

MEDIA RELEASE

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Delegates can leave Cairns & Great Barrier Reef greater

Incentive delegates can become a Guardian of the Reef with the launch of a new educational platform that will enable them to give back to the Great Barrier Reef.

Business Events Cairns & Great Barrier Reef General Manager Tara Bennett said incentive organisers could encourage delegates to use the Guardian of the Reef platform to learn more about the Great Barrier Reef before arrival and recognise their contribution with a donation to reef conservation.

"Delegates will learn about conservation with a series of short educational videos and fast facts to understand the issues facing the Great Barrier Reef and how they can help it simply by visiting," she said.

"Guardian of the Reef was developed by Tourism Tropical North Queensland in consultation with the Great Barrier Reef Marine Park Authority blending science and environmental education with Indigenous wisdom to link travellers with sustainable tourism experiences on and alongside the Great Barrier Reef.

"It is another initiative that shows how the 'Cairns & Great Barrier Reef' destination works together to further sustainability in our community.

"Incentive groups can contribute to sustainability initiatives including tree planting and wildlife rehabilitation in 'Cairns & Great Barrier Reef'.

"Carbon offsets are being made through tree planting for Australia Next 2024 at the Cairns Convention Centre on September 9-11 which will revegetate local wildlife corridors for the Lumholtz tree kangaroo.

"Australia Next delegates will not only connect great in Cairns, they will also leave greater knowing their visit has been planned to tread lightly with the use of electric buses, no single-use plastic and the tree planting partnership with Reforest.

"This focus on sustainability extends right down to the menu at the event with 80 per cent of the food sourced within an hour of Cairns city from tea, coffee, and vegetables to rice.

"The Cairns and Great Barrier Reef region is the most eco-certified destination in Australia with 72 active eco-certified companies and 27 businesses undertaking the process with Ecotourism Australia."

For more information visit businesseventscairns.org.au

Guardian of the Reef Platform: <https://www.expedia.com.au/see/guardian-of-the-reef>

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Image: GBR Biology marine biologist Brittany Wassing at Moore Reef on the Great Barrier Reef. The new Guardian of the Reef platform links users to eco-certified experiences and helps them to understand how visiting the Reef can help it. Image Luke Marsden

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