



HOSTING VISITORS THE ISLANDER WAY

A Regenerative Framework for Flinders Island, Tasmania

PREPARED FOR

FLINDERS COUNCIL, TASMANIA
September 2023



Acknowledgements

COUNCIL

Mayor Rachel Summers, Deputy Mayor Vanessa Grace, Cr. Peter Rhodes, Cr. Carol Cox, Cr. Garry Blenkhorn, Cr. Ken Stockton, Cr. Aaron Burke
former Mayor, Annie Revie and former Councillors, Sharon Blyth, David Williams

PROJECT FACILITATORS

Dianne Dredge, Sarah Lebski

PROJECT TEAM

Debbie Clarke, Roberto Daniele, Josie Major, Claire Single, Jenny Cave

PROJECT MANAGEMENT GROUP

Warren Groves, Daniela Ruiz, Andrea Wilson, Paul Seaman, Tracey Mallett

PROJECT CHAMPIONS GROUP

Rachel Dallas, Sammi Gowthorp, Ian James, Jana Mononne, Peter Rhodes, Gerry Willis, Ken Stockton, Annie Revie

PODCAST PARTICIPANTS

Ben Backhaus, Lois Ireland, Wendy Jubb-Stoney, Peter Rhodes, Annie Revie, Mel Telfer

COMMUNITY CO-DESIGN PROCESS

Rosemary Amos, Sue Blundstone, Amanda Blyth, Simon Bischoff, Richard Broome, Lindsey Bourke, Michael Buck, Nick Champion, Claire Castle, Jacqui Cooper, Judy Clark, Naomi Creek, Kath Dallas, Carolyn Dawe, Robyn Dilger, Sandro Donati, Sandy Downing, Diana Droog, David Dunn, Jude Cazaly, Naomi Creek, Vic Epstein, Arne Eriksson, Ian Garratt, Sammi Gowthorp, Peter Gee, Trude Gray, maikutena Vicki-Laine Green, David & Bronwyn Grutzner, Cate Hardman, David Heap, Michelle Hirschfield, Bron Hogan, Lois Ireland, Nicole Kennedy, Judy Jacques, Jo Klug, Barry & Cassie Kooij, Libby & Rob McMahan, Kate Mooney, Jana Monnone, Claire Morgan, Linda Nicol, Esther Nunn, Max Parker, Kate Posch, Kerrie Prescott, Anne Rae, Parn Rhodes, Mick & Marianne Rose, Craig Smith, Magdalena Steffens-Bartrim, Bronwyn Stubbs, Dyan Summers, Andrew Thompson, Janet Toonan, Megan Tulloch, Ochre Turner, Sally Walker, Gerard Walker, Jamie West, David & Dale Williams, Ronald Wise, Hannah Young

OTHERS

Bridget Archer MP, Todd Babiak, Michael Bailey, Vica Bayley, Jayne Cooper, Rebecca Digney, Liz Frankham, Kym Goodes, Dallas Hay, Mat Hinds, Jane Hutchinson, Natalie Kingston, Ben Marquis, Cameron McLennan, Tony McCall, Jessica Robbins, Karen Ziegler.

We acknowledge the Traditional Owners of the land on which we reside today, the palawa of the trawulwai Nation, and recognise their continuing connection to the land, waters and culture of the Islands.

THE ISLANDER WAY STORY

The story of the Furneaux Group is bigger than all of us. Our small contribution to this story reflects our ever-evolving values, and our connections and relationships with this place. Like threads of DNA, there is a fusion of cultures that connect us. Our values provide the foundations upon which we build our current approach to hosting visitors. It starts with the Islander Way Story co-created by the people of Flinders Island and Brand Tasmania.

The first thing you will notice, on Flinders and the Furneaux Group of islands, is the breathtaking scenery. In every direction, what you see is like nothing else in the world.

It's deeper than quiet beaches and coastlines, mountains and mist. These islands have a rich and dark history, and an intensely passionate community that wants to reckon with its past and build the right future together. No-one is here because it is the easiest place to live.

Everyone is here because it is different. When something works on these islands it tends to be small and special. As the rest of the world chases growth, we chase meaning.

The core of our culture is to be true to who we are, to try to live on what we can find or grow on our rich land and in our waters, to support each other. When a crisis strikes one of us, it strikes all of us. Many of our family businesses have been here for generations, evolving yet never abandoning the spirit of this place. Artists and artisans are here to create and connect.

We have a complex relationship with change because we understand what it can bring. It's different here and we make different invitations to visitors: for an unforgettable time on Flinders Island, learn to be one of us for a few days, a week, or the rest of your life. Slow down, get lost, co-contribute, connect.

Don't try to change this place. Let this place change you.

The Furneaux Festival celebrates our Aboriginal history, our ancient and modern cultural traditions, our art, even our complications. Our Council and Community launched it as a gently provocative and intensely alternative to Australia Day – the first in the country.

Quiet is a word you will hear often on Flinders Island. The Tasmanian story is the quiet pursuit of the extraordinary, and on Flinders it is aged and distilled: quieter, harder, yet more rewarding, more mysterious, more connected, more complicated, more extraordinary.

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KEY TERMS

REGENERATIVE DEVELOPMENT

Regenerative development refers to strategies and actions designed to improve the capacity of our ecological, social, and economic systems to regenerate. On our islands, Regenerative Development is characterised by the following principles:

- We cannot take more than we give back
- Actions should be regenerative not extractive
- Complexity and uncertainty require that we adapt and work collaboratively
- Learning, adaptation and the courage to lead will help navigate the change ahead
- Everything is connected - land, sea, community and economy
- Our collective well-being depends on our capacity to respect and take care of all others, giving back more than we take.

REGENERATIVE TOURISM

Regenerative tourism seeks to ensure visitor experiences, travel and tourism deliver a net positive benefit to people, places and nature, and that it supports the long-term renewal and flourishing of our social and ecological systems.

NET POSITIVE IMPACT

Net positive impact overcompensates for past extractive practices, strengthening, restoring, and regenerating the natural, social and economic ecosystems on which we rely. Net positive is more than 'doing no harm'. It takes into account the systemic impacts of an action to restore and regenerate people, place, and nature.

THRIVING

Thriving businesses and organisations align themselves with life, developing the capability to learn, adapt, emerge and regenerate. They deliver social, cultural, economic and environmental value much of which is reinvested back into the systems that sustain the business or organisation.

FLOURISHING

To flourish is to unlock our human capacity for connection, creativity, optimism and confidence. Flourishing is the essence of community wealth, innovation and resilience.

HOSTING

Our community does not wish to use the word 'tourism' due to its industrial undertones. Instead, we prefer 'hosting', a term that is welcoming and triggers an expectation of respect, connection and appropriate behaviour.

DIVERSIFICATION

Diversification refers to actions that produce diverse value - social, cultural, economic and ecological - that contribute to a flourishing community and thriving local economy. As in nature, diversity is important for resilience. It does not mean diversification by attracting another market segment.

We as a community are trying to swap the word 'tourist' (think extractive, entitled, exploration style people coming to the Island), for 'visitors' (ones who want to get involved and participate in community and environmental activities - thereby giving back as much as they take).

Local resident



Regenerative tourism seeks to ensure travel and the hosting of visitors reinvests back into people, places and nature and that it supports the long-term renewal and flourishing of our social-ecological systems.

FOREWORD

The 'Islander Way' has been a two-year 'living lab' project funded by the Tasmanian Government and supported by the Flinders Council and Visit Northern Tasmania. The project commenced in the latter part of 2021, and while funding was completed in July 2023, it has created considerable momentum across an ecosystem of 'careholders' interested in the future of Flinders Island. Significant in-roads have been made in building a shared understanding of hosting for positive impact, and working together to build a new relationship with tourism. Now it's time for the community to take leadership.

It is important to note that this regenerative framework is an innovative departure point from the traditional Destination Action Plan approach in the following ways:

- It involved an **inclusive community co-design** process spanning the life of the project. The Framework is therefore 'owned' by community.
- **Responsibility for implementation** is shared between the community, Council, and Visit Northern Tasmania, which allows a broader cross-section of the community to have a say.
- It recognises the **complex nature of the change** that is required across policy sectors and government agencies and calls for a collaborative, multi-agency commitment to the values and directions contained in this regenerative framework.
- It adopts an **inclusive notion of community** where everyone has a voice and the onus is on community to collaborate towards a shared Islander Way vision. Participation has been encouraged and onboarding is continuing. Inevitably, there are those who decide not to engage with the project, and that is a choice.

HOW DID IT START?

The Islander Way was developed in response to increasing unease about tourism during the Covid-19 pandemic. Concerns had been growing in previous years, but the pandemic bought a new kind of visitor to the Island. Intrastate visitors were demanding, and some had expectations that could not be met on a remote Island. This generated anxiety and a sense of inadequacy among many of the locals. The impact on local lifestyles, environmental management, and the invisible burden of servicing more demanding visitors were raised. Flinders Council asked for help from then Premier, Hon. Peter Gutwein, and Launceston-based company, 'Designing Tourism' was eventually appointed to undertake the project.

While tourism was the catalyst for the project, local residents were also concerned about a range of other related issues including waste management, food security, housing and the implications of an ageing population. In an environment with limited infrastructure, services and capacity, many began to question whether tourism could be part of the Island's future, particularly if fundamental issues relating to the Island's resilience and sustainability could not be addressed. In response to the Islander Way's 'Ideas Incubator', the community chose to work on six sub-projects. Since the Ideas Incubator, 20 additional actions have been identified, indicating the community's ongoing support and desire to continue the momentum.

COMMUNITY-LED, PLACE-BASED

The following framework provides a blueprint for the future of hosting visitors on the Island. It is one of two key documents; the other, 'The Islander Way – Regenerative Tourism on Flinders Island, Background Context and Community Engagement' was completed in March 2023.

The earlier document provides the foundation for the Framework, and focuses on the communities' responses to the deep engagement that has occurred over the last two years. During this process, Islanders contributed more than 1000 hours of their own time. This is their framework and it is written in their voice.

SOCIAL LICENCE

Typically, the tourism industry has operated within a silo, determining how a place is marketed and to what market segments, based on top-down research and consultation with a few operators. Communities often have their own place identity, sense of stewardship and local stories. They care about different things, which is where tension can often start.

Local communities, culture, public services and amenities, and nature-based resources are heavily relied upon to welcome, service, and host visitors. Transformational visitor experiences mostly happen as a result of authentic encounters with nature, local people and their stories, especially in small and isolated locations. The consent of local communities is assumed, and rarely part of an open dialogue.

The Regenerative Framework has considered tourism within its broader ecosystem and represents an innovative approach to community-led, place-based and nature positive development that is applicable and scalable across regional Tasmania.

The people of Flinders Island have sought a new relationship with tourism, and this means tackling the issue of consent. The vast majority of operators on and off-island want to secure their social licence. How to achieve social licence is little understood.

Social licence requires a willingness to give back and make a contribution to the community and resources on which businesses rely. It requires being in conversation with place, which is a key focus of this framework.

ALIGNMENT WITH POLICY

The Framework is aligned with:

- Key Tasmanian Government policies and strategic directions (See Policy Alignments)
- Flinders Council 2021-2031 Strategic Plan
- Visit Northern Tasmania, Destination Management Plan*
- The United Nations Sustainable Development Goals (SDGs).

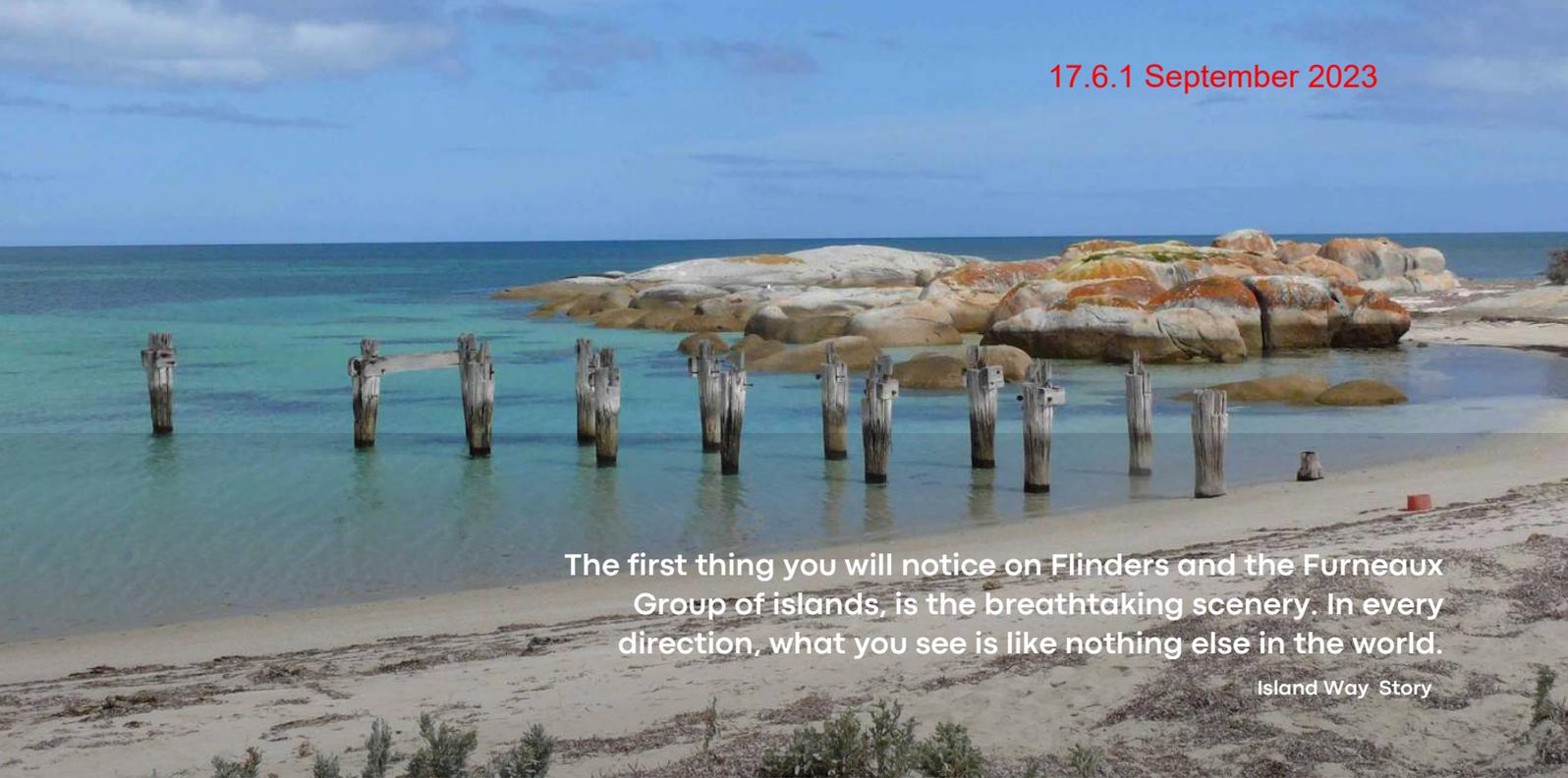
The Islander Way is the first project of its kind in Australia, and has been keenly followed on the global stage.

