance against relevant legislation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.4 Non-Conformance Procedures

The Destination shall document procedures for dealing with non-conformity and taking corrective actions to achieve conformance and implement continuous improvement. The procedures are to include steps to prevent the reoccurrence of non-conforming situations.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there procedures in place for dealing with non-conformities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have any non-conformities been corrected?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there procedures in place for preventative action, for example an Internal Audit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.5 Action Plan Review

The Destination shall undertake an annual review and update of the Destination Action Plan.

Checklist Item	Y	N	n/a	Comment/Explanation
Are periodic updates and annual reviews of the Destination Action Plan undertaken?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.6 Risk Assessment

The Destination shall identify the level of actual and/or potential risks of planned, accidental and emergency situations – natural and man-made, in relation to the Destination’s scope, by way of a documented **Risk Assessment**², referring to the 12 Key Performance Areas:

1. Energy efficiency, conservation and management
2. Greenhouse gas emissions
3. Air quality protection and noise control
4. Management of freshwater resources
5. Waste water management, drainage and streams
6. Ecosystem conservation and management
7. Land use planning and development
8. Transport
9. Solid Waste Management
10. Management of environmentally harmful substances
11. Cultural and Social Management
12. Economic Management

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a documented Risk Assessment in order to assess all actual and/or potential risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a procedure to identify aspects against the 12 Key Performance Areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have major external influences been identified and potential impacts assessed where appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.6.1 Likelihood and Severity

The Destination shall include in the risk assessment reasonable and responsible procedures to minimise the likelihood and severity of impacts.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment identified the likelihood and severity of potential impacts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Risk Assessment include procedures to manage potential impacts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

² Destinations may refer to the Risk Assessment templates available through ‘My EarthCheck’. Other useful references include the World Tourism Organisation (WTO) (www.unwto.org) and Sustainable Tourism Online (STO) (www.sustainabletourisonline.com).

5.6.2 Impact Mitigation

The Destination shall include in the risk assessment mitigation against associated impacts where possible;

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment considered the ability to prevent and/or mitigate impacts should they arise?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.6.3 Climate Change

The Destination shall build resilience into the risk assessment to the known and predicted impacts of climate change through mitigation and adaptation strategies as appropriate¹; Mitigation strategies are to be documented within the Risk Assessment.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Risk Assessment include reference to the predicted impacts of climate change relevant to the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Risk Assessment include strategies to mitigate and/or adapt to the impacts of climate change?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.6.4 Risk Training

The Destination shall ensure key Destination personnel are trained to respond to accidental and emergency situations as outlined in the Risk Assessment, with key activities to be promoted to residents and visitors;

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Risk Assessment include a list of those personnel who have been trained to respond to accidental and emergency situations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Risk Assessment include planned activities to be promoted to residents and visitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

¹ In some Destinations, such as Small Island Developing States, adaptation strategies to climate change must take priority (Mycoo 2014; Scott & Becken 2010). The Destination is to plan according to the local context.

5.6.5 Risk Assessment Review

The Risk Assessment is to be reviewed annually.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment been completed and/or revised within the last twelve months?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have there been any changes to the operation that need to be included in the Destination’s Risk Assessment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.6.6 Risk Assessment to the Public

The Risk Assessment is to be shared publicly.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment been shared publicly within the last twelve months?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 6: CONSULTATION, COMMUNICATION, & REPORTING

Intent: To engage with community members within the Destination through consultation to develop policies and plans; communicate regularly Destination Standard achievements and challenges; and maintain reports, sharing outcomes with community members.

Explanatory Note: This section details the requirements for consulting, communicating the Destination's ESCE commitment, goals and objectives to all key stakeholders, and reporting mechanisms.

Criteria: The Destination Authority shall:

6.1 Community Consultation

6.1.1 Feedback Management

Encourage and respond to positive and negative feedback from the community on the ECSE Sustainability Policy and related performance targets;

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a procedure for encouraging and responding to feedback on the Sustainability Policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has feedback on the Policy and related targets been sought and considered?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of responses available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.2 Consultative Mechanisms

Establish effective consultative mechanisms and strategies to ensure all sections of the Destination's community are able to participate in developing and implementing the Destination's Sustainability Policy and Action Plan. Policy and Action Plans shall be shared with the public;

Checklist Item	Y	N	n/a	Comment/Explanation
Are there consultative mechanisms in place to ensure all sections of the community are able to participate in the development and implementation of the Sustainability Policy and Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of the Policy and Action Plans being shared with the public?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.3 Tourism Consultation

Ensure that all sectors of the local tourism industry are consulted and encouraged to participate in tourism planning and development activities;

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of all sectors of the local tourism industry being consulted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.4 Community Participation

Encourage key community stakeholders to engage in the Destination Authority's ECSE programs;

Checklist Item	Y	N	n/a	Comment/Explanation
Have key stakeholders been identified and consulted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority have a procedure for encouraging key stakeholders to engage with its ECSE programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of stakeholder participation in ECSE programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.5 Local Custom

Consult community members (and visitors where appropriate) about sensitive local customs and ways of life, natural areas and environmental issues, and how best to contribute to the local economy.

