



Travel for good



Sustainable Luxury at Longitude 131°

Essential to a stay at Longitude 131° is a chance to connect with the country's oldest living culture, the Aboriginal Anangu, whose history in the region dates some 60,000 years. Guests at Longitude 131° learn of the Aboriginal stories that relate to the land, and – as part of the lodge's personally guided signature experiences – gain a deeper understanding of the Red Centre and its heritage. The discoveries that spring from hearing sacred legends, tasting new flavours and feeling the spirit of the land create the enduring memories of the timeless landscape.

The broader Baillie Lodges' commitment to sustainable luxury travel is best expressed by the lodges' interactions with their natural environment, the local community and culture. The protection and preservation of each lodge's natural and cultural surroundings is a firm priority. The Baillie Lodges' approach to sustainability is essential to lodge operations both to ensure the well-being of the destinations it operates in and to enhance the guest experience.

Natural Environment

Dynamic environmental management plans for each property embrace advanced and emerging technology and work alongside local organisations including government agencies, national parks and conservation sanctuaries, ensuring all activities are in line with each region's conservation goals.

Local Community

Active engagement with local communities includes establishing supportive supplier relationships with food and drink producers, Indigenous artists and designers as well as supporting local charities, education initiatives, community events and work experience programs.

Culture & Heritage

Baillie Lodges provides guests with a chance to connect with the culture and heritage in which each lodge is located. This encompasses all aspects of the lodge experience, from design to food and drinks and signature guest tours.

People

Baillie Lodges' own team of people is its greatest asset, and the company carries a 'family' style culture with a commitment to the long-term development and wellbeing of every member of its team.



Commitment to the Natural Environment

An energetic and invested approach to best managing the natural environment is essential to the Baillie Lodges guest experience, to the ongoing appeal of the destination and to sustainable business in experiential tourism. A comprehensive Environmental Management Plan is in place at Longitude 131° and steers all strategies relating to the conservation of the desert ecosystem.

Longitude 131° was originally approved under the Commonwealth Environment Protection & Biodiversity Conservation Act and involved extensive consultations with the Central Land Council and Aboriginal Areas Protection Authority. Some of the specific initiatives were:

- Longitude 131° was designed and constructed to minimise its impact on the site and surroundings. If required, the infrastructure could be completely disassembled and removed, and the site resorted to its pre-development state with minimal remediation.
- The site planning included a formal study of cultural maps to confirm there were no sacred Aboriginal sites in the immediate area of the property.
- Recycling is routinely undertaken at Longitude 131°, with separation from general waste of any materials that can feasibly be returned to recycling depots and biodegradable chemicals are used for cleaning.
- Longitude 131° features accredited bathroom and shower fittings to ensure efficient systems for guests to minimise their water usage. Guests are encouraged to opt for towel and linen changes every third day of their stay, potentially saving hundreds of thousands of litres of water each year, as well as minimising detergent use. Luxury Tents feature a generous shower instead of a bath to preserve precious water in the desert environment.
- Longitude 131° uses refillable water bottles for guest use on outdoor adventures, and only biodegradable eco-straws are offered at the lodge.
- Guest amenities (shampoo, conditioner, liquid soap and hand cream) are all presented in guest suites in stylish, refillable vessels, which are refilled as needed as part of the daily housekeeping service.

‘Longitude 131° makes the most of the desert sun. Solar panels on the roof of the Dune House provide guest tents with hot water. We also tap into the Yulara Tjintu (meaning sun) Solar Project – a 1.8MW solar system spread across five separate locations, this showcase for sustainable ecotourism sets a benchmark for other remote tourism operations.’

Ben Lanyon, Lodge Manager

Commitment to Local Community

Baillie Lodges actively engages with the Aboriginal Anangu’s Mutitjulu community located within Uluru-Kata Tjuta National Park. The lodge regularly works with local Indigenous artists to provide work experience and employment opportunities.

At Longitude 131°, the team works with several regional Aboriginal Art Centres, particularly Ernabella in the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands to commission artworks, woven birds and baskets, wooden carvings and traditional spears and more, with the proceeds going directly to the artists and the community.



- In recent years, Longitude 131° has purchased on average \$300,000 worth of artworks each year from regional Indigenous art centres for display on the property and for sale to guests.
- As part of the lodge's longstanding relationship with the Ernabella Arts Centre, Longitude 131° sponsors a ceramist teacher and professional education for the community, with a contribution of \$50,000 per year towards this initiative.
- Longitude 131° hosts regular artists-in-residence programs at the lodge, allowing a rare cultural exchange between guests and Aboriginal artists from Ernabella and other centres.
- Guests have the chance to meet Aboriginal artists with experiences such as the artists-in-residence program and an unforgettable full-day tour to the Ernabella Arts Community.

'Since Baillie Lodges assumed management in November 2013, we've developed a mutually rewarding, multi-faceted partnership with Ernabella Arts Community. It's a wonderful privilege to provide support for the artists and the broader community.'

