

Our Roadmap Towards Regeneration

A co-evolving and living
implementation guide | Phase 1

June 2026

Untamed
escapes™



Contents

- Acknowledgement of Country 3
- Background 4
- Why regenerative? 5
- Sustainable vs Regenerative Tourism..... 6
- Intention Model Phase 1 – Overview 8
- Environment & Ecosystems 10
- Wellbeing for All 15
- Culture & Inclusion 20
- Climate Action and Resources 25
- Fostering Knowledge Sharing 31
- Starting your own journey..... 36



Contents



In the spirit of reconciliation, Untamed Escapes acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community.

We honour Elders past and present whose knowledge and wisdom have ensured the continuation of cultural, spiritual and educational practices of caring for Country.

We'd also like to acknowledge Mother Nature's diverse and beautiful ecosystems and are grateful for moments in nature that awaken our senses.

Acknowledgement of Country

Untamed
escapes™

Background

Untamed Escapes has been taking a beyond sustainability approach with the attitude of giving back since Hassie started the business in 2004. Now, we are aiming to go even further, using a regenerative approach to all our business operations and management procedures in order to use the tourism business as a force for good and to address the challenges of the current global crises.

This living and co-evolving implementation guide will be based around the 5 Capitals (Natural, Cultural, Intellectual, Material, and Wellbeing) by [Regeneration Projects](#)© and include actionable steps under each category to start and continue our journey towards implementing net positive impacts on communities and the environment.

It will guide our business in first identifying, measuring, developing and implementing regenerative initiatives throughout all our business departments.

This Roadmap will act as a journey with opportunities for everyone (nature, communities, suppliers) in the visited

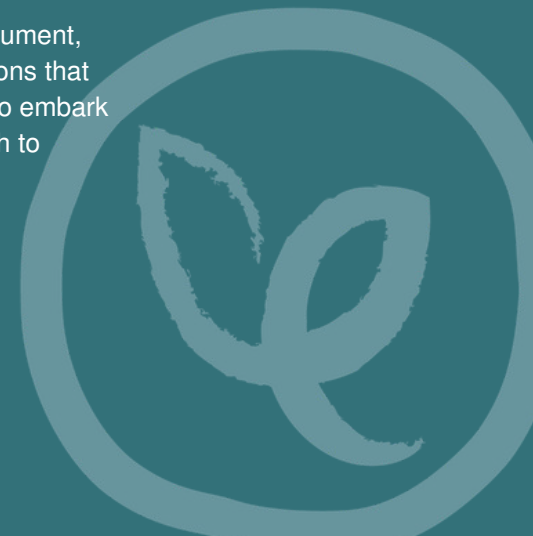
destinations and provide a greater net positive impact on these stakeholders. It identifies issues that tour operators like us face regarding going beyond sustainability, then provides feasible and creative solutions that are based on our business ecosystem. It may be used as a spark for other tour operators and tourism businesses to start their own journey by first truly learning what a regenerative approach in tourism development means and then looking at how these principles can be applied to their own business.

The framework below is based on Untamed Escapes' business ecosystem and can freely be adapted to suit other businesses' ecosystems. It may not be considered a template to be fully copied. Rather, it may be used as guidance for tour operators to investigate how a regenerative approach and activities may be used within their own business ecosystem. In regeneration, life and nature are at the centre of the business decisions and how a positive impact can be contributed to the local

ecosystem and communities to thrive and flourish. As not every ecosystem is exactly the same, similar to nature, a one-size-fits-all-solution framework is not the purpose of this regenerative implementation roadmap.

This short version serves as an overview of our intended next steps in phase 1 (the next 12 months) of our journey. The full version will be used internally and will serve as a detailed guide for us and our stakeholders and is available upon request. All activities and action steps in this short version will be further elaborated in the detailed version, including the respective resources and links.

Towards the conclusion of this document, we outline practical recommendations that you and your business can adopt to embark on your own regenerative approach to tourism operations.



Why regenerative?

Gradually, an increasing number of tourism businesses are embracing a regenerative approach to their operations. But what exactly does this mean? Unlike sustainable tourism, regenerative tourism necessitates a fundamental shift in mindset for each and every one of us. It transcends the concept of sustainability and focuses on creating a net positive impact for both communities and the environment. It perceives every destination and entity to be involved as integral parts of a living system. To put it simply, "regeneration is about fostering the ideal conditions for life to prosper and thrive" (Anna Pollock).

Regenerative tourism values Indigenous perspectives and blends them with western scientific knowledge. It recognises the interdependence of humans and nature, acknowledging our role as part of the ecological worldview, which Indigenous communities around the world have embraced for millennia.

As a tour operator, it is essential to incorporate this mindset into the core values of the business, ensuring that it gives back more than it takes and ultimately delivers a net benefit to all stakeholders, including nature. Various measures are implemented to ensure the sustainable maintenance and regeneration of the natural and human resources that constitute a destination. Through these efforts, local economies, cultures, and the surrounding environment, with its rich biodiversity, can be revitalised. The ultimate goal is to create transformative, memorable, and authentic experiences for guests while simultaneously fostering the flourishing and thriving of the communities and destinations they visit. Consequently, the guests themselves are also positively transformed by their experiences, leaving a lasting impact.

There's no denying that the tourism industry is being profoundly affected by global environmental and societal challenges like climate change,

biodiversity loss, conflicts, and social unrest. Ironically, tourism itself contributes to some of these challenges. Therefore, embracing a regenerative approach is not just an option but the best solution for a visitor economy that goes beyond mitigating negative impacts and strives to create net positive outcomes for the environment, society, culture, and the economy.

Unlike sustainable tourism, which aims to minimise harm while maintaining the status quo, a regenerative approach to tourism adopts a more comprehensive and holistic perspective. It is an aspirational goal, a journey, and a commitment to creating the necessary conditions for tourism to coexist harmoniously with the ability of nature and communities to sustain and renew themselves continuously. Regeneration places life at the core of every action and decision, emphasising the connection between people and nature and the importance of learning from Indigenous wisdom, knowledge, and practices.



