



SUSTAINABILITY REPORT

EXPERIENCECO

EXPERIENCE CO'S REEF UNLIMITED

WHO ARE WE AND WHAT WE DO?



EXPERIENCE CO'S REEF UNLIMITED

OUR COMMITMENT TO SUSTAINABILITY

We follow industry best standards, supporting important conservation initiatives aimed directly at the protection of Australia's natural heritage.

Industry certification programs enable us to benchmark our business against quadruple-bottom-line sustainability standards, ensuring **ecological, social, cultural and economic values** are demonstrable by our business.





ECOLOGICAL SUSTAINABILITY

Experience Co's Tropical North Queensland operations utilize the World Heritage Listed Great Barrier Reef Marine Park (covering roughly 348,700km², which is larger than New Zealand!), the World Heritage listed Wet Tropics and various Great Barrier Reef Island National Parks.

ECOLOGICAL SUSTAINABILITY

MONITORING THE EFFECTIVENESS OF OUR EMISSION REDUCTION STRATEGIES

We recognise a clear role for the Tourism Industry in protecting the Great Barrier Reef resources and promote environmental stewardship amongst our staff, to our passengers, suppliers and through wider industry networks.

Financial year 2021/2022 has been used to establish an Experience Co. baseline in relation to carbon emissions footprint.

An important part of site stewardship combining daily storytelling with monitoring to gain site knowledge. This is what we do look after the reef...



REEF HEALTH MONITORING

GBR BIOLOGY REPRESENTS EXP'S TEAM OF MARINE BIOLOGISTS, EDUCATORS AND CULTURAL GUIDES, WITH OVER 50 YEARS OF COLLECTIVE EXPERIENCE IN REEF TOURISM

Eye on the Reef (GBRMPA) – Surveying and research enables us to conserve our part of the reef.

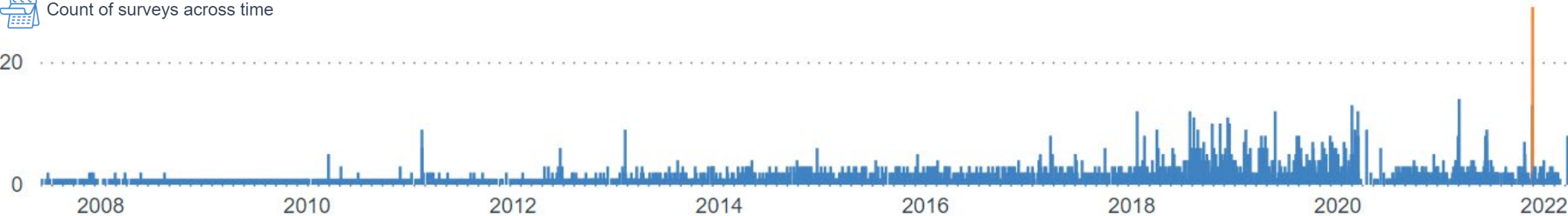
What is Eye on the Reef?

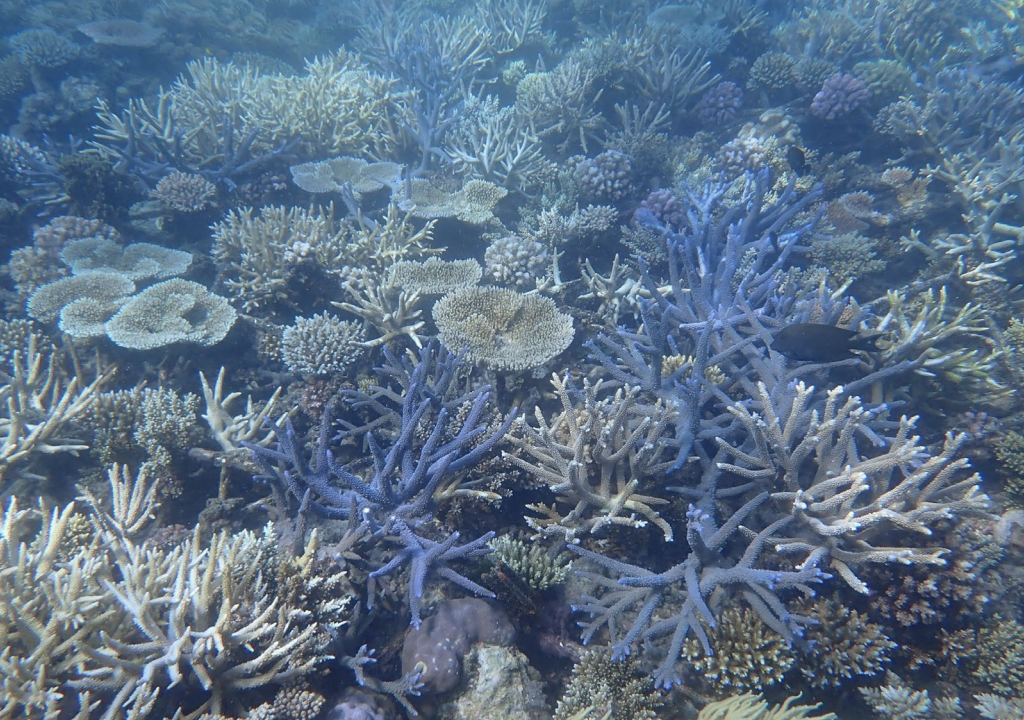
Tourism Weekly (trend data) reef health impact surveys are conducted by our highly trained marine biologists.

