

Metung
Hot Springs

REGEN ACTION PLAN

A living resource for staff & stakeholders

2022-2025 // **SUMMARY VERSION**

May 24 2022

Acknowledgement of Country

Metung Hot Springs acknowledges the Gunaikurnai Peoples and their living cultural connections to the Gippsland Lakes through Elders past, present and emerging. In particular, we acknowledge the ancestors and descendants of the Tatungalung and Brabralung clans, upon whose traditional Country our business operates. Our hot springs are a place of healing where water, land and people come together in harmony.

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BACKGROUND:

Metung Hot Springs' Regen Action Plan is the culmination of over two years of collaboration, led by project partners Rachel Bromage, Adrian Bromage and Charles Davidson with the support of Matt Sykes at Regeneration Projects. Indi Shugg also played a key role in Phase 2 of the planning. From international best practice research to online 1:1 interviews with local specialists; surveys of staff, community members and future guests; and intensive on-site strategy workshops, it has been a detailed and thorough process. It is however only a beginning and will require strong leadership and engagement from all in the implementation phase. 'Progress over perfection' is put forth as an important guiding principle, especially for those with the greatest accountability.

TIMELINE:

May 2020

Introduction to Regen

April 2021

Regenerative development workshop

Sept – Dec 2021

Phase 1: Situational Analysis

Analysis

Engagement

Recommendations

Feb – May 2022

Phase 2: Regen Action Plan

Stakeholder Surveys

Strategy

Action Plan

July – 2022

Phase 3: Implementation

Why Regen?

According to ...

Abigail Forsyth, Co-founder of Keep Cup

Extract from Participate Melbourne [article](#)

Let's not go back to 'Normal'

The race back to 'normal' is a race in the wrong direction. 'Normal' is environmental damage at rates unprecedented in human history, with [1 million species now threatened with extinction](#)[1]. 'Normal' is [8.2 billion kg](#) of plastic waste[2] flooding our oceans each year, equivalent to 16.5 grocery bags of rubbish per metre of coastline around the world. 'Normal' is a time of racial inequality and a widening gap between rich and poor, where [the world's richest 1% have more than twice as much wealth as 6.9 billion people](#)[3].

We add our voice to those calling for a green recovery and post-growth economy. The answer to the question of how we might emerge and thrive is not the same as before, but the solutions are obvious. It's about reframing how we think about what a good life looks and feels like. It's about thinking critically through the impacts and the consequences.

Green Recovery Fuels Economic Recovery

Now is the time to set transformative policy agendas underpinned by justice for the planet and its people. The two are interlinked and we cannot address one without the other.

A green recovery creates jobs. [KPMG analysis](#) shows circular economy policies around food, transport and the built environment would add over \$210 billion in GDP, and an additional 17,000 full time jobs in Australia over the next 30 years. [Beyond Zero Emissions' Million Jobs Plan](#) and the UK Local Government Association's [Local Green Jobs](#) plan both show job booms resulting from investment in green technologies and net zero commitments.

Moral & Ethical

[The children have said enough is enough](#), Schools Strike 4 Climate

[2021 to 2030 is the Decade of Action](#), United Nations

[Governments are striking deals that will change everything](#), BBC / COP26

[Nature is Everyone's Business](#), Business for Nature Coalition

Academic & Industry research

['Young Voices in Tourism Report 2021'](#), Young Tourism Network & Regeneration Projects

[The Millennial workforce favour conscious employers](#), Cone Communications

[Doughnut Economics is set to transform whole cities](#), Regen Melbourne

['Built to Last: Successful Habits of Visionary Companies'](#), James Collins, Jerry Porras, Jim Collins

Financial

['It pays to become a B Corp'](#), Harvard Business Review
['Companies with a purpose beyond profit tend to make more money'](#), Financial Times

[Banks are taking into consideration social and environmental risks](#), World Bank

[Not taking action is a risk](#), Nature journal

[Investors are getting serious about Sustainability](#), Harvard Business Review

[The Australian Government is setting principles for social impact investment](#), The Treasury

What about Regen Tourism?

