

# The Great Victorian Bathing Trail\*

A blueprint for a Victorian hot springs and bathing tourism strategy



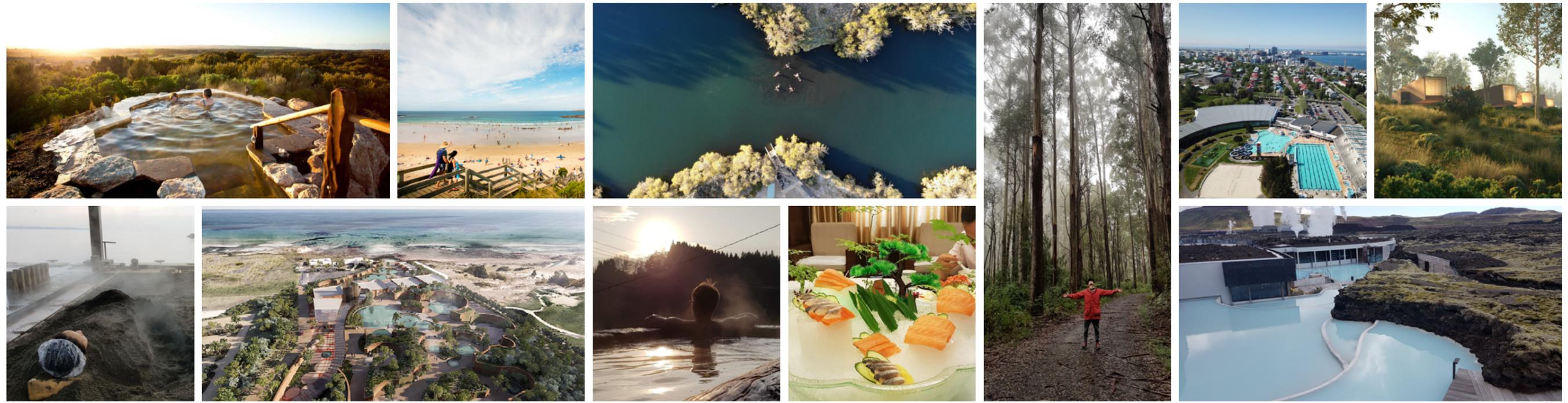
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Victorian Tourism Industry Council  
Lynette Bergin Fellowship recipient 2018  
(Experience Manager at Peninsula Hot Springs)

\*Working title: Note dual-naming opportunity through collaboration with Koori Elders



**regenerate**  
PROJECTS

# Contents



Executive Summary ..... 4

Part 1: Situational Analysis ..... 8

Part 2: Benchmarks.....32

Part 3: Advisors .....70

Part 4: 2030 Vision..... 80

Part 5: Conclusion.....98

Part 6: References..... 102

Part 7: Appendix ..... 105

## Acknowledgements

Victoria's ecosystems  
Marine, aquatic and terrestrial

Koori people of Victoria  
Elders past, present and emerging

Family & friends

Lynette Bergin & her family

Victorian Tourism  
Industry Council  
Especially Felicia Mariani

Peninsula Hot Springs  
Especially Charles Davidson

Tourism Australia  
Especially John O'Sullivan

Victorian hot springs  
community  
Metung Hot Springs, Nunduk Spa  
Retreat, Gippsland Regional Aquatic  
Centre, Saltwater Springs, Peninsula  
Hot Springs, 12 Apostles Hot Springs  
and Deep Blue Hot Springs

Guangdong Hot  
Springs Association

Transformational  
Travel Council

Food Studio, Norway  
Especially Cecilie Dawes

Design & Editing team  
Cat Martin, Tanya Whelan,  
Ally McManus



# Executive Summary

## 1. The Market: wellness tourism is a fast-rising tourism trend

In 2017, the global wellness tourism was valued at \$US630billion and growing at 6.5%. Australia is well placed to develop a unique wellness brand based on its healthy aquatic, marine and terrestrial environments.

## 2. The Opportunity: Victoria has unrealised hot springs tourism potential

With subsurface geothermal water resources along its southern coastline and a cool, temperate climate Victoria could gain a competitive advantage as Australia's hot springs tourism capital.

## 3. The Current Offering: Peninsula Hot Springs & Deep Blue Hot Springs

Victoria currently has two established hot springs destinations with a combined annual visitation of more than 533,000 bathers. There are also a wave of five developments at construction or planning stage, from Metung Hot Springs in the east to 12 Apostles Hot Springs in the west.

## 4. Global Benchmarks: Iceland & the Nordic region

The research includes benchmarks from hot springs and bathing tourism destinations in Iceland, Norway, Denmark, Sweden, Finland, England, China and Japan. Bathing is a core pillar in each of these market's brands.

## 5. A Climate Emergency: shifting from the goal of sustainability to triple-bottom-line regeneration

Businesses and governments are facing increasing pressure from consumers and staff to show tangible actions to improve their environmental and community impacts. Leaders at the frontier are now looking to achieve positive climate impacts.

## 6. 2030 Vision: A Great Victorian Bathing Trail

To create an iconic, world-class tourism trail linking hot springs and bathing tourism destinations along Victoria's southern coastline, from Portland to Merrimbula, around Nerm/Port Phillip Bay and even up into the Yarra River.

## 7. 2020 Recommendations: An Australian Wellness Tourism Strategy

Tourism Australia could provide a framework for state tourism bodies through the development of a national Wellness Tourism Strategy. Visit Victoria could then develop a Hot Springs & Bathing Tourism Strategy as part of a broader nature-based, wellness tourism plan.

## 8. Industry toolkit: a headstart for entrepreneurs, developers, designers and bathing geeks

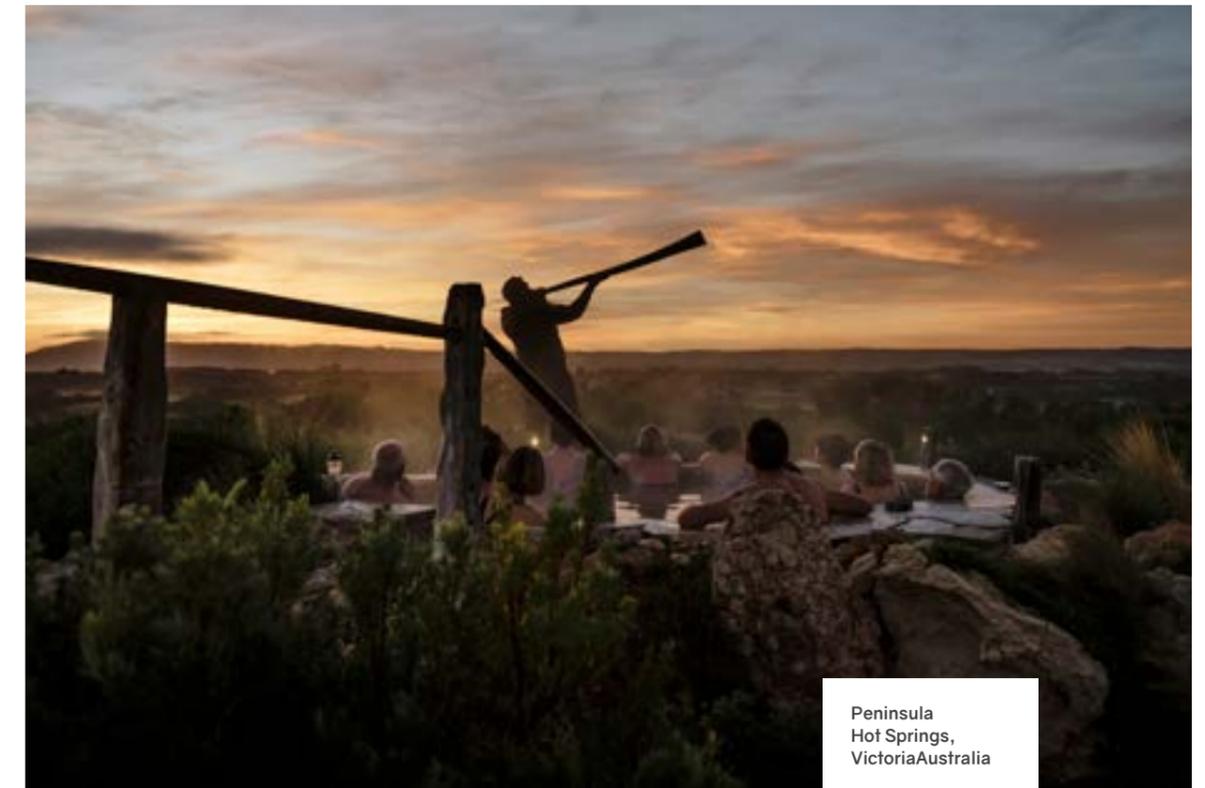
In the Appendix there is an extensive list of bathing and wellness experience resources based on industry best-practice. The idea is that if you were looking to start your hot springs or sauna project, this document would be a great headstart.

### Bathing numbers

During my research I experienced

- 40 saunas & steam rooms
- 26 hot springs
- 9 beaches/seas
- 8 forest baths
- 6 ice pools
- 4 harbour baths
- 3 lakes
- 2 sound baths
- 2 mud baths
- 1 river & 1 waterfall
- 1 salt bath & 1 sand bath

# Definitions



Peninsula Hot Springs, Victoria Australia



Representation of hot springs with steam rising from a circular tub. This is now the common symbol used internationally to represent hot springs

To download a copy visit: [globalwellnessinstitute.org/initiatives/hot-springs-initiative](http://globalwellnessinstitute.org/initiatives/hot-springs-initiative)

## Nature-Based Tourism

Nature-based tourism is leisure travel undertaken largely or solely for the purpose of enjoying natural attractions and engaging in a variety of nature-based activities – from scuba diving and bushwalking to simply going to the beach. (Source: Tourism Australia)

## Wellness Tourism

Wellness tourism is travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. Primary and secondary (secondary – 89% of trips, 86% of expenditures). (Source: Global Wellness Institute)

## Transformational Tourism

Transformational Travel (or TT) is any travel experience that empowers people to make meaningful, lasting changes in their lives. (Source: Transformational Travel Council)

## Sustainable Tourism ('Less Harm')

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. (Source: UN World Tourism Organisation)

## Regenerative Tourism ('Triple-Bottom-Line Surplus')

Regenerative tourism is travel that actively regenerates the health of degraded ecosystems, increases community wellbeing and promotes regional financial growth through a nature-based economic model.

# Background



## About The Author: Matt Sykes

Since childhood I've loved bathing. Growing up in the rolling hills of West Gippsland I have bathed in cattle troughs, tannin-rich creeks and neighbour's hot tubs. What I love most is the way bathing connects you to beautiful aquatic and marine ecosystems. It reminds you of the timeless hydrology cycle that defines our Blue Planet. I also walked a lot, along creek lines, through gardens, forests and farmland. Connecting to the natural world through each of these simple rituals, bathing and walking, influenced my decision to study a Bachelor of Landscape Architecture at Melbourne University. After five years of practice I began a Postgraduate Diploma in Entrepreneurship at Cambridge University because the influence of business on culture became increasingly apparent and could be used to create positive, lasting social and environmental change. I've been honing my tool kit for past five years while working with two of Australia's leading tourism operators; the Tasmanian Walking Company and Peninsula Hot Springs. I'm excited by the conversations and decisions this research will inspire.



## Research Methodology

Beginning in August 2018 and finishing in August 2019, my research methodology involved three phases:

1. Situational analysis of developments, existing and emerging
2. Desk-based analysis of Nordic wellness tourism industry, especially Icelandic hot springs
3. In-field research travel through Australia, Japan, China, England and the Nordic region

Data has been gathered in the form of excel spreadsheets, interview transcripts, photo documentation, sketches, diagrams, brochures, annotated maps and even film. I approached the research with the intention to create a bold vision as well as practical tools which can guide the strategic development of our industry. The results should be viewed in this context.



## 2018 Lynette Bergin Fellowship

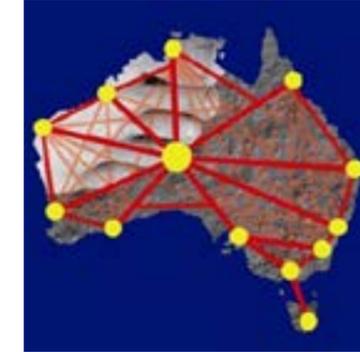
In 2018 I was fortunate to receive the Victorian Tourism Industry Council's Lynette Bergin Fellowship. The award honours a spirited lady who was renowned for supporting young Victorian tourism professionals in their career development. My original research proposal was titled 'Transformational Travel – Nordic benchmarks for future Victorian tourism' but took on a life of its own. Consequently, the research puts forth a vision for a new signature tourism experience coined the 'Great Victorian Bathing Trail'. The concept links hot springs and bathing tourism destinations along the whole of Victoria's southern coastline with other nature-based experiences like our iconic walks, rail and food trails.



## Peninsula Hot Springs

Voted the global winner in the Luxury Mineral Spring Spa category at the World Luxury Spa Awards for 2019, Peninsula Hot Springs is arguably Australia's leading wellness tourism destination. Founded in 2005 by brothers Charles and Richard Davidson, the facility has grown from a Bath House and Spa to include a custom-designed Wellness Centre, Fire & Ice (sauna) Area and bathing Amphitheatre. With an annual visitation now exceeding 500,000 people, this project is a testimony of the transformational impacts that tourism can create for biodiversity, community wellbeing and economic development in regional areas.

As my employer and primary supporter of the research, a goal is to demonstrate how the Peninsula Hot Springs development model could be replicated across the state.



## 2008: 'Designing The Sustainable Landscape'

In 2008, for my final studio of landscape architecture at Melbourne University we were asked to investigate a 'sustainable technology'. Instead of choosing bioremediation, permaculture or water-sensitive urban design like my peers, I chose songlines. My interpretation is that in Aboriginal culture songlines represent the paths of spiritual ancestors. These epic creation stories are literally embedded in the land and sea, being kept alive by the seasonal ritual of walking and travelling along them. The logic was simple, in order to achieve sustainability then we need to first become 'aware' of our environment. How do you do that? One way as it turns out is through tourism.

So, on the recommendation of RMIT Professor Emeritus Jim Sinatra I joined the Lurujarri Dreaming Trail, a subject that runs annually where students can immerse themselves in Aboriginal culture while walking for nine days north of Broome. The songline experience was transformational and it opened my eyes to a whole new way of seeing the land and sea. It was along those vast, open beaches that I met Charles Davidson and his family. The rest, as they say, is history.



## 2017: Searching North, South, East & West

By 2017 I had found hundreds of ways that Indigenous knowledge can inspire life. Land management through controlled burning still sticks out as the most profound, a lesson that Bruce Pascoe articulates brilliantly in his book *Dark Emu*.

Along the way I spent four years in Tasmania, the heart of Australia's ecotourism industry. After completing Certificates 3 & 4 in Adventure Tour Guiding I was quickly out working on the Great Walks of Australia: Bay of Fires Lodge Walk, Freycinet Experience Walk and the Wineglass Bay Sail Walk. I eventually went on run operations for the national pilgrimage icon, Cradle Mountain Huts Walk which weaves through Tasmania's UNESCO-listed World Heritage Area. I was also involved with the early development of the ground-breaking, Aboriginal-owned 'wukalina Walk'.

Having become intertwined in Australia's nation-wide network of walking trails, in May 2017 I decided to embark on an unofficial celebration (aka research trip) to the Nordic region. After meeting industry leaders and experiencing benchmark products I returned to Australia, stopping off in Japan to walk the UNESCO World Heritage-listed Kumano Kodo, another significant source of inspiration.

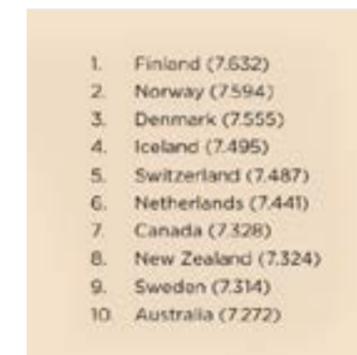
# Part 1: Situational Analysis

## Market Landscape



Behind (#1) Poverty and (#2) Hunger, Good Health and Wellbeing is the most important **United Nations Sustainable Development Goal**.

*(Source: United Nations, 2019)*



In the **2019 World Happiness Report**, five out of the top ten countries are in the Nordic region. Could bathing be a key pillar in their wellbeing lifestyle?

*(Source: Helliwell, J. Layard, R. Sachs, J., 2018)*

Flag	Name
	Lithuania
	Russia
	Guyana
	South Korea
	Belarus
	Suriname

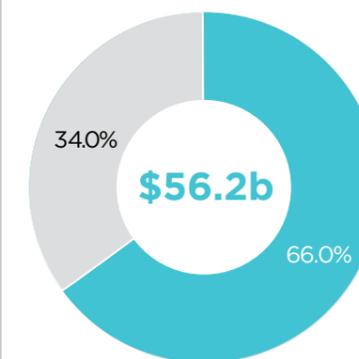
Mental illness is now a leading cause of death, so much so that a Royal Commission is being undertaken into Victoria's Mental Health System. In the **2019 World Suicide Rankings** the Nordics sit high, as does Australia. (Finland #24, Sweden #27, Iceland #32, Australia #38, Denmark #41, Norway #44)

*(Source: World Population Review, 2019)*



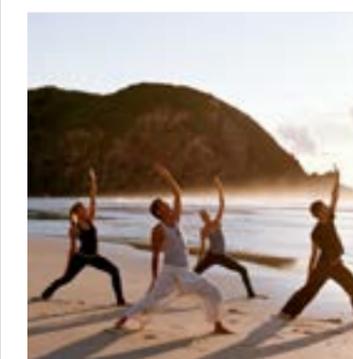
Wellness tourism is becoming a form of DIY health care. In the **2018 Global Wellness Tourism Economy Report**, the global wellness tourism industry registered a 6.5% growth rate for 2017. Accommodation (\$130.5b), Food & Beverage (\$111.5b), Retail (\$98.3b) and Activities & Tours (\$99.7b) deliver relatively even returns.

*(Source: Global Wellness Institute, 2018)*



Hot springs are an excellent winter product with the ability to even out shoulder and off-season lows. In the **2018 Global Wellness Tourism Economy Report**, which is endorsed by the Global Wellness Institute's Hot Springs Initiative, the global Thermal/Mineral Springs industry is valued at \$58.2 billion, growing at 4.9%. 66% of destinations include spas.

*(Source: Global Wellness Institute, 2018)*



Wellness tourism can be an excellent driver for regional areas. The **Tourism Australia wellness report** covering statistics from 2012-2017 lists: 7.1% growth in visitation per annum; 700,000 visitors in 2017 engaged in wellness tourism; 39% of all wellness tourists are domestic day-trippers,

*(Source: Tourism Australia & Colliers Research, 2019)*

# Australian Bathing Culture

Australia is world-renowned for its aquatic and marine ecosystems, while our beaches are regarded as some of the world's best.



Smiths Beach, Phillip Island; a summer pilgrimage destination for Victorians and international travellers alike. Organising a trip to the beach is a classic Australian ritual.

For more than 60,000 years Aboriginal people have been and remain custodians of our beautiful, biodiverse water Country. Now, our beach and bathing culture sits as a key pillar in Australia's national brand. (Just look at Tourism Australia's Instagram feed for evidence.)

Through the mid-1800s, public baths provided vital infrastructure for Victorians to clean themselves but also to socialise. This practice was common through the Nordic region as in other industrialising nations. Privately-owned sea baths were dotted around Port Phillip Bay, from Sorrento to St Kilda and Geelong. These complemented urban baths like those that developed in Melbourne's inner suburbs. What is interesting to note is that in the Nordic region, public saunas and harbour baths are seeing a resurgence as people actively seek social connection. Could we following a similar trend? Could Victoria and Australia give its bathing culture a facelift as part of a joint public health and tourism strategy? Proposals for a Yarra River Bath suggest the potential is there.



Peninsula Hot Springs, the icon of Australia's modern bathing culture. More than 100 people participated in Hot Springs Yoga for World Wellness Weekend 2018



Yarra Pools, an innovative proposal to establish a public swimming facility on the north bank of Melbourne's Yarra River. The project is situated at the site of a former waterfall which separated fresh water and salt water from Nerm / Port Phillip Bay.

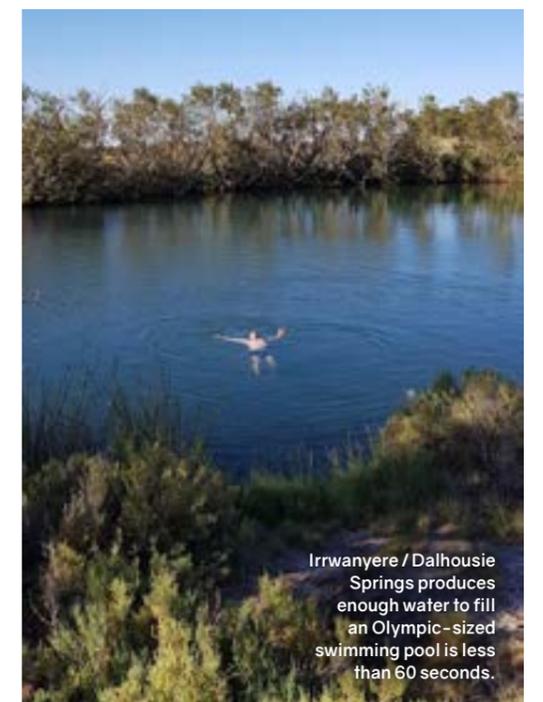


## Hot Springs of Australia 🌋

When you sit down and listen to Lower Southern Arnernte people talk about their spiritual connection to Irrwanyere (Dalhousie Springs), you realise that Australia's hot springs culture is rich and ancient.

Located in Witjira National Park, just south of the geographic centre of Australia, Irrwanyere is the world's largest flow rate, terrestrial hot springs. This extensive mound springs system produces enough water to fill an Olympic-sized swimming pool in less than 60 seconds. It has flowed for millions of years and depends on the vitality of the Great Artesian Basin.

Highlights in Australian geothermal tourism also include Peninsula Hot Springs (Vic) being awarded the global winner in the Luxury Mineral Spring Spa category at the 2019 World Luxury Spa Awards. Wellness destinations like Mataranka Springs (NT) and Zebedee Springs (WA) are well-known to Top End travellers, especially young families taking the 'lap' of Australia. Despite these credentials Australia's hot springs industry is still in its infancy, with relatively little market awareness.



Irrwanyere / Dalhousie Springs produces enough water to fill an Olympic-sized swimming pool in less than 60 seconds.

IMAGE CREDITS INCLUDE VISIT VICTORIA ONLINE, PENINSULA HOT SPRINGS, JANIS HOUSE PHOTOGRAPHY, YARRA POOLS & WOWOWA ARCHITECTS

# Hot Springs of Victoria

Boasting subsurface geothermal water right along its southern coastline, Victoria is uniquely positioned to define itself as the nation's hot springs state.



Conveniently located within reach of Melbourne's multicultural communities, many of which carry hot springs traditions from their homelands, Victoria's regional areas are poised to greatly benefit from proposed developments. The cool temperate climate and associated winter 'off-season' periods can be flipped to our advantage.

This research will outline two existing hot springs developments, as well as advocating for the strategic support of five emerging developments. However, economic opportunities are not limited to tourism. Geothermal energy, agriculture and housing development also hold significant power in Victoria's transition to become a world-leading, renewable, nature-based economy.

## Existing Victorian geothermal industry documents

- Victoria's geothermal and natural mineral water tourism investment opportunities, Visit Victoria, 2005
- Victoria's geothermal and natural mineral water tourism investment opportunities, Visit Victoria, 2007
- *Victorian Geothermal Assessment Report*, Melbourne Energy Institute, 2016
- Victorian Hot Springs Industry Development Plan, Charles Davidson, 2016
- Hot Springs Australia – Classification types, Charles Davidson 2018
- Hot Springs Australia – Victoria Chapter vision alignment, 2018
- Australian Hot Springs Industry Charter, May 2018

## Victorian Geothermal Assessment Report recommendations

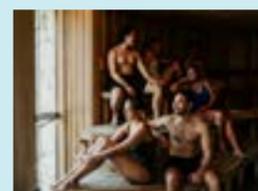
(Melbourne Energy Institute, 2015)

- Geothermal energy can provide zero-emissions baseload power
- Every commercial geothermal power market in the world has had dominant government involvement in its early stages
- Current geothermal legislation in Victoria actively prevents new entrants to the geothermal power sector
- Known warm aquifers beneath the Latrobe Valley could provide cheap, reliable heat for new industries to emerge in that region
- Ground source heat pumps provide 30% to 60% savings on running costs over roof-mounted systems

## Victorian hot springs industry development plan



## Existing Hot Springs



Peninsula Hot Springs, Mornington Peninsula



Deep Blue Hot Springs, Warrnambool

## Emerging Hot Springs



12 Apostles Hot Springs, Great Ocean Road



Gippsland Regional Aquatic Centre, Traralgon



Saltwater Springs, Phillip Island



Nunduk Spa Retreat, Lake Wellington



Metung Hot Springs, Gippsland Lakes

## Historical Victorian Baths

**Acknowledgement:** Prior to European settlement, Koori people recognised Port Phillip Bay as 'Nerm'. Note that somewhere between 5000-7000 years ago this area consisted of a vast open plain due to lower sea levels and what is now the Yarra River met the ocean just off the northern coastline of Tasmania.



**Sorrento Sea Baths, late 1800s - early 1900s**

(Source: *The Baths*, 2019)



**Sandringham Sea Baths, 1886 - 1919**

(Source: *Joy, S.*, unknown)



**Brighton Sea Baths, 1881 - present**

(Source: *Humans of Hampton*, 2019)

**In the 19th century, swimming from the open beach was prohibited during daylight hours, so bathers were compelled to keep within the baths.**



**St Kilda Sea Baths, 1860 – present.**

In the 19th century, swimming from the open beach was prohibited during daylight hours, so bathers were compelled to keep within the baths.

(Source: *St Kilda Sea Baths*, 2017)



**Williamstown Sea Baths, 1888 - unknown**

(Sources: *State Library of Victoria*, 2019)



**Geelong Sea Baths, 1840s – present**

(Source: *Victorian Heritage Department*, 2019)

## Contemporary Victorian Baths



**Peninsula Aquatic and Recreation Centre, Frankston**



**Liquid Room (float therapy), Sandringham**



**Middle Brighton Baths, Brighton**



**Melbourne Sports and Aquatic Centre, Albert Park**



**Williamstown Life Saving Club (floating pool), Williamstown**

(Source: *WLSC Instagram*)



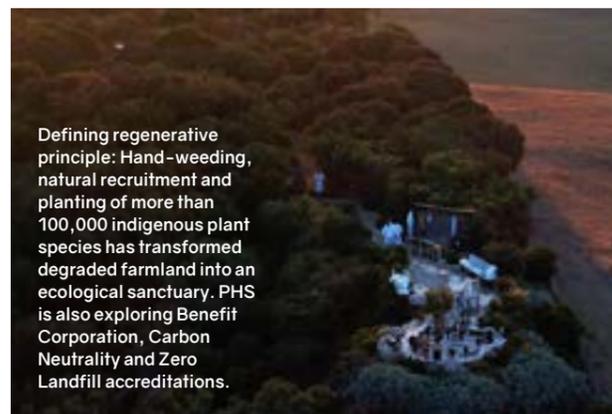
**Geelong Sea Baths, Corio Bay**



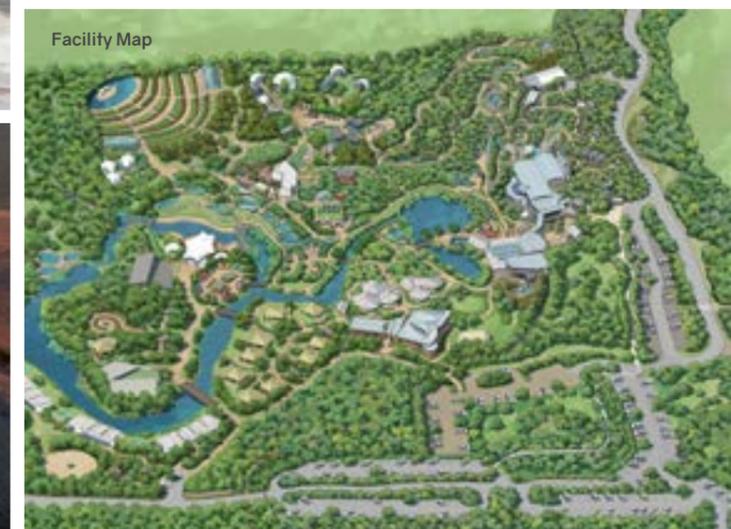
Guests celebrating World Bathing Day on June 22, while Lionel Lauch performs a didgeridoo sunrise ceremony.



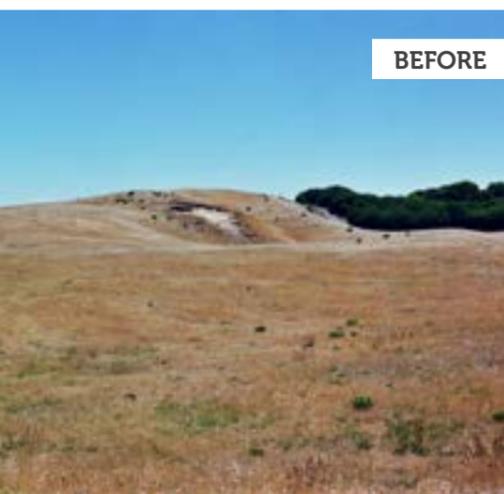
Most popular tour package: Horseriding & Bathe, Gunnamatta Trail Rides.



Defining regenerative principle: Hand-weeding, natural recruitment and planting of more than 100,000 indigenous plant species has transformed degraded farmland into an ecological sanctuary. PHS is also exploring Benefit Corporation, Carbon Neutrality and Zero Landfill accreditations.



# Peninsula Hot Springs



BEFORE



AFTER

## Snapshot

[peninsulahotsprings.com](http://peninsulahotsprings.com)

### Region:

Fingal, Mornington Peninsula

### Aboriginal community:

Boon Wurrung and Bunurong

### Founded:

2005

### Owners:

Charles Davidson and Bharat Mitra

### Distance from Melbourne:

100km

### Annual visitation:

500,000+ guests (FY18/19)

### Core product price:

Bath House bathing pass,  
MON-FRI \$45, SAT/SUN \$55

### Growth statistics:

Average Bath House bather growth over last 5 years (11%). Aiming for uplift of 5-16% in 2019/20

### Staff employed:

320 people

### Economic impact: (EY, 2018)

- Increase in direct expenditure: \$53.5m (FY17), \$969.2m (Net Present Value, FY 17 – FY 36)
- Direct and indirect jobs supported: 481 jobs (FY17), 764 jobs (FY-FY36, average annual)
- Total specific and extended stay visitors to the region: 236, 427 (FY17)

### Community impact:

- More than 500,000 members of Melbourne's multicultural community promoting wellbeing (FY18/19)
- Nearly 100 tour package partners focused within Mornington Peninsula region
- Partnerships with purpose: Mental Health Australia, Mentis Assist (Mornington Peninsula), Musculoskeletal Australia, Willum Warrain Aboriginal Association

### Ecological impact:

- 100,000+ indigenous plants established over 20- year period
- Endangered Ecological Vegetation Community 'Coast Alkaline Scrub' described and protected
- 80 acres of landscaped grounds managed without use of chemicals

### BEFORE – 1997

Brothers Charles and Richard Davidson purchased 40 acres of horse paddocks with a dream.

### AFTER – 2018

More than 100 people participate in a yoga class for World Wellness Weekend while being immersed in a new hot springs amphitheatre.

## Stakeholders

### Charles Davidson

Co-founder,  
Creative Director  
and Group Chairman

"I would like to see hot springs trails right across the country, people coming to Australia to visit hot springs as a signature experience." (Sykes, May 8 2019)

### Top 5 favourite hot springs

- Kusatsu Onsen, Japan
- Blue Lagoon, Iceland
- Esalen, USA
- Mission Hills Haikou Resort, China
- Maruia Hot Springs, New Zealand

### Recommendations for emerging hot springs

**Work together and collaborate** – We should refer business to each other all the time and ask 'how can we contribute to the communities in which we are fortunate to engage with?'