**While the Visit Northern Tasmania (VNT) Destination Management Plan was developed prior to the completion of the 'Islander Way' project, it has been agreed that the outcomes of the 'Islander Way' will be folded into the VNT Plan.*

FLINDERS COUNCIL 2021-2031 STRATEGIC PLAN

VISION. A vibrant, welcoming and sustainable community, full of opportunity, celebrating and preserving our unique way of life and natural environment.

The Council's Strategic Plan states 'the visitor economy will adopt regenerative tourism principles, promoting responsible and mindful tourism practices that benefit both our environment and local communities.' It will do so by "Encouraging and supporting positive impact and regenerative visitor experiences that create conditions for people and places to thrive (3.3.1)."



The first thing you will notice on Flinders and the Furneaux Group of islands, is the breathtaking scenery. In every direction, what you see is like nothing else in the world.

Island Way Story

WHAT LED US HERE

BRIEF HISTORY

Transformational experiences are around every corner on Flinders Island. We are intensely passionate about our community and environment and have a complex relationship with change, especially when it is being imposed 'from away'. Our communities have had a challenging relationship with tourism over the years. Mass tourism has never been right for this place. Some travellers arrive, connect, return, and end up belonging, for a few days, a week, or forever. Leading up to and during the Covid-19 pandemic, our relationship with tourism had diminished to the point where a new relationship with tourism was necessary.

Instead of being in service to the 'tourism industry' - a distant concept - the question we asked was, 'How can visitors to our island contribute to the well-being of our communities, our economy and nature?'

TRIGGER EVENTS

A series of trigger events in rapid succession led to negativity and anxiety. Motivations for change were identified from discussions with Flinders Council, Flinders Island Business Inc., (FIBI), and community meetings, including:

- **The Food and Crayfish Festival.** The event was held in 2018 and 2019 and had created divisions within the community. A third event in 2020 was cancelled due to the pandemic.
- **Covid-19.** Tourism businesses took a significant hit with a range of direct and indirect impacts, highlighting the vulnerability of the Island.
- **Pandemic Recovery.** Additional flights from Hobart were founded on good intentions, but we were not prepared for the impacts of receiving a different kind of visitor that was more demanding and less connected and respectful of the Island Way. Some perceived overtourism as a risk to our islands, our communities and to the natural environment. If 'growth' continued with no regard for the fit between visitors and what the Island could offer, then anxiety and conflict would change our community in ways that were unacceptable.

APPROACH

THE OPPORTUNITY

Regeneration and positive impact tourism is on the rise across the world. Conscious travellers are searching for deeper and more meaningful connections with the places they visit. They want to hear local stories, experience a place, and be transformed through deeper connections with nature, others and themselves. These visitors tend to stay longer, spend locally and build long-term connections. They are also more conscious of their impacts, seek to minimise their footprint, and are willing to give back when provided the opportunity.

These are also the type of visitors that Flinders Island wants to host, because they are more likely to respect, care, and connect. The opportunity for Flinders Island to align with the shift towards regenerative travel makes good sense.

WHY IS THIS FRAMEWORK DIFFERENT?

A regenerative economy for the Furneaux islands requires a new narrative, a new language, and new ways of creating and distributing value that contribute to flourishing. This approach addresses the questions, 'What needs to be done now so that we can flourish?' 'What change do we want to see?' and 'What steps do we need to get us there?'

Co-designed with and through community

It's a plan that has been co-designed with and through our communities. Like a living system, it is also evolving. Not everyone, and not all our communities have been ready to take this journey together. Issues, like salmon farming and local government reform have emerged to remind us that disruption and uncertainty lie ahead. New allies and advocates emerge, and the readiness, timelines, and willingness to reach in with heads, hearts and hands differs. An open, dynamic and evolving plan - a living plan - that houses and supports concrete actions, is needed. Our Flinders Island community has a history of experimenting, which is why we are adopting regenerative tourism.

Our Council and community launched the Furneaux Festival as a gently provocative and intensely alternative to Australia Day – the first in the country.

Islander Way story



A regenerative approach flips tourism by asking, 'How can tourism contribute to the well-being of people, places, and nature?'

Courage to lead

Flinders Island might be small, but we are not afraid to lead - bottom up. We are courageous when it comes to stepping up for the issues we care about. A profound sense of belonging and stewardship shapes our relationship with change and the visitor economy. Deeply connected to the land and waters, nature speaks in our heads and hearts. Instinct tells us that the visitor economy must replenish and regenerate the Island's stock of social, cultural, economic, and natural capital. Regeneration makes perfect sense as it lives in the local knowledge and experience of the Islander Way.

Well-being for all

Aligned with the Tasmanian Government's commitment to a well-being economy, travel and the hosting of visitors are activities that should be designed to deliver well-being for all - people, places, and nature. This approach contrasts with traditional framing of tourism where people, places and nature have served the interests of tourism. A well-being economy returns to the central idea that the purpose of economic development - and tourism - is the flourishing of humans and nature together.

THE JOURNEY SO FAR

Our vision is to host visitors who connect, respect and support our Island communities, and contribute to the well-being of our people, place, and environment.

TRIGGER EVENTS

What led us here?

Internal and external events that triggered concern over tourism: e.g. the type of visitors, environmental impacts, and the invisible burden of servicing

COMMUNITY ENGAGEMENT

What does the Island need to flourish?

Deep listening, building empathy, and healing conversations
Build trust, legitimacy and confidence in the process
Our vision and values for hosting

BUILDING CAPACITY

How do we build capacity?

Project co-design and potential business models
Build ownership, network capacity
Build local, national and global networks
Project support and mentoring
Experiments and reflection

THE ISLAND STORY

What values guide us?

Co-creating the Island story with Brand Tasmania starts a process of self-reflection and a desire to explore a regenerative approach

IDENTIFYING ACTIONS

How might we take local action?

Crowd source possible actions, Identify community-led projects
Build collaborative capacity

ACTIVATING CHANGE

What if this could be scaled and shared?

Policy advocacy and insights
Engage globally with islands network
Leverage first mover advantage to share 'know how'
Activate keystone projects

THE JOURNEY CONTINUES

WHO WE ARE

OUR PLACE

The Furneaux Group comprises approximately 100 islands located at the eastern end of Bass Strait, between Victoria and Tasmania, Australia. The Aboriginal community has had a long association with islands which formed part of a land bridge between lutruwita/Tasmania and the Australian mainland. However, approximately 6,500 years ago, sea levels rose, cutting off access to the islands. As a result, the islands' natural ecosystems evolved in their own way until the sealers arrived, and Wybalenna was established. The largest islands in the group are Flinders Island, truwana/Cape Barren Island, and lungatalanana/Clarke Island.

The unique history, geography, geology, culture, biology and ecology mean that the Furneaux Group supports a rich diversity of habitats and ecosystems. As a result, the islands are a haven for visitors motivated by nature-based experiences and slow and regenerative travel. However, in a context of uncertain environmental change, islands have become 'arks and refugia' for threatened species. Islands, through their limited size and isolation, are the windows to evolution and are recognised globally for the role they play in conserving nature. The islands host many threatened species, are impacted by introduced and invasive species, and face an increased number of biosecurity threats due to the movement of people and goods.

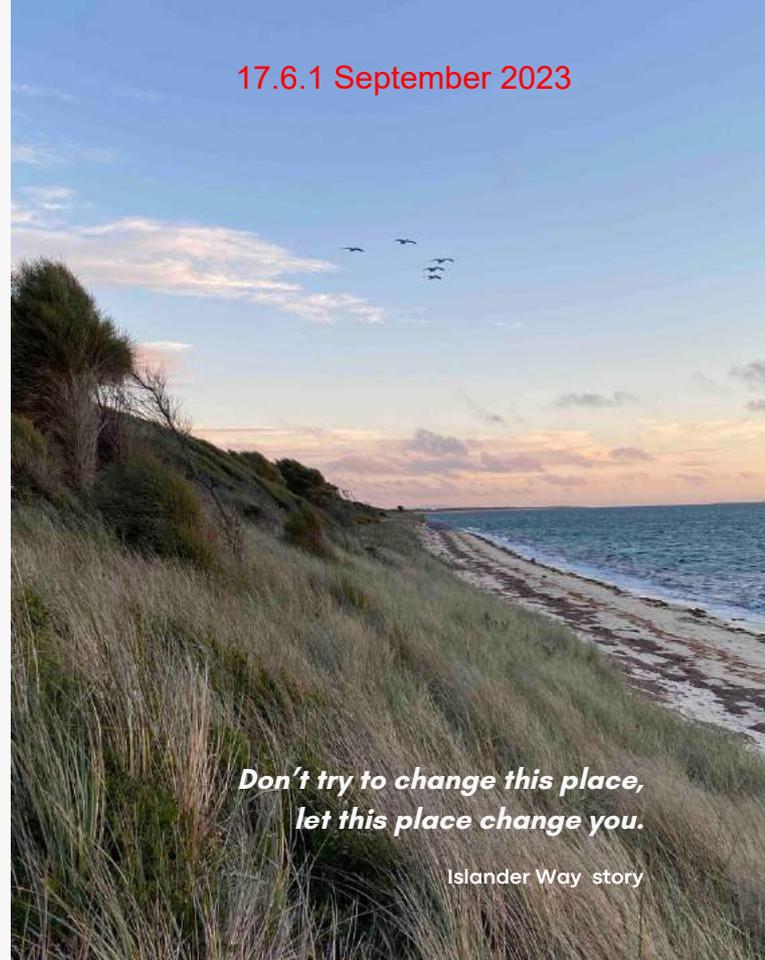
There are five Indigenous Protected Areas in the Furneaux Group under Aboriginal management, including:

- Babel Island
- Badger Island
- Great Dog Island
- lungatalanana/Clarke Island
- Mount Chappell Island.

The Aboriginal Land Council of Tasmania also manages Wybalenna on Flinders Island.

The protected areas on Flinders Island provide, directly and/or indirectly, important nature-based experiences. These protected areas include:

- Strzelecki National Park
- Logan Lagoon Wetland (listed under the Ramsar Convention) established in 2002 to protect a significant near-natural wetland that provides a feeding and resting habitat for a number of migratory birds



*Don't try to change this place,
let this place change you.*

Islander Way story

- Patriarch Sanctuary, located on the East Coast of Flinders Island, established in the late 1970s to protect the Cape Barren Goose
- Wingaroo Nature Reserve on the North of the Island protects an extensive area of endangered heathland, valuable wetlands, estuarine marshes and relict Oyster Bay Pine (*Callitris rhomboidea*) scrub-woodland communities of conservation significance.

BELONGING

The Furneaux islands have a complicated relationship with the past and a Truth-telling journey is unfolding. On these islands, the traditions, histories, language and culture of the palawa have nourished cultural identity and connection for centuries. Mutton-birding on the outer islands continues to this day, providing a connection to Sea and Country that contributes significantly to palawa health and well-being.

Others on the islands can trace their ancestry back to nineteenth century Straitsmen, their relationship to the environment, and the social-economic-cultural dynamics between the first sealers and the palawa. The soldier settlers came in the Post WWII era, and many of those families continue their farming connections to the Island. Straitsmen, soldier settlers, farmers, and fishers all have a place in our history and their connections to the natural environment run deep.

WHO WE ARE (continued)

Flinders Island... it's the smell of the salt on the air, that signals you're home. The hint of a change in the coming season on the wind, the flora and fauna that echo your sentiment. The return of the muttonbirds to nest. Swans nesting, wattle flowering, orchids flowering, echidnas on the move. The knowledge your family has lived and loved and struggled on this Island for their lifetimes as well, and the hope that your children will return one day to continue the legacy.

Vanessa Grace, Deputy Mayor

You know you've been somewhere special when your body has a physical reaction that your conscious brain isn't aware of... I get a sense of the timelessness of this remote island, unknown by many and quietly enjoying its solitude. Let's just keep this our little secret, it seems to say with a wink. Pretend I didn't tell you.

