



## **Amuri Estate Retreat - Creating a sustainable business.**

April 2010

Having last year achieved Qualmark Enviro Silver we are now working towards achieving Enviro Gold at our next Qualmark review later this year.

To help us get there we have partnered with Enterprise North Canterbury (ENC) to be part of their STAR program and have undertaken a sustainability audit, undergone an assessment, and have produced an action plan with objectives and tasks to be completed over the next 6 months to two years. The STAR program provides tourism operators with tools for improving their environmental performance within the tourism industry.

This will take us to the next level both in terms of qualifying for Enviro Gold under the Responsible Tourism criteria, but also towards achieving our vision of showcasing a living example of sustainable business and land practice.

Research has shown that visitors to New Zealand (especially long haul visitors) who are looking for a five-star experience see sustainability as part of that experience, even to the point of actively participating along with the accommodation provider in some aspects of sustainable living.

And participation is not just about choosing accommodation with all the 'ECO BLING' such as solar panels and wind generators, but the more hands on experiences such as picking organic fresh fruit and vegetables from the garden, collecting free range eggs from the hen house, helping to plant native trees, and composting and recycling waste.

All of these are in the mix in the action plan that has been set out and Enterprise North Canterbury and Qualmark will be monitoring our progress as we progress along this journey. We will be also seeking input and feedback from our guests

about their expectations on sustainable tourism and how they think we meet those expectations.

We have already started to implement some of our objectives and are currently designing an outdoor courtyard that will be constructed from recycled beams & sustainably grown Canadian western red cedar that is untreated and durable. It will also include an outdoor fireplace and pizza oven and have a covered seating area.

You can view our report and action plan by visiting our website [www.amuri.co.nz](http://www.amuri.co.nz) and clicking on 'Media & Gallery Resources' tab at the foot of the homepage and then click on "Sustainability Assessment Report". The action plan is at the end of the report.

It takes time but we feel it will be worth it when our guests can say they actually participated in some way to supporting a sustainable way of life on their holiday.

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