Travellers ... are becoming more conscious and expect businesses to be taking action on important social, cultural, environmental and economic issues. See recent research examples: [Agoda, 2001](#); [National Geographic, 2020](#); [Centre for Responsible Travel, 2020](#)

Workers ... expect and are attracted to businesses with strong corporate social responsibility. As the 2021 [Young Voices in Tourism](#) report demonstrates, this is very important to professionals under the age of 35 years. So, tourism operators can position themselves as employers of choice through leadership in regenerative business practice.

Communities ... are seeking tourism models that contribute to a region's quality of life rather than impinge on it. World-leaders in destination management are setting new benchmarks for regenerative tourism which adds to the overall thriving of places. Examples include: [Tourism Bay of Plenty, NZ](#); [Visit Flanders, EU](#)

Interested to learn more?

Check out our [Regen Tourism Leader Series](#) on Youtube

Regen 101

Before we begin let's start with some core principles:

- **Regenerative business focuses on creating diverse net benefits**, it allows us to generate 'profits' in multiple performance 'impacts' rather than merely financial
- Regeneration invites us to **see ourselves and our businesses as part of a bigger living system**, rather than separate from the world around us. This can mean accounting for 'externalities' which are often overlooked, eg: carbon emissions.
- **Regeneration is grounded in place** and the products and services that businesses make have their own unique identity. This is just like the provenance or terroir of a wine, a Pinot Noir from Victoria's Mornington Peninsula is different from a Pinot Noir from Tasmania's East Coast

A model that Regeneration Projects has developed through international best-practice benchmarking and research is 'The Five Capitals'. This will be the framework that informs Metung Hot Springs' Regen Action Plan because of its ability to support businesses in managing (eg: creating, identifying, measuring, reporting and communicating) the diverse impacts of their work. See details right.



