

WildNets Sustainability Statement 2026

Adventure with Purpose

Our Commitment

We built WildNets on a simple idea: that a day out in the forest should leave the forest better off, not worse.

Every net, bridge and zipline we have strung through the canopy exists because we wanted people to fall in love with this place, and because we believed tourism could be a genuine force for conservation rather than a cost the environment quietly absorbs.

That belief shapes how we design, how we operate, where our money goes and what we ask of our team. This statement sets out what we do, why we do it, and what it delivered in 2025–26.

How We Make Decisions

Sustainability is not a separate workstream at WildNets. It sits inside every major call we make. Before we commit to a new build, a new product or a new partnership, we test it against four questions:

Does it enhance the visitor experience?

Does it improve environmental outcomes?

Does it respect Birpai cultural values?

Is it economically sustainable?

If the answer to any of them is no, we go back to the drawing board. The natural environment is not separate from the visitor experience here, it is the foundation of it.

Protecting the Forest We Play In

Our infrastructure is designed to sit lightly in the canopy. Working with arborists and ecologists, we use non-invasive, arborist-approved attachment systems that protect tree health and allow trees to keep growing around them.

- **Elevated by design** — our nets, rope courses, bridges and platforms are suspended above the forest floor, reducing soil compaction, protecting root systems and leaving understorey vegetation undisturbed.
- **Monitored, not assumed** — mandatory environmental monitoring during 2025–26 recorded no measurable disruption to the forest ecosystem and no identified damage to trees.
- **Built once, built right** — low-impact design decisions are made up front with specialist advice, rather than retrofitted after the fact.

The result: 100% of the WildNets experience happens above the forest floor.

Backing Wild Koalas

WildNets contributes 50% of our annual profits to Koala Conservation Australia — the team behind the world-renowned Koala Hospital in Port Macquarie and the world’s first Wild Koala Breeding Centre, right next door to us at Guulabaa.

That funding supports habitat protection, wildlife rehabilitation, conservation research, breeding programs and community education aimed at the long-term survival of Australia’s wild koala population.

We also run conservation fundraising directly through the visitor experience. In September 2025, our Jump for Koalas Day sold 260 tickets and raised \$5,550 for the Wild Koala Breeding Centre — turning a great day in the trees into a measurable contribution to koala recovery.

Running a Responsible Business

Sustainability shows up in the unglamorous parts of the business too — what we buy, what we throw away and how we train our people.

- **Paperless by default** — bookings, waivers, inspections, reports, HR and timesheets all run digitally, cutting paper out of the visitor journey and the back office.
- **Recyclable consumables** — inflatables, brochures and wristbands are purchased in recyclable materials, and our procurement approach prioritises reduce, reuse and recycle wherever practical.
- **Waste we don’t own** — WildNets has taken on responsibility for managing waste across all Guulabaa partners, so the precinct has one consistent system rather than four partial ones.
- **Everyone trained** — 100% of our staff completed environmental training in 2025–26, so sustainability principles show up in daily operational decisions, not just policy documents.

Caring for Country

WildNets operates on Birpai Country. We work alongside the Bunyah Aboriginal Land Council, who bring Aboriginal culture, history and custodianship of Country to life across the Guulabaa precinct through the Bunyah Café, the Bunyah Bilbay Cultural Centre and the Guulabaa Cathedral.

Culturally sensitive practice is built into how we plan and operate, and Birpai connection to Country is woven through our interpretation, our staff induction and our ongoing training. Respect for Birpai cultural values is one of the four questions every major decision has to answer.

Sharing What We Know

By putting visitors inside the forest canopy, we turn the environment into a living classroom. Nobody learns about forest ecology faster than someone lying in a net twelve metres up, looking at it.

- **Interpretive signage** — storytelling, archival imagery, artwork and interactive prompts covering Birpai culture and cultural burning, koala conservation and habitat protection, native wildlife and biodiversity, sustainable forestry and carbon storage, and responsible visitor behaviour.
- **School and youth programs** — curriculum-linked sustainability and ecology studies, outdoor learning, resilience and confidence programs, and structured outdoor experiences for at-risk young people.
- **Briefings that do double duty** — environmental messaging is built into every pre-activity briefing, so conservation is part of the safety talk rather than an optional extra.
- **Conservation content** — 39 social media posts in 2025–26, around 30% of everything we published, focused on koala conservation, sustainable tourism and getting kids and families outdoors.

