



2012 QANTAS  
SUSTAINABLE  
TOURISM SUMMIT

# Making Australia a low-carbon destination

The Qantas Sustainable Tourism Summit will take place on Friday 2 March, ahead of the 2012 Qantas Australian Tourism Awards.

We would like to invite you to attend this complimentary summit.

**When** Friday 2 March 2012

**Time** 8.30am-3pm

**Where** The Sebel Cairns, 17 Abbott Street, Cairns QLD

**RSVP** It is complimentary to attend the summit.

Please register by going to [www.mybookingmanager.com/qsts](http://www.mybookingmanager.com/qsts)

**Contact** For any enquiries please email [events@qantas.com.au](mailto:events@qantas.com.au)

With Australia's carbon price system coming into effect on 1 July, there is a sense of urgency around the need for tourism businesses to operate more sustainably. Many companies in the sector are already well-advanced on green investments and initiatives. However, the introduction of a price signal will add further incentive for change.

Australia's unique policy approach presents an opportunity for the tourism industry. By combining sustainable operations with effective marketing, Australia can become a truly low-carbon destination. However, as ever in tourism, a coordinated approach will be essential to deliver the best results.

At this important summit you will hear from the following speakers:



**Tourism Australia Managing Director Andrew McEvoy** will outline the Australian Government's long-term tourism strategy and the role of sustainable tourism in meeting visitor demand.



**ABC's Gruen Planet panellist, Leo Burnett CEO and Co-creator of Earth Hour Todd Sampson** will discuss the marketing challenge in positioning Australia as a sustainable destination of choice.



**WWF Australia Dermont Chief Executive Officer O'Gorman** will outline how tourism operators can balance conservation and sustainability with investment, employment and competitiveness.

Other speakers at the summit include **InterContinental Hotels Group (IHG) Chief Operating Officer Bruce McKenzie**, **350.org Australia Chief Executive Officer Blair Palese** and **Skyrail Rainforest Cableway General Manager Max Shepherd** who will examine the practical realities of sustainable tourism and discuss their experiences and lessons in this area. This includes engaging employees to achieve organisational goals, developing communication and marketing strategies to benefit your business.

Popular television and radio personality **James O'Loughlin** will act as master of ceremonies for the summit.

Please register now at [www.mybookingmanager.com/qsts](http://www.mybookingmanager.com/qsts)