Overview

Regenerative Implementation Roadmap



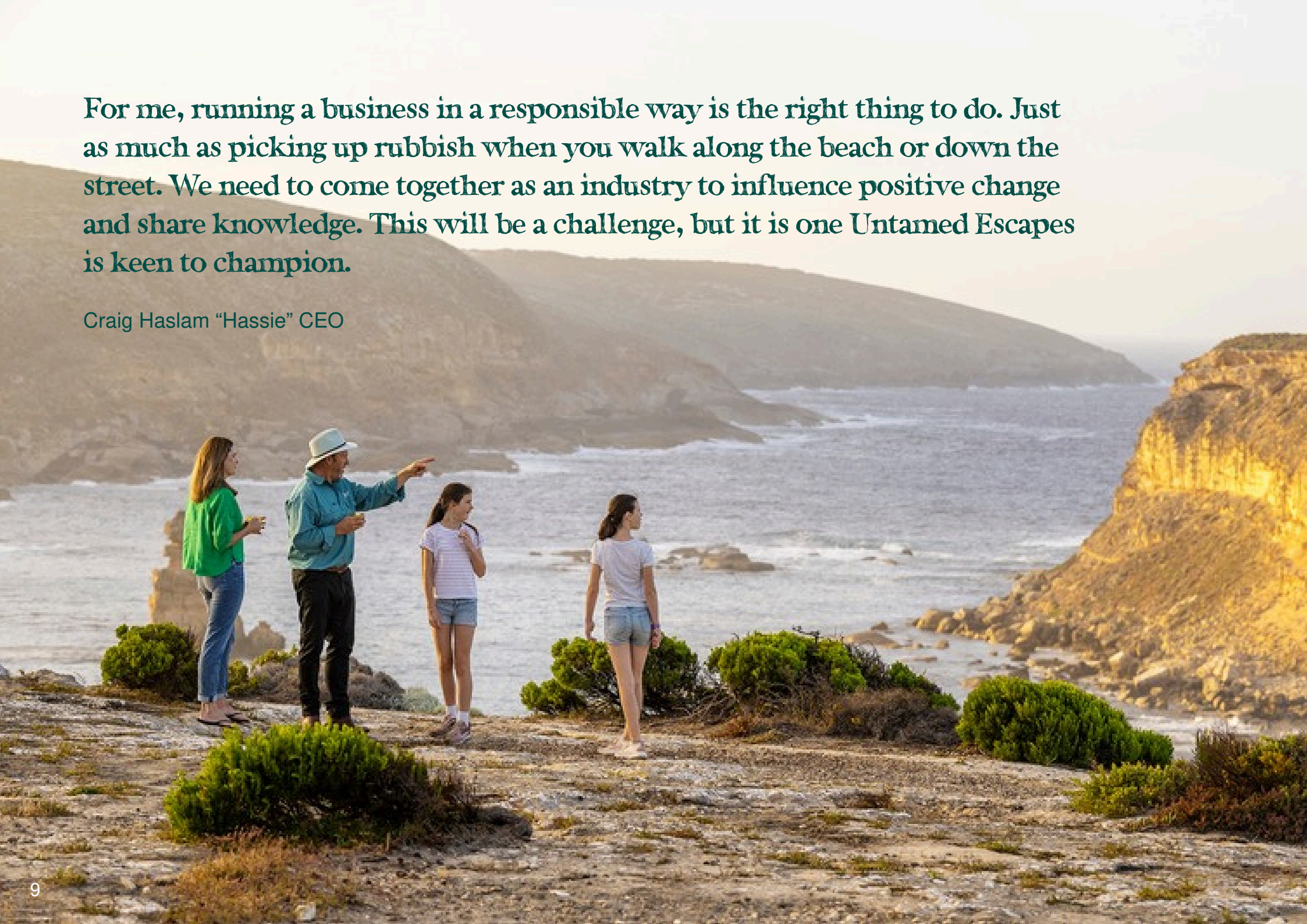


GOAL: Offering and operating transformative experiences that regenerate the places and communities we visit.

Thriving systems	Environment and Ecosystems	Wellbeing for All	Culture and Inclusion	Climate Action and Resources	Fostering Knowledge Sharing
Pillars	<ul style="list-style-type: none"> • PILLAR 1: Implement a regenerative approach to all business sections • PILLAR 2: Restore the local ecosystems and reduce carbon emissions • PILLAR 3: Create a net positive impact in communities • PILLAR 4: Inspiration and thought-leadership: Inspire stakeholders to learn about regeneration and take action themselves • PILLAR 5: Achieve B Corp Certification through B-impact Assessment and contribution towards the Sustainable Development Goals (SDGs) 				
Objectives	<ul style="list-style-type: none"> • Creating net positive impacts in natural environments where we operate through conservation projects and waste removal processes 	<ul style="list-style-type: none"> • All stakeholders (careholders) such as staff, communities, visitors, partners and fauna happiness and wellbeing 	<ul style="list-style-type: none"> • Cultural respectful business operation and management • Adjust tours to cater for everyone and all abilities • Foster Indigenous storytelling and knowledge systems • Community engagement 	<ul style="list-style-type: none"> • Climate action through carbon reduction, sequestration and signatories • Decarbonising our business with Emissions Reduction Collective (ERC) • Significant reduction of our use of resources 	<ul style="list-style-type: none"> • Fostering regenerative literacy amongst all stakeholders • Staff development
Initiatives	<ul style="list-style-type: none"> • Conservation projects • Creation of a travel pledge • Wildlife conservation and citizen science partnerships • Rubbish collection / recycling and minimising waste on every tour 	<ul style="list-style-type: none"> • Working from home policy • Regular team building • Customer happiness and transformation surveys • Supplier satisfaction • Staff satisfaction 	<ul style="list-style-type: none"> • Acknowledgment of Country • Include Aboriginal experiences in all products • Accessibility audit • Mentoring through First Nations Mentoring Program (FNMP) • Exchange with community groups 	<ul style="list-style-type: none"> • Waste reduction • Signing up with signatories Tourism Declares and Glasgow Declaration • Measuring emissions – waste, water and energy • Offset options for customers on website 	<ul style="list-style-type: none"> • Staff education and training • Guides input and exchange • Responsible guiding • Educating clients about carbon emissions and influence them about sustainable lifestyle choices

For me, running a business in a responsible way is the right thing to do. Just as much as picking up rubbish when you walk along the beach or down the street. We need to come together as an industry to influence positive change and share knowledge. This will be a challenge, but it is one Untamed Escapes is keen to champion.

Craig Haslam "Hassie" CEO



01. Environment and Ecosystems



Identification of our Environment and Ecosystems



NATURAL CAPITAL

Main natural assets we visit

- Natural environments in South Australia, Western Australia and the Northern Territory – ocean, beach, desert, coastline, bushland, rivers, water systems
- Fauna, such as whales, seals, koalas and other native animals
- Flora



RELATED ISSUES

Issues effecting our natural assets

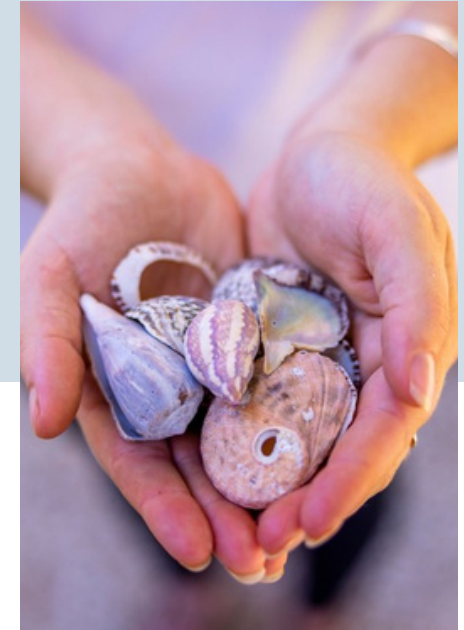
- Climate change
- Extreme weather events such as bushfire, floods and storms
- Biodiversity loss
- Over tourism, exceeding carrying capacity
- Pollution (waste, noise, air)



ALIGNMENT

Strategic frameworks and plans to guide us

- Treehugger Travel - Giving Back Program
- UN Decade of Restoration
- WTTC Nature based tourism framework



PARTNERS

People and organisations with aligned values



Phase 1

Environment and Eco-systems Pillar



01 Goal

Give back to nature more than we take and contribute to healing natural environments where we operate through conservation and waste removal projects

02 Initiatives

- Conservation projects
- Sign up with signatories Tourism Declares and Glasgow Declaration
- Wildlife conservation and citizen science partnerships
- Rubbish collection / recycling and minimising waste on every tour