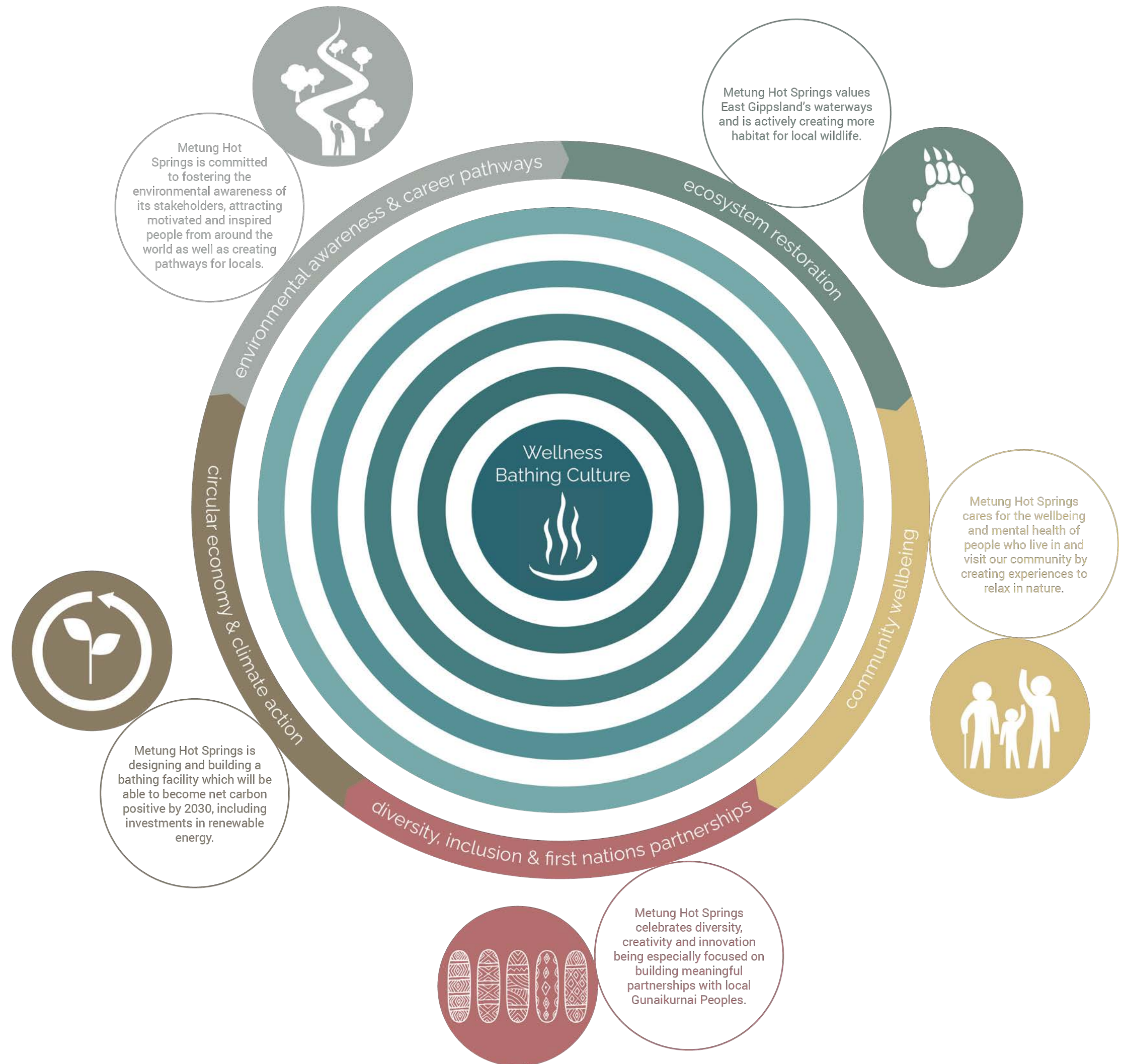
MEHS Regen Model

This diagram is a summary of Metung Hot Springs' interconnected regeneration pillars. It is based on the [Five Capitals](#) model developed by [Regeneration Projects](#) to enable businesses and developments to strategically plan, manage and communicate their net benefits, as well as manage risks and vulnerabilities.

It is intended as a simple decision-making tool that MEHS's stakeholders, especially staff and contractors can use to inform and assess their work. Over time it is envisaged that the model will continue to be refined and developed.



Regeneration Projects' Five Capital model – see [here](#)



Key messages

Acknowledgement of Country

Reviewed and approved by GLAWAC

LONG VERSION

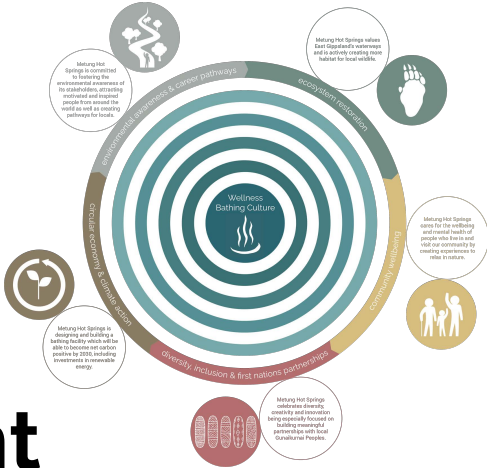
Wunman njinde / Welcome

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SHORT VERSION

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Regeneration Statement



CARING FOR YOU, OUR COMMUNITIES AND THE PLANET

At Metung Hot Springs, we are passionate about creating a bathing culture and experiences that enable people to improve their wellness and relax in nature.

But that on its own, is not enough.

We also understand the importance of fulfilling our responsibilities to local communities, society and the planet.

That's why, after significant research and community consultation, we have developed a regeneration model designed to create positive benefits for our stakeholders across the East Gippsland region and beyond.

Our regeneration model goes beyond basic social and environmental care, with a steadfast focus on continuously improving quality of life in five interconnected pillars:

Metung Hot Springs Regeneration Model

Ecosystem Restoration

We value the natural beauty, flora and fauna of the Gippsland Lakes, and are actively creating more bushland habitat for local wildlife.

Community Wellbeing

We consciously care for the wellbeing and mental health of people who live in and visit our community.

Diversity, Inclusion & First Nations Partnerships

We celebrate diversity, creativity and innovation, and we are especially focused on building meaningful partnerships with local Gunaikurnai Peoples.

Circular Economy & Climate Action

We are designing and building a wellness bathing facility that aims to be net climate positive by 2030, including commitments to harness the benefits of renewable energy.

