



MEDIA RELEASE  
8th August, 2016  
For immediate release

## **ECOTOURISM AUSTRALIA AND THE SOUTH AUSTRALIAN TOURISM INDUSTRY COUNCIL PARTNER TO GROW SUSTAINABLE TOURISM IN SOUTH AUSTRALIA**

The South Australian Tourism Industry Council (SATC) and Ecotourism Australia (EA) have signed a new partnership agreement to drive the growth of sustainable tourism in South Australia.

SATC and EA will co-operate to expand and raise the level of best practice sustainable tourism in South Australia (SA) by:

- Increasing tour operator uptake of EA certification programs through SATC mentoring, delivering and auditing of EA's programs;
- Raising the profile of SA as a world leading sustainable tourism destination;
- Working co-operatively to assist the SA government in delivering their Nature Based Tourism Strategy.

The launch of **DEWNR's Nature Based Tourism Action Plan** was a catalyst for SATC and EA to deepen their relationship, bringing SATC's knowledge of the South Australian tourism industry and EA's national perspective together to drive the sustainable growth of nature based tourism in SA.

The upcoming **South Australian Marine Tourism Operators Forum on 11<sup>th</sup> August** is a prime example of this co-operation. SATC organised the forum with the support of the SA Department of Water, Environment and Natural Resources whilst EA will showcase best practice marine tourism examples from around Australia.

"The strong relationship between SATC and Ecotourism Australia continues to grow bringing new benefits to members of both our organisations. This agreement will make it that much easier for South Australia to reach its goals," said Shaun de Bruyn, CEO of SATC at the signing of the new agreement with EA.

"This Agreement ensures all eco-certified operators in South Australia receive full accredited membership of SATC, plus ATAP accreditation, at no additional cost. It's hard not to see this as a win-win for the tourism industry in South Australia with increased benefits to members," said Rod Hillman, CEO of Ecotourism Australia.

**- ENDS -**

**Ecotourism Australia (EA)** is a not for profit organisation focused on inspiring environmentally sustainable and culturally responsible tourism. EA designs and delivers certification programs for tourism products, representing 500 environmentally responsible ecotourism operators and 1,500 products across Australia. Our diverse membership includes key industry stakeholders; protected area managers and other government agencies; tourism, environmental, interpretation and training consultants; local and regional tourism associations; academics; students; and travellers. Learn more at [www.ecotourism.org.au](http://www.ecotourism.org.au).

**The South Australian Tourism Industry Council (SATIC)** is the peak body for South Australia's tourism industry.

SATIC membership provides solutions to your everyday business challenges.

They offer members the latest news and information, connections to other tourism and event professionals, input to our 'one voice' policy agenda, training and invaluable business advice to help you thrive and avoid pitfalls.

SATIC works tirelessly as a respected advocate, supporter of industry, powerful ally, and partner to your business. We are your voice.

**For further information contact:**

Rod Hillman  
Chief Executive, Ecotourism Australia  
M: 0427 279 414  
[ceo@ecotourism.org.au](mailto:ceo@ecotourism.org.au)

Shaun de Bruyn  
Chief Executive, SATIC  
0419 841 190  
[shaun.debruyn@satic.com.au](mailto:shaun.debruyn@satic.com.au)