03 Measurements

- Number/increase of conservation partners and collaboration
- Achievement of steps as listed in with the signatories
- Wildlife habitat restored in sqm
- Participation in citizen science projects and research outcome achieved after 12 months
- Kilograms of rubbish collected
- Kilograms of rubbish reduced through bulk shopping
- Data provided to Sea Shepherd Marine Debris Campaign

Living business system	Actions	Progress
<i>Management</i>	<ul style="list-style-type: none"> • Foster leadership and inspiration • Set up of an Untamed Escapes Foundation 	✓
<i>Office</i>	<ul style="list-style-type: none"> • Offsetting office and staff work from home emissions • Encourage all staff to switch to Ecosia.org as search engine 	✓
<i>Product development</i>	<ul style="list-style-type: none"> • Increase of conservation partners and collaboration • Achievement of steps as listed in with the signatories • Wildlife habitat restored in sqm • Citizen Science projects sign up and research outcome achieved after 12 months • Kgs of rubbish collected • Kgs of rubbish reduced through bulk shopping • Data provided to Sea Shepherd Marine Debris Campaign 	✓
<i>Sales/Reservations</i>	<ul style="list-style-type: none"> • Include informative environmental impacts statistics/graphs in travel documents to inspire offset and action 	✓
<i>Marketing</i>	<ul style="list-style-type: none"> • Social media educational/awareness posts on all environmental days • Regen Friday social media post, clean up beach, staff engagement to collect rubbish on walks • Inform about signatories such as Tourism Declares + Glasgow Declaration • Guidance and tips for sustainable lifestyles (outside travel) • Regen section in monthly subscriber newsletter 	✓
<i>Operations</i>	<ul style="list-style-type: none"> • Weeding and other conservation activities as per partner collaborations on each tour in the destinations • Equip guides and guests with rubbish bags, collection tongs and gloves. Collect any rubbish seen on tours. • Adhere to Wildlife Policy when encountering wildlife on tours 	✓

Living business department

Actions

Progress

Suppliers

- Supplier environmental assessment throughout the whole value chain (analyse their environmental policies for their service/product, such as where they get their energy from, washing detergents, waste policies, etc.)
- Accommodation partners environmental assessment
- Food partners environmental assessment
- Palm oil free products
- Responsible sourcing

Partnerships/Signatories

- 1% for the Planet
- Carbon Positive Australia Restoration Projects
- Sign up with signatories
- UN Decade of Ecosystems Restoration
- Support, donate and volunteer for environmental organizations in SA, WA and NT (to be decided, see Trello Overview)
- Starting Bcorp assessment journey



Community/First Nations

- Partner with Friends of Parnkalla Trail to do regular beach clean ups
- Find similar local environmental organisations in all our destinations



Guests

- Offset link for guests on our website in partnership with Carbon Positive Australia (API)
- Encouraging the use of reefsafe sunscreen, BYO bags, Tupperware (or include spare ones in trailer for food leftovers)



Other

Progress and Impact

Environment and Eco-systems Pillar:

In the first phase of our regenerative journey, we've made meaningful progress in restoring ecosystems, reducing waste, and building partnerships that align with our vision.

Key Achievements

- Introduced a **tree planting opt-in** at checkout in partnership with **Carbon Positive Australia**, giving guests the option to leave a living legacy with every booking.
- Formed **five new partnerships** with **wildlife and conservation organisations**, enhancing the ecological value of our tours and contributing directly to species rehabilitation and habitat protection.
Current Partners include:
 - Fostering and Assistance for Wildlife Needing Aid (WA)
 - Capes Raptor Centre (WA)
 - Mikkira Station Koala Sanctuary (SA)
 - Josephine's Gallery & Kangaroo Orphanage (SA)
 - Kangala Kangaroo and Wildlife Rescue (SA)
 - National Trust (SA)
 - Greening Australia (SA)
- Contributed **2,125 volunteer conservation hours** through guest participation on tour.
- Supported **citizen science** through active participation in the Passport to Recovery project on Kangaroo Island, aiding biodiversity research and monitoring.
- Standardised **rubbish removal kits** (bags, gloves, tongs) across all tours, empowering guides and guests to act as **custodians of Place**.
- Partnered with **Friends of Parnkalla Trail** for a community event on **Clean Up Australia Day** in Port Lincoln.
- Continued **waste reduction** through bulk shopping, conscious purchasing, and minimising single-use plastics on tour.
- Staff now use **Ecosia** as their search engine, aligning digital behaviour with environmental values.
- Shared **educational content** across social media on key environmental awareness days.
- Launched a dedicated **Regen News section** in our monthly subscriber newsletter and agent EDMs to communicate initiatives.
- Added a Regenerative section in our pre-departure pack which promotes things like the use of **reef-safe sunscreen**, reusable water bottles and keep cups.
- Recognised as a **Finalist in the Adventure Tourism Awards – Eco Tourism Category**, highlighting our leadership in responsible tourism.

Progress and Impact

Environment & Eco-systems Pillar:



02. Wellbeing for All



Identification of our Wellbeing for All



WELLBEING CAPITAL

Main wellbeing practices

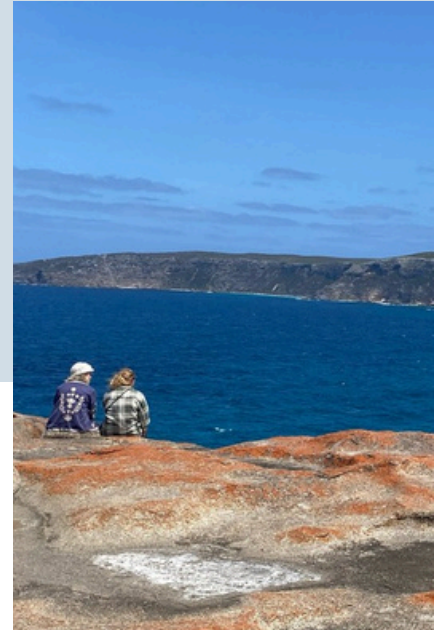
- Staff happiness and wellbeing
- Customer happiness and wellbeing
- Communities happiness and wellbeing
- Staff recognition
- Incentive programs



RELATED ISSUES

Issues and threats to our stakeholders wellbeing

- Staff work / life balance not reaching expectations
- Not feeling valued, recognised and appreciated
- Eco-anxiety
- Job security
- Overworked, burnout, depression



ALIGNMENT

Strategic frameworks and plans to guide us

- [World Happiness Index](#)
- [Social Progress Index](#)
- [Earth Changers](#) and [9 Domains of Gross National Happiness](#)
- [New Zealand Living Standards Framework](#)
- [Wellbeing Economy Alliance](#)
- World Health Organisation Mental Health at work



PARTNERS

People and organisations with aligned values



Phase 1

Wellbeing For All Pillar:



01 Goal

Create the conditions for our stakeholder's happiness and wellbeing to flourish.

02 Initiatives

- Working from home policy
- Regular team building
- Customer happiness and transformation surveys
- Employee engagement survey
- Supplier satisfaction
- Guides Wellbeing Program

03 Measurements

- Gross National Happiness Index
- Staff survey
- Supplier survey
- Guest survey
- Community survey

Living business System



Actions

Progress

Management

- Foster leadership and inspiration (book tip “Let my people go surfing” by Yvon Chouinard)
- Team member check-ins on a monthly / fortnightly basis (coffee catch ups)
- Encourage physical wellbeing with workout incentives
- Encourage mental wellbeing with nutrition incentives (e.g. organic vegetable boxes as birthday presents)
- Create and distribute the surveys for staff, guests etc.

