



Destination Queenstown
**Queenstown Connect – Implementing the
TIA Sustainability Commitment**

Thursday, September 19, 2019

Katie Obermoser – HR & Administration Manager

The TIA Sustainability Commitment



What

The Tourism Sustainability Commitment aims to ensure economic, environmental and social sustainability becomes a genuine ethical underpinning of our industry.

Developed by industry for industry, it establishes 8 industry-level sustainability Goals and 14 Commitments that individual businesses can achieve to help the industry reach the Goals.

"Sustainability has to be a word, concept and a set of actions that are a part of every tourism business in New Zealand."

Grant Webster, TIA Chair and *thi* Chief Executive

Who

Any New Zealand tourism business or organisation can sign up to the Commitment. There is also an opportunity for organisations and businesses outside tourism to come on board as endorsers.

We want every tourism business in New Zealand to commit to operating sustainably by 2025. The greater the buy-in, the more powerful it will be.



4 Elements & 8 Industry Goals

Achieving Economic Sustainability

- Goal 1: \$41 billion total annual tourism revenue by 2025
- Goal 2: Tourism businesses are experiencing sustainable growth through ongoing profitability, innovation, quality improvement and investment

Achieving Visitor Sustainability

- Goal 3: International and domestic visitors' experience of NZ overwhelmingly meets or exceeds expectations.
- Goal 4: Tourism businesses actively engage with their visitors to ensure that the visitor experience is enhanced and adverse impacts are reduced.

Achieving Sustainable Host Communities

- Goal 5: New Zealanders are happy with the level of tourism activity and support growth
- Goal 6: Tourism businesses are desirable and responsible employers and leaders in engaging and supporting vibrant communities

Achieving Environmentally Sustainable Tourism

- Goal 7: Tourism businesses actively support and champion ecological restoration initiatives
- Goal 8: Tourism businesses are measuring, managing and minimising their environmental footprint.



The 14 Commitments

ECONOMIC

- 1 Focus on long term financial performance.
- 2 Invest capital to grow, and/or to improve quality and productivity.
- 3 Innovate and have effective strategies to mitigate the effects of seasonality.

VISITOR

- 4 Undertake customer satisfaction monitoring, evaluation and reporting.
- 5 Innovate to improve or upgrade our offering to enhance visitor experience.
- 6 Educate visitors about New Zealand's cultural and behavioural expectations.

HOST COMMUNITY

- 7 Pay a fair wage to all staff.
- 8 Support our workforce to flourish and succeed.
- 9 Actively engage with the communities in which we operate.
- 10 Have socially and environmentally sustainable supply chains.

ENVIRONMENT

- 11 Contribute to ecological restoration initiatives.
- 12 Have carbon reduction programmes towards carbon neutrality.
- 13 Have waste reduction and management programmes.
- 14 Engage with our visitors and communities on the importance of restoring, protecting and enhancing New Zealand's natural environment.





Sustainability Policy and Plan

June 2019

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DQ Sustainability Handbook

This handbook is the go-to manual for all things Sustainable for Destination Queenstown.
This document should be updated when procedures change and when new activity is introduced.

Author: Katie Obermoser

Step 1. Getting Buy-In

- Talk to your team
- Brainstorm ideas
- Get agreement to commit together

Step 2: Set up a Committee

Agenda Items of first session

Defining the committees purpose

- *'To drive and manage DQ's sustainability efforts by implementing initiatives that focus on the environmental, cultural, ethical, social and economic dimensions of operating.'*

Sustainability Committee Goals

- To apply sustainability principles to the operation of our office
- To apply the New Zealand Tourism Sustainability Commitment to our Organisation
- To support the Tiaki promise
- To encourage DQ members to embrace the commitment and promise (education)

Starting to set goals

- Which if the 14 commitments can DQ as an organisation implement and what would actions look like?