Checklist Item	Y	N	n/a	Comment/Explanation
Have community members been consulted about sensitive local issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have visitors been consulted on issues relevant to local customs, natural area and environmental issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have community members been consulted about how best to contribute to the Destination's local economy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2 Communication

6.2.1 Performance Communication

Regularly communicate to the Destination's community, in a simple, clear, and obvious manner, the Destination's ECSE performance based on their EarthCheck Benchmarking Assessment Report and Onsite Certification Audits.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a mechanism in place to communicate regularly with the community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of ongoing liaisons with local community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2.2 Environmental Awareness

Be proactive in raising community awareness of local and global environmental issues, including the potential impacts of climate change.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination been proactive in raising local awareness of environmental issues including climate change with key stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are specific educational activities for key stakeholders on climate related issues included?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of the activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2.3 Interpretive Information

Communicate interpretive information with visitors relevant to naturally and culturally sensitive or significant sites, using approved guidelines with the intention of increasing visitor awareness of sites, in appropriate languages.

Checklist Item	Y	N	n/a	Comment/Explanation
Is interpretive information communicated to visitors regarding locally sensitive or significant sites (this may take any form, via information in guest rooms, commentary on a tour, signage, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there guidelines to raise visitor awareness, understanding, and respect for local indigenous cultures and customs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Is interpretive information available on location at natural and cultural sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of accurate promotion of the Destination and its available products and services is accurate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the interpretive information use appropriate languages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2.4 Customer Satisfaction

Measure customer satisfaction. Where complaints are received, the Destination is required to have a complaint handling policy and procedure to respond with corrective action.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination measure customer satisfaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are measures of customer satisfaction made publically available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a complaints handling policy and procedure publically available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a corrective action plan and is corrective action taken where appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has data been recorded for all customer complaints and entered at time of Benchmarking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3 Reporting

6.3.1 Effectiveness Reviews

Regularly undertake a review of the effectiveness of the Destination Authority as an organisation achieving sustainable outcomes for a Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there mechanisms in place to review the effectiveness of the Destination Authority?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.2 Sustainability Report

Regularly produce and distribute publicly a Destination Sustainability Report including the findings of the annual EarthCheck Benchmarking Assessment Report.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority regularly produce a Destination Sustainability Report at least annually?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the report include the findings of the EarthCheck Benchmarking Assessment Report?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the report distributed publicly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.3 Economic Contribution

The direct (and where possible, indirect) economic contribution of tourism to the destination's economy is monitored and publicly reported at least annually. To the extent feasible, this could include visitor expenditure, revenue per available room, employment and investment data.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority monitor the direct economic contribution of tourism to the destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority monitor the indirect economic contribution of tourism to the destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the findings presented in a report which is publicly available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the report presented at least annually?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Destination Authority monitoring locally available data to the best of their capacity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.4 Consultation and Communication Recording

Maintain records of community consultations and communication.

Checklist Item	Y	N	n/a	Comment/Explanation
Have records of consultation with stakeholders been maintained?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.5 Record Retention

Retain for at least 48 months, appropriate records of Destination Authority operations including: minutes of all stakeholder engagement including Destination Authority meetings, Policy statements, Action Plans, operational plans, annual Benchmarking performance reviews, the budget, and records of sustainable performance monitoring information.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a written procedure for record keeping?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there records, dating back for at least 48 months (or since initial Benchmarking) of the Destination Authority Operations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include Stakeholder engagement meeting minutes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include Destination Authority meeting minutes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include documents relevant to the development and review of the Policy Statements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include documents relevant to the development and review of the Destination Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include the data relevant to the annual Benchmarking performance reviews?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include reference to the budget of the Destination Authority, relevant to the EarthCheck Destination Standard Benchmarking and Certification?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include monitoring data relevant to sustainable performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

AUTHORISATION

To complete your application for submission, please ensure all the information provided in your Self Assessment Checklist is reviewed and authorised by your Green Team Leader or Senior Management, e.g. CEO, Director, General Manager etc.

EarthCheck Coordinator Application:

I hereby verify that the information contained within this application is current and true and accurate, and if proved to be otherwise, Certification may be withheld.

Name _____

Position _____

Signature _____

Date of Authorisation _____

Senior Management Authorisation:

I hereby verify that the information contained within this application is current and true and accurate, and if proved to be otherwise, Certification may be withheld.

