



## Dreamworld

### Water Efficient Business Profile

**Dreamworld** is a responsible member of the community, implementing leading environmental and conservation initiatives for a sustainable tourism future.

Dreamworld is home to some of the tallest, fastest thrill rides in the world, Tiger Island, the Australian Wildlife Experience, Nick Central and Wiggles World and has established itself as a hallmark destination in its own right. Dreamworld is one of Queensland's most dynamic attractions actively growing the tourism experience and exposure for the state and Australia in the sectors of leisure, business and education tourism.



#### Water conservation approach

"Dreamworld recognises the approach to conservation is about finding the balance between preserving the important role Dreamworld plays in providing an entertainment and leisure experience to South East Queensland and preserving our region's water supplies," *Stephen Gregg, (former Chief Executive Officer)*.

Dreamworld takes a proactive approach to environmental sustainability, aiming to plan and manage resources efficiently to improve performance in practical ways. Dreamworld abides by the objectives of the Queensland Environmental Act reflected in the park's Vision, Mission and Values Statement and Dreamworld's Health, Safety, Environment & Quality Policy.

In January 2006, the Dreamworld Water Conservation Committee was formed to ensure the management and

implementation of the below water saving initiatives and best practices throughout the park.

- More than half of Dreamworld's gardens have been replanted with perennial plants requiring less water than annual plants.
- Gardens are watered at night, good quality mulch is used and grass is cut longer, significantly reducing evaporation.
- While still maintaining appropriate levels of hygiene, cleaners use mops and buckets instead of hoses to clean public areas wherever possible.
- All new amenities incorporate water efficient automatic turn-off taps and dual flush toilets.
- More efficient substrates increase energy efficiency in cleaning animal enclosures, and reducing the amount of wet cleaning and chemicals required by 25%.

- Waterless technology is currently being trialled in bathroom facilities saving up to 20,000 litres of water per day.
- Water conservation posters are displayed back of house as a constant reminder to staff.
- Water conservation messages are displayed throughout the park, public wash rooms and toilets as a reminder to guests.

### Water conservation objectives

Dreamworld's commitment to water efficiency was formalised by the Dreamworld Water Conservation Committee through the development of a water conservation policy, supported by strategies and comprehensive action plans.

This policy reviews current water usage trends to ensure Dreamworld complies with the relevant legislation including 'permanent water conservation measures'. Water conservation initiatives were top of mind during the design stages of all development in the park while new water conservation measures are developed and promoted on an ongoing basis.

### Actual savings achieved from water conservation approach

With a target of reducing the park's total water consumption by 12%, Dreamworld has installed additional water meters around the park and reports monthly on water consumption activities. In addition, Dreamworld's Water Conservation Committee prepares a comprehensive bi-annual report to record, monitor and assess all water efficiency efforts while Dreamworld's Safety Department continues water testing of pools, water rides and lakes to ensure conservation practices do not adversely affect water quality.

Water consumption for Dreamworld was 121.928ML 2005/06, 101.835ML 2006/07 and 96.592ML in 2007/08. A reduction of 20.8%!

### Ongoing water conservation efforts

The Macquarie Leisure Trust (MLT) invested \$56 million into the creation of a brand new water park adjacent to the Dreamworld property, called White Water World. The stand alone park has been the first new theme park on the Gold Coast in 14 years and has grown a new market segment of water park enthusiasts for tourism on the Gold Coast.

The park has also showcased a new generation of world class attractions never before seen in Australia and has incorporated the very latest environmentally friendly technology in water conservation available worldwide. This has resulted in recognition from Environmental Resources Management Australia and also Water Technology International as one of the most water efficient theme parks in the world.

Dreamworld is committed to preserving the region's precious water supplies and will continue to look for new ways to preserve the park's immediate and broader environment.