Office

- Establish a working from home policy
- Regular team building with everyone (Virtual Friday catch up each month) and once a year team gathering for team meeting (business workshops + team building activity such as Aboriginal heritage walk, tree planting, dinner, kayaking)
- Monday Mindfulness team motivation phrases/email
- Inclusion of paid volunteer hours in staff contracts
- Pay fair prices 
- Guide happiness and progress feedback, appreciation and ask for active suggestions for improvement 

Product Development

- Mindfulness and wellbeing in every tour
- Grounding
- [Wayapa Wuurrk Initiative](#)

Sales/Reservations

- Pre-departure information about wellbeing on tour
- Include [Wayapa Podcast](#) to be listened to by guests when on tour or prior to departure

Marketing

- Wellbeing articles in blog posts and on social media
- Share research of benefits of nature on mental health

Living business department

Actions

Progress

Operations

- Guides to do a grounding at the start of every day. For example, thankfulness and connection to nature (Mindfulness)

Suppliers

- Supplier satisfaction of collaboration
- Conduct research / survey for co-designing tourism experiences in different destinations with local DMOs

Partnerships/Signatories

- World Happiness Index

Community/First Nations

- Conduct research / survey for co-designing tourism experiences in different destinations with local First Nations associations
- Support localisation groups and community groups

Guests

- Customer Happiness and Transformation Survey
- Follow up and share their transformation journey after participation of our tours
- Loyalty rewards and refer a friend bonus

Other

Progress and Impact

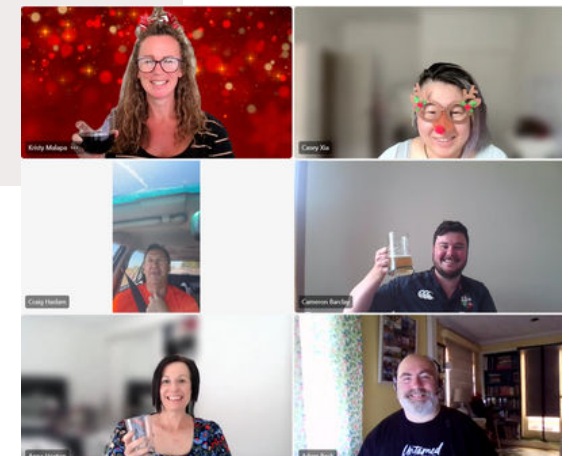
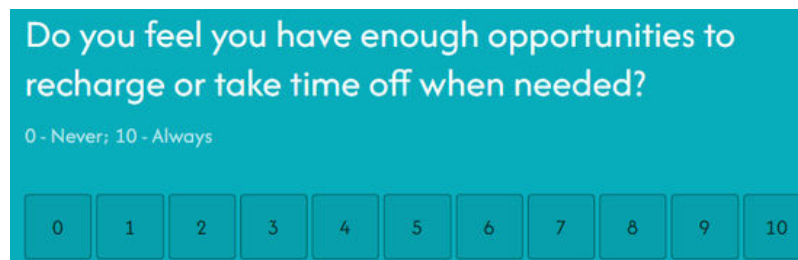
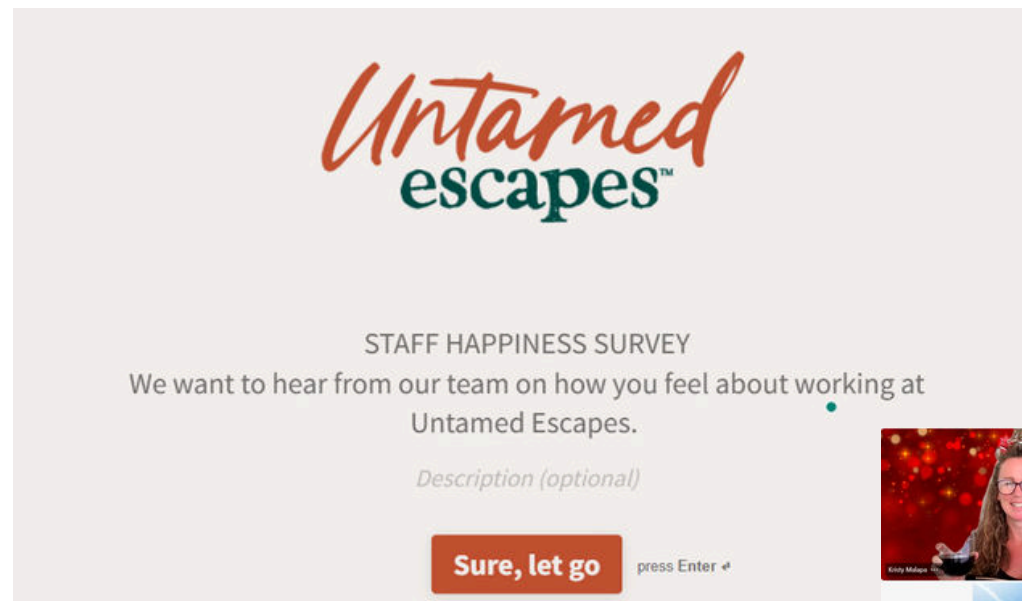
Wellbeing For All Pillar:

We acknowledge that progress under this pillar has been slower than in other areas.

Key initiatives such as structured wellbeing programs, regular team connection, and guest transformation surveys have not yet been implemented, but remain a clear priority as we move forward.

Key Achievements

- Pay fair prices for team members.
- Sought **informal feedback from guides** on happiness and job satisfaction.
- Began development of a **Staff Happiness Survey** to be distributed in January 2026.





03. Culture and Inclusion



Identification of our Culture and Inclusion



CULTURE CAPITAL

Our business culture

- First Nations in areas we operate in and are passing through: SA, WA, NT. See [AIATSIS map](#).
- Different Nations throughout Australia
- Culturally diverse staff, guides and suppliers
- Diverse stakeholders: different customers, communities, language groups, team members, associations and partnerships



RELATED ISSUES

Issues effecting our business culture

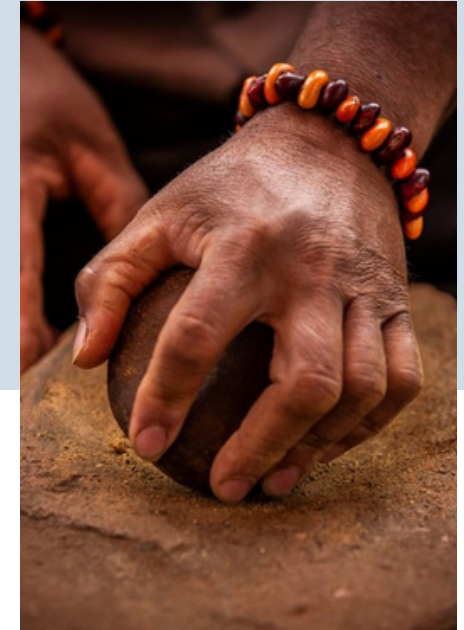
- Operate responsibly in culturally sensitive areas
- Staff training on sensitive topics
- Inclusive tourism
- Accessible tourism



ALIGNMENT

Strategic frameworks and plans to guide us

- [South Australian Tourism Commission Aboriginal Tourism Action Plan](#)
- [Western Australia Tourism Commission Aboriginal Tourism Action Plan](#)
- [TICSA Quality Tourism Framework \(Accessible Tourism\)](#)



PARTNERS

People and organisations with aligned values

- SATOC



Phase 1

Culture & Inclusion Pillar



01 Goal

Be a cultural respectful business, fostering Indigenous storytelling and knowledge systems and inclusive practices.