Laura Waters, travel writer, 2023

There's an island in the Furneaux
Set out in Bass Strait blue
Where the westerlies stir up the ocean's foam
If you ask the folk who live there
what gives them happiness
They'll smile and tell you
Flinders is their home.

Elvie Bowman
Where the Roaring Forties Blow

These islands have long harboured the traditions, histories, language and culture of the Aboriginal people of lutruwita. There are opportunities on the horizon, which the Aboriginal community is ready to engage. These opportunities are about Truth-telling, self-determining an economic future, and continuing and strengthening our important cultural practices and traditions on Country.

The initiatives of The Islander Way acknowledge the opportunity to engage in something that our community has always known. For Country to regenerate, it must renew, undiminished, across generations.

Rebecca Digney,
Manager, Aboriginal Land Council of Tasmania



WHO WE ARE

TIPPING POINTS

Due to its remoteness, Flinders Island is subject to a range of social and economic challenges, including:

- A small economy with limited demand for goods and services
- High cost of transport, freight, and fuel
- Limited workforce, especially tradespersons
- Limited business infrastructure
- Challenges of conducting business including registrations, approvals, inspections, and as of 2023, no banking outlet
- 40% of the workforce are managers or professionals (consistent with a high proportion of self-employed, micro and small businesses) and a lack of workers
- A reliance on volunteering with almost 40% of residents doing some form of volunteer work.

In 2019, a report by FTI Consulting identified a serious population and workforce tipping point for the Island's long term economic and social resilience:

'Flinders Island will likely reach a "tipping point" in 7 years, in which its own population will not be able to maintain essential public and private services, because its resident working population will reduce to fewer than 472 people.'

In 2021, the census revealed that 451 people living on the Furneaux islands were employed (52% full time). The tipping point has arrived.

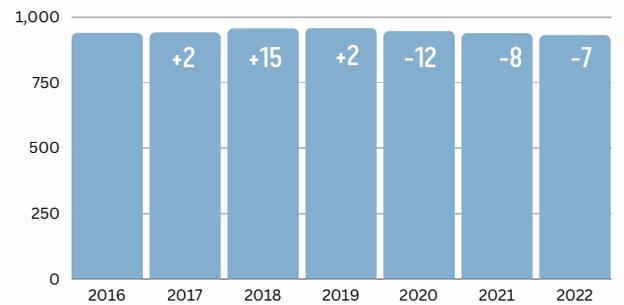
The consequences from reaching the tipping point include:

- The servicing of the community (e.g. infrastructure, health, social and environmental services) will become increasingly dependent on government and outside resourcing
- Investment in infrastructure, housing, and business will decline
- Future generations will be burdened with the cost of structural and fiscal disadvantage which will likely influence decisions about whether to stay or leave the Island.

POPULATION DYNAMICS

The population of the Furneaux Group has shown little change, declining slightly over the last five years.

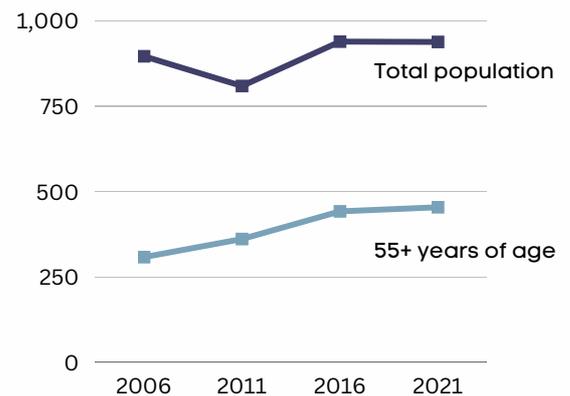
POPULATION CHANGE 2016-2022



Source: Furneaux Island Group ERP www.profile.id.com.au

The proportion of the population in older age brackets is growing with a median age increased from 53 to 57 over the last 5 years. This has implications for both the workforce, demand for services, and spending in the local economy.

POPULATION GROWTH/AGING



VISITOR ECONOMY

7,514 VISITORS TO FLINDERS ISLAND IN 2020

spent 38,410 nights with an average length of 5.6 nights

PURPOSE OF VISIT

- 36%** Leisure (down from 50% in 1996)
- 31%** Business/work (up from 20% in 1996)
- 23%** Visiting friends and relatives (up from 14% in 1996)
- 10%** Special/other interests

A detailed profile of visitor activity is available in the Background Context and Community Engagement Report (2023). Estimates are based on the Flinders Island Destination Action Plan 2020-22 and should be read with caution due to methodological limitations.

45 PROPERTIES LISTED AS SHORT TERM RENTAL ACCOMMODATION

Source: AirDNA 2023

COMMUNITY ENGAGEMENT

APPROACH

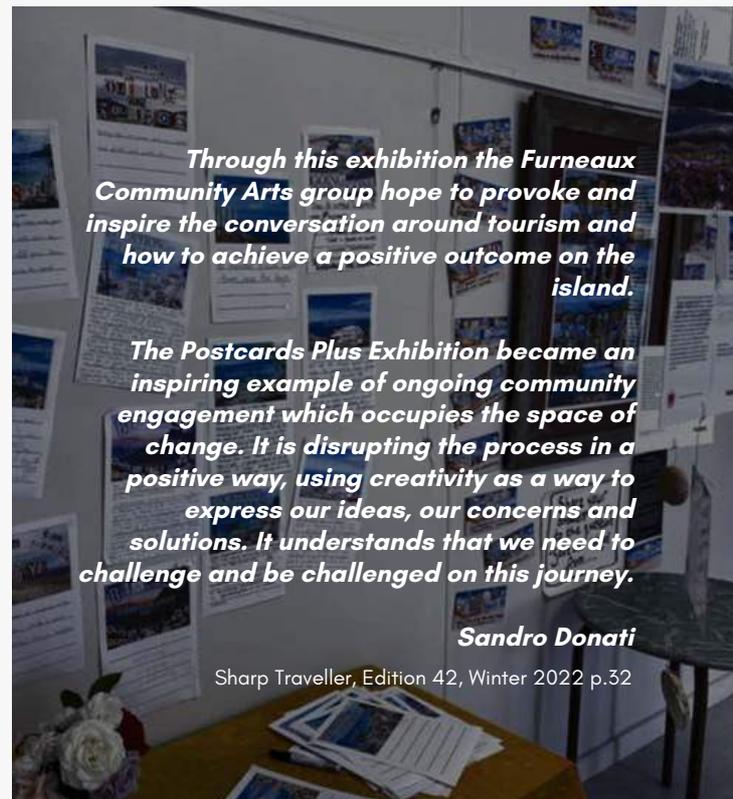
The approach to community engagement adopted in the Islander Way is significantly different to the type and scale of traditional engagement exercises. The engagement process adopted on Flinders Island was deep and sustained from October 2021 to April 2022.

'The community' is complex and comprises many different subgroups, networks, and interests. While it is not homogenous, the common feature is that the community is made up of people who care about the future of tourism on Flinders Island even though their reasons for caring may not all be the same.

Engagement included the following activities:

- Community-facing website
- Community of Practice for information sharing, online virtual meetings, resources (digital platform)
- Postcard engagement including local residents and visitors
- Online survey distributed via Council and website
- Long interviews
- Community meetings (small group)
- Co-design workshops
- Community project 'accelerator' program
- Policy advocacy and awareness-raising
- Council presentations and Q&A sessions
- Public presentations
- Casual conversations - pub, cafe and supermarket, annual agricultural show
- Online learning workshops/course (selected participants).

The community responded with their own 'Postcards Plus Exhibition' held at the Strait Works Gallery, Whitemark in April 2022. It was a community-led response to the Islander Way project. From inception to implementation, the Furneaux Community Arts group developed and ran this exhibition.



Through this exhibition the Furneaux Community Arts group hope to provoke and inspire the conversation around tourism and how to achieve a positive outcome on the island.

The Postcards Plus Exhibition became an inspiring example of ongoing community engagement which occupies the space of change. It is disrupting the process in a positive way, using creativity as a way to express our ideas, our concerns and solutions. It understands that we need to challenge and be challenged on this journey.

Sandro Donati

Sharp Traveller, Edition 42, Winter 2022 p.32

CONVERSATIONS



120
postcards

14
community workshops

140
community surveys

100+
local conversations

IDEAS GENERATED



43

potential ideas for action generated in initial workshops

30

days/100s hours community-led Postcards Plus exhibition

PROJECTS



6

projects
circular economy
local waste hubs
food security
maritime experience
Flinders trails
visitor/community collective

1 Podcast
7 episodes

COMMUNITY HOURS INVESTED



1000+
person hours

39+

meetings/workshops from the beginning of the incubator program between May-Oct.2022

EXTERNAL ENGAGEMENT



8

Invited International presentations

47+

meetings/ conversations with policymakers and international collaborators since April 2022

SIX CO-DESIGNED PROJECTS

In the journey we took as part of the Islander Way, we were asked, 'What do we need in order to flourish so that we might host visitors?' We settled on six (6) projects. However, as we started to explore and experiment, we realised that these projects were connected into a broader set of actions, and that systems change was needed. The six projects that our community co-designed included the following, but they are supported and strengthened by the others outlined in this document.



Local Waste Hubs Action 15

This community-led initiative has a goal of achieving zero landfill and a 50% reduction in hard waste on Flinders Island within 10 years. The initiative plans to achieve this by reducing waste from households and rental accommodations at source, as well as implementing waste reduction and education strategies within and across communities.

The project will encourage visitors and residents alike to develop a new and thoughtful relationship with waste for a better planet.



Flinders Trails Action 18

This project works to support the Parks and Wildlife Service Visitors of Flinders Island Volunteer Program (VoFI). The partnership is designed to support the 10 Island walks designated by PWS and seeks to work with locals and visitors to enhance the trails system, encourage citizen science and other positive impacts.

This project will contribute to the long term showcasing of the Island's unique environment, providing recreation and adventure opportunities for locals and visitors, that are consistent with the Island values.



Furneaux Maritime History Centre Action 13

This project involves the design and development of a self-sustaining Maritime History Centre to showcase the nationally significant maritime cultural heritage of Flinders Island and the Furneaux Group.

In addition to a maritime display area, the Centre will include multi-purpose community facilities and services for visitors. The project will contribute to the regeneration of the islands' maritime and cultural history. It will collaborate with the Furneaux Museum strengthening local visitor and resident opportunities.



Circular Economy - 'Trove' Action 8

This project address the Island's waste challenge in a holistic way by minimising waste, sorting, repurposing and recycling as well as incorporating revenue streams and employment opportunities.

This project is aimed at improving locals' and visitors' relationship with waste while delivering actions that address increased waste management requirements. It will showcase circular economy innovation, provide materials for the Island's makers and crafts people, generate employment, and offer visitor experiences.



Flinders Island Food Network Action 14

The project aims to reduce reliance on external food systems and increase local supply of fresh produce to a 50:50 ratio by 2030.

The project will be achieved by developing a deeper understanding of the Island's food system; increasing local production; establishing a community of growers and producers who educate and promote sustainable food values; and educating visitors and residents about healthy living local food systems to align availability, seasonality, and expectations.



Community Collective Action 17

This project establishes a community collective to support the development of authentic visitor experiences, and nurture genuine relationships between locals and visitors. The collective will address community consent and social licence.

The collective will leverage its leading edge in regeneration, = build on-Island capacity so that existing and new businesses can deliver positive impact. The collective will showcase and communicate regenerative practices, and continue to support the projects emerging from the Islander Way.

OUR VISION

The Islander Way is an opportunity to build a new relationship between our communities and tourism. We do not want tourism 'done to us' but rather 'with' and 'through' us; this means in conversation with us and in accordance with our values.

'Growing tourism' and imposing target markets is a solution from elsewhere. While we love to host visitors, the need to 'grow tourism' is a problem we don't own. What we need is a thriving local economy, a flourishing community, and to protect and regenerate the nature of our island home. We welcome visitors who are aligned with our vision.

Our vision is to host visitors who connect, respect, and support our Island communities, and contribute to the well-being of our people, place, and environment.

This vision is supported by a commitment to the following core values:

1. TRUE TO WHO WE ARE

Our stories of place are deeply woven into who we are and what we care about. The stories of this place, through millennia, are what binds us. More recently, the story of the Island Way has been co-created by the Islanders and Brand Tasmania, and is a window into who we are, why we belong, and the values that guide us.

2. REGENERATION

The health and well-being of our living systems determines the extent to which we are able to flourish in the future. Providing stewardship and regenerating our natural, social and cultural systems are our priority. Ours is a community nourished by the love of place, a deep sense of belonging and a strong desire to care for land and waters.

3. COMMUNITY LEADING

Our community can design and activate its own future. Empowering our community by unlocking local knowledge, lived experience, and island ingenuity will not only enable our place to flourish, but will also make it a great place to visit.

4. HOSTING

We will implement a regenerative approach to the hosting and management of visitors. We seek to host visitors who care, connect, respect and want to give back. Hosting - the practice of welcoming - means there is a mutual obligation between hosts and visitors to care for each other and behave well. The hosting of visitors should contribute a net positive impact so that our place, nature and communities may flourish, and our businesses can regenerate.



MISSION-BASED ACTIONS

If the Furneaux Islands is to have a 'moonshot' of a chance of regenerating the local economy and creating a flourishing future, it is now. The social and economic tipping points – the points at which it becomes more difficult to maintain healthy, functioning social, economic and environmental systems – have arrived. Housing, environmental management, employment, waste management, and the provision of public services all become more challenging. These issues are complex and require collaborative action across social, economic, organisational, political, technological and environmental domains. Growing tourism in a silo is not a solution. Instead, we believe the hosting of visitors can be part of the solution, and not just contribute to the polycrisis.