Environmental Awareness & Career Pathways

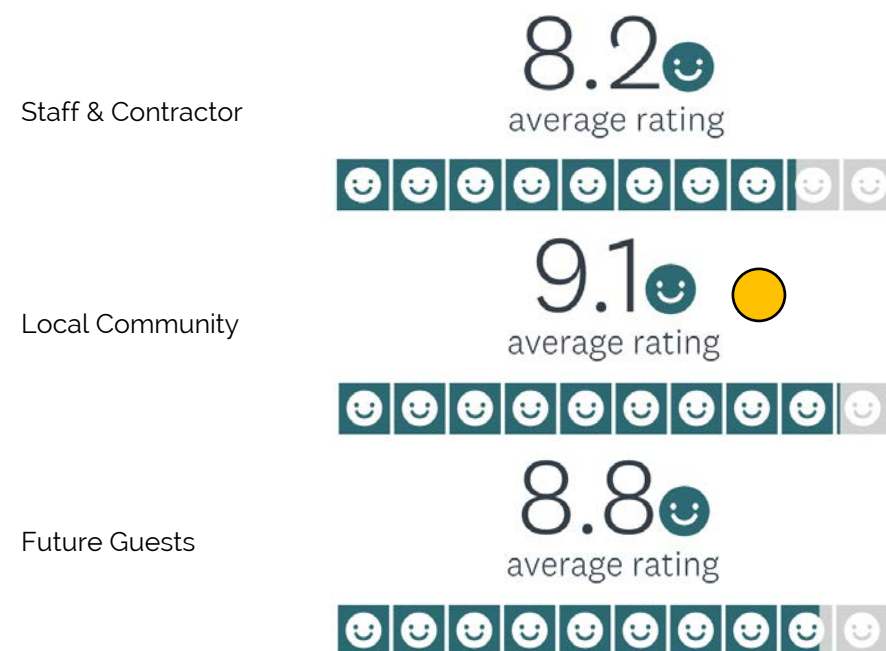
We are committed to fostering the environmental awareness of all our stakeholders, attracting motivated and inspired people from around the world and creating purposeful career pathways for locals.

APPENDIX: Stakeholder Survey Analysis

Survey Analysis

Based on responses from:
164 future guests
34 local community members
12 staff & contractors

How would you rate Metung Hot Springs' overall commitment to caring for its local area? (please consider the local community, environment and economy)



How important is it that businesses address social and environmental issues?



Please name 2 brands or businesses that you respect for their social and environmental commitments

WORD ART: Top 51 mentioned businesses >

(8, 15%) B-Corp certified companies:

- Who Gives A Crap
- Patagonia
- Aesop
- Oxfam
- Flora & Fauna
- 4ocean
- TOMS
- Body Shop

(10, 20%) local East Gippsland businesses:

- Nicholson River Soaps
- Koala Sanctuary Raymond Island
- Metung Hot Springs
- Tambo Valley Honey
- Metung Hotel
- King & Heath
- East Gippsland Shire
- Gippsland Jersey
- Lightfoot Winery
- Metung Golf Club



Plan to repeat SURVEY in Early 2023
(6+ months after open)

