**NSW National Parks and Wildlife Service **

Parks Eco Pass operator business plan

Using this template

This is the **standard layout to be used** for a business plan under the Parks Eco Pass program. This template provides the sections and subsections that you need to include in your business plan. Each section or subsection includes guidance notes on what to include and, in some cases, a word limit.

Guidance notes are provided in green throughout this template. Please read carefully before replacing the guidance notes with the information relevant to your company/operation**.** In entering relevant details/text, please insert the cursor above the instructions or in the content control.

**Please delete this whole page** (including the logo and Environment and Heritage information below).

Environment and Heritage, Department of Climate Change, Energy, the Environment and Water; [www.environment.nsw.gov.au](http://www.environment.nsw.gov.au); EHG 2024/0134; May 2024.

Parks Eco Pass operator business plan

1. Company name

Click here to insert your company name

1. Company logo

Click here to insert your company logo

1. Overview of business

**[Minimum 200 words]**

Please provide a summary of your business.

Please include the following:

* Provide an overview of your business. What does your business do?
* What is your unique selling point(s)?
* Who is your target market? (age, gender, domestic, international, etc)
* How many visitors do you expect to attract to the park(s) each year?

Click or tap here to enter text.

* 1. Parks and activities

In the table, please provide a list of NSW national parks or reserves you plan to operate in and activities you would like to conduct in each park. These parks and activities must match your Parks Eco Pass licence application.

Please ensure you have read the [Parks Eco Pass activity and location conditions spreadsheet (XLS 391KB)](https://www.environment.nsw.gov.au/-/media/OEH/Corporate-Site/Documents/Parks-reserves-and-protected-areas/Commercial-activities/parks-eco-pass-activity-location-conditions.xlsx) Matrix Activity Permissibility (Tab 3) to determine if your planned activity is permitted in the selected national park or reserve.

| NSW national park or reserve | Activity |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |

1. Organisation

Provide details of the ‘corporate’ structure of your organisation along with staff competencies/qualifications, training and development.

* 1. Corporate structure

Insert corporate structure here

* 1. Staff competencies/qualifications, training and development

You must ensure that all your guides and employees have and maintain the relevant competencies and skills for leading and guiding your activities.

Please provide details of your staff skills, qualifications and experience requirements. Please note, all guides and employees must hold a current first aid qualification. The minimum standard requirement is St Johns Level 2 Basic First Aid or equivalent. Please attach evidence to this business plan.

You may also have guidelines, such as guides/instructors’ handbooks (including lists of duties and terms of employment), that you have prepared for your staff in relation to your activities. Please also provide details of ongoing training and performance monitoring.

Click or tap here to enter text

1. Codes of practice

Please provide an outline of how your business objectives and standards relate to the environment, your staff and customer service.

* 1. Environment

**[Minimum 200 words / up to 500 words].**

Provide details of how your business will fulfil the following environmental requirements. Specific environmental sustainability and minimal impact practices and expectations will vary depending upon your type of activity.

* Explain to customers how negative impacts on sites can be avoided.
* Build an understanding of natural and cultural heritage conservation management.
* Provide good interpretation and education.
* Honour historic places.
* Promote respect for Aboriginal culture and sites.
* Observe rules to protect conservation values and public safety.
* Encourage active involvement in conservation activities.
* Adopt environmental practices that support environmental sustainability.
* Adopt minimal impact practices for all activities.

Click or tap here to enter text

* 1. Staff

**[Up to 200 words].**

Provide details of the standards you expect from your staff and an outline of your ‘corporate’ philosophy. For example, you could include details of the values you expect from your staff (such as friendly, supportive, organised and well-prepared).

Click or tap here to enter text

* 1. Customer Service

[Up to 200 words].

Provide details of your customer service philosophy and goals.

Click or tap here to enter text

1. Industry standards

Provide details of any industry standards, such as [Outdoor Council of Australia](https://www.outdoorcouncilaustralia.com/) – [Australian Adventure Activity Standards and Good Practice Guides](https://australianaas.org.au/read/standard/), that you have adopted or that apply to your operations.

Industry standards are voluntary guidelines describing industry-recognised standards of practice and have been developed for many activities, such as bushwalking, camping, adventure activities, horse riding and inland water paddle-craft.