In this context, a bold, overarching mission is adopted. Our mission sets out a commitment to achieve a big, audacious goal and the steps or actions required to get there. It seeks to address head-on, the core challenge. Instead of focusing on small outputs, surface-level consultation, and launch events, our challenge is big, so we need a big mission as well.

Our mission is to create a flourishing Furneaux group where all the visitors we welcome by 2033, will make a net positive impact on the well-being of our communities, culture, environment and economy.

Missions require clear steps, collaboration, co-ordinated action and innovation. It's the difference between the small micro-practices of managing tourism and working in and on the system to create a flourishing future. This mission pushes our vision towards an ambitious and targeted set of actions. We want to [re]frame hosting so that visitors who come to our shores give back more than they take. It's for our future.

“Your stay is impacting this place. Everyone is in relationship to place.

(Workshop participant, regular visitor)



TRUE TO WHO WE ARE

We want to be true to who we are, and host visitors who accept, connect, and respect the Island Way. We are resilient and connected to this place; we live here not because it is the easiest place to live, but because this place is special, our stories are complicated. We ask our visitors to be one of us; to belong for a few days, a week, or more. We ask visitors to be authentic and respectful, take responsibility for your impact, and connect deeply with our island home.

ACTION 1. OUR STORY OF PLACE

Mission: To adopt and deepen the Islander Way story and align our actions to those core values. Island Way values reflect and amplify the sense of place, connection and belonging that characterises the Island and its communities. The Island Story will be the anchor story. Individual and business stories about positive impact and social and environmental purpose will weave through this core story.



The story will be amplified through:

- Website and social media
- Visitor experiences
- Storytelling in business development
- Events.

What success looks like:

- Uptake of Islander Way storytelling by individuals and businesses
- Stories of the Islander Way profiled in Sharp airlines magazine, the 'Sharp Traveller.'



ACTION 2. A WELCOME PLEDGE

Mission: To design a Pledge for everyone. - visitors and residents. We will co-design a Pledge to welcome visitors and educate them on the Island Way. It is a Pledge with a difference. The Islanders want a welcome, not an obligation; a trigger to learn, connect, respect, belong and care. A call to give back, acknowledge what they are receiving from the Island environments and communities. Those who advocated for a Pledge would like to ensure it applies to everyone - visitors, locals, and businesses.

The Pledge will embed a positive impact call to action, and include clear opportunities for visitors to give back and make a positive contribution.

What success looks like:

- Co-design of a Welcome Pledge and a communication strategy that links to a call to action to make a positive impact
- Clearly articulated opportunities for visitors to contribute and make a positive impact
- Link the Welcome Pledge to the Positive Impact Business Activation program
- Local writers and creators involved in the design of the Pledge.

ACTION 3. MARKETING

Mission: To ensure that marketing Furneaux islands honours, reflects, and extends the findings of the community engagement and the Brand Story co-developed with Brand Tasmania.

Over 1000 hours of our time was spent attending workshops, events, and meetings. Top-down place branding and marketing should be met with bottom-up engagement, meeting the community where it is.

Our approach acknowledges the value that communities contribute to the visitor experience. Marketing campaigns designed with and through the community will provide a social licence for the visitor economy - something that has been in question from time to time. A new and innovative governance arrangement - a community collective - is required, to ensure that diverse community voices are heard.

What success looks like:

- Establish governance arrangements that hold space for diverse community voices representing nature, culture, community and place.
- Tourism organisations at upper levels consulting with the Community Collective prior to spending money on campaigns, to ensure alignment.
- Operators and businesses that consult with the Community Collective in their own marketing efforts.





REGENERATION

A regenerative approach to tourism seeks to ensure visitor experiences, travel and tourism deliver a net positive benefit to people, places and nature, and that it supports the long-term renewal and flourishing of our ecological and social systems.

Flinders Island has already arrived at a social-economic tipping point. Availability of workers, housing availability and affordability, and structural economic disadvantage as a result of remoteness create ongoing challenges.

Climate change predictions suggest there will be increased rainfall interspersed with longer dry periods. Increasing temperatures will result in more growing days and increased risk from Queensland fruit fly pest. These conditions will affect market gardeners in terms of what is suitable to be grown, time to harvest and crop management, and will have implications for the Island's food resilience.

While regeneration is part of our Island culture, and many of us grow our own produce, compost our waste, recycle, and volunteer - we want to build upon our individual efforts, to collaborate and to give back more than we take. We ask our visitors to do the same and will develop and communicate clear opportunities for them to contribute in the following actions:

ACTION 4. ABORIGINAL TRUTH-TELLING, ECONOMIC FUTURES, CONNECTION TO COUNTRY

Journeys of Aboriginal Truth-telling, efforts to strengthen cultural practices and traditions on Country, and self-determining economic opportunities are emerging. Our mission is to hold space, listen, learn, and support as required. In the process we seek to better understand how our respective journeys can support our shared goal to restore and regenerate nature and culture, for the future.



REGENERATION

ACTION 5. CLIMATE ACTION

Mission: To assist our communities and operators understand and take action to address the climate crisis.

Climate action requires a fundamental shift in both our systems and mindsets. A holistic approach to climate action requires a balanced approach that both reduces carbon emissions and takes action to protect, restore and regenerate ecosystem function. Addressing energy and carbon emissions is part of the action required and steps must also be taken to address biodiversity loss and the decline in ecosystem function.

Agriculture is the major source of emissions (83%) on Flinders Island followed by transport (11%). In 2017, Hydro Tasmania embarked on a renewable energy project displacing the Island's reliance on diesel with wind and solar energy. The system can operate on 100% renewables when conditions allow. Given the Island's sparse settlement, rural roads, and its reliance on air transport, context-specific strategies for emissions reduction in transport are required.

We will work with Tasmania's Climate Change Action Plan (2023-25), the Island community, and tourism industry bodies to identify and implement a range of actions including:

Direct actions:

- Positive impact activation program for businesses (Action 11) which will help businesses identify potential actions
- Community-led visitor experiences (Action 12) which will help community identify and implement potential actions
- Environmental education designed to build awareness and behavioural change of visitors and locals.

Collective direct actions:

- Increase the localisation of food supply chains which will reduce carbon miles on food and improve local food resilience (Action 14)
- Support the Circular Economy Lab 'Trove' improving circularity of resource use (Action 8)
- Implement composting program (Action 7).

Indirect/sector-wide actions:

- Visitor volume - reduce the number of visitors and encourage longer stays
- Visitor origin - target local domestic visitor markets
- Greenhouse Gas (GHG) intensive transport - work with transport providers.

What success looks like:

- A climate action plan developed for the Island that takes a holistic approach and engages all sectors - tourism, agriculture and transport
- Business uptake of the Positive Impact activation program
- Community/visitor education, awareness and information
- Farming community to adopt climate action
- Implementation of nature-based solutions.

Our actions are shaped by our remoteness and the high dependence we have on aviation and maritime transport, as well as supply chains that are outside our immediate control. However, our existing visitor experiences are low emissions activities - walking, birding, and other nature-based experiences. We intend to offer positive impact activities such as land restoration. But we know there is support within our communities to change and we want to do more than 'tick box' solutions and sustainability criteria which distract from the deep change that is required.



REGENERATION

ACTION 6. CARING FOR WILDLIFE

Mission: To raise wildlife awareness, appropriate driving practices on the Island and what to do if a visitor encounters injured wildlife. The intention is to create particular opportunities for visitors to make a contribution back to improve the safety of wildlife and to support our wildlife carers.

Close contact with native animals can easily become a highlight in transformational visitor experiences on the Island. The Patriarch Wildlife Sanctuary is run and maintained by volunteers. However, visitor feedback tells us that roadkill can also be a negative aspect of the visitor experience. There are a number of voluntary wildlife carers on the Island who look after rescued or injured wildlife in consultation with the Parks and Wildlife Service.

What success looks like:

- Information in every rental car and accommodation about respecting wildlife, driving on the Island, what to do in the event of finding injured wildlife, and contact information
- 'Go fund me' or other donation mechanism so visitors can contribute to wildlife rescue and care
- A wildlife education experience associated with the proposed veterinary clinic.



ACTION 7. COMPOSTING

Mission: To increase the use of composting on the Island, eliminating biodegradable waste and improving soils.

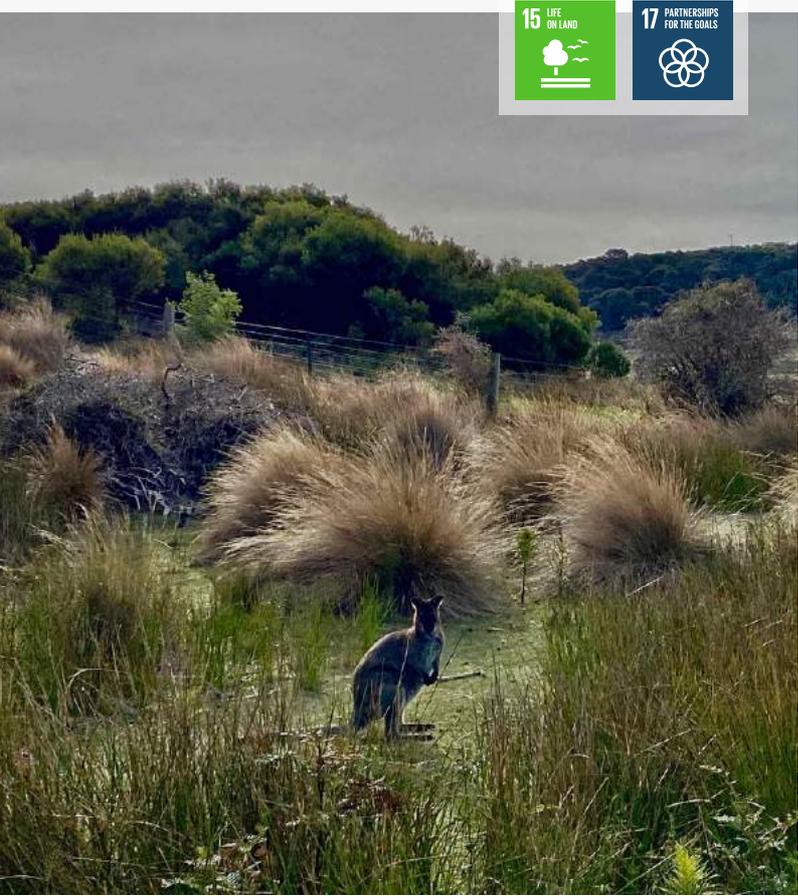
Complementing 'Trove' (Action 8), and the local waste hubs (Action 15), this action focuses specifically on biodegradable waste and offers the dual benefit of creating compost to support food production on the Island, as well as the gradual elimination of a major source of waste. Unlike other Local Government Areas, there is no general, kerbside 'rubbish' collection on the Island.

The initial plan is to work in collaboration with Council and FIBI to determine potential interest groups – e.g. households, businesses and community organisations and what is already being done at an individual, business or collective level. The cost of bins and other related requirements will be assessed, as will any potential funding sources.

While this project is at an early stage, there are already some good examples of composting activities on the Island and a recent composting workshop held as part of the Furneaux Futures Forum was over-subscribed.

What success looks like:

- Increased composting in local, family households and accommodation businesses, followed by other businesses and organisations
- Overall decrease in biodegradable waste on Flinders Island
- Participants providing practical demonstration sites to teach others
- A successful education program including active involvement of the school
- Potential business/employment/social enterprise pathway for waste collection and its return to 'subscribers' as compost to be recycled in their own gardens, or donated to the school or community gardens
- Reduced carbon emissions from food waste.



REGENERATION



ACTION 8. CIRCULAR ECONOMY LAB - 'TROVE'

Mission: To broaden and strengthen community appreciation for reusing materials and minimising landfill through Circular Economy principles and a safe facility to experiment. Being isolated, Islanders already have an innate understanding of the need to maximise the use of all available resources.

We have a waste problem. A significant proportion of what comes to the Island stays on the Island. Exporting waste back to the mainland is costly and comes with its own carbon footprint. On-island recycling is not economically viable. Visitors on holiday have little relationship to the waste they produce and are shocked at the end of their stay when they visit the landfill facility.

The new Waste and Resource Recovery Act 2022 requirements amplify the challenge for the Council given the increasing volume of waste. 'Trove' strives to help both visitors and locals transform their relationship with waste and willingly embrace an increased understanding and responsibility.

This is not the sort of image or action you generally find in a visitor strategy, but we are not your average community. We want people to take responsibility for the waste they produce, and we want people to develop a new appreciation for this planet when they visit our Island. We want visitors to connect and belong, which is why they should take a look back stage and help us address the waste challenge.

'Trove' is an innovative, holistic solution which invites residents and visitors to take responsibility for their waste. In Trove, waste is sorted, reused, repurposed and recycled. Repair, creative arts and circular innovation will showcase island innovation. It's an opportunity for visitors to engage with locals, learn and contribute. The proposal includes:

- Sorting areas (big and small)
- Storage of raw materials and items for sale, swap, and reuse
- Repair cafe (fix and learning area)
- Work areas (light tools, art and craft areas)
- Workshops for artists and creatives
- Visitor experiences, tours and sculpture garden.

What success looks like:

- Partnerships with Council, Community Shed, school, and Furneaux Community Arts Group
- Continuing and active working relationship with the Office of the Coordinator-General and the Tasmanian Waste Recovery and Resource Board
- Reduction in hard waste going into landfill
- Innovative waste-related visitor experiences.

