



Scenic World Shared is Scenic World's philanthropic program which is committed to sustaining the local community and protecting the Blue Mountains for future generations to enjoy. Working alongside partners committed to the sustainable growth of our community, the program builds the capacity of the Blue Mountains; paves the way for future leaders; and preserves the World Heritage-listed environment.

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## CONTACT.

LOUISE WALLACE  
COMMUNICATIONS - STRATEGY & SOCIAL

LOUISEW@SCENICWORLD.COM.AU  
+61 [0] 2 4780 0200

SCENICWORLDSHARED.COM.AU

TOURISM SUPPORTING COMMUNITY.



# FACT SHEET

Scenic World Shared is Scenic World's philanthropic program which is committed to sustaining the local community and protecting the Blue Mountains for future generations to enjoy.

Developed with the input of visitors, staff and community, the Shared program gives back to the vibrant Blue Mountains region which offers so much to our visitors, and shares the benefits of tourism on a broader scale.

Built on a framework for future giving across three key pillars – community, education and environment – Scenic World Shared builds the capacity of the Blue Mountains so we can share our community and environment with everyone, today and tomorrow.

## Our impact

We want to empower our region to thrive, which is why we are investing 3% of Scenic World's profit into diverse partnerships to do good for our community and World Heritage-listed environment. We are also offering sponsorship opportunities for community events to support small projects with big ideas.

## Our partners

We have handpicked partners which share similar values and vision for the future; whose work supports future generations, helps our community to grow in a sustainable way, and preserves our pristine part of the world.

- **Blue Mountains World Heritage Institute** – Our flagship partnership with BMWHI allows us to learn more about our World Heritage-listed backyard and help to preserve its natural beauty.
- **The Foundation for Rural and Regional Renewal** – We are working with FRRR to provide targeted grants that will have a meaningful impact on our community.
- **Western Sydney University** – Our partnership with Western Sydney University supports local youth to take their studies in tourism and environmental science to the next level.
- **Schools Plus & Katoomba High School (KHS)** – Partnering with Schools Plus will help us unlock the potential of students at KHS and support their future development.

Working with partners will allow us to achieve more, and have a lasting impact on the people who form the backbone of our community. Join us on our journey to drive change and give back to the Blue Mountains which we're proud to call home.

Visit [www.scenicworldshared.com.au](http://www.scenicworldshared.com.au) for details.



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## BLUE MOUNTAINS WORLD HERITAGE INSTITUTE

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We have handpicked the [Blue Mountains World Heritage Institute](#) (BMWHI) as the Scenic World Shared Flagship Partner because of the Institute's efforts to conserve our pristine backyard and educate future generations about the natural wonders of the Blue Mountains.

### **About BMWHI**

The Blue Mountains World Heritage Institute is an independent not-for-profit organisation that brings together research, local communities and government agencies to support the conservation and management of the Greater Blue Mountains World Heritage Area.

BMWHI continues to break new ground with world class research that informs conservation policy, and is a leader in nature-based education programs to pass knowledge on to future generations.

### **Our partnership**

We're passionate about preserving our incredible World Heritage-listed environment, and working with BMWHI will allow us to learn more about our pristine backyard and work towards a sustainable future.

We will do this in a number of ways:

- Support capacity building within the Institute by funding a part time marketing & communications position to more effectively promote BMWHI's purpose, projects and outcomes
- Support and fund key BMWHI projects, including:

### Wildlife Monitoring Station

This Natural Heritage Program will develop Wildlife Monitoring Stations at the urban-bush interface in the upper Blue Mountains at a number of sites including Scenic World. Monitoring will be based on camera trapping of wildlife using remotely located motion-activated cameras, as well as a customised smart phone monitoring app. The project will rely on 'citizen science' observations made by visitors and Scenic World staff who will be trained and guided by scientists. This important project will raise awareness about the fragility of our incredible wildlife and facilitate a better understanding of movement patterns to inform local wildlife management and protection programs.



### Archaeological Survey of the Ruined Castle Mining Village

The Blue Mountains was founded on the mining industry, but little is known about the late 19<sup>th</sup> century mining village at the Ruined Castle. This Cultural Heritage Project will facilitate an archaeological survey and digital reconstruction of the seminal village to gain a deeper understanding of local mining history and its social and cultural influence on the region. The project will produce invaluable information for the National Parks and Wildlife Service and the Office of State Heritage, and deliver educational resources to help our local community and visitors better understand this important heritage story.

### Tourism Industry World Heritage Training

This Education Program will develop and deliver a unique environmental training program for the tourism industry to support further learning. Based on the 'train the trainer' model, the program aims to foster a more environmentally aware industry which actively incorporates vital local environment messaging into all Blue Mountains visitor experiences. The educational program will build the capacity of the local tourism industry, enhance the visitor experience, and allow visitors to better understand the local environment and its World Heritage value.