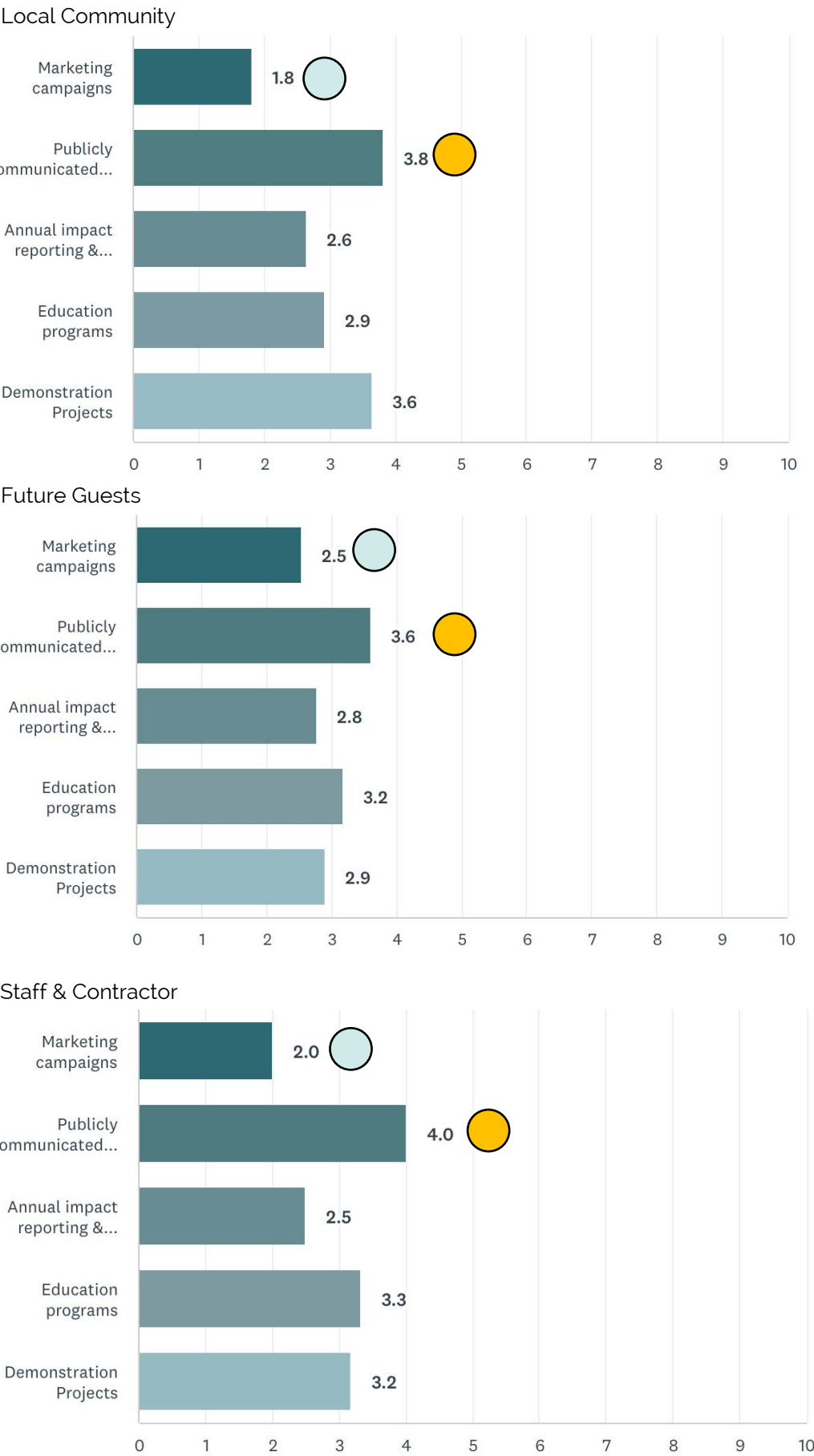
** The larger the name
the more often it was
mentioned*

Survey Analysis

On a scale of 1 (low) to 100 (high) please rate the importance of the following issues to you as a member of the local community:

	Issue	Future guests	Staff, contractors & suppliers	Local Community
Environment	Caring for the Gippsland Lakes	93.5	97	95.5
	Creating habitat for wildlife	92	97	93
	Managing the geothermal water aquifer responsibly	92	94	90.5
Wellbeing	Connecting with community and nature	88	92.5	91
	Mental health	85.5	94	95.5
	Sense of belonging	77.5	93.5	92.5
	Nutrition	75	88.5	89.5
	Sleep	82.5	89	92
Culture	Reconciliation & first nations partnerships	79.5	96	88
	Diversity and inclusion	84	92.5	88
	Investing in the arts	72.5	84.5	79
Circular Economy	Waste management	90	94.5	89
	Climate change	84	97	82
	Renewable energy	91	96	91.5
	Local jobs	88	96	84.5
	Ethical product sourcing	87.5	97.5	89
Knowledge	Wellbeing and lifestyle education	74.5	83.5	87
	Environmental awareness	81.5	95	86.5
	Training and education pathways	71.5	83.5	85
	Job opportunities for young people	81.5	87	86.5