REGENERATION

ACTION 9. REGENERATING NATURE

Mission: To identify, support and communicate opportunities for visitors and the community to restore, replenish and regenerate nature. Initiatives under this action will demonstrate social and cultural inclusion, environmental stewardship and protection, and will respect the unique and irreplaceable social, cultural, and environmental character of the Furneaux Group.

There are several community and environmental groups that undertake nature positive actions, including nature restoration, protecting biodiversity, weed eradication, and monitoring on Flinders Island, Franklin Sound and the outer Furneaux islands. Visitors benefit from the work of these volunteers but it is often not clear how visitors can learn about these efforts or make a contribution.

Our ambition is to support local groups, businesses, or individuals seeking to develop and/or offer opportunities for visitors to make a positive contribution. Nature positive visitor experiences and indirect opportunities to support this work builds connection, understanding and stronger relationships where visitors will belong, care and connect at a deeper level.

What success looks like:

- Clearly communicated opportunities for visitors to make a nature-based, positive contribution via a range of activities including donations, volunteering, expertise, research, events, local merchandise, visitor experiences, and so on.
- Strong working relationships between organisations, businesses, and individuals including:
 - Tasmania Parks and Wildlife Service (PWS)
 - Furneaux Islands Protection Network Inc (FIPNI); formed in 2021, provides a voice for nature, and supports those who wish to protect the environment of the Furneaux Group as well as the Islands in Franklin Sound, which are home to mutton birds
 - Friends of Bass Strait Islands (FOBSI), which has been active on the islands for more than 20 years and relies on volunteers to undertake conservation management
 - Local property owners working with Landcare Tasmania and the Tasmania Land Conservancy (Land for Wildlife Program) and who may need support for land management activities
 - Businesses on and off-island seeking to make a nature-positive contribution.



"We want to share what we have and provide opportunities for people to feel like they are participating and doing good work in the places they visit. It's a new kind of tourism we are exploring on Flinders Island."

Photo credit: John French
Local resident and
Landcare Tasmania supporter



REGENERATION

ACTION 10. CLEAN SEAS AND TIDY TRACKS PROGRAM

Mission: To remove inorganic, man-made material - particularly plastics, metal and glass from our marine environment, and for other rubbish to be removed along walking tracks, coastal reserves and public areas of land.

As Islanders, we live close to the natural elements, which directly impact our daily rhythms of life, and are critical to both our survival and our prosperity.

This action reflects the deep sense of stewardship felt by local communities, who are witnessing the gradual degradation of their otherwise pristine environments.

Both locals and visitors will be encouraged to use specially designed, reusable and multi-purpose bags, which will be colour-coded according to the task. A flyer will also be provided to program participants briefly outlining the importance of the Furneaux islands' seas and tracks. The program will be linked to the Welcome Pledge.

A new group will be formed, 'Friends of the Furneaux Isles' (FOTFI), which will coordinate appropriate information with Tasmania Parks and Wildlife Service and Flinders Council. This group will also be responsible for measuring the amount of rubbish collected through the program, and keeping volunteers informed of the results.

The Clean Seas and Tidy Track program is sponsored by the Furneaux Maritime History Association.

What success look like:

- Successful formation of the FOTFI
- Bags readily available and promoted across the Island, including through car hire, accommodation providers and other businesses
- Visitors and locals interacting and enjoying some of the most scenic places on the Island, while undertaking an activity that will have a positive impact on the natural environment
- Data collection measuring the impact of this activity, charting the areas requiring most/least attention and reporting back to volunteers, businesses and other interested parties
- Visitors and locals reporting fallen trees and other potential hazards to appropriate authorities
- Effective use of designated rubbish receptacles and collection points
- Ongoing engagement with individual volunteers and business uptake
- Visitors returning to the Island to contribute to the program
- Productive partnership with the Tasmania Parks and Wildlife Service and Council
- Reducing the impact of detrimental human activity on the Island's environment.



REGENERATION

ACTION 11. POSITIVE IMPACT ACTIVATION PROGRAM FOR BUSINESSES

Mission: To develop and deliver a positive impact activation program where individual businesses can take a practical learning journey to implement and measure the operational changes required to deliver positive impact in relation to their business and our visitor economy. We've known for some time that generic business development programs scaled down to us don't work on the Island. We need an active experiential learning program where we can walk the journey together, and learn and experiment along the way.

Many of our businesses have been quietly pursuing outstanding unique business opportunities, contributing diverse kinds of social, cultural, economic and environmental value to this place and its people. A positive impact activation program would include auditing existing practice, identifying opportunities for positive impact (nature, people and place-based), coaching and mentoring 'in situ', reflecting and measuring impact, and sharing the stories of positive impact.

What success looks like:

- Design and delivery of a positive impact program on-island so that the capacity remains on the Island. We know top-down programs don't work, so support us to design our own and scale it up to other places
- Uptake by businesses motivated to share their story of regeneration - for their business, for the community, for the future.



ACTION 12. COMMUNITY-LED VISITOR EXPERIENCE DEVELOPMENT

Mission: To deliver positive impact, we also need to develop and communicate clear opportunities for visitors to contribute to the regeneration of community and environment. We call this the generosity economy and it works both ways. Community will offer genuine local experiences and visitors will make a positive contribution in return. We will:

- Help existing businesses identify and develop positive impact visitor experiences
- Work with community and environmental groups to identify opportunities where visitors can give back or make a contribution, and help to make these accessible
- Tell the story of positive impact visitor experiences, assist in the measurement of impact and assist in communicating the story of impact.

Visitor experience opportunities were identified during community consultation and are waiting to be developed. Historically, there is little uptake of top-down programs. This on-island action would deliver coaching, mentoring and capacity building.

What success looks like:

- Design and deliver a positive impact visitor experience program with community engagement
- Uptake by businesses, community groups and individuals in a visitor experience program.



“We as a community are trying to swap the word 'tourist' (think extractive, entitled, exploration style people coming to the Island), for 'visitors' (ones who want to get involved and participate in community and environmental activities - thereby giving back as much as they take)

Island Resident

REGENERATION

It's island life," says Bill Riddle. "If you're a Straitsman you're a sailor, a fisherman, a shearer, a farmer, a birder, the lot. It's life."

Patsy Adam-Smith
Australian Natural History 1980
Vol.2

ACTION 13. REGENERATING MARITIME CULTURE AND HERITAGE

Mission: To establish a Maritime History Centre to showcase the nationally significant maritime cultural heritage of Flinders Island and the Furneaux Group.

This action involves gaining approvals, and the design and development of a multi-purpose centre located at Lady Barron. The hybrid culture of the Straitsmen is a lesser known but important chapter in our history, and draws strong interest from a national audience interested in Tasmanian and Australian genealogy, history, and culture.

In addition to a maritime display, the Centre will include community facilities, services for visitors and researchers, and a small event space. The project will contribute to the regeneration of the Islands' maritime and cultural history. It will collaborate with the Furneaux Museum and contribute to other history-related experiences, community cohesion and the cultural life of the islands.

This project is supported by the Furneaux Maritime History Association and the Lady Jillian Association.

What success looks like:

- Approval and development of the Maritime History Centre
- Recovery and relocation of the historic ketch the 'Lady Jillian', currently located in kanamaluka/ Tamar River, Launceston
- Restoration of the 'Lady Jillian' as a fixed maritime heritage exhibit to augment the Maritime History Centre at Lady Barron
- Biennial symposium sharing the islands' rich maritime heritage.



REGENERATION

ACTION 14. FLINDERS ISLAND FOOD NETWORK

Mission: To formalise and continue activating the Flinders Island Food Network - a group of more than 100 individuals interested in promoting local food production. A small group of Islanders called the 'Edible Core' leads this initiative. It was formed as a result of the Islander Way project to promote self-sufficiency, the circular economy, resilience, and sustainability in local food production. There are obvious flow-on benefits for our visitors to the Island in terms of food experiences and deeper connection to the Island through local food offerings and stories.

The Flinders Island Food Network works in three focused areas:

- Supporting local food producers
- Building community resilience
- Education.

What success looks like:

- Increased food security and island resilience
- Improved access to fresh produce which supports community health and well-being
- Improved local distribution networks, supporting growers and reducing waste
- A flourishing community of growers supported by the community and visitors.



ACTION 15. LOCAL WASTE HUBS

Mission: To achieve zero landfill and a 50% reduction in hard waste on Flinders Island within 10 years.

This community-led initiative plans to achieve this by reducing waste from households and rental accommodations at source, as well as implementing waste reduction and education strategies within and across communities.

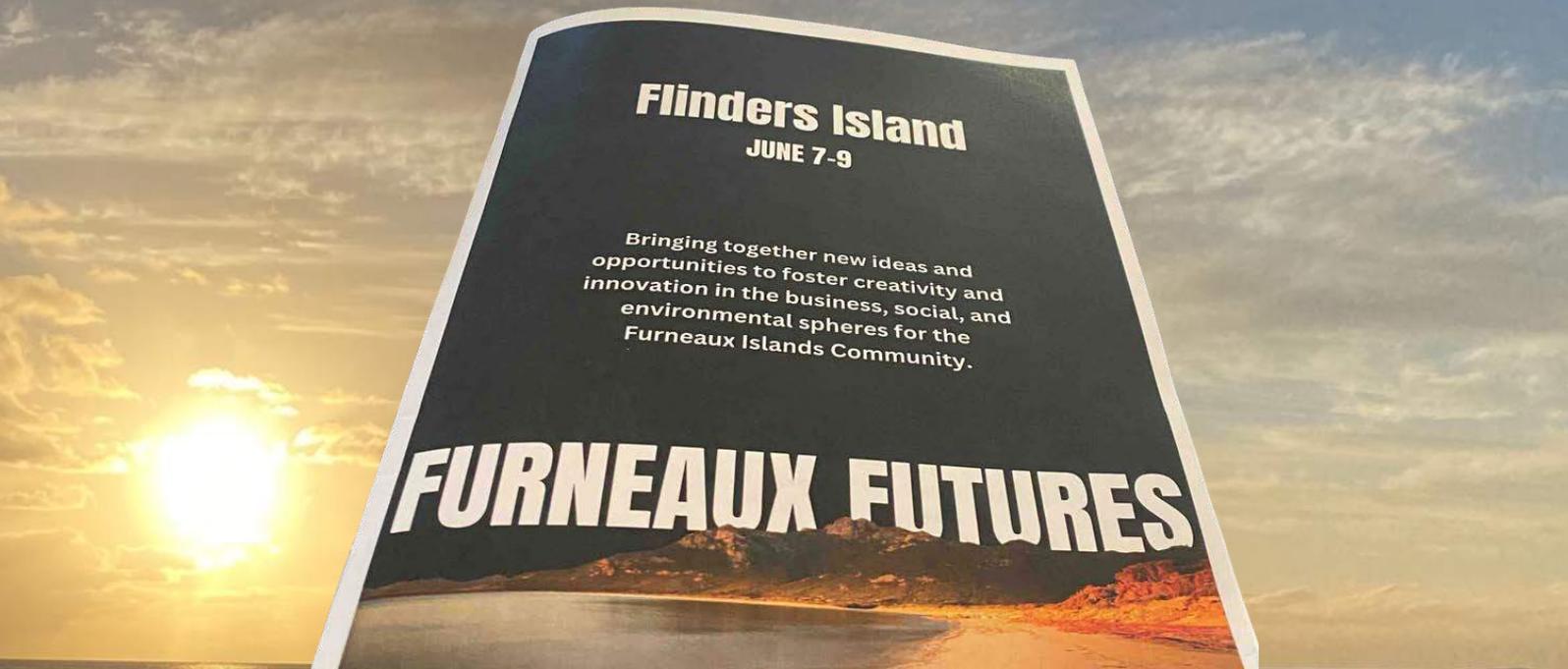
The project suggests that the Killiecrankie and Lady Barron transfer stations be transformed into sorting and recycling centres in order to decrease landfill waste and create a more resilient community.

The project aims to inspire both visitors and residents to develop a new and mindful relationship with waste in order to contribute to a better planet.

What success looks like:

- Decrease in waste going into landfill
- Buy-in from households and accommodation operators
- Education materials about island waste challenges shared with the world.





COMMUNITY LEADING

We are confident our community can design and activate its own future. We do not need solutions "from away", but would like support to progress our community wealth and capacity-building journey. Empowering our community by unlocking local knowledge, lived experience, and island ingenuity will not only enable our place to flourish, increasing local economic well-being, but it also makes it a great place to visit.

Our mission is to build our own capacity by collaborating with others, to address the challenges that we face, and share our experience by scaling up to other communities experiencing similar challenges. We will do this by:

- Demonstrating the change we want to see, by working with our business and community groups to develop positive impact visitor experiences and opportunities to give back
- Developing our leadership capacity from global to local levels and sharing our insights with others
- Leveraging our reputation as a first mover in regenerative development and positive impact
- Building a governance framework that empowers diverse local voices
- Communicating our stories of positive impact and the benefits back to community, place and nature.

ACTION 16. 'REGENERATION BY DESIGN' EVENTS

Mission: To leverage our leading edge advantage in regenerative tourism by hosting events that share our learning and showcase the potential of regenerative approaches in other locations.

The Furneaux Community Collective proposes a self-funded regenerative retreat in April 2024 aligned with the Furneaux Futures Forum. This retreat will take advantage of national and international interest in regenerative tourism and this project.

What success looks like:

- Host a regenerative tourism x design event in 2024 with plans to repeat the retreat on an annual basis
- An empowered community collective organising the event with community support
- Hosting online events and webinars on regeneration to build interest in the lead up to the event
- Work with the UN Local2030 Islands Network to showcase island innovation.



