



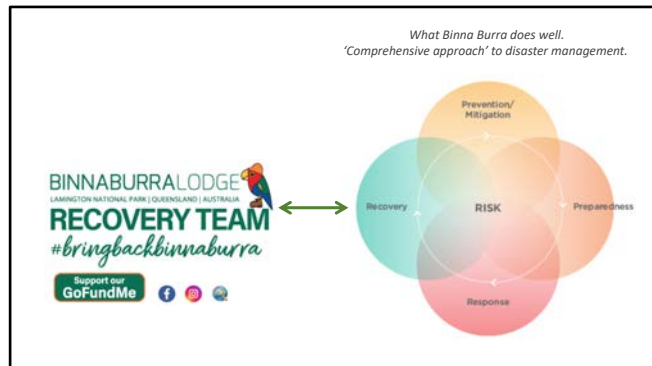
Media Release.
24 February 2020

After the devastation of bushfires ...

Recovery PALs for Binna Burra.

(PALs = Partnerships, Alliances & Links)

Australians frequently experience natural disasters, but last year in the usually moist sub-tropical Lamington National Park, the scale and intensity of the bushfires was something not previously experienced. On 8 September 2019, the iconic heritage listed lodge and cabins at Binna Burra were the **first significant Australian tourism enterprise devastated** in the intensive spring/summer of 2019 - 2020 bushfire season in Australia.



A key part of **Binna Burra's recovery strategy** has been to develop networks and partnerships to strengthen capacity, capability and resilience of the organisation and the Binna Burra workforce. They are called **PALs = Partnerships, Alliances & Links**.

Recently, Binna Burra has welcomed a number of **new 'PALs'**, including Griffith University, Ecotourism Australia, the National Parks Association of Australia and the Australian Institute of Company Directors.

Now, a new **PAL** has been announced with **The Tourism CoLab**, a for-purpose enterprise consisting of a group of international creative thinkers with expertise in urban and regional planning, business and entrepreneurship, social enterprise and regenerative economy.

'Disasters such as we had from the bushfires at Binna Burra last year can lead to a range of effects and impacts as well as leaving long-term legacies. So, they require a variety of approaches to cultivate hope and the collective regrowth of our remaining small team at

Binna Burra – as well as our future team members as we move towards reopening the business’ said Steve Noakes, Chairman of Binna Burra Lodge.

‘New partnerships are a cornerstone of our post-bushfire recovery process at Binna Burra Lodge, so we are delighted to have the assistance from such as expert group at The Tourism CoLab’ explained Noakes. Professor Dianne Dredge, founder of The Tourism CoLab said her organisation was proud to be able to assist the recovery efforts at Binna Burra.

‘Binna Burra has been a leader in sustainable tourism practices in protected natural areas for almost nine decades, and the Binna Burra Cultural Landscape is recognised on the Queensland Heritage Register as a place important in the course of Queensland's natural and cultural history. At The Tourism CoLab, we’re honoured to be able to be a new PAL of Binna Burra as it enters the next nine decades of introducing people to the world heritage values of this special place in the scenic rim hinterland of the Gold Coast.’

‘It’s about discovering what is possible’ said Professor Dredge, who is also the Co-Chair of the new Science Advisory Group established by Binna Burra Lodge. ‘We’ll assist Binna Burra in building the capacity to design it’s future by creating an inclusive learning environment for everyone associated with Binna Burra as it continues to deal with the complexity of recovery after the bushfire disaster last year.’

The Tourism CoLab will work with Binna Burra to design transformative visitor experiences, build a resilient business ecosystem and contribute positively towards the regeneration of the natural and cultural landscape on which the ‘spirit of Binna Burra’ is based.’

‘Every community and every destination is unique, so our work will focus on a capacity-building journey with Binna Burra in interdisciplinary, creative and collaborative ways.’ concluded Dredge.

Contacts:

Binna Burra: Steve Noakes steve@binnaburralodge.com.au Tel 0418774295

The Tourism CoLab: Dr Dianne Dredge, together@thetourismcolab.com.au
Tel 0410 604 921 <https://thetourismcolab.com.au/>

'I get by with a little help from my friends.'

The Beatles, 1967.

#bushfires #recovery #partnerships #solidaritytourism

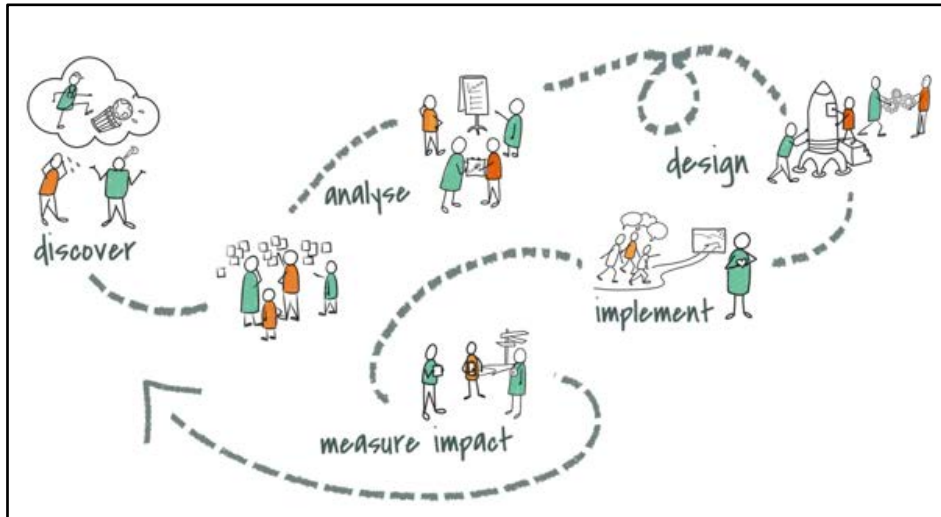
Binna Burra's new partner for rethinking the future of tourism experiences.



Discovering what is possible. Designing transformative visitor experiences.

People matter @ Binna Burra

The Tourism EcoLab approach



Co-Chairs announced for Binna Burra's new Science Advisory Group

#SolidarityTourism #BushfireRecovery #ScienceMatters

Professor Roger Kitching AM. A leading rainforest ecologist with special expertise in the biology, conservation and management of invertebrate biodiversity.

Professor Dianne Dredge. Expertise in environmental and urban planning, tourism and community engagement - advocate for transformative tourism and visitor economies that activate mind, bodies and hearts.



Science matters @ Binna Burra Physical, Biological, Social

