

Sustainability Case Studies



Southern Cross 4WD Tours, Scenic Rim

Finalist of the "THE BIGGEST CARBONLOSER, Scenic Rim"

a competition that engaged tourism operators in a fun way to bring about long term household carbon reduction.

www.sc4wd.com.au

We run nature based tours and love showing off the natural environment and native animals to our international and out of town guests. Our tours include transporting tourists from the Gold Coast, rainforest walks and driving on four wheel drive tracks throughout the Scenic Rim. We want to preserve our environment and limit any impact we may cause by operating our tours.



1. Getting started

In the past we have implemented a number of initiatives to cut our emissions and preserve resources, including installing a rain water tank, insulation, relocating vehicles to cut travel distances, and donating money to the Tamborine Bush Volunteers based on a calculation of diesel emissions per month. We saw this Challenge as a great opportunity to learn more about environmental issues and kick us into gear to make more improvements.

Using the Climate Smart Living Carbon Calculator our annual footprint at the start of this program was approx 45,000 KG.

2. Major initiatives

With four 4WD vehicles our main emissions are from our diesel use. We have recently sold one vehicle and placed an order for a brand new vehicle. The new vehicle will be 31% more fuel efficient and also seats an additional 3 passengers which will eliminate the need for a second vehicle on many tours.

As a direct result of the Carbon Loser Challenge we installed solar panels at our home/office. They were installed last week and we look forward to seeing the results in the coming months. The decision to install solar panels was based on environmental and financial gains. With government rebates we now saw it as an affordable option to improve our emissions and once the system has been paid off we will have cheaper electricity bills.

A combination of smaller initiatives including increased recycling and maintenance contributed to our annual reduction tally, listed below.

3. Key outcomes

New Vehicle - Based on last year's diesel use we anticipate an annual reduction of fuel equal to \$4,200 7670kg



- Solar Panels – 1.5KW system we anticipate an annual reduction of 2162kg
- Switching to vegetarian meals 630 kg
- Cleaned air conditioner air filter 160kg
- Installed low flow shower head 113kg
- Reduced 1 full weekly bin to ¾ full weekly bin 460kg
- Turning off electronic equipment at the wall 200kg

PROJECTED ANNUAL REDUCTION 11,395 KG CO2

4. Major challenges

Re-educating the household and remembering to do what we set out to do was our major hurdle initially. Also being very uninventive in the kitchen made reviewing our food chain a scary thought but after making our first ever batch of homemade soup we were ready to get more creative and conscientious with food.

5. Next steps

In addition to the above actions that we will continue, we plan to further reduce our waste by looking into composting and less packaging. We plan to get our customers involved by giving them the option to offset their omissions for the tour and we will continue our association with Tamborine Bush Volunteers.

For further information contact:

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