02 Initiatives

- Acknowledgment of Country
- Include Aboriginal experiences in all products
- Accessibility audit
- Mentoring Aboriginal businesses
- Reaching out to community groups.
- Conduct an accessibility audit and implement changes where possible to make tours more inclusive for everyone and all abilities
- Constant exchange with community groups.

03 Measurements

- Aboriginal experiences in all tours
- Number of Aboriginal businesses we are mentoring
- Percentage of people with disability in our visitor numbers
- Number of amendments made to products
- Communities involved in our product development

Living business system

Actions

Progress

Management

- Foster leadership and inspiration
- First Nations Tourism Program Business Mentorship continuation
- Conduct accessibility audit
- Ensure Diversity, Equity & Inclusion within the business



Product development

- Acknowledgment of Country in product descriptions
- Include Aboriginal experiences into all products
- Dual naming in product descriptions
- Accessibility
- Diversity, Equity & Inclusion (D, E & I) product development
- Domestic/local market: option for locals-only tours, dog friendly, contact with local communities



Marketing

- Dual naming in product descriptions
- Reconciliation Week participation
- No celebration of Australia day, educate international travellers about significance of this day (Invasion Day)



Operations

- Guides to acknowledge Country throughout the tour
- Draw map on bus
- Education about Traditional Owners, raise awareness about local First Nations while on tour and encourage to learn more
- Invite guests to share their own cultural background whilst on tour, mutual learning and exchange



Living business department	Actions	Progress
<i>Suppliers</i>	<ul style="list-style-type: none"> • Locally owned businesses • Support Indigenous owned businesses 	<ul style="list-style-type: none"> ✓ ✓
<i>Partnerships/Signatories</i>	<ul style="list-style-type: none"> • Reconciliation Australia • Increase partnerships with First Nations associations (Seedmob, Climate youth group) 	<ul style="list-style-type: none"> ✓
<i>Community/First Nations</i>	<ul style="list-style-type: none"> • Survey and active collaboration with Traditional Owners in destinations we take our guests • Provide bus and driver for local community events for marginalised people • LGBTIQA+ collaborations 	<ul style="list-style-type: none"> ✓ ✓ ✓
<i>Guests</i>	<ul style="list-style-type: none"> • Sign up form to include any required disability assistance • Cultural education links included in pre-departure pack 	<ul style="list-style-type: none"> ✓
<i>Other</i>		

Progress and Impact

Cultural and Inclusion Pillar:

This year saw meaningful progress in our commitment to cultural respect, representation, and inclusion. We're proud to have taken tangible steps to elevate First Nations voices, improve cultural literacy within our team, and celebrate diversity across our tours and operations.

Key Achievements

- Became the first tour operator in Australia to receive the **Welcome With Pride accreditation**, recognising our commitment to inclusivity for LGBTQIA+ travellers.
- Launched a new **Inclusion Statement**, now published on our website and embedded in all staff and business documents.
- **Updated our Guide Interpretation Manual** to include First Nations history and a regenerative lens for all destinations we visit.
- Guides are now encouraged to **acknowledge Country** throughout the tour experience.
- **Launched our new 1-Day Port Lincoln/Galinyala Cultural Tour** in partnership with Maba Idi Cultural Tours – the Eyre Peninsula's first cultural tour.
- Attended the **Australian Indigenous Tourism Conference** in Melbourne when Hassie was a guest speaker as a Case Study for our partnership in Port Lincoln with Maba Idi.
- Continued participation in the **First Nations Tourism Business Mentoring Program**, with Hassie continuing his role as a mentor.
- **Aboriginal experiences now feature in all adventure tours**, in partnership with:
 - Ngilgi Cave & Ancient Lands Experience (WA)
 - Dabungool Cultural (WA)
 - Koomal Dreaming (WA)
 - Maba Idi Cultural Tours (SA)
 - Ngai Nhina Cultural Experience (SA)
 - Mala Walk (NT)
- **Donated 40 sleeping bags** to The Adelaide Day Centre for Homeless Persons
- **Donated \$2,090 value in tours** to charity organisations Red Faces, Unit4Kids and Meadow Football Club
- Engaged **local community groups** through our volunteer food prep initiative on charters and events, including:
 - Whyalla Hospital Auxiliary
 - Workshop26 (Kimba)
 - Royal Flying Doctors (Wudinna)
 - Ceduna Hospital Auxiliary
 - Penong Primary School Council

Progress and Impact

Climate Action and Resources Pillar:



First Nations Tourism Mentoring Program helps create truth-telling experience at Port Lincoln



By Amelia Costigan

ABC Eyre Peninsula

Indigenous Culture

ABC NEWS

Wed 17 Jul 2024



04. Climate Action and Resources



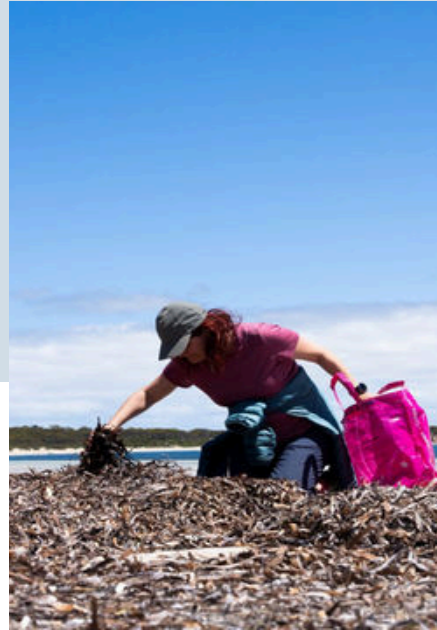
Identification of our Climate Action and Resources



RESOURCE CAPITAL

Energy, water and waste

- Fossil fuel for combustion motors in our vehicles
- Waste creation for food preparation on our tours
- Waste creation for general tour operations (vehicle maintenance, office management etc)
- Water usage – office, depots, on tour



RELATED ISSUES

Issues effecting our resources and climate action

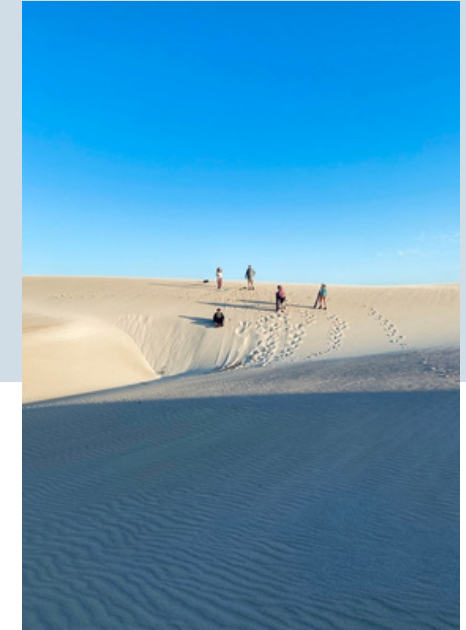
- CO2 emissions
- Plastic and waste pollution
- Resource depletion
- Climate change: severe weather events causing disruption in tour operations (floods, winds, fires, etc)
- Recognise carbon as a “cost” when developing new products and growing market



ALIGNMENT

Strategic frameworks and plans to guide us

- Science Based Target Initiative
- B CORP
- 17 Sustainable Development Goals for Tourism
- Global Tourism Plastics Initiative



PARTNERS

People and organisations with aligned values



Phase I

Climate Action and Resources Pillar:



01 Goal

Reduce our carbon emissions through measuring and implementing steps for mitigation and improving our procurement policies to reduce waste and resource consumption.

