



Newsletter: Issue 2 April 2006

Welcome to the second newsletter of the Northland Sustainable Tourism Charter Project

NSTC Project News

We've had a bit of a break since the first newsletter, but we now aim to have a newsletter out every 2 months, with email updates in-between, to keep you up-to-date on what is happening regionally and nationally in terms of sustainability, tourism, and the Northland Sustainable Tourism Charter project.

New NSTC Staff Member

Most of you will be familiar with myself, (Ria), the Sustainability Assessor. I have now been on the job almost 18 months, with my head down for the last 6 trying get through assessments. This pressure has eased somewhat, and as reports are completed, Action Plans finalised, I am surfacing for air, and taking a look around at how we continue. Firstly, let me welcome our latest addition to the Project, new staff member, Courtney Brown ...



"As Ria's counterpart, I work two days a week, and will be between Paihia & Whangarei, or roaming the region, supporting Members. I am originally from Naples, Florida, U.S.A., but moved to the Bay of Islands three years ago. I have a passion for sustainable living and have found NZ to be a tremendous opportunity to enjoy this way of life both professionally and personally. I live in Opuia with my family, and am developing a Couples Holistic Health Retreat called Keewaydin. In the past, I have worked in the United States and Central America with various organisations, companies, and institutions regarding environmental conservation projects and initiatives. I look forward to meeting you and enhancing our

sustainable Northland". Contact Courtney on 027 435 9667 or email: courtney@enterprisenorthland.co.nz

Project Update

With the welcome presence of an additional new staff member, the Northland Sustainable Tourism Charter Project is entering a new phase. We now have the resources to devote more time to public profiling of the project and our members, generating more awareness among our visitors, and in our communities, of sustainability issues, and what some businesses are doing to lessen their negative impacts and increase their positive ones.

This year we are hoping to work with an additional 30 businesses. We will also be able to offer a much more streamlined assessment process, now that time frames and information resources have been established. In terms of members, we are currently recruiting 3 additional Active Members in the Paihia area, with Beachside Holiday Park the latest member to begin the process. We are limited in the number of businesses we can actively involve, but at this stage *are interested to hear from any businesses who wish to register themselves and commit to the process of improving their business's sustainability performance*; or who simply wish to support the Charter, and be kept up to date with sustainability issues and resources.

The NSTC Project now has seven Committed members, having completed most of their initial Action Plans, and continuing to incorporate sustainability into everyday practice. We have an additional 14 members working their way through Action Plans, with some of these *still* working to get their Action Plan details completed. Two more businesses are in the process of assessment.

Further down the track, plans for this year include a mid year summit for all members, involving a couple of speakers. If you have any ideas on people you would be interested to hear from let us know. We are considering ways in which we can inspire you to come together to network, share experiences, and remain committed in the journey to sustainability. We will also be busy investigating financial sources to continue this project once our Government funding finishes in *December this year*.

Voice from the Chair

Welcome to the first newsletter of 2006....isn't it great that after the tourism industry was challenged to act "sustainable" by the NRC four years ago we've started a journey that ripples right throughout the nation! Be inspired to find out more, join and reap the benefits for both business, environment and your community. As we are embarking on doing our bit, the next challenge will be to continue this project in a sustainable way, delivering community outcomes that were requested from us. Let's now find some sustainable backing for this project! Jeroen Jongejans

Charter Champs

In this part of the newsletter I would like to acknowledge the positive actions that have been brought to our attention recently:

- ✿ I would like to commend **Ancient Kauri Kingdom**, who, although we are *still* trying to finalise the Action Plan, have been in touch with new policies and employment clauses including Charter & sustainability references; questions to & answers from suppliers regarding environmental considerations in a new photocopier purchase; and demonstrating strong team commitment to the process. So congratulations to Alan and his team.
 - ✿ Also, to Linda and team at **Whangarei Museum & Heritage Park**, where we recently held a staff briefing, discussing report findings. Staff raised valid points and ideas, and are bounding ahead, with new recycled content copy paper already on order. Well done!
 - ✿ We visited Rolf & Inge at **Ora Ora Resort** recently, where we presented them with their certificate of *Committed Membership*, after having completed their initial Action Plan in 6 months. We also discussed their plans to install a Wind Generation system that will move them further towards self sufficiency and environmental sustainability. Discussion around the Charter, Ora Ora Resorts participation, and alternative technologies was held with Envirotechnologies Executive Director, Mario Grzanic, and reporter Richard Edmondson from the Northern News, at Rolf's invitation. Keep your eyes out for an article in that paper.
 - ✿ Rolf also recently demonstrated his new cleaning system to me. He & Inge have now almost completely replaced liquid cleaning products in favour of the Enjo Micro Fibre cloth system, and are very pleased with the results, stating that not only do they **save money** on products, but **time** in cleaning also. For more information, or an on-site demonstration ph 0800 36 56 25, or check out the internet for other similar products.
- ✿ *If you have any feedback you would like included here, regarding things you've experienced or trialed, comments from visitors, successes or failures we can learn from please give Ria a call on 09 438 5110, or email ria@enterprisenorthernland.co.nz or Courtney@enterprisenorthernland.co.nz*

National Update

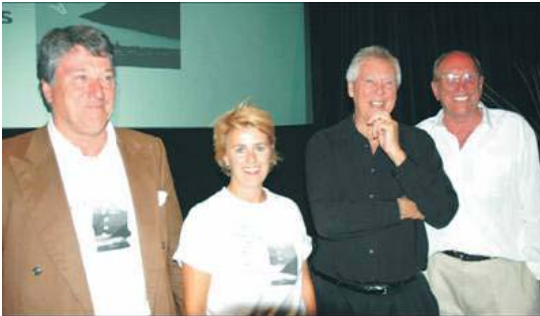
Most of you will be aware that the Charter approach piloted in Northland was rolled out to 5 additional regions last year: Rotorua, Wanaka, Nelson, Southland/Fiordland, and Tauranga. They are all at various stages in their progress. In this regular slot of our newsletter, we will be keeping you updated with their progress.

Rotorua

Rotorua's Charter Foundation was the model on which Northlands Charter Project was founded. The Foundation struggled to achieve action due to limits of funding and resources. The Assessor is now making his way through the 32 original and new Charter members, utilizing the process developed by URS Consultants for Northland. Currently 6 businesses have undergone assessment and are preparing Action Plans.

Wanaka

In Wanaka the Charter sits as part of Sustainable Wanaka, an organisation set up by the community to ensure future development and focus of the community incorporates sustainability of the region. As well as the Sustainable Tourism Project, the group also works on projects around community education and in the construction industry. The organisation recently had an official launch to the community, attracting over 200 people. Draw cards were Bob Harvey, Mayor of Waitakere speaking on building a sustainable community and the Mayor of Queenstown Lakes District, Clive Geddes on his personal vision for the future of the region. A plastic-bag free campaign was also launched and attendees were given reusable shopping bags to take home. The Charter project currently has 23 members. A major strength of the project in this region is the close proximity of all members, making workshops and events easy to deliver.



Sustainable Wanaka chair John Beattie, and general manager Megan Williams With Waitakere mayor Bob Harvey and QLDC mayor Clive Geddes at the launch of Sustainable Wanaka



Attendees added to an ideas tree of things that they do sustainability and other ideas for the future.

Nelson

Nelson recently hosted Damien O'Connor, Minister of Tourism, at a function celebrating the efforts of 11 pilot businesses in implementing Sustainable Business Practices, as the culmination of the Projects first phase. The Minister was quoted as saying "Implementing sustainable business practices are in the interest of all tourism businesses if we are to deliver a truly world class tourism experience into the future".

Southland/Fiordland

This region has selected the businesses to taken part in the pilot phase. The selection includes a range of types, sizes and locations. One of the challenges for this region is the size of the area it covers.

Tauranga – Bay of Plenty

This region is in the process of employing a coordinator/assessor.

Tips & Info

Good Visitors – Are We Letting Ourselves Down?

So asked a recent article in Inside Tourism (*Issue would have conserved water if they had realised the 586, March 24th, 2006*). The article was based on need or had been asked to.”

survey conducted in Kaikoura and Rotorua, looking at visitor behaviour, and found that “respondents felt they should recycle while on holiday here – although only 55 percent actually did. Qualitative responses show that overwhelmingly it is the presence of facilities which both influence and constrain this behaviour.

“Many of those who have been unable to recycle state they would if they could, and express concern and disappointment at being unable to practice this behaviour.

“Almost 73 percent of respondents feel they should practice water conservation whilst here and 68.6 do so. Constraints were due to a lack of awareness, a perception that there was no need and being encouraged by facilities to waste water, such as big spa baths, no dual flush toilets and leaky taps. Several respondents expressed the opinion that they

In conclusion the article states that having successfully attracted our target visitors, “New Zealand has to ensure that it meets them half way and provide facilities and information which supports, signposts and explains responsible behaviour. Better recycling facilities should be ensured for tourists in accommodation such as backpackers, campgrounds and motel units. For higher end accommodation, while it might be unreasonable to expect such tourists to do the recycling themselves, they could be made aware that if they leave recyclable material out, it will be done for them. The provision of recycling facilities could have the added advantage of increasing visitor satisfaction, with visitors being able to practice their routine behaviors from home and being reassured that New Zealand is genuinely clean and green.”

Reassuring to know we are answering the call of our market, as we take care of our environment!

Your Website & Listings



I recently sent out an email to some of you in response to requests and an apparent need for information that can be posted on your website about the Charter. There are a few versions to choose from depending on how much explanation you wish to include, and I have included them as an attachment. I encourage you to add your own experiences with the project to this, including initiatives now in place. I also encourage you to add a tag line of your membership on your listing on the Northland NZ website, and anywhere else. So long as you include your membership status (i.e., Friend, Active, or Committed) you are free to promote it in any of your advertising, and I strongly encourage you to do so. There are travelers out there who are genuinely looking for products aligned with sustainability.

The NSTC Project Website can be linked to, visit:

www.enterprisenorthland.co.nz/projects/activate/sustainable_tourism_project.htm

Low-sulphur Diesel

You are probably aware that from September last year diesel supplies have contained lowered sulphur levels. This is good news, as lower sulphur content will mean fewer harmful emissions from diesel vehicles and will facilitate the importation of the latest clean diesel vehicles featuring advanced emissions control technologies. However, a warning to those that are driving pre-1996 diesel engines,

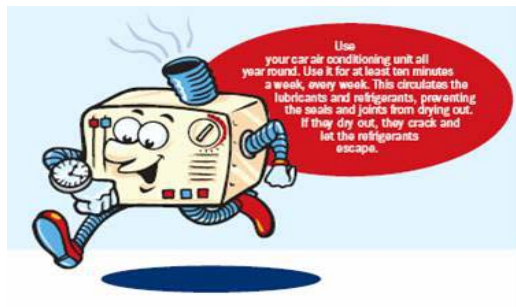
particularly Japanese imports. This diesel is starting to cause leaky seals. To prevent this consider having the injection pump overhauled before it leaks, check for signs of a seal failure and have seals replaced if a failure occurs, and establish or maintain a routine maintenance program. For more information visit: www.consumer.org.nz or www.med.govt.nz/ers/oil_pet/lower-sulphur-diesel

One Stop Shop

Courtney and I recently visited Mario Grznic at his Envirotechnologies office in Kerikeri. He is a wealth of knowledge and inspiration. I strongly recommend having a word to him before you embark on *any* building projects, as he has all the latest information on materials and products, from sisal floorings, to solar water heating, to energy producing waste water systems. His focus is to help people utilise resources in the most sustainable way, and he

stresses this does not necessarily mean higher building costs. Mario is working with several North Island Councils to implement more efficient and sustainable systems, such as waste water and street lighting systems. He is also designing his own technological solutions which he hopes to manufacture in Northland. For free consultation call him on: 09 401 7356, or free phone 0800 800 09

Air Conditioning Maintenance



Use your car air conditioning unit all year round. Use it for at least 10 minutes a week, every week. This circulates the lubricants and refrigerants, preventing the seals and joints drying out. If they dry out, they crack and the refrigerants escape.

For more information on refrigerants and air conditioning visit:

www.climatechange.govt.nz/resources/info-sheets/refrigerants/refrigerants-jun01.pdf

Biodegradable Plastics – It Can Be Done

If you have to use disposable plastic products, or have involvement in events where they are to be used, consider the biodegradable option. The recent HSBC Round the Bays event in Auckland supplied 100,000 cups made from a new, sustainable plastic



derived from the natural sugars found in corn. The material, called Poly Lactic Acid (PLA), is both biodegradable and compostable, and is derived entirely from annually renewable resources. Under

appropriate heat and moisture conditions, PLA decomposes to water, carbon dioxide and biomass within 45 days. Not only is PLA biodegradable and compostable, it uses approximately 50% less fossil fuel in manufacture, with 40% less emissions of greenhouse gases. There are a wide range of these products available, including plastic bags.

The cups were supplied by New Zealand plastics manufacturer Vertex Pacific, ph 09 415 5170, or visit www.vertex-pacific.co.nz. Other contacts for similar products are: Eden Green NZ: <http://www.edengreennz.com/CornstarchStore.html>; Kiwi Green: <http://www.elldex.com/packaging/kiwigreen.asp>; or Eco-Grow Bioproducts: <http://www.eco-grow.co.nz/bioproducs.php>

Battery-less Torches

These torches use the Faraday Principle of Electromagnetic Energy, which states that if an electric conductor, like copper wire, is moved through a magnetic field, electric current will be generated and flow into the conductor, thus eliminating the need for replacement bulbs and batteries. By shaking the torch back and forth for The torches come in 2 sizes small (17.5cm) and medium (20cm), and are priced at \$22 for the pair. Separately they are \$10 for the small one

15-30 seconds, enough electricity is generated to light the LED bulb for up to five minutes of continuous light. The torch uses a super bright blue LED light that is highly visible, allowing you to see exactly what you need to see, when you need to see it. In addition they float and are weather and water proof.

and \$15 for the larger model (GST inclusive). Contact Andre from A to Z Diving: ph 09 408 7077 or email: andre@atozdiving.co.nz

Up & Coming Events

Energy Efficiency & Climate Change Workshops

2 free workshops offering information to small and medium businesses organised by Landcare Research will feature updates on the Government's climate change policy work, and tips on easy, practical steps businesses can take to save money, save energy, and reduce greenhouse gas emissions. Workshops run for 1 ½ hours plus lunch.

1. **When:** 10:30am, 18th May 2006

Where: The Gallery Room, Manukau City Council, Civic Building, 31-33 Wiri Station Road

2. **When:** 10:30am, 19th May 2006

Where: The Bruce Mason Centre, Cnr Hurstmere Rd & The Promenade, Takapuna

To register interest contact Tamsin Rees, Landcare Research, ph 03 325 6701 ext 2303, or email: reest@landcareresearch.co.nz

Ecotourism Conference

Tai Poutini Polytechnic is hosting a conference on Ecotourism in New Zealand. Conference objectives include providing a forum for established operators to share, discuss and debate best practice, examining how to create additional value from Ecotourism without adding

cost, examining the status of Ecotourism in New Zealand and planning for the future, and understanding relationships between Ecotourism, Heritage Tourism, Cultural Tourism and Creative Tourism.

When: 9 – 11 August 2006

Where: Shantytown Greymouth

Contact: Sarah Caseley, Conference Manager, ph 03 769 9652, or email: sarahcy@tto.ac.nz



It's happening again, from 14th – 30th September 2006

How you can become involved:

- **Communicate!** Talk with other operators and businesses and get together to create an attraction or event that will entice people to visit your area.
- **Be creative!** Anything goes, as long as it's kauri!
- **Talk with your local tourism / business association** or community group about what your business or area can do to celebrate kauri during September.
- **Complete an event listings form.** Fill in the attached event listing form and return it with full details to info@northlandnz.com

"I was so happy to be a sustainable tourism operator while my guests from NY visited for 10 days. They were so impressed by the structure of the building, the recycling and the use of products within the house, solar heating and other environmental aspects. They said that it was refreshing and that they would go home and try some of these methods and practices also. But in terms of business they are going home to tell their friends what an intoxicating experience they had in NZ, the air, the water, the food and the people"

Bershka Julien, Opua House