**Shared community responsibility** – The currency of wellness is connection; with people, ourselves and nature. We've found benefits for mental health and people dealing with arthritis. What could that mean for Victoria's health system as a whole?

**Keep the fire burning** through our shared ability to make a difference. It is very rare in life where you have an opportunity to effectively help create culture, a new Australian bathing culture that brings the best elements from all corners of the earth together.

### Greg Burgess

Architect, Gregory Burgess Architects

"The first step was travelling to Japan with Charles and Richard in August 1998. I remember the anxiety, thinking 'Are Australians going to take to this?' ... Humility and restraint, inner calm and peace are very important to reinforce peoples' capacity to rejuvenate through architecture." (Sykes, March 19 2019)

### Martin Pujol

Senior Geothermal Hydrogeologist, Rockwater Pty Ltd

"Victoria has really good resources for energy production through heat exchange. District heating is very common in Paris and other countries. In Western Australia, reinjected water results in operators maintaining 100% credit with no net volumetric loss and pressure is maintained. i.e. a water license can be 0 litres per year ... The risks are water pollution through peoples' natural oils, incontinence, sun creams and vegetation." (Sykes, May 7 2019)

### Jarrold Ruch

Land & Environment Manager, Peninsula Hot Springs

"There's been a process of constant observation of what's naturally regenerating, supporting that through hand weeding and nurturing seed stock that is already in the soil." Key ideas include: organic land management (chemical-free), rabbit control, biodiversity auditing and a three-pronged attack via Grounds, Aesthetics and Food production teams. (Sykes, May 7 2019)

### Matt Colston

Associate Partner, Sports Events and Venues Advisory, EY

"The push for government is the dispersal of visitors to promote regional growth. We need unique experiences to act as a magnet and appropriate infrastructure to get people there ... Having a suite of hot springs across the state is important and they encourage people not just to travel to a region for one destination ... If you want these developments they won't happen without support. Private investors can get better returns elsewhere." (Sykes, May 13 2019)

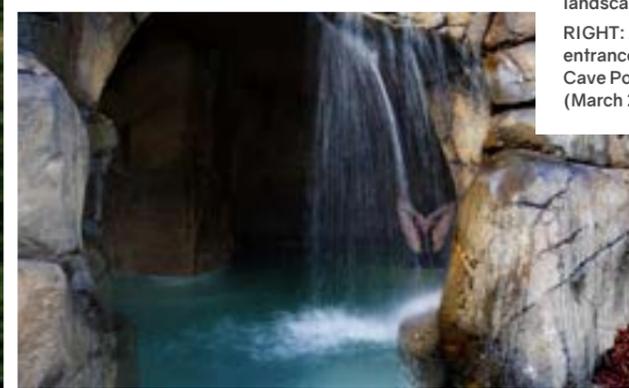
IMAGE CREDITS INCLUDE GUNNAMATTA TRAIL RIDES, PENINSULA HOT SPRINGS, JANIS HOUSE PHOTOGRAPHY



Concept proposal for Deep Blue Hot Springs sanctuary of hot spring pool's and enhanced bathing experiences.



TOP LEFT: Tour package opportunity - Worn Gundidj (Tower Hill) Aboriginal Walk and Bathe



BOTTOM LEFT: Cave Pool within Deep Blue's new outdoor bathing landscape, July 2019

RIGHT: Aerial view - entrance at left, Cave Pool at right (March 2019)



# Deep Blue Hotel & Hot Springs



MARCH 2019 – Aerial view of Deep Blue's new development, showing relationship with Warrnambool Bay foreshore



Under construction, including view of star-gazing pool (mid-distance on right hand side)

## Snapshot

[thedeepblue.com.au](http://thedeepblue.com.au)

### Region:

Warrnambool, Great Ocean Road

### Aboriginal community:

Peek Whurrung people, Maar Nation

Founded: 2009

Owners: Gene and Bec Seabrook, Michael Townshend

Distance from Melbourne: 258km

### Annual visitation:

Bath House bathing MON-FRI \$15, SAT/SUN \$20 (Hotel: Average room rate \$154) (Projected bathing sanctuary entry: average \$55)

### Core product price:

Bath House bathing, MON-FRI \$15, SAT/SUN \$20

### Growth statistics:

Consistent strong growth, with 69% lift between 2013 and 2014. Bathing alone contributed a revenue of \$448K in 2018.

### Staff employed:

Bath House & Day Spa (8 inc. casuals), Hotel (45 inc. casuals), Bathing Sanctuary (projected additional 20)

### Economic impact:

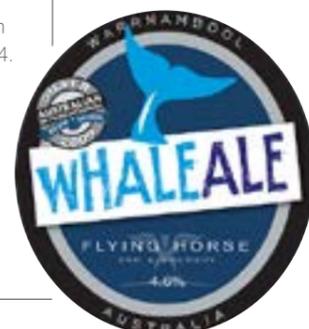
- \$843,130 annual revenue (2018, Day Spa and Bath House)
- Greater than \$5 million (inclusive of hotel accommodation and restaurant revenue)
- Projected combined revenue greater than \$10 million

### Community impact:

- Annual visitation: Bath House & Day Spa (33,000 visitors pa - approx. 60% locals, 40% tourists)
- Tour package partners: Under development
- Community organisation partners: State, regional and local tourism partnerships

### Ecological impact:

- 60% indigenous plantings
- Other credentials? Eg: building energy rating etc



Regenerative principle - Collaboration with local producers, including craft beer makers

## Stakeholders

### Gene Seabrook

Director

"As the first hot springs hotel in Victoria, we aim to re-establish Warrnambool as a key bathing destination. By creating the Hot Springs Sanctuary we hope to help encourage the physical and emotional wellbeing of our community as well as provide a high-quality tourism experience for visitors to Victoria and the Great Ocean Road region" (Sykes, March 18 2019)

### Project Timeline

- 2007 Hotel construction commenced
- 2009 Opened to public
- 2012 Purchased by current owners
- 2013 Began exploring expansion opportunities
- 2014 Decided on rock and cave concept. Engaged Marshall Judd, an artificial rock specialist. Co-funded James White to conduct global hot springs industry research
- 2015 Secured \$650K through the state government's Tourism Demand Driver Infrastructure funding program
- 2016 Engaged architect
- 2017 Planning, permits and financing
- 2018 Started construction in April
- 2019 Launch scheduled for Spring, planning commenced for Stage 2 (inc. rooftop pools) & 3.

### Challenges:

- Converting short-term (1-night stay) visitors to longer-term (2-3 night)
- Converting day-trippers to 12 Apostles to overnight stays.
- Changing consumer mindset of Warrnambool being a summer destination
- Distance from Melbourne
- Maintaining the integrity of the hot springs industry and defining common standards

### Opportunities:

- Budj Bim National Park announced as World Heritage Area
- Collaboration opportunities with local Peek Whurrung community and Elders like Uncle Locky, for example, with culturally-safe design or spa treatments incorporating Traditional Indigenous Knowledge
- New scientific findings at Point Richie suggesting evidence of Aboriginal occupation exceeding 100,000 years
- The Logan's Beach Whale Nursery for Southern Right Whales is active from May to September (perfect alignment to prime bathing season!)

**"We want to bring ocean-view hot springs to the bathing world."**

– Gene Seabrook

### Contractor profile:

Hot springs development creates opportunities for skilled professionals

### Marshall Judd

Director, Rock n Water Landscapes

(Judd, April 10 2019)

### Scope of works relating to Deep Blue Stage 1:

- Stage 1 ground-level design concept of outdoor hot springs pools & enhanced bathing experiences
- Work with the client to provide a specific mood and experience to suit the overall relaxation/wellness theme.

### How many full-time equivalent staff are involved?

We have a full-time team of four; three tradesman and one in admin

### What kinds of accumulated knowledge and skills are you gaining through projects like DBHS and PHS?

We are learning that it is an extremely popular experience and there is a definite market for these therapies. We see it as the tip of the ice berg for the industry and can only see it getting bigger. For us personally, being a family business, we hope to continue in this profession for another generation.

IMAGE CREDITS INCLUDE DEEP BLUE



Concept proposal for Metung Hot Springs, including future waterfront marina



“This is one of the most naturally spectacular sites I have seen.”  
– Charles Davidson

Proposed development site, originally earmarked in the 1986 Storth Reyes Residential Resort plan

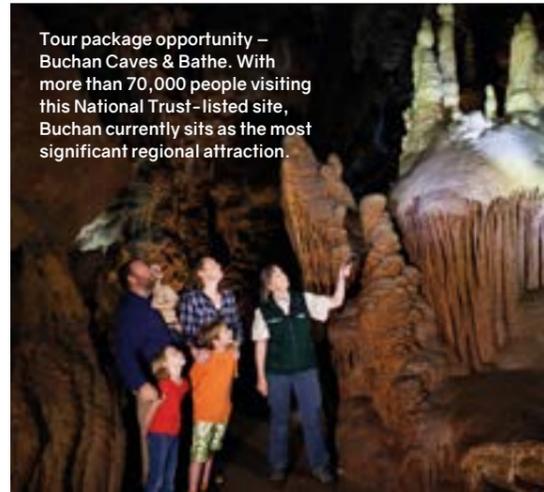
# Metung Hot Springs



**Snapshot**  
[facebook.com/metunghotsprings](https://facebook.com/metunghotsprings)  
**Region:** Lake King, Gippsland  
**Aboriginal community:** Gunai Kurnai  
**Founded:** (Concept stage)  
**Developers:** Peninsula Hot Springs Group with Adrian and Rachel Bromage  
**Distance from Melbourne:** 311km  
**Annual visitation:** 117,000 in Year 3  
**Core product price:** \$38  
**Growth statistics:** Not supplied  
**Staff employed:** 77 growing up to 179 in 10 years

TOP LEFT: Before – 2018 Drone photo of proposed ‘green field’ site, west of Metung township.

BOTTOM LEFT: Hilltop – Co-founders Charles Davidson, Adrian Bromage and Rachel Bromage discuss ideas for geothermal pools which allow bathers to look out over the Gippsland Lakes.



Tour package opportunity – Buchan Caves & Bathe. With more than 70,000 people visiting this National Trust-listed site, Buchan currently sits as the most significant regional attraction.



Regeneration opportunity – collaboration with Gunai Kurnai community, especially in the rehabilitation of the site’s freshwater wetland. Cultural heritage surveying will be an important foundation activity.

## Stakeholders

### Adrian and Rachel Bromage Co-founders, Managers at The Riversleigh boutique accommodation in Bairnsdale

“We come with decades of experience in the hospitality industry and people have been screaming out for things to do. Hot springs present an opportunity to grow the local tourism industry using something that fits our natural, picturesque landscape. It fits what the region is known for. Metung was actually the first hot springs in Victoria, dating back to the 1930s ... Something of this scale is only possible with the support and backing of the Peninsula Hot Springs team.” (Sykes, February 18 2019)

### Charles Davidson Co-founder, Founder and Chairman Peninsula Hot Springs, Mornington Peninsula

“Metung in particular, but also the whole of the Gippsland Lakes, is one of the hidden jewels in the Victorian and Australian tourism landscape. The undulating hills and natural topography of the site and spectacular views lend themselves perfectly to the serenity of hot springs bathing. I have visited thousands of hot springs sites across the globe on research missions to 51 countries during the past 21 years and in my mind, this is one of the most naturally spectacular sites I have seen.” (Sykes, August 8 2019)

### Roger Fenwick CEO of Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC)

Key messages from meeting (19.2.2019) – Before exploring any partnership opportunities it is important to have an understanding of the Aboriginal community, its history and ambitions. Then after listening to the community’s priorities and commercial goals, there is scope to look for mutual connections. The first step could be a cultural survey of the site.

The Gunai Kurnai community is currently exploring development ideas for the Forestec site including: virtual reality storytelling facilities, a cultural gathering space/amphitheatre, a bush food/café facility and mountain biking trails. (Sykes, February 19 2019)

### Darren Chester Federal Member for Gippsland, The Nationals Party

“The recent drought is having a severe impact and I believe it’s important to grow our tourism industry as a way to ensure the economic viability of the region. I have provided my full support to the establishment of the hot springs project ... [and] I am ensuring the proponents are aware of all funding opportunities available through the Federal Government and will continue to raise awareness of this project with my Parliamentary colleagues.” (Chester, March 4 2019)

### Natalie O’Connell Mayor of East Gippsland

“A proposal of this type would be an ideal fit for Metung Village, and boost business confidence in investment for the wider East Gippsland region. The opportunity for collaboration between the Metung Hot Springs and businesses all over East Gippsland is significant.” (Sykes, February 18 2019)

### Joe Rettino Partnership Broker, Gippsland Resilience Strategy, Federation Training

The potential for hot springs to combat the winter seasonality of East Gippsland tourism, the opportunity to connect different areas and experiences within the region, increasing length of stay, economic development through tour packaging (for example, with Buchan Caves), challenging the existing image of Metung as a peaceful retirement village,

offset by young peoples’ needs for work opportunities for intergenerational collaboration. (Sykes, February 18 2019)

### Tim McAuliffe Acting Regional Director for Gippsland, Regional Development Victoria

“In the late ‘70s and early ‘80s I went down to Chinaman’s Creek as a kid. [The site of the original Metung Hot Springs] There were 10-12 people in each of the three pools and it was open 24 hours 7 days a week, free to the public ... If you look at Gippsland with its natural environment ... aside from Phillip Island Nature Park, nothing else exists. [In relation to the proposed development], detailed environmental planning will be critical but I don’t see any obvious show-stoppers.” (Sykes, February 18 2019)

### Richard Elkington Committee Chair for Gippsland, Regional Development Australia

With his experience in Gippsland’s energy sector, Richard encourages exploration about the potential for geothermal business within the region, including in tourism. In discussion, he also highlighted the politics associated with sub-ground resources and community concerns around environmental impacts. (Sykes, February 18 2019)

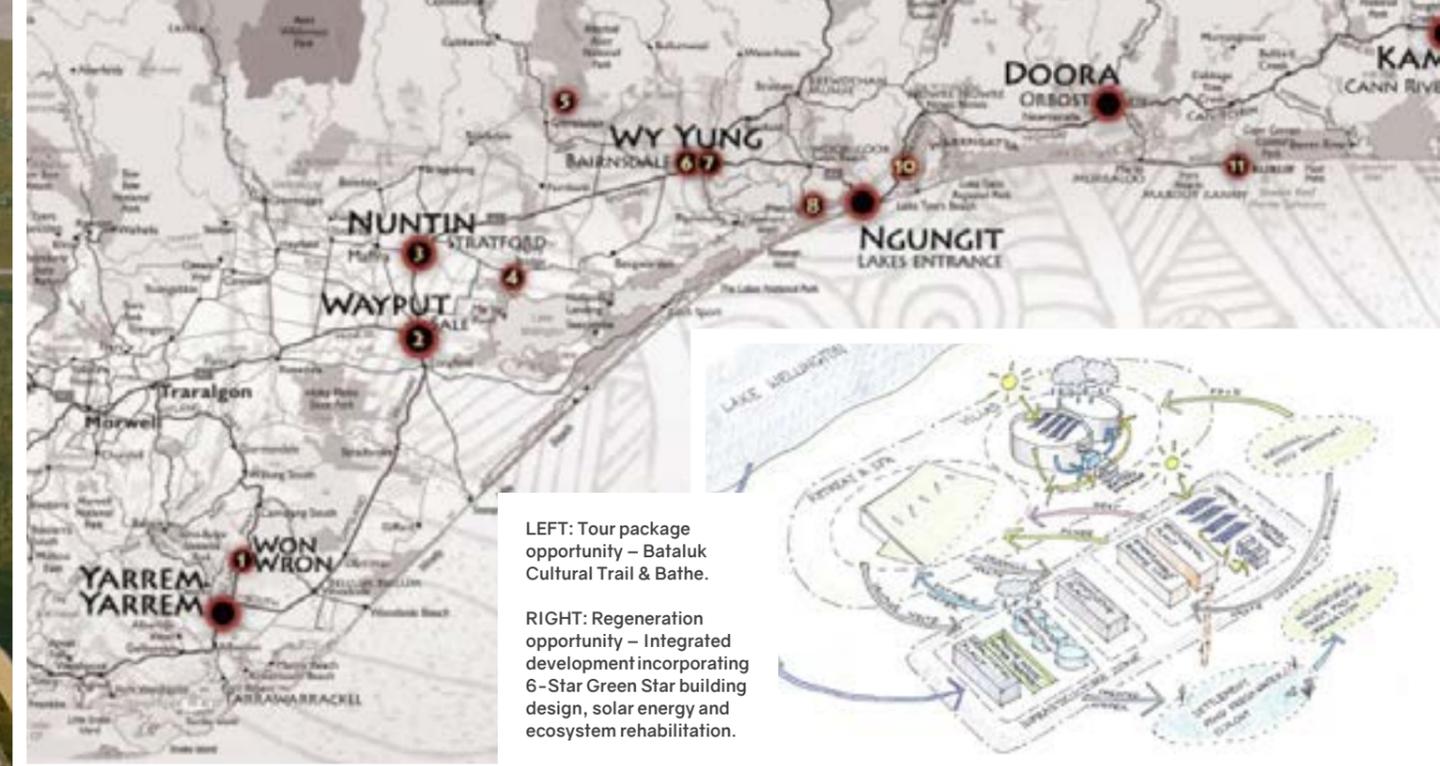
### Jon Hutchins CEO of Mt Hotham Resort Management Board

Jon noted that hot springs and alpine regions have always been connected, citing Australians travel to Japan for snowboarding and skiing. He emphasised that the Metung Hot Springs development must be world-class in order to lure tourists beyond the “2-hour bubble” surrounding Melbourne. (18.2.2019)

IMAGE CREDITS INCLUDE PENINSULA HOT SPRINGS GROUP, NATIONALTRUST.ORG.AU

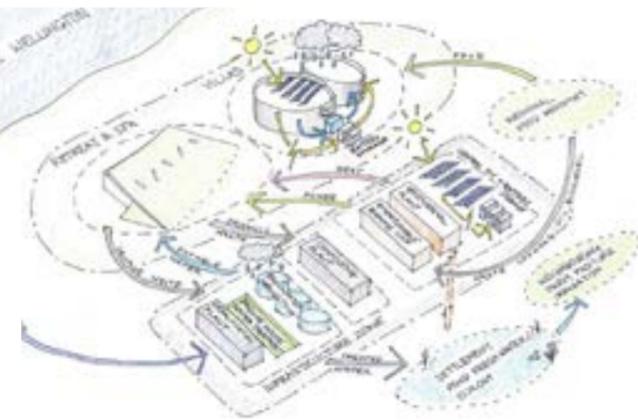


Concept proposal for Nunduk Spa Retreat



LEFT: Tour package opportunity – Bataluk Cultural Trail & Bathe.

RIGHT: Regeneration opportunity – Integrated development incorporating 6-Star Green Star building design, solar energy and ecosystem rehabilitation.



# Nunduk Spa Retreat



**Snapshot**  
[seacombewest.com.au](http://seacombewest.com.au)  
**Region:** Lake Wellington, Gippsland  
**Aboriginal community:** Gunaikurnai  
**Founded:** (Concept stage, scheduled 2021)  
**Developers:** Seacombe West  
**Distance from Melbourne:** 252km  
**Annual visitation:** 20,000 additional visitor nights a year (projected)  
**Growth statistics:** \$140m economic impact (region)  
**Staff employed:** 105 Staff directly employed, 200 indirect jobs

**Economic impact:**

- \$140m (region)
- \$160m (state-wide)
- \$120 million investment
- \$28m GSP increase (Deloitte Access Economics)

**Community impact:**

- 5% Indigenous employment target
- Indigenous culinary / medicinal experiences
- Education through a place-based cultural perspective
- Cultural and Natural Heritage Plan developed in collaboration with Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC) late 2018

**Ecological impact:**

- Regenerative design approach
- Ecosystem restoration
- Zero carbon emissions
- Off-grid, geothermal energy
- 100% self-sufficient water supply

TOP & BOTTOM LEFT: Architecture, by Studio Alfano, to blend seamlessly into regenerated coastal marshland.

## Stakeholders

**Harry Troedel**  
*Director at Seacombe West*  
 "Tourism isn't going to stop, we have to go beyond sustainability and work towards a positive impact. We can show people positive techniques in regenerative development and building design, things that people can take back home with them."  
 "Nunduk (pronounced 'noon dook') is a Gunaik word meaning 'bark of a tree'. It fits the protective, restorative, dare I say regenerative nature of the project."  
 (Sykes, March 5 2019)

**Dominique Hes**  
*Regenerative design specialist, Thrive Research Hub, University of Melbourne*  
 "The project will be a multifaceted development currently planned to be 6-star Green Star, including using geothermal heat for spas and associated agricultural activities as well generating its own power and water and taking care of its waste. This project aims to address the three pillars of sustainable development to provide positive environmental, social and economic outcomes.  
 The site is significantly degraded from salt water entering the Gippsland Lakes system and the degradation is continuing rapidly. The development plans to use a touch lightly approach preserving significant and valuable habitat and restore some degraded areas to create land with improved ecological value. Lifted above the salt layer this land will support a broader diversity and vitality in the natural environment."  
 (Seacombe West, May 20 2018)

**Development Overview**

- 200-acre site
- 36 guest rooms
- 45 private villas
- 60C expected water temperature
- Nestled between National & Coastal Parks
- East Gippsland Council approval, July 2019

**This project aims... to provide positive environmental, social and economic outcomes.**  
 – Dominique Hes

**Project Team**

**Perry Lethlean,**  
*Landscape Architect, Taylor Cullity Lethlean*

**Jose Alfano,**  
*Architect, Alfano Studio*

**Paul Paton,**  
*Aboriginal cultural advisor, Dinadj Consulting*

**Nick Glasson,**  
*Civil engineer, Cardino*

**David Provis,**  
*Oceanographer, Cardino*

**Dominique Hes,**  
*Regenerative design specialist, University of Melbourne & Thrive Research Hub*

**Aaron Organ,**  
*Ecology & Heritage Partners*

**David Ritter,**  
*Atelier 10 Sustainability*

**Graeme Beardsmore,**  
*Hot Dry Rocks, Geothermal*

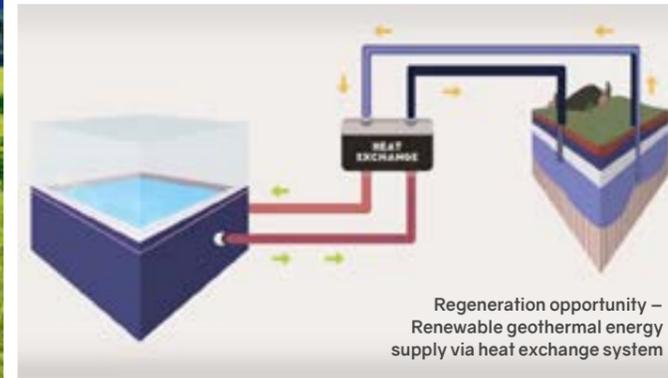
IMAGE CREDITS INCLUDE SEACOMBE WEST, BATALUKCULTURALTRAIL.COM.AU, ATELIER TEN & SEACOMBE WEST



Concept proposal for Gippsland Regional Aquatic Centre.



Tour package opportunity – Latrobe Creative Precinct & Bathe



Regeneration opportunity – Renewable geothermal energy supply via heat exchange system



Project masterplan

# Gippsland Regional Aquatic Centre



**Snapshot**  
[facebook.com/traralgonindoorpool](https://facebook.com/traralgonindoorpool)  
**Region:** Traralgon, Gippsland  
**Aboriginal community:** Gunai Kurnai  
**Founded:** (Construction stage, scheduled to open January 2021)  
**Developers:** Latrobe City Council  
**Distance from Melbourne:** 164km  
**Annual visitation:** Approx. 400,000 from year 3  
**Core product price:** Assumed adult swim entry <\$10  
**Growth statistics:** The ABS forecasts Latrobe City population growth through to 2031 to be around 0.7% per annum. But the delivery of projects such as GRAC and the LCP will improve liveability and community health and wellbeing; and therefore stimulate economic investment and population growth.  
**Staff employed:** Approx. 45 E.F.T

TOP LEFT: Site of existing outdoor swimming pool.

BOTTOM LEFT: Development site, existing overflow carpark.

**Economic impact:**

- \$57 million government funding contribution
- Estimated \$370K saved in operating costs annually through geothermal energy use

**Community impact:**

- State-of-the-art community leisure facility catering to broad user groups
- Adjacent to proposed 'Latrobe Creative Precinct' development, includes 756 seat theatre

**Ecological impact:**

- Geothermal energy system to heat the pools and facility
- Reduce carbon footprint within Latrobe City by 700 tonnes

**“Latrobe City Council's project will deliver long-term economic, environmental and wellbeing benefits to the Latrobe Valley community.”**

– Luke McGrath

## Stakeholders

**Luke McGrath**  
Senior Project Manager

Luke's family is originally from Droitwich Spa in England, so geothermal energy runs in his blood. He has researched examples of best practices for aquatic centres across Australia and is working through the logistical and engineering challenges associated with sourcing geothermal water. Latrobe City Council's geothermal project will deliver long-term economic, environmental and wellbeing benefits to the Latrobe Valley community. There is the potential for hot springs bathing in subsequent stages. The water sits around 600 metres below surface level, at 65C. However, there's not a huge depth of expertise in Victoria (i.e. people with actual experience of constructing geothermal bores), so they ended up engaging Rockwater from Western Australia. (Sykes, February 19 2019)

**Jackson Architecture + Katsieris Origami, Architects in Association**  
Architects for Latrobe Creative Precinct

“Our vision for the Latrobe Creative Industries Precinct is two-fold: Firstly to draw upon the Latrobe Valley's rich timber history and, in partnership with local industry across all scales, create an exemplar precinct of iconic timber construction that demonstrates a new era of engineered timber capability, imagination, industry, production and construction in the Latrobe Valley and Traralgon. Secondly, our vision is to also approach the design of the site in a way that unifies built and un-built components, integrates new and existing buildings and seamlessly embeds the site with the wider urban fabric of Traralgon.” (Source: Jackson Architecture, 2015)

### Benchmark facilities

- Splash Craigiebourne
- GESAC – Glen Eira Sports and Aquatic Centre
- PARC – Peninsula Aquatic and Recreation Centre
- MSAC – Melbourne Sports and Aquatic Centre
- Aquapulse Wyndham
- Casey Race and Casey Ark
- Sale Aquatic Centre

### Development Overview

- Competition pool: 8 Lane x 51.5 metre with moveable boom to make 2 x 25 metre pools or variable options
- 500 spectator seats
- Large indoor water play zone
- Toddlers pool
- Large warm water therapy pool with spa
- Learn to swim / leisure pool
- Sauna & steam rooms
- Gymnasium and group fitness rooms
- 2 x large water slides
- Wellness centre
- 25 m outdoor pool
- Geothermal heating
- Café & retail space
- 250 space car park, landscaping, public lighting and security

IMAGE CREDITS INCLUDE PEDDLE THORP ARCHITECTS & LATROBE CITY COUNCIL, JACKSONARCHITECTURE.COM.AU, LATROBE.VIC.GOV.AU



Concept proposal for Saltwater Hot Springs with views to Bass Strait



Regeneration opportunity – Land enhancement through wetland development and revegetation.



# Saltwater Hot Springs



**Snapshot**

[saltwatersprings.com.au](http://saltwatersprings.com.au)

**Region:** Phillip Island, Gippsland

**Aboriginal community:** Boon Wurrung and Bunurong

**Founded:** (Concept stage, scheduled mid-2021)

**Developers:** Jodie and Mark Vogt

**Distance from Melbourne:** 131km

**Annual visitation:** 150K to 220K YR1

**Core product price:** Based on opening 2021 (and subject to review) Peak Adult \$65 Ch \$45

**Growth statistics:** Will be reliant on introduction of additional capacity and experiences - assuming 20%

**Staff employed:** Currently (TCK 12 - 15) mix of FT, PT and Casual - Opening No. 60 - 90

**BEFORE**  
TOP LEFT: Development site, former grazing land

**AFTER**  
LEFT: Concept design, by Tract Consultants, showing strong integration with indigenous landscape.



Tour package opportunity – Penguin Parade & Bathe

**“Wellness should be something that people can access easily, so we decided to meet people where they already are”**

– Jodie Vogt

## Stakeholders

### Jodie Vogt Founder

Testimony to their perseverance, Jodie and her partner Mark started the project 10 years ago including a tough 18-month planning period. Now, the pilot bore has been completed and Stage 1 is scheduled to open mid-2021. After being actively encouraged to look for potential development sites on the west coast, Jodie and her partner Mark settled on the current location of Cape Kitchen in Newhaven. “Wellness should be something that people can access easily, so we decided to meet people where they already are.”

Their goal is to offer broader benefits to the community (by generating off-season demand) as well as aligning with their farsighted environmental values. “Our immediate focus will be outside bathing facilities, providing larger space for big groups as well as more intimate spaces for small groups, and then quite a separate area for families (mindful of noise). We’ve already put 30,000 trees in and will be planting another 10,000 next month (June 2019).”

“I always thought we could be an island ark, in the same way Kangaroo Island has been positioned - different, soft and gentle, not intimidating ... not everyone’s up for the wilderness, we need them to feel safe and secure. That way we can encourage them gently, hold their hand, go deeper and bolder, allow them to develop that understanding to care. We believe that is the only way to do it.”

“Victoria has the opportunity to position itself as the hot springs destination of Australia, developments need to come through in a wave. For us, this is a legacy project.” (Sykes, May 20 2019)

### Steve Parker Director, Millowl Dreaming

Millowl Dreaming offers cultural education, smoking ceremonies and Wayapa meditation around the Bass Coast. Steve has a history of collaboration with Cape Kitchen. He was also instrumental in establishing the Australian Indigenous Surfing Titles and an Indigenous surfing program supported by Vic Health and the state government, which extended from Portland to Mallacoota.

“This was a place where our warriors were on a journey, a place of visiting and a place of healing to an extent. We ask people who visit to respect our Country and children because Bunjil [our creator spirit] is always watching.”

“The baths here are an amazing opportunity to make people think more sustainable and connected ... I’m trying to build pathways. My surfing program started with a \$1200 budget and ended with a \$1 million budget.” Steve sees Saltwater Springs as a complement to the surf marine reserves surrounding Phillip Island. (Sykes, March 4 2019)

### Kim Storey General Manager at Destination Phillip Island

Kim explained that the Island’s roads and assets reach their capacity in peak season. The population swells from 12,000 to 50,000 people and this creates friction with the local community. The major supply gap is in high-end accommodation while the key challenges are increasing length of stay and evening out seasonality. She sees Saltwater Springs as an opportunity for the fox-free island to go beyond Phillip Island Nature Parks and the Grand Prix. There is also the chance to attract more

young people through job creation. Destination Phillip Island is currently working on a ‘Global Sustainable Tourism Certification’ and is “keen to see the hot springs project commence”. (Sykes, March 5 2019)

### Catherine Basterfield CEO of Phillip Island Nature Parks

When asked about her future vision for the Island, Catherine replied “I see it as a much wilder place, much more vegetated, appreciated as an ecotourism destination known for its environmental values.” She sees the opportunity to tailor more niche products and eco-style accommodation aiming at higher yielding travellers. (Sykes, March 5 2019)

### Peter Francis & Cr Pam Rothfield Economic Development Manager & Councillor, Bass Coast Shire

(Sykes, March 5 2019)

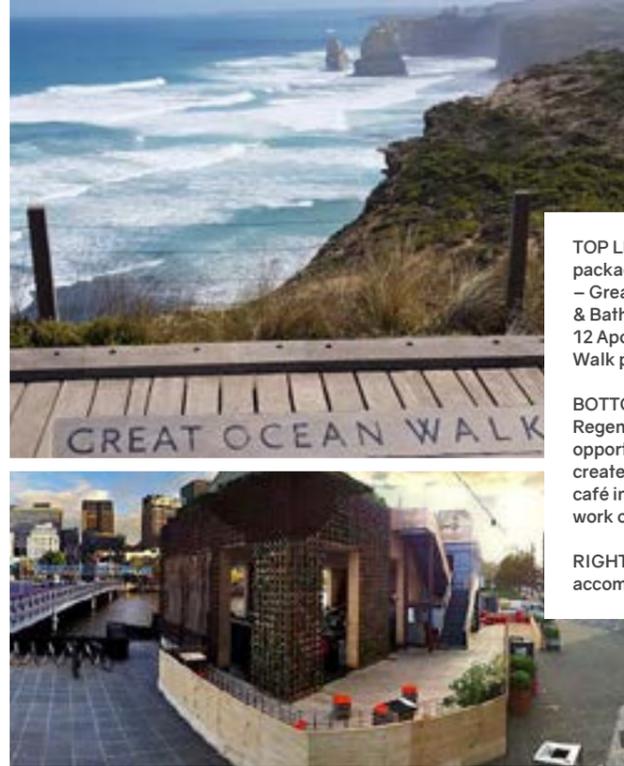
Key themes:

- Balancing growth, urbanisation/ housing/tourism
- Environment is our asset, even for the Grand Prix, it’s the beauty of the landscape’
- Phillip Island has a summer persona, not yet a winter persona
- Spa, wellness, lifestyle fits with place identity – the missing ingredient?
- Saltwater Springs developers have a good reputation, “just need to get on with it!”