Click or tap here to enter text

1. Details of interpretive messages

NPWS expects Parks Eco Pass operators to provide high-quality interpretation of the natural environment and culturally appropriate interpretation of historic and Aboriginal heritage. However, we do recognise that the level of interpretive content will differ depending on the type of activity. For example, an adventure activity such as abseiling or canyoning may involve less interpretive content than a guided bushwalk.

It is important to note that if you wish to undertake detailed, rather than general, Aboriginal cultural heritage interpretation on Country, on-site or otherwise, you must employ or otherwise engage members of the relevant Aboriginal community to undertake the interpretation and obtain a letter of support every three years from an Aboriginal organisation that is representative of the local community.

General interpretation includes information in the public domain, the traditional name of a place and its meaning and the traditional name(s) of the local Aboriginal communities.

Please refer to the [Parks Eco Pass handbook](https://www.environment.nsw.gov.au/-/media/OEH/Corporate-Site/Documents/Parks-reserves-and-protected-areas/Commercial-activities/parks-eco-pass-operator-handbook-240067.pdf) for more information about interpretation. Additionally, you can find information that may assist you with interpretation of the park in the park’s [plan of management.](https://www.environment.nsw.gov.au/topics/parks-reserves-and-protected-areas/park-management/plans-of-management)

**Please provide details of the messages you hope to convey through your tourism/recreation product and the content of your activities.**

Click or tap here to enter text

1. Emergency response plan

You must provide and maintain an Emergency Response Plan **for each activity** which outlines procedures to be followed in the event of natural (must include bushfire and flood) or other disasters, rescue, injury, illness/medical event, or delay. Foreseeable risks should be identified, and strategies should be developed to avoid or minimise these risks. Your plan must include information to assist your staff to minimise the escalation of the situation, the incident and the likelihood of further incidents occurring.

Your industry body may provide established risk management guidelines that you may adapt to your specific business. However, your plan must be specific to your planned activities.

Your staff must be familiar with your Emergency Response Plan and able to access a copy when carrying out the activity. You must provide as much detail as possible to properly assess and manage risk in your business operations.

Your Emergency Response Plan should include details on the following areas:

* incident/emergency response procedures and a copy of your activity incident report
* staff roles and responsibilities and client-to-staff ratios
* first aid qualifications and equipment
* hazard identification and risk assessment
* management of risks and emergency prevention
* Emergency and other procedures
* activity equipment standards, including equipment maintenance and replacement procedures
* documentation and record keeping

A risk management plan must be included and should involve the following series of steps (Australian Standard AS/NZS 4360 Risk Management):

* **Step 1 –** Identify all hazards.
* **Step 2** **–** Assess and prioritise the risks these hazards create, deal with the highest priority risk first.
* **Step 3 –** Decide on measures to control the risks (e.g. eliminate the risk, substitute a venue and use personal protective equipment).
* **Step 4** **–** Implement appropriate control measures.
* **Step 5 –** Monitor the control measures and review the process.

Please attach a copy of your emergency response plan and risk management plan.

See Appendix A for an emergency response plan template.

1. Responsible marketing

**Up to 200 words**

Provide details of your marketing policies and practices.

Click or tap here to enter text

1. Continuous improvement

[Up to 200 words]

A final key element of any business plan is a policy on how to continuously improve your business.

Think about quality standards and accreditation, monitoring procedures, client profiles, client satisfaction reports, environmental performance guidelines and goals and risk management procedures.

Please provide details of your continuous improvement business practices.

Click or tap here to enter text

Appendix A: Emergency response plan (template)

If you do not already have a detailed emergency response plan, please complete this template. If your company already has a detailed emergency response plan, please attach a copy to the completed business plan.

General information

Company name: Click or tap here to enter text

Address: Click or tap here to enter text

Phone: Click or tap here to enter text

Email: Click or tap here to enter text

Date of plan  
development: Click or tap here to enter text

Last revision\*: Click or tap here to enter text

\* Where activities or locations have changed, emergency plans must be reviewed and, if necessary, updated.

Purpose and scope

Identify the kind of emergency events and occurrences that your business, activity or location could experience, such as fire, flood, chemical spills, natural disasters, rescues, injuries, medical events, delays. Explain how the emergency plan gets activated.

This emergency response plan (plan) provides details on how [insert company name] will prepare for and respond to emergencies.