02 Initiatives

- Waste reduction processes on tour, in offices and depots
 - Signing up with signatories Tourism Declares and the Glasgow Declaration
 - Plastic avoidance where possible, reduction if not
 - Measuring emissions, waste, water and energy
 - Offset options for customers on website
 - Reduction of our waste and water management
 - Climate action through carbon reduction, sequestration and signatories partnerships
 - Continuing development of our climate action plan with ERC
 - Improvement on purchasing policies
-

03 Measurements

- CO2 emissions per operated tour
- CO2 emissions for staff travel
- CO2 emissions offset by clients
- Water, waste and energy saved through different initiatives and measured on the online platform

Living business system

Actions

Progress

Management

- Foster leadership and inspiration
- Decarbonising our business and measuring our emissions with Emissions Reduction Collective
- Switch to responsible banking and super annuation
- Sign up signatories (See Partnerships)



Office

- Material reduction (print material)
- Responsible sourcing for marketing material and merchandise (yoga mats, brochures, t-shirts, cups, etc.)
- Emissions reduction through responsible website hosting
- Renewable energy for electricity in depots and offices, check for green electricity suppliers, inspire staff to do too
- Water reduction in depots
- Measurement of energy emissions, water usage, and waste disposal through ERC Australia
- Measuring staff travel



Product development

- Start identifying and providing low and net-zero emissions tourism options
- New farm station to offset internally and introduce regeneration projects on own property (Kangaroo Island), include voluntary work for guests on it



Sales/Reservations

- Paperless travel documentation
- Encouragement of zero plastic and waste travel to guests
- Provide information in pre-departure pack (e.g. BYO keepcups, bags, Tupperware)



Living business department

Actions

Progress

Marketing

- Reporting transparency
- Include [Glasgow Declaration](#) on website
- Reduce numbers of print brochures to reduce resource use, those printed are on FSC certified/recycled paper using soy ink



Operations

- Plastic avoidance, zero waste if possible, otherwise reduction
- Include a reusable “Travel Goodie Bag” for guests containing reusable coffee cups and straws, ocean-friendly sunscreen, drinking bottles and local produce. These packs will be returned and cleaned after the tour and reused. Guests have the option to purchase these packs.
- Separation recycling, landfill and organic waste
- No single-use items
- Palm-oil free products
- Participation in circular economy projects
- Driver training to reduce CO2 Emissions
- Soft plastic recycling scheme (check councils), reintroduced in supermarkets from June 2024, return softplastics to shop if possible
- Terracycle, Smartrecycle, etc. for any unsure waste
- Rubbish collection on every tour
- Proper waste separation and recycling options on tours: get foldable buckets



Suppliers

- Influence and educate them about the need for emissions measurement
- Share and invite suppliers to the ERC Emissions platform

Living business department

Actions

Progress

Partnerships/Signatories

- Carbon Positive Australia
- ERC Australia
- [Tourism Declares and Glasgow Declaration](#)
- Starting B Corp assessment journey
- [Tangaroa Blue](#) or [Sea Shepherd Marine Debris Campaign](#)



Community/First Nations

- Local NGOs support for climate action
- [Seedmob](#) Indigenous youth climate group

Guests

- Offset link for guests on our website in partnership with ERC Australia or Carbon Positive Australia
- Post trip surveys to encourage feedback and gain qualitative insights into what they learned



Other

Progress and Impact

Climate Action and Resources Pillar:

This year was focused on building the foundations for long-term climate action. Through our partnership with Carbon Halo, we have a clear and accurate understanding of our total emissions.

This milestone allows us to move into the next phase of the program, where reduction and avoidance strategies can be implemented with intention and accountability. Alongside this critical work, we made several smaller improvements across energy use, digital emissions, operational choices, and guest engagement.

Key Achievements

- Completed Steps 1–3 of the **Carbon Halo Climate Action Program**, establishing our 2023 base-year emissions (154.2 tCO₂) and implementing early actions under Reduce and Avoid.
- **Reduced digital carbon emissions from our website by 89%**, from 2.36gCO₂ to 0.25gCO₂ per page visit. (Read more in the case study below.)
- **Introduced a tree-planting opt-in** at checkout in partnership with **Carbon Positive Australia**, enabling guests to contribute to carbon drawdown.
- **Switched to a renewable energy provider** for our South Australian depots.
- Launched **ethically sourced eco tees**, made from 100% organic cotton and printed with vegan water-based inks.
- Continued **measurement of energy, water and waste** through Carbon Halo's platform.
- Encouraged **zero plastics and reduced waste travel** through updated pre-departure information.
- Brochures printed on **FSC-certified/recycled stock** using **soy-based inks**.
- Maintained **rubbish collection on every tour** as part of our operational standard.
- Strengthened partnerships with **Carbon Positive Australia, Carbon Halo, and Sea Shepherd Marine Debris Campaign**.

Progress and Impact

Climate Action and Resources Pillar:



Website carbon results for: untamedescapes.com.au

B Hurrah! This web page achieves a carbon rating of B

This is cleaner than **72%** of all web pages globally

Global average

A+ A B C D E F

Learn about our [rating system](#)

This page was last tested on 27 Feb, 2025.

Copy URL



Plant a Tree With Carbon Positive Australia

We are partnering with Carbon Positive Australia to give you the opportunity to reduce your carbon footprint by planting a tree through their native tree-planting programs across Australia.

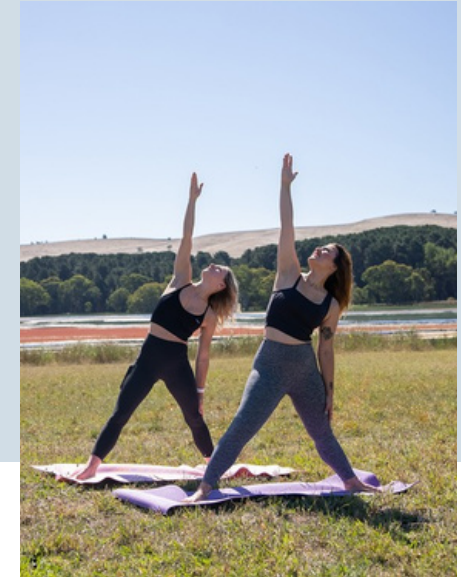
A\$5.00



05. Fostering Knowledge Sharing



Identification of Fostering Knowledge Sharing



KNOWLEDGE CAPITAL

Our collective wisdom and knowledge

- Business owner
- Regenerative Tourism Specialist
- Using academic articles and frameworks to establish plan and implementation steps, as well as the Regen Roadmap Course
- Provide workshops for stakeholders to start their own journey
- Industry association partnerships and representation
- Community of practice with other tourism businesses that are on their journey towards regeneration with partnership through The TourismCoLab
- Guides' knowledge

RELATED ISSUES

Issues effecting our people

- Lack of time to recognise and exchange each others intellectual capitals
- Regenerative literacy missing throughout all staff and stakeholders
- Three relationships, not coming yet from a very intentional place (heart)
- Time and funding constraints

ALIGNMENT

Strategic frameworks and plans to guide us

- Academic journal articles and papers
- Courses (cultural awareness training, regenerative leadership, regenerative tourism)

