



Outback Region.

Among Outback region operators there was generally a less positive attitude towards environmental initiatives compared to state level results. There was less overall agreement that:

- environmental initiatives taken on by their business will have an impact on climate changes
- it was important for their business to reduce their carbon footprint
- their customers expect them to be environmentally responsible
- climate change is an issue that requires drastic action to change.



While approximately one in five (18%) have a sustainability policy, significantly fewer have a formal action plan (8%) or have measured their carbon footprint (0%).

Operators in the Outback who participated in the survey were significantly less likely to report they did the following:

- Have water efficient appliances
- Install low flow taps
- Recycle/refill print cartridges
- Undertake other recycling
- Use heat pump water systems.



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Sig Testing Notes:
 Significantly higher than total at 95% CI
 Significantly lower than total at 95% CI

Measure	Total QLD Tourism Operators (n=986)	Outback Tourism Operators (n=49)
Sustainability Policy	25%	18%
Carbon Footprint Measured	10%	0% ▼
Climate Change Exposure	48%	47%
Purchased Carbon Offsets	10%	2%
Formal Environmental Action Plan	14%	8% ▼
Encouragement of Staff	29%	20%
Program to educate customers	38%	31%
Top Energy Saving initiatives		
• Energy saving light bulbs	88%	82%
• Switching off appliances at walls	64%	69%
• Energy saving appliances	69%	57%
• Heat pump water system	15%	4% ▼
Top Water Saving initiatives		
• Low flow toilet fixtures	68%	63%
• Harvesting of rainwater	43%	53%
• Water efficient appliances	62%	45% ▼
• Low flow taps	60%	35% ▼
Top Waste Reduction initiatives		
• Bulk purchasing	67%	65%
• Using recycled paper and stationary	70%	57%
• Other recycling	68%	45% ▼
• Recycle/ refill print cartridges	59%	31% ▼