Experience Co has conducted **3,038 surveys** (Oct 22), with the earliest conducted in 2007! This is **8.7%** of surveys conducted in total and makes us the number 1 contributor!



Count of surveys across time





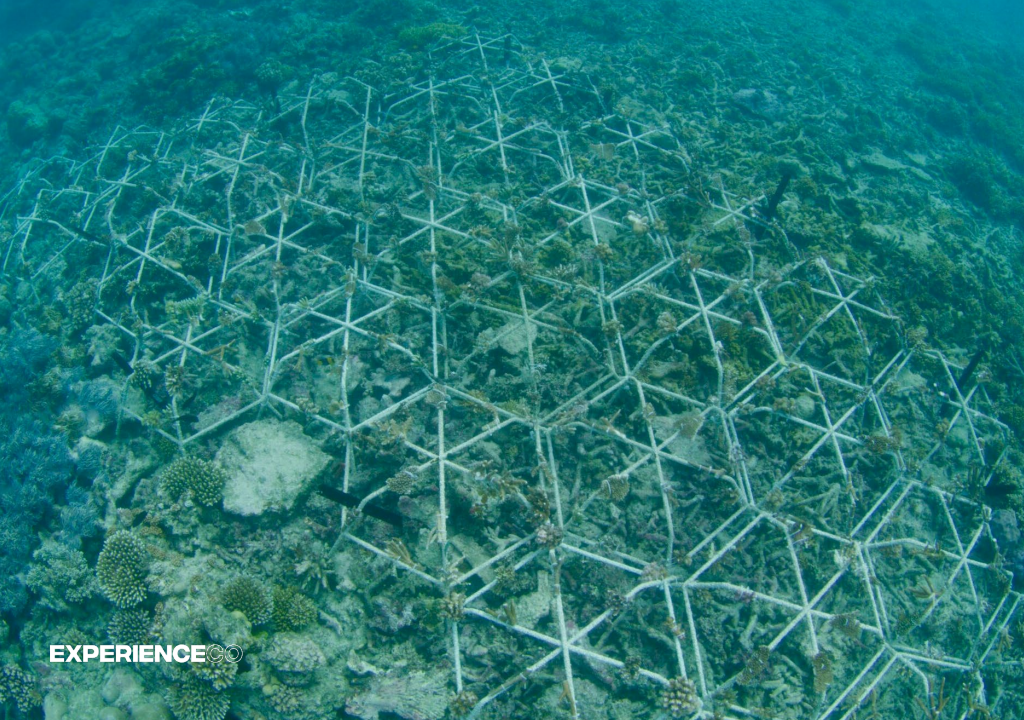
CORAL RUBBLE STABILISATION

MARS ASSISTED REEF RESTORATION SYSTEM

After a big storm, there's a possibility that areas of live coral is reduced to coral rubble fields. The Mars Assisted Reef Restoration system (MARRS) interlocks Reef Stars, hexagonal steel structures, together and creates a habitat for broken coral fragments to adhere to and regrow.

Reef Magic were the first in Australia to implement the Mars Reef Stars on the Great Barrier Reef. Currently Reef Magic has **installed 430 Reef Stars** (Oct 22) with **6,471 dislodged coral fragments**.

After the first installation of Reef Stars, we have seen a **50% increase** in coral cover in 18 months. This system transforms large coral rubble fields to areas of diverse coral growth!



