

Guests at Kingfisher Bay Resort, Fraser Island.



# KINGFISHER BAY RESORT

## supporting our oceans

Gary, what motivated you to support AMCS and our work to conserve our oceans?

We have long been looking to partner with an Australian environmental charity that was staffed by passionate professionals, keen to make a difference. I was fortunate to meet Craig McGovern, Darren Kindleysides, Ingrid Neilson and Tim Winton at an AMCS event and was very impressed with their passion and drive for marine conservation.

When the team at Kingfisher Bay Resort looked into working with the AMCS – there were definite synergies between the work that we both do with the environment but also, given our proximity to the Great Barrier Reef, Great Sandy Marine Park and the Coral Sea, some nice synergies between the campaigns AMCS was running focussing on the Coral Sea, dugong and turtles and our own environmental programs run with our guests.

It was a nice fit for us and very relevant given our businesses on World Heritage-listed Fraser Island. Over the coming months, we'll be rolling out some initiatives across our business to increase awareness about the need for healthy oceans, marine parks and recovering threatened species and look forward to increasing awareness amongst our 'eco-friendly' guests about the valuable work AMCS is doing in support of our oceans.

Kingfisher has a reputation as a pioneering eco-tourism resort. Can you tell us about your philosophy behind ecotourism?

Our philosophy is to provide 'ecologically sustainable tourism that fosters

environmental and cultural understanding, appreciation and conservation'. Kingfisher Bay Resort was designed to give guests an enjoyable, low-impact, nature-based tourism experience – and we developed it 20 years ago, when the term ecotourism hadn't even been coined.

Our vision and passion along the way has been to preserve the environment of Fraser Island and to educate our guests about its significance. The resort has been built to strict environmental guidelines and we support scientific research and sustainable tourism on Fraser Island.

You're located on the shores of the Great Sandy Marine Park. What are some of the wildlife highlights of Fraser Island?

Fraser Island is called K'Gari by the traditional owners, which translates to mean 'paradise'. The diversity of the island's natural habitat supports a wide range of animals and is literally a paradise for wildlife lovers.

Bordering the resort on our western side, The Great Sandy Strait consists of intertidal sand and mud flats; extended seagrass beds – which provide food for the local dugong population; mangrove forests; salt flats and saltmarshes, as well as coastal wallum swamps and freshwater Melaleuca wetlands. The Great Sandy Strait is also an exceptionally important feeding ground with over 20,000 migratory shorebirds as well as dolphins, dugong and sea turtles. Of course the big attractions in our nearby ocean are our migrating Humpback Whales which visit every August till October and offer up some of the best whale watching in the world – it's a must see!

**The Australian Marine Conservation Society's Deep Blue Business Supporter Program is designed to form lasting partnerships with like-minded businesses and their staff. We were recently delighted to welcome Kingfisher Bay Resort as new Platinum Business Supporters. This pioneering eco-resort is situated on World Heritage-listed Fraser Island and has been operating as a genuine ecotourism business for two decades. We recently interviewed the Managing Director, Gary Smith to find out more about his philosophies and motivations with Kingfisher Bay Resort.**



Kingfisher Bay Resort  
Managing Director,  
Gary Smith.

There are so many pressures on our precious oceans. Do you think that businesses can play a role in supporting conservation?

One of the greatest benefits this country has is our environment. I absolutely think there is a role for corporate Australia – and not just tourism businesses situated in World Heritage wilderness – to play a role in the conservation of our terrestrial and ocean environments. Initiatives directed towards reducing our carbon footprint; looking at the produce we serve and ensuring it is sustainable; and working to minimise energy consumption, and other natural resource use, are all vitally important.

Thank you Gary and staff for your support for our work to protect our ocean wildlife.

If you are interested in your business becoming a part of our exclusive Deep Blue Business Supporter Club contact us on 1800 066 299 or karenfurnivall@amcs.org.au. We have a range of levels and benefits to suit your business.