Turning a negative into a talking point

Guulabaa uses waterless pit toilets — sealed, composting-style systems suited to environmentally sensitive forest sites where conventional sewerage is impractical. Visitors told us, plainly, that they weren't fans.

Rather than defend them, we explained them. New signage in each cubicle reframes the toilets as the eco-feature they actually are: live bacteria systems that rely on natural airflow and organic breakdown, each saving more than 250,000 litres of water every year. We still get the odd raised eyebrow — but a genuine friction point has become one of our better conservation conversations.

Strengthening Our Community

Sustainable tourism has to deliver lasting benefits to the community it operates in. Ours does that through local employment, local spend and a precinct that succeeds together.

- **Local jobs and local skills** — we employ locally and invest in training across customer service, adventure safety, first aid, environmental awareness, cultural understanding and operational compliance — building genuine tourism career pathways in the region.
- **A precinct, not a competitor set** — we cross-promote with our Guulabaa partners through social media, website links, visitor referrals and joint products such as the Wild to Wild Adventure Pass, because each partner's success supports all of them.
- **Shared governance** — we championed the development and adoption of a Guulabaa Precinct Strategic Plan built on a quadruple bottom line, aligning tourism, conservation, Aboriginal cultural values and sustainable economic development across all partners.
- **Visitor dispersal** — as one of the region's few major attractions outside the Port Macquarie town centre, we help spread visitation across the destination in line with the Greater Port Macquarie Destination Management Plan.

Adventure for Everyone

Inclusivity is one of our core values, and we treat access as part of our positive impact rather than a compliance exercise.

Our published Accessibility Guide and Inclusion Commitment sets out what visitors can expect before they arrive. Carers of visitors holding a companion card participate free. And our Quiet Canopy sessions offer reduced visitor numbers, lower noise, extra staff support and more time and flexibility — a calmer way into the canopy for anyone who finds crowds and noise overstimulating.

A forest experience that only works for the confident, the able-bodied and the neurotypical isn't much of a public good. We would rather build one that works for more people.

Our Impact in 2025–26

The numbers we hold ourselves to:

What we track	2025–26 result
Visitors welcomed	43,647 — up 5.4% on 2024–25

What we track	2025–26 result
Profits directed to koala conservation	50%
Experience delivered above the forest floor	100%
Disruption to the forest ecosystem	None recorded in environmental monitoring
Staff completing environmental training	100%
Water saved per waterless toilet, per year	More than 250,000 litres
Raised on Jump for Koalas Day	\$5,550 from 260 tickets
Conservation-focused social content	39 posts — 30% of all posts

How We Hold Ourselves Accountable

Good intentions are easy. We back ours with formal systems.

- **Environmental Management Plan** — a controlled document setting out our environmental obligations, monitoring requirements and review cycle.
- **Environmental Policy and Sustainability Framework** — requiring ongoing monitoring, annual review and demonstrable continual improvement in environmental performance.
- **Digital safety and maintenance monitoring** — the ParkUpKeep platform gives us real-time inspection records, maintenance tracking and corrective action management, so asset and environmental issues are caught early.
- **Listening properly** — visitor surveys, a permanent QR-code survey at the Guulabaa Hub, post-visit emails, online reviews and staff feedback all feed into what we change next.

Where We're Heading

We are not finished, and we don't pretend to be. Our priorities from here are to keep sharpening how we measure our impact — particularly waste diversion and local economic contribution — to extend our accessibility program, to keep strengthening precinct-wide governance at Guulabaa, and to carry the same low-impact design principles into everything we build next.

The commitment underneath all of it doesn't change. Every climb, zip and challenge should connect people with nature, create lasting memories, and help protect wild koalas and the forest they depend on.

Talk to Us

We're happy to talk about any of this — with visitors, schools, partners, media or anyone weighing up how tourism and conservation fit together.

WildNets Adventure Park

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