Applying the Commitments

TIA Resources

- Dedicated website – Business Ideas

<https://tia.org.nz/assets/Uploads/bf69d527af/Sustainable-Business-Ideas-Feb-2019-Final.pdf>

- Tourism Sustainability advocate – Megan Williams

megan.Williams@tia.org.nz

- Regular newsletters Social media community

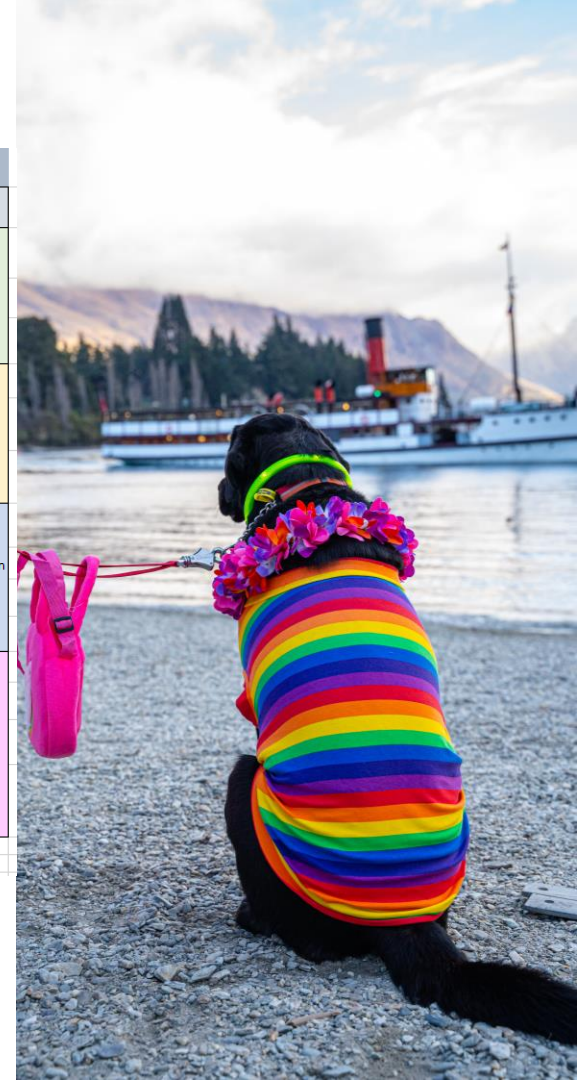
DQ Sustainability Implementation Plan

Priority	Status	Action	Commitment #	Comment
		Active - the action is already in place in the organisation		
		Included in office policy		
		Not applicable		
1	complete	Laptop replacement		2 All laptops replaced
1	complete	Complaints		4 Complaints process is finalised through HR Manager
1	complete	Annual Pay review		7 Underway for FY19
1	complete	Ergonomic desk testing and supply of suitable office equipment		8 Completed 2019
1	complete	EAP Services		8
1	ongoing	Engagement Survey		8 Completed for 2019
1	ongoing	Business Plan consultation		9 Consult with your host community to obtain their views and feedback on the things you are planning or doing that may impact your community
1	ongoing	Engage with members through hosted events		9 Involve the community to make them active contributors to the things you are doing and let them know where you need their contribution, support, or agreement
1	ongoing	Engage with members via news letter		9 Inform your community about what you doing and why Consult with your host community to obtain their views and feedback on the things you are planning or doing that may impact your community
1	ongoing	Get involved in local government - have a say on district and regional plans or council politics		9 Involve the community to make them active contributors to the things you are doing and let them know where you need their contribution, support, or agreement
1	ongoing	Member surveys		9 Read - liaise with Jess.
1	ongoing	Team Days		9 Consult with your host community to obtain their views and feedback on the things you are planning or doing that may impact your community
1	ongoing	Team Charter		5 Hold 3 x teams day per year to brain storm blue sky thinking and encourage new ideas
1	Complete	Sustainability office policy		8 Complete review of charter and regularly talk about vision and purpose with the team.
1	ongoing	Monthly Financial Reporting		8 Create a distinct company culture that sets your business apart from other employers and use this as a driver for motivating and retaining your workforce. Make caring for nature part of the culture of your business
1	ongoing	Business Plan		12 Implement sustainability office policy
1	ongoing	Staff development		13 Measure and report financial performance against plan/budget monthly
1	ongoing	Staff development plans		1 Focus on long term financial performance
Ongoing	Ongoing	Purchasing capital equipment		1 Create, update, present for consultation, and implement business plans
Ongoing	Ongoing	Mitigating seasonality		5 Encourage and support staff to attend seminars and courses for their development
Committed	Ongoing	Data collection		5 Create and maintain staff development plans
Ongoing	Ongoing	Staff		5 Next review June 2019
Completed	Ongoing	Cancel Newspaper delivery		2 Create a purchasing checklist of factors to take into account when purchasing capital equipment
In office policy initiated	Ongoing	Introduce composting		2 Maintain a strong presence on social media.
In office policy initiated	Ongoing	Communicate ecological stories		3 Do we have a system to capture data and observations around visitor behaviour and patterns
1	Mar-19	DQ group activity		3 Money in the new financial year committed to insight and data gathering
2	complete	Boardroom electronic whiteboard		7 Review PD's on a regular basis
