



Stand Up Paddle Boarding Shellharbour

Sustainability & Climate Action Plan

2026–2029

Our Commitment

Stand Up Paddle Boarding Shellharbour is committed to operating a tourism business that protects the natural environment while creating meaningful outdoor experiences for visitors.

Our business depends on the health of Lake Illawarra, Minnamurra River, and the surrounding coastal environments. We recognise our responsibility to minimise environmental impacts, reduce greenhouse gas emissions, educate visitors and support the long-term sustainability of our community.

This Sustainability & Climate Action Plan guides our environmental, social and economic decision-making and supports our commitment to continuous improvement.

Sustainability Objectives

Our objectives are to:

- Protect the waterways and coastal environments where we operate.
- Reduce waste and unnecessary consumption.
- Minimise greenhouse gas emissions.
- Support local businesses and the visitor economy.
- Deliver environmentally responsible tourism experiences.
- Educate visitors about marine conservation.
- Encourage active, low-impact recreation.
- Build resilience to climate change.

Environmental Sustainability

Protecting Natural Environments

Stand Up Paddle Boarding Shellharbour will:

- Operate under a strict "Leave No Trace" philosophy.
- Remove litter encountered during tours whenever practical.
- Educate participants about local marine life and ecosystems.
- Avoid environmentally sensitive areas during breeding seasons.
- Maintain appropriate distances from wildlife.

- Follow NSW Marine Park and Fisheries guidelines.
 - Encourage participants never to touch or feed wildlife.
 - Report pollution or environmental hazards to relevant authorities.
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Waste Reduction

We will:

- Eliminate single-use plastics where practical.
 - Provide reusable water refill opportunities.
 - Purchase equipment with long service lives.
 - Repair boards and paddles before replacement.
 - Recycle damaged equipment wherever possible.
 - Digitise booking forms.
 - Use electronic manuals and participant information.
 - Minimise printed marketing materials.
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Sustainable Purchasing

Preference will be given to suppliers that:

- Use recyclable packaging
 - Demonstrate environmental responsibility
 - Manufacture durable products
 - Support ethical labour practices
 - Are Australian owned where practical
 - Reduce transport distances
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Waterway Protection

Before every tour instructors:

- Inspect equipment for contaminants.
- Remove rubbish from launch areas.
- Educate participants about protecting waterways.
- Avoid launching in environmentally sensitive conditions.
- Use designated access points to minimise erosion.

- Monitor environmental conditions before entering the water.
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Community Sustainability

Stand Up Paddle Boarding Shellharbour contributes to the local visitor economy by:

- Partnering with local accommodation providers.
 - Supporting local cafés and restaurants.
 - Purchasing locally where possible.
 - Employing local instructors.
 - Supporting local community events.
 - Promoting regional attractions.
 - Working with Destination Sydney Surrounds South, Shellharbour Tourism, Destination Wollongong, Destination Kiama and local councils.
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Accessibility & Inclusion

Sustainability includes creating experiences that are accessible to everyone.

We are committed to:

- Welcoming participants of all abilities.
 - Providing adaptive instruction where practical.
 - Offering clear communication before and during activities.
 - Continually improving accessibility information.
 - Training staff in inclusive customer service.
 - Consulting with participants regarding individual needs.
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Climate Action Plan

Climate Risks

Climate change may affect our business through:

- Increased extreme weather.
- Poor air quality from bushfires.
- Heatwaves.
- Flooding.
- Coastal erosion.

- Stronger winds.
- Changes to water quality.
- Increased storm frequency.

These risks may impact customer safety, operational days and the natural environments where we operate.

Climate Adaptation

To improve resilience, we will:

- Monitor Bureau of Meteorology forecasts daily.
- Cancel or relocate experiences during unsafe conditions.
- Operate across multiple waterways to provide alternative locations.
- Increase staff training in emergency response.
- Review risk assessments annually.
- Maintain emergency communication procedures.
- Continue investing in high-quality safety equipment.

Emissions Reduction Plan

Although Stand Up Paddle Boarding Shellharbour has a relatively low carbon footprint, we are committed to continual improvement.

Current Emission Sources

Primary emissions include:

- Staff vehicle travel.
- Van transport.
- Equipment deliveries.
- Electricity used for administration.
- Business travel.
- Event operations.
- Customer travel.

Emission Reduction Targets

By 2029 we aim to:

- ✓ Reduce business vehicle fuel consumption by 20%.

- ✓ Increase digital communication to reduce paper use by 90%.
 - ✓ Purchase replacement equipment with improved durability and repairability.
 - ✓ Source more products from Australian suppliers where practical.
 - ✓ Continue expanding mobile operations that reduce the need for permanent infrastructure.
 - ✓ Encourage customers to carpool or use public transport for tours and events.
 - ✓ Increase partnerships with local accommodation to encourage longer stays and fewer day trips.
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Actions

Transport

- Plan efficient travel routes.
 - Combine deliveries.
 - Reduce unnecessary vehicle trips.
 - Maintain vehicles for fuel efficiency.
 - Investigate hybrid or electric vehicle options for future fleet replacement.
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Energy

- Operate predominantly from home-based administration.
 - Use LED lighting.
 - Switch equipment off when not in use.
 - Use energy-efficient office equipment.
 - Reduce unnecessary printing.
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Equipment

- Repair rather than replace.
 - Extend equipment lifespan through preventative maintenance.
 - Recycle worn equipment where practical.
 - Donate usable equipment to community groups where appropriate.
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Events

The Shellharbour SUP Festival will:

- Promote reusable drink bottles.
 - Encourage waste separation.
 - Work with food vendors to reduce packaging.
 - Encourage walking and cycling between event venues.
 - Promote public transport where available.
 - Minimise generator use where practical.
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Environmental Education

Every participant receives environmental messaging throughout their experience, including:

- Respecting wildlife.
- Protecting seagrass.
- Water quality awareness.
- Marine conservation.
- Responsible paddling.
- Local Aboriginal cultural appreciation where appropriate.
- Leave No Trace principles.

We believe education creates long-term environmental stewardship.

Monitoring & Continuous Improvement

Each year we will review:

- Waste generation.
- Fuel usage.
- Paper consumption.
- Equipment replacement rates.
- Customer sustainability feedback.
- Staff sustainability ideas.
- Environmental incidents.
- Climate risks.

Progress will be discussed during annual business planning.

Responsibilities

Business Owners

- Provide leadership.
- Allocate resources.
- Review annual progress.

Staff

- Follow sustainable operating procedures.
- Promote environmental awareness.
- Report improvement opportunities.

Participants

- Respect waterways.
- Follow Leave No Trace principles.
- Dispose of waste responsibly.
- Follow environmental guidance provided by instructors.

Our Commitment

Stand Up Paddle Boarding Shellharbour believes that every paddle is an opportunity to connect people with nature.

By protecting the waterways, we operate on today, we help ensure future generations can enjoy the same experiences tomorrow.

This Sustainability & Climate Action Plan will be reviewed annually and updated as new technologies, environmental opportunities and climate science become available.

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Business: Stand Up Paddle Boarding Shellharbour

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