PUBLIC DISCLOSURE STATEMENT

TOURISM AUSTRALIA
DESTINATION AUSTRALIA CONFERENCE
13 MARCH 2024

POST-EVENT REPORT

Australian Government

Climate Active
Public Disclosure Statement

An Australian Government Initiative

RESPONSIBLE ENTITY NAME	Tourism Australia
NAME OF EVENT	Destination Australia 2024
EVENT DATE(S)	13 March 2024
DECLARATION	*To the best of my knowledge, the information provided in this public disclosure statement is true and correct and meets the requirements of the Climate Active Carbon Neutral Standard.* SBradfield Sheree Bradfield Senior Event Manager 06/03/2025

Australian Government
Department of Climate Change, Energy, the Environment and Water

Version: August 2023

1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	314.39 tCO_2-e
CARBON OFFSETS USED	100% VCUs
RENEWABLE ELECTRICITY	19%
CARBON ACCOUNT	Prepared by: Rewild Agency
TECHNICAL ASSESSMENT	N/A
THIRD PARTY VALIDATION	N/A

Contents

2. CERTIFICATION INFORMATION

Description of certification

This certification is for the Destination Australia conference, held on Wednesday 13 March 2024 in Sydney, New South Wales. This event brings together the wider tourism industry with industry leaders and topic experts to network and discuss evolving trends and key areas of focus for the future of Australian tourism.

The event had 796 attendees and was held at the following location(s).

- International Convention Centre Sydney (ICC Sydney)

The Climate Active event calculator was used to prepare this carbon inventory, which is based on the *Climate Active Carbon Neutral Standard for Events*.

Event description

Destination Australia is an annual event delivered by Tourism Australia (TA) that returned for its 10th year in 2024. This year's theme, 'The next chapter for sustainable growth' consisted of a full day conference followed by an industry networking function.

Destination Australia Conference – The conference component of this event ran all day on 13 March 2024, from 9:30am to 5:30pm. The program of speakers will focus on trends and topics in the tourism industry such as aviation, distribution & AI, emerging sectors, marketing, accessibility & inclusion, sustainable growth beyond recovery, and approaches to sharing Australia's tourism story with the world.

Destination Australia Networking Event – Following the conference, a networking event took place from 5:30pm to 8:00pm. This component of the event enabled industry professionals to connect, discuss, collaborate, and reflect on the topics of the day.

All the event components took place at the ICC Sydney and has been included in this carbon neutral certification. This event has not previously sought carbon neutral certification. Further information is available online.

3.EMISSIONS BOUNDARY

Inside the emissions boundary

All emission sources listed in the emissions boundary are part of the carbon neutral claim.

Quantified emissions have been assessed as relevant and are quantified in the carbon inventory. This may include emissions that are not identified as arising due to the operations of the event, however, are **optionally included**.

Non-quantified emissions have been assessed as relevant and are captured within the emissions boundary but are not measured (quantified) in the carbon inventory. All material emissions are accounted for through an uplift factor. Further detail is available at Appendix C.

Outside the emissions boundary

Excluded emissions are those that have been assessed as not relevant to the event's operations and are outside of its emissions boundary or are outside of the scope of the certification. These emissions are not part of the carbon neutral claim. Further detail is available at Appendix D.

Inside emissions boundary

Quantified

Electricity

Attendee travel

Food & drink

Accommodation

Professional Services (Entertainment, Photographic Services)

Products (Signage)

Office Equipment and Supplies (Furniture)

ICT Services and Equipment (AV services)

Water

Waste

Non-quantified

N/A

Outside emission boundary

Excluded

N/A

Data collection – changes since the pre-event report

Emissions source	Data collection method	Assumptions / conservative approach taken
Attendee travel	Attendee travel data was provided through event registration details, this included key data such as origin post code, flight class (if applicable) and method of travelling to event. Local travel was estimated using the Climate Active Events Calculator (v8.1) informed by average distances travelled and percentage of attendees using each transportation methods from registration details.	Out of the 796 total attendees, it was found that: • 44% are local (within 20km) • 14% are regional (driving more than 20km) • 40% are national (flying domestic) • 2% are international (flying internationally) Attendee travel data was based on 96% of attendees with sufficient origin location data. Where data was unavailable for the remaining 4% of attendees it is assumed the proportion of local, regional, domestic, and international as well as transportation methods would remain consistent.
Attendee accommodation	Attendee accommodation was estimated based on the number of attendees expected to fly domestically or internationally to the event (consistent with the Climate Active Events Calculator v8.1 approach).	Assume attendees stay in 4-star hotels. Assumes attendees flying to the event require accommodation the night before and the night off the event (2 nights).
Food and drinks	Data was refined from the pre-event which consisted only of a total budget for food & drinks to meal type and expenditure-based data for the post-event assessment. Food & drink impacts are estimated using the catering summary & menus provided for the event, including proportion of vegetarian and vegan to non-vegetarian meals. Where possible expenditure data was used to calculate emissions related to drink, confectionary, and fruit offerings.	Assumptions on the total number of meals served each day, taking into consideration the total number of attendees. Based on catering menus it is assumed that 34% of meals are vegetarian, 20% vegan, and 46% meat.