IMAGE CREDITS INCLUDE SALTWATERSPRINGS.COM.AU, TRACTMEDIA.COM.AU



Concept proposal for 12 Apostles Hot Springs



TOP LEFT: Tour package opportunity – Great Ocean Walk & Bathe, including 12 Apostles Lodge Walk partnership

BOTTOM LEFT: Regeneration opportunity – Goal to create a zero-waste café inspired by the work of Joost Bakker

RIGHT: Proposed accommodation



# 12 Apostles Hot Springs



**Snapshot**

[12apostleshotsprings.com.au](http://12apostleshotsprings.com.au)

**Region:** Great Ocean Road

**Aboriginal community:** Kirrae Wurrung

**Founded:** (Concept stage, scheduled January 2022)

**Developers:** Rocdon Development

**Distance from Melbourne:** 227km

**Core product price:** \$50 bathing pass (off-peak)



Concept proposal for the stairs to the changerooms

**“The concept of a bathing trail is very exciting, especially in the context of a young bathing industry.”**

– Guy Obeid

**BEFORE**  
TOP LEFT: Drone photo of proposed development site

**AFTER**  
LEFT: Concept design by Neil Architecture

## Stakeholders

**Guy Obeid**  
*Transaction Manager, CMFC*

Regarding the challenges of developing hot springs I would say that there is considerable comparative data for accommodation offerings. So where, for accommodation, our consultants have been able to rely on a large pool of regional data to arrive at average room rates and occupancy rates, the pool of data for a hot springs operation is more limited. This has made it more challenging for us to, for example, predict capture rates from the 5.6 million people that visit the region and the 2.6 million that attend the visitor centre. If operators in the industry to work together to pool this type of data, it could certainly help the industry's development.

Regarding a bathing trail, I think the concept of a bathing trail is very exciting, especially in the context of a young bathing industry in Victoria. The ability to create such a proposition and team it with complimentary attractions and dining experiences is an exciting opportunity.

(Sykes, March 26 2019)

IMAGE CREDITS INCLUDE 12APOSTLESHOTSPPRINGS.COM.AU, CHARLES DAVIDSON, ECOCITIZENAUSTRIA.COM.AU

**Project overview**

**#1 Product – Public Cafe** (average spend at \$15), including farmers market

**#2 Product – Public Bathing** (\$50 off-peak, \$55 peak), including arts amphitheatre

**#3 Project – Wellness Resort** (with scheduled activities that people can opt into)

**Benchmarks** - Shambala Oceanside Retreat & Mesa Stila Resort, Indonesia

**Project Team**

**Rocdon Development,**  
*Developer*

**Slattery Australia,**  
*Quantity Surveyor*

**Savi Communications,**  
*Branding Agency*

**CMFC,**  
*Transaction Manager*

**Biofilta Water Solutions,**  
*Project & Water Management*

**Kalus Kenny Intelix,**  
*Legal Advisors*

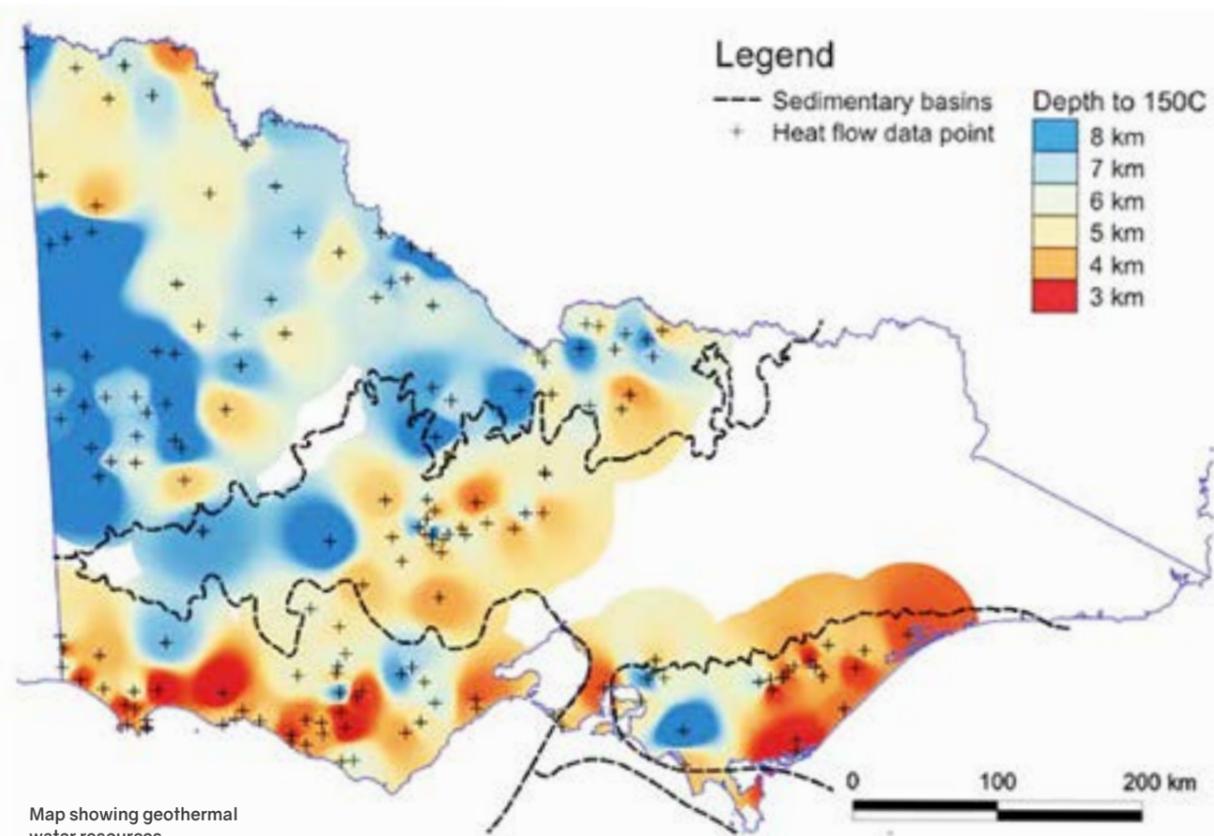
**Neil Architecture,**  
*Architect*

**Dransfield Hotels and Resorts,**  
*Agent and Resort Development Advisor*

**Royce,**  
*Communications*

# Geothermal Victoria

Extract from the 2016 Victorian Geothermal Assessment Report, Melbourne Energy Institute, University of Melbourne



Map showing geothermal water resources, concentration along southern coastline.

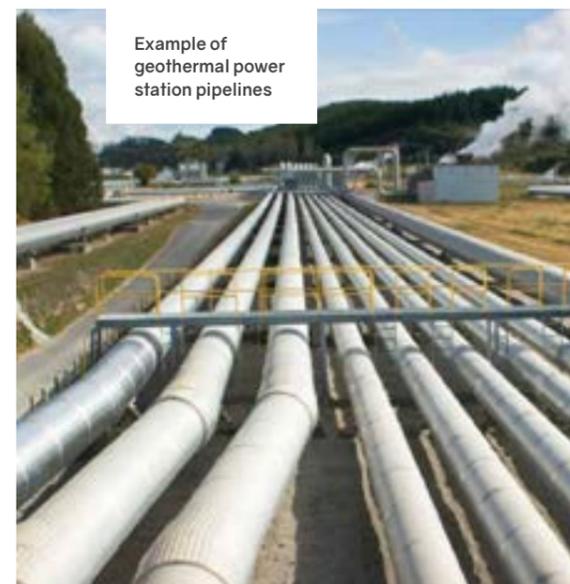


Cover of Victorian Geothermal Assessment Report 2016, Melbourne Energy Institute

'The use of geothermal energy is increasing around the world in order to achieve CO2 emissions reduction, reduce energy costs, and improve energy security and energy efficiency.

While these same drivers apply in Victoria, Victoria's unique geological and economic conditions require a unique consideration of how geothermal energy might cost-effectively address these drivers.

Geothermal energy already represents an economic resource for direct heat in a number of Victorian



Example of geothermal power station pipelines



Geothermal power plant at Wairakei, New Zealand



Geothermal heat supply, Korean Institute of Geoscience and Mineral Resources (Daejeon, Korea)



Geothermally heated greenhouse, Turkey

SOURCE: MELBOURNE ENERGY INSTITUTE, 2016

locations. Warm aquifers are known to underlie many parts of the state including the Bellarine and Mornington Peninsulas, the Werribee Plains, and the Latrobe Valley. There is strong technical potential for harvesting the heat in these aquifers, with little impact on the quantity and quality of the water itself, for direct use in a range of industrial applications. Identification of economic geothermal resources is currently limited by inadequate knowledge of aquifer temperature and distribution, sustainable extraction

rates, and a lack of public awareness of the possibilities.

The Victorian climate everywhere lends itself to the deployment of energy efficient ground source heat pumps. GSHPs provide efficient heating in winter and cooling in summer, with additional environmental and public health benefits, compared to roof mounted HVAC systems. The challenge to developing a sustainable GSHP industry in Victoria lies largely in overcoming initial high capital costs through economies of scale ... The

established energy supply network represents a barrier to the development of geothermal power generation in Victoria ... However, unlike other parts of Australia, geothermal energy also represents an opportunity to 'repurpose' existing energy infrastructure and expertise in Victoria. For example, skilled power industry personnel, drilling contractors, transmission lines and large energy consumers are all co-located in the Latrobe Valley, which is also one of the most prospective locations for geothermal energy in the state.'

## Part 2: Benchmarks

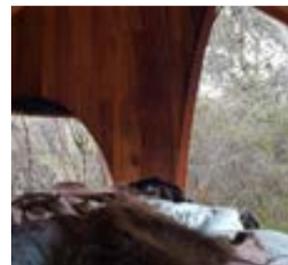


"Not all of us can do great things but we can do small things with great love."

– Mother Theresa

# Scope of research

<i>2018</i>	
<b>December</b>	Tasmania (Wukalina Walk, Bay of Fires)
<i>2019</i>	
<b>January</b>	Japan (Kyushu, Kyoto and Osaka)
<b>Feb – May</b>	Victoria (Existing & emerging hot springs)
<b>March/April</b>	Central Australia (Irrwanyere/Dalhousie Springs)
<b>May/June</b>	Iceland, Finland, Norway, Denmark, Sweden, England, China



**Wukalina Walk, Tasmania**  
"World-class luxury walk"

**Beppu, Japan**  
"World's best hot spring city"



**Irrwanyere / Dalhousie Springs, South Australia**  
"World's largest terrestrial hot springs"



**Blue Lagoon, Iceland**  
"Land of Fire & Ice"



**Tampere, Finland**  
"World sauna capital"



**Oslo, Norway**  
"Floating sauna city"



**Copenhagen, Denmark**  
"Harbour Bath City"



**Skane, Sweden**  
"Summer beach escape"



**Thermae Bath Spa, UK**  
"Iconic Roman baths"



**Guangdong, China**  
"World's fastest growing hot springs industry"



Immersed in geothermally warmed sand at Beppu Sand Onsen



Beppu City Map, note the abundance of onsen symbols

# Beppu, Japan

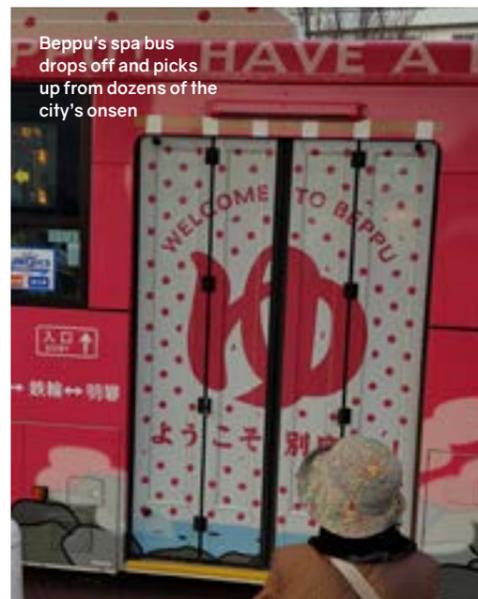
## Case study Social Media (YouTube)

'Striving to be the world's best hot springs city', that's the tagline developed by local Mayor Yasuhiro Nagano. A very clever marketeer, Naganosan came up with the concept for a Youtube clip which presents a Spa Amusement Park. Picture rollercoasters filled with bubbles and visitors walking around in towels dancing. Super fun right?! The pitch was that if the clip received 1 million views on Youtube then he would actually transform a local theme park into an adventure onsen for a day. Now sitting at 5,708,561 views the concept was a huge success. (Search for "1 Million Views Make it a Reality! Beppu City Spamusement Park Project")

Another promotional video was developed for the city's role in hosting the 2019 Rugby World Cup. Think men and women running the streets of people dressed in towels as if making an offensive charge. With a modest 163,418 views the clip still demonstrates the power of social media to engage mass international audiences and the motivations of tourism organisations, like Beppu or Iceland, to develop clever and funny campaigns. (YouTube - "No Side, Beppu City")



Spamusement Park Project



Beppu's spa bus drops off and picks up from dozens of the city's onsen



Beppu's spa passport, collect stamps at 88 affiliated onsen around the city

## Stakeholders



**Kyoko Inzumi**  
Beppu City Tourist Information Centre coordinator & Author of 'Be Beppu',

A guide to the city's onsen and culture for foreign tourists (Sykes, January 15 2019)

"Beppu onsen has very deep culture, much more than I expected. While I collected stamps, I visited more than 100 onsens and came to know the local people, culture, history and the local peoples' love of onsens. They clean the onsen every day and come to onsen to pray about their health and family's happiness to the Ojizosan [God] and also after onsen they say thank you to Ojizosan. Before I published the book 'Be Beppu', I have never known about the culture and Beppu peoples' love of onsen. The onseno stamp collecting trip in Beppu was a very precious experience for me."



**Yoshikawa Munekazu**  
Beppu Spa 124th Eternal Master and local Japanese teacher

(Sykes, January 15 2019)

Munekazusan has completed the 88 Beppu onsen pilgrimage 12 times and reached the the Beppu onsen 'Hall of Fame'. (Talk about customer lifetime value!) He is a living testimony to the richness of Japan's rich bathing culture and the high regard that Beppu holds within the onsen community. We met at an onsen which was celebrating an annual festival by filling its pools with Yuzu (Japanese citrus). It was also serving a special Adzuki (sweet bean) soup in its café. Munekazusan's passion is exemplified by the fact that his bathing achievement sits alongside his job title on his business card.



**Jared**  
International business student from America

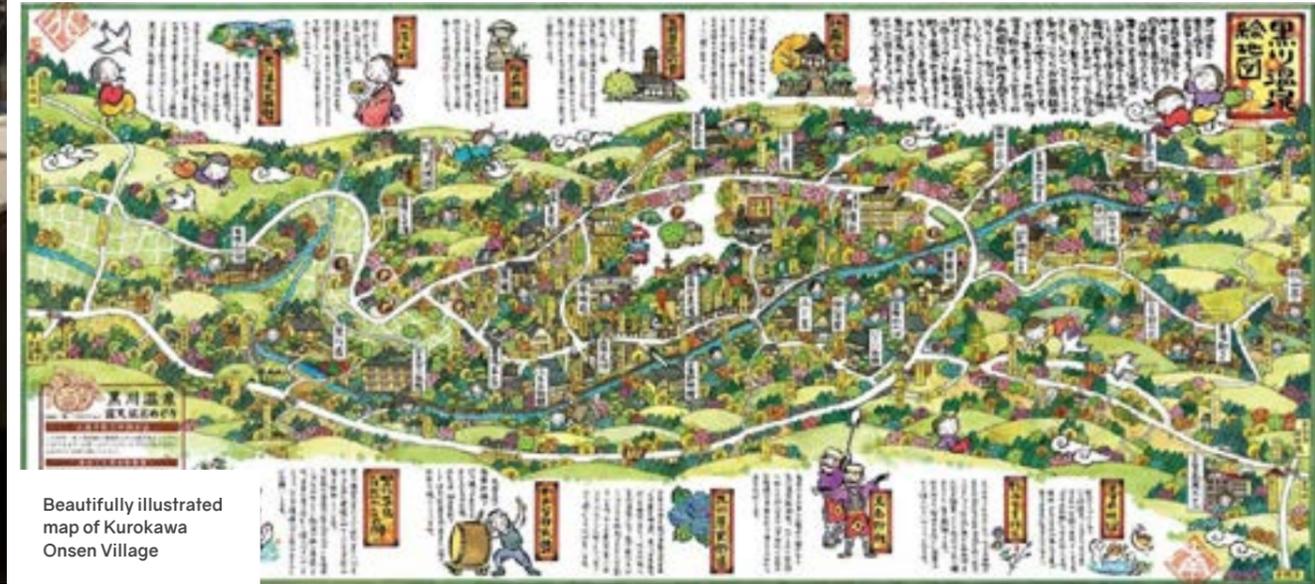
(Sykes, January 15 2019)

Jared has a passion for onsen and has been collaborating with Beppu City on a number of projects to attract foreign visitors to the iconic region. One example is a promotional video where Jared is interviewed. With strong Japanese-speaking skills he readily engages with local onsen-goers and has become very knowledgeable about the intricacies of Beppu's onsen culture.

IMAGE CREDITS INCLUDE BIPLAZA.JP



To protect its river, eco-friendly soap is provided at all of Kurokawa ryokan and onsen (Guests are kindly asked not to use their own while visiting)



Beautifully illustrated map of Kurokawa Onsen Village

# Kurokawa, Japan

## Case study Social Media (Instagram)

Officially branded as one of the "Most Beautiful Villages in Japan" (think the equivalent of the Great Walks of Australia), it is also one of the most Instagram-friendly destinations that you will find in the country. Japanese people describe such a place using the phrase "Insta-bae" (pronounced in-su-ta-ba-e), see it as a modern version of "picture perfect".

What is interesting about Kurokawa is their tourism association's decision to actively pursue Instagram as part of their marketing strategy. Traditionally conservative and still wary of outside ideas, Japanese tour operators have been slow to catch onto social media promotion. 18 months since starting @kurokawaonsen their profile sits with 3060 followers. Beautifully nostalgic imagery sits in contrast with the pop approach employed at Beppu.



A.



B.



C.

A. Beppu's lantern installation, made with "waste" from overgrown bamboo plantations and designed as a night-time activity for guests. It is very Insta-bae!

B. Sanga Ryokan, a family-run business with 20 staff

C. Tachi-Yu (Standing Onsen), watching sunset from Japan's deepest onsen (160cm)

## Stakeholders

### Mayu Gotoh

Secretary at Kurokawa Onsen & Ryokan Association, Waka-Okami at Sanga Ryokan

Having studied hospitality at Kumamoto University and also worked in Canada, Gotohsan represents the future of Kurokawa's tourism industry. She sets an impeccable standard for her staff, balancing traditional and modern ways. Gotohsan played an instrumental role in setting up the village's social media program. (Sykes, January 17 2019)

D. Dress in kimono and take photos to share on Instagram, tradition meets technology

E. Become an Onsen-hopper, pay roughly \$AU15 to access three onsen within the village and collect stamps along the way, each specially designed

F. Amagase river onsen, hot pool (approx. 42C)

G. Amagase river, cold plunge (approx. 6-8C)



D.



E.



F.



G.

### Kurokawa Onsen & Ryokan Association

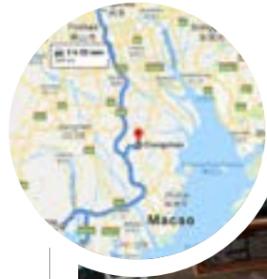
- 6 representatives
- Marketing strategy – make it "feel like one big ryokan"
- "Not a resort, but more like real life" with link to local farming culture
- Average length of stay increasing from 1 to 2 nights
- 20% International guests

### Sanga Ryokan

- Founded in 1977 by Gotohsan's grandfather
- Capacity for 60 overnight guests
- 20 staff
- Future plans to integrate farm and cooking experiences
- 40% International guests

### Social Media Manager

- Created a distinct brand 'atmosphere' for Kurokawa
- Responsible for Facebook, Instagram and Specials Events
- Also produces 24 newsletters annually
- Previously worked in similar role at Aso Zoo



# Guangdong, China



## Trend 1 Contrast therapy

Kneipp therapy, also known as contrast therapy, is a common practice within the global hot springs community. However, the custom-designed "Yin & Yang" pool at Bishuiwan Hot Springs Resort stood out as one of the best bathing experiences from my whole research travel. I was instructed by Wellness Manager Miss Wei to alternate 20 seconds at 45C with 10 seconds at 8C, for a total of 5 minutes. Promoting circulation, resetting the body's homeostasis and cultivating mindfulness are some of the key benefits.



## Trend 2 Traditional Chinese Medicine (TCM)

I was fascinated by the way TCM influenced hot springs bathing in China. Large pools with a myriad of jet systems are designed to target acupuncture points and meridians in the body. Bathers were diligently navigating their way around these facilities and private guided experiences were also available. In this picture, Miss Wei instructs me to walk slowly backwards as the massaging jet traces up my spine, returning forwards and repeating over several minutes.



## Trend 3 Forest Bathing

The Japanese practice of Shinrin-yoku (forest-bathing) is fast-becoming a global trend. Benefits of taking in the 'atmosphere' of a forest range from improving sleep to alleviating stress and anxiety. This is aided by breathing in 'phytoncides' or oils which are naturally released by trees. The Chinese government is working closely with Bishuiwan Hot Springs and other operators to develop a forest bathing strategy, based on the work of Professor Qing Li of Nippon Medical School. Guests can be guided around landscaped gardens or trails through nearby forest and then introduced to various meditation and mindfulness practices to enhance benefits.



Morning yoga overlooking the Conghua Liuxi River and mountains surrounding Bishuiwan Hot Springs Resort. The 'Mother' river supplies 60-70% of Guangzhou City's water supply.

# Bishuiwan Hot Springs Resort

Owned and managed by a Government investment company but led by General Manager Mrs Zhang, Bishuiwan Hot Springs Resort has been running for 18 years. In this time hot springs transitioned from health treatment to a tourism trend.

Rated number 1 for service in the whole of China (above the best hotels) Bishuiwan Hot Springs is the 1st resort in China to have one department dedicated to wellness. It enjoys pure air year-round due to close proximity to Liuxihe National Forest Park and Shimen National Forest Park.

With two water supplies, 75°C and 50°C, they maintain a relationship with the Government Aircraft Department where employees (injured pilots and traffic controllers) enjoy time here as part of a wellbeing program. They are also partners in a Government-led forest bathing initiative.

### Mrs Wei, Wellness Manager

"I believe that we should live in a place that makes you healthy, rather than live close to hospital – that is the TCM [Traditional Chinese Medicine] way of thinking."

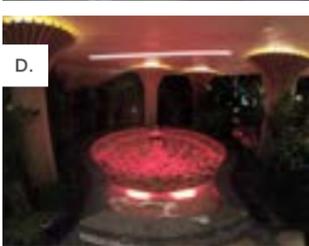
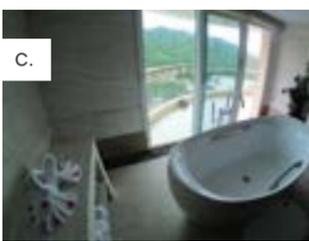
She oversees programs teaching guests how to eat, sleep and exercise. For example, a young air traffic controller arrived a few days ago with an injured back. Through treatment, including hot springs bathing, he is now playing basketball. Mrs Wei may prescribe a clay ceramics class if someone needs to get in touch with Mother Land, through the earth element. Or a forest bathing experience might involve collecting drops of water from plant leaves to make a cup of tea. (Sykes, June 9-10 2019)

### Traditional Chinese Medicine concepts

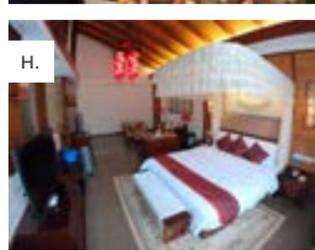
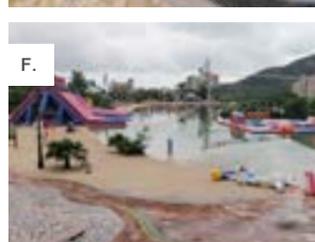
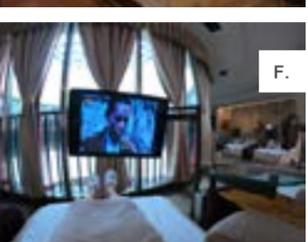
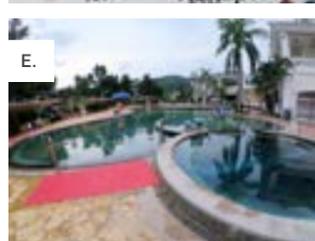
- Guests have a consultation with a health professional prior to arrival, from which a wellness program is developed
- Guests return seasonally for 4-6 days through a follow-up service
- 24 spinal vertebrae = 24 seasons
- Qi Gong good for bone healing
- Hot and cold is very good, there are 50 times more cold sensors in body than hot
- Hot springs best for bone and skin healing
- Foot bubbles for 5 minutes
- 24 hours/day, 12 meridians = 2 hours each per day
- Bathing between 5-7pm is liver and kidney meridian time
- Bathing between 11am-1pm good for mental health issues, focuses on heart meridian
- "3 years of tea is tea, 7 years of tea is medicine"
- In summer, the body's water can be hot on the surface but cold in the stomach, leading to a cold

**"I see two trends: One is an increase in wellness scripts and two is an increase in hot springs holidays."**

– Meeting with Mrs Zhang, General Manager Bishuiwan Hot Springs Resort (Sykes, June 9-10 2019)



A. Welcome dinner with Mrs Zhang (General Manager, pictured right), Mrs Wei (Wellness Manager) and Mrs Lin (Translator) Note coloured cracked rice artwork. B. Facility Map sign. C. Bath with a view, Presidential Suite. D. Night-time bathing with themed lighting E. Wristband to seamlessly access hotel room, lockers and pay for food/beverage/treatments while bathing. F. Buffet offering local specialities and on-the-spot cooking. G. Ceramics workshop, part of the holistic wellness program. H. Presenting the World Bathing Day initiative in Board Room



## Ocean Spring Resort

**“Chinese people need service more than Japanese people because we don’t have a traditional bathing culture. We want to express modern and traditional bathing cultures, including inspiration from other countries (Japan, Turkey, Europe etc) so that we don’t need to go elsewhere.”**

– Vice General Manager

Ocean Spring Resort started construction on land that was previously used as sugarcane farmland in 2003 and opened 3 years later to the public in 2006.

The first phase covered 10,000 m<sup>2</sup> and included 108 pools with global influences. The second phase covers 51,000 m<sup>2</sup> and includes wellness apartments for retirees. Interesting to note that the ‘one child’ policy means two people end up taking care of four parents.

On a busy day attendance at the resort is up to 4,000 guests during the day (with 3,000 lockers) and 5,000 guests overnight.

(Sykes, June 11 2019)

### Western medical centre profile

- 3000m<sup>2</sup>
- Network of Italian and Swiss doctors
- Connected to the best hospital in China
- Offers 1-week programs on themes like blood, sugar and anti-ageing
- 3 departments: detoxification (cells, breath, blood, intestines), osteopathic and orthomolecular
- Bathing in hot springs helps promote recovery
- Complements Traditional Chinese Medicine clinic: first step is check to qi and blood, then given recommendations. (Opens 1pm daily)

A. Mr Ge Hongyan (Vice GM left), Mrs Lin (Translator, middle right), Wellness Manager (right) Note promotion for Caribbean-themed wellness and culture festival. B. Facility Map. C. Thermal body scanner in western-style medical centre. D. Thermal body scan example, can be taken before and after hot springs treatment. E. Private indoor hot spring within hotel room. F. Relaxation lounge with personal TV and movie screen. G. Extensive sleeping lounge to complement hot springs bathing. H. Banquet style lunch with elaborate sushi display.

## Gudou Hot Springs Town

**Lihua Wang, Wellness Manager**

The Wellness Manager at Gudou Hot Springs Town started on Reception eight years ago before working four years as a sales rep at another company.

As Wellness Manager she now works on transformational programs, beginning with body checks and following a program of exercise, diet and bathing (measuring results at the end).

Her boss is a teacher but is said to look younger than his students because of his hot springs bathing. He takes local water back to Hong Kong for drinking, cooking rice and soup.

Guangdong hot springs industry is at capacity, there are few new developments. Gudou’s hotel rooms are all sold even though construction is not complete. (Sykes, June 11 2019)

### Business profile

- Opened 2001, 18 years ago (same as Bishuiwan Hot Springs)
- Peak period July – October
- 6 districts, each with its own hotel
- USP: 2 different hot springs waters (saline is good for bones, fresh is good for skin)
- 2000 rooms / 4000 people total accommodation capacity
- Prices ranges from \$400/night for an apartment, \$500/night for a villa in low season (presume \$US)

### Experience details

- Interpretive signage strategy is a requirement by government
- Hot spring eggs are a good source of income, “everyone does it”
- Use of local plants in spa treatments, for example pine leaf powder
- Local teas, relaxing music and environment help people escape from the city
- Wood incense (with high Yang energy) can be smelt burning everywhere
- Traditional dishes include first born eggs with mandarin skin chicken

A. Meeting Gudou Hot Springs’ mascots, representing the two types of hot springs water (one saline – blue, one fresh – green). B. Facility Map sign. C. Scale model of development, including dam that supplies the town and region’s water and hydroelectricity. D. Interpretive signage describing sequence of bathing route. E. Main public bath house, note two circular pools on right (again highlight saline and fresh hot springs water experiences). F. Water theme park on main lake, open May to October. G. Traditional Chinese Medicine botanical “teas” to be added to hot spring pools (Gudou is renowned for its mandarin skin tea). H. Hotel room, beautiful interiors inspired by Tang dynasty (7th to 10th Century).

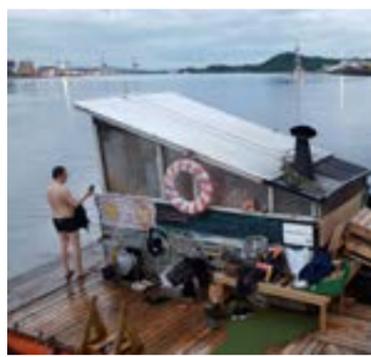
# Why the Nordic region?