1	initiated	Support the Tiaki Promise		2 Newspapers use paper, ink and come wrapped in gladwrap
1	In office policy	Keep Cup usage		7 Signed up to digital subscriptions
				7 Set up with a partnership with QT Playcentre to use their compost
				11 Queenstown Cares - set a schedule - bi-monthly?
				14 Tote bag initiative launched
				11 Be an active and positive member member of your community and get involved in wider activities within your community. Volunteer to a local restoration project.
				2 Large television was purchased
				6 Roll out plan
				13 Draft policy / Implement / Review / Reinforce
				13 Use your own cup



Tourism NZ Sustainability Commitments

#	Commitment	Category	# of implementation	
1	Sustainable Businesses - businesses focused on long term financial performance	Economic	6	Invest back into your business Develop products for the low season to reduce seasonality
2	Capital Investment – Businesses invest in capital to grow and/or improve quality and productivity	Economic	5	Follow your instincts Balance the time you spend on financials, people, processes and customers Make time for 'blue sky' thinking
3	Productivity – Businesses innovate and have effective strategies to mitigate the effects of seasonality.	Economic	2	Measure your visitor satisfaction to ensure continual improvement
4	Visitor Satisfaction - Businesses undertake customer satisfaction monitoring, evaluation and reporting	Visitor	2	Invest in staff training and professional development Invest in new products and infrastructure that will address seasonality and give visitors a reason to stay longer and spend more
5	Product and Market Development - Businesses innovate to improve or upgrade their offering to enhance visitor experience	Visitor	3	Have a pipeline of new ideas to help you reach your goals
6	Visitor Engagement – Businesses educate visitors about New Zealand's cultural and behavioural expectations	Visitor	12	
7	Sustainable Employment – Businesses pay a fair wage to all staff	Host Community	3	Ensure your community shares in your success Engage with your community in a way that suits your business
8	Quality Employment – Businesses support their workforce to flourish and succeed	Host Community	5	Set goals to improve staff engagement and put plans in place to achieve these
9	Community Engagement – Businesses actively engage with the communities in which they operate	Host Community	9	Make sure you respond to staff feedback Make a commitment to increase staff diversity
10	Sustainable Supply Chains – Businesses have socially and environmentally sustainable supply chains	Host Community	2	Provide progressive career opportunities
11	Ecological Restoration – Businesses contribute to ecological restoration initiatives	Environmental	4	Environmental sustainability is good for business and the planet
12	Carbon Reduction – Businesses have carbon reduction programmes towards carbon neutrality	Environmental	6	Involve all staff in your environmental journey Communicate with visitors around what you are doing and why
13	Waste Management – Businesses have waste reduction and management programmes	Environmental	7	Work with suppliers who can prove a commitment to sustainability
14	Education - Businesses actively engage with their visitors and communities on the importance of restoring, protecting and enhancing NZ's natural environment.	Environmental	3	Base environmental initiatives on research and measure results
		Total	69	



DQ Policy and Plan

- A letter from the Chief Executive
- Definition of Sustainability

Broadly speaking sustainability can be defined as meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.

