2026 Awards (2026)
Excellence in Sustainable Tourism (Region: Far South Coast)

Business NSW - Excellence in Sustainable Tourism

napqQPQP

Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Company
Is your business classified as a not for profit?	No

Main office address:	Level 7, 8 Chifley Square
Suburb:	Sydney
Postcode:	2000
Business trading commencement date:	2023-02-06
Number of employees:	6 to 20
Is your business primarily business to business or business to consumer?	Business to Consumer

Describe your business, product/service you offer to the market or industry

> Business NSW is more than just kayaking. Their custom-made kayaks glide through Sydney Harbour,combining adventure with a focus on environmental conservation. As paddlers enjoy iconic views, they collect rubbish, learn about sustainability and hear stories about Sydney's vibrant history. BNSW, a family-owned ecotourism venture since 2013, operates from Lavender Bay, offering scenic beauty, local marine-life sitting's', and hot coffee.Committed to an eco-conscious, 5-star, quality experience in every aspect, their initiatives include funding local sustainability projects, from rubbish collection to mangrove planting, enriching both community and environment.This is Business NSW - where tourism meets conservation.

Please provide a 100 word biography for your business to be used for promotional purposes.

> Business NSW is more than just kayaking. Their custom-made kayaks glide through Sydney Harbour,combining adventure with a focus on environmental conservation. As paddlers enjoy iconic views, they collect rubbish, learn about sustainability and hear stories about Sydney's vibrant history. BNSW, a family-owned ecotourism venture since 2013, operates from Lavender Bay, offering scenic beauty, local marine-life sitting's', and hot coffee.Committed to an eco-conscious, 5-star, quality experience in every aspect, their initiatives include funding local sustainability projects, from rubbish collection to mangrove planting, enriching both community and environment.This is Business NSW - where tourism meets conservation.

Website:	↗ https://www.businessnsw.com/
Does your website have online booking functionality?	Yes
Do you have an ATDW (Australian Tourism Data Warehouse) listing?	Awaiting Approval

PROMOTIONAL IMAGES
Please attach 2 hero images that best depict your entry. It could be a logo or team group photo.
Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).
PROMOTIONAL IMAGE 1

PROMOTIONAL IMAGE 2

BUSINESS NSW

Entrant/ Nominee's Contact Details

Full name:	Business NSW
Position:	Test Entry
Email:	test@businessnsw.com
Phone:	+61416457052

Owner/CEO/Director contact details

Full name:	Business NSW
Position:	Test Entry
Email:	test@businessnsw.com
Mobile:	+61416457092

The business has been trading/ operating for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.	✓
A representative of this business has not been a judge in this category in 2025.	✓
A representative of this business is not a judge in the 2026 Business Awards program.	✓

Outline your business sustainability goals and objectives including measurable targets (consider your business operations, inputs, supply chain and customer experience).

> Sustainability is considered in every aspect of our business, from operations and customer experiences to eco-projects that we fund and manage. Our mission is to protect Sydney Harbour while offering eco-conscious tours that inspire our paddlers to join us in caring for the environment.

Measurable Targets:

• BNSW contributes $15 from each seat sold on Eco-tours and Clean-up Paddles, aiming to fund and install a new eco-project each year. Last year, we raised $14,775 with 985 paddlers joining these tours.

• BNSW aims to eliminate non-essential plastic by replacing items with reusable or compostable alternatives. We aim to be a zero-waste business, considering our environmental footprint. 8,659 cups saved from landfill last year.

• BNSW sought to purchase a warehouse for our plastic-recycling workshops, which we secured in June.

• BNSW produces 9.4 tonnes of carbon annually, including coffee preparation, team and kayak transportation, andoffice appliances. This amounts to 0.855kg of carbon emissions per paddler, based on 10,997 total customers. We aim to off-set this by planting a mangrove for each eco-paddler. Planting 985 mangroves should offset approximately 12.115 tonnes of CO_2.

• We wanted to maintain "million-dollar business" status for a second year, hiring 7 more guides, growing and gaining feedback to improve our experiences.

• Our collaboration with Sydney SeaLife Aquarium on the Seabin project, and SIMS on the Living Seawall Installation,demonstrates our commitment to marine-life preservation. Our goal was to install a world-first eco-project and report positive results after 12-months.

• We worked extremely hard to complete our paperwork and requirements, with the goal being to obtain Ecotourism Australia Certification. We achieved this last June and were over the moon!