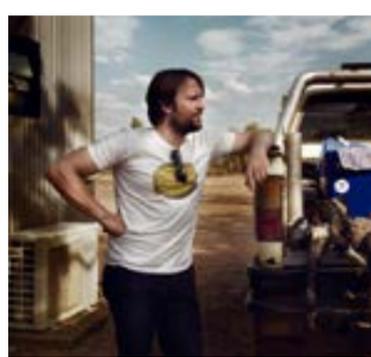
Map of the Nordic region (my travels included Iceland, Norway, Denmark, Sweden and Finland) Note the relationship of each country and surrounding seas.



**A happy bunch**  
In the 2019 World Happiness Rankings Nordic countries take five out of the top ten spots, Australia just sneaks in. (Helliwell, J. Layard, R. Sachs, J., 2018)



**Building on earlier foundations**  
During 2017 I visited the Nordic region on a self-funded research trip focusing on the region's nature-based tourism industry. I presented results at the 2017 Global Eco Conference in Adelaide.

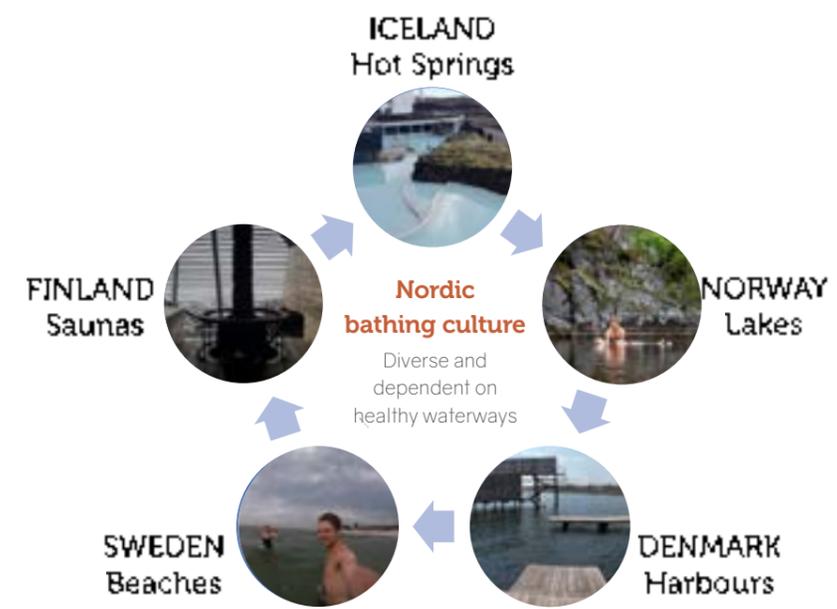


**A history of Nordic & Australian collaboration**  
2016 Noma Restaurant ran a 10-week pop-up in Sydney (collaboration with Tourism Australia)

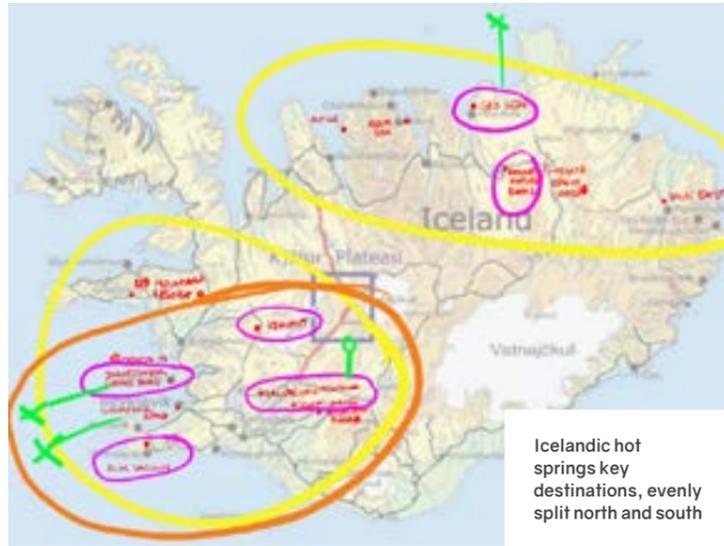
IMAGE CREDITS INCLUDE JASON LOUCAS PHOTOGRAPHY AND TOURISM AUSTRALIA, THEAGE.COM.AU, TRIPSAVVY.COM



**A history of Nordic cultural leaders shaping Victoria**  
Danish urban planner Jan Gehl and City of Melbourne 'Director of City Design' Rob Adams have been increasing Melbourne's liveability for decades.



# Iceland, a land of fire and ice



Icelandic hot springs key destinations, evenly split north and south

"It means everything! Every time I've lived abroad, it's the hot springs that I've missed. Most people go daily or at least a few times a week. It's a place of reunion with family and friends. You know you're always going

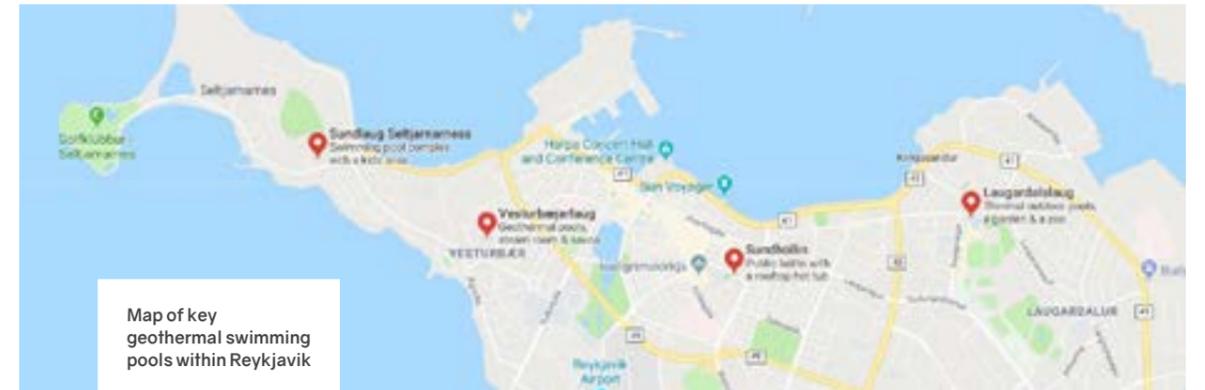
to meet someone you know, so the children can play while the adults take a break. The elderly (for whom bathing in public pools is free after they retire) use it for their health." *Oddny Arnarsdottir, Promote Iceland*

## Promote Iceland's 'Guiding Light in Marketing'

(Visit Iceland, 2019)

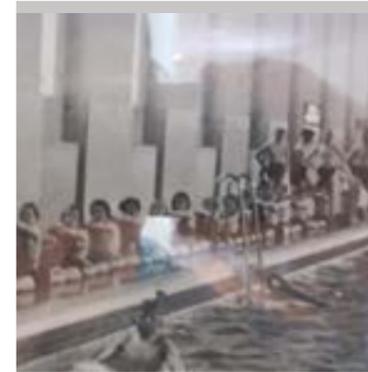
ICELAND:

- It's not for everyone
- It's not for those who go where everyone else goes
- It's not for the conservative and expected traveller
- It's for those who travel the world to experience something different, to come back with stories to tell and secrets to share
- The stories of Iceland don't stop as winter comes
- Every season, and in every region, Iceland offers secrets to the adventurous and enlightened traveller
- So welcome! To all those who travel with the spirit of adventure, exploring and creativity
- It may not be the first place you think of travelling to this season, but it'll be the first place you tell your friends about
- Come and be inspired by Iceland



Map of key geothermal swimming pools within Reykjavik

## Reykjavik, a geothermal city



The sacred triangle: Sundhollin (1937-), geothermal public bath



The sacred triangle: Original Reykjavik Hospital



The sacred triangle: Reykjavik Cathedral (1937-)



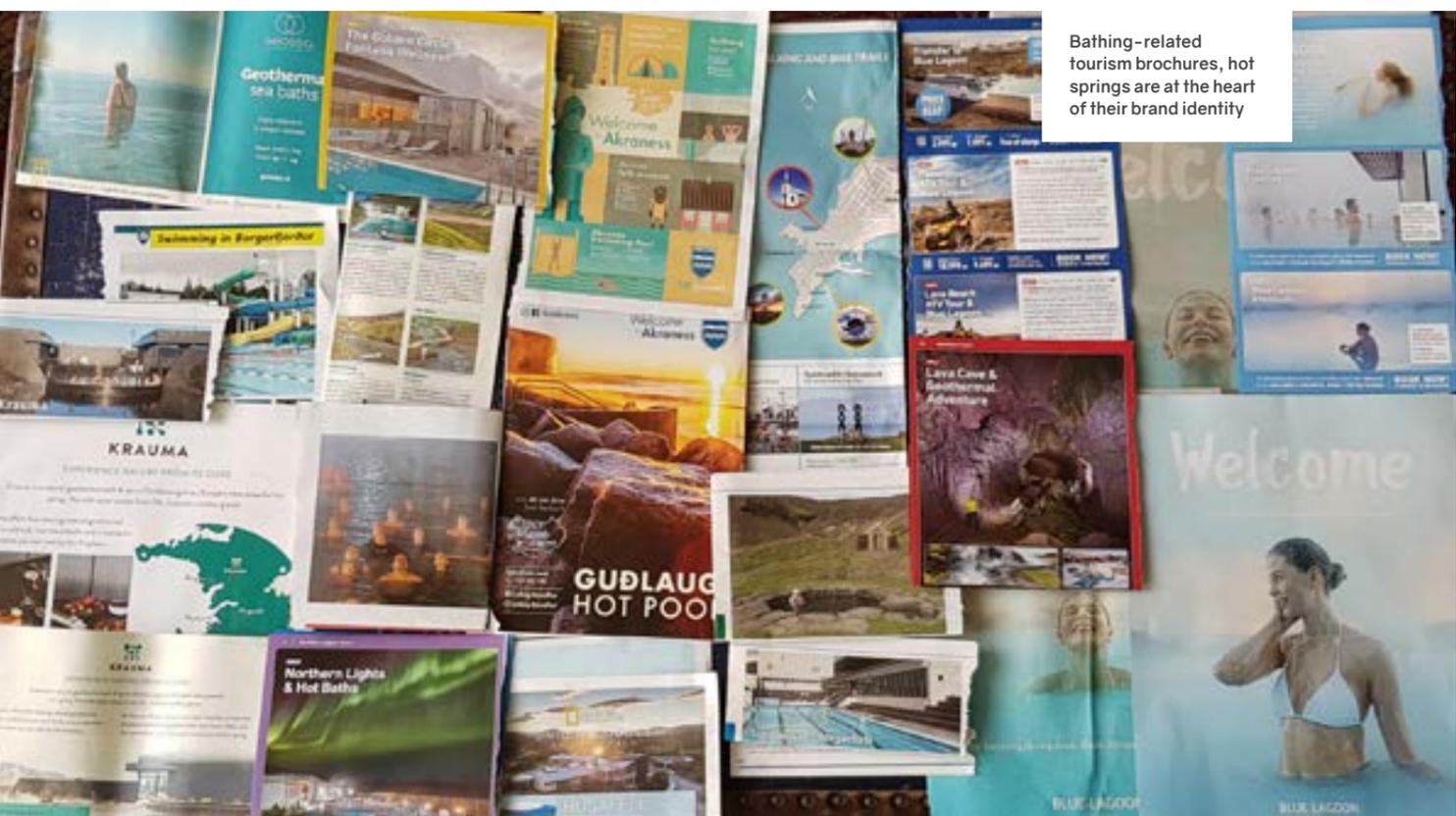
Nautilusvik Geothermal Beach, a hot spot for locals and tourists alike



Laugardalslaug, a community hub and Reykjavik's main geothermal swimming pool



Vesturbæjarlaug geothermal swimming pool, a neighbourhood hub

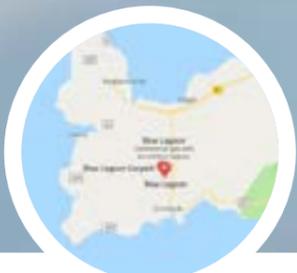


Bathing-related tourism brochures, hot springs are at the heart of their brand identity

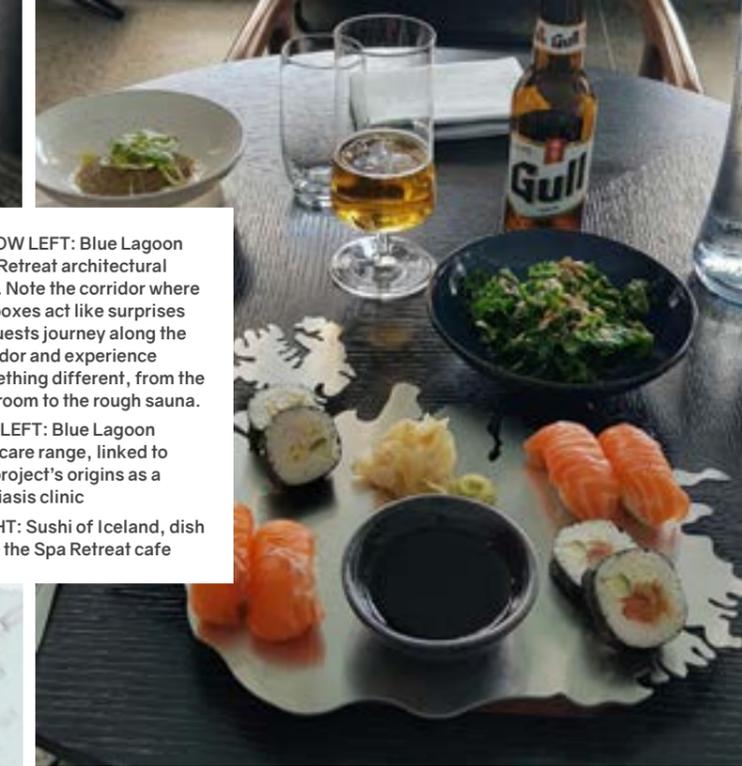
IMAGE CREDITS INCLUDE GOOGLE MAPS, ALEX RICHTER, THINK GEOENERGY

**"In Iceland, people don't go to the pub they go to the hot pot. It doesn't matter whether it's raining or snowing."**

- Oddny Arnarsdottir, Promote Iceland



Blue Lagoon Spa Retreat extension



BELOW LEFT: Blue Lagoon Spa Retreat architectural plan. Note the corridor where the boxes act like surprises as guests journey along the corridor and experience something different, from the rain room to the rough sauna.  
 TOP LEFT: Blue Lagoon skin care range, linked to the project's origins as a psoriasis clinic  
 RIGHT: Sushi of Iceland, dish from the Spa Retreat cafe



**"It still amazes me, seeing it through their eyes. It takes my breath away."**  
 – Klara Halldorsdottir, Sales Manager

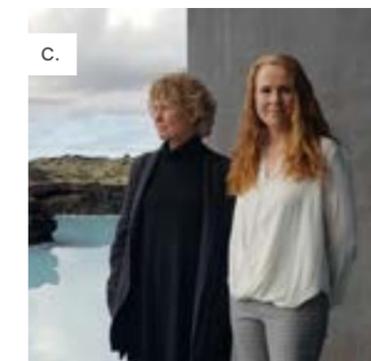
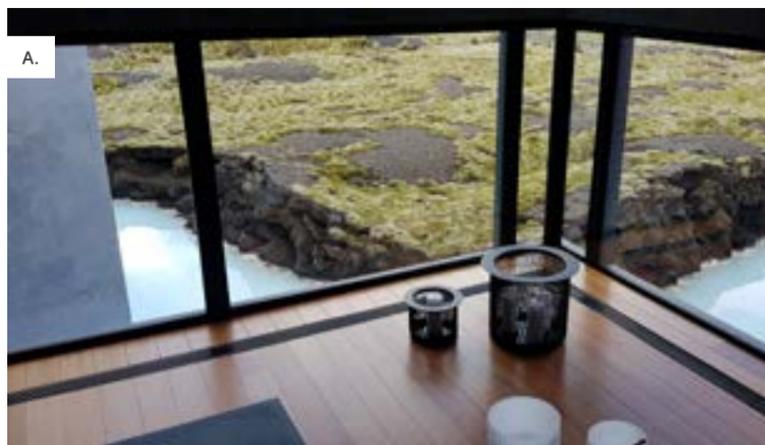
# Blue Lagoon, the world's most iconic hot springs 🌋

## Cultural leadership through hot springs

(Iceland Review, 2018)

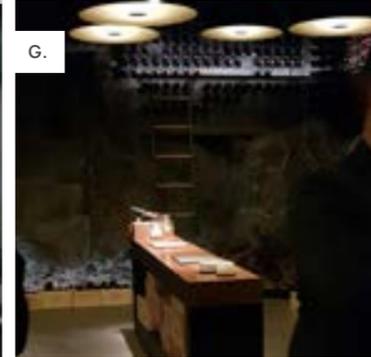
"Basalt Architects has been awarded the 2018 Iceland Design Award for what the judges have characterised as the firm's "contribution to bathing culture in Iceland." The firm is behind the recent Retreat at the Blue Lagoon, which was co-designed with the Italia design group, the Mývatn Earth Baths, the GeoSea Baths in Húsavík, among many other bathing-related projects ... The judges celebrated the firm's "unique ability to intertwine architecture and landscape" and continued by saying that they "had become a role model in designing nature baths in Iceland."

"I wish that we deserved these beautiful words from the judging committee," said Basalt architect Sigríður Sigþórsdóttir in a radio interview. "Bathing culture in Iceland is, of course, an ancient phenomenon. Unfortunately, it's still rather common for people to cut corners on design when it comes to tourism construction. But I think it comes back to bite the people who do that in the end – it's short-term thinking."



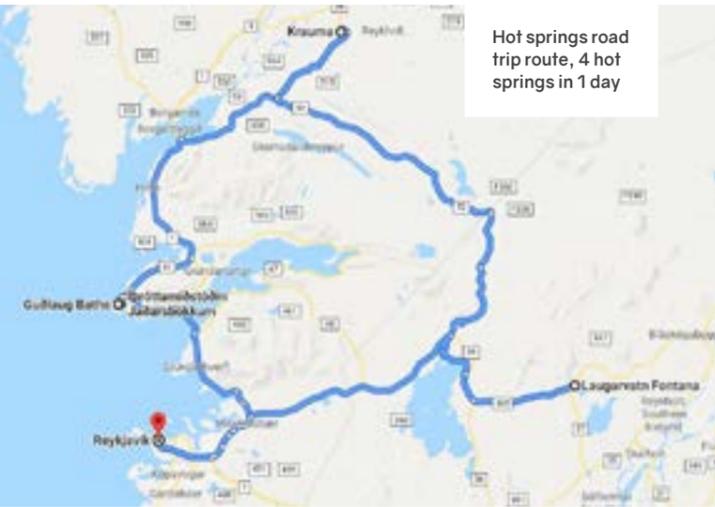
**Sigríður Sigþórsdóttir**  
 Lead project architect, Basalt Architects

Our approach was to "dig into the rocks so the rocks embrace you ... At one point we had to change the drawings to accommodate the rock, construction had to stop. It's really important! It takes decades for the moss to grow again, so we created a 50 centimetre threshold around the construction zone to protect it. We're not trying to copy nature but be in harmony with it." (Sykes, May 23 2019)



A. Wellness package: Yoga & Bathe. Note the stunning outlook for the Retreat accommodation's yoga room. B. Regenerative USP: Originally a geothermal energy plant (in distance) then a psoriasis clinic then public bath house and now luxury retreat. Complete geothermal energy and wellbeing integration. C. Cultural leaders: Senior project architect Sigríður Sigþórsdóttir (left) and Sales Manager Klara Halldorsdóttir (right). D. First impressions: Blue Lagoon promotion at Keflavik International Airport, Reykjavik. E. Signature experience: Blue Lagoon Ritual, a semi-guided experience combining salt exfoliation, silica mud, algae mask and essential oils. F. Bath with a view: The driving concept of the Retreat accommodation. G. Transformational experience: wine tasting in the underground cellar

IMAGE CREDITS INCLUDE BASALT ARCHITECTS AT MIESARCH.COM, BLUELAGOON.COM



Hot springs road trip route, 4 hot springs in 1 day



LEFT: Impromptu waterfall bathing (and rubbish collecting)  
 RIGHT: Incredible scenery on the route between Krauma Baths and Laugarvatn Fontana. Environmental purity is at the heart of Iceland's tourism brand.

# Iceland Hot Springs Road Trip 🌋



Roadtrippin', Australian and Icelandic 'enlightened travellers'

I met Eyvi Eyfells (Project Manager at Mountaineers of Iceland) in 2017 during a self-funded research trip exploring the Nordic region's nature-based tourism industry. On first appearance I thought I'd found my identical twin, then we started talking and I realised that our appearance was not the only thing we had in common. With shared passions for sustainability, Japanese culture and hot springs we had met our match. So, after a very short encounter we planted a seed for a subsequent hot springs road trip. Two years later, we brought the dream to life.

## Gudlaug Baths



Gudlaug Baths, on the Akranes Peninsula were designed by Basalt Architects. They are like something out of Star Wars and blend into the foreshore.

## Jadarsbakkar



Jadarsbökkum geothermal 'hot pot', Akranes Peninsula. Note the shape and size of the pool is perfect for encouraging social interaction.

## Krauma Baths (Sykes, May 26 2019)



A. "Cheers" from Krauma Baths. B. Meeting with Jónas Friðrik, Director. C. Note the beautiful simplicity of the relaxation room and the importance of creating space to just 'be'.

- Hot springs flow rate: 10,000L per minute
- 18 staff
- 200,000 people visit the neighbouring hot springs bore each year
- Waste water flows into an adjacent brook
- Baths are oriented to the sunset
- Issues with visibility of the black pools and could use more toilets
- Intentionally kept the menu small, helped boost local producers like a local goat farmer
- Partners with Mountaineers of Iceland and other tour operators on hot springs packages



## Laugarvatn Fontana Baths (Sykes, May 26 2019)



D. Note the relationship of the baths with Laugarvatn Lake, facilitating hot and cold bathing experiences. E. Geothermal rye bread baking experience, 24 hours in the making. F. Rustic sauna and ready for a plunge in the cold lake.

- 200 lockers
- Offers buffet lunch and dinners
- Many guests are still scared to go into the cold lake
- Host for geothermal rye bread experience – Marketta, originally from Czech Republic (employed as a Duty Manager for 18 months)
- Rye bread experience can cater for up to 50 people, 1500 ISK per person (\$AU18), boiling eggs is another option



IMAGE CREDITS INCLUDE GOOGLE MAPS, AKRANES.IS

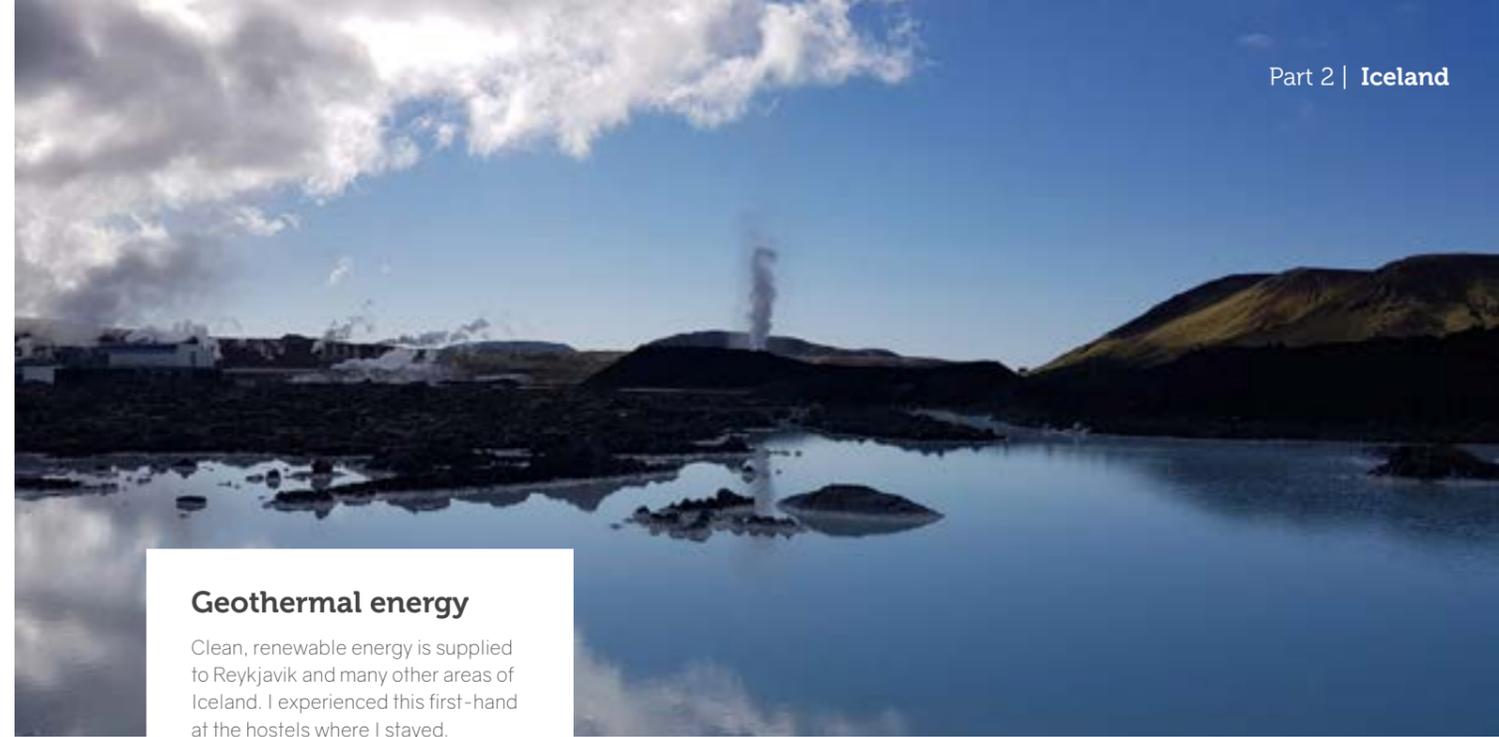
# Geothermal Living in Iceland

In Iceland, geothermal energy drives multiple industries. Here are some insights:



## Geothermal bathing

You can learn a lot from a culture by the imagery you find in its airport. Note the expression, "experience the power of geothermal luxury" even though for locals geothermal bathing is part of everyday life.



## Geothermal energy

Clean, renewable energy is supplied to Reykjavik and many other areas of Iceland. I experienced this first-hand at the hostels where I stayed.

### How Reykjavik's geothermal district heating came to be

(Sykes, May 25 2019)  
(According to Sigurdur Bergmann Gunnarsson, Mechanical Engineer of Veitur)

#### 1908

Italians first to use geothermal energy in Cologne

#### 1910

First swimming pool established (and first swimming society, influenced by Denmark)

#### 1930s

Potential recognised for geothermal district heating, used to heat Sundhollin (first real pool), first test drill supplied by US Forces protecting the area

#### 1938

Purchased oil rig drill from the States (1000-2000m depth capacity)

#### 1958

Shaft pumps difficult to lubricate so the rig lasted 1-2 weeks (very expensive! Resulted in threat to return to oil-based energy) Local engineer read an article published by the German space program mentioning teflon, which possessed excellent lubrication and heat tolerance.

Heat pumps running with same bearings for the last 35 years

Saving of \$US200million through using geothermal energy (war revolutionised society)



## Geothermal cleaning

This geothermal laundry was the inspiration behind the naming of Reykjavik's main commercial road, Sundlaugarvegur. Laugavegur means "wash road".



## Geothermal cooking

Baking geothermal rye bread or boiling eggs are common practices in geothermally-active areas in Iceland. At Laugarvatn Fontana Baths this has been transformed into an immersive experience for tourists.



## Geothermal heating

Meeting Alex Richter (President of the International Geothermal Association) and Sigurdur Bergmann Gunnarsson (Mechanical Engineer of Veitur, Reykjavik's geothermal energy provider)



## Geothermal engineering

Learning the intricacies of geothermal bore water extraction, its use in Reykjavik's district heating while the surplus warms the city's swimming pools.



## Geothermal agriculture

Hot houses growing tomatoes at Solheimar Eco Village, 1 hour's drive from Reykjavik. It was the first biodynamic farm in the Nordic region, while it's location was chosen because of its geothermal water.



## Geothermal hot houses

Geothermal farming adjacent to Krauma Baths. Produce is sold to tourists via a small farmgate near the shared carpark.

# Forage & Sauna, Norway

## Farris Bad, Larvik



Meeting Lasse Eriksen, Development Manager and Sauna Master, is like a breath of fresh air. His personal goal is to "take the seriousness out of spa culture" and introduce "more fun, laughter and enjoyment." 500 years ago the introduction of Christianity meant that women and men were separated in saunas. 500 years later Lasse and his colleagues relaunched the Norwegian Sauna Association. Having lost a large part of their tradition Norwegians are now the most experimental sauna designers and users in the Nordic region. "With respect we create the new." (Sykes, May 29 2019)

- A. Land meets sea: the architecture embraces the beach landscape, with stairs providing direct access for cold plunging**
- B. Design detail allowing guests to rinse beach sand from their feet before re-entering**



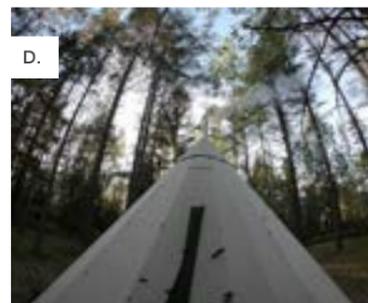
**C. Lasse demonstrating the aufguss sauna in which steam, storytelling, light, music, essential oils and hot air combine to create transformational wellness experiences. Rituals typically involve:**

<b>1st Sauna</b>	Low heat
<b>1st Transition</b>	Cool fresh air
<b>2nd Sauna</b>	Moderate heat
<b>2nd Transition</b>	Hot shower with cold water bucket
<b>3rd Sauna</b>	Moderate heat
<b>3rd Transition</b>	Cold shower with warm water bucket
<b>4th Sauna</b>	High heat!!
<b>4th Transition</b>	Cold ocean plunge (rush of endorphins)

## Food Studio Retreat, Drangedal

Experts at running food retreats around Oslo, Food Studio recently branched out and purchased an old farmhouse. I was fortunate to collaborate with their team of incredible wellness professionals (including a nutritionist, food entrepreneur, massage therapist/master baker, chef and photographer) to deliver their first official multi-day retreat. My contribution was bringing forest bathing, sweat bathing and lake bathing into the experience.

- D. Gathering inside the Lavvo: Transforming a traditional Sami tepee into a sweat lodge**
- E. Sweat lodge supplies: Freshly harvested birch leaf 'whisk', ice and eucalyptus oil (a little Australian touch)**
- F. A Nordic/Australian ritual: After an emotional retreat debrief, we used towel-movement, whisking (birch leaf massage) and aromatherapy to take guests on a journey**
- G. The peak moment: plunging into the 8°C waters of Tokke Lake as one group**

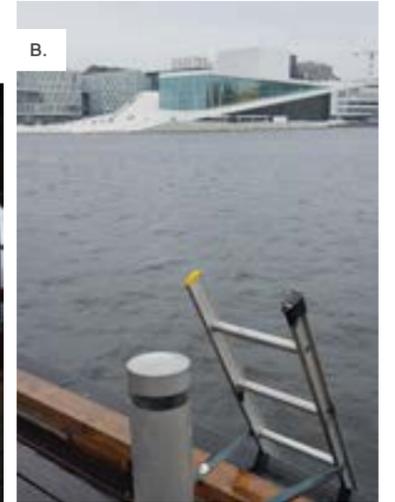


## Oslo, floating sauna city

### SALT Art and Music Festival

Originally set up in a remote fishing village in 2014 the project was relocated to Oslo's harbourfront to revitalise a carpark. Due to its popularity its lease has extended to 2020. The nomadic art project boasts an entertainment program of concerts, lectures, exhibitions, debates and family events.

