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**Sustainability strategy**

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| **Your ambition or purpose** | |
| **What to write** | ***For example*** |
| The first step in developing your strategy will be outlining your sustainability ambition or purpose.  Is sustainability a key part of your operations? Do you want to follow in the footsteps of your peers? Maybe you want to become a leader? | *“Our purpose is to actively contribute to environmental, cultural, and social good within our operating region, and have the sustainable management practices to ensure success.”*  *“Our purpose is to reduce our negative social, cultural, and environmental impacts.”* |
| **Our ambition/purpose is…** | |

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| **Your vision** | |
| **What to write** | ***For example*** |
| Your sustainability vision is an inspirational, future focused statement regarding your sustainability aspirations. Your ambition and vision will guide the high level direction of your Sustainability Strategy. | *“Our vision is to operate responsibly as we commence our journey towards achieving net zero, and contribute positively to the environmental and cultural landscape in which we operate.”*  *“We want to become a sustainability leader in the Territory’s tourism industry.”* |
| **Our vision is…** | |

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| **Your strategic priorities** | |
| **What to write** | ***For example*** |
| Determine 3 to 5 focus areas.  You may wish to use the 4 pillars of sustainability as your strategic pillars, or you may wish to be more specific to your operations. | *“Sustainable management | Socioeconomic impacts | Cultural impacts | Environmental impacts.”*  *“Policy development | Local community | Aboriginal engagement | Natural environment and climate.”* |
| **Our strategic sustainability priorities are…**  L | |

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| **Your strategic objectives** | |
| **What to write** | ***For example*** |
| This is where things get more detailed. Set measurable targets or goals that will demonstrate your progress towards your strategic priorities. You may set multiple objectives under each priority, separated by whether they are long, medium, or short term goals. | *“Measuring our impact and aiming for continual improvement | Increasing local procurement and employment levels | Increasing our Aboriginal engagement and opportunities | Increasing our water and energy efficiency.”* |
| **Our strategic objectives are…** | |

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| **Your outcomes** | |
| **What to write** | ***For example*** |
| Your outcomes should clearly articulate what successful achievement of your strategic objectives will look like.  You may wish to set 2-3 outcomes for each objective. | *“Measuring sustainability performance annually and noting comparative improvements, year on year.*  *A supply chain that supports local suppliers.*  *An increase in the number of Aboriginal guides.*  *Decreasing energy and water consumption.”* |
| **Our sustainability outcomes are…** | |

|  |  |
| --- | --- |
| **Your initiatives and projects** | |
| **What to write** | ***For example*** |
| These are your actionable initiatives that will enable your business to achieve your strategic objectives. Draw on the action items identified in the Tools and Information section. These initiatives and projects should be broken down into short, mid and long term to keep you on track and accountable. | *“Install a rainwater harvesting system.*  *Create a sustainability page on website.*  *Implement a training schedule for staff, focused on their career development.”* |
| **We will achieve our goals by…** | |

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| **Your key performance indicators (KPIs)** | |
| **What to write** | ***For example*** |
| KPIs are a quantifiable measure of performance over time for a specific objective. You should have KPIs for each of your objectives. | *“75% of supply chain is comprised of local suppliers by 2025.*  *25% of our workforce identify as Aboriginal.*  *50% of our organic waste is composted.”* |
| **We will measure success through…** | |