



## CITIZENS OF THE GREAT BARRIER REEF

### Citizens of the Great Barrier Reef - Tourism Toolkit

*Introduction below from RTO CEO, Mary Carroll:*

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**Capricorn Enterprise** is a proud participant of Citizens of the Great Barrier Reef, and is committed to working with our members, and the wider industry, to embrace the potential of this unique and timely opportunity.

Our industry's ability to engage on a personal level with visitors to the region is our strength. Through a unified message we can bring optimism back to the conversation about the Great Barrier Reef, and help drive actions to secure its future for generations to come.

Following is a note from Andy Ridley, CEO of Citizens of the Great Barrier Reef, outlining the goal of the organisation and what you can do to help. You will also find an invitation to download the Tourism Toolkit - a practical guide to start your Citizens journey.

### CEO/GM

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**Andy Ridley**  
*CEO, Citizens of the Great Barrier Reef*

Hi everyone,

Firstly, I would like to extend a huge thank you to the RTO's and their members, especially those who have already engaged with us – your region's support is central to the success of Citizens.

The Great Barrier Reef receives millions of visitors every year. For billions of people the Reef is a symbol for the majesty of nature – something they dream of one day visiting. The tourism sector is passionate about the future of the Great Barrier Reef and is key to championing this around the world.

The beauty of the Great Barrier Reef will still take your breath away, but we know the threats to its future are real and immediate. For the first time the world is seeing the literal effects of climate change on what is probably the greatest natural icon on the planet. To do nothing, to globally accept that we are incapable of concerted action, is a red line that we cannot cross. If we are prepared to lose the Great Barrier Reef, what aren't we prepared to lose?

The Great Barrier Reef, primarily because of its extraordinary scale and good management, is still the healthiest reef system on the planet. Citizens of the Great Barrier Reef has been established to drive and communicate positive action both on the reef and around the world.

Citizens will pledge their support and connect with like-minded people from around the globe, including expert and enthusiast 'champions' working across the Reef. Citizens will take part in local projects, fundraise, pledge to go plastic free, cut their carbon footprint, or work with a local cafe to ban single-use coffee cups. Citizen actions will have tangible outcomes for the health of the Reef and our planet. There is so much that each and every one of us can do in our daily lives to effect positive change.

The first Citizens will be you and I, followed by the visitors to the region that we recruit, their friends and families, their workplaces, and even the cities and countries where they live. Incentivised learning and sharing will continue to grow the platform, spreading a message of hope for the future of the Reef.

The first stage of our website will go live on 31 August, coinciding with the unveiling of the Citizens Gateway sculpture in Cairns. On this date we will ask you to begin actively recruiting new Citizens. Following the initial launch we will continue to add elements to educate, inspire and engage leading up to the full digital platform going live in November.

With this in mind we have produced a Tourism Trade Toolkit - a suite of assets with everything you'll need start your Citizens journey. We recognise the toolkit as an evolving asset, and one that we will continue to enhance. We have received some feedback and are implementing changes - and we encourage your feedback as you implement it within your businesses. Let us know what is missing and what we can provide to ensure promoting Citizens is as simple as possible.

In the lead-up to 31 August we ask that you:

- Download the toolkit and familiarise yourself and your team with the Citizens brand and messaging
- Create some buzz - use the provided Citizens logos, video and promotional material in prominent places within your business and online (on boats, uniforms, hotel lobbies, front office windows, menus, tickets, points of sale, hotel TVs, websites - be imaginative!)
- Consider a staff member who would be a fantastic 'champion' of the cause and to manage Citizens within your business. We plan on highlighting those individuals and businesses that are leading the charge.
- Share with us how you are promoting Citizens so we can share this with the world.

You can download the Tourism Toolkit here: <https://toolkit.citizensgbr.org/>

Please feel free to contact myself (0437 931 546; [andy@citizensgbr.org](mailto:andy@citizensgbr.org), or Annie (0411 796 863; [annie@citizensgbr.org](mailto:annie@citizensgbr.org)) or provide feedback on [hq@citizensgbr.org](mailto:hq@citizensgbr.org).

Thanks in advance for your participation as we commence this journey together.

Best



Andy Ridley  
CEO