- A. Ardna (Sauna amphitheatre meets bar) – the largest sauna furnace I have ever seen!**
- B. Jump! While taking in the view of the city scape.**
- C. A concrete carpark is transformed into a thriving and creative community hub.**
- D. Facility Map, modelled on a Viking fishing village.**



The success of Oslo's suite of 6 floating saunas is dependent on the City's efforts to clean up their main river. After storms, bathing may be temporary restricted and then reintroduced when water quality improves.

**E. Kok Floating Sauna, available for private hire. What a view of Oslo's Opera House!**

**F. and G.** Originally established as a 'Pirate Sauna' with no official lease, Oslo Fjord Sauna has become a cultural institution. It is also home to the Norwegian Ministry of Foreign Affairs Ice bathing Club. Founder Hans Jorgen Hamre is now working on a floating garden and outdoor classroom.

**H.** Losaeter urban farm is a collaboration between local gardeners, artisans, Oslo City and a developer. An agreement was made to temporarily activate the site and what has emerged is an incredible community food hub which fosters a wave of innovative start-ups.

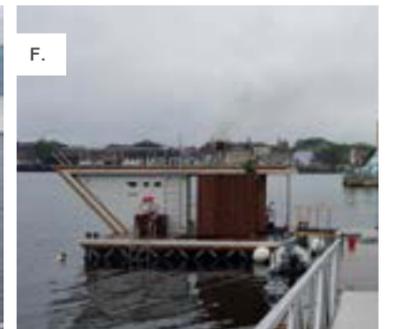
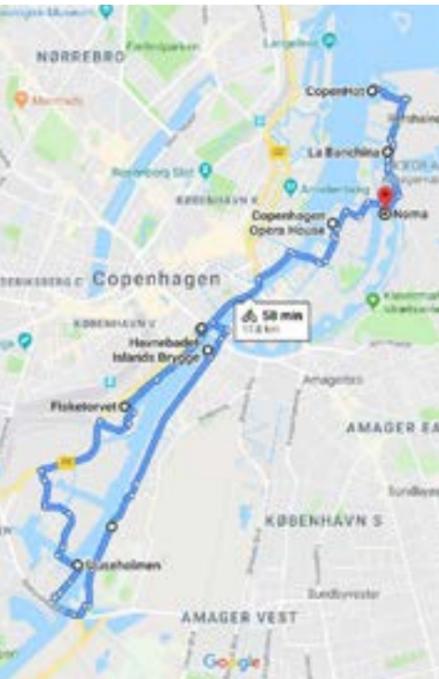


IMAGE CREDITS INCLUDE FOOD STUDIO AND ALEXANDER BENJAMINSEN

# Copenhagen, Harbor Bath Trail



## Coal factories to clean harbour

**Mid1800s**  
Industrial harbour dominated by coal industry

**1950s**  
Harbour still swimmable.

**1970s**  
Too polluted, industry exodus.

**2002**  
Harbour redevelopment kickstarted by engaging star architect Bjarke Ingels (flow-on effect of simultaneously regenerating the urban bathing culture).

**2019**  
9 'official' bathing zones in the harbour.

**2021**  
Water Culture House scheduled to open.



A.

- A.** First impressions: Photo promoting the city's main harbour bath at the airport
- B.** Islands Brygge Harbour Bath, designed by star architect Bjarke Ingels of BIG
- C.** Kayak 'soccer' fields
- D.** Children playing in their neighbourhood's harbour bath
- E.** Teens having fun and hanging out at Harbour Bath Sluseholmen
- F.** An unlikely combination: Fisketorvet shopping centre meets harbour bath
- G.** Floating garden café and bar
- H.** Kayak club launch and storage
- I.** La Banchina café, harbour bath and hang out (at the city's industrial edge)
- J.** Serendipity, catching up with a mate for a morning bathe (Fiona lives within 100 metres of the city's main harbour bath, which is consider "hot property!")



B.



C.



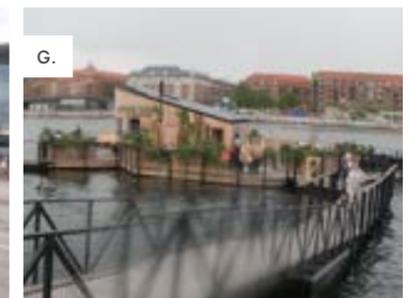
D.



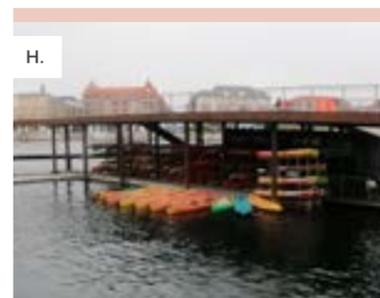
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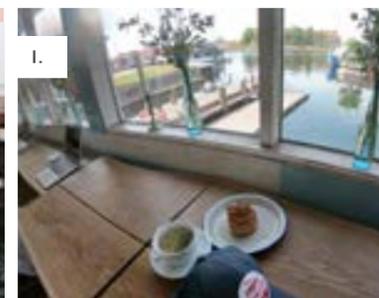
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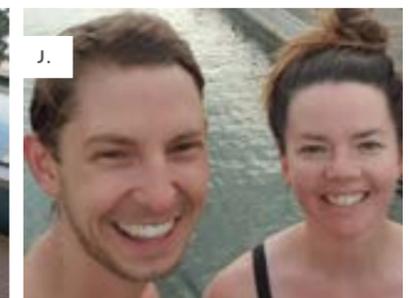
G.



H.



I.



J.

## Kastrup Sea Bath

**History:** Former industrial area

**Project hero:** Local mayor

**First steps:** Public transport links (train and buses), walking and cycling trails, bioremediation

**Design:** White Arkitekter (5000m2 beach, 400m2 pier & baths, 50m2 kiosk)

**Lead architect:** Fredrik Petterson

**Design principles:** Accessibility, inclusivity, simplicity

**Trend:** Government funding for facilities which support self-organised activities (like bathing) instead of traditional sports facilities.

**Tips:** Accessibility for all, all year-round (even if to take selfies or sit in the sun); Robust design (enduring after 15 years); Being able to 'look back' at the shore (mindful of sun and wind orientations)

(Sykes, June 4 2019)

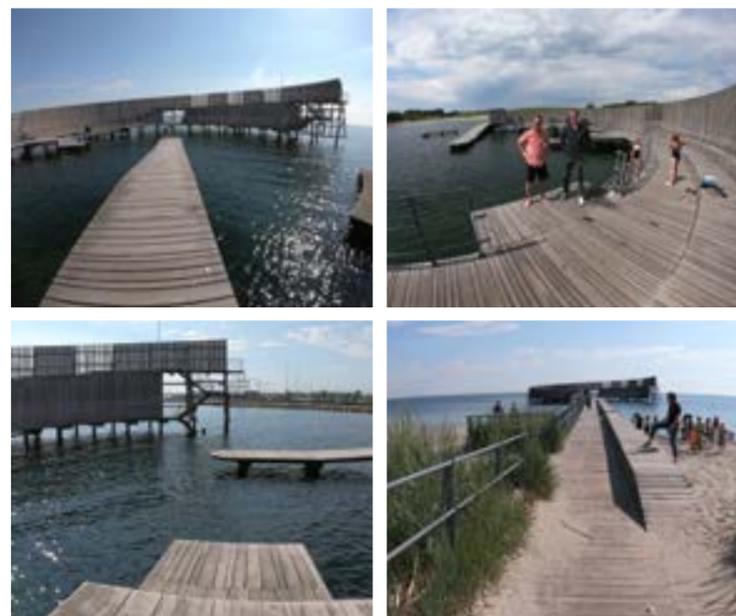


IMAGE CREDITS INCLUDE KENGO KUMA AND ASSOCIATES, CITY OF COPENHAGEN

## Water Culture House, Paper Island

(Sykes, June 5 2019)

**Architect:** Kengo Kuma and Associates with Cornelius Voge

**Client:** City of Copenhagen

**Project Manager:** Peter Libonati Brock, Department of Culture and Leisure

**Funding:** DKK 60million for City, DKK 300million from Nordea Foundation

**Context:** Part of a larger mixed neighbourhood development (housing, cultural activities, offices and shops)

**Big idea:** Delete the boundaries between buildings and water

**Stakeholders:** Local clubs & associations

**Capacity:** 1400 people

**Lockers:** 380

**Experiences:** dedicated wellness floor, training studio (dry and wet areas), fire bath 42°C, ice bath 14°C, therapeutic salt bathing, hot stone bed, hamam, traditional sauna, outdoor onsen, valley pool 28°C, kayak launch, paid and FOC facilities



# Sweden



Taking a trip to the beach is a classic Swedish pilgrimage

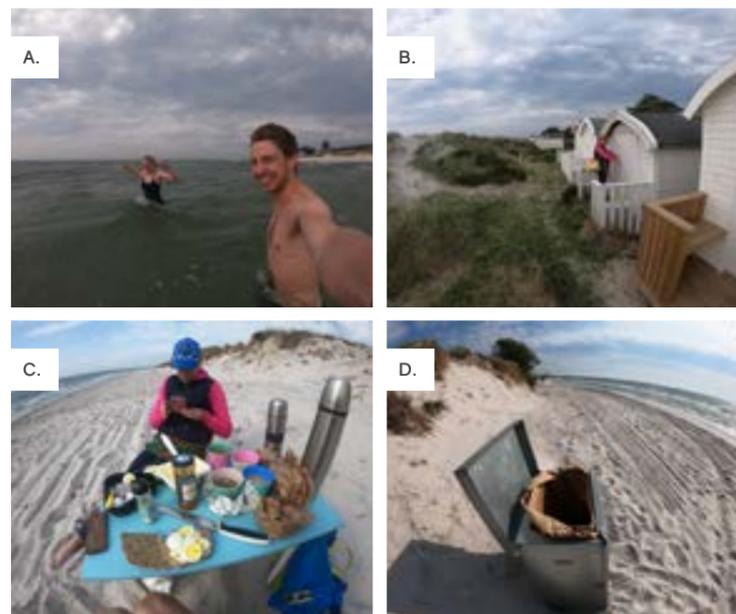


Lake bathing in tannin rich waters with Pontus Dowchan and Lotta Ranert

## Brunch & Bathe, Skane

I was introduced to Lotta Ranert, a professional foodista and culinary entrepreneur, through mutual friends at Food Studio Norway. In January 2018, after exploring Tasmania's food culture I invited her to check out the emerging food scene in my home region of West Gippsland. In early 2019, Lotta also visited Peninsula Hot Springs and took on the 4°C Ice Plunge. When the opportunity came she reciprocated by sharing a lifelong ritual of bathing at her local beach.

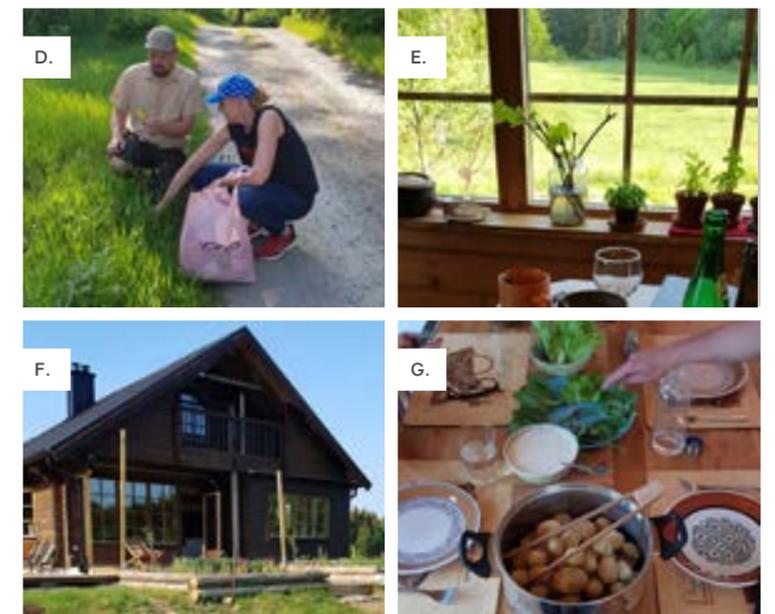
- A. Joining Lotta Ranert (aka Pink Chili consulting) in the south of Sweden for her first summer swim
- B. Lotta's family's beach box
- C. Brunch on the beach
- D. Leave no trace, rubbish bins to ensure convenient waste disposal



## Forage & Bathe

Pontus Dowchan of Natur Instinkt specialises in foraging and survival skills. So, when the Pink Chili (aka Lotta Ranert) mentioned the possibility to visiting his farmhouse I jumped at the chance. Originally from Poland, Pontus has trained in the Wim Hof Method and now runs ice bathing workshops. This combination of wild food and lake bathing transported me to the essence of Nordic wellness culture, one that is inextricably linked with a healthy, clean environment.

- D. Pontus showing Lotta edible weeds, including plantain, on our walk back from the lake. (the juvenile leaves of one plant tasted like a 'cherry ripe')
- E. Kitchen with a view, a field triggering our most primal instinct for finding 'prospect and refuge'
- F. Palmalyckan, a relocated house which is now available through Air BnB
- G. Food creating the time and space for storytelling and laughter



# Finland



Sauna inside a café: Dream Hostel in Tampere runs a hybrid business model combining sauna, café, conference spaces and accommodation

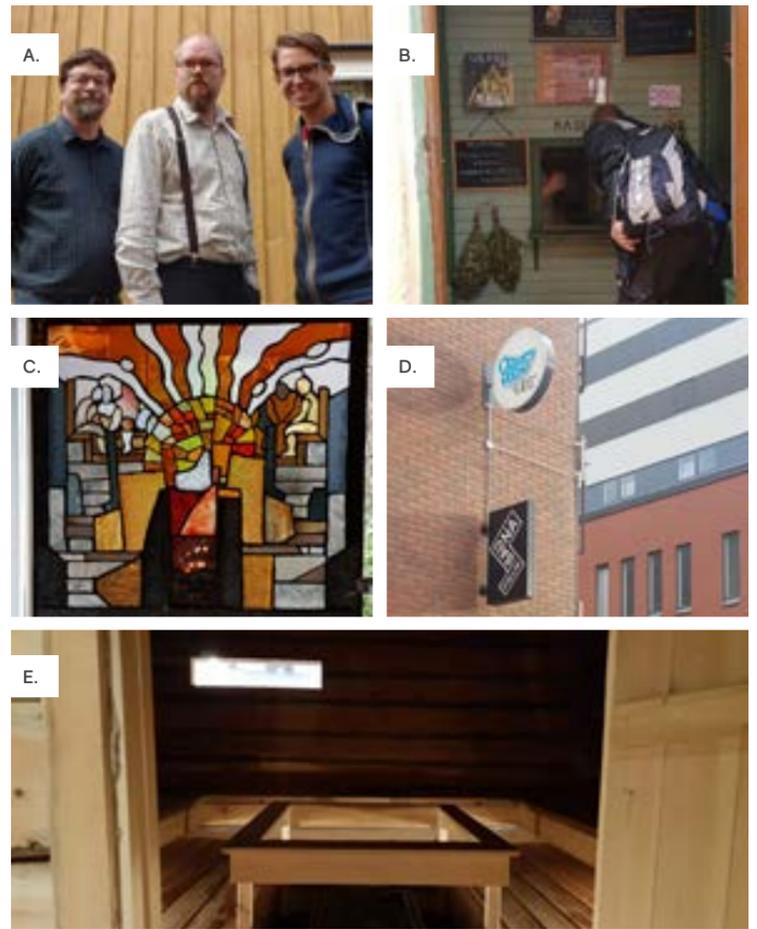


Loyly Sauna, traditional culture with a contemporary architectural spin

## Tampere, world sauna capital

Finland's second largest city, Tampere, has a unique feature on its tourist map. 34 dots which mark the number of public saunas. As a former industrial city the saunas played the vital role of allowing workers to bathe after their working week. Now they're a key part of the tourism USP.

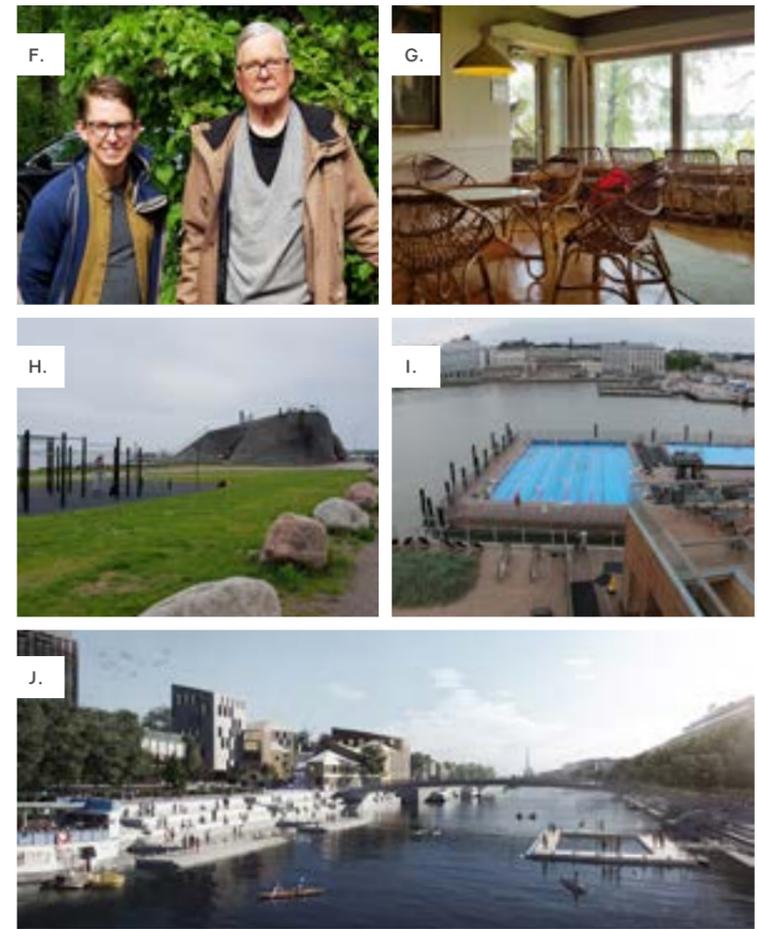
- A. Veikko Niskavaara (Director of Rajaportti Sauna) with fellow board member and social scientist
- B. Rajaportti Sauna entrance, note birch leaf whisks for purchase
- C. Stained glass artwork showing central 'wood-fired' furnace, with the women's space (top left) and men's space (top right)
- D. Dream Hostel is located in the heart of Tampere City, challenging traditional visions of remote lake-side sweat bathing experiences
- E. Traditional Finnish sauna design with central furnace and raised timber bench seats



## Helsinki, sauna city

During my whirlwind visit of Helsinki I experienced two cultural institutions, representing the new and old guard. First up was the Finnish Sauna Society which has a membership base of 4500 people who visit an average of 10 times a year. Members include present and past Finnish presidents as well as other noteworthy citizens but rank or title mean little in Finland's sacred common ground. Then I dropped into Loyly, the new kid on the block. Initiated by the City of Helsinki in 2011 the project is at the frontline of a redevelopment plan for the former industrial area of Hernesari. Kickstarted by actor Jasper Pakkonen (think the Vikings) and local MP Antero Vartia the facility combines a restaurant, roof top bar, events, saunas and of course a harbour plunge.

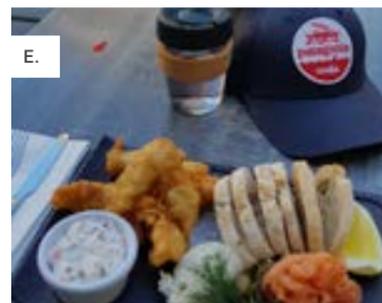
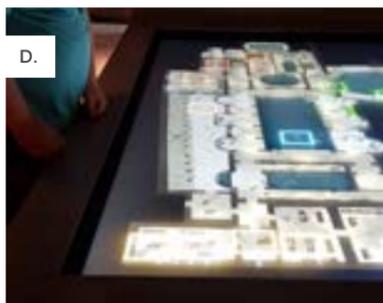
- F. Meeting Risto Elomaa, President of the International Sauna Association
- G. Finnish Sauna Society, the unofficial heart of Finnish sweat bathing tradition
- H. Loyly Sauna sits on the industrial edges of Helsinki and has been used as a driver for urban regeneration. Walking and cycling trails, public transport and exercise equipment establish it as a prominent community wellness destination.
- I. Allas Swimming Pool, a floating bath facility in the centre of Helsinki. Along with Loyly it represents a new school of thought in urban planning, driven by the goal to connect people with their waterways.
- J. Turku, Finland's oldest city is employing river baths, floating swimming pools and saunas as part of its urban regeneration strategy



# England

## Roman Baths, Bath

- A. The Roman Baths received Southwest England's 2019 Tourism Attraction of the Year and it's easy to see why. A combination of carefully restored architecture, interpretive multimedia and friendly tour guides transport you to ancient stories of Minerva's sacred waters.
- B. Wayfinding signage showing Thermae Bath Spa's relationship to the city, see northeast quadrant.
- C. Cold plunge adjacent to both the main geothermal pool and sauna/steam room, demonstrating the continuity of contrast therapy through global bathing cultures.
- D. Young visitor engaging with an interactive multimedia display. By touching on the map, you gain a 'sneak peak' of various wellness activities (from swimming to massage to plucking)
- E. A well-rounded picture of wellness: Eating British fish platter while listening to classical music buskers and drinking geothermal mineral water in a Keep Cup.



Celestial relaxation room, Thermae Bath Spa

## Thermae Bath Spa, Bath

ABOVE: Celestial relaxation room: lay down on geothermally-heating lounges and drift off into the universe. I returned to this space a number of times during my visit and found the experience very therapeutic. It makes you wonder how digital technology and virtual reality can further drive innovation in the wellness industry.

- A. Saturday afternoon line up, a timeless market demand for geothermal mineral bathing
- B. Wristband check point, providing access to lockers as well as add-on experience purchases
- C. Cross Bath, available for exclusive use
- D. Rooftop Pool, an iconic and unforgettable bathing experience especially at sunset

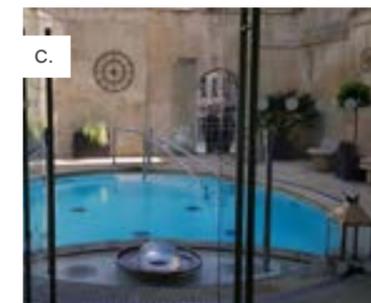


IMAGE CREDITS INCLUDE THERMAEBATHSPA.COM

## Eden Project, Cornwall



**ABOVE:** Taking a bird's eye view of the Eden Project's Rainforest Biome and contemplating the remarkable transformation of a former coal mine into a botanical garden within 20 years. Receiving over 1 million visitors annually, the project is a leading benchmark in regenerative business, simultaneously delivering biodiversity, community health and financial growth.

**RIGHT:** View overlooking Eden Project's performance amphitheatre with covered stage for large scale events. Art, culture and storytelling are seen as integral parts of the business model.



### Trailblazers

**A.** Meeting with Jo Elworthy (Director of Interpretation) and Dan James (Development Director). Jo is responsible for curating a fantastic program of art, culture, digital technology and signage which translate environmental sustainability issues into a language that everyday people can understand. Dan drives game-changing community projects like 'The Big Lunch' which was initiated by asking a question "What would happen if we stopped the country and asked neighbours to sit down and have lunch together?" (6 million people participated in 2018) (Sykes, June 8 2019)

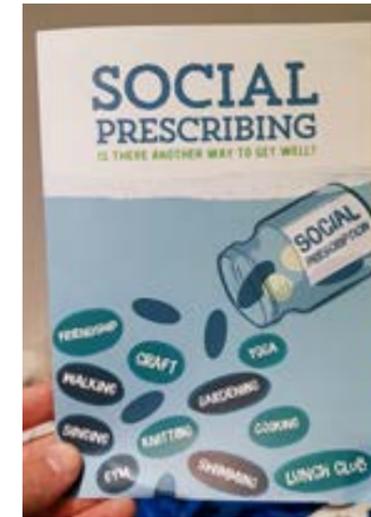


**B.** Interpretive guides entertain and share stories with guests throughout the facility. Here guests are invited to smell this giant tropical flower, only to discover that it smells like vomit. This sense of awe, wonder and humour are vital in engaging Eden Project's broad audience with challenging issues.



**C.** Park Runners ready for their weekly 9am run, three laps of Eden Project totalling 5km. The carnival-like atmosphere is built through a common comradery and pride in 'participation' regardless of age or ability.

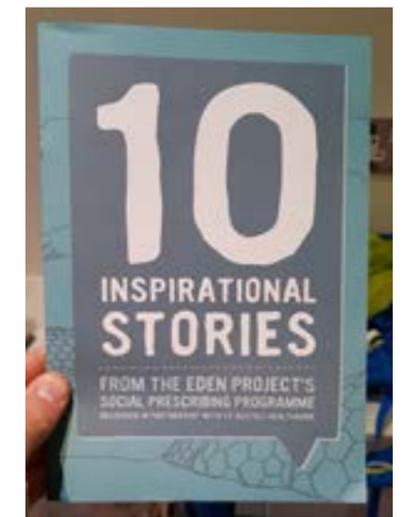
### Social prescriptions - healthcare of the future (Sykes, June 8 2019)



Imagine going to a doctor with symptoms of mild anxiety and instead of being put on antidepressants she hands you a social prescription to visit Eden Project. This is just the beginning of a radical (but common sense) preventative health movement where connections to community and nature are foremost.



100 patients per week visit Eden Project through its innovative 'Nature's Way' social prescription program. Dan James explains that Eden actually employs a full-time staff member to work in a local clinic specifically prescriptions for this program.



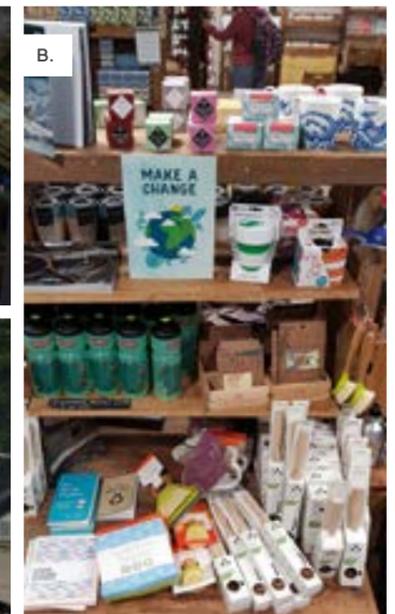
Led by St Austell Healthcare, GPs across Cornwall are prescribing 8 wellness activities ranging from a guided walk for those recovering from heart attack to horticultural therapy for those battling mental health challenges. Social prescriptions present an enormous opportunity for nature-based wellness tourism destinations.

### Sustainability Education

**A.** Leading by example: Eden Project's waste system sets an example by showing visitors how they can make small (or big) changes to their own home/office management.



**B.** Tools for change: Eden's gift shops include eco-friendly alternatives for a whole range of lifestyle products, from re-useable coffee cups, to biodegradable soaps and heirloom vegetable seeds.



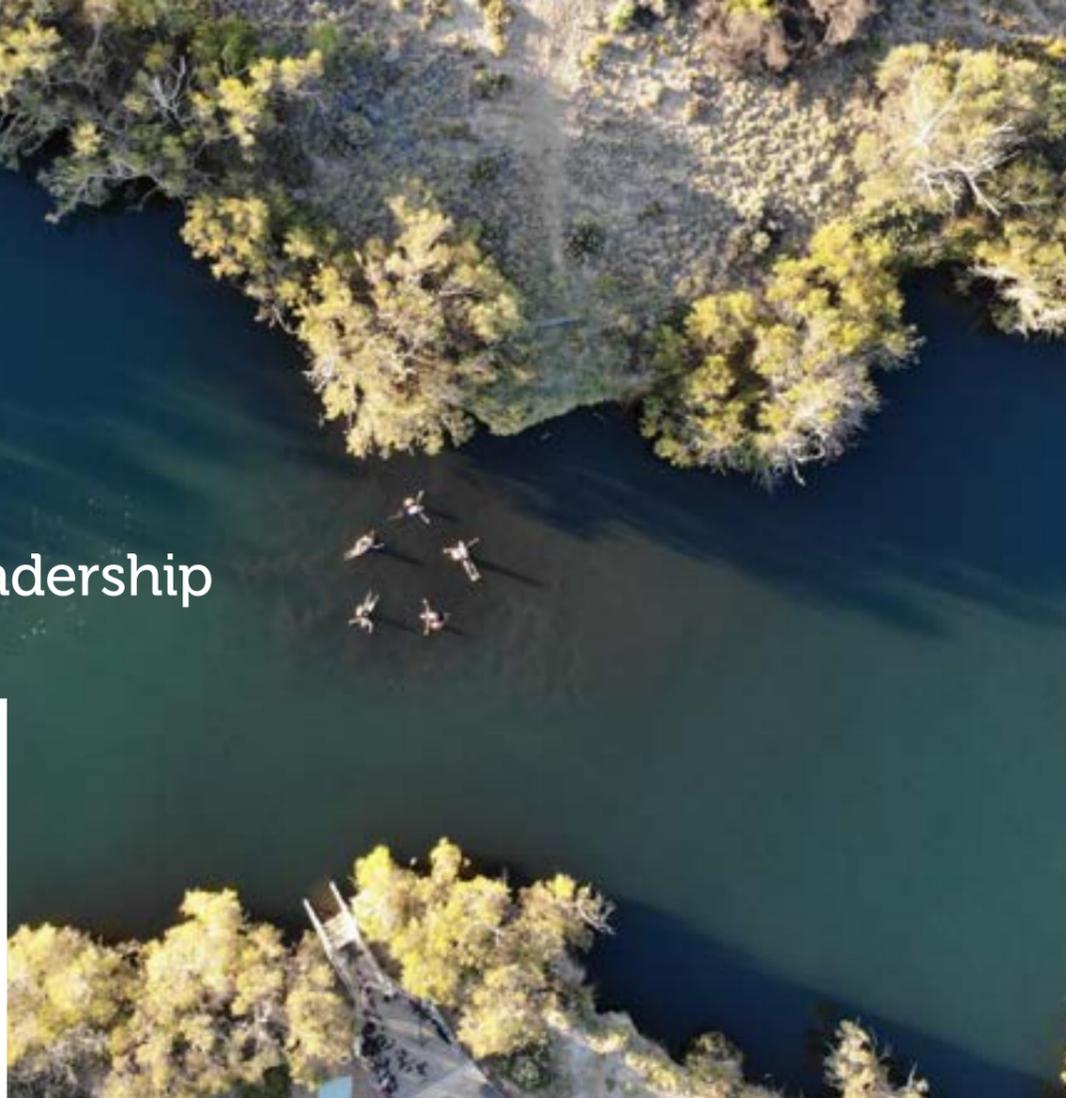
**C.** Testing the future: Electric bus being piloted as an alternative to traditional fossil-fuel petrol. It's not active, which demonstrates that sustainability and regeneration are iterative processes which require constant trial and error.



# Australia

## Hot springs leadership

Dalhousie Springs in Witjira National Park, South Australia. Known as Irrwanyere ('healing waters') by the local Aboriginal custodians, this mound springs complex is the largest flow rate hot springs in the world with enough water to fill an Olympic-sized swimming pool is less than 60 seconds. Through the leadership of Charles Davidson (Co-founder of Peninsula Hot Springs) Australia is developing a number of ground-breaking initiatives in the global hot springs industry. Here are three examples:



Concept design by lead architect Greg Burgess for the Irrwanyere Culture Centre, proposed as a legacy of the Bathe the World 2023 event.



## Bathe the World ... One bucket of water at a time



### Bathe the World Foundation

[bathetheworld.org](http://bathetheworld.org)  
With a vision to create a world where "a bucket of water for everybody, every day, is possible", this not-for-profit is petitioning the UN to have June 22nd recognised as 'World Bathing Day'. Charles Davidson and Dr Marc Cohen are driving the project.

