

## **NOOSA BIOSPHERE PARTNERSHIP PROGRAM OVERVIEW**

**August 2011**

Partnerships and collaborations offer multiple participants a way to join forces towards mutually beneficial outcomes.

Since inception in 2007 the Noosa Biosphere has been proactive in working alongside various local and regional organisations towards the UNESCO Man and the Biosphere objectives of **conservation, sustainable development** and **education**. The Noosa Biosphere Partnership<sup>1</sup> Program recognises these working relationships.

Ten organisations were awarded partnership status during an inaugural ceremony in August 2011 and these organisations were chosen based on both past and future working relationships alongside Noosa Biosphere Ltd.

Noosa Biosphere Ltd has of course many more connections, with relationships spanning over 100 community and business groups across the region.

The Noosa Biosphere community sector boards are always on the lookout for further relationships including the opportunity to form even stronger connections that show solid, lasting and productive collaborations. This takes time and may not result in the immediate awarding of Partnership Program status, however if interested in partnership status the Noosa Biosphere is more than willing to discuss the opportunity.

### **The Noosa Biosphere seeks to collaborate with organisations that:**

- Demonstrably embrace the values and principles of the Noosa biosphere reserve in their approach to being who they are and what they do.
- Participate with Noosa Biosphere Ltd on activities that deliver outcomes across the values and principles so that the work of the biosphere is made relevant to the community, industry and business
- Doing things in and of themselves that exhibit good stewardship of the environment, conservation, preservation and sustainability of endeavour for all.
- Promote the values and principles of the Noosa biosphere reserve to their staff, customers and others so that the message of the importance and value of Noosa biosphere reserve is made evident
- Doing less harm to the living environment by reducing carbon footprint and encouraging others to also seek best-practice outcomes
- Support Noosa Biosphere Ltd in its endeavours wherever practical and possible.

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<sup>1</sup> The term 'partnership' carries no formal legal inference in tis context but rather refers to collaborative working between allies with a common interest.

If your organisation believes that a partnership journey is worthwhile with Noosa Biosphere Ltd then we are open to talking about how this might be accomplished.

For details on the organisations that have been awarded partnership status go to [www.noosabiosphere.org.au](http://www.noosabiosphere.org.au)



Noosa Biosphere partner logo: horizontal version

## CRITERIA USED

In addition to the dot points created on the first page, the additional criteria used to award partnership status under the program during 2011 included:

- An entity that has worked extensively and collaboratively with Noosa Biosphere to advance the man and the biosphere principles of conservation, sustainable development and education.
- An entity that shares similar core beliefs to those of Noosa Biosphere Ltd.
- Collaboration may include projects that address the UNESCO Man and the Biosphere Madrid priorities of climate change, loss of biodiversity and the challenges of rapid urbanisation or other projects of significance to the Noosa biosphere reserve.
- Where the work promotes the Noosa Biosphere and biosphere principles to a wider audience.

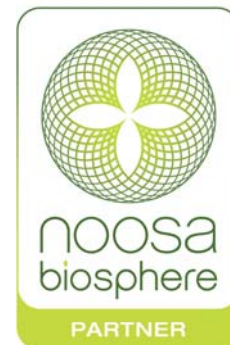
The status of all partnerships awarded will be reappraised every two years to maintain the energy and outcomes for both organisations.

Noosa Biosphere Partner status and logo can be used by those organisations having been awarded the partnership in numerous ways, for example in their own marketing, in their own internal quality process and programs, with staff and customers – all towards expanding the understanding of the Noosa biosphere reserve within the region and to gain recognition by the community for joint efforts.

## DETAILS OF LOGO USE

Whilst the partnership program does not endorse<sup>2</sup> goods, services or products the partner status offers recognition of effort that is aligned with Noosa Biosphere values and principles under the Plan of Management approved by the UNESCO Man and Biosphere Program.

For those being awarded partnership status, display of the Noosa Biosphere Partner Logo (vertical logo displayed to the right) is encouraged within a website, on letterhead, at premises, in corporate advertising and where the partnership branding benefits both the partner and Noosa Biosphere. The logo cannot however be used on goods, products or services.



Recipients are also encouraged to develop written references and inclusions that explain from their perspective the value of the partnership and to provide this on-line and in hard-copy as co-branded information.

The Partner logo testifies to a continuous sustained working relationship between the organisation and Noosa Biosphere that consistently produces results that benefit both partners and the community of the biosphere and the Sunshine Coast.



<sup>2</sup> Goods, services and product accreditation require special consideration of legal implications under Australian legislation and are still in the planning stages.