

Guestroom Amenities:

Voyages Indigenous Tourism Australia partners with Health Pak

A STRONG COMMITMENT TO SOCIAL RESPONSIBILITY HAS LED TO PROFITS BEING REINVESTED IN THE INDIGENOUS LAND CORPORATION'S INDIGENOUS TRAINING AND DEVELOPMENT ACROSS AUSTRALIA.

Voyages Indigenous Tourism Australia considers it a privilege to operate in some of Australia's most sensitive ecosystems and culturally significant locations.

This business has a reputation: "Built on the philosophy of supporting the local communities, protecting and enhancing the culture and environment at these locations." They are also "committed to behaving ethically and operating in a sustainable manner that continues to enhance economic, societal and environmental values".

With such strong environmental and social responsibilities, what guest bathroom amenities would fit with the ethos of this astonishing business?

Janneke Leffers is the director of marketing for Voyages and she told us: "Being in such a unique and special location, we wanted a truly special range of hair and body care products for our guests to use as part of their experience. We worked closely with Health Pak to produce a range of products that were then further customised to include unique artwork for each of our larger hotels."

The customised range of guest hair and body care products called Wiru Indigenous Skincare was created and made by Health Pak. The selection of this supplier was based on how they manage social, environmental and ethical impacts of their products and on proven performance and reputation.

Ms Leffers explained: "The ingredients were the key, when Health Pak presented their tender, they had based the formulations for all the products around indigenous botanical ingredients that are found in the local area. All of the hair and body care liquids and soaps are 100 percent biodegradable, paraben free, sustainably sourced, GE free, and have vegetable-based formulations, all of which are hugely important to us and our guests.

"But what really makes Wiru Indigenous Skincare stand out is the local ingredients and the unique way that Health Pak used some of these. For example, the body soap contains a medium coarse ground wattle seed and tea tree leaf, which gives the soap a natural mild exfoliating property as well as an amazing aesthetic. The liquids contain a potent combination of the botanical extracts of quandong (desert peach) and wattle seed."

According to Ms Leffers, the guest amenities collection is based on the differing types of accommodation that they provide, meaning "guests can enjoy everything from a simple conditioning shampoo and body wash, or the whole range of: shampoo, conditioner, body wash, body balm, bath bag infusions, body scrubs and facial cleansers. But they all have the same body soap that everybody just loves".

This sounds like a totally unique collection and an incredible achievement but what do the guests think? "As well as the phenomenal number of guests wanting to buy more product for home use when they check out, we know of a large number of guests who have actually tracked down Health Pak to try and buy it from them too. Guests not only love the botanical ingredients linking in to the local environment, but they love the products themselves. By linking the formulations to the land and the packaging to the hotel specific artwork, Wiru Indigenous Skincare is the perfect memento for our guests." proclaimed Ms Leffers.

The products are showcased depending on the hotel and room type. "The products are either displayed directly on the vanity or on customised display trays that visually link to the artwork on the packaging".

Guests certainly seem to make the most of these amenities, according to Ms Leffers, with the "wattle seed and tea tree soap used by virtually every single guest". The specialty items are also a very popular, like the "body scrub and facial cleanser available at Sails in the desert, both well-used as they are such novelties and not really ever seen at most hotels". ■

