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MEDIA RELEASE



## Tourism Industry Embraces Sustainability

The Australian Tourism Industry Council (ATIC) has welcomed today's launch of the *National Sustainability Framework for the Visitor Economy* by the Hon Don Farrell, Minister for Trade and Tourism.

"The Australian Tourism Industry Council congratulates Minister Farrell for delivering the new Sustainability Framework. ATIC will leverage our Sustainable Tourism Accreditation program to implement the framework with tourism businesses," said ATIC Chief Executive Officer Erin McLeod.

"ATICs Sustainable Tourism Accreditation is supported by the Australian Government and is the industry's longest running sustainability program, with more than 3,000 participating businesses," Ms McLeod said.

The Australian Government has provided \$8M in funding to support ATICs suite of programs which assist small and regional tourism businesses enhance their quality, accessibility and sustainability.

"It is important to ensure Australia's tourism offerings will be enjoyed for generations to come and we are proud to have already supported a significant number of businesses in their sustainability efforts," Ms McLeod said.

The ATIC Sustainable Tourism Accreditation guides businesses to best practice standards across all pillars of sustainable tourism including environmental, social, cultural, commercial, staff and customers.



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