Our ongoing goal is to continue our sustainability journey, ensuring every aspect of our business contributes to a healthier, more sustainable Sydney Harbour, while offering an exceptional, 5-star, kayaking experience.

Describe the initiatives you have implemented to achieve sustainable practices within your business and your customer interactions.

True ecotourism promotes respect, appreciation and love for the environment, driving people to conserve and protect it. Our mission is to demonstrate how tourism can contribute to conservation, not just reducing our environmental impact.

1. Our Australian-made kayaks are fitted with bucket-holders for rubbish collection.

2. We purchase uniforms from eco-conscious companies like Waterlust and Sharkskin, who support marine-conservation efforts.

3. Natural, marine-safe sunscreen is provided, purchased in refill bottles.

4. Since 2015, BNSW has provided barista-made coffee in reusable thermos cups, saving 45,676 disposable cups from landfill.

5. Communications are 100% paperless, with bookings, confirmations and waivers all electronic.

6. Our guides use reusable water-bottles, and encourage customers to do the same, reducing single-use plastic.

7. On our tours, customers become "harbour heroes," picking-up rubbish, learning about sustainability, and contributing financially to local eco-initiatives.

8. Since 2018, BNSW has contributed $15 from every Clean-up and Eco-seat sold to local conservation projects,raising $58,980 to date. $14,775 last year.

9. BNSW's Seabin collected 5,136kg of rubbish, (485,372 individual pieces of plastic), filtering 241 million litres of water, which is 96 Olympic swimming pools!

10. The BNSW team and paddlers planted 985 mangroves in neighboring Berrys Bay. That's one for every clean-up and Eco tour paddler last year. We visit the mangrove nursery on our Eco-tours, sharing information about them.

11. Bruce, our solar-powered rubbish collection boat collected 143kg of rubbish, protecting the BNSW mangrove nursery.

12. BNSW partnered with SIMS to install the world's first Living Seawall Boulder Habitat in Lavender Bay. This was a$30,000 donation from BNSW and resulted in 44 new species residing in Lavender Bay after just 12 months.

13. BNSW purchased a plastic shredder, extruder, and molds, to run recycling workshops, using the plastic found on Clean-up paddles. We cleaned and recycled 30kg last year.

Describe your sustainability achievements over the past 12 months including environmental outcomes.

The Living Seawall Boulders, in collaboration with SIMS, is BNSW's biggest and newest sustainability project and is the closest, at just 50m from the boat-ramp. This means all tours can visit this $30,000 BSNW-funded project. At 6 weeks,we had 16 new species move in, at 6 months, there were 31, and at the 12-month biodiversity survey, the marine-biologists found 44 new species living in the Boulder rockpools.

Other recent achievements include:

1. Implemented heat-printed, compostable, QR-codes on coffee-cup lids to direct customers to our website to learn more about our sustainability. Simply scan the QR-code and read about our projects on our website.

2. Partnered with council to develop more conservation projects and initiatives (plastic recycling, Living Seawall installation, additional harbourside bins and planting mangroves).

3. Entered awards for Tourism and Litter-Prevention with the intention of promoting the importance of ecotourism and the significance that conservation has on protecting our environment. BNSW won Gold for Ecotourism at the NSW Tourism Awards, and Silver for Australia. BNSW also won the "Take 3" Litter-Prevention Award.

4. We were mentioned by name at Parliament House, congratulating us on our Living Seawall Boulder Installation, opened by Felicity Wilson MP.

5. Introduced children to the importance of conservation through family bush-care paddles, in collaboration with North Sydney Council.

6. Shared "World Oceans' Day" with the Sydney SeaLife Aquarium, cleaning up the harbour on two seperate clean-up tours.

7. 985 paddlers joined us last year on our clean-up and Eco tours, bringing in $73,125 revenue. $14,775 contributed to local conservation. A mangrove was planted in Sydney Harbour for each paddler.

8. Hired a Marine Biologist to provide information to paddlers (and our team!) on our clean-up paddles and Ecotours.

9. Founder, Laura, won Northshore Woman of the Year 2024 for her eco-focused community engagement.

Describe how you involve your workforce, external stakeholders and customers in your sustainability initiatives.

At BNSW, litter-prevention and the sustainability of our beautiful harbour is vital, ensuring our team is not only aware of its importance, but also actively engaged in finding creative solutions to tackle sustainability issues.