PARTNERS

People and organisations with aligned values



Phase I

Knowledge and
Collective Wisdom
Pillar: regenerative
implementation goals



01 Goal

Fostering regenerative literacy, staff development and education, and offering guests transcendental experiences

02 Initiatives

- Staff education and training
 - Guides input and exchange
 - Responsible guiding
 - Educating customers on carbon emissions and influencing them on sustainable lifestyle choices
 - Consistent and regular staff development and education
 - Stakeholder education
 - Guest transformation and offering transcendental experiences
 - Industry inspiration
-

03 Measurements

- Staff training completed for professional development
- Stakeholders reached out to us for workshop requirements
- Guests feedback on transformational experience and post-tour implementation of sustainable lifestyle choices
- First Nations and other tourism businesses mentored
- Social media reach on educational posts and comments received

Living business system	Actions	Progress
Management	<ul style="list-style-type: none"> • Foster leadership and inspiration • Support for staff training and development processes • Budget allocation for professional development and training sessions 	<ul style="list-style-type: none"> ✓ ✓ ✓
Office	<ul style="list-style-type: none"> • Staff education and training • Professional development opportunities for staff • Regen Department: share resources with staff such as movies, documentaries, books, podcast, articles internally on a regular basis (Friday Regen “Leafletter” or similar) 	<ul style="list-style-type: none"> ✓ ✓
Product development	<ul style="list-style-type: none"> • Citizen science projects • Storytelling elements in product development such as including visits to First Nations museums or local conservation projects, talks, and conservation leaders who can share their stories 	<ul style="list-style-type: none"> ✓ ✓
Sales/Reservations	<ul style="list-style-type: none"> • Tour description includes the added learning value • Pre-departure pack: include information (links, research, podcasts, book tips, etc.) about history, First Nations, conservation projects etc., for the areas visited 	<ul style="list-style-type: none"> ✓
Marketing	<ul style="list-style-type: none"> • Storytelling blog posts • Inspiration and education to guests and stakeholders (newsletter) on a regular basis • Educating customers on carbon emissions and influencing them on sustainable lifestyle choices 	<ul style="list-style-type: none"> ✓
Operations	<ul style="list-style-type: none"> • Guides input and exchange • Responsible guiding • Regular staff and guide training for regenerative tourism approaches • Explain reasons for waste, water and energy reductions implemented on tour (point out Polycrisis and what everyone can do at home to reduce their impact further). Regen Department to provide sources. • Include native plants on the bus and explain their use and benefit 	<ul style="list-style-type: none"> ✓ ✓

Implementation steps – FOSTERING KNOWLEDGE SHARING

Living business department

Actions

Progress

Suppliers

- Supplier education and inspiration
- Sharing of resources (for hospitality partners, accommodation partners, etc.) to assist them on their regeneration journey

Partnerships/Signatories

- Collaboration with RTOs
- Refer to education partners such as Regeneration Projects and The Tourism CoLab

Community/First Nations

- Business mentoring
- Partnerships with local businesses outside the tourism industry for “regen events” and community of practice set up in Port Lincoln to foster knowledge about taking a regenerative approach to (tourism) business



Guests

- Set up a company and stakeholder own “Pledge”

Other

Progress and Impact

Fostering Knowledge Sharing Pillar:

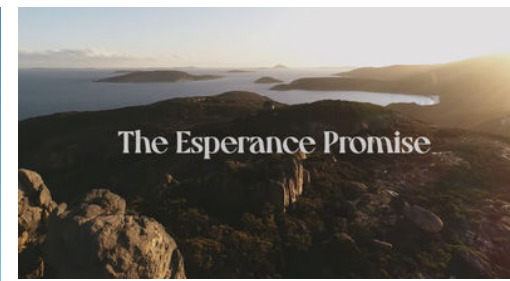
Knowledge sharing has played a central role in embedding regenerative thinking across the business and contributing to industry-wide learning. This year, we focused on building internal capability, sharing our approach through public forums, and embedding regenerative values into our tools, tours, and training. While there is more to do to formalise a long-term education strategy, these first steps have strengthened our collective literacy and positioned us to continue learning and leading.

Key Achievements

- Launched the **Untamed Escapes Regenerative Roadmap** in June 2024, with the Summary Phase 1 published on our website in the hope that other tourism businesses may take inspiration from it.
- Hosted **two student internships** through Flinders University (SA), supporting knowledge exchange and future regenerative leaders.
- Delivered **two internal staff training sessions** (1 hour each) led by Nadine.
- Nadine presented in an **ATEC webinar for World Environment Day**, sharing our regenerative journey with the broader industry.
- **Welcome With Pride training** is now mandatory for all new team members supporting inclusive and respectful guest experiences.
- Hassie presented at the **FACET Regenerative Tourism Conference** in Perth in October 2024, sharing our story on shifting from sustainable to regenerative tourism.
- Embedded **The Esperance Promise** into our tours and updated our Interpretation Manual, with an activity for guides to lead on tour. Also included information in the pre-departure pack and on the Esperance page of our website.
- **Updated Guide Interpretation Manual** to include **First Nations history** and a **regenerative lens** across all destinations.
- Developed and rolled out our **Inclusion Statement**, included in employee and operations documents.
- Contributed to the South Australian Tourism Council and Tourism Industry Council South Australia **Expert Roundtable** on regenerative tourism (Hassie and Nadine).
- Launched a dedicated **Regen News section** in our monthly subscriber newsletter and agent EDMs.
- Maintained a steady stream of **social media posts showcasing our regenerative initiatives and partnerships**.

Progress and Impact

Fostering Knowledge
Sharing Pillar:



Monique Marlow • 1st
Flinders University Bachelor of Tourism and Events | Flinders Living Senior Res...
1mo • Edited •

From April-July this year, I was privileged to undertake a regenerative tourism placement with the South Australia-based tour company **Untamed Escapes**. With guidance from regenerative tourism specialist **Nadine Schmidt Rojas**, I learned about regenerative tourism through discussions, readings, podcasts, video content, and more.

Not your average famil...

We recently had the pleasure of hosting **Dylan Beach ACEcD** and some of the wonderful **South Australian Tourism Commission** team at our home base in Port Lincoln — and true to the Untamed Escapes experience, it wasn't all just sightseeing and seafood.

As part of our ongoing commitment to taking a regenerative approach, we invited our guests to roll up their sleeves and join in on a beach clean-up — a hands-on initiative we include on many of our tours to help protect the coastal landscapes we love to explore.

The logo for ATEC (Australian Tourism Export Council), featuring the letters 'ATEC' in a large, blue, serif font and a stylized map of Australia to the right. Below it, the text 'Australian Tourism Export Council' is written in a smaller font.

Tourism Tutorial Series

Regenerative Tourism

World Environment Day 2025

11am (AEST), Thursday 5 June 2025



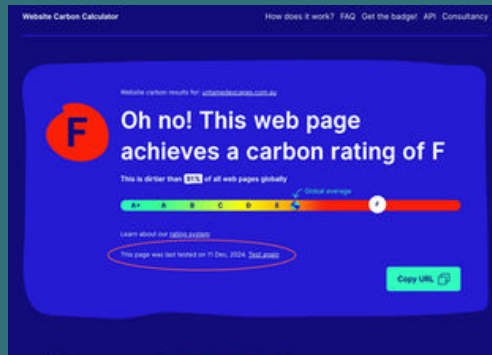
Case Study

Website Sustainable Performance Optimisation

Untamed Escapes, like many tourism businesses, relies on rich media — images, video, and interactive elements, to bring our travel experiences to life online. But this engaging content can also lead to heavier web pages, slower loading times, and increased energy consumption.