Electricity	Venue providers were unable to provide metered electricity data. Estimated using average electricity data consumed per guest per day on previous TA events which have undertaken a carbon audit.	Assumes electricity consumption for Destination Australia to be relatively consistent with that of previous TA events. Assumed the venue does not purchase GreenPower.
Waste, Water & Natural Gas	Venue providers were unable to provide actual data. Estimated using average rates consumed per guest per day on previous TA events which have undertaken a carbon audit.	Assumes water, gas, and waste consumption for Destination Australia to be relatively consistent with that of previous TA events. Assumes venue has similar waste collection streams and services as previous TA events.
ICT Services and Equipment	Calculated using total expenditure on AV costs sourced from the event budget.	N/A

4.EMISSIONS REDUCTIONS

Emissions reduction measures

Tourism Australia's (TA) corporate purpose is to grow demand and foster a competitive and **sustainable tourism industry,** and with this a commitment to "driving awareness of, and capability for a sustainable industry". As a part of this commitment, TA have identified eight initial key areas of focus, being:

- **Advocacy**: showcasing sustainable and purpose driven tourism products, experiences and examples of best practice.
- **Leadership:** educating and enabling greater capacity for sustainability in our industry.
- **Brand:** integrating sustainability into Brand Australia to meet growing consumer demand and drive uptake of sustainable tourism experiences.
- **Industry support:** highlighting and encouraging industry best practice and raising awareness of Australian tourism's sustainability credentials.
- **Office footprint:** reducing TA's general footprint, including in the key areas of waste, energy, travel and procurement.
- **Events footprint:** reducing TA's events footprint and encouraging others in the industry to do the same.
- **Procurement and partnerships**: sourcing from sustainable suppliers and establishing sustainable credentials for our partners and suppliers.
- **Culture:** embedding sustainability as a core value within TA's culture, actions and behaviour.

All listed focus areas are relevant to Destination Australia 2024 and future events, especially through TA's commitment to **Leadership** and TA's **Events footprint.**

Destination Australia is Tourism Australia's annual industry conference and networking event that has traditionally moved between locations in Australia, which provides a series of considerations for developing an emissions reduction strategy, including:

- The event likely to be working with new venue(s), vendors, local governments and local stakeholders for each event;
- Providing an incentive to standardise basic initiatives where possible to reduce the resources required to develop all new initiatives annually; and
- The importance of developing both strong short-term and long-term partnerships to support Destination Australia's emissions reduction strategy.

Considering the above, key initiatives to be undertaken to reduce the footprint of Tourism Australia's Destination Australia event moving forward include:

Event Section	Emission Source	Initiative
Venue Resource Management	Electricity Waste Refrigerants	• Engage with venue owners early to understand overarching sustainability policy and commitments. • Develop a 'Destination Australia Venue Sustainability

	Transport (local) Water	Plan' pre-event to outline: ○ How the event will align, support and improve the sustainability systems and initiatives of the venue (e.g. providing additional signage for correct use of bins in the venue). ○ Agreed collaborations between Tourism Australia, the venue and any other key stakeholders for specific sustainability initiatives that can be applied to Destination Australia. ○ Encourage venue management to consider purchasing 100% GreenPower for their venues or establishing a preference for holding events at locations that have solar already installed, or high energy performance ratings.
Hospitality	Food and beverages	• Aim to provide predominantly vegetarian menu options for attendees where possible as well as data management process to distinguish expenditure or menu offerings of vegetarian or non-vegetarian options. • Mandating the use of compostable or recyclable materials where possible. • Develop partnerships with local organisations (e.g. Foodbank) to reduce (or eliminate) any food wastage.
Travel	Travel (car) Public Transport	• Develop a 'Sustainable Travel' information kit for attendees to provide attendees with low-carbon forms of transport from both accommodation partners and event locations. This could include: ○ Information on which air travel offset schemes are encouraged to be used by attendees (e.g. those that purchase ACCU credits); ○ Instructions on how to purchase a ticket and use specific public transport routes to and from the event; ○ Information on any bike share or e-scooter infrastructure available; and ○ Information on end-of-trip facilities available at the venues.