Ongoing training:

Sustainability is a key component of our weekly team meetings and training sessions. Guides are trained to address litter issues during tours, but also educate paddlers about the impact of litter on our environment. We encourage our team to participate in "Take 3 for the Sea" and other initiatives, making them proactive eco-warriors for our waterways.

Inclusivity and ownership:

Every team-member is given the responsibility to uphold BNSW's commitment to conservation. This is reflected in our job descriptions, where sustainability is emphasised as part of their role. By making litter-prevention and overall sustainability a shared responsibility, we create a culture where everyone feels accountable for our environment

Recognition and incentives:

We celebrate our team's contributions to sustainability by acknowledging their efforts. We recognise the "Guide of the Month" for their outstanding commitment to sustainability, which includes a massage voucher. This recognition not only boosts morale but also highlights appreciation for their work.

Encouraging creativity:

Our guides are encouraged to share personal stories on their tours. For instance, they share real-life examples of rescued marine-life, like sea turtles and birds entangled in litter, to inspire paddlers to take action. By empowering our team to be storytellers and advocates, we enhance the impact of our sustainability message.

Education:

BNSW promotes ongoing learning about environmental issues, ensuring our guides are equipped with up-to-date knowledge on the impact of litter and the importance of reducing plastic use and other sustainability initiatives. This

education enables them to communicate effectively with paddlers, turning each tour into an opportunity for environmental education. Paddlers also help by actively collecting and sorting the rubbish with us.

Leading by example:

Our team and customers demonstrate a strong commitment to sustainability by actively participating in clean-up initiatives, switching to reusable products, and engaging in conservation efforts like planting mangroves and working with marine biologists to further educate themselves. Leading by example, our guides showcase BNSW's core values of sustainability. We encourage a team culture where creative thinking, ownership, and a shared responsibility for sustainability are part of our daily operations. This ensures sustainability is not just a task, but a core element of ourbrand, reflecting our commitment to preserving Sydney Harbour.

Detail measurable evidence explaining how your business sustainability practices have improved business operations, customer experience and driven growth and/or contributed to the success of your business.

Busness NSW's sustainability practices have significantly improved our operations, customer experience, and overall business success. These efforts have not only aligned with our commitment to ecotourism and the overall sustainability of our harbour, but also contributed to measurable growth and customer satisfaction.

Operational Improvements:
1. Believers in reduce, reuse, recycle, BNSW's waste is minimal. We provide coffee in reusable-cups on Sunrise tours, which saved 8,659 disposable cups from landfill last year (including 1,237 guide coffees!) and 45,676 cups since 2015, enough to give the population of Coffs Harbour a coffee!

An average, medium-sized café provides 300 cups of coffee per day, meaning we've saved 21 weeks of take-away cups from landfill. If each cup cost $0.20 we've saved the café $9,135 since switching to reusables. This has streamlined our operations, cutting costs on single-use items and reducing our environmental footprint.

1. The introduction of heat-printed, compostable eco-labels on coffee cups means we also saved 8,659 pieces of sellotape last year, further reducing our costs, plastic-use and waste going to landfill.

2. With our commitment to recycling, we collected 6,038kg of rubbish and recycled 30kg using our plastic shredder and extruder. Items created from the plastic were pens, carabiners and plant-pots.

Customer Experience:
1. Our sustainability initiatives, such as the "Take 3 for the Sea" campaign, Clean-up tours, mangrove planting days and Plastic Recycling Workshops, have resonated with customers. Positive feedback and 5-star reviews for the exceptional experience paddlers received, led to an additional 981 5-star reviews last year.

2. Our tour narrative educates customers about marine-conservation, litter-prevention, and sustainable practices. This inclusive experience with first-hand visits to project-sites and knowledge leads to a more personal eco-experience.

Business Growth:
1. Our commitment to sustainability has grown our reputation as an eco-conscious business, attracting like-minded, eco-conscious customers. This brand identity has driven a 38.19% growth in revenue just in the last year, as more customers seek out eco-friendly experiences. (2022-23 financial year - $1,038,766 compared to$1,435,472 last year).

2. Our collaborations with partners like the Sydney Institute of Marine Science for the Living SeawallBoulder installation and Sydney SeaLife Aquarium for Seabin operations have increased our community presence. These initiatives not only contribute to local ecosystem restoration but also strengthen our commitment to our

community, encouraging positive word-of-mouth and increased business.

Our sustainability practices have led to more meaningful customer experiences, showcasing Business NSW as a leader in ecotourism.

Log in to enter.businessnsw.com to see complete entry attachments.