- Blurb on the role sustainability plays in tourism
- Our vision

To champion sustainability to make a vital contribution to the overall betterment of Queenstown

- Our Purpose

To establish and promote sustainable practice into all of the organisations activities

- Our Goals – I mentioned earlier

Policy Principles

- To minimise environmental impacts in the area of waste
- To conserve office energy
- To apply the commitment
- Promote Tiaki

TIAKI PROMISE

WHILE TRAVELLING IN
NEW ZEALAND I WILL



CARE FOR LAND, SEA AND NATURE,
TREADING LIGHTLY AND LEAVING
NO TRACE



TRAVEL SAFELY, SHOWING CARE
AND CONSIDERATION FOR ALL



RESPECT CULTURE, TRAVELLING
WITH AN OPEN HEART AND MIND



HOW TO

CARE FOR NEW ZEALAND



PROTECT
NATURE



KEEP NZ
CLEAN



DRIVE
CAREFULLY



BE
PREPARED



SHOW
RESPECT



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Handbook example

Minimising environmental impacts in the area of waste

Actions

Keep Cups

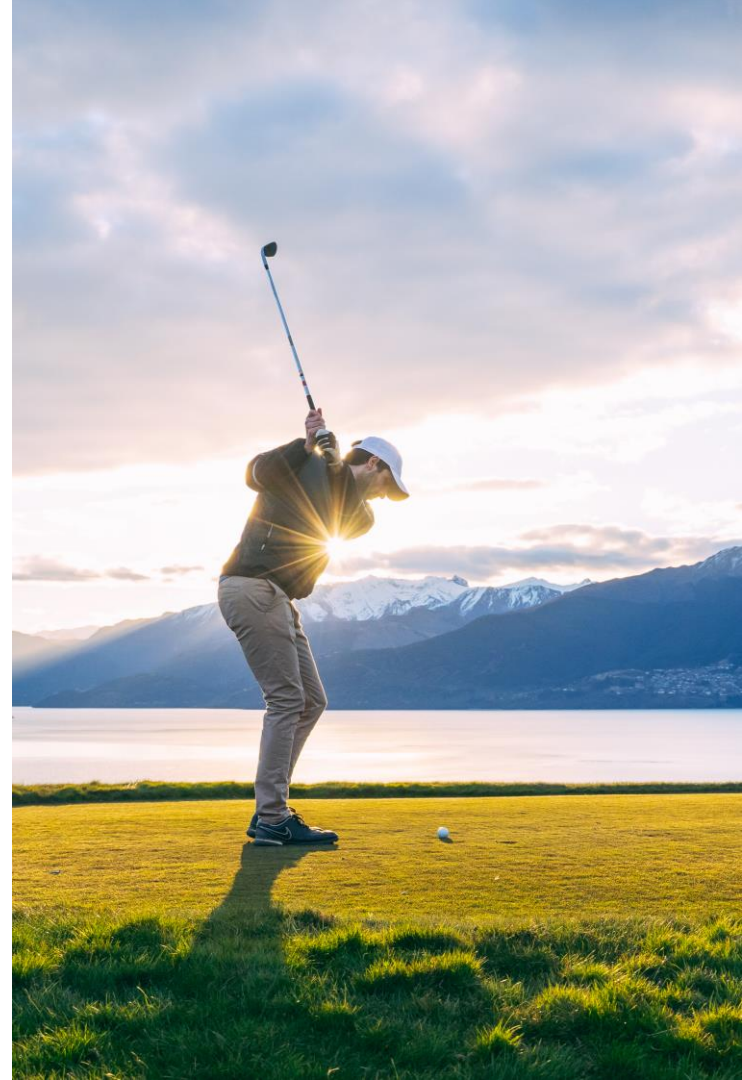
295 million cups of takeaway coffee are purchased a year in NZ. Paper cups are often lined with plastic and can't be recycled and in regard to the lids, recycling is a buy-sell market – if no-one wants to buy plastic, no-one's going to collect it therefore avoiding using takeaway cups is the most sustainable approach to coffee consumption.

