

North Canterbury's **Sustainable** Tourism Advisers in Regions (STAR) Programme

North Canterbury
leads the way as
“the tourism sector
takes a leading role
in protecting and
enhancing New
Zealand's environment”.

- aspiration of the New
Zealand Tourism Strategy 2015

The North Canterbury tourism sector said *yes* to wanting hands-on practical ways to enhance their environmental management and reduce business costs, so in 2008 Enterprise North Canterbury successfully sought funding for a Sustainability Tourism Adviser to work 1:1 with tourism operators. During 2009, ten champion STAR businesses lead the way. Ten **Places are Now Available** for the 2010 programme intake.

The STAR programme

- involves making sustainability simple and practical so tourism operators can make positive changes that show early results on your bottom line
- provides tailor-made recommendations and an action plan, with practical tools and expert advice
- actively helps tourism businesses achieve or upgrade industry accreditation (e.g. Qualmark enviro-rating certification)
- is designed for any size business and is heavily subsidised by the Ministry of Tourism
- provides the North Canterbury tourism industry with a real opportunity to work together to build a competitive advantage around sustainability
- contributes to New Zealand's 100% Pure promise
- helps tourism operators choose actions which they and their staff are proud of and which can be woven into inspiring stories for their visitors

What's in it for me?

- Improve your water use, energy demand and reduce waste to reduce business costs and so improve your financial viability
- Receive advice on how to develop authentic stories to use in marketing and promotional opportunities to increase your visitor numbers
- Take advantage of the Qualmark joining fee waiver for STAR businesses new to Qualmark
- Access a fully subsidised Mainpower Electricity Audit valued at \$1000
- Access tools, resource, seminars, workshops and mentors from companies already 'walking the talk'
- Meet or exceed the needs of the growing number of environmentally-aware visitors
- Engage with your local community and improve staff pride
- Utilise the outside perspective, genuine care and professional support of your local STAR Adviser

Register NOW

Strictly limited places

NOW AVAILABLE

for the 2010 programme





“Activity Hanmer has really benefited from being involved in the first year of the North Canterbury STAR Programme.

We are so lucky to have access to it so if you get the chance don't waste it!

Carol is so dynamic, full of ideas, advice and a great mentor.

The environmental audit is pivotal as it really gets you to focus your mind completely on where you want to go and how you are going to get there.

We have involved our staff in the whole process and feel we are just gaining momentum and we are changing how we do things. It's not just about signing up for a year and then its all over – The STAR programme gives you the foundation blocks to build your business around ones that will make you, your staff and your customers feel good.

We are more than happy if you are interested in signing up for the next round of STAR to contact us for a chat.”

Lynne and Steve Brodie
Activity Hanmer, Hanmer Springs
P: 03 315 7383
E: stevebrodie@xtra.co.nz



Are you eligible?

Yes - if you:

- are a visitor-industry business based in North Canterbury (i.e. your business is a Waimakariri or Hurunui District Council ratepