



31 March 2006

# Sustainable Charter Bulletin

## Kia Ora

Thank you for your ongoing membership of the Rotorua Sustainable Tourism Charter. We would like to take this opportunity to update you on activities of the Charter Board, Charter marketing activities and how members are progressing through the assessment process.

First of all welcome to new Charter members who have signed up this year: Whakarewarewa – The Thermal Village, Kawerau Jet, Paradise Valley Ventures, Treks Backpackers, Rotorua Regional Airport and Tourism Rotorua Travel & Information Centre.

Following the Charter members meeting in February the newly appointed Charter Board met on March 13<sup>th</sup> to elect Board members to the various Board roles and to consider projects the Board will participate in over the next few months.

The marketing benefits of being a Charter member are being stepped up with several initiatives already underway, some in progress and others planned for later in the year.

Eldad has made contact with all Charter members and either got them started on the assessment process or made plans to commence the process over the next couple of months.

If you would like to discuss the Rotorua Sustainable Tourism Charter activities and member obligations, please feel to contact either one of us.

Kind regards

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## from the board

There were 13 people (representing nine Charter member businesses) in attendance at the Charter Members meeting held at Skyline Skyrides on February 23<sup>rd</sup>. New Board members elected were: Harvey James (Chair), Justin Hutton (Deputy Chair), Don Gunn (Treasurer and DRTM representative), Gina George (Secretary), Neville Nicholson (RTAB representative), Renee Nathan (MiTR representative), Sharon Flood (TMT representative), Francois Barton (MfE representative), Adam Hughes and Pam McGrath.

Along with setting the strategic direction of the Charter group the role of the Charter Board is to act as a lobby group and to facilitate co-operation among the Charter members. Over the next few months the Board will be involved in co-ordinating submissions to the Rotorua District Council Annual Plan for increased sustainability in the Rotorua region and planning a members networking function at a Charter member business to demonstrate the path towards sustainability that has been taken.

Board meetings are typically held every three months. Members are welcome to attend Board meetings, or alternatively if you have any issues you want raised please feel free to pass those details to any one of the Board members.

## sustainableNZ.com website

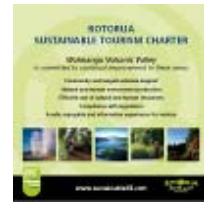
The website serves a dual role where the home page is targeted at visitors desiring to participate in a sustainable visit – driving them to choose Charter member businesses over other tourism operators. Supporting pages provide credibility to being a member by explaining the Charter philosophy and member obligations.



Check out your listing on the [www.sustainableNZ.com](http://www.sustainableNZ.com) website. **If you would like to alter your Charter listing, please submit new material to [gina@rotoruaNZ.com](mailto:gina@rotoruaNZ.com).** Keep in mind there is sufficient space for each operator to have a profile of approximately one paragraph – lengthy submissions will be edited.

## charter member plaques

Charter members now have a stylish new membership plaque to display at their business. The plaques are printed on 'ready to hang' block mounted stretched canvas (no framing required). Gone are the 16 foundation clauses, instead replaced with five simplified clauses.



The first 24 Charter member plaques are now complete and will be distributed over the next couple of weeks. For new members and those that have only recently confirmed their ongoing membership your plaques are due for delivery in 3-4 weeks.

A brochure explaining how visitors can participate in a sustainable visit is being developed and is intended to be distributed from the i-SITE counter and from a brochure rack on display alongside your Charter member plaque. Hence once a visitor is drawn to the plaque they can learn how to be part of the chain towards achieving sustainability for Rotorua as a visitor destination.

### charter member logos

Charter member businesses are identified in the i-SITE and on the rotoruaNZ.com website by the presence of the Charter member logo on your i-SITE brochure racks and rotoruaNZ.com operator listing.



To provide visitors with an understanding of what the Charter is, the logo on rotoruaNZ.com operator listings is linked through to the Charter website and in the i-SITE a 2mx850mm poster will shortly be on display to give meaning to the Charter logos displayed on your brochure racks.

### charter branded car

APR Consultants kindly offered to brand their hybrid powered company car with the Charter branding so we put them to the test to see just how committed they were – and committed they are, almost every surface of the car is branded!



Five Charter members have paid APR a fee to have their logos on the vehicle for three years. The car will be on display in front of the Convention Centre throughout most of each day during the week 3-7 April - so come on by to check the car out and keep your eyes peeled for it around town.

### assessor's report

There are now 32 Charter members of which:

- One has completed the assessment process and committed to actions through a Statement of Intent (SOI)
- One has received a final Assessment Report and is choosing actions to be included in their Statement of Intent
- Five are reviewing their draft Assessment Report
- One has completed their Preliminary Sustainability Assessment and have scheduled a site visit for mid-April
- Nineteen are working on their Preliminary Sustainability Assessment
- Four have asked to delay the assessment process for later in the year
- One is assessing their continual participation in the Charter

The Charter's funding was provided to us on the basis that all existing Charter members are to be assessed and committed to actions in their SOIs by October 2006. As this report shows, we are on the way to achieving this, but still have a way to go. Our success in achieving the funding target depends largely on the ability of Charter members to expeditiously respond to the various stages of the assessment process.

### district news article

An article about the Charter was submitted and accepted for the District News (a supplement that went into the Daily Post and Rotorua Review during February). The article was pitched at generating awareness of the Charter philosophy and driving Rotorua residents to embrace Rotorua as a sustainable visitor destination by choosing Charter member businesses when hosting friends and relatives around Rotorua.



### marketing in progress

Adjacent is a rough mock up of what the 2mx850mm i-SITE poster described above will look like. Similar copy and text will be used for advertisements to be placed in the Rotorua Product Directory, Conference Planner and Visitor Guide, so that if you choose to include the Charter logo on your advertisement in those publications, readers will have a greater understanding of what the Charter means and how they can participate in a sustainable visit.

Also under development is a Charter product update sheet for use as a staff training tool for i-SITE staff and also for use by your own staff.



[www.sustainableNZ.com](http://www.sustainableNZ.com)