### **Our impact**

Our partnership with the Blue Mountains World Heritage Institute stems from our passion to conserve our World Heritage-listed backyard. The Institute's knowledge and expertise will help us to learn, share, and have a lasting impact on environmental conservation. We also hope to:

- Provide staff with a greater understanding of ecology to share with visitors
- Get involved with conservation projects and share outcomes with visitors to increase awareness
- Develop a more environmentally aware tourism workforce that can add to the visitor experience in the Blue Mountains
- Support new research that may help to conserve the cultural heritage of the Blue Mountains

## FOUNDATION FOR RURAL AND REGIONAL RENEWAL

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We have handpicked the [Foundation for Rural and Regional Renewal](#) (FRRR) as the Scenic World Shared Community Partner because of its commitment to supporting communities and providing much needed resources for projects that improve lives locally.

### About FRRR

The Foundation for Rural and Regional Renewal is a national philanthropic foundation that helps to stimulate and support regional and rural Australia by connecting communities with targeted grants. Working in partnership with philanthropy, government and business, the Foundation helps to fund projects that develop stronger, better connected and more sustainable communities.

### Our partnership

We want to support the Blue Mountains community to thrive in a sustainable way, and we will work with FRRR to provide two targeted grants that will have a meaningful impact:

- **Back to School Vouchers**

The Back to School Vouchers program will help local families in need to buy essential school supplies such as school bags, uniforms, shoes and stationery with one-off gift vouchers. The vouchers will help to equip students with the right equipment, reduce stigma, and ease financial stress for families in need.

Anyone can donate to the [Back to School](#) program, with 100% of donations going directly to this initiative.

- **Small Grants for Rural Communities**

The Small Grants for Rural Communities program helps the numerous grassroots organisations who work tirelessly to support the Blue Mountains community. From local projects, capacity building events, cultural activities and more, the grants help to fund projects that contribute to the vitality of our community.

Submissions for the inaugural grant program open on August 14, closing on September 27, 2017. Visit [scenicworldshared.com.au/opportunities](http://scenicworldshared.com.au/opportunities) for details.



### **Our impact**

We want to share the benefits of tourism to limit disadvantage, support families in need, and help our community leaders access the support they need to deliver vital programs for our community.

Join us on our journey to drive change and give back to the Blue Mountains which we're proud to call home.

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## SCHOOLS PLUS & KATOOMBA HIGH SCHOOL

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We have handpicked [Schools Plus](#) and [Katoomba High School](#) as the Scenic World Shared Education Partners because of their commitment to creating opportunities for students and closing the education gap in Australia.

### **About Schools Plus**

Schools Plus is a national charity that improves education outcomes for students by increasing philanthropic support for their schools. Schools Plus breaks down barriers between schools and donors, making it easier for schools to access funding for activities that make a real difference to students' education.

### **About Katoomba High School**

Katoomba High School (KHS) is a comprehensive secondary school that serves the community of the upper Blue Mountains. KHS teachers are committed to enhancing outcomes for students with a focus on quality teaching and learning practices that increase student engagement, personalise learning experiences and encourage the pursuit of personal and academic excellence.

### **Our partnership**

Our partnership will help to unlock the potential of students at KHS and make a real difference to the lives of young people living in our community.

We will do this in a number of ways:

- Provide funding for a Community Liaison Officer at KHS to increase student wellbeing and strengthen relations between students, parents and school staff
- Develop a mentoring program led by Scenic World staff – many who are former KHS students
- Explore opportunities for post-schooling projects to help students develop local career pathways



Katoomba High School has an enrolment of 730 pupils which includes students from a low socioeconomic background.

We understand the value of education and we want to support young students to shine in the classroom and access the resources they need to reach their goals. We want to share the benefits of tourism to limit disadvantage, support families in need, and nurture today's youth into tomorrow's leaders.

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## WESTERN SYDNEY UNIVERSITY

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We have handpicked [Western Sydney University](#) (WSU) as the Scenic World Shared University Partner because of its core values of diversity and inclusion, and its commitment to unlock the potential of future generations.

### **About Western Sydney University**

Western Sydney University is a world class university covering 10 campuses across Greater Western Sydney. With over 44,000 students and 3,000 staff, it is ranked among the top three percent of universities in the world and has students from over 100 nationalities.

### **Our partnership**

Our partnership with WSU goes hand in hand with our mission to share and grow with our community.

We will launch the Scenic World Scholarship Fund to help ambitious Blue Mountains residents from disadvantaged backgrounds to follow their dream of studying a bachelor's degree in tourism or environmental science.

Awarded annually, the whole-of-degree scholarship will support local students to cover study expenses with \$7,500 of funding for each year of their degree, valued at up to \$30,000 per student. Continuing over four years, the Scenic World Scholarship Fund will ultimately support four local students to complete their studies at WSU.

Scenic World will also offer work experience opportunities where relevant to selected candidates to support their career development in tourism or environmental science.

### **Our impact**

Less than 25% of Blue Mountains residents have a bachelor's degree or higher, and yet there is a great desire to learn, with over 1000 young people from the Blue Mountains enrolled to study at WSU. We want to share the benefits of tourism to limit disadvantage and support the next generation of environmental scientists and tourism specialists who live and work in our own backyard.

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