COMMUNITY LEADING



ACTION 17. FURNEAUX COMMUNITY COLLECTIVE

Mission: To establish the Furneaux Community Collective as a transparent community voice to pursue regenerative development. The Collective will establish an accountable and trusted governance structure and work closely with Flinders Council.

Local government reform is on the agenda. Now more than ever, a community collective that works with Council and supports broad community interests is needed. Many other rural and remote locations across Australia have established effective collectives, and the Island communities are willing to lead by demonstration.

Without limiting the future activities of the Furneaux Community Collective, we have identified the following objectives:

- Provide a 'home' for community discussion, capacity-building and problem solving, and a touch point for government agencies wanting to understand community interests and concerns
- Develop an entity to progress the six community-led projects co-designed as part of the Islander Way
- Leverage the 'first mover' reputation in regeneration started by the Islander Way project
- Create a legal entity to apply for and administer grants
- Design and deliver a positive impact program on-island so that the capacity remains on the Island
- Support opportunities for Aboriginal Truth-telling and economic opportunities
- Provide a digital presence for visitors to book and pay for positive impact experiences
- Support micro, solo entrepreneurs and small businesses develop for-purpose business ideas that will contribute to regeneration, community wealth and capacity building
- Help businesses address their social licence by measuring and communicating the value produced by the visitor economy and the returns to community and nature.

The Furneaux Community Collective requires a website that can provide a focus for communication, information sharing, visitor information, and the sale of goods, services, and experiences. The website would include consumer-facing visitor information and community information in one place and address the historical 'them' and 'us' gap. The backstage component would house a community portal for members of the collective to share information, online engagement, and virtual meeting spaces.

What success looks like:

- 50% of the community become members of the Furneaux Community Collective by 2033
- Continued progress of each of the six community projects
- Support new and emerging Island leaders
- Partner with 20 businesses to deliver positive impact visitor experiences - an Australian first
- A learning module which shares our regenerative tourism journey insights
- An annual community sentiment survey that shows strong support for hosting regenerative travellers.





"We want the kind of visitor who is happy to do the washing up at the end of the meal."

Local resident feedback

HOSTING VISITORS

We are a creative community, gently provocative and intensely alternative. It has been that way for generations. Lived experience, local knowledge, and our remoteness drives our ingenuity and creative innovation. We don't want industrial tourism and our position on that has been consistent since the 1970s. We prefer not to use the words 'tourism' or 'industry', but we are happy to host genuine visitors who are willing to be one of us during their time with us. Authentic visitors seeking transformational connection are welcome, but all this needs to be done with and through us, not to or for us.

HOSTING VISITORS FOR REGENERATION

We do not want to grow tourism numbers or experience visible tourism. We want to host visitors who contribute and who are part of our community. Any development of the visitor economy should reflect our desire to:

- Host visitors who belong and act as if this is home
- Hold space for Aboriginal Truth-telling and self-determined economic opportunities
- Protect, conserve and regenerate our natural environments
- Offer slow, authentic local visitor experiences consistent with our remoteness
- Maximise local visitor spend
- Localise supply chains
- Increase our food resilience
- Support economies of scale in our existing communities
- Respect the small scale and character of existing development
- Respect landscape quality and ecological values.

HOSTING VISITORS

ACTION 18. FLINDERS TRAILS

Mission: To activate opportunities for locals to share their love of the Island with visitors.

The Flinders Trails group, emerging out of the Islander Way journey, aims to activate health and well-being opportunities for local residents as well as visitor experience development. While local visitor experiences are limited, there is potential to develop deeply transformational experiences.

Our group is aware of local guides and operators who want to work together to support the Parks and Wildlife Service (PWS). The partnership is designed to support the 10 island walks designated by PWS and seeks to work with locals and visitors to enhance the trail system, encourage citizen science, and other positive impacts.

This initiative contributes to the long term showcasing of the Island's unique environment, providing recreation and adventure opportunities for both locals and visitors.

What success looks like:

- Establish visitor experiences offered by proficient, local, on-island guides
- Support local walkers and walking group opportunities
- Nature-based business opportunities that deliver positive impact experiences
- Increased use of trails by locals contributing to health and well-being.



VISITORS TRANSFORMED

"Once you have been to Flinders Island, you don't go back the same."

"This is a medicine mountain Always was, always will be. Proud to walk in all of its beauty and look down to the fishing grounds of my great great grandfathers."

"Magnificent island. A big thought. Thank you to our First Nations."

"Truly magical. Nature at its finest. Incredible views on this most lovely Island."

"As we reflect on our journey, we wrote this haiku..."

*Amidst blue waters
Flinders island stands in peace
Nature's masterpiece."*

HOSTING VISITORS

ACTION 19. POSITIVE IMPACT CAMPING

Mission: To ensure that all campers and RV visitors make a meaningful contribution to the Island, its environments and communities through uptake of positive impact opportunities.

As camping has become increasingly popular, we have been concerned over the impacts on the environment and the invisible burden of servicing and managing these impacts. Parks and Wildlife Service and Flinders Council will collaborate to implement a strategy that manages the impacts of camping by:

- Upgrading existing facilities (as appropriate) and encouraging the use of those facilities to contain impacts
- Implementing a user pays system (as part of our digital strategy) to provide services and information
- Using the Welcome Pledge and other digital tools (as part of our digital strategy) to communicate expectations about behaviour and how to make a positive impact.

What success looks like:

- Improved flow of information to campers about expectations, behaviour and positive impact opportunities measured in the uptake of the Welcome Pledge
- At least 50% of campers engage and support positive impact experiences
- Reduction in reported incidence of negative impacts.



Visitors to the Island are like those people you would invite into your own home. You have a mutual sort of level of trust and respect to the level that they are welcome because you are pretty sure they won't trash your place or steal the silverware!

Community member, workshop participant

HOSTING VISITORS

ACTION 20. DIGITALISATION STRATEGY

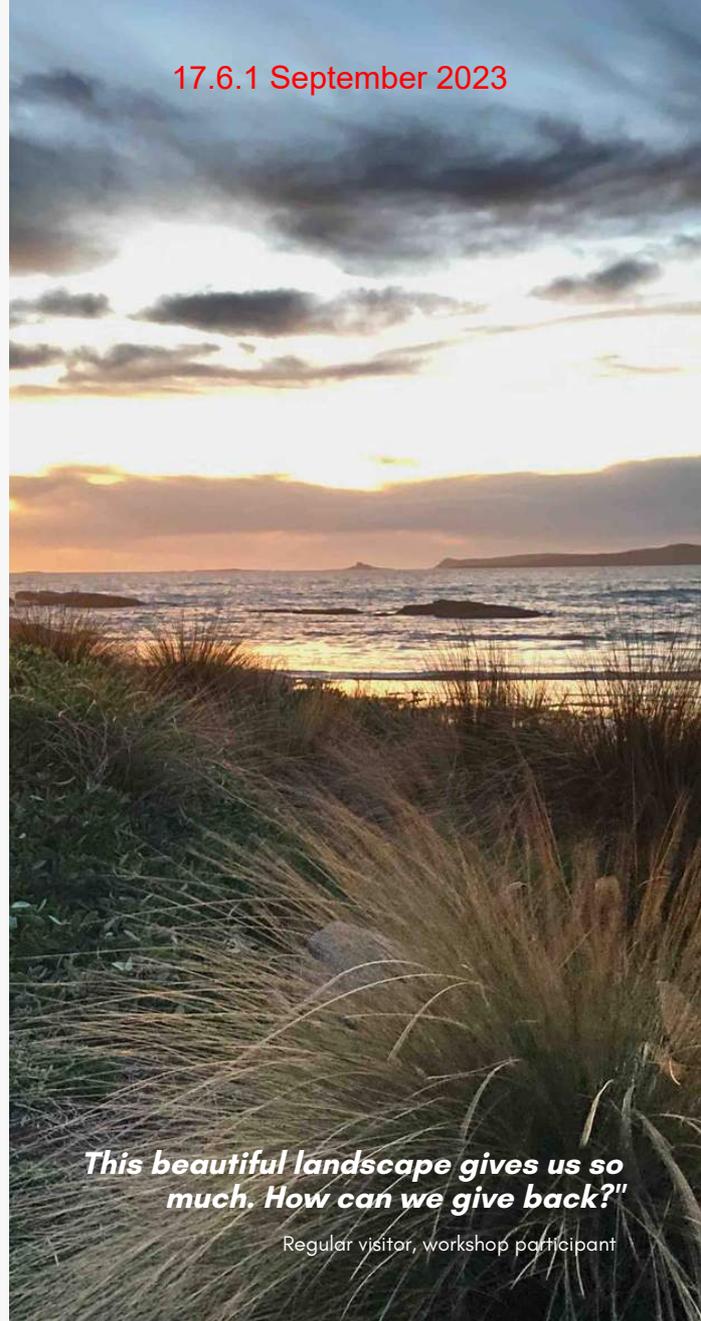
Mission: To develop and activate a digitalisation strategy, including a website that has community, business and visitor-facing functionality. The role of the strategy is to deliver:

- A visitor portal - place to find information (especially after hours) using AI/chatbot capability
- A community collective portal - place for community members to engage, share information and connect with visitors by choice
- A portal for local visitor economy-related businesses, including:
 - Targeted support for micro, small and solo entrepreneurs in digital marketing
 - Ecosystem connector support for larger off-island businesses to liaise with local individuals, businesses, and visitor experience opportunities
- On-line training and education aimed at developing locally-led visitor experiences and positive impact offers
- Additional podcast episodes for local Islanders.

The objective of the digitalisation strategy is to:

- Improve information and awareness
- Facilitate connection between locals and visitors
- Build and support visitor journeys
- Facilitate local spend
- Provide emergency management information for visitors
- Keep visitors informed and connected, and develop the sense that they are part of the community for a few days, a week, or longer
- Collect data and potentially develop a dashboard.

If one of our key aims is to encourage visitors to belong, and for hosting visitors to be community-led and place-based, then a Furneaux islands website and digitalisation strategy can provide a place of connection, a virtual hub of information for all, and act to align community challenges with opportunities to give back and contribute.



This beautiful landscape gives us so much. How can we give back?"

Regular visitor, workshop participant

What success looks like:

- Launch of a multi-facing website showcasing regenerative Furneaux islands
- The Welcome Pledge is hosted on the website and linked to positive impact experiences/opportunities
- Local and off-island businesses (micro, solo, small and medium-sized businesses) have a website presence
- Implementation of a website booking and payment system connecting visitors with local products, services, experiences, and stories
- Activation of digital experiences, gamification and other visitor experiences.

WHAT HAVE WE ACHIEVED?



WE BUILT A NEW RELATIONSHIP WITH TOURISM

As stewards of this place, we are asserting our voice. Our community has been weighing up both the benefits and the costs of hosting visitors on Flinders Island. While we understand that tourism makes an important contribution to our local economy, it also challenges us. We choose to live on a small, relatively isolated island, with limited infrastructure, services and amenities. We know that we have much that the rest of the world is seeking, but our ecology is fragile. Our pace of life is slower; we have our own way of doing things in our own time. This regenerative framework is our response to the question ‘How can we protect all that is precious to us, while sharing it with people “from away?”’

WE UNCOVERED OUR ISLAND CREATIVITY AND INNOVATION

This journey has been about community wealth-building and it has inspired us towards greater innovation and self-reliance; towards a belief that we are creating an environment in which we will be better equipped to withstand the inevitable and complex challenges ahead - particularly those brought about by climate change. We are also creating solutions that respond to place; that address our particular, local needs.

WE CO-DESIGNED OUR FUTURE AND IDENTIFIED TANGIBLE ACTIONS

Our community has been enormously enriched by this journey. We have come together, we have built new connections; we have collectively identified the challenges and co-designed the actions required to move forward. In doing so, we have given our time, our local knowledge, our lived experience, our way of seeing things.

WE ACTIVATED SYSTEMS CHANGE BY FOCUSING ON THE BIG PICTURE AND THE FINE GRAIN

To be successful, we have had to look beyond tourism to develop a more holistic approach that could support our community’s needs. We have learnt from experience that we cannot provide the kind of hosting that we would like, if our own resources are being depleted - e.g. insufficient food in the supermarket or rubbish-strewn trails which occurred during COVID-19. The Islander Way has enabled us to understand and appreciate the benefits of a regenerative way of living, with the community and the natural environment at its centre. We have created our own projects that will provide tangible benefits to both locals and visitors.

WE BUILT OWNERSHIP

Our business community has its own challenges, but there is a group of bright, young entrepreneurs who have invested in the Island and see a regenerative future. Our intergenerational businesses show it is possible. We have built ownership of the Islander Way as opposed to soliciting buy-in.

WE DEVELOPED A PROTOTYPE THAT CAN BE SCALED UP TO OTHER COMMUNITIES

Our island community has championed a new relationship with tourism; a new model that responds to the bigger challenges that communities are facing everywhere. Engaging with the UN Local2030 Islands Network, an international community of practice in sustainable and regenerative tourism, has shown that our island ingenuity is internationally relevant.

WE IDENTIFIED HOW VISITORS CAN GIVE BACK AND CONTRIBUTE

The visitors we have encountered during the course of this journey have reinforced that regenerative travel is not simply a sector. It’s a deeper form of connection with place, with people, and with the planet. The regenerative travellers that come to our shores are willing to explore how they can create a positive impact; how they can give back to nature and to a community that has welcomed them.

OUR CALL TO ACTION

Our call to action is open to all. Regeneration is our mission, and missions require a bold vision, collaboration, and shared responsibility.

