



Toowoomba & Golden West Region.

Toowoomba & Golden West tourism operators who completed the survey appreciated the importance of environmental initiatives. They were significantly more likely to agree that they wanted to be more environmentally responsible in their business. However, they did not feel there were enough benefits and cost savings to do so and they were more likely to agree that it was 'too hard' to further reduce their energy, water and waste consumption.

The region was on par with the state results with regard to the implementation of a sustainability policy (22%) and having a formal environmental action plan (11%).

In this region there was a significantly greater adoption of water saving initiatives including harvesting of rain water and recycling water for use. This was not surprising given the significant focus this region has had on water consumption over recent years. Their behaviour related to energy and waste initiatives was on par with state levels.



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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)	Toowoomba & Golden West Tourism Operators (n=65)
Sustainability Policy	25%	22%
Carbon Footprint Measured	10%	5%
Climate Change Exposure	48%	42%
Purchased Carbon Offsets	10%	11%
Formal Environmental Action Plan	14%	11%
Encouragement of Staff	29%	26%
Program to educate customers	38%	37%
Top Energy Saving initiatives		
• Energy saving light bulbs	88%	89%
• Energy saving appliances	69%	71%
• Switching off appliances at the wall	64%	68%
Top Water Saving initiatives		
• Low flow toilet fixtures	68%	80% ▲
• Low flow taps	60%	75% ▲
• Water efficient appliances	62%	75% ▲
• Harvesting of rainwater	43%	68% ▲
• Water recycling and use of grey water	30%	43% ▲
Top Waste Reduction initiatives		
• Bulk purchasing	67%	71%
• Using recycled paper and stationary	70%	68%
• Other recycling	68%	58%