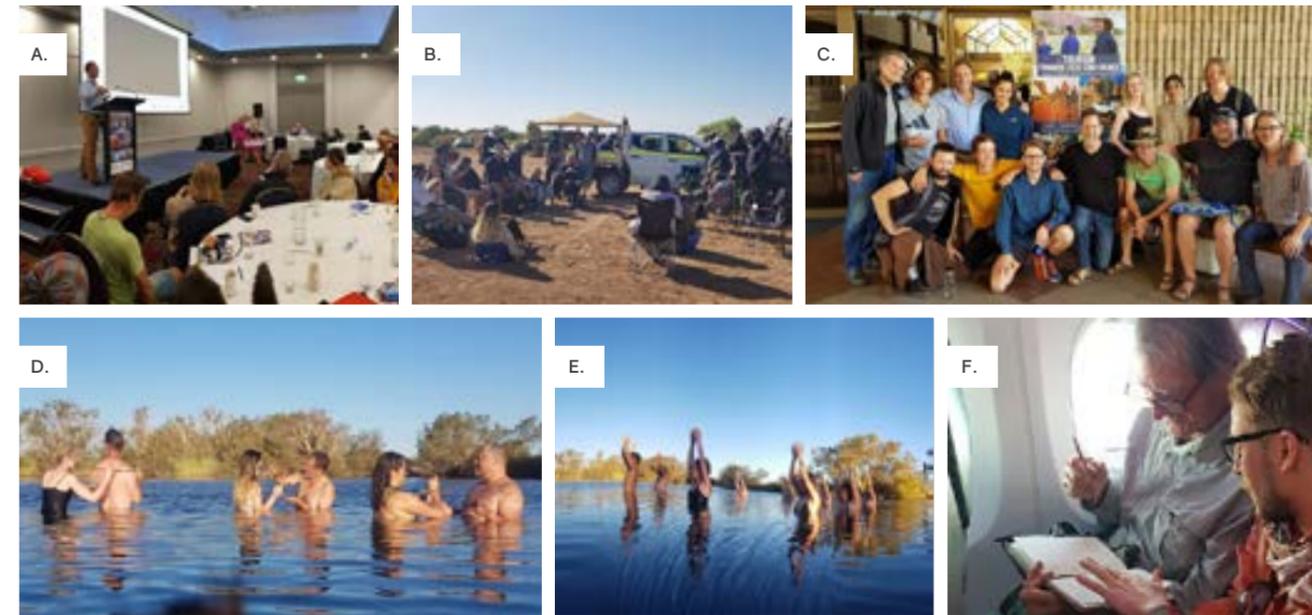
### World Bathing Day

[worldbathingday.org](http://worldbathingday.org)  
On June 22nd bathers around the world are invited to take a photo of themselves bathing in their local hot springs, sauna, lake or beach. The images are then shared on Instagram with the hashtag #worldbathingday. The Global Wellness Institute's Hot Springs Initiative is a key supporter. In 2019, 22 countries were represented (up from 15 in 2018, its inaugural year).

### Bathe the World 2023

[bathetheworld.org/get-involved](http://bathetheworld.org/get-involved)  
On June 22nd 2023, one person from each of the 195 countries on earth will be invited to bathe together at Irrwanyere / Dalhousie Springs in South Australia. Designed to raise global awareness about the contribution bathing makes in achieving the United Nation's third Sustainable Development Goal, 'Good Health and Well-being', the project is being developed in collaboration with local Lower Southern Arrernte and Wangkangguru people.

IMAGE CREDITS INCLUDE GREG BURGESS ARCHITECTS WITH GRESLEY ABAS



A. Charles Davidson presenting the Bathe the World 2023 event concept at the 2019 Northern Territory tourism conference. B. Meeting with Lower Southern Arrernte and Wangkangguru community Elders to listen to their perspective on the cultural significance of Irrwanyere and work towards a shared goal of raising awareness about the power of its sacred healing waters. C. Project team comprising entrepreneurs, architect, medical professional, ranger, musician, videographer, academic, family and friends. D. Body clay painting, one activity that will form part of a holistic hot springs wellness program which participants will be able to experience. E. Hot springs yoga, mindfulness activities will show guests how wellness events can be run using 'leave no trace', minimal impact principles. F. Greg Burgess and I sharing concept ideas for the Irrwanyere Cultural Centre on our return flight from Alice Springs.

# Other Hot Springs of the World 🌋

Images shared on the World Bathing Day Instagram account on June 22, 2019



Iron Mountain Hot Springs, Colorado, USA



Remote hot springs in New Mexico, USA



Bitter Springs, Northern Territory, Australia



Grotta Giusti Resort, Italy



Wareerak Hot Springs, Thailand



Maruia Hot Springs, New Zealand



Hotel Hot Springs, Tattapani, India



Hoshino Resort, Tomamu, Japan



Banja Koviljaca, Russia



Glen Ivy Hot Springs, USA



Public bath house, Taiwan



Rotorua, New Zealand

## Part 3: Advisors



**"We're not trying to  
copy nature but be in  
harmony with it."**

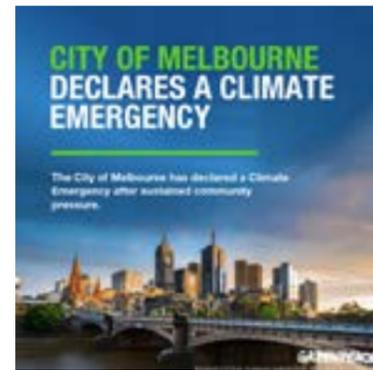
– Sigridur Sigthorsdottir,  
Blue Lagoon, Iceland

IMAGE CREDIT @TOMGRIMBERT



# Geopolitical context

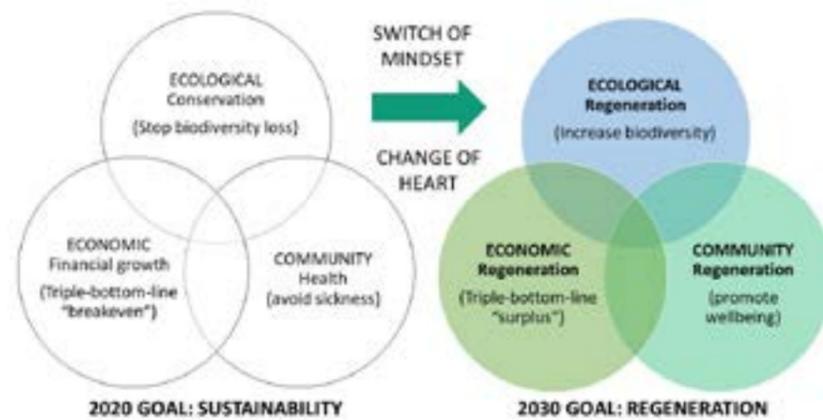
As the world awaits the outcome of the UN Climate Change Summit in New York on September 23, a global geopolitical movement is gaining swift momentum.



▲ Farm affected by the 2019 Bunyip Bushfires, the kind of natural disasters that are increasing with climate change. Interesting that this property narrowly escaped the 2009 bushfires ten years earlier. The quality of our emergency response demonstrates the significant lessons and improvements which grew out of the Victorian Bushfires Royal Commission. The events affirm the Australian landscape's dependency on fire for its ecological regeneration and raises further questions about the resources (skilled professionals and financial investment) required to adapt to increasing bushfire risks.

▲ Greta Thunberg, a young Swedish environmental activist who is responsible for igniting the #strike4climate movement through social media. Beginning with Greta protesting on the steps of Swedish parliament in August 2018, the movement spread virally through Youtube after she made a plea to the United Nations Climate Change Conference (COP24) the following December. The movement has inspired young people across the globe, including an artistic response by Icelandic musician Aurora. Titled 'The Seed', her video clip includes footage of young protesters holding slogans like "WE CAN'T DRINK OIL, WE CAN'T BREATHE MONEY\$"

▲ In Melbourne, thousands of Victorian school students gathered on the steps of parliament in March 2019, eventually contributing to Melbourne City Council's recognition of the Climate Emergency in July. 'Extinction Rebellion' protesters are playing an active role in raising awareness about the climate breakdown, biodiversity loss and genuine risk of ecological collapse. Pressure mounts on governments, businesses and individuals to make decisive commitments to change engrained cultural habits.



◀ For the past 10 years, global leaders' efforts have been aligning to a common goal of ecological, social and economic sustainability. However, there is the potential to achieve triple-bottom-line surplus with those at the frontier of business leadership now aspiring for positive climate impacts.

# A new era of Regeneration

**"Schism in the body social, will not be resolved by any scheme of return to the good old days (archaism), or by programs guaranteed to render an ideal projected future (futurism), or even by the most realistic, hardheaded work to weld together again the deteriorating elements. Only birth can conquer death – the birth, not of the old thing again, but of something new."**

– Joseph Campbell, The hero with a thousand faces



## Ecological regeneration

Traditional conservation sees humans as a destructive force which must be kept separate from "nature" in order to protect it. Tasmania's Wilderness World Heritage Area is an example of this school of thought. This is one strategic approach, and a vital one, but at the other end of the spectrum there is the potential for business development to actively restore degraded ecosystems through a regenerative economic model. Peninsula Hot Springs, 100km south of Melbourne, is a prime example of the potential. (Eden Project in Cornwall, UK is another leading benchmark) Twenty years ago two brothers, Charles and Richard Davidson, purchased a 40-acre property comprising degraded horse paddocks. Through coordinated weed management, revegetation and natural recruitment the property has been transformed into an ecological sanctuary (breeding water birds, frogs and endangered species) while simultaneously promoting community wellbeing and rapid economic growth. This new school thinking can be adapted to businesses of all kinds but Victorian tourism is especially well positioned.

## Community regeneration

A similar shift is taking place in the health sector, driven by an urgent need to combat the mental disease epidemic. While our government undertakes a Royal Commission into Victoria's Mental Health System, we are left to contemplate dreary statistics: (Australian Bureau of Statistic, 'Causes of Death', 26 Sept 2018)

- More than 3,000 Australians died by suicide in 2017.
- In 2017, about 75% of people who died by suicide were males and 25% were females.
- In 2017, the suicide rate among Aboriginal and Torres Strait Islander people was approximately twice that of non-Indigenous Australians.

Fortunately, a new ideas are emerging in how we reengage individuals suffering from depression or anxiety, some of which can be linked to nature-based tourism. In Cornwall, instead of prescribing medication local doctors prescribe patients a visit to an extraordinary English garden. Called 'Nature's Way', the cross-industry partnership between St Austell Health Care and Eden Project sees 100 patients visit the wellness destination each week. Victoria's gardens, farms and bushland may be an underutilised resource for tourism operators looking to develop similar services.

## Economic regeneration

The Victorian Tourism Industry Council (VTIC) has set a bold target to achieve 320,000 jobs by 2025. We're currently sitting at 214,000+ tourism jobs, representing 7% of the state's total workforce. According to the 2016 Cone Communications Millennial Employee Engagement Study, by 2025 75% of Australian jobs will be occupied by Millennials (those born between 1981 and 1996). Acknowledging this rising generation's values, it is interesting to ask what kinds of jobs they will choose? 64% of Millennials consider a company's social & environmental commitments when deciding where to work, while 88% say our job is more fulfilling when we are provided opportunities to make a positive impact on social and environmental issues. To devise the best chance of reaching its targets, could VTIC encourage members to actively pursue accreditations like carbon neutrality and Benefit Corporation status as a way to entice millennials into tourism careers?

# Advisors in ecological regeneration

## Dr Dame Jane Goodall



**Founder of The Jane Goodall Institute (and "Mother of Planet Earth")**

I had the privilege of meeting Dr Jane at a fundraising event for the Thin Green Line Foundation in May. During her presentation she shared her experiences studying chimpanzees in Uganda as well as insights about the interdependency of people, animals and our environment. Jane warned of the crippling effects of poverty and the obstacles it creates for conservation. We should consider the impacts that climate change is having on marginalised communities in developing nations and the negative feedback loop that this can create for global biodiversity. (Sykes, June 13 2019)

## Sean Willmore



**Founder of Thin Green Line Foundation and President of the Internat. Rangers Federation**

While collaborating with Sean on preliminary planning for the 'Bathe the World 2023' event, I learned the vital role that rangers play in protecting the aquatic, marine and terrestrial ecosystems upon which much of the world's nature-based tourism industry depends. Environmental health and regeneration cannot be achieved without 'protecting nature's protectors'. There is significant scope to grow collaboration between bodies like the International Rangers Federation and World Tourism Organisation. (Sykes, April 4 2019)

## N'arweet Carolyn Briggs



**Boon Wurrung Elder**

I have been privileged to form a strong bond with Aunty Carolyn

over a number of years, beginning with collaboration on a number of cultural spaces at Peninsula Hot Springs. Through our conversations I have learnt about the deep spiritual connection that Victoria's Koori community maintains with land and sea Country, as well as the role that traditional language and cultural practices have in regenerating Traditional Ecological Knowledge. There is a great opportunity to bring Koori language into the naming of a Great Victorian Bathing Trail and the broader wellness tourism landscape. (Sykes, April 14 2019)

## Shima Barakat



**Fellow in Enterprise and Entrepreneurship at the Cambridge Judge Business School**

I first met Shima in 2011, prior to enrolling in a Postgraduate Diploma in Entrepreneurship at the University of Cambridge. Our early conversations surrounded the role product labelling (organic, Fair Trade, ethical etc) has in educating and shaping consumer behaviour. In 2019, during my travel we had the opportunity to briefly reconnect. We agreed that although significant progress has been made in product provenance transparency there remains a need to radically redesign supply chains. (Sykes, June 10 2019)

## Charles Massey



**Regenerative agriculture expert and author of 'Call of the Reed Warbler'**

A workshop run by the Westernport Catchment Management Authority at Tyabb created an opportunity to meet Charles. It was inspiring to learn about his research into how we can simultaneously improve our energy, soil, biodiversity and human health systems. He has been engaged by outdoor clothing brand Patagonia to work on redesigning their supply chain as well as their new food provisions range. (Sykes, May 8 2019)

## Kongjian Yu



**Founder of Chinese landscape architecture firm Turenscape**

Having met Dr Yu in 2011 at the International Federation of Landscape Architecture conference in Zurich, I have closely followed his work on the large-scale restoration of China's waterways. Most notably his firm was responsible for dramatically improving the water quality of the Huangpu River, using traditional agricultural terracing techniques, ahead of the 2010 Shanghai Expo. During my research I visited Zhongshan Park in Guangdong province where Turenscape transformed a former industrial shipyard into a lush urban parkland.

## Matthew Jackson



**CEO of Parks Victoria**

Under the tagline 'Healthy parks, healthy people', Parks Victoria has

long promoted the relationship between community wellbeing and conservation. Matthew has been pivotal in developing the economic pillar in Victoria's public land management, most recently working to secure \$48.2 million from the Andrews Labour Government for the recently opened Penguin Parade visitor centre at Phillip Island Nature Park. In our discussion, he noted the Tasmanian government's decision to integrate the tourism and environment portfolios and the impact of the Tasmanian Premier's role as Tourism Minister. He also noted New Zealand's international tourist tax initiative, with funds collected being reinvested into the nation's pest animal programs and tourism infrastructure projects via grants. (Sykes, April 16 2019)

## Kiam Yoong



**Sustainability Manager at Zoos Victoria**

Kiam is one of Victoria's foremost leaders

in sustainable business management. His team has remarkably achieved carbon neutrality across each of Zoos Victoria's sites; Werribee, Melbourne and Healesville. They have also achieved zero landfill, which considering the complex program of uses (from animal hospitals to conference centres, animal's with special dietary needs and diverse multicultural guests) is sensational. Kiam was integral in developing the Melbourne Renewable Energy Project, a landmark collaboration between governments, cultural institutions, universities and corporations to collectively purchase renewable energy from a newly built facility. (Sykes, May 17 2019)

## Jelina Taylor



**Global Manager of Purpose Projects, Intrepid Group**

Intrepid Group has recently

announced their goal to become the world's first climate positive tourism company, with early investment in blue carbon sequestration through seaweed projects in Tasmania. Intrepid was also the first tour operator to ban elephant rides. Jelina has been at the centre of such innovations since beginning as the Responsible Business Manager at Intrepid 10 years ago. She worked on the company's early update of BCorp and carbon neutrality accreditation. Other tourism operators can learn a lot from their example and young professionals are aware of their efforts. (Sykes, May 14 2019)

## Qantas



**Future Planet initiative**

Qantas has been offering carbon offset options for flyers for 10

years and recently released an inflight documentary illustrating which carbon offset projects the money supports. Australia's national carrier runs a program called 'Qantas Future Planet' which works with other corporate and not-for-profit organisations to reduce and offset their emissions. Examples of the 30 partners include Australia Post, DHL and ANZ bank. They are also collaborating with Deakin University's Blue Carbon Lab, to help accelerate new offset projects that sequester carbon from mangroves, seagrasses and salt marsh. In 2018, Qantas operated their first international biofuel flight from San Francisco to Melbourne while in May 2019, Qantas ran its first zero waste flight from Sydney to Adelaide. Aviation was also the first industry to set ambitious emissions targets out as far as 2050. The Carbon Offset and Reduction Scheme for International Aviation (CORSIA), commencing in 2021, will require airlines to purchase offsets to meet their share of the industry's growth emissions off a 2019 baseline. Qantas played an active role in advocating for the ambitious target of carbon neutral growth. (Sykes, May 15 2019)

## Oddny Arnarsdottir



**Project Manager, Visit Iceland**

Visit Iceland's quirky social media campaigns have become

renowned within the global tourism industry, including the A-Ö of Iceland (also known 'The Hardest Karaoke Song in the World'). When Oddny and her colleagues decided to create their own version of New Zealand's 'Tiaki Promise' (where visitors arrive to a country and vow to be a 'responsible tourist') they decided "it would have to be fun". Including lines like "when nature calls, I won't answer the call on nature". To date 73959 tourists have taken the Icelandic Pledge but Oddny believes that the real measure of success is that "all Icelandic companies are celebrating it with you." (Sykes, May 24 2019)

## General Manager



**World Eco-Design Centre, Guangdong China**

On December 14 2018, the first World Eco-Design

Conference (WEDC) was staged in Guangzhou, China, with support of the United Nations Industrial Development Organisation (UNIDO). Under the theme of "Ecology of design, field of hope", the WEDC Centre remains packed full of eco-innovations from furniture made with cardboard to electric segways. The Director of Bishuiwan Hot Springs Resort kindly organised for me to visit the facility during my stay. I was struck and inspired by the sheer speed and scale at which the Chinese government has the potential to support regenerative initiatives. (Sykes, June 11 2019)

# Advisors in regenerative healthcare

## Dr Marc Cohen



**Board Member of the Global Wellness Summit and Bathe the World Foundation co-founder**

"Bathing and personal hygiene is the single most powerful measure for the prevention and control of human disease and the promotion of good health and wellbeing. Sanitary practices including washing the body, face and hair, along with handwashing and cleansing practices after toileting and menstruation play a critical role in ensuring good health, along with maintaining basic human dignity, confidence and comfort. There is no pharmaceutical drug, vaccine or medical technology that offers as many benefits as the simple act of bathing ... Access to bathing water is one of the world's most critical health issues. Currently one in three people do not have access to bathing water and therefore cannot adequately wash off their sweat, urine, faeces and menstrual blood." (Cohen, 2018)

## Dr Qing Li



**World's foremost forest therapy expert, Professor at Nippon Medical School**

In his 2018 book,

'Forest bathing: How trees can help you find health and happiness' Dr Qing Li lists benefits of forest therapy from reducing blood pressure and lowering stress to boosting immunity and alleviating depression. Shinrin-yoku (mindfully walking in the 'atmosphere' of a forest) became part of Japan's national health program during the 1980s and was initiated by their government's department of Agriculture, Forestry and Fisheries. The World Health Organisation (WHO) states that, of all the air pollutants, fine particulate matter has the greatest negative effect on our health, contributing to higher incidence of asthma, lung disease, heart attacks, cancer and strokes.' With its biodiverse forests, Victoria is well-placed to develop forest bathing trails. (Li, 2018)

## Dan James



**Development Director, Eden Project Cornwall, UK**

100 patients per week visit Eden

Project through its innovative 'Nature's Way' social prescription program. In collaboration with St Austell Healthcare, Dan worked with GPs across Cornwall who can prescribe 8 wellness activities at Eden Project ranging from a guided walk for those recovering from heart attack to horticultural therapy for those battling mild anxiety. Eden actually employs a full-time staff member to work in a local clinic specifically for this program. Dan sees enormous opportunities for nature-based wellness tourism operators to develop their own social prescriptions program but admits the challenge is in commercialising the offering. Recognition of nature-therapy by private health insurers and public health 'medicare' systems could be long-term goals. (Sykes, June 8 2019)

## Sean Whitehill



**Lead Guide, Tasmanian Walking Company**

I met Sean in 2014 while studying

Adventure Tour Guiding at TasTafe in Hobart. With a background in landscape design and construction, Sean is acutely attuned to the healing benefits that spending time in nature can have for people, either walking through their home garden or through remote bushland. The Tasmanian Walking Company run an innovative wellness program which offers guides a monetary voucher after completing 10 trips. Most guides will use this to visit a physio or massage therapist but Sean chooses to visit Peninsula Hot Springs. He will spend up to 8 hours bathing in geothermal mineral pools, regularly plunging in cold pools as the water decreases inflammation and promotes muscle regeneration. (Sykes, August 8 2019)

## Neil McCarthy



**CEO of Mosaic Insights**

"Victoria has the opportunity to establish an evidence-based

nature health script system that is comparable to the scripts we get for medication from our GPs. The evidence that exposure to nature improves human health and wellbeing has been well established for decades, and significant progress has been made around the world. However, it is more complex than "just a walk in a park". Green Scripts need to be designed based on rigorous scientific evidence to the same standard we expect when we have open-heart surgery or a knee reconstruction. Building on Victoria's emerging spa and wellness products and its broader interconnection with nature will be an important element in developing the Green Script concept in Victoria." (Sykes, July 27 2019)

## Dan Buettner



**Researcher and author of 'Blue Zones'**

After studying Blue Zones (regions where people have a higher than average life expectancy) across the world, Dan

has devised common principles called the 'Power 9'. These include: 1. Move Naturally, 2. Find your purpose (ikigai), 3. Down shift your stress by adjusting your daily routines, 4. Eat until you're only 80% full, 5. Favour a plant-based diet, 6. Enjoy a 'Wine @ 5' with good company, 7. Belong (preferably in a faith-based community), 8. Put loved ones first, 9. Live in the 'Right Tribe' (mindful that research from the Framingham Studies shows that smoking, obesity, happiness and even loneliness are contagious). (Buettner, 2015)

## Christine



**Director of Solheimar Eco Village, Iceland**

Established in the 1930s by visionary humanitarian

Sesselja Sigmundsdóttir, Solheimar Eco Village was originally designed as an orphanage. It was also the first biodynamic farm in Scandinavia. Christine explains that the village now accommodates around 100 residents with different abilities who enjoy a diverse program of wellness activities, including geothermal agriculture, carpentry, ceramics, candle-making, weaving and herbal tea making. With a background in nursing and law Christine is now looking for ways to share Solheimar's philosophy with eco-minded travellers in Iceland. (Sykes, May 23 2019)

## Lirong Wei



**Wellness Manager, Bishuiwan Hot Springs Resort**

"I believe that we should live in a

place that makes you healthy, rather than live close to a hospital – that is the TCM [Traditional Chinese Medicine] way of thinking." Miss Wei oversees programs teaching guests how to eat, sleep and exercise. For example, a young air traffic controller arrived with an injured back. Through treatment, including hot springs bathing, he was soon playing basketball. Mrs Wei may prescribe a clay ceramics class if someone needs to get in touch with Mother Land, through the earth element. Or a forest bathing experience might involve collecting drops of water from plant leaves to make a cup of tea." (Sykes, June 9-10 2019)

## Lionel Lauch



**CEO of Living Culture, traditional healer and Wayapa practitioner**

Lionel is a

Gunditjmarra Kirrae Wurrung Bundjalung man who runs cultural tourism experiences on the Mornington Peninsula. He also works with traditional Aboriginal medicine through sound healing (using a yidaki or didgeridoo) and medicinal plants. Lionel teaches people to breathe out the stress which they unconsciously store in their stomach and body. At Peninsula Hot Springs, we regularly engage Lionel to run yidaki healing meditations for our guests, whether within our Amphitheatre, black-out Dome or Cultural Meeting Spaces. (Sykes, August 15 2019)

### Health benefits of balneology

(hot springs bathing)

'Balneology is the scientific study of the therapeutic benefits of naturally occurring mineral waters. Balneotherapists affirm that trace minerals in hot springs and the stimulating benefits of highly mineralised waters combine to stimulate and promote health and wellness.' Based on a global review of scientific research, Peninsula Hot Springs lists the following benefits of balneology:

- Rehabilitation for work-related illnesses such as stress, back-related injuries and tinosynovitis, alongside rehabilitation for operations, accidents
- Treatment for rheumatism, arthritis, gout, heart disease and infertility
- Improves sleep
- Encourages social connectivity
- Blood circulation & cell oxygenation
- Detoxifies & promotes healthy skin
- Improves muscle & bone health
- Reduces high blood pressure (Peninsula Hot Springs, 2019)

### Health benefits of nature therapy

(Townshend, M. et al, 2015)

- Access and proximity to safe high quality parks results in both increased physical activity levels and improved health outcomes;
- Access and proximity to high quality parks improves mental health;
- In urban areas, parks foster social connections which are vital to community cohesion and contribute to social wellbeing;
- Contact with nature through parks can enhance spiritual health (meaning in life) which underpins all other aspects of health;
- For children, accessible and safe parks foster active play, which is associated with physical, cognitive and social benefits.

### Health benefits of sauna bathing

- Relaxation/stress reduction was the most common motivation to use a sauna
- Most sauna bathers cited improvements in sleep lasting 1-2 nights after using a sauna.
- Sauna users 5-15 times monthly had comparatively higher mental well-being scores.
- Most adverse reactions to sauna bathing were mild reports of dizziness and dehydration.
- Many report sauna bathing to 'detox', not yet well-understood by the research community.
- Few report sauna bathing for cardiovascular benefits, which is supported by research.

(Based on 482 valid responses documented in Hussain, J. Greaves, R. Cohen, June 2019)

# Advisors in regenerative economics



**Yvon Chouinard**  
Founder of Patagonia

At the end of 2010 I came across Yvon Chouinard's book 'Let my people go surfing, a story of a reluctant businessman'. This sparked an investigation into purpose-driven business and eventually inspired me to study a Postgraduate Diploma in Entrepreneurship at Cambridge University. At the time, Patagonia was leading the way with their 'Footprint Chronicles' initiative which gave their customers transparency to the provenance and ethics behind products. Patagonia's storytelling has become a vehicle for global change. A more recent book by Chouinard, titled 'Responsible Company', includes a checklist of social and environmental considerations any business can utilise in their management strategy, a precursor to the BCorp movement. (Chouinard, Y. Stanley, V., 2012)



**Muhammad Yunus**  
Founder of Grameen Bank

Muhammad believes that humans are inherently entrepreneurial in spirit, so when he saw that individuals in developing nations were blocked by conventional banks, he decided to develop micro-financing products which require limited personal identification and no credit rating. In his book, 'A world of three zeros' he sets out a vision for a new economy where

ecological, social and economic measures are managed in equal balance. By 2017, Grameen had approximately nine million borrowers across 2,600 branches. Repayment rates sit above 99% while 97% of the borrowers are women. (Yunus, 2017)



**Matt McDonald**  
CEO of Sea Road Ferries

With 140 staff across two locations and 1 million passengers travelling on its Sorrento to Queenscliff route alone, Sea Road Ferries is a vital link in the Victorian tourism industry. Matt describes a new sightseeing bus tours branch called 'Explore Australia' which will move passengers between Melbourne and Sorrento, Melbourne and Queenscliff, creating a seamless loop around Port Phillip Bay. One of the tour packages includes a visit to Peninsula Hot Springs. When asked about the long-term potential for hot springs tours across southern Victoria, Matt highlights that the 'barrier is the length of stay, you couldn't do two in one day ... how do you create biteable experiences for people with limited time to tick off all these things? When the accommodation comes online [at Peninsula Hot Springs], that will be a game-changer. We'll be able to drop guests off at 4pm then pick them up again at 10am.' (Sykes, April 15 2019)

**Josh Martin**  
Climate Change and Sustainability Services, EY

Key areas of business which Josh focuses on include: Reporting and



assurance, Climate risk, Public policy, Climate finance and Strategy. His tip is for businesses to focus their

discussions around carbon neutrality around marketing, branding and helping address climate risk issues (eg: risk of fire, risk of lack of water). Uptake 'requires disruption! I wish I could get businesses in a room and say disruption is not a bad thing but instead its an opportunity for you to gain competitive advantage.' When asked 'what does sustainable business look like in 2030?', Josh envisages 'sustainability embedded across all other functions of business (operation, finance etc) ... not just held by a "Sustainability" team. You go from fighting the fight to sustainability becoming the core to everything you do.'



**Carbon Neutral Logo**  
National Carbon Offset Standard (NCOS), Australia

Once certified, organisations have the right to display the NCOS Carbon Neutral logo. Examples of where Zoos Victoria have used the registered trade mark include: (Zoos Victoria, 2017))

- Zoos Victoria – Environmental Sustainability Investment Prospectus 2014-2019
- Zoos Victoria Annual Reports
- Zoo News
- Community Conservation Master Plan
- Website
- Plaque on an exhibit at Melbourne Zoo



**Circular economy OR green wash?**  
Finland

Not necessarily your first thought when considering early adopters in circular economics, a Finnish fur company has mapped its product cycle in an airline magazine. The company's cycle begins with domestic aquaculture waste products being used in fur animal fodder, 5500 jobs are created within the fur factory region while factories are supplied with emission-free electricity via solar panels. Biodiesel is produced from fur animals' fat while their manure can be used for balcony and roof top gardens, and composted manure can provide fertilizers for field-scale crops. Energy from biogas is used to run vehicles, old furs can be refurbished and research can further the wellbeing of animals. Eventually products are exported to Asia and Russia, and revenues deliver over 300 million euros per year. (Finn Air, 2019)



**Patagonia outdoor clothing company**  
Leading the way with 151.5 out of

total 200 possible points

7 years ago Patagonia became one of the founding Benefit Corporation companies and remains a top benchmark. In their last review cycle, they decided to audit all their

international locations and expected their results to drop. In fact, their score rose because of the companies deeply engrained commitment to Fair Trade. The business also recently changed its mission statement to 'We're in business to save our home planet'. Business is booming for Patagonia as younger generations and more mainstream consumers look to support 'Better business for a better world'. (BLab, 2019)



**Patagonia's score breakdown**  
Note the strong community focus

The BCorp rating system allows businesses to assess themselves across the areas of Governance, Workers, Community, Environment and Customers. However, the expectation is not that they achieve perfection in every area. Patagonia's contribution to grass roots activism is a key driver in their 'Community' impact, while their strict sourcing ethics and the increasingly regenerative nature of their supply chain ensures a high 'Environment' impact. Despite high customer loyalty their impact 'Customers' sits low in comparison. (BLab, 2019)

**Intrepid Travel Group**  
One of few tourism businesses currently accredited

Carbon neutral for three years and BCorp certified since June 2018,



Intrepid Group is enjoying a significant competitive advantage within the tourism

industry. Designated as a 'Service with Minor Environmental Footprint' Intrepid's score sits just about the baseline of 80 required to achieve accreditation. The company's next goal is to become the world's first climate positive tourism business. Mindful of values of Gen Y and Z, as well as the increasing prominence of Millennials within the workforce Intrepid is clearly working hard on its marketing and business strategy. (BLab, 2019)



**Intrepid Travel's score breakdown**  
Note the strong worker focus

Intrepid delivers great conditions for its 'Workers'. Surely this is partly influenced by its work in developing nations where they're able to offer quality conditions well exceeding local standards. This is an example of the regenerative benefits which business can provide to marginalised communities, transforming traditional cultural and ecological assets into valuable resources. Through it's high 'Community' score you can also see the flow-on benefits that individuals and businesses linked to Intrepid's tours then pass on to their regions. (BLab, 2019)

## Carbon Accounting

**Kiam Yoong** Sustainability Manager at Zoos Victoria (Sykes, May 7 2019)

Kiam Yoong has been a pioneer in carbon accounting, working to neutralise emissions from each of Zoos Victoria's three sites. On Zoos Victoria's website they share a link to their carbon management strategy as a requirement of accreditation but also to share with other businesses getting started. One by one the document breaks down Emission Sources (like animal travel),

their Scope (eg: '3' meaning reasonable ability to influence emissions) and Justification for exclusion & overall implications for footprint'. This is followed by emissions reduction measures and goals including become the 'World's most resource efficient zoo by 2019' and 'Zero Waste to Landfill by 2019'. A summary of carbon offsets is listed towards the end.