MOMENTUM AND CONTINUITY

We have now reached a critical juncture. Funding for the Islander Way project concluded in June 2023. Our community already has one of the highest rates of volunteering in the country, many people work multiple jobs. There is little capacity to activate the change we have co-designed.

While our community has clearly determined its priorities and has carried out all the groundwork including some experiments, project funding has a beginning and an end. It makes it difficult to continue the momentum created by the Islander Way project.

We call all those interested in the regenerative journey ahead. We are ready to demonstrate that this way of working is a model for many communities wanting a different relationship with tourism, and welcome support from the following groups:

NATURE

Nature is our core stakeholder and is personified here to represent its equity with other groups. From the quiet beaches and coastlines, to the mountains and mist, Furneaux islands is a place of untamed beauty. Nature is our life force, and for many, the reason why we are here. Nature contributes immeasurable value to local health and well-being and to visitor regeneration and transformation. The hosting of visitors must be nature positive.

ABORIGINAL COMMUNITIES

There are opportunities on the horizon, with which the palawa are ready to engage. These opportunities are about Truth-telling, self-determining an economic future, and continuing and strengthening important cultural practices and traditions on Country. This framework acknowledges, supports and holds space for the palawa on this journey, because our journeys of regeneration are intertwined.

COMMUNITIES

Communities, present and future, can benefit directly and indirectly from hosting visitors, although these benefits are not always clear. For example, additional customers contribute to businesses' bottom-line, enabling local shops, cafes and restaurants to operate in low season or to carry a wider product range, which can be useful for local residents. But there are many more ways to leverage the visitor economy, and our plan seeks to activate these benefits and make them transparent.

BUSINESS

Many of our businesses are inter-generational with wonderful stories to tell. Some of our businesses are new, dynamic and innovative and they have dreams to share. Regenerative businesses are those that give back more than they take, supporting local communities and caring for the environment. Businesses that tell their story of positive impact and regeneration can build on the growing interest in this approach.

VISITORS

Travellers are looking for deeper and more authentic connections with the places they visit, and they are becoming increasingly aware of their environmental footprint. We consider that visitors are a valuable part of our local economy and community.

GOVERNMENT

Flinders Council supports a regenerative approach, encouraging visitor economy solutions that restore and reinvigorate our local community, environments and people. Governments can assist us by recognising nature - and community-based solutions; by encouraging grants and funding mechanisms that catalyse broader systems change (not a 'pick the winners' approach); and by supporting the adoption of a positive impact business development program that meets our specific needs. We also hope that the broader Tasmanian tourism industry can assist us – Visit Northern Tasmania as our Regional Tourism Organisation, Tourism Industry Council Tasmania, particularly through its carbon action program, Tourism Tasmania, Department of State Growth and other departments and organisations whose policies and objectives align with the Islander Way,

PRIORITIES

What do we need to do to continue the momentum of the Islander Way?

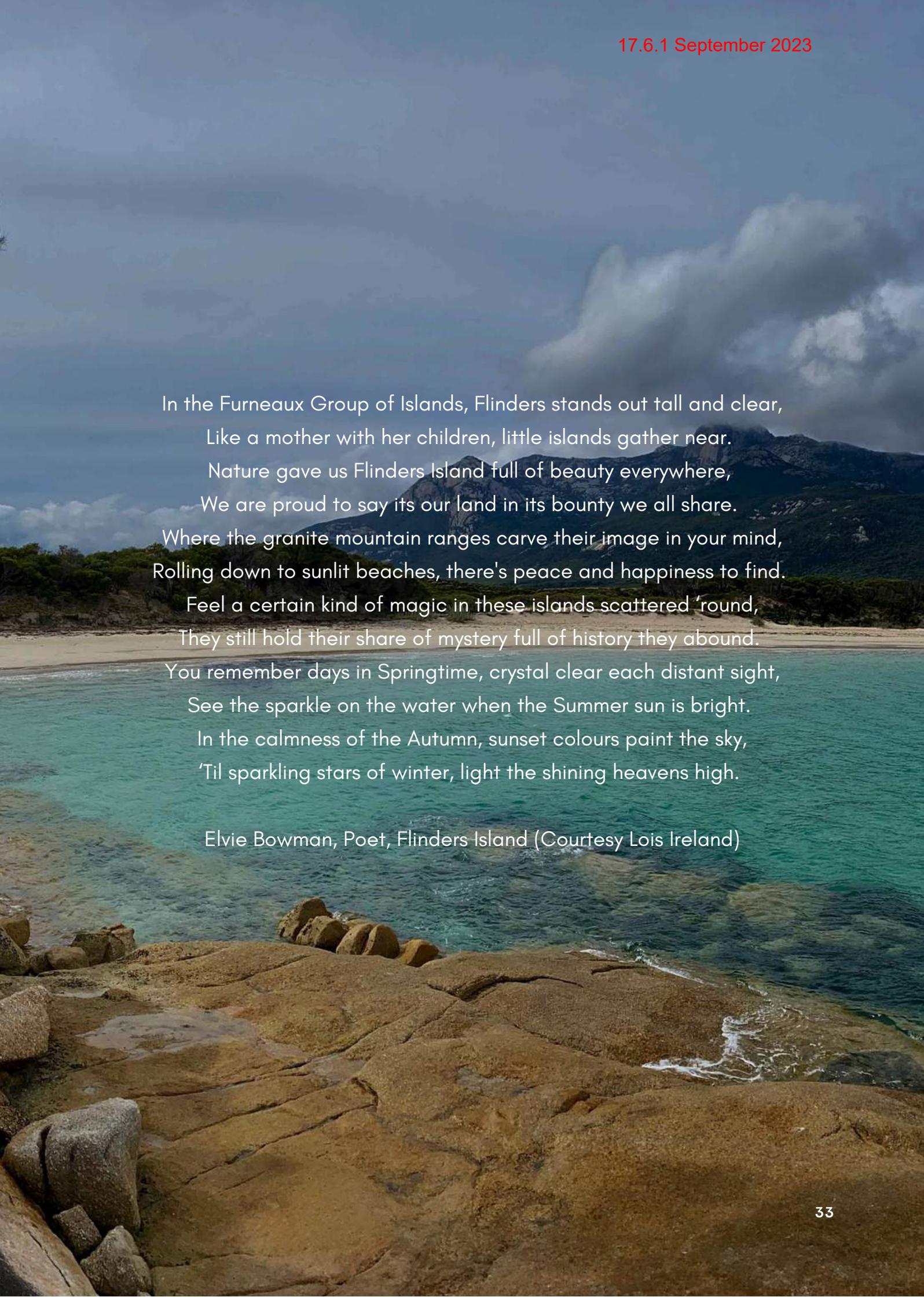
We have identified five priority actions through which all the other actions can be facilitated. These five priorities will catalyse broader systems change on the Island. Establishing and resourcing the Community Collective (Action 17) as the voice of the community, and the seat of capacity building, will ensure the momentum of the Islander Way continues.

Priorities #2 and #3 are key to building the capacity of the Collective and to help drive self-funding over time. Priority #4 will leverage the Island's leading reputation in regeneration, which will also help to build sustainable income streams. Priority #5 is an investment in the environment, and the ability of the Island to host its visitors.

These 5 actions will catalyse the systems change that Flinders Island needs:



- Action 1. Our story of place
- Action 2. Welcome Pledge
- Action 3. Marketing
- Action 4. Aboriginal Truth-telling, economic futures, connection to country
- Action 5. Climate action
- Action 6. Caring for wildlife
- Action 7. Composting
- Action 8. Circular economy lab - 'Trove'
- Action 9. Regenerating nature
- Action 10. Clean seas and tidy tracks program
- Action 11. Positive impact activation program for businesses
- Action 12. Community-led visitor experience development
- Action 13. Regenerating maritime culture and heritage
- Action 14. Flinders Island Food Network
- Action 15. Local waste hubs
- Action 16. 'Regeneration by Design' events
- Action 17. Furneaux Community Collective
- Action 18. Flinders trails
- Action 19. Positive impact camping
- Action 20. Digitalisation strategy



In the Furneaux Group of Islands, Flinders stands out tall and clear,
Like a mother with her children, little islands gather near.
Nature gave us Flinders Island full of beauty everywhere,
We are proud to say its our land in its bounty we all share.
Where the granite mountain ranges carve their image in your mind,
Rolling down to sunlit beaches, there's peace and happiness to find.
Feel a certain kind of magic in these islands scattered 'round,
They still hold their share of mystery full of history they abound.
You remember days in Springtime, crystal clear each distant sight,
See the sparkle on the water when the Summer sun is bright.
In the calmness of the Autumn, sunset colours paint the sky,
'Til sparkling stars of winter, light the shining heavens high.

Elvie Bowman, Poet, Flinders Island (Courtesy Lois Ireland)

POLICY ALIGNMENTS

NOTE: This is an indicative list of policy alignments only. As the policy landscape continues to shift and cross-sectoral complex policy initiatives unfold, there will be increasing alignment across governments.

ACTION 1 Our story of place

Key theme: Local distinctiveness and the unique qualities of the Furneaux islands

Supported by: Tasmanian: Strategic Plan 2019 - 2024 Brand Tasmania; 2030 Visitor Economy Strategy Tasmania; Flinders Council 2021-2031 Revised Strategic Plan; Tasmanian Government Small Business Growth Strategy 2026; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 2 A Welcome Pledge

Key themes: Social licence for tourism; tourism in harmony with communities

Supported by: 2030 Visitor Economy Strategy Tasmania; Northern Tasmania Destination Management Plan (June 2022)

ACTION 3 Marketing

Key themes: Community-led decision-making; honouring place

Supported by: Tasmanian: Strategic Plan 2019 - 2024 Brand Tasmania; RDA Tasmania Strategic Plan 2023; 2030 Visitor Economy Strategy Tasmania; Premier's Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); Tasmanian Government Small Business Growth Strategy 2026

ACTION 4 Aboriginal Truth-Telling, Economic Futures and Connection to Country

Key theme: Support initiatives of the palawa communities relating to Furneaux islands

Supported by: Pathway to Truth-Telling and Treaty (Nov. 2021); Tasmanian Aboriginal Centre, tayaritja Healthy Country Plan (June 2020); Northern Tasmania Destination Management Plan (June 2022); NRE Tasmania Strategic Plan 2022-2027; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 5 Climate action

Key themes: Environment; climate action; business and community resilience

Supported by: Tasmanian Climate Change Action Plan 2023-2025, Premier's Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); RDA Tasmania Strategic Plan 2023; 2030 NRM Strategy; Flinders Council 2021-2031 Revised Strategic Plan; Northern Tasmania Destination Management Plan (June 2022); NRE Tasmania Strategic Plan 2022-2027; Tasmanian Government Small Business Growth Strategy 2026; 2030 Visitor Economy Strategy Tasmania; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 6 Caring for Wildlife

Key themes: Nature protection, biodiversity, positive impact

Supported by: NRE Tasmania Strategic Plan 2022-2027; 2030 Visitor Economy Strategy Tasmania; Flinders Council 2021-2031 Revised Strategic Plan; 2030 NRM Strategy

ACTION 7 Composting

Key themes: Community resilience; climate change; food security; soil conservation; circular economy; personal responsibility for the environment and decarbonisation

Supported by: Tasmanian Climate Change Action Plan 2023-2025; Tasmanian Waste Resource and Recovery Strategy 2022-2025 (draft); Premier's Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); Flinders Council 2021-2031 Revised Strategic Plan; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 8 Circular Economy Lab – ‘Trove’

Key themes: Circular economy; community resilience; personal responsibility for the environment and decarbonisation; maximising resource recovery; waste reduction

Supported by: Tasmanian Waste Resource and Recovery Strategy 2022-2025 (draft), RDA Tasmania Strategic Plan 2023, Premier’s Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); Northern Tasmania Destination Management Plan (June 2022); Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 9 Regenerating Nature

Key themes: Local stewardship; regenerating the natural environment, positive impact

Supported by: NRE Tasmania Strategic Plan 2022-2027; NRM Strategy; Tasmanian Aboriginal Centre, tayaritja Healthy Country Plan (June 2020); 2030 Visitor Economy Strategy Tasmania ; Northern Tasmania Destination Management Plan (June 2022); Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 10 Clean Seas and Tidy Tracks Program

Key themes: Waste reduction, protection of the natural environment

Supported by: 2030 Visitor Economy Strategy Tasmania; Tasmanian Climate Change Action Plan 2023-2025, Premier’s Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); RDA Tasmania Strategic Plan 2023; 2030 NRM Strategy; Flinders Council 2021-2031 Revised Strategic Plan; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 11 Positive Impact Activation Program for Business

Key themes: Thriving regenerative businesses; program delivery tailored to place and community

Supported by: 2030 Visitor Economy Strategy Tasmania ; RDA Tasmania Strategic Plan 2023; Tasmanian Government Small Business Growth Strategy 2026

ACTION 12 Community-led Visitor Experience Development

Key themes: Authentic, place-based visitor experiences; conscious travel

Supported by: 2030 Visitor Economy Strategy Tasmania; Brand Tasmania

ACTION 13 Regenerating Maritime Culture and Heritage

Key themes: Unique heritage and culture; positive impact; authentic, transformative visitor experiences

Supported by: Flinders Council 2021-2031 Revised Strategic Plan; Brand Tasmania; 2030 Visitor Economy Strategy Tasmania