Hayley Baillie, Founder & Creative Director

Commitment to Culture & Heritage

A key philosophy that underpins the guest experience at Longitude 131° is the connection with the landscape, its culture, heritage and wildlife. It's a sensory experience, a union of sights, scents and tastes that allow guests to fully immerse themselves in the natural and cultural significance of Uluru-Kata Tjuta National Park. All aspects of the lodge from the accommodation to the dining and touring experiences embrace these connections. Some examples include:

- Traditionally each guest tent has been themed to pay homage to the region's early western explorers and pioneers, stoic characters that challenged Australia's vast interior and whose stories are part of the outback's distinctive ethos. From Ernest Giles, the first European to set eyes on Uluru and Kata Tjuta and 'Cattle King' Sir Sidney Kidman, to Aboriginal welfare activist Daisy Bates along with yarn-spinners like Bill Harney, their tales told by the framed artefacts and memorabilia offering insight into a much tougher experience in the outback.
- The Executive Chef aligns the daily changing menus with the Aboriginal seasons of the outback. The best produce from around the country is combined with Indigenous ingredients and 'bush tucker' flavours such as muntrie berries, quandongs, finger limes and Davidson plums to create a unique taste of Australia.
- The Longitude 131° experiences guides undertake a formal accreditation program offered by Uluru-Kata Tjuta National Park in conjunction with Charles Darwin University with content that has been developed by the local Anangu community.
- Guides gain knowledge of the geology and ecology of the region and an introduction to the traditional Anangu Tjukurpa, which is the foundation of the Indigenous community's life and society. These stories are shared on each of the lodge's tours and provide guests with a deeper understanding of the ancient landscape and culture.
- Longitude 131°'s contemporary aesthetic showcases Australian design and a commitment to supporting local artisans complements the vibrant colours and textures of the Aboriginal artworks.
- The Dune House features handmade furniture from Tasmanian design duo Pierre and Charlotte Julien, lounges by Jordan and bar stools by Western Australian wood-worker Nathan Day. Guests relax in bespoke Baillie Beds by AH Beard, occasional chairs by Arthur G and feature lights by Melbourne-based Ross Gardam.



‘The thing I love most about being an experiences guide here in the Red Centre is being able share this beautiful and sacred place with people from all around the world. Not only do I get to take in its beauty every day, but the genuine interest from our guests and their eagerness to hear and learn the stories of the Anangu is inspiring.’

Brogan Mancell, Experiences Guide

Commitment to People

Baillie Lodges recognises its people are its greatest asset and is committed to the long-term development and wellbeing of staff. Baillie Lodges encourages all team members to personally engage in the business and empowers them to take ownership of the delivery of exceptional service.

Baillie Lodges encourages team member development and growth, with its participation in the National Indigenous Training Academy (NITA) trainee apprenticeship program just one example. Team members often transfer between lodges to advance their personal and professional development and enjoy a new destination.

The Longitude 131° team is small and close-knit, attracting hospitality professionals from far and wide to create a remote family. Some of the ways that Baillie Lodges embraces, develops and care for its people include:

- Formal qualifications and prior experience aren't essential when recruiting new staff. If they have the right attitude and an affinity for guest service, team members can get a foothold and build their skills 'on-the-job'.
- Baillie Lodges believes in the opportunity for the broader Australian tourism industry to contribute to training new recruits, recruiting hotel school trainees and offering opportunities for staff development including chef apprenticeships and individual scholarships.
- The Baillie Lodges team is an integral part of the lodge experience and is encouraged to establish a warm rapport with guests. This is one reason the team doesn't wear name badges, as they introduce themselves personally to each guest.
- Baillie Lodges ensures the team is regularly recognised for its dedication, with feedback including shared guest comments and monthly awards for outstanding team members, showcasing team success stories in marketing materials and bonuses on the anniversary of employment.

When Ben and Louise Lanyon took over the management reins at Longitude 131° in 2019, they were already familiar with the Baillie Lodges collection, having managed sister property Southern Ocean Lodge when it first opened in 2008. They embraced life on South Australia's Kangaroo Island for four years before leaving to embark on new adventures back in their home state of Queensland.

Having stayed in touch with the Baillie Lodges 'family', Ben and Lou returned to Southern Ocean Lodge for its 10th birthday celebrations which reignited their love of everything Baillie Lodges. Later that year, when the opportunity arose to re-join the Baillie fold at Longitude 131°, the 'timing was just right.' In 2019, Ben and Lou moved to the Northern Territory with their three boys to begin a new chapter in the outback.

‘Besides the amazing mix of guests we greet from all around the world, we have a pretty special team of staff that are super passionate about where we are and what we do!’

Louise Lanyon, Lodge Manager



Creating Connections

Getting involved in sustainable initiatives at Baillie Lodge is a wonderful way to positively contribute to each lodge's local environment and community, offering a personal connection and lasting memories. Here's how to get involved:

- Before leaving home, acquire as much information as possible about the natural environments on the itinerary: the National Parks, conservation sanctuaries, culture, local standards and values.
- Guests visiting Longitude 131° – and other Baillie Lodges properties – actively support locally owned businesses and other services and thereby have a positive impact.
- Visit traditional artisans and search for locally made products as mementos, helping keep traditional crafts and communities alive.
- Be mindful to always ask first before photographing or videoing the local Indigenous people and be considerate of sacred sites.
- After returning home, consider supporting programs and organisations that are working to protect the welfare, culture and environment and help protect it for future generations.
- Remember to leave only footprints...

