



BUSSELTON JETTY



A Sea of Discovery

MEDIA RELEASE
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JETTY JOINS ELITE BUSINESSES FOR ENVIRONMENTAL CREDENTIALS

Busselton Jetty is the first business in the South West of WA to be awarded Climate Action Certification, one of only 8 tourist attractions in Australia to reach this achievement.

It was also last week presented with Advanced Ecotourism Accreditation, joining Yelverton Brook as the only two in the region to have achieved this.

CEO Lisa Shreeve praised the work of the Jetty staff and volunteers who have passionately carried out environmental audits, beach and underwater clean-up days, marine research, pile rehabilitation, schools clean oceans programs and a lot more to be recognised as environmental stewards.

“Our Environmental Manager Sophie Teede is owed most of this credit for championing sustainability from our team and to the general public through our online environmental pledge thousands have made at the end of an Underwater Observatory Tour,” she said.

“It’s simple things like turning off our power, using less ink, planting trees to offset carbon use but it also involves a lot more complicated environmental management including aspects and impacts studies, environmental benchmarking, waste audits, power and water KPIs and Jetty staff member Jacquie Bullard attending a 6 week Tackling Plastic Pollution university course which is information now included in our Underwater Observatory Tours.”

“We want to congratulate the Busselton Jetty on this achievement, and it recognises the enormous effort Lisa and her team put into making the Jetty such an important visitor attraction for the region and the national tourism industry,” said Ecotourism Australia CEO Rod Hillman.

“To be successful, businesses need to be managed based on sustainability principles and the Jetty is a fantastic example of how success should be measured.”

Since the March 2020 COVID lockdown, the Jetty has seen a reduction in ticket sales of nearly \$2.5m.

“After the first lockdown, the staff said we wanted to look back and be proud that we gave more than we took, so a lot of work behind the scenes has gone into our marine conservation programs, education and training.”

These qualifications see the Jetty included in the national Green Travel Guide, which is especially important for tourists wanting to support environmentally friendly businesses post COVID.



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Ms Teede said the Climate Action Certification came about through completing a number of investigations and implementing policies around waste reduction, sourcing local products, and looking inwards at the way BJI does business. “It means that we can be confident we are reducing our carbon footprint,” she said.

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