

#TAKE3FORNSW

JOIN THE GROUND SWELL

The success of tourism brings with it the real risk of spoiling our natural and beautiful holiday destinations. The irony is not lost on those of us whose lives and livelihoods depend on the NSW visitor economy. According to NSW EPA 'Don't be a Tosser' data, we generate 25,000 tonnes of litter every year in NSW, and now for the first time, we have the opportunity for all segments of the tourism industry across NSW to work together to tackle the visitor litter problem.

VISITOR LITTER: ANYTHING UNWANTED THAT HAS BEEN THROWN, BLOWN, OR LEFT IN THE WRONG PLACE



Take 3 for the Sea's pilot program in 2021, [First Wave](#), started the visitor litter conversation, engaging and consulting with tourism leaders to research, build a strategy and create a whole-of-industry action plan for NSW.

WHAT CAN NSW TOURISM OPERATORS DO?

Join Ground Swell 2022, a Take 3 for the Sea project created to empower tourism businesses of all types to reduce and reverse the litter impact visitors knowingly or unknowingly leave behind in coastal, country, urban and remote locations.

WHEN AND WHY?

Between March - November 2022, the Ground Swell team will lead participating tourism businesses on a litter reduction journey. In three quick and clear phases we provide you with a solid foundation from the NSW EPA's Own it and Act framework for you to be able to:

- understand existing litter hotspots specific to your business and your area
- blend litter reduction solutions and source reduction best practice into your business operations
- see the impact you make - you will be amazed!
- lead with confidence in your community and know you're making a difference
- benefit from sustained litter-free success

You'll have the opportunity to meet like-minded operators, share challenges and solutions and benefit from receiving a Take 3 for the Sea Official Supporter package worth \$5000.

"As tourism operators we have a responsibility. We need to protect the future sustainability of the environment and of our businesses."

Jacqui Walshe, The Walshe Group

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WHAT'S INVOLVED?

PHASE 1 March to May 2022

- Register below. You'll be emailed a quick questionnaire to complete and submit
- Join one of our Inspiration & Information webinars. We'll advise you of date options
- Conduct a hotspot litter check in your area of operations/grounds/locale. We'll provide you with guidance and tips

PHASE 2 June to Aug 2022

- Workshop your findings with us in a collaborative environment
- Implement your action plan with help from the NSW Litter Reduction Toolkit
- Monitor changes and share your litter reduction initiatives with local news channels and on social media

PHASE 3 Sept to Oct 2022

- Conduct a final hotspot litter check
- Provide your data and outcomes to the Ground Swell team for inclusion in a Project Impact Report and the new NSW tourism litter base-line.
- Celebrate and share your achievements in our online Success Workshop



Ground Swell is funded by the EPA. There is no cost involved to participating businesses.

The Project's aim is to assist the tourism community in reducing litter in visitor hotspots by 30% and to phase out problematic and unnecessary plastics by 2025. These targets are in line with the NSW government commitment to reduce litter in visitor hotspots by 60% by 2030.

The Ground Swell steering committee is made up of representatives from: AAT Kings, Caravan & Camping Industry Association, Destination New South Wales, National Parks & Wildlife Service, Outdoors NSW & ACT, The Walshe Group, NSW EPA and Take 3 for the Sea.

[> REGISTER NOW](#)



"More than 80 operators took part in the pilot project last year. Already a number of them have implemented initiatives that have provided amazing impact and results." Jenny Lee Scharnboeck, Take 3 for the Sea

For more information please contact:

Tourism Manager, Rebecca Dawes | rebecca@take3.org | 0404 680 250

Project Manager, Juliette Myers | juliette@take3.org | 0407 900 266