

# ROTORUA SUSTAINABLE CHARTER RULES

December 2010

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## 1. INTRODUCTION

The October 2010 Annual General Meeting ratified a proposal to establish an umbrella entity named Rotorua Sustainable Charter which will have the following three sub-streams:

1. Rotorua Sustainable Tourism Charter
2. Rotorua Sustainable Business Charter
3. Rotorua Sustainable Community Charter

This document sets out the rules for the Rotorua Sustainable Charter (Charter) and its three sub-streams.

## 2. CHARTER VISION

**Create a sustainable destination through commitment to continual improvement in actions that protect and enhance natural and physical environments.**

Explanation:

The word “environments” in the Rotorua Sustainable Charter (Charter) vision has a wide definition and includes all ecosystems, human elements and communities. The reference to “continual improvement” is important. The philosophy behind the charter is that some improvement is better than no improvement at all. As long as commercial and non-commercial entities in Rotorua are moving towards sustainability, Rotorua as a destination is moving in the right direction. Therefore, the charter’s vision links to the Charter Foundation through the philosophy of continual improvement. A charter member is bound to show continual improvements, no matter how small, towards the goal of being a socially, culturally and environmentally sustainable organisation.

### 3. CHARTER LOGOS

There are four logos associated with the Charter, one of which already exists (i.e. the Rotorua Sustainable Tourism Charter logo) and three others in the process of being designed.

The Charter related logos are as follows:

**Rotorua Sustainable Charter logo:**

Logo being developed as at December 2010

**Rotorua Sustainable Tourism Charter logo:**



**Rotorua Sustainable Business Charter logo:**

Logo being developed as at December 2010

**Rotorua Sustainable Community Charter logo:**

Logo being developed as at December 2010

## **4. The Charter Foundation**

The following Charter Foundation articulates the Charter's foundation values. Signatories to the Charter are expected to support the Charter Foundation through specific actions that enhance their social, cultural and environmental performance. Through its membership in the Charter a member is committed to:

1. Promote a safe, enjoyable and rewarding experience for all customers/clients.
2. Ensure businesses are supported by the Rotorua community and tangata whenua.
3. Protect and enhance all natural and human environments.
4. Promote efficient use of all natural and human resources.
5. Ensure compliance with all legislation.

## **5. THE CHARTER COMMITTEE**

### **Mission:**

To support local businesses in achieving continual improvement through education, recognition of achievements, mentoring, promotion of Charter brand awareness and reviewing the Charter's progress toward a sustainable destination.

The Charter Committee's structure and role are defined in sections 13 and 14 of the Charter Constitution. Following are the Charter Committee's more specific roles and responsibilities:

- The Charter Committee will organise at least two Sustainability In Action events hosted by various members and at which the host member and invited speakers will present information of general interest around sustainable practices.
- The Charter Committee will publish a newsletter to all charter members to report on its activities and provide information of interest to the members.
- The Charter Committee will engage a Sustainability Assessor who will have the responsibility of completing the sustainability assessment process and assisting members achieve higher levels of social, cultural and environmental sustainability.
- The Charter Committee will ensure the Charter website is updated regularly.
- The Charter Committee will take a pro-active approach to publicizing the existence and achievements of the Charter through local, regional, national and international media.
- The Charter Committee will pursue links with other organisations interested in sustainability in order to work in a co-operative manner. Members of these organisations may be invited to meetings as non-voting advisors and observers.
- The Charter Committee will co-ordinate the production of marketing materials for the use of members, and investigate new applications of the Charter brand.
- The Charter Committee will undertake or support research activities that promote sustainable practice and/or the effective promotion of same.
- The Charter Committee will be responsible for ensuring that the essential criterion for membership – the commitment to ongoing improvement – has been met by all signatories.

## **6. BECOMING A MEMBER**

The only criteria required for becoming a member in one of the three Charter sub-streams (i.e. Tourism, Business and Community) is that members have to be legal entities.

## **7. MEMBERSHIP OBLIGATIONS**

There are five key actions a business/organization needs to complete to become a member in one of the three Charter sub-streams (i.e. Tourism, Business and Community). These are:

1. Pay the membership subscription
2. Complete a Preliminary Sustainability Assessment (PSA)
3. Receive a site visit from the Sustainability Assessor
4. Receive an Assessment Report
5. Record implemented actions in an annual Statement of Action (SOA)

### Pay a membership fee

The membership subscription is scaled based on the number of Full Time Equivalent (FTE) employees/staff within the organisation as follows:

- \$200 plus GST for organisations with 1-10 FTEs
- \$400 plus GST for organisations with 11-20 FTEs
- \$600 plus GST for organisations with 21+ FTEs

### Complete a Preliminary Sustainability Assessment (PSA)

The Preliminary Sustainability Assessment (PSA) is tick box high level assessment which the organisation completes before the site visit. Its purpose is to obtain an overview of sustainability issues that apply to an organisation.

### Receive a site visit from the Sustainability Assessor

A site visit is set at a date and time convenient to the organisation. The purpose of the site visit is for the Assessor to get an in-depth look at the organisation and its operations and to identify further sustainability risks and opportunities to those identified through the PSA.