As well as the above-mentioned initiatives, Tourism Australia will continue to aim to improve its data collection process for the delivery of Destination Australia, to improve the accuracy of measuring not only the carbon impact of events – but also wider resource use (e.g. water and waste) and the beneficial outcomes of the event (e.g. supporting local businesses).

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5. EMISSIONS SUMMARY

Significant changes in emissions – pre-event vs post-event

Emission source	Pre-event emissions (t CO_2-e)	Post-event emissions (t CO_2-e)	Reason for change
Long economy class flights (>3,700km)	45.73	72.54	Increased emissions can be attributable to two factors: • A 6% increase in total attendees compared to expected attendees, and • Clarity on actual attendee origins and in contrast to estimates from the Climate Active Events Calculator.

Use of Climate Active carbon neutral products, services, buildings or precincts

N/A

Emissions summary

The electricity summary is available in the Appendix B. Electricity emissions were calculated using a market-based approach.

Emission category	Pre-event	Post-event			
	Total emissions (t CO_2-e)	**Sum of scope 1** (tCO_2-e)	**Sum of scope 2** (tCO_2-e)	**Sum of scope 3** (tCO_2-e)	**Sum of total emissions** (t CO_2-e)
Accommodation and facilities	30.87	0.00	0.00	28.80	28.80
Electricity	8.72	0.00	7.84	0.97	8.80
Food	23.89	0.00	0.00	20.73	20.73
ICT services and equipment	17.02	0.00	0.00	20.31	20.31
Office equipment & supplies	2.76	0.00	0.00	3.03	3.03
Products	0.27	0.00	0.00	0.50	0.50
Professional Services	3.83	0.00	0.00	1.67	1.67
Stationary Energy (gaseous fuels)	0.00	0.00	0.00	0.00	0.00
Transport (Air)	179.01	0.00	0.00	220.91	220.91
Transport (Land and Sea)	6.39	0.00	0.00	7.39	7.39
Waste	2.06	0.00	0.00	2.18	2.18
Water	0.06	0.00	0.00	0.07	0.07
Total pre-event emissions (tCO_2-e)	**274.89**				
Total post-event emissions (tCO_2-e)		**0.00**	**7.84**	**306.55**	**314.39**
Difference between pre-event and post-event emissions			**39.5 tCO_2-e**		

Uplift factors

N/A

6. CARBON OFFSETS

Eligible offsets retirement summary

Offsets retired for Climate Active certification

This is a post-event report. The eligible offsets below are a reconciliation of those from the pre-event report. The table may also show additional eligible offsets purchased and retired for this event based on the post-event emissions calculations.

Type of offset units	Eligible quantity (used for this reporting period)	Percentage of total
Verified Carbon Units (VCUs)	315	100%

Project description	Type of offset units	Registry	Date retired	Serial number (and hyperlink to registry transaction record)	Vintage	Stapled quantity	Eligible quantity retired (tCO2-e)	Eligible quantity used for previous reporting periods	Eligible quantity banked for future reporting periods	Eligible quantity used for this reporting period	Percentage of total (%)
REDD+ Project for Caribbean Guatemala: The Conservation Coast	VCU	Verra	28 June 2024	6370-317307421-317309420-VCU-024-MER-GT-14-1622-01012014-31122014-1	2014		2,000	0	1,960	40	12.7%
Solar Energy Project(s) by SB Energy Private Limited, India **Stapled to**	VCU	Verra	14 Feb 2024	8423-15978395-15978669-VCS-VCU-997-VER-IN-1-1805-01012018-31122018-0.	2018	-	275	0	0	275	87.3%
Biodiverse Reforestation Carbon Offset Project, WA			14 Feb 2024	NWSA-B1-23/0003066-0003340	-	275	-	-	-	-	-
									Total offsets retired this report and used in this report	**315**	
									Total offsets retired this report and banked for future reports	**1,960**	

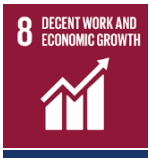
Co-benefits

Co-Benefits - Biodiversity Reforestation Carbon Offsets (BRCO) - Australian Yarra Yarra Biodiversity Project

The *Yarra Yarra Biodiversity Corridor* is a native reforestation project located in Southwest Australia. The table indicates the co-benefits of this project and how this project contributes to the United Nation SDGs.