## Benefit Corporation Accreditation

**Peninsula Hot Springs BCorp Workshop, Melbourne**

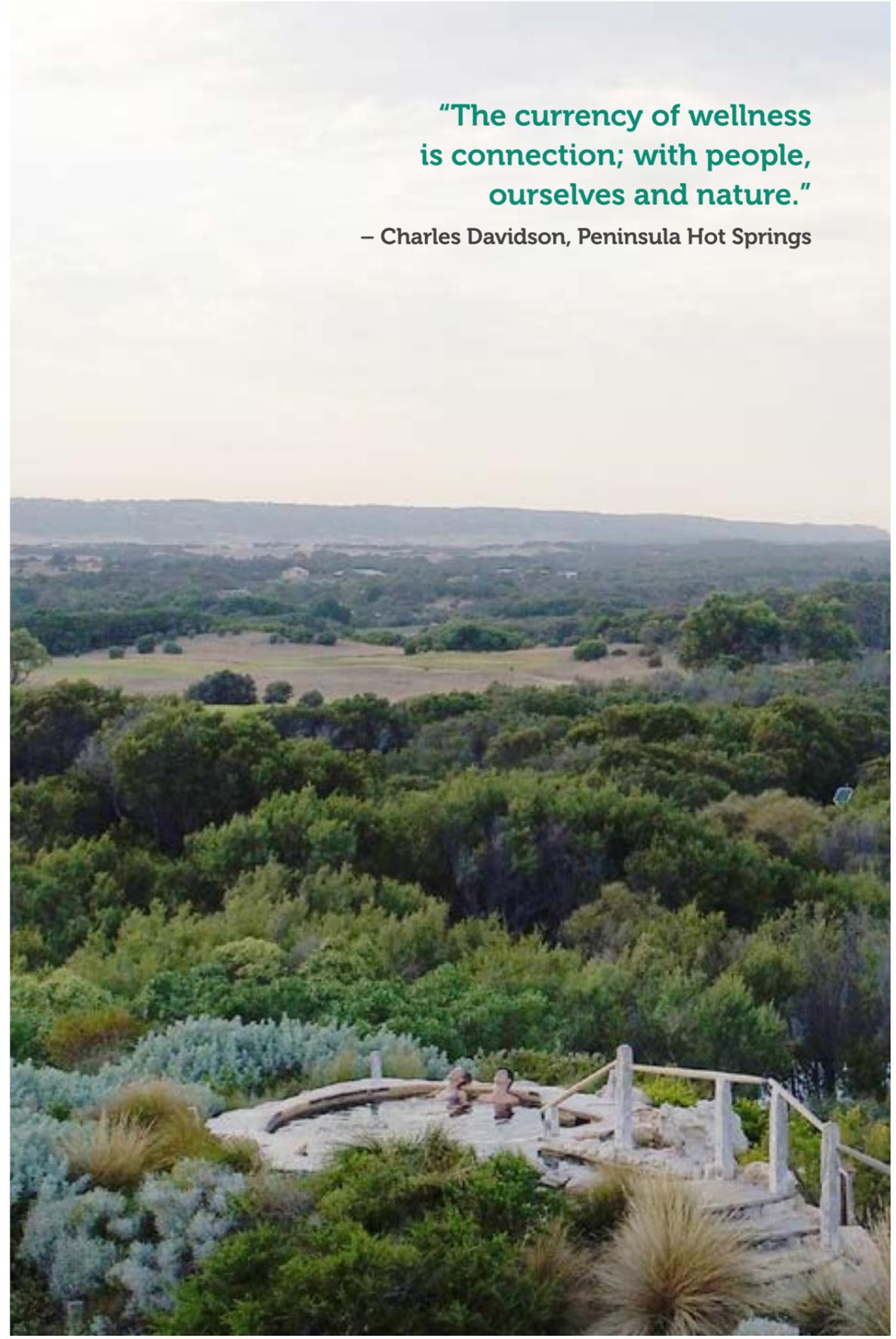
Through cross-department collaboration Peninsula Hot Springs has started its B Impact Assessment which measures a company's social and environmental impacts. The accreditation system is designed for purpose-driven businesses and allows them to independently assess their performance. It also allows them to institutionalise values held by founders so that these become embedded in the companies DNA across generations.

Left to right:  
Matt Sykes (Wellness Manager)  
Jarrod Ruch (Land & Environment Manager), Charles Davidson (Creative Director), Craig Mitchell (CEO)



# Part 4: 2030 Vision

**“The currency of wellness  
is connection; with people,  
ourselves and nature.”**  
– Charles Davidson, Peninsula Hot Springs





# Tourism organisations as cultural leaders

Blue Lagoon, Iceland, a world-leading wellness destination



The world is facing unprecedented challenges, none more so than the Climate Emergency. A proactive tourism industry could do well to align itself with emerging trends in regenerative business which simultaneously promote ecological, social and economic values. The Victorian Tourism Industry Council could raise the profile of our industry by coordinating workshops on achieving carbon neutrality and Benefit Corporation (BCorp) accreditations to demonstrate to prospective tourism professionals and travellers that we collectively share sustainable values.

That would be game-changing and could set us ahead of other states the Australian tourism landscape. With purpose-driven Millennials to make up 75% of Australia's workforce by 2025 we are set for a rapid growth and transformation, if we choose it. CSIRO's 2019 Australian National Outlook maps two paths: Slow Decline if we maintain status quo OR a 'positive Outlook Vision' which 'could mean higher GDP per capita, 'net zero' greenhouse gas emissions by 2050, strong economic growth and energy affordability, and more liveable major cities.' (CSIRO, 2019)

This new era will be defined by collaboration across cultures, generations and industries. We will learn the most not from the few within our market segment, but from the many like-minds working towards an integrated, regenerative economy. With a thorough understanding of Victoria's hot springs and wellness tourism landscape as well as best-practice global benchmarks I will now present opportunities which I see for Victoria's tourism future.

**RIGHT: Three interdependent initiatives which can establish Victoria as a global leader in wellness tourism by 2030.**



**Great Baths of Australia**  
A cornerstone in Tourism Australia's 2030 signature wellness experience offering



**Great Victorian Bathing Trail**  
the backbone of Visit Victoria's 2030 nature-based tourism strategy



**Hot Springs Wellness Zone**  
Peninsula Hot Springs at the heart of a Wellness Peninsula

# Australia 2030



By 2030, Australia has shifted away from polluting coal and now sees the purity of its terrestrial, aquatic and marine ecosystems as its foremost economic asset. It's leading the world through solar technology innovation and sequestering blue carbon through extensive kelp forest projects. Feral animals and pest species have been radically reduced through a tourist tax initiative and our biodiversity is now increasing. Our community has finally matured to a point where reconciliation is legitimately expressed in daily life rather

than a political formality. Migrants from across the globe have found harmony in the Australian environment through the cultural leadership of Australia's nature-based tourism industry. Generations collaborate with great respect and strength as we fuse traditional and new technology seamlessly in a new closed-loop economy. Tourism Australia's signature regenerative tourism icon is the wukalina Walk (pictured), a symbol of Aboriginal culture's regeneration and ongoing influence on contemporary society.

# Victoria 2030

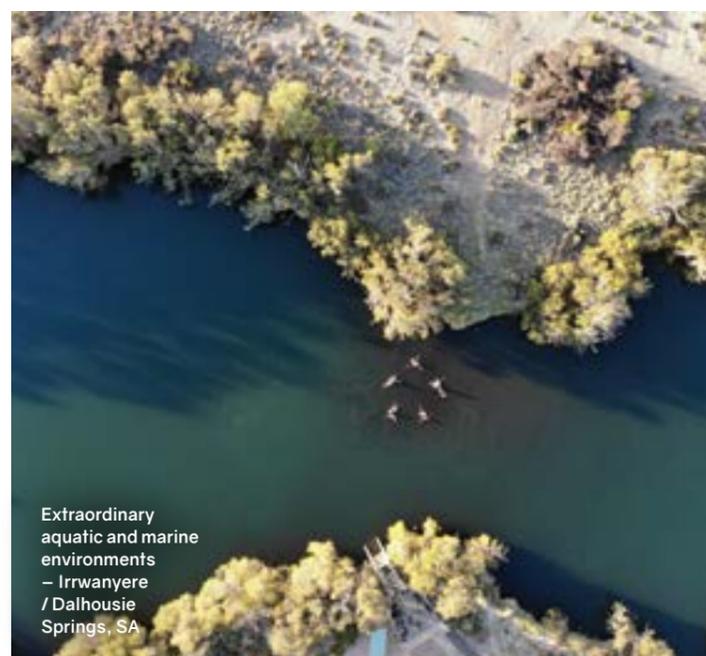
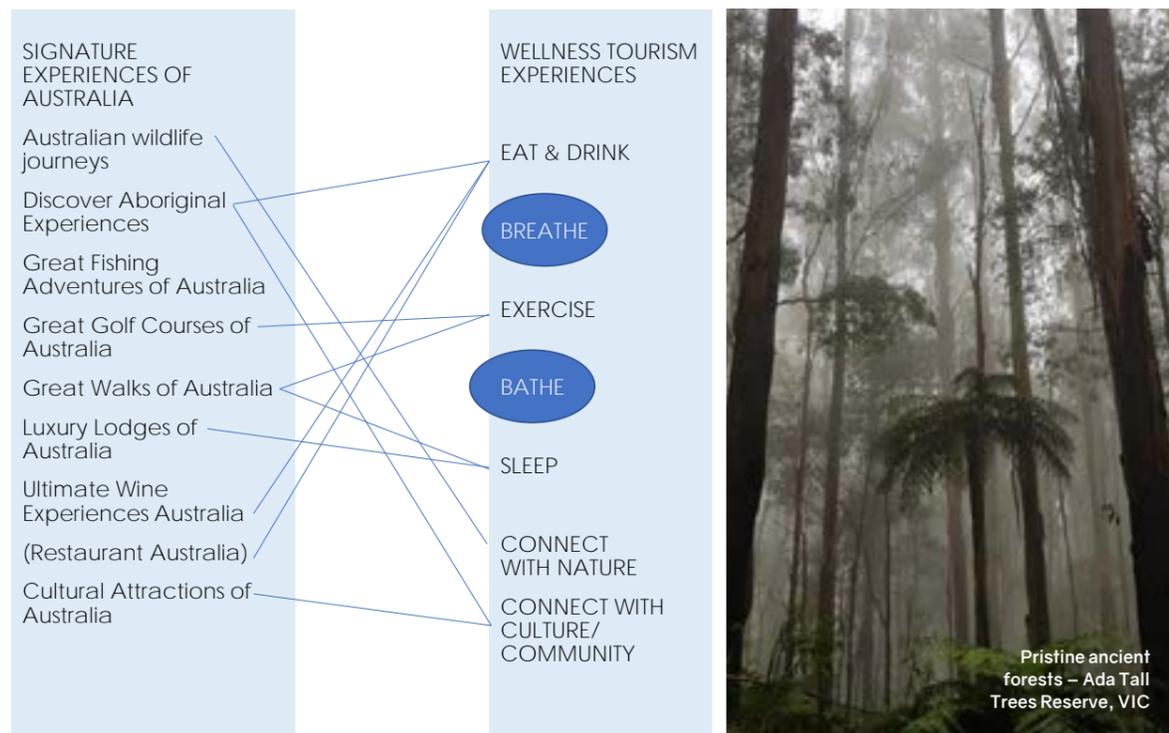


Victoria's colonial heritage and legacy of land clearing has been flipped into defining the state's new USP. From coast to mountain, degraded paddocks have been transformed into ecological sanctuaries supporting regenerative farms and wellness tourism destinations. The success of Visit Victoria's regeneration strategy is world-renowned. Through online platforms travellers can find nature-based wellness experiences in every public park, garden, bay and river. Epic pilgrimages like the 'Great Victorian Bathing Trail' criss-cross our regional

areas and support a thriving talent pool of young tourism professionals. Victoria has become one of the world's leading nature-based economies driven by cross-sector collaboration, most notably geothermal industry (tourism, energy, agriculture and housing). Great forests are now seen as carbon banks, community health assets and hubs for fire management start-ups. Visit Victoria's signature regenerative tourism icon is Peninsula Hot Springs, an acknowledgement of the 'seed' which inspired a new wave of nature-based tourism development.

# Signature Wellness Experiences of Australia

What are the missing links in Australian Wellness Tourism?



Extraordinary aquatic and marine environments – Irrwanyere / Dalhousie Springs, SA

When you review Tourism Australia's current suite of signature experiences and align them with wellness tourism themes, two gaps emerge. Breathing (mindfulness) and bathing are primary pillars in day-to-day wellness practice. How could we actively market these activities using our unique Australian terrestrial, aquatic and marine ecosystems? How could we create a wellness identity for each state? Walks in Tasmania of course and retreats in Queensland, what about hot springs baths in Victoria?

## Great Baths of Australia, 2030

Every state of Australia has iconic bathing landscapes, although you might not recognise them as such. Salt room and float therapy is booming in cities like Melbourne and Sydney but has anyone thought about promoting South Australia's salt lakes as wellness tourism destinations? What about the baths we are yet to create: Have start-ups begun conversations with Traditional Owners about joint ecotourism ventures which combine regenerative design principles and create a platform for cultural storytelling? How about the proposed rooftop baths at Deep Blue Hot Springs which will offer panoramic ocean views with whale-watching? Or the Yarra Pools concept?

# Great Victorian Bathing Trail

A vision for Victorian nature-based tourism in 2030

Pilgrimages are a timeless expression of tourism and Australia has a rich heritage of Aboriginal songlines. But do Australia's current network of walking and cycling trails satisfy the appetite of modern wellness travellers?

Having guided along iconic paths like the Larapinta Trail in the Northern Territory, the Heysen Trail in South Australia and the Overland Track in Tasmania I can see gaps in the experience we provide domestic and international guests. These world-class products go part of the way, and although they could be, I'm not suggesting that they be specifically marketed as wellness experiences.

Wellness is the integration of mindful eating, breathing, bathing, exercising and sleeping. So, a targeted wellness trail could combine organic farm cooking, guided meditations on prana-rich beaches, hot springs bathing, sunrise yoga, forest bathing and regeneratively-designed glamping camps or lodges. A luxury bushwalk in Tasmania can't deliver that but a 900+km 'Great Victorian Bathing Trail' tracing our state's southern coastline from Mallacoota to Portland could.

By 2030 we could create a signature wellness experience which is:

- nature-based (complementing our cold winters with hot geothermal water)
- wellness-focused (elevating daily rituals, like bathing, into transformative experiences), and
- defined by a common regenerative development philosophy (USP)

Such a trail could rival the world's great pilgrimages such as the 68km Nakahechi trail of the UNESCO World Heritage-listed Kumano Kodo pilgrimage, the 90km Lurujarri Heritage Trail north of Broome led by the Goolarabooloo community or even the 700km Confluence Project Trail which sees seven contemporary artworks bring the Native American, European and scientific stories of the Columbia River to life.



**ROUTES**

- GREAT VICTORIAN BATHING TRAIL
- VICTORIA'S GREEN NECKLACE
- MELBOURNE'S BLUE NECKLACE

**LEGEND**

- ⊙ ABORIGINAL CULTURAL TRAIL
- ⊙ HIKING TRAIL
- ⊙ RAIL / BIKE TRAIL
- ⊙ HOT SPRING
- ⊙ SEA BATH
- ⊙ RIVER BATH
- ⊙ BEACH
- ⊙ MINERAL SPRINGS
- ⊙ FOREST BATH
- ⊙ SALT BATH
- ⊙ ICE BATH
- ⊙ LAKE BATH



# Hot Springs Wellness Zones

Bathe the World Foundation's unofficial motto is 'Water equals life, life equals water' and water fountains, rivers and baths are the heart of communities the world over. Hot springs are unique in their role as places of healing. For example, the traditional name of Dalhousie Springs in South Australia is Irrwanyere, meaning 'healing waters'. Similarly, in the Victorian era, people referred to visiting spa towns as 'taking the cure'.

Hot springs are ancient places of pilgrimage and have become the centre of healthy, thriving communities. They started as places for common people not luxury spa-goers. Over time a pattern of development has seen villages, towns and cities rise around geothermal water resources. What presents Victoria with a unique opportunity is to strategically develop hot springs destinations in regional areas, which then form hubs for designated wellness tourism zones. For example, Peninsula Hot Springs could sit in the centre of a branded 'Wellness Peninsula'. But why not develop a state-wide initiative which integrates geothermal tourism, health, energy, agriculture and housing where hot springs become not an add-on but the primary driver for regional development? We have a rare opportunity to design a regenerative economy with geothermal water as a central pillar.



Blue Zone's 'Power 9', based on the work of Dan Buettner (originally published in National Geographic) this diagram highlights themes which underlie the world's longest-lived communities (Blue Zones, 2019)

## Global benchmarks

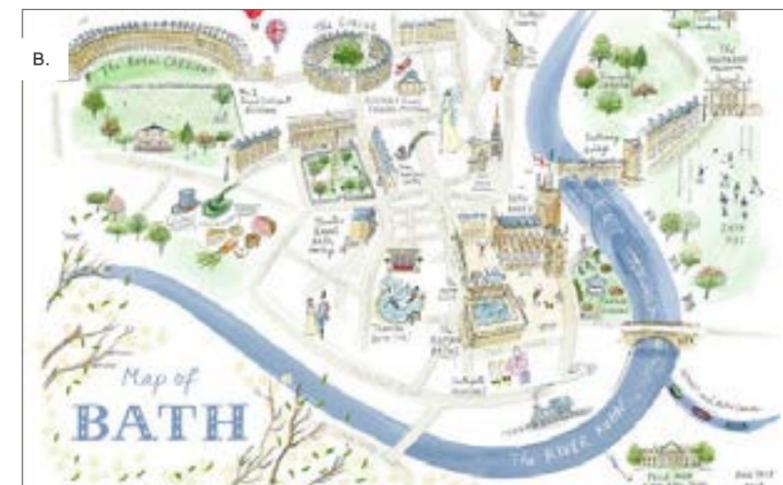
### A. Reykjavik, Iceland

Iceland's capital combines geothermal district heating and public swimming pools.



### B. City of Bath, UK

The name says it all.



### C. Kurukawa, Japan

A Japanese onsen village dependent on tourism, surrounded by farming and forestry.

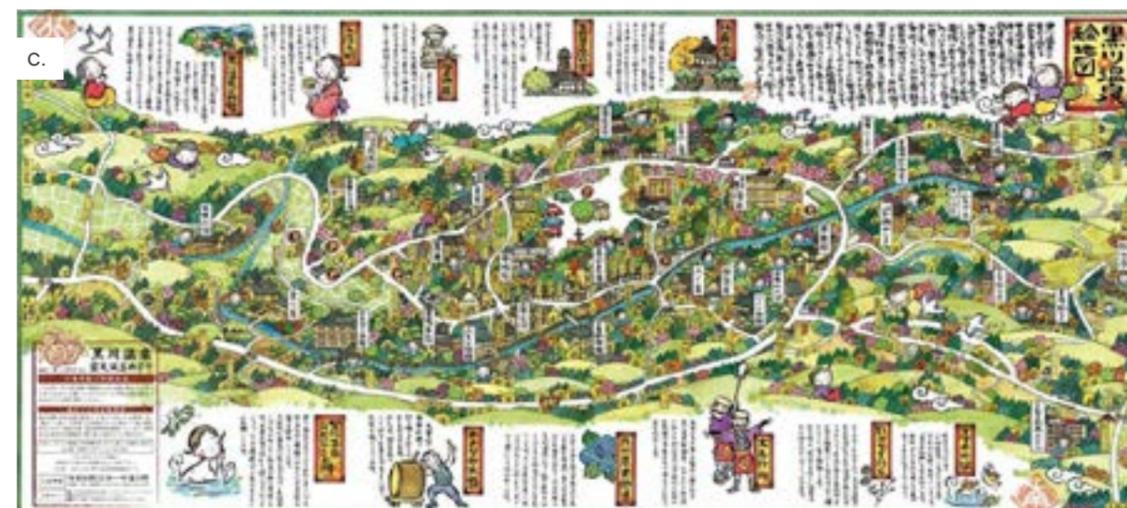


IMAGE CREDITS INCLUDE ALEX RICHTER, THINK GEO ENERGY

# 2029 Travel Journal

An adventure along the Great Victorian Bathing Trail

In January 2018 I started a tradition, I organised a 'rite of passage' adventure through Tasmania for my eldest nephew, Josh. (I have nine nephews and nieces so I'm settling in for the long haul) At the time, he was 17 years old and about to enter his final year of high school, after which he would take the first step along his career path. We hiked up Cradle Mountain, swam in Cataract Gorge and of course visited MONA. In January 2029 my niece Eva will be in the same position. What could our adventure look like and afterwards will she be inspired to consider a career in tourism?

I imagine picking her up from her home in Sunbury and then driving out through the western plains in a solar-powered electric car. We pass through wind farms and stop to watch Wathawurrung people harvesting native yams using fire-stick farming practices inspired by their ancestors.

We head out towards Gariwerd (the Grampians) and meet a young tour guide at Brambuk Cultural Centre who has used Air BnB experiences to start up her own business. She has Chinese-Australian heritage but uses the phrase 'wominjeka' to welcome us. Eva and I are guided on a forest bathing walk to Mackenzie Falls where we stop for a smoke bathing experience using native botanicals, and of course take a plunge in the waterfall.

When mid-afternoon comes we head south towards Deep Blue Hot Springs at Warrnambool to catch sunset from their rooftop pool, one of Tourism Australia's 'Great Baths of Australia'. A DJ is live-streaming whales singing at the local beach nursery, we listen through underwater speakers and look up to see vibrant dusk skies.

After staying in the hotel overnight we catch a free electric bus to Budj Bim World Heritage Area. Eva was particularly excited to see the VR (virtual reality) experience which transports visitors into the ancient aquaculture systems when it was in full swing during Eel Season in 1829. We take a short guided tour where a young Gunditjmara guide shows how to make a traditional eel trap and we even test it in a demonstration wetland.

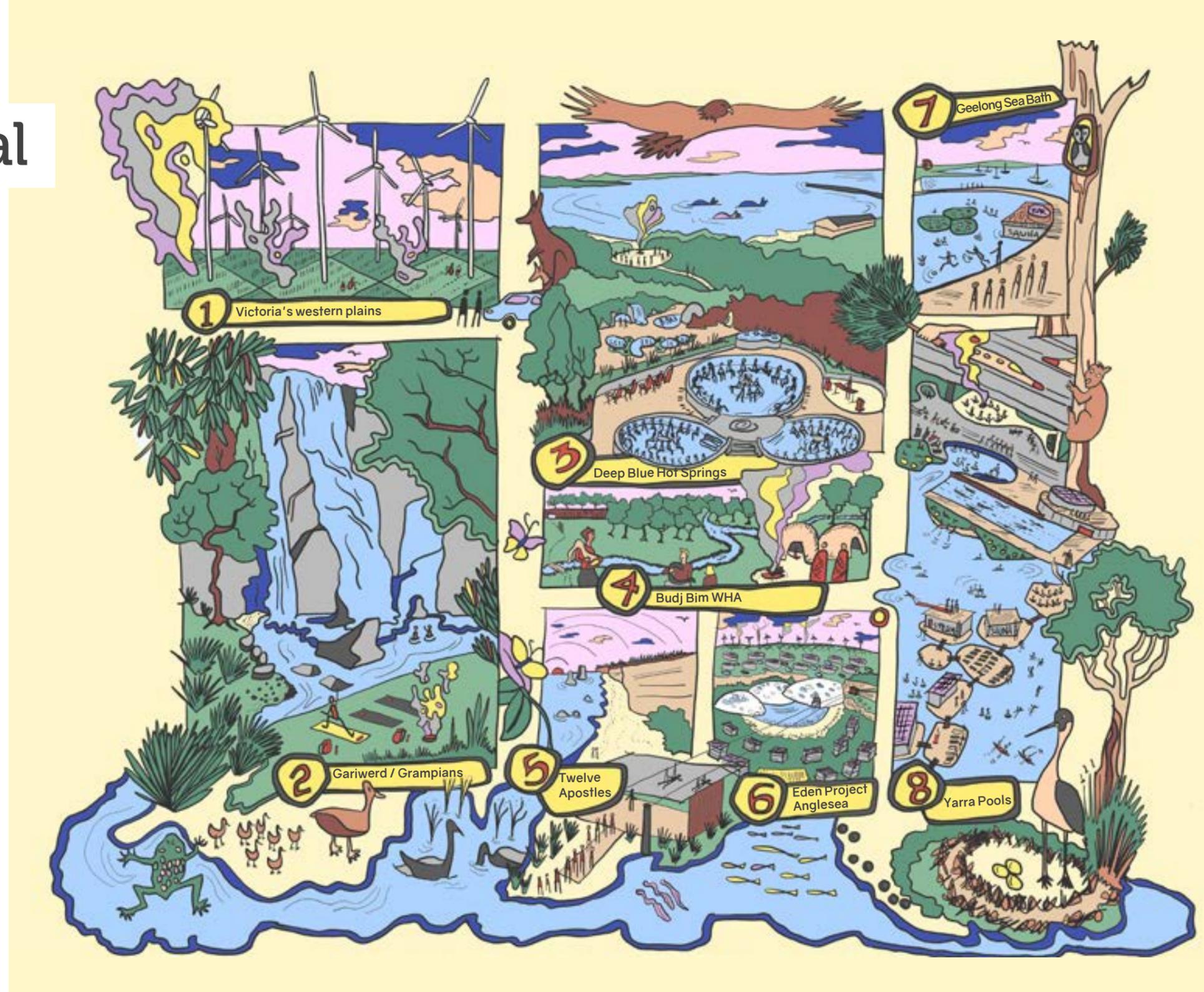
That night we immerse ourselves in Portland's hot springs wellness zone which has completely transformed the coastal town. A whole flock of young people are running health-focused start-ups, using the town's boutique hot springs hotel as their platform. You can even cook your own dinner using

geothermal steam out on the street and then soak your feet in the public foot baths. I can see Eva's mind ticking over, "who even knew this was a thing?"

Eva and I rise early to start walking along the extended Great Ocean Walk start meandering through pristine agricultural land. Eva's quick to pick up on 'Leave No Trace' principles and soon starts telling me off for getting too close to wildlife or stepping off the track. When we eventually reach the 12 Apostles and when Eva finds out that there's another hot springs, she couldn't be happier. What was such a foreign idea only days ago has now become her favourite past time. Without thinking she starts alternating between the sauna and ice plunge as part of a recovery session. All I can do is laugh as she screams each time that she tackles the cold.

After sleeping in the eco-lodge, we take a short bus ride on the 'Geothermal Express' and stop off for lunch at Eva's Nanna who lives in Eden Project Anglesea's geothermal retirement village. She made the decision to move after friends were raving about the arthritis-relief they experienced by bathing daily. "Perfect for old people!", her Nanna would joke. The destination which attracts over a million visitors annually made a big impression on both of us, especially the geothermal beach around the Eden Project domes. "Did it really used to be a coal mine?" Eva would ask. "This is way better than that stinking coal!" Impressed so much we booked ourselves into the hostel overnight and immersed in another Virtual Tour, this time we jumped in an aquatic tank which simulates swimming with Great White Sharks. Scary as anything but it created a whole new level of respect for these giants of the sea.

Back on the "Geothermal Express" we step off at the Geelong Sea Baths just in time for a session in the Floating



Sauna. I explained to Eva that if she was ever feeling flat or burnt out at uni, she could actually claim a visit to any of these hot springs or the saunas (that form a 'necklace' around Nerm/Port Phillip Bay) through Medicare. Social prescriptions are now an integral part of the state's mental health strategy.

Eva was getting tired, "overwhelmed by all the wellness" she would say. But I had one more surprise in store.

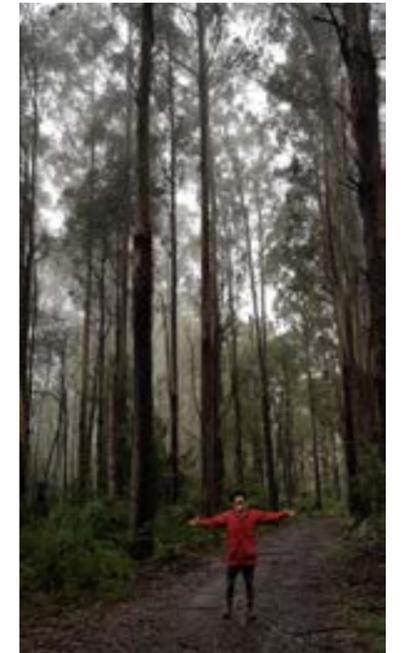
Melbourne was celebrating the Yirramboi Festival and I'd been involved in designing a chain of floating saunas across the Yarra River. The saunas were positioned exactly where 'The Falls' used to separate fresh and salt water, very important Country for the Boon Wurrung, Bunurong and Wurundjeri people. So, we met Eva's parents at Yarra Pools for dinner and one of her brother's 'let the cat out of the bag' that I'd helped

design the saunas. After dinner there was nothing left to do but let Eva show her whole family the correct etiquette for sweat bathing and proudly protect the Swans nesting in nearby floating gardens from her boisterous brothers. Eva would give me a big hug at the end and then start sharing photos with all of her friends on social media. "Remember the hashtag Eva?!" #greatvicbathingtrail

**This could be our future.**



## Addressing industry needs



## Stepping it up

As already discussed, wellness tourism involves the integration of mindful eating, breathing, bathing, exercising and sleeping. It's actually the combination of activities, some active and some relaxation-focused that entices the wellness traveller. Yes, they like a little luxury but not too much. Hot springs can be packaged with almost anything but based on my research, one activity combination in particular has the potential to define Victoria's hot springs tour packages – Bushwalking & Bathing. After mapping all known hot springs tour packages in Iceland, including those on AirBnB experiences I counted 77 distinct packages. One company, Extreme Iceland, has 23 tours that include hot springs bathing, ranging from 6-day to 1-day experiences. My favourite is the one which combines whale-watching, beer and bathing! Nevertheless, the number one package combination for organised tours and DIY travellers is hot springs and hiking. So, there is incredible opportunity for collaboration with Victoria's existing and emerging hot springs operators, and significant flow-on benefits for regional tour and accommodation operators. Notice the proximity of Victoria's trails and potential hot springs sites, around half are close to the southern coast.