JUVENILE CROWN-OF-THORNS STARFISH (COTS) RESEARCH

CROWN OF THORNS STARFISH ARE A NATURAL CORAL PREDATOR WITHIN THE GREAT BARRIER REEF: EACH COT STARFISH CAN EAT UP TO SIX SQUARE METERS OF CORAL PER YEAR!

The GBR Biology team noticed an increasing numbers of the notorious starfish in 2008, after which they started their juvenile CoTS research project. They collected **13,000 juvenile CoTS (<150mm)** and found out some key information:

- The average juvenile size was ~70mm
- The smallest CoT starfish was 3mm
- Densities were greater than 100 individuals per hectare and decreased after the 2017 summer
- Individuals grow very fast when there is plenty of coral
- Individuals smaller than 70mm prefer one type of coral, the Bottlebrush corals.

This long-term juvenile research program has filled knowledge gaps that may be useful to innovative programs involved with suppression of future outbreaks.





THE REEF COOPERATIVE

A COLLABORATION BETWEEN CITIZENS OF THE GREAT BARRIER REEF, YIRRGANYDJI LAND AND SEA RANGERS, GBR BIOLOGY, MARS SUSTAINABLE SOLUTIONS AND JAMES COOK UNIVERSITY

The philanthropic department of Cotton On Group has committed 2 million dollars to establish a world first model to scale up conservation efforts. The Reef Cooperative is collaborative, scalable and piloting cross-sector conservation projects in-water for the Great Barrier Reef.

Coordinated by Citizens of the Great Barrier Reef in partnership with Yirrganydji Sea Rangers, GBR Biology (Reef Magic and Dreamtime Snorkel), James Cook University and Mars Sustainable Solutions, a 3-year plan was developed to rebuild reef on rubble patches and reseed millions of coral larvae on Hastings Reef.



KUL-BUL (SPIRIT OF SEA COUNTRY)

A COLLABORATION BETWEEN DAWUL ABORIGINAL CORPORATION, GBR BIOLOGY AND REEF RESTORATION FOUNDATION. THE PILOT STUDY WAS FUNDED BY THE AUSTRALIAN GOVERNMENT REEF TRUST PARTNERSHIP (2021-2022).

The Kul-Bul project is a reef health program based on Traditional Owner perspective and contemporary knowhow - designed to help those on the Reef help the Reef.

Combining Indigenous Ecological Knowledge (IEK) with contemporary biological monitoring practices allows us to holistically assess the health of coral reef sites.

The Kul-Bul project aims to produce a scalable template, or Decision Tree Framework, for tourism operators and Traditional Owners to promote and conserve the outstanding natural and cultural values of the World Heritage Great Barrier Reef.



SOCIAL SUSTAINABILITY

EXPERIENCE CO RECOGNIZES THE IMPORTANCE OF THE QUALITY OF A COMPANY'S RELATIONSHIPS AND ENGAGEMENT WITH ITS STAKEHOLDERS.

- Experience Co supports the community by providing employment for close to two hundred employees. Our priorities within the business are:
 - Health and safety practices
 - Equality, diversity and inclusion
 - Fair labor practices
- We prefer local goods and services that have lower emissions associated with their products and services.
- We are committed to selecting suppliers that have a recycle strategy in place or incorporate recycled materials into their products.
- We offer services and support to fundraisers and community events.



COMMUNITY CONTRIBUTION AND SUPPORT REGISTER

A SNAPSHOT OF PREVIOUS REEF UNLIMITEDS COMMUNITY SUPPORT IN FAR NORTH QUEENSLAND

- Regular beach clean events
- Reef and island transfers for conservation groups e.g. Reef Restoration Foundation, Citizens of the Great Barrier Reef.
- Sponsorship of the Australian Indigenous Basketball National Tournament and the Cairns Taipans.
- Sea Country visits for Traditional Owners of the region
- Vouchers for raffles in community events

GBR BIOLOGY'S REEF EDUCATION PROGRAM

A CULTURAL AND SCIENTIFIC PATHWAY TO SUSTAINABILITY

Immersive, educational excursions and field trips to the Great Barrier Reef tailored to curriculum requirements and delivered by passionate Marine Biologists and Cultural Guides.

A hands-on approach to education and research is used, leaving students with a sense of adventure and a new appreciation for marine ecosystems.

