

TOURISM AUSTRALIA *Sustainability* STORYTELLERS



STEVE EDMONDSON

Owner & Operator | Sailaway



“You can’t get much greener than harnessing renewable energy to create a tourism product,” says Steve Edmondson, Owner Operator of Sailaway, describing how the company’s four luxury catamarans take advantage of the prevailing south-east trade winds to carry passengers to the Low Isles and outer Great Barrier Reef on a range of sailing eco-adventures.

However, it turns out it is possible to be greener - and Sailaway has gone beyond carbon neutral by continually assessing, adapting and learning.

“In 2003, my wife, Katrina and I bought an older Stratos catamaran that came with a crucial operator’s permit and a mooring at Low Isles. We had ambitions to improve our product and used an opportunity to extend our permit from six to 15 years by becoming Advanced Ecotourism Accredited,” explains Steve.

“In the course of getting certified, we identified that we needed a bigger boat to be sustainable – both environmentally and financially.

“We then looked at reducing our carbon emissions as far as possible, addressing waste, energy and water use, our office

**“AUSTRALIA'S
NATURAL ASSETS
ARE OUR COMPETITIVE
ADVANTAGE – WE HAVE
TO PROTECT THEM.”**