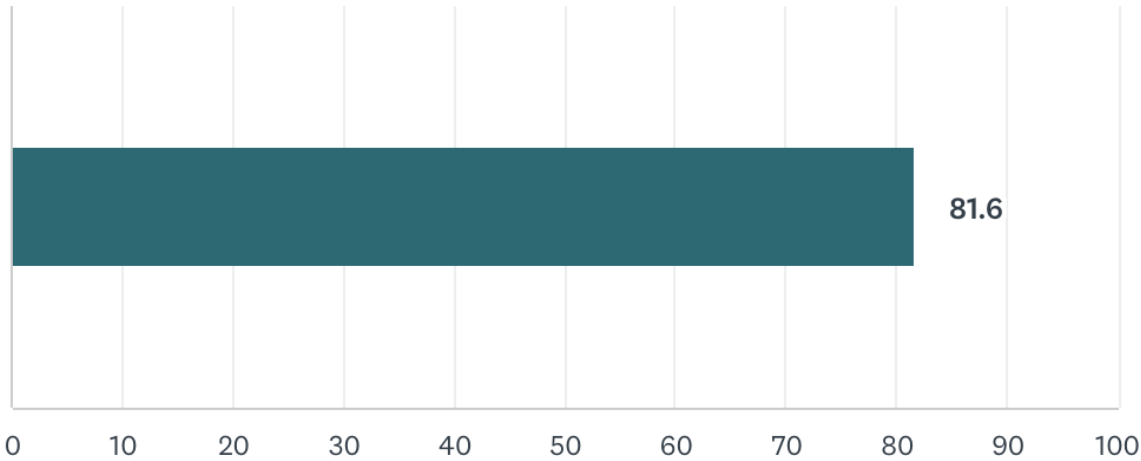
What kinds of actions would best demonstrate Metung Hot Springs commitment to social and environmental issues? Please select your top 5 recommendations:



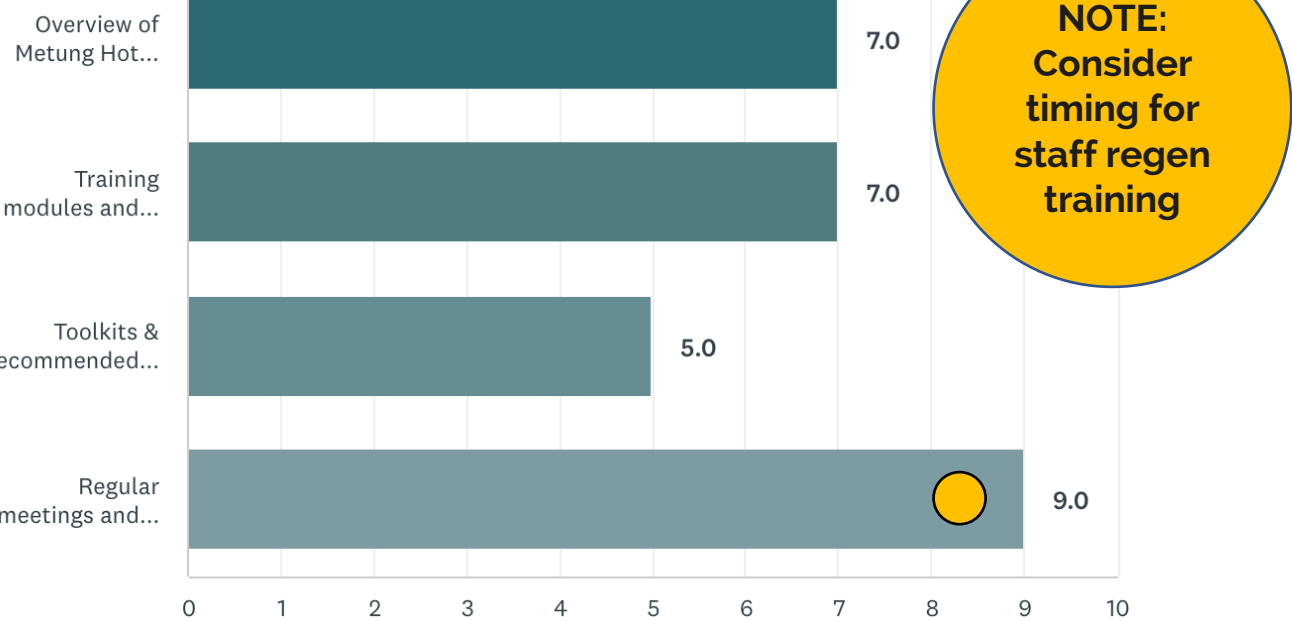
Survey Analysis

STAFF RESPONSES

How does Metung Hot Springs' compare to other places you have worked in terms of valuing the community, environment and economy?