ACTION 14 Flinders Island Food Network

Key themes: Food security, circular economy, community resilience

Supported by: Food Relief to Food Resilience, Tasmanian Food Security Strategy, 2021-2024; Healthy Tasmania Five-Year Plan 2022 – 2026; Tasmanian Waste Resource and Recovery Strategy 2022-2025 (draft); RDA Tasmania Strategic Plan 2023; Premier’s Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); Flinders Council 2021-2031 Revised Strategic Plan; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 15 Local Waste Hubs

Key themes: Circular economy; community resilience; personal responsibility for the environment and decarbonisation; maximising resource recovery, climate action, waste reduction

Supported by: RDA Tasmania Strategic Plan 2023; Premier's Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); Flinders Council 2021-2031 Revised Strategic Plan; Tasmanian Waste Resource and Recovery Strategy 2022-2025; Tasmanian Climate Change Action Plan 2023-2025; Northern Tasmania Destination Management Plan (June 2022); 2030 Visitor Economy Strategy Tasmania; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 16 'Regeneration by Design' Events

Key theme: Flinders Island, Tasmania leading the way in regenerative tourism and communities

Supported by: 2030 Visitor Economy Strategy Tasmania; UN Local2030 Islands Network

ACTION 17 Furneaux Community Collective

Key themes: Community engagement and decision-making; destination management and regional development; supporting emerging leaders; good governance; business development

Supported by: RDA Tasmania Strategic Plan 2023; Premier's Economic and Social Recovery Advisory Council (PESRAC) Recommendations (2021); Tasmania's Visitor Economy Strategy 2030 Key Directions Paper; Tasmanian Leaders' Program; Flinders Council 2021-2031 Revised Strategic Plan; Tasmanian Government Small Business Growth Strategy 2026

ACTION 18 Flinders Trails

Key themes: Authentic; transformative visitor experiences; health and well-being

Supported by: 2030 Visitor Economy Strategy Tasmania; Healthy Tasmania Five-Year Plan 2022 – 2026; NRE Tasmania Strategic Plan 2022 – 2027; Northern Tasmania Destination Management Plan (June 2022); Tasmanian Government Small Business Growth Strategy 2026; Tasmanian Sustainability Strategy Discussion Paper (August 2023)

ACTION 19 Positive Impact Camping

Key themes: Environmental protection, positive impact

Supported by: 2030 Visitor Economy Strategy Tasmania; NRE Tasmania Strategic Plan 2022-2027

ACTION 20 Digitalisation Strategy

Key themes: Digital technology; visitor information; community engagement

Supported by: 2030 Visitor Economy Strategy Tasmania; Tasmanian Government Small Business Growth Strategy 2026

'WHAT SUCCESS LOOKS LIKE' CHECKLIST

ACTION 1. OUR STORY OF PLACE

- Uptake of Islander Way storytelling by individuals and businesses
- Stories of the Islander Way profiled in Sharp airlines magazine, the 'Sharp Traveller.'

ACTION 2. WELCOME PLEDGE

- Co-design of a Welcome Pledge and a communication strategy that links to a call to action to make a positive impact
- Clearly articulated opportunities for visitors to contribute and make a positive impact
- Link the Welcome Pledge to the Positive Impact Business Activation Program
- Local writers, creators are involved in the design of the Pledge.

ACTION 3. MARKETING

- Establish governance arrangements that hold space for diverse community voices representing nature, culture, community and place
- Tourism organisations at upper levels consulting with the Community Collective prior to spending money on campaigns, to ensure alignment
- Operators and businesses that consult with the community collective in their own marketing efforts.

ACTION 4. ABORIGINAL TRUTH-TELLING, ECONOMIC FUTURES, CONNECTION TO COUNTRY

- Supporting the Aboriginal community on their journey

ACTION 5. CLIMATE CHANGE

- A climate action plan developed for the Island that takes a holistic approach and engages all sectors - tourism, agriculture and transport
- Community/visitor education, awareness and information
- Business uptake of the Positive Impact Activation Program
- Farming community to adopt climate action
- Implementation of nature-based solutions.

ACTION 6. CARING FOR WILDLIFE

- Information in every rental car and accommodation about respecting wildlife, driving on the Island, what to do in the event of finding injured wildlife, and contact information
- 'Go fund me' or other donation mechanism so visitors can contribute to wildlife rescue and care
- A wildlife care and education experience associated with the proposed veterinary clinic.

'WHAT SUCCESS LOOKS LIKE' CHECKLIST

ACTION 7. COMPOSTING

- Increased composting in local, family households and accommodation businesses, followed by other businesses and organisations
- Overall decrease in biodegradable waste on Flinders Island
- Participants providing practical demonstration sites to teach others
- A successful education program including active involvement of the school
- Potential business/employment/social enterprise pathway for waste collection and its return to 'subscribers' as compost to be recycled in their own gardens, or donated to the school or community gardens
- Reduced carbon emissions from food waste.

ACTION 8. CIRCULAR ECONOMY LAB - 'TROVE'

- Partnerships with Council, Community Shed, the local school, and Furneaux Community Arts group
- Continuing and active working relationship with the Office of the Coordinator-General and the Tasmanian Waste Recovery and Resource Board
- Reduction in hard waste going into landfill
- Innovative waste-related visitor experiences.

ACTION 9. REGENERATING NATURE

- Clearly communicated opportunities for visitors to make a nature-based, positive contribution via a range of activities including donations, volunteering, expertise, research, events, local merchandise, visitor experiences, and so on.
- Strong working relationships between organisations, businesses, and individuals including:
 - Tasmania Parks and Wildlife Service (PWS)
 - Furneaux Islands Protection Network Inc (FIPNI); formed in 2021, it provides a voice for nature, and supports those who wish to protect the environment of the Furneaux Group as well the islands in Franklin Sound, which are home to mutton birds
 - Friends of Bass Strait Islands (FOBSI), which has been active on the islands for more than 20 years and relies on volunteers to undertake conservation management
 - Local property owners working with Landcare Tasmania and the Tasmania Land Conservancy (Land for Wildlife Program) and who may need support for land management activities
 - Businesses on and off-island seeking to make a nature-positive contribution.

ACTION 10. CLEAN SEAS AND TIDY TRACKS PROGRAM

- Successful formation of the FOTFI
- Bags readily available and promoted across the Island, including through car hire, accommodation providers and other businesses
- Visitors and locals interacting and enjoying some of the most scenic places on the Island, while undertaking an activity that will have a positive impact on the natural environment
- Visitors and locals reporting fallen trees and other potential hazards to appropriate authorities
- Effective use of designated rubbish receptacles and collection points
- Ongoing engagement with individual volunteers and business uptake
- Visitors returning to the Island to contribute to the program
- Productive partnership with the Tasmania Parks and Wildlife Service and Council
- Reducing the impact of detrimental human activity on the Island's environment.

'WHAT SUCCESS LOOKS LIKE' CHECKLIST

ACTION 11. POSITIVE IMPACT ACTIVATION PROGRAM FOR BUSINESSES

- Design and delivery of a positive impact program on-island so that the capacity remains on the Island. We know top-down programs don't work, so support us to design our own and scale it up to other places
- Uptake by businesses motivated to share their story of regeneration - for their business, for the community, for the future.

ACTION 12. COMMUNITY-LED VISITOR EXPERIENCE DEVELOPMENT

- Design and deliver a positive impact visitor experience program with community
- Uptake by businesses, community groups and individuals in a visitor experience program.

ACTION 13. REGENERATING MARITIME CULTURE AND HERITAGE

- Approval and development of the Maritime History Centre
- The return and the restoration of the 'Lady Jillian' as a fixed maritime heritage exhibit to augment the Maritime History Centre at Lady Barron
- Biennial symposium sharing the islands' rich maritime heritage.

ACTION 14. FLINDERS ISLAND FOOD NETWORK

- Increased food security and island resilience
- Improved access to fresh produce which supports community health and well-being
- Improved local food distribution networks, supporting growers and reducing waste
- A flourishing community of growers supported by the community and visitors.

ACTION 15. LOCAL WASTE HUBS

- Decrease in waste going into landfill
- Buy-in from households and accommodation operators
- Education materials about island waste challenges shared with the world.

ACTION 16. 'REGENERATION BY DESIGN' EVENTS

- Host a regenerative tourism x design event in 2024 with plans to repeat the retreat on an annual basis
- An empowered community collective organising the event with community support
- Hosting online events and webinars on regeneration to build interest in the lead up to the event
- Working with the UN Local2030 Islands Network to showcase island innovation.

ACTION 17. FURNEAUX COMMUNITY COLLECTIVE

- 50% of the community become members of the Furneaux Community Collective by 2033
- Continued progress of each of the six community projects
- Support new and emerging regenerative leaders

'WHAT SUCCESS LOOKS LIKE' CHECKLIST

ACTION 17. FURNEAUX COMMUNITY COLLECTIVE (continued)

- Partner with 20 businesses to deliver positive impact visitor experiences - an Australian first
- A learning module which shares our regenerative tourism journey insights
- An annual community sentiment survey that shows strong support for hosting regenerative travellers.

ACTION 18. FLINDERS TRAILS

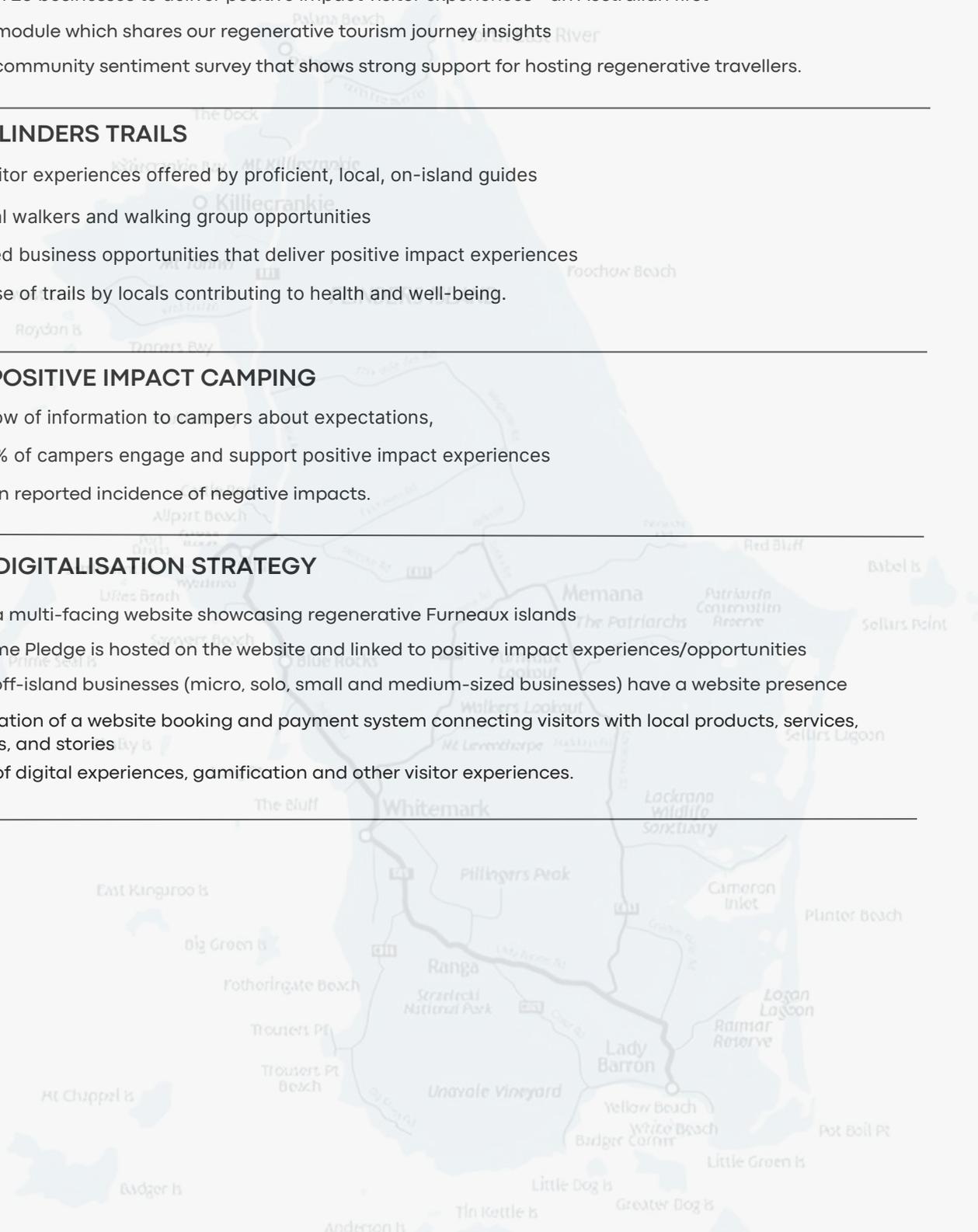
- Establish visitor experiences offered by proficient, local, on-island guides
- Support local walkers and walking group opportunities
- Nature-based business opportunities that deliver positive impact experiences
- Increased use of trails by locals contributing to health and well-being.

ACTION 19. POSITIVE IMPACT CAMPING

- Improved flow of information to campers about expectations,
- At least 50% of campers engage and support positive impact experiences
- Reduction in reported incidence of negative impacts.

ACTION 20. DIGITALISATION STRATEGY

- Launch of a multi-facing website showcasing regenerative Furneaux islands
 - The Welcome Pledge is hosted on the website and linked to positive impact experiences/opportunities
 - Local and off-island businesses (micro, solo, small and medium-sized businesses) have a website presence
 - Implementation of a website booking and payment system connecting visitors with local products, services, experiences, and stories
 - Activation of digital experiences, gamification and other visitor experiences.
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17.6.1 September 2023