### Regional dispersal and seasonality

Based on a Roy Morgan study into generational travel behaviour, Australian millennials are more likely to travel than any other generation with 73.6% planning to travel in the 12 months following the research period. They, or should I say we, are also more likely to take short trips (the kind that could see us explore areas of regional Victoria but we need something to pull us there). Tourism destinations developed using regenerative principles such as those proposed by Victoria's emerging hot springs operators align perfectly with millennials values. What's more, the potential hot springs development locations align with Victorian's favourite coastal getaway destinations which are in desperate need of winter products. Sea change retirees also cluster in these communities and are a core hot springs market due to the health benefits for those suffering arthritis or mobility issues. Why migrate to Queensland when you have hot springs in your backyard? Finally, the hot springs projects could create positive feedback loops with other major infrastructure already in the pipeline, for example the new Phillip Island Nature Parks visitor centre and the Shipwreck Coast Master Plan. (Roy Morgan, 2018)

### Job growth

Let's consider that Millennials are now 'the largest generation in the workforce and, by 2025, will make up three quarters of employees in Australia.' (Cone Communications, 2016) So when the Victorian Tourism Industry Council declares its goal to achieve a target of 320,000 tourism jobs by 2025 (we're currently sitting at 214,000+ jobs, representing 7% of the state's total workforce), you have to ask a question: What kind of jobs are we talking about? Experience managers, nature guides, wellness instructors? The Great Victorian Bathing Trail boasts countless purpose-driven jobs opportunities for people at each each of the experience-scale: teenagers looking for meaningful casual work and retirees seeking a positive and peaceful working environment. Unique to hot springs in a cold, temperate climate is their ability to attract visitors and therefore support jobs through the traditional off- and shoulder seasons. (Cone Communications, 2016)

### Nature-based wellness

The key message that should inform the development of signature wellness experiences in Victoria is that they should be nature-based. That is, the experiences are set in Victoria's beautiful mountains, forests, farms, gardens, rivers, lakes and beaches. In my opinion they should not be in urban areas which you might find in Sydney or the Gold Coast, and they should not be in remote wilderness areas as in Tasmania. Regenerative tourism developments depend on sites which have been degraded through logging, mining or conventional farming, that's what creates their opportunity for renewal and could be the defining characteristic of our future tourism brand.

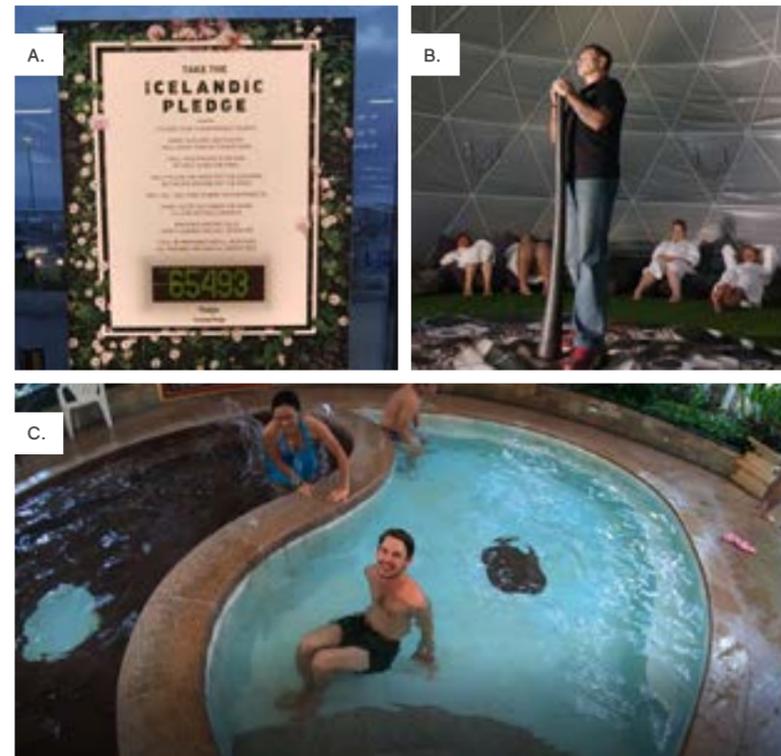
# Victoria Hot Springs Standards

In discussions with Victoria's existing and emerging hot springs operators there was a general consensus and openness about creating an updated set of industry standards which would guide everything from waste water management, cross-promotion and regenerative design standards. Based on my research, here are a number of core considerations that I believe the industry should consider when establishing these standards.

**A. Regenerative business:** Triple-bottom-line regenerative values should be at the centre of all decision-making not based on morale grounds but on rapidly changing customer expectations. It could create a significant competitive advantage if all operators registered as carbon neutral and Benefit Corporations.

**B. Cross-cultural collaboration:** Especially partnerships with Aboriginal communities and tour operators should be part of the industry's DNA. Fortunately this is an area that most operators are already engaged in. Australia's park management bodies are great benchmarks in this space.

**C. Contrast therapy:** Beautifully designed hot and cold experiences. Renewable energy sourcing, preferably through geothermal, should be considered in designing energy-intensive facilities like saunas and ice caves. The rapid uptake of Wim Hof Method by Melbournians is a good sign of the potential for embedding this culture.



## Wristband technology

Practical tools for seamless access and spontaneous purchases, wristbands should integrate with lockers, add-on wellness activities as well as food and beverage. Blue Lagoon is the best example I saw, but Guangdong's hot springs were also strong.



## Increase biodiversity

The use of indigenous plant species is vital to promoting biodiversity and foster the breeding of indigenous water birds, frogs, lizards, marsupials and so on. Hand-weeding and chemical-free maintenance are part of the basic regenerative philosophy and contribute to the authenticity of the guests' pure in-nature experience. Extra consideration should be given to waste water management and its impact on water and soil resources.



## Renewable energy innovations

Supporting drivers of electric cars and using geothermal energy wherever possible should be common-practice. Victorian hot springs can showcase the benefits of integrated geothermal living from tourism to energy, agriculture and even housing. Blue Lagoon, Phillip Island's Cape Kitchen and Bairnsdale's Riversleigh boutique hotel all have Tesla compatible chargers.



## Investment in quality design

Melbourne has one of the world's best design cultures and tourism should showcase these skills. The Nordic region's bathing tourism icons are all beautifully designed by both emerging and renowned architects.



## Connectivity

Links to public transport, walking and cycling paths should be baseline infrastructure in future hot springs wellness zones. Due to our car dependency this is not something Victoria does as well as it could. Copenhagen and Helsinki are good references here. At Kurokawa in Japan, visitors park their vehicles on the outside of town and then enjoy a human-scaled, pedestrian experience.



## Wellness food

Plant-based, regional, organic and biodynamic foods are preferences which suit wellness travellers and support regenerative farming practices. Vegetarian, vegan, gluten-free and other dietary options should be thoroughly catered for. Clear messaging around provenance is essential as is on-site growing. Immersive food experiences, field to fork, should be the goal.



## Wellness for all

Wellness practice should be an integrated part of the basic hot springs bathing experience. Peninsula Hot Springs' FOC hot springs yoga sessions on weekends are a great example of introducing a broad audience to basic life tools. Reykjavik's geothermal swimming pools are another great example of making geothermal healing accessible to the community.



## Forest bathing

Nature-therapy is fast becoming recognised for its benefits on health promotion and mental health issues. The Chinese government is investing heavily in a national forest bathing initiative based on Japan's success since the 1980s. Neil McCarthy from Mosaic Insights is doing some great work in this space. Parks Victoria and Melbourne City Council should be considering how they engage with this very accessible and beneficial practice. The Royal Botanic Gardens in Melbourne is already running regular experiences.



## Saunas

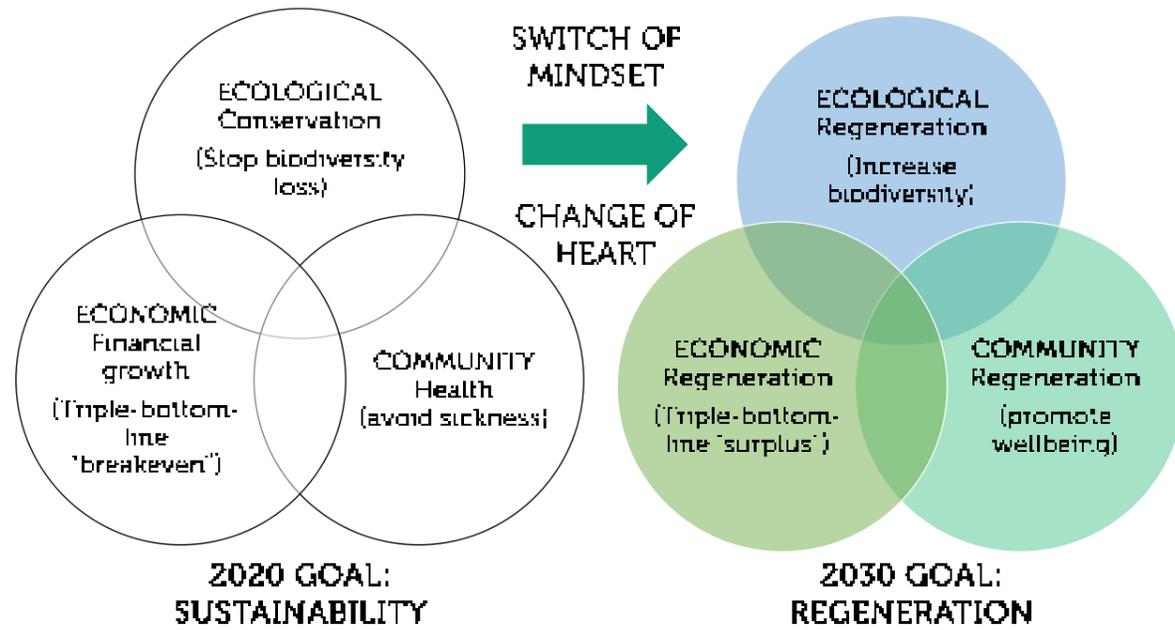
Land-based or floating, saunas are an incredible arena for innovative design. There is great scope for developing Australian-inspired sauna rituals. Outside of hot springs, saunas and steam baths can be located in urban areas such as on the Yarra River or around Port Phillip Bay. Again, renewable energy considerations should be made for these energy intensive facilities.

# Part 5: Conclusion



“We have to go beyond sustainability and work towards a positive impact.”  
– Harry Troedel, Nunduk Spa Retreat

# Summary



The concept of a Great Victorian Bathing Trail (GVBT) is about more than achieving VTIC's 2025 job growth targets, overcoming Visit Victoria's regional dispersal challenges or fast-tracking an industry with the potential to deliver swift economic development to rural communities. We have an opportunity to pursue a bold, purposeful dream which demonstrates the Victorian tourism industry's collective commitment the United Nation's Sustainable Development Goals. We have an opportunity to assure younger generations that yes we do recognise the need to change the way we do business and that we favour developments which are defined by regenerative Key Performance Indicators. We want to see future generations thrive not merely survive.

Peninsula Hot Springs (Fingal) and Deep Blue Hot Springs (Warrnambool) are two established wellness destinations which demonstrate the future potential of Victorian geothermal tourism. These are followed by five innovative projects which are either in development or planning phases: Metung Hot Springs (Gippsland Lakes), Nunduk Spa Retreat (Gippsland Lakes), Gippsland Regional

Aquatic Centre (Traralgon), Saltwater Springs (Phillip Island) and 12 Apostles Hot Springs (Great Ocean Road). So, in effect, by 2030 we could have at least seven hot springs destinations established across our State. As this paper demonstrates other tourism regions like Iceland, Guangdong and Kyushu have successfully woven hot springs into their tourism brand, alluring travellers as well as the interest of savvy entrepreneurs.

However, the scope for bathing tourism goes far beyond hot springs developments. Nordic countries have invested heavily in developing contemporary bathing infrastructure which service local communities and tourists seeking authentic, nature-based experiences. There is the opportunity to revitalise the historic public baths around Nerm/Port Phillip Bay which defined the Victorian era by harnessing the talents of our world-class architects. These facilities could become attractive year-round wellness destinations with experiences ranging from saunas and steam rooms to cafes, bars and wellness studios. A project that exemplifies this

potential is the Yarra Pools project, designed by WOWOWA Architects.

The key to the success of these hot springs and bathing tourism initiatives is that they are integrated into a cohesive signature experience that people can easily relate to and be inspired by. A Great Victorian Bathing Trail has the power to weave a path through all of these destinations and take its place amongst the world's iconic pilgrimages, not as a nostalgic trail but an aspirational pathway to the future. Importantly it can link with other nature-based trails such as our iconic walk and agritourism routes.

The GVBT should be understood within the context of the current Climate Emergency which will have serious repercussions for the global tourism industry. One competitive advantage is the ability to offer Melbourne-based travellers a high-quality, nature-based wellness experience without the excessive carbon footprint of air travel. Ultimately, the success of bold initiatives like the Great Victorian Bathing Trail relies on our willingness to harness the cultural leadership potential of our industry.

# Recommendations



## FY2020/21 Australian Wellness Tourism Strategy

To develop and define our wellness brand identity Tourism Australia needs to lead the way in developing a national Wellness Tourism Strategy. This will then provide a framework within which State tourism bodies can build on.



## FY2020/21 Victorian Hot Springs & Bathing Tourism Strategy

With two existing hot springs destinations and a wave of five developments in construction or planning stage it is essential than Victoria's hot springs and bathing tourism industry be branded as an integrated whole. The time is now.



## FY2020/21 Victorian Hot Springs Industry Standards

World-class design and management is critical to the future success of Victorian hot springs. At this fledgling stage of development the industry should establish formal collaborative structures and update industry standards with clear alignment with the United Nation's Sustainable Development Goals.



## FY2020/21 Australian Geothermal Innovation Centre

Peninsula Hot Springs should extend its leadership beyond tourism and actively support Australia's adoption of geothermal energy, agriculture and housing. Strategic cross-industry and public/private partnerships should drive innovation.

## FY2030/31 Great Baths of Australia launch

Bathing could become a signature experience to complement existing product suites like the Great Walks of Australia. Hot Springs will be a core contributor but other iconic destinations like Yarra Pools should also be considered.

## FY2030/31 Great Victorian Bathing Trail launch

Travellers are seeking transformational experiences and Victoria has the opportunity to deliver a pilgrimage to rival great trails like Tasmania's Overland Track and Europe's El Camino.

## FY2030/31 Hot Springs Hopping Pass

Travellers should have the ability to move freely along the Great Victorian Bathing Trail in sections (east, central, west) and as a whole. This will be facilitated by price incentives and convenient transport links, including public transport.

## FY2030/31 Metung Hot Springs completion

Peninsula Hot Springs Group's contribution to Victoria's regional tourism development should build upon the successes of its first facility (on the Mornington Peninsula) but also demonstrate the breadth of scales and styles possible in hot springs projects.

## A final comment

**Matt Martin (Sales Manager, Patagonia Australia)**

*During the last days of writing I had an opportunity to speak with Matt Martin and listen to the kind of philosophy guiding Patagonia's future. It was very insightful:*

The linking of environmental health to our body is happening as people become their own brand. By sharing images of themselves on social media they get an instant review of self and feedback from others. So, the closer you can get to purity the better, considering the rise of cancers and all other issues associated from the western diet. You can look at:

- What people put on their skin (i.e. hot springs water, or sunscreen)
- What they put in their body (i.e. food)
- What they put on their body (i.e. clothing)
- What they put over their body (i.e. house, car, garden, city)

In many ways it's a luxury to think the way we do, for a lot of people it's about survival. We don't want to come across as too evangelical, no-one wants to go to a pity party. We try to have fun along the way!

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- Sykes, M. (April 16 2019) Pers comm with Matthew Jackson (CEO of Parks Victoria)
- Sykes, M. (May 8 2019) Pers comm with Charles Massey (Regenerative agriculture expert and author of 'Call of the Reed Warbler')
- Sykes, M. (May 14 2019) Pers comm with Jelina Taylor (Global Manager of Purpose Projects, Intrepid Group)
- Sykes, M. (May 15 2019) Pers comm with Kate Rayson (Strategy and Engagement Manager, Qantas Future Planet initiative)
- Sykes, M. (May 17 2019) Pers comm with Kiam Yoong (Sustainability Manager at Zoos Victoria)
- Sykes, M. (May 24 2019) Pers comm with Oddny Arnarsdottir (Project Manager, Visit Iceland)
- Sykes, M. (June 10 2019) Pers comm with Shima Barakat (Mentor, Research and Teaching Fellow in Enterprise and Entrepreneurship at the Cambridge Judge Business School)
- Sykes, M. (June 11 2019) Pers comm with General Manager (World Eco-Design Centre, Guangdong China)
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- Sykes, M. (July 27 2019) Pers comm with Neil McCarthy (CEO of Mosaic Insights)
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- Sykes, M. (August 15 2019) Pers comm with Lionel Lauch CEO of Living Culture, traditional healer and Wayapa practitioner
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## BRAND VICTORIA na

## TA WELLNESS na

## VV WELLNESS na

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## VICTORIAN HOT SPRINGS STANDARDS na

## PART 5 – CONCLUSIONS na

## PART 7 APPENDIX

## TOOL WELLNESS &amp; TTC na

## TOOL 7 STEPS &amp; BHAG na

## TOOL HS &amp; WELLNESS PACKAGES na

## WELLNESS ARCHITECTURE na

## URBAN WATERWAY REGENERATION na

## HOT SPRINGS INNOVATIONS na

## HOT &amp; COLD BATHING na

## BATHING TOURISM CATALOGUE na

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## SURVEY\_ MP COMMUNITY

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## EXCEL

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## Part 7:

## Toolkit (Appendix) cont...

# Trend #1

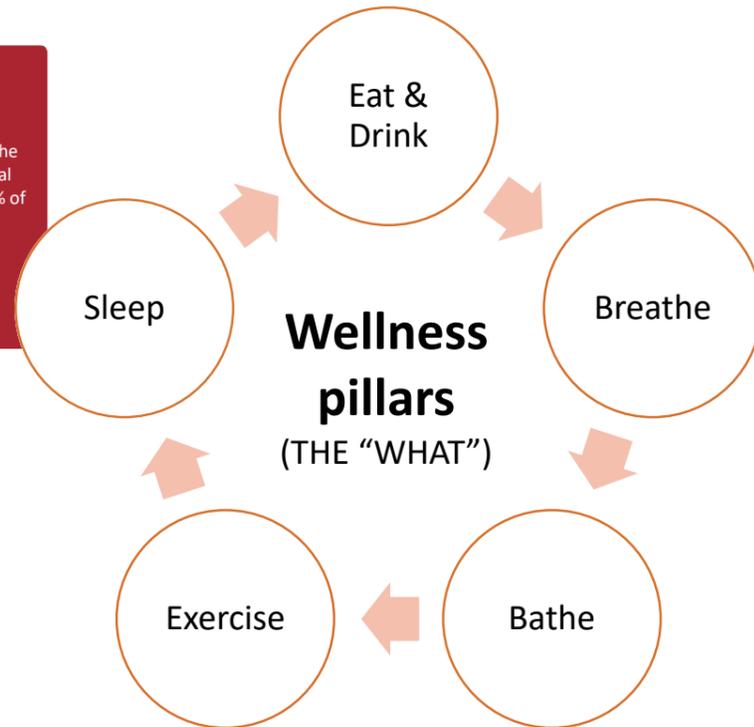
## Definitions

**GLOBAL WELLNESS INSTITUTE™**  
DEFINING WELLNESS WELLBEING

**What:** Wellness tourism is travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. Primary and secondary (secondary – 89% of trips, 86% of expenditures)

**Impact:** Product offering & marketing

**Resource:** Dan Buettner's 'Blue Zones'

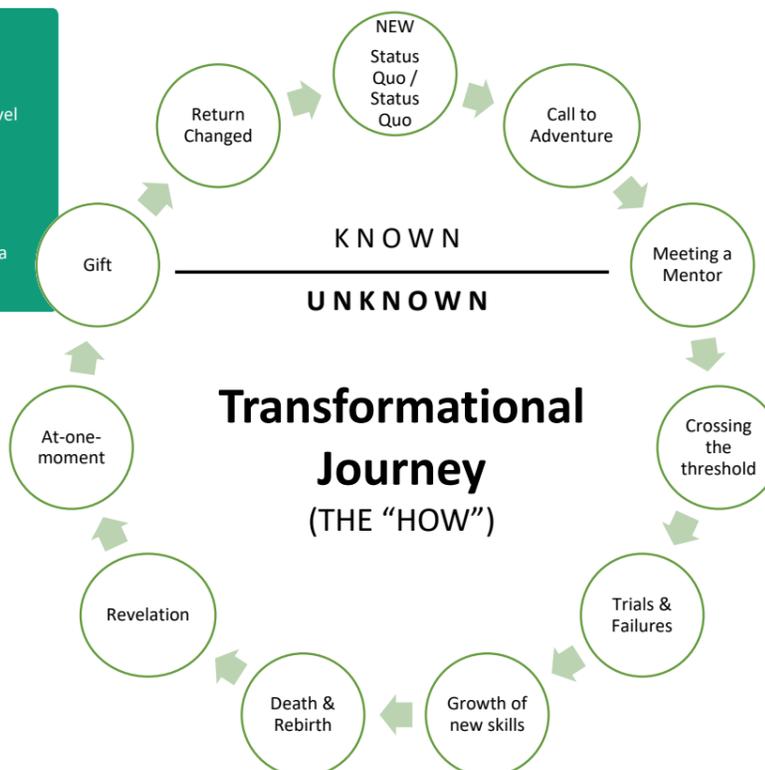


**TRANSFORMATIONAL TRAVEL COUNCIL**

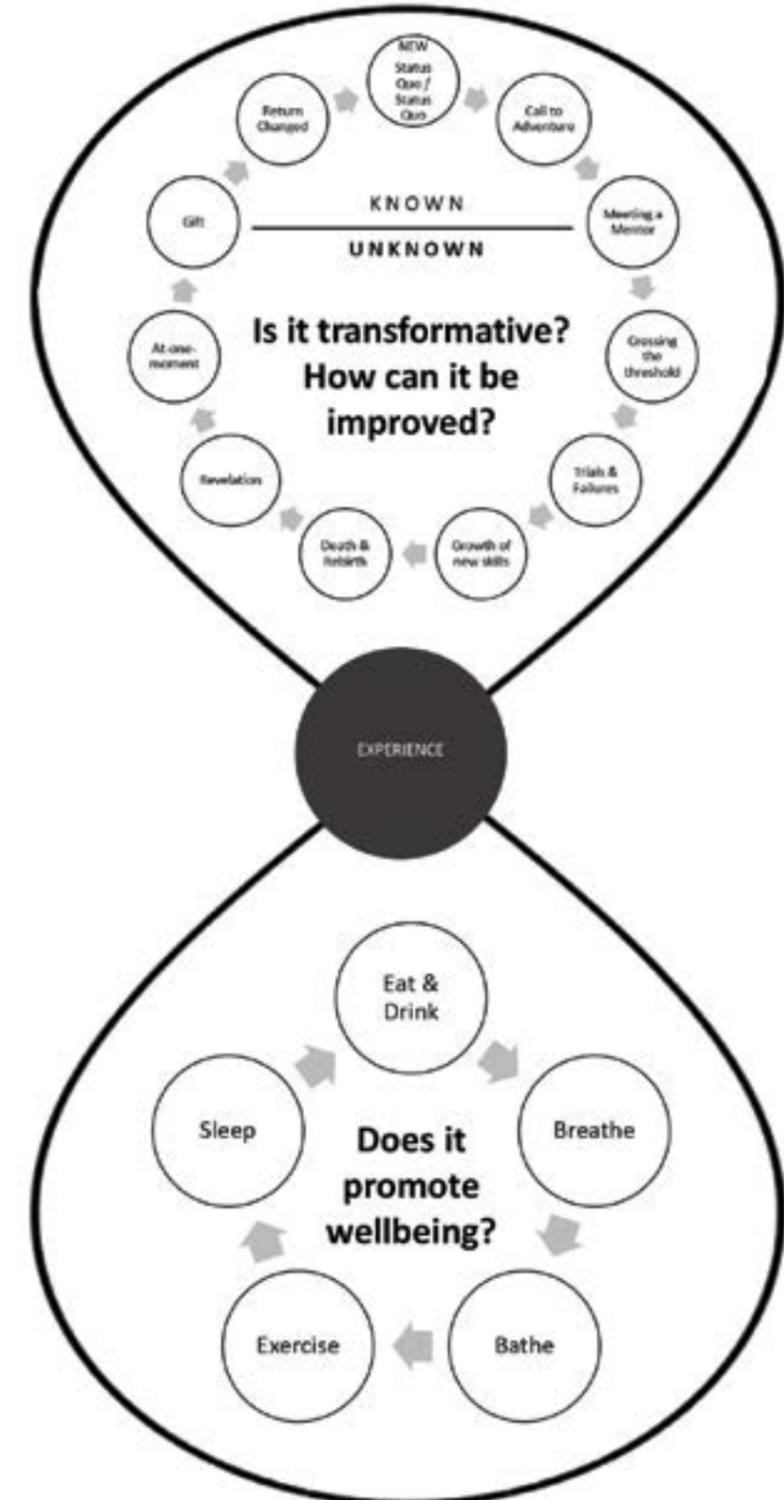
**What:** Transformational travel (or TT) is *any* travel experience that empowers people to make meaningful, lasting changes in their life.

**Impact:** Itinerary design & SOPs

**Resource:** Joseph Campbell's book 'Hero with a thousand faces'



## Tool: Customer journey map



# Trend #2

## Tool: 7 STEPS to becoming a carbon neutral tourism business – 'Balancing the Books'

(recommendations by Kiam Yoong, Sustainability Manager at Zoos Victoria)



1. **ENGAGE A CONSULTANT** (or DIY via tools like <https://www.epa.vic.gov.au/AGC/calculator/index.html>)
2. **MEASURE INPUTS & OUTPUTS** (annual consumption and production of electricity, water, waste etc)
  - Assess one financial year (i.e. prior 12 months)
  - NOTE: Inputs & Outputs will fit into three categories**
  - i) **SCOPE 1** – Emissions directly emitted from the business site (eg: Gas used to cook food in kitchen)
  - ii) **SCOPE 2** – Emissions indirectly emitted (eg: Electricity produced by coal fired power station in Gippsland)
  - iii) **SCOPE 3** – Emissions that are significant (under the Materiality application concept, i.e. 3% of total emissions) or your business has power to influence. (eg: emissions involved with the production of printing paper, uniforms or food)
3. **3<sup>rd</sup> PARTY VERIFICATION** by technical assessment by a registered consultant once every 3 years
  - New applications requires source data audit and technical assessment by registered consultant
  - No technical assessments or audits required for small organisations (< 2000 tonnes) or small events (MZ – 10K, H – 2k)
4. **CALCULATE & PROCURE OFFSETS** – Accepted by National Carbon Offset Standard (N.C.O.S)
5. **SUBMIT TO N.C.O.S FOR REVIEW/**
  - a) Receive Product Disclosure Statement
  - b) Annual Carbon Accounts report
  - (End of 2019 an online system will be commence, which will auto generate PDS & simplify process)
6. **RECEIVE ASSESSMENT** (Approved or Corrective actions required, **RESUBMIT IF NECESSARY**)
7. **CELEBRATE & SHARE THE STORY** with staff and customers through marketing platforms (eg: NCOS Logo)



## Tool: Big Hairy Audacious Goal (Jim Collins)



### Regenerative categories

#### ECOLOGICAL

biodiversity, water, soil, air, energy, waste

#### SOCIAL

mental health, obesity, diversity & inclusion

#### ECONOMIC

blue green jobs, new business opportunities, cross-industry/cross-generation collaboration



# Trend #3

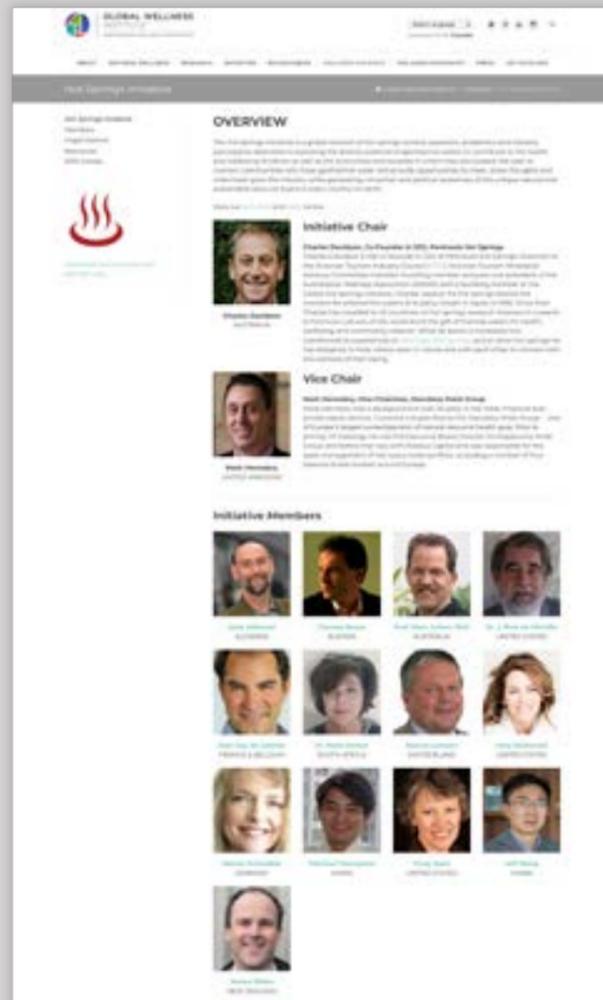
Tool: Hot springs tour package ideas



Source: Peninsula Hot Springs

# Global Hot Springs Industry Landscape

globalwellnessinstitute.org/initiatives/  
hot-springs-initiative



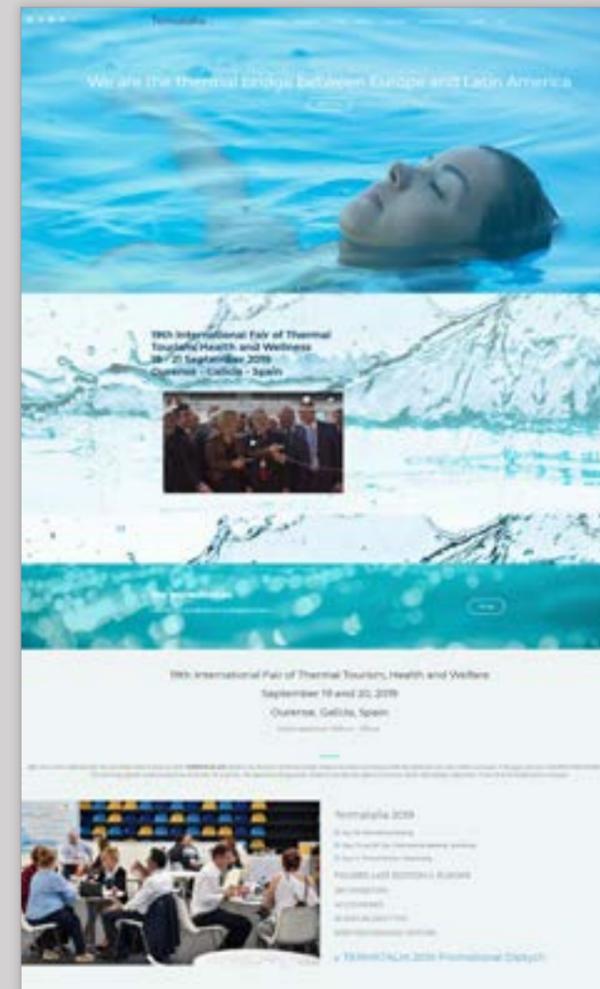
australiangeothermal.org.au



femteconline.org



termatalia.com



geothermal-energy.org



# Hot Springs View Dials

These dials are online interactive infographics which help the user find hot springs locations in various countries. View dials have been created for: Australia, Austria, Canada, France, India, Iran, Japan, New Zealand and United States. They can and will be generated for other countries in the future. The intention of these dials is to help create awareness that there are hot springs all over the globe and to seed in the minds of hot springs visitors that they can include hot springs in their travel itineraries.

## How to use the interactive Hot Springs view dial:

You will see that each arrow that goes from the center map to the outside circle represents a hot springs property. The name of the hot springs property is given on the arrow as is the distance and directions from your starting point ("datum point") to other hot springs all over the globe. The "datum point" hot springs is marked in red on the maps. These example infographics here are not "clickable," but you can download a PDF file version from [peninsulahotspings.com/our-water/hot-springs-around-the-world](http://peninsulahotspings.com/our-water/hot-springs-around-the-world) by clicking on the country you wish to view. Each Hot Springs property on the view dial will have an embedded link to its website.

You can also access the view dials here: [globalwellnessinstitute.org/initiatives/hot-springs-initiative/global-hot-springs-resources](http://globalwellnessinstitute.org/initiatives/hot-springs-initiative/global-hot-springs-resources)

