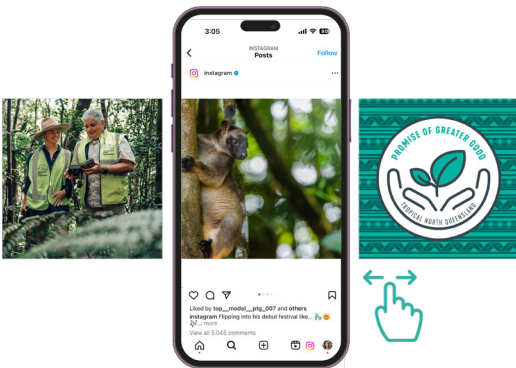


# PROMISE OF GREATER GOOD TOOLKIT

Our Promise of Greater Good embodies our commitment to continuous improvement as an industry and as a region. We proudly spotlight the efforts of our community in adopting sustainable tourism practices that not only minimise our environmental footprint but also proactively contribute to research, conservation, and regeneration initiatives.

Together, as a united region, we invite you to share our Promise of Greater Good by utilising the following creative assets.



## SOCIAL TILE

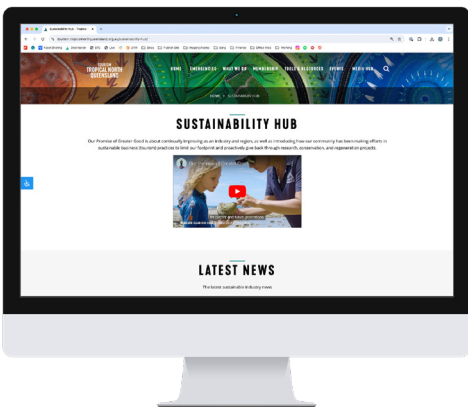
When communicating your sustainable practices on social media, feel free to use the provided social tile. It's an excellent visual tool to accompany a caption detailing the initiatives your business has implemented. Alternatively, include this tile at the end of a carousel of images to reinforce our collective Promise of Greater Good.

[DOWNLOAD SOCIAL ASSETS](#)

## WEBSITE CONTENT

Your website is a powerful platform to highlight the sustainable initiatives your business is undertaking. This can include effective management of environmental, social, economic, or cultural practices. We've provided sample wording to help you kickstart a sustainability page, allowing you to share your commitment to our promise of greater good with a wider audience.

**Website copy:** *Tropical North Queensland proudly holds Australia's highest concentration of EcoTourism certified experiences. Our Promise of Greater Good is about building on this legacy by continually minimising our footprint and proactively giving back. Learn more about our progress and achievements on this journey towards a more (regenerative) sustainable future.*



## EMAIL SIGNATURE

An email signature is more than just contact details—it's an opportunity to promote your brand's values. We've created customisable email signatures that you can use to spread your Promise of Greater Good. Feel free to personalise it with your own imagery to make it uniquely yours.

[DOWNLOAD EMAIL SIGNATURE](#)

