

Conservation dividend case study

Pennicott Wilderness Journeys



Pennicott Wilderness Journeys is an award-winning company that undertakes tours to Bruny Island, Hobart, Port Arthur, Coles Bay and Wilsons Promontory National Park. Their tours use custom-built boats designed for viewing the spectacular coastline and wildlife of Tasmania and Victoria.

Pennicott Wilderness Journeys is a family business which started in 1999 with a single journey to Bruny Island.

Today, they operate six tours in southern Tasmania and one in southern Victoria.

Sustainable design and operation of facilities

As a business that showcases the natural environment, Pennicott Wilderness Journeys works hard to minimise its environmental footprint. All its tourism is 100 per cent carbon offset, and energy use, water consumption and waste output are measured through the internationally recognised EarthCheck system. Pennicott Wilderness Journeys consistently exceeds EarthCheck's global best-practice level across all indicators.

All of Pennicott Wilderness Journeys products have achieved Advanced Ecotourism certification. The certification program assures travellers that certified products are backed by a strong, well-managed commitment to sustainable practices. The accreditation recognises high-quality nature-based tourism

experiences with strong interpretation values, commitment to nature conservation and helping local communities.

Stakeholders and community benefits

Pennicott Wilderness Journeys purchase goods and services from local suppliers where possible and showcase and promote local cafes, providores and tourist attractions as part of its tours.

Every year Pennicott Wilderness Journeys assists with a considerable number of rescues. Over the years this has included rescuing individuals from overturned boats, towing vessels in distress, rescuing kayakers, medical evacuations and more.

Education and advocacy

Pennicott Wilderness Journeys provides benefits for its local community, including below-cost rates for school groups and delivery of customised interpretative materials (matched to the age of the students), work experience placement, contribution to local 'Learn to Swim' programs and provision of a free boat to allow groups of 40 young Tasmanians to get a much-needed break from the daily stresses of cancer at the CanTeen Spring Program.



Conservation Dividend

Rob Pennicott started the Tasmania Coast Conservation Fund in 2007/2008 under the umbrella of Wildcare. It was established to contribute towards the protection, conservation and management of marine and coastal reserves, marine mammals and seabirds.

The fund is ongoing and supports projects dealing with one or more of the following themes:

- coastal reserve and marine reserve management
- marine mammal and seabird conservation
- community awareness of and participation in coastal and marine conservation.

A key project supported under the Tasmanian Coast Conservation Fund was eradicating cats from Tasman Island that were killing more than 50,000 seabirds annually.

In 2011, Rob Pennicott established the Pennicott Foundation as a flagship for important philanthropic activities including environmental, community and global initiatives. A portion of cruise ticket costs goes towards the foundation

As a significant conservation initiative, the Pennicott Foundation contributed \$60,000 in 2016 towards the successful restoration of Big Green Island, through the eradication of introduced black rats.

In addition, the foundation supports in excess of 300 festivals, events, charities, schools, sports clubs and community groups.

The Pennicott Foundation is also a major sponsor of Diabetes Tasmania through the support of a variety of projects that encourage students to live healthy lives.