### Receive an Assessment Report

Following the site visit the Assessor prepares an Assessment Report. The purpose of this report is to provide the organisation with a long term sustainability plan. The report lists actions that have already been implemented by the organisation and recommended actions the organisation can consider for implementation in future.

The assessment fee is on a user pays basis charged at an hourly rate set by the Charter Committee and covers the Assessor's time for completing a site visit and preparing an assessment report. Members are required to have the Assessor undertake a site visit and prepare an assessment report when first becoming a member and then at least once every five years thereafter. The Assessor will also undertake a Statement of Action audit on a user pays basis as required. An estimate of the cost of these activities is supplied by the Assessor upon request before work is commenced. Members are expected to complete the PSA and site visit within three months of becoming a member.

### Record implemented actions in an annual Statement of Action (SOA)

A SOA is an informal process whereby the Charter member sends an email or reports by phone on any sustainability actions implemented by the organisation during the previous twelve months. SOAs are audited by the Assessor from time to time as required.

## **8. CONDITION OF MEMBERSHIP**

The Charter Committee is responsible for ensuring that the essential criterion for membership – the commitment to ongoing improvement – has been met by all members. The process for revoking membership is outlined in section 9 of the constitution. Following are specific instances when membership will be revoked:

- Non-payment of fees.
- Not completing a sustainability assessment at least once every five years.
- Not submitting an annual Statement of Action (SOA).
- Not agreeing to undertake a SOA audit when requested by the Assessor.
- Clear failure to follow environmental legislation or related unprofessional conduct, constituting a threat to the integrity of the membership.

The rules for reinstating membership are outlined in section 10 of the constitution.

## **9. ONGOING SUPPORT**

Ongoing support is an important element of the Charter. The Assessor has the key role of providing ongoing support in the area of sustainable practices. Charter members and interested parties are encouraged to seek advice on sustainability issues from the Charter Assessor. Where the Assessor is asked to provide a significant level of support which results in more than three hours work for the Assessor, the member asking for this support will be charged at an hourly rate set by the Charter Committee.

## **10. MARKETING**

Each of the Charter's three sub-streams will be marketed by the Charter Committee to raise their profile at a destination, national and in some cases international level. Following are specific marketing support received by members from each of the three Charter sub-streams.

### ***10.1 Rotorua Sustainable Tourism Charter***

Marketing support is available to Tourism Charter members in the form of destination marketing activity. All Tourism Charter members have the opportunity to participate in destination marketing initiatives that target visitors seeking to participate in sustainable tourism activity. Other marketing support provided to Charter members include:

#### **10.1.1 Tourism Charter website ([www.sustainableNZ.com](http://www.sustainableNZ.com))**

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

#### **10.1.2 Membership Plaque**

Tourism Charter members are provided with a Tourism Charter membership plaque.

#### **10.1.3 Sustainable Visit brochures**

Tourism Charter members are provided with Sustainable Visit brochures. The Sustainable Visit brochure embraces visitors into the sustainability chain by suggesting actions they can take to make their visit more sustainable. Brochures are printed on recycled stock using vegetable based inks and it is anticipated that visitors will read the brochure and replace it in the rack, or pass it onto other interested parties. Brochures are available from Tourism Charter member businesses, Rotorua i-SITE, Tourism Marketing, [sustainableNZ.com](http://sustainableNZ.com) and [rotoruaNZ.com](http://rotoruaNZ.com)

#### **10.1.4 Tourism Charter Logo**

The Tourism Charter logo is displayed on [rotoruaNZ.com](http://rotoruaNZ.com) operator listings and in their operator listings in Destination Rotorua Tourism Marketing collateral. The Tourism Charter member logo is available to member businesses to use in their own marketing material.

#### 10.1.5 i-Site poster

A 2000x850mm poster is on display in the Rotorua i-SITE brochure rack area. The poster invites visitors to play a part in making Rotorua a sustainable destination through the actions they take and suggests they look for operators identified in the brochure racks as being members of the Tourism Charter.

#### 10.1.6 Tourism Charter branded customer recycling centres

A four bin Tourism Charter branded customer recycling unit is placed in the i-SITE café. The unit not only provides a sustainable option for waste management for visitors but also suggests visitors seek out Tourism Charter member businesses. Three Tourism Charter branded customer recycling units are also in Events & Venues Rotorua venues.

#### 10.1.7 Advertisements in Rotorua destination guides

Advertisements have been placed in Rotorua destination guides (i.e. Destination Rotorua Tourism Marketing collateral). The advertisements invite visitors to play a part in making Rotorua a sustainable destination by choosing those operators that have committed to sustainable business practices.

#### 10.1.8 In Essence publication

Tourism Charter businesses are profiled in the In Essence publication, a six monthly media and trade publication profiling new and upgraded Rotorua product. Businesses are identified as members by the inclusion of the Tourism Charter logo alongside their contact details.

#### 10.1.9 Popup Banner

A 2000x850mm popup banner has been produced for the Tourism Charter group for use at trade and consumer shows. All member businesses are welcome to borrow the banner for occasions where the Tourism Charter will receive favourable exposure to interested parties.

### **10.2 Rotorua Sustainable Business Charter**

As at December 2010, marketing activities for the Business Charter are yet to be determined

### **10.3 Rotorua Sustainable Community Charter**

As at December 2010, marketing activities for the Community Charter are yet to be determined