- The Organisation will provide staff with a space in the kitchen to store their keep cups, as well as facilities to clean cups after use.
- There are a few spare cups in the kitchen for use when personal cups have been forgotten or to offer guests / visitors.

Individual rubbish bins

Our individual office rubbish bins have previously been lined with plastic bags. Weekly we were potentially adding 16+ plastic bags to landfill.

- Plastic bag liners have been removed from individual rubbish bins.
- Food scraps are to be disposed in the compost bin in the kitchen.
- Recycling can be disposed in the blue bin beside the photocopier.
- Be aware that if you use your bin to collect recycling, it needs to be emptied by you by EOD Friday, or the cleaners will dispose of your recycling in the landfill bin.
- Suggestion: collect paper recycling in a tray and use the rubbish bin for clean landfill





Handbook example

Composting

Organic waste that is buried in landfill does not receive oxygen and will produce methane (a greenhouse gas), whilst a compost pile undergoes aerobic decomposition and will produce far less methane than landfill.

- A metal pedal bin is in the kitchen to collect compostable materials such as food scraps.
- The compost bin must have its lid closed at all times.
- The compost bin will need to be emptied at least once a week.
- The compost is taken to the Queenstown Playcentre, Stanley Street to be emptied every Friday.
- If you see the bin becoming full let Member Services know.
- Compost rules: avoid meat scraps, citrus peels, tea bags, fruit labels, onions peel.

Recycle all possible plastics, paper and glass

Approximately 252,000 tonnes of plastic waste is disposed of to NZ landfills each year (based on 8% of 3.156 million tonnes of waste to landfill). Not all plastics are recycled. Some types (PET (1) and HDPE (2)) are easier to recycle than others. Some plastic types (3,5,6 and 7) are simply not worth recycling. There is low value in the recovered plastics because they are harder to recycle and/or manufacturers struggle to make any profit from them.

Using recycled glass bottles and jars in the manufacture of new glass containers provides energy savings and reduction in carbon dioxide emissions to conserve nature resources. Glass is uniquely sustainable as it can be recycled again and again without loss in quality, purity or clarity.

- Think before you buy – consider packaging when purchasing
- There are 3 collection points for recycling in the office.
 - The blue bin beside the photocopier - NO GLASS
 - The yellow bin under the bench on the window side of the kitchen – NO GLASS
 - A blue bin beside the cleaning cupboard FOR GLASS.
- Member Services empties the yellow kitchen bin into the large blue recycling bin weekly and takes the blue bin in and out for collection along with the separate glass bin.
- Please ensure kitchen recycling is clean before being placed in either bin.
- Please take the effort to break down large boxes to ensure there is space for other items.
- Items that can be recycled
 - Plastics 1-7. Washed, not squashed and lids off.
 - Steel tins and aluminium cans. Washed.
 - Empty aerosol cans.
 - Clean aluminium foil.
- Recycling No-no's
 - Plastic bags or cling film.
 - Pesticides, oil or hazardous chemicals.
 - Pyrex, ceramics, window glass or broken glass.
 - Materials contaminated with food.
 - Plastic or metal binding.
 - Wax coated or foil lined cartons, for example milk or juice cartons
 - Polystyrene.
- Glass bottles and jars. Washed with the lids off (the lids can also go in the recycling container).
- Clean paper and cardboard. For example office paper, magazines, newspaper, egg cartons, cereal boxes, envelopes.



Questions?