Name _____

Position _____

Signature _____

Date of Authorisation _____

PART 3: GLOSSARY

Baseline Level: Level of an EarthCheck Indicator that if exceeded demonstrates an organisation is achieving sound environmental, cultural, social, and economic performance.

Benchmarking: EarthCheck benchmarks actual environmental performance against a standard level of environmental management criteria that is deemed responsible. The system is based on Agenda 21 and includes cultural, social, and economic as well as environmental criteria.

Best Practice Level: Level of an EarthCheck indicator that demonstrates the organisation is achieving exemplary performance.

Community: The resident and visitor population within the destination.

Destination: A defined precinct, neighbourhood, or region, under the jurisdiction of a locally elected or appointed body (e.g., a municipality governed by an elected council and served by a dedicated administration).

Destination Authority: The designated collector and authoriser of all the information used for benchmarking (e.g., for a municipality this will usually be the elected governing council and its officers, an industry agency, or similar body).

ECSE: Environmental, Cultural, Social, and Economic.

Environmental Risk: The potential for ecological harm or adverse environmental impact to the natural, social and cultural environment as a result of the activities undertaken by, or in the presence of, a tourism organisation.

Fair Trade: It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers.

Greenhouse Gases: Human activities, such as burning fossil fuels (oil, gas and coal), are unleashing emissions of gases, in particular carbon dioxide (CO₂), that act as an atmospheric blanket, trapping thermal radiation emitted from the Earth's surface, causing the greenhouse effect.

Habitat: A habitat is an ecological or environmental area that is inhabited by a particular species. It is the natural environment in which an organism lives, or the physical environment that surrounds a species population.

Harmful Substances: Harmful Substances are materials which could harm people or local ecosystems, and include (but are not limited to): fuels, oils, greases, fats, lubricants, detergents, acids, alkalis, oxidation reagents, disinfectants, surfactants, chlorine, refrigerant gases, asbestos, paints, solvents, fertilisers, pesticides, weedicides, lime, cement, batteries (wet and dry), radioactive hazardous materials, biologically hazardous materials, putrescible wastes, sewage sludges, water treatment sludges, filter cakes, filter backwash effluent, sewage treatment effluent, waste construction materials and plastics.

Innovation: The adaptation of business practices to create more effective processes, implement new products or services, while improving productivity to increase likelihood of business success (Australian Government n.d.).

Life Cycle Approach: A life cycle approach identifies both opportunities and risks at each stage of the life cycle of a product or service, from resource extraction through to disposal.

Local people: Any individuals living within either a 20 kilometre radius, or those of a traditional or indigenous background. This ruling will be flexible for inner city Communities.

MSDS: Material Safety Data Sheet contains information on potential hazards including products, substances, and chemicals, and how to safely manage the use of these hazards.

Non-conformity: Nonfulfillment of a requirement of the EarthCheck Destination Standard. Whenever a non-conformity is raised, a Corrective Action Request will follow.

Non-physical services: See 'Quality of Life'.

'Quality of Life': Quality of Life is "an economic and philosophical concept that refers to the level of enjoyment and fulfilment derived by humans from the life they live within their local economic, cultural, social, and environmental conditions"⁴ (Moore 2010, p.313). It is underpinned by the combined elements of physical and non-physical factors. **Physical factors** include a wide and varied range of housing and accommodation, and other facilities, well connected and reliable public transport, leisure, recreation, and educational facilities, physical public spaces, and access to green and open spaces. **Non-physical factors** include safety, employment and income, local social networks, an inclusive society promoting a sense of belonging, all contributing to people's well-being.

Regulatory Requirements: The laws, restrictions and licenses applicable to the Destination Authority.

Risk: The chance of something happening that will have either a positive or negative impact, environmentally, ecologically or socially.

Risk Assessment: The systematic process of understanding the nature and level of risk in order to prevent, minimise and/or mitigate.

Social Capital: Refers to the features of social organisation which includes norms, networks, social relations, and institutional arrangements which support coordination and cooperation assisting community members achieve their individual and collective objectives (Narayan 1997 cited in Rakodi 1999; Putnam 1993).

Species of Conservation Concern: Any wildlife species (plant or animal) which is recognised as rare, vulnerable, endangered or presumed extinct by national or international conservation agencies.

Stakeholders: Any interested persons that interact with a Destination's operations. These may include local people, neighbours, visitors, suppliers, clients, regulatory agencies, social/community groups etc. Key stakeholders are those specifically relevant to the implementation of the EarthCheck Sustainable Communities program and can include local community-based organisations, local government, conservation and environmental authorities, visitor groups, and non-government conservation agencies.

Sustainable: To be able to be maintained at a certain rate or level through the balancing of resource consumption.

World Tourism Organisation's Code of Ethics for Tourism: Available here: <http://ethics.unwto.org/en/content/global-code-ethics-tourism>

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