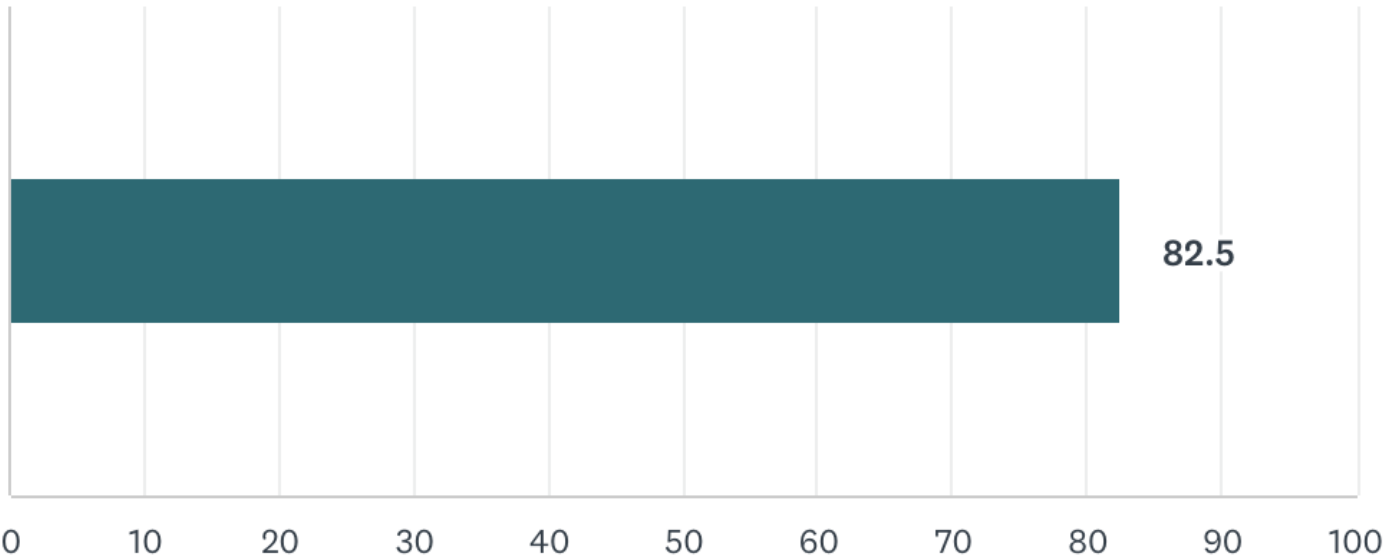


What would best help you to make informed decisions that care for the community, environment and economy as a **staff member or contractor?**