As land use and forestry activities are recognised as requiring high levels of upfront finance to source land, to plant and to manage, we have supplemented local biodiverse reforestation carbon offsets from the *Yarra Yarra Biodiversity Corridor* with Climate Active eligible offset units.

Table: Co-benefits of the *Yarra Yarra Biodiversity Corridor*, Australia

Co-benefits category	Core co-benefit	Co-benefit description/nature of potential co-benefit	UN Sustainable Development Goals	
Environment	Biodiversity / ecosystem services	The Yarra Yarra project reconnects and restores fragmented and declining (remnant) woodland and shrubland which provides habitat for threatened flora and fauna.	Goal 15: Life on land	
	Water Quality	Water quality is assumed to improve due to reduced surface runoff and reduction in sediment and nutrient loads in water catchments. Groundwater levels and salt concentrations are also expected to reduce over time.	Goal 6: Clean Water and Sanitation	
	Soil Quality	Soil quality of the Yarra Yarra project area is expected to improve over time with soil organic matter increasing and salt concentrations declining.	Goal 15: Life on land	
Economic	Local Employment and Skills	The establishment of plantations and conservation areas creates employment opportunities and skills development during the preparation, planting, management of the Yarra Yarra project.	Goal 3: Good Health and Well-being Goal 4: Quality Education Goal 8: Decent Work and Economic Growth Goal 17: Partnerships	   

			for the goals	
Social	Indigenous cultural heritage	The Yarra Yarra project recognises and continues to protect significant cultural heritage sites that are located in the project area. This is assumed to strengthen cultural heritage and support spiritual re-connection to country which potentially has positive impacts on mental health and wellbeing of indigenous communities.	Goal 3: Good Health and Well-being Goal 17: Partnerships for the goals	

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A.

APPENDIX A: ADDITIONAL INFORMATION

This is to certify that

Tourism Australia

has permanently surrendered

275

Biodiverse Reforestation Carbon Offsets

from an Australian global biodiversity hotspot.

Thank you for making a difference to our planet and future generations by combating climate change.

Dr Phil Ireland | Chief Executive Officer

carbonneutral
Turn Emissions into Trees

Encouraging positive social, environmental and economic change with solutions that help overcome the effects of the climate crisis.

Carbon Neutral Pty Ltd is regulated by the Australian Securities and Investments Commission and holds Australian Financial Services Licence Number 481004

Issue Date: 14 February 2024

Serial numbers (inclusive): NWSA-B1-23/0003066-0003340.

Carbon Neutral retires an equal number of verified carbon credits from an international project for all Biodiverse Carbon Offsets to satisfy claims of carbon offsetting (and carbon neutrality where applicable).

Serial numbers (inclusive): 8423-15978395-15978669-VCS-VCU-997-VER-IN-1-1805-01012018-31122018-0.

APPENDIX B: ELECTRICITY SUMMARY

There are two international best-practice methods for calculating electricity emissions – the location-based method and the market-based method. Reporting electricity emissions under both methods is called dual reporting.

Dual reporting of electricity emissions is useful, as it provides different perspectives of the emissions associated with a business's electricity usage.

Location-based method

The location-based method provides a picture of a business's electricity emissions in the context of its location, and the emissions intensity of the electricity grid it relies on. It reflects the average emissions intensity of the electricity grid in the location (State) in which energy consumption occurs. The location-based method does not allow for any claims of renewable electricity from grid-imported electricity usage.

Market-based method

The market-based method provides a picture of a business's electricity emissions in the context of its renewable energy investments. It reflects the emissions intensity of different electricity products, markets and investments. It uses a residual mix factor (RMF) to allow for unique claims on the zero emissions attribute of renewables without double-counting.

For this certification, electricity emissions have been set by using the **market-based approach**.

Market-based approach summary

Market-based approach	Activity Data (kWh)	Emissions ($kgCO_2$-e)	Renewable Percentage of total
Behind the meter consumption of electricity generated	0	0	0%
Total non-grid electricity	**0**	**0**	**0%**
LGC Purchased and retired (kWh) (including PPAs)	0	0	0%
GreenPower	0	0	0%
Climate Active precinct/building (voluntary renewables)	0	0	0%
Precinct/Building (LRET)	0	0	0%
Precinct/Building jurisdictional renewables (LGCS surrendered)	0	0	0%
Electricity products (voluntary renewables)	0	0	0%
Electricity products (LRET)	0	0	0%
Electricity products jurisdictional renewables (LGCs surrendered)	0	0	0%
Jurisdictional renewables (LGCs surrendered)	0	0	0%
Jurisdictional renewables (LRET) (applied to ACT grid electricity)	0	0	0%
Large Scale Renewable Energy Target (applied to grid electricity only)	2,263	0	19%
Residual Electricity	9,674	8,804	0%
Total renewable electricity (grid + non grid)	**2,263**	**0**	**19%**
Total grid electricity	**11,938**	**8,804**	**19%**
Total electricity (grid + non grid)	**11,938**	**8,804**	**19%**
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	**9,674**	**8,804**	
Scope 2	8,611	7,836	
Scope 3 (includes T&D emissions from consumption under operational control)	1,063	967	
Residual electricity consumption not under operational control	**0**	**0**	
Scope 3	0	0	.