Emergency contacts

**Always call 000 (triple zero) if there is an immediate danger to life.**

Emergency call down list

|  |  |  |
| --- | --- | --- |
| **Name** | **Position** | **Contact number** |
| * Click or tap here to enter text | * Click or tap here to enter text | * Click or tap here to enter text |

Other key contacts

|  |  |  |
| --- | --- | --- |
| **Name** | **Position** | **Contact number** |
| * Click or tap here to enter text | * Click or tap here to enter text | * Click or tap here to enter text |

Communication details

(For example, do you have mobile phone, radios, satellite phones or [personal locator beacons and GPS](https://www.nationalparks.nsw.gov.au/safety/bushwalking-safety/personal-locator-beacon#:~:text=Mobile%20phone%20coverage%20in%20parks,can't%20guarantee%20your%20safety.)?)

Click or tap here to enter text

If you are using mobiles, please check coverage is available at each location.

First aid

First aid provider and qualifications: Click or tap here to enter text

Is there a first aid kit on site? Click or tap here to enter text

What first aid equipment will be   
available? Click or tap here to enter text.

Are first aid personnel identified? Click or tap here to enter text

**Minor incidents**

Outline the first aid response procedure for incidents that do NOT require an ambulance.

Click or tap here to enter text

Staff roles and responsibilities

Outline the roles and responsibilities of your staff. Explain each staff members responsibilities in an emergency, as well as planning for an emergency.

Click or tap here to enter text

Emergency prevention

Outline what measures will be taken to reduce the chance that an emergency will occur. These should include activity equipment standards, equipment maintenance and replacement procedures and weather contingencies.

Click or tap here to enter text

Emergency and other procedures

Include procedures for each potential emergency event and occurrence you have identified for your business, based on your activity and location. These could include fire, chemical spills, natural disasters, rescues, injuries, medical events and delay. Outline your evacuation procedures, cancellation procedures and extreme weather contingencies.

Outline who should be contacted, how they should be contacted and at what stages.

Outline medical treatment options – i.e. where to find emergency kits, first aid officers and supplies and instructions. Make sure you consider how you will account for people with disability or specific needs in the case of an emergency.

Click or tap here to enter text

After an emergency

Include information on what should be done after an emergency has occurred, including who must be notified and how and when this should occur. Please include a template for recording the incident (activity incident report) and outline the debriefing process to review what happened, how the plan was followed, and lessons learned.

Click or tap here to enter text

Training

Your plan must include information on the provision of information, training and instruction to staff on their roles and responsibilities in implementing procedures in this plan.

Click or tap here to enter text

Reviewing, reporting and record-keeping

Your plan should detail how you will review, report on, and keep records for emergency responses. Emergency plans should be developed and reviewed in consultation with staff.

Click or tap here to enter text

Risk assessment plan

Level of consequences

|  |  |  |
| --- | --- | --- |
| **Consequence level** | **Descriptor** | **Detail** |
| 1 | Very High | Significant impact, high profile. Action stopped. Third party involvement. |
| 2 | High | Substantial impact, high profile. Major changes need to be made. Third party involvement |
| 3 | Medium | Moderate impact, moderate profile. Adjustments need to be made |
| 4 | Low | Low to little impact, low profile. Can continue with no changes |

Levels of likelihood

|  |  |  |
| --- | --- | --- |
| **Likelihood level** | **Descriptor** | **Detail** |
| A | Almost certain | Is expected to occur in most circumstances |
| B | Likely | The event will probably occur at least once |
| C | Possible | The event might occur at some time |
| D | Unlikely | The event is not expected to occur |
| E | Rare | The event may occur only in exceptional circumstances |

Risk rating

|  |  |
| --- | --- |
| Rating | Risk actions |
| Extreme (O to T) | Action required. Risks that cannot be accepted or tolerated and require treatment. |
| Moderate (G to N) | Potential action. Risks that will be treated as long as the costs do not outweigh the benefits |
| Low (A to F) | No action. Acceptable risks require no further treatment. May only require periodic monitoring. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Levels of likelihood** | **Level of consequence** | | | |
|  | **Low (4)** | **Medium (3)** | **High (2)** | **Very high (1)** |
| **Almost certain (A)** | M | N | S | T |
| **Likely (B)** | F | L | Q | R |
| **Possible (C)** | E | J | K | P |
| **Unlikely (D)** | C | D | I | O |
| **Rare (E)** | A | B | G | H |

Risk management plan for your activity(s)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Risk/hazard | Consequence | Likelihood | Risk rating | What will be done to eliminate or minimise the risk PRIOR to the activity | What is the procedure if the hazard occurs during the activity |
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