

Just Coastin' along? Not on your life, says state winner



WINNERS ARE ...

The Coast winners included:

- 2010 State House of the Year – Braeden Constructions
- Display Home \$551,000-\$750,000 – Eco Dream Homes
- Individual Home \$401,000-\$550,000 – Number One Quality Homes Pty Ltd
- Individual Home \$751,000-\$1 million – Ryan Designer Homes

AWESOME: This stunning Cooroy Mountain home has been named House of the Year. It was built by Sunshine Coast firm Braeden Constructions.

A SUNSHINE Coast builder has won the award for the Queensland House of the Year at the Master Builders annual dinner in Brisbane.

Braeden Constructions took out the award at the Sofitel Brisbane last night.

Master Builders regional manager Sunshine Coast Stephen Robinson said the winning home was outstanding.

“It sets an amazing standard for construction,” he said.

“This home is one-of-a-kind.” The stunning pavilion-style

home on Cooroy Mountain also won the Individual Home over \$3 million category.

Mr Robinson said the last time a Sunshine Coast builder won the prestigious award was in 2002.

“In recent years, Coast builders have always achieved excellent

results at the state awards but to achieve the state House of the Year award in an extremely competitive year is a credit to Braeden Constructions and everyone involved in the project.”

The full list of winners is at www.masterbuilders.asn.au

Tourism must go green

By TONY BARTLETT

AUSTRALIA'S tourism industry has been warned its reputation is at risk unless it becomes more sustainable.

As well as painting itself a deeper shade of green, it also has to adopt a higher ethical standard and be more responsible, according to Ecotourism Australia CEO Kym Cheatham.

Ms Cheatham said the industry had to do more to protect its brand and reputation. “Australia relies heavily

Australia's reputation at risk, says ecotourism leader



DRAWCARD: Kangaroos.

on its natural environment, the Great Barrier Reef, Uluru, kangaroos, sunshine and

wide open spaces but we run the risk of failing to deliver on the promises we are making to our international markets,” she said.

Her comments precede the Global Eco Asia Pacific Tourism Conference in Noosa from October 25-28.

Ms Cheatham said adapting to climate change would be high on the agenda.

The UN World Tourism Organisation has identified

climate change as one of the five major threats facing the tourism industry, and Ms Cheatham urged the Australian industry and government to get serious about protecting and promoting the importance of the environment.

“The industry is under enormous strain at the moment, with a range of factors including the high Australian dollar pushing many

operators to the limit,” she said.

“We are going to see a considerable percentage of businesses buckle, just when demand for ecotourism and nature-based experiences is flourishing.

“Our product is not cheap, so it needs to be of the highest quality with the most credible ecotourism credentials. We cannot afford to compromise.”

Ecotourism experiences are growing in Australia at about 20% a year. Ecotourism Australia said the number of ECO-certified products had doubled in the past three years.

Ms Cheatham said the tourism industry must find ways to protect the natural asset that the tourism experience was built on, and provide travellers with guilt-free experiences.

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