## **PROMISE OF GREATER GOOD TOOLKIT**

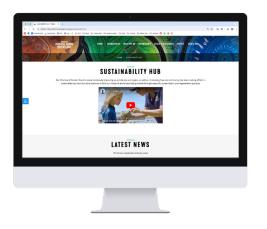
Our Promise of Greater Good embodies our commitment to continuous improvement as an industry and as a region. We proudly spotlight the efforts of our community in adopting sustainable tourism practices that not only minimise our environmental footprint but also proactively contribute to research, conservation,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

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Promise	of Greater Goo	d				0 5 5 0
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Hi Jess,						
From eco-		dations to low-in	ng sustainable initia npact tours, our reg			North Queensland. ng the environment
Let me kn	ow if you'd like m	ore info on how	to explore our beau	tiful region su	stainably!	
Cheers,						
Samanth	a Greenfield					
123 Rainfo Cairns, QL	orest Way .D 4870, Australia					
	sical North Queensland Siders past, present an		we work, live, and play o	n Aboriginal and	Torres Strait Islan	ider land. We pay our
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## 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 you Promise of Greater Good. Feel free to personalise it with your own imagery to make it uniquely yours.

DOWNLOAD EMAIL SIGNATURE