

Islander Way

Regenerative tourism with and for the community

Designing Tourism
www.islanderway.co



Photo Credit: Vicki Warden

MEDIA RELEASE

Island Seeks New Approach to Tourism

The Flinders Council has made a bold decision to work towards a whole new approach to tourism for Flinders Island.

Supported by the State Government, the Council has engaged 'Designing Tourism' Co-Directors, Dr Dianne Dredge and Sarah Lebski to work with the local community in finding an appropriate balance between the impact of visitors, the Island's social and economic challenges and the need to protect the Island lifestyle.

'The Islander Way' is a two-year project based on the principles of regenerative tourism. As such, the project will chart a pathway for tourism that respects the community's values, contributes to a resilient economy and takes responsibility for the impact of tourism on the natural environment.

The project adopts an innovative community-led approach. According to Dr Dredge, regenerative tourism ensures that 'tourism is done *with* the community, not *to* the community, which has been the traditional way forward'.

Chair of Visit Northern Tasmania, Paul Seaman said that his organisation is very pleased to support the project. 'We were aware that the Island community was feeling conflicted about an increasing number of visitors. This concern has been highlighted particularly during COVID-19 when the Island's popularity has grown; often beyond some of the services and amenities that the community is able to provide'.

'The Islander Way' will include a visitor economy business support program enabling local entrepreneurs to develop businesses that build deeper connections between visitors and the Island's rich history and culture.

'The Islander Way' was launched at a community gathering on Flinders Island earlier this month. It is understood to be the first project of its kind in Australia, and is already attracting national and international interest from tourism professionals and academic institutions.

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Designing Tourism

Designing Tourism is Launceston-based enterprise, co-founded by Dr Dianne Dredge and Sarah Lebski. The company is committed to the principles and practices of regenerative tourism, where tourism is a catalyst for flourishing communities and a thriving natural environment.

Dr Dianne Dredge is a creative educator, a curator of community conversations, a systems thinker and a bridge builder, who is passionate about the power of tourism as a force for good. To date, Dianne has delivered over 30 international keynote addresses in global conferences and forums, prepared policy advice on collaborative economy digitalisation in tourism SMEs, and tourism policy to the OECD (Organisation for Economic Cooperation and Development) and the European Commission. Dianne also has experience working in Australia, Europe, Mexico, China and Canada. Dianne Dredge is also Founder & Director of The Tourism CoLab, a social enterprise delivering regenerative tourism, design thinking, and systemic change journeys for tourism organisations.

The Tourism CoLab <https://www.thetourismcolab.com.au/>
LinkedIn: <https://www.linkedin.com/in/dianne-dredge/>

Sarah Lebski is an acknowledged leader in the Tasmanian tourism industry. She has 30 years' experience working on a vast range of tourism projects, providing independent advice to both the public and private sector.

Sarah is a recipient of the Tasmanian Tourism Award's, Outstanding Contribution by an Individual (2013), which acknowledges 'the extraordinary personal and professional achievement and contribution by an individual over many years to the Australian, and particularly the Tasmanian tourism industry'.

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