School calendar year 2022:

- Reef Magic Cruises – **2504** students + **314** teachers
- Big Cat Green Island Cruises – **725** students + **80** teachers
- Fitzroy Island Adventures – **531** students + **61** teachers
- Outer Reef Charters – **375** students + **52** teachers
- Dreamtime Dive and Snorkel – **242** students + **34** teachers





CAREER PATHWAYS

DEVELOP YOUR CAREER WITH US

GBR Biology's Reef Education highlight career pathways that can help students identify career options and illustrate the knowledge and skills they need for different roles.

Firsthand experiences help students identify any gaps in their skill, knowledge, qualifications and experience and help plan for their development in order to acquire them.

We support our employees' potential development pathways by providing training and education assistance and through our Management Trainee program.



SHORELINE

DEVELOP YOUR CAREER WITH US

Our crew are drawn from all-over North Queensland as well as from the Indigenous education program, Shoreline.

Shoreline develops educational programs and employment pathways, creating sustainable careers for young Indigenous Australians.

Experience Co facilitates job placements where trainees are coached in ways that increase self-esteem and personal responsibility.

What can you do to support Shoreline?
<https://www.shoreline.org.au/donate>



FIRST NATIONS PARTNERSHIPS

QUEENSLAND PARKS AND WILDLIFE SERVICE'S INDIGENOUS RANGER MARINE INTERNSHIP TRAINING

Our team of divers and marine biologists have provided the Coxswain and Diving training component of the program, which has seen 19 Indigenous Rangers and 11 Rangers groups join us on the Great Barrier Reef!

ART PARTNERSHIP

We are very proud and honoured to be using the Dreamtime Dive logo created by Uncle Hendrick Fourmile. We pay Hendry a royalty for every merchandise item sold featuring his artwork.

Our beautiful Reef Magic icons and our Reconciliation Action Plan artwork have been created by the extremely talented Jedess Hudson.





ECONOMIC SUSTAINABILITY

CONTRIBUTING TO THE PROVISION OF A REGIONAL ECONOMIC GROWTH.

Business economic sustainability produces

- enabling financial planning for continued investment
- providing stability of employment
- contributing to the provision of a regional economic growth.

The new Reef Magic pontoon, launched in March 2022, is a great example of economic sustainability: a welcome addition to not only the Experience Co. portfolio, but also the region itself as it has provided new job opportunities and will increase tourism in the area. The pontoon is designed and built in Cairns by local trades.

With wind and solar generators generating 36 kWh through three wind turbines and 18 solar panels, sustainability is on the forefront of the pontoon.

EXPERIENCE CO'S SUSTAINABILITY INITIATIVES

EXPERIENCE CO IS COMMITTED TO MINIMIZING ADVERSE IMPACTS ON THE ENVIRONMENT, PROMOTING ENVIRONMENTAL STEWARDSHIP, AND REDUCING CARBON EMISSIONS. SOME OF THE CURRENT INITIATIVES INCLUDE THE FOLLOWING:



We outsource our catering to a local restaurant, Ochre, who source their products locally and offer eco-friendly packaging. Visit their sustainability page [here!](#)



Recycling facilities are in use on all our operations. The bins are covered to prevent fly away litter. All tour waste is carried out for disposal at the Cairns Marina facility.



We are taking steps towards being completely plastic free on our vessels!



We replaced the copy paper in every office with recycled content. There's a printing policy in place to encourage staff to show documents on a screen or if printing is necessary, print double-sided to save paper.



Every vessel has water refill stations and refillable water bottles are sold on board.



Our team organizes half yearly beach clean ups in partnership with Sea Shepherd.



We have reduced chemical cleaning products on our vessels and in the offices. Certified eco-friendly cleaners are in use to avoid the toxic chemicals used in many conventional products.



Calypso currently sells reef-friendly sunscreen on board the vessel. We aim to sell the sunscreen across all products. Customers are informed on the website and during their booking that ordinary sunscreen is harmful to the local environment.



In the near future we will be trialing ways to reuse our waste... Exciting things to come!

EXPERIENCECO

WHAT CAN YOU DO TO PROTECT THE GREAT BARRIER REEF AND OUR NATIONAL PARKS? IT CAN BE AS SIMPLE AS CHANGING A LIGHT BULB.

- Take your own refillable water bottle on our experiences, we can fill it up for you!
- Getting a coffee prior to your tour? Bring a keep cup.
- Use the designated recycle bins on board our vessels and busses.
- Become a Citizen via <https://citizensgbr.org/>
- Choose sustainably: pick tour operators who have achieved eco certificates and practice site stewardship.

THANK YOU