Recognising the digital impact of our online presence, we undertook a comprehensive audit and optimisation of our website in collaboration with our web developer.

Before:

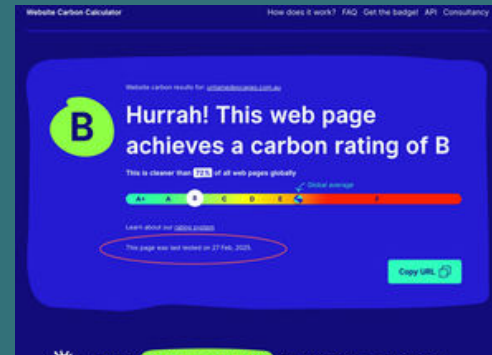


Source - websitecarbon.com

Key actions included:

- Compressing and optimising image assets using modern file formats
- Removing redundant code libraries and consolidating scripts
- Implementing lazy loading and more efficient content delivery
- Streamlining the overall site architecture to reduce page size and loading times

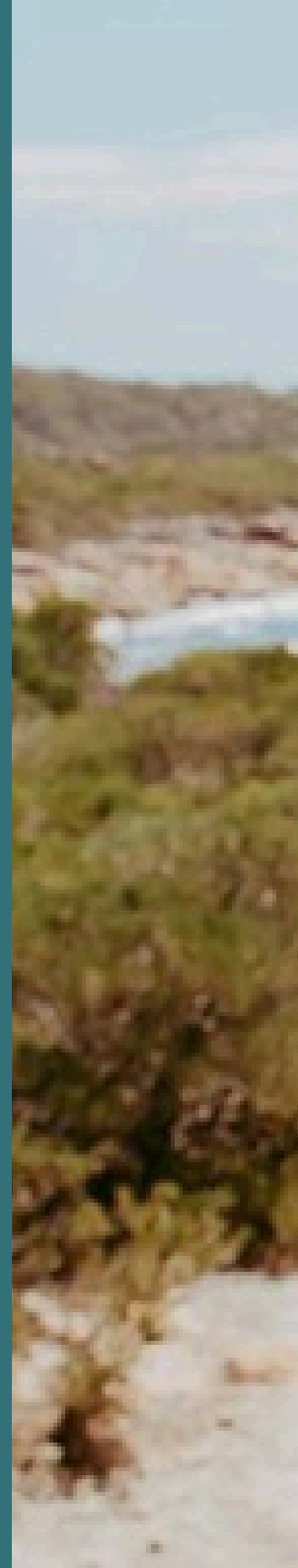
After:



The results were significant:

- Digital emissions per visit were reduced from 2.36gCO₂ to 0.25gCO₂, an 89% reduction
- Our Website Carbon Calculator rating improved from an F to a B grade — making it cleaner than 72% of all web pages globally
- Google PageSpeed scores increased, improving both SEO and user experience
- The site's energy consumption per page view decreased, contributing to our overall climate goals

This digital sustainability initiative reinforces our belief that climate action doesn't stop at the physical world — every operational layer, including technology, plays a role in our regenerative approach.



Environment and Ecosystems

Wellbeing for All

Culture and Inclusion

Climate Action and Resources

Fostering Knowledge Sharing

IMPACT & PROGRESS 2024/2025

2125 hours of conservation volunteering

\$21,666 spent on experiences at these conservation organisations

5 new conservation partnerships

Plant a tree in partnership with Carbon Positive Australia

1 x Community Cleanup

100% of staff use the Ecosia search engine

Published Carbon Halo Emissions Report

Fair Wages

Created a Happiness Survey

Launched Inclusion Statement

5 new community partnerships

6 aboriginal business partnerships

\$2,090 in tours donated to charity organisations

Indigenous Tourism Conference

Attended Australian



1st tour operator in Australia

to get Welcome With Pride accreditation

40 sleeping bags donated

to The Adelaide Day Centre for Homeless Persons

Updated our Guide Interpretation Manual to include

First Nations and regenerative lens.

Launched our new

I-Day

Port Lincoln/Galinyala Cultural Tour

(Eyre Peninsula's first)

3 businesses mentored

through First Nations Tourism Business Mentoring Program

1st



Completed steps 1-3 of the Carbon Halo Climate Action Program

Launched ethically sourced eco tees



Switched energy provider

24 guides employed



Finalist Eco Tourism



Reduced website carbon emissions by

89%



Launched the Untamed Escapes Roadmap to Regeneration



2 students from Flinders University Hosted

Delivered 2 Intro to Regenerative Tourism staff training sessions

Presented at 6x tourism industry events

16 staff had LGBTIQ+ inclusivity training

Other 320 regional businesses supported

at Adventure Tourism Awards 2025



Starting your journey towards regeneration – OUR ADVICE TO GET YOU STARTED BASED ON OUR EXPERIENCE

1. UNLEARN AND RELEARN

- We started our journey by doing the Regen Road Map Course from [Regeneration Projects](#). Understanding what regeneration means in the tourism context requires a very educational deep dive to obtain a true regenerative literacy.
- Look at other educational platforms, such as the Introduction to [Regenerative Tourism by The Tourism CoLab](#).
- Research and share specific resources (reports, articles, blog posts, books, etc.) with all staff.

2. LOOK AT THE BUSINESS WITH DIFFERENT EYES

- With the available research and the learned information, we used the regenerative lens to (re-)evaluate our current business ecosystem to go beyond sustainability.
- Creating a purpose that goes beyond profit to contribute to life to thrive and flourish in the business' destinations.

3. ALLOCATE FUNDS AND TIME

- While we employed a Regenerative Tourism Specialist, funds and time have to be allocated towards establishing mentioned regenerative actions.

4. DEEP DIVE INTO EVERY DEPARTMENT

- Sharing the gained knowledge with all staff and doing consistent staff trainings.
- Having individual conversations with each staff member, talking about how a regenerative approach resonates with their specific department responsibilities.

5. COLLABORATE AND CO-CREATE

- Each staff member suggests thoughts and opinions on how the learned regenerative approach can be applied in their departments, using creativity and innovation.
- Collaborate with all stakeholders and communities involved in current and future products, not forgetting nature as a stakeholder.

6. CREATE YOUR OWN MANIFESTO/ROADMAP

- Detailed manifesto that includes benchmarks, links, examples, suggestions, options.

7. START YOUR IMPLEMENTATION JOURNEY

- Using your manifesto and roadmap, start by implementing your co-created action step by step (remember, it's a journey).

8. CONSTANTLY ADJUST AND ADAPT

- Include regular reviews and catch-up with all staff and listen to feedback from suppliers.
- Adjusting and re-evaluating those challenges that arise.
- Encouraging the mindset shift through all communications, using transparent storytelling as a tool.
- Don't be afraid to reach out to professionals who are and have been on their journey from around the world, joining a global community of practice, including us.



Untamed Escapes has developed this Manifesto. Apart from any uses permitted under the Copyright Act 1963, no part may be reproduced without written permission of Untamed Escapes.
Author: Nadine Schmidt Rojas

First published June 2024.

Updated June 2026.



Our Roadmap Towards Regeneration © 2024 by Untamed Escapes (is licensed under Creative Commons Attribution-ShareAlike 4.0 International.

To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/4.0/>

Untamed
escapes™