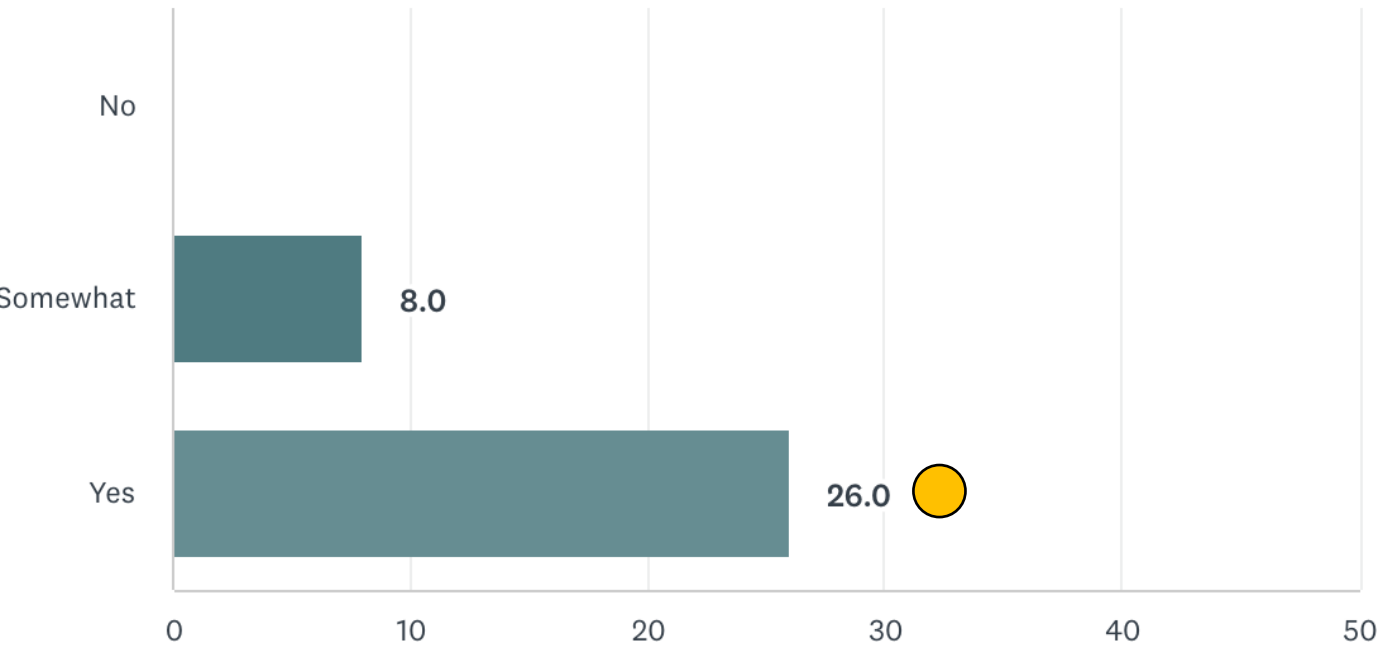


LOCAL COMMUNITY RESPONSES

How does Metung Hot Springs' compare to other local businesses in terms of valuing the community, environment and economy?



On the whole, do you feel that Metung Hot Springs is aligned with the values of the **local community?**



Survey Analysis

HIGHLIGHTS:
Do you have any other feedback or suggestions?



Staff
"Job opportunities for oldies too. Retired people abound in Metung and are a great resource."

"Can we consider acknowledgement of country as a standard procedure in most of our operations - even on the bottom of our emails? At the start of each wellness session, at the start of public presentations etc."

Local Community
"The more renewable energy is used and sustainable and natural processes are put in place, the better the environment will be and also it will pay in great benefits in the long term!"

"ensuring no single use Plastics would be great."

"Also a focus on mental health and general wellbeing would be important to me as a local as I see a huge burden of this currently in the community"

Future Guests
"A shuttle service, or some way to start the journey such as dedicated bus from bairnsdale train station that would not only mean I can relax on the journey down there, but also not have to worry about one person car trips all that way. (I think that is lacking from the Peninsula HS too)"

"I want the feeling of belonging within a setting that has everyone on board for the 'one goal, one team'. Nothing irks me more than to see someone disregarding the culture of the property to save costs, when that is the reason for us being there to experience, regenerate our souls. thank you"

"Giving back to the community and environment is important. Leaving a space cleaner and better than you found it and constantly striving to do better is a wonderful thing."

- CORE THEMES

Costs (17 mentions)

Discounts/memberships/offers for locals (13)

Keep affordable & accessible to all (4)

Engaging with and building connection with the community (7 mentions)

Giving back

Building on the community for all year, e.g. restaurants/cafes

Opportunities for local demographics (age/hobbies/lifestyles) i.e. middle of the day/week rates for retirees

Support community projects

Sense of belonging and community (2)

Engage with schools and community groups i.e. public planting and soak days

Mental health awareness

Indigenous connection & sharing i.e. education and song sharing

Environment awareness/impact/improvement (nature, habitat, water, aquifer) (11 mentions)

Traffic effect of wildlife (2)

Habitat for wildlife (2)

Promote wildlife

Impact on the lakes

Preservation of flora and fauna (2)

Overall environment (2)

Revegetate/revitalise

Local businesses (6 mentions)

Promote

Collaborate with holiday rentals/bnbs

Showcase local products (2)

Involve local business

Job opportunities (5 mentions)

Young people (2)

Opportunities for older people too (3)

Processes (4 mentions)

Renewable energy (2)

Electric car charging

No single use plastic

Sustainable/natural processes

Water within food bowl, growing own produce

Experience (10 mentions)

Events (music nights, yoga/pilates/meditation, outdoor garden show)

Limited people to prevent overcrowding

Pet welfare/dog friendly areas (2 mentions)

Corporate deals

Shuttle service/jetty for lakes access

Sustainable fashion and cosmetics

Impact (4 mentions)

Traffic

Access to walking tracks

Impact on neighbours
- Full Summary available as word doc



**Regeneration
Projects**

Contact

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