Image by The Cove Tasmania

The Cove Tasmania

Overview

The Cove Tasmania is a family-run tourism venture that has evolved from a glamping concept into an award-winning resort.

Situated on farmland settled by the family in 1867 and located just five minutes from Devonport, the business originally focused on cattle grazing before transitioning to tourism. The Cove Tasmania now includes a luxury five-star villa and 12 outdoor accommodations, including cliffside chalets and A-frames.

Objective

The Cove participated in a pilot emissions reduction program with the Tourism Industry Council Tasmania (TICT) and received a comprehensive carbon audit report. The audit identified that the business could do more to influence suppliers of goods and services that contribute to the carbon footprint of The Cove.

Kim also explored the feasibility of recommissioning an abandoned ethanol plant to produce biofuel from potato harvest residues, with a view to reducing costs and creating a local renewable energy source.

Kim Robinson

Managing Director, The Cove Tasmania

"We've been inspired by solutions developed in different sectors we were exposed to during the program."

BALT BUSINESS ACTION LEARNING TASMANIA

brep@businessactionlearningtas.com.au
businessactionlearningtas.com.au/brep

Tasmanian Government

The Business Resource Efficiency Program is funded by, and delivered in partnership with, the Tasmanian Government.

“How do we influence our suppliers to take action to reduce their emissions contribution to our overall footprint?”

The carbon audit reported that laundry services are a key contributor to the carbon footprint of The Cove’s business activities and recommended that Kim evaluate their practices and environmental performance against alternative suppliers. However, the Cove is located in a regional area with limited access to competing suppliers. Kim has developed close relationships with local suppliers and is keen to promote change more broadly in the industry and across the region.

Identify key suppliers

The audit identified the laundry service as a key supplier and a major contributor to environmental impacts of the business.

Start the conversation

Kim contacted her supplier and asked about their environmental management systems, resource usage and emissions.

Monitor performance

Kim will check-in periodically to monitor the practices and environmental performance of the supplier.

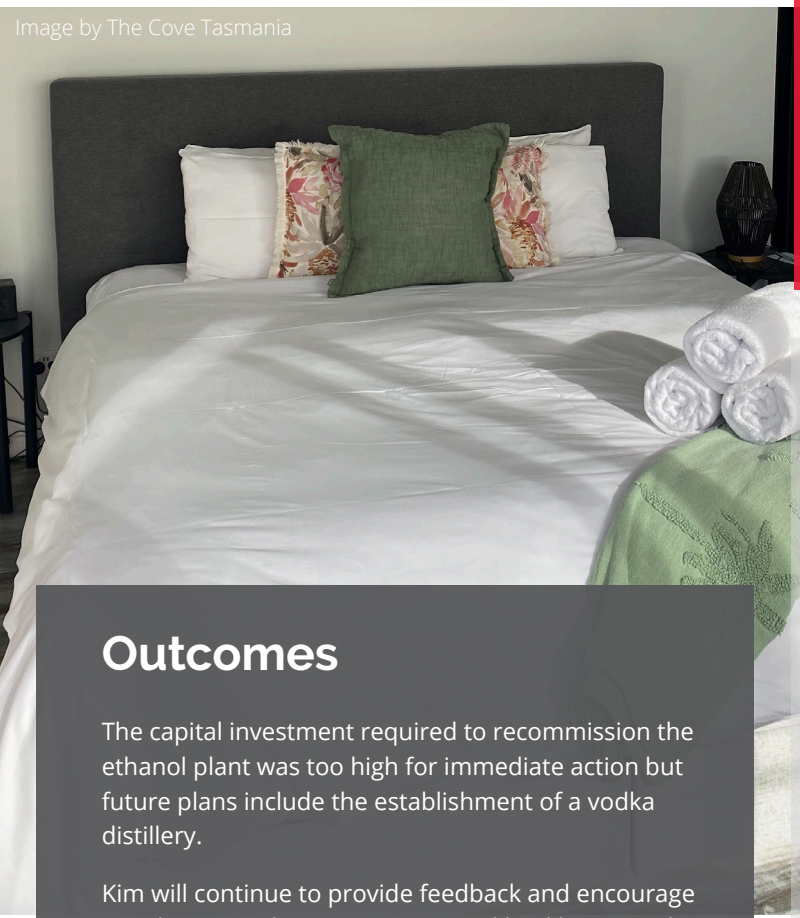

Image by The Cove Tasmania

Outcomes

The capital investment required to recommission the ethanol plant was too high for immediate action but future plans include the establishment of a vodka distillery.

Kim will continue to provide feedback and encourage suppliers to reduce emissions - and lead by example by continuously improving their own operations.

Lessons Learnt

When Kim contacted the laundry to ask about their environmental management systems, resource usage and emissions, they were happy to share information and the strategies they have put in place to reduce water and energy use. They also invited feedback and welcomed the opportunity to work together and see how they could contribute to reducing emissions.

Just by having this conversation, Kim has communicated the value The Cove places on lowering emissions in their supply chain. This creates an incentive for the supplier to continue improving because they understand that purchasing decisions are no longer made on price alone and lower emissions are a competitive advantage.

An added benefit is that this will result in a smaller combined footprint for all businesses in the region that use the laundry service.

Learning into action

What have you learnt from Kim’s experience that you could put into action in your business? Here are three actions you could take right now:

- Call your biggest supplier and find out what they are doing to lower emissions and reduce their environmental impact.
- Check your eligibility for the TICT Emissions Reduction Initiative (available as at March 2024).
- Watch our video Sustainable Supply Chains on our Youtube channel or read related case studies on our website at businessactionlearningtas.com.au.