Total renewables (grid and non-grid)	**18.96%**
Mandatory	**18.96%**
Voluntary	**0.00%**
Behind the meter	**0.00%**
Residual scope 2 emissions (t CO_2-e)	**7.84**
Residual scope 3 emissions (t CO_2-e)	**0.97**
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO_2-e)	**7.84**
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO_2-e)	**0.97**
Total emissions liability (t CO_2-e)	**8.8**

Figures may not sum due to rounding. Renewable percentage can be above 100%

Location-based approach summary

Location-based approach	Activity Data (kWh) total	Under operational control			Not under operational control	
Percentage of grid electricity consumption under operational control	**100%**	**(kWh)**	**Scope 2 Emissions ($kgCO_2$-e)**	**Scope 3 Emissions ($kgCO_2$-e)**	**(kWh)**	**Scope 3 Emissions ($kgCO_2$-e)**
ACT	0	0	0	0	0	0
NSW	11,938	11,938	8,118	597	0	0
SA	0	0	0	0	0	0
VIC	0	0	0	0	0	0
QLD	0	0	0	0	0	0
NT	0	0	0	0	0	0
WA	0	0	0	0	0	0
TAS	0	0	0	0	0	0
Grid electricity (scope 2 and 3)	**11,938**	**11,938**	**8,118**	**597**	**0**	**0**
ACT	0	0	0	0		
NSW	0	0	0	0		
SA	0	0	0	0		
VIC	0	0	0	0		
QLD	0	0	0	0		
NT	0	0	0	0		
WA	0	0	0	0		
TAS	0	0	0	0		
Non-grid electricity (behind the meter)	**0**	**0**	**0**	**0**		
Total electricity (grid + non grid)	**11,938**					

Residual scope 2 emissions (t CO2-e)	**8.12**
Residual scope 3 emissions (t CO2-e)	**0.60**
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	**8.12**
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	**0.60**
Total emissions liability	**8.71**

Operations in Climate Active buildings and precincts

Operations in Climate Active buildings and precincts	Electricity consumed in Climate Active certified building/precinct (kWh)	Emissions (kg CO_2-e)
N/A	**0**	**0**

Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their building or precinct certification. This electricity consumption is also included in the market based and location-based summary tables. Any electricity that has been sourced as renewable electricity by the building/precinct under the market-based method is outlined as such in the market based summary table.

Climate Active carbon neutral electricity products

Climate Active carbon neutral product used	**Electricity claimed from Climate Active electricity products (kWh)**	**Emissions (kg CO_2-e)**
N/A	**0**	**0**

Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their electricity product certification. This electricity consumption is also included in the market based and location-based summary tables. Any electricity that has been sourced as renewable electricity by the electricity product under the market-based method is outlined as such in the market based summary table.

APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

The following emissions sources have been assessed as relevant, are captured within the emissions boundary, but are not measured (quantified) in the carbon inventory. These emissions are accounted for through an uplift factor. They have been non-quantified due to one of the following reasons:

1. **Immaterial** <1% for individual items and no more than 5% collectively
2. **Cost effective** Quantification is not cost effective relative to the size of the emission but uplift applied.

Relevant non-quantified emission sources	Justification reason
N/A	N/A

APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

Excluded emission sources

Those which only meet one condition of the relevance test can be excluded from the certification boundary.

Emissions tested for relevance are detailed below against each of the following criteria:

1. **Size** The emissions from a particular source are likely to be large relative to the event's electricity.
2. **Influence** The responsible entity has the potential to influence the reduction of emissions from a particular source.
3. **Risk** The emissions from a particular source contribute to the event's greenhouse gas risk exposure.
4. **Stakeholders** The emissions from a particular source are deemed relevant by key stakeholders.
5. **Outsourcing** The emissions are from outsourced activities that were previously undertaken within the event's boundary or from outsourced activities that are typically undertaken within the boundary for comparable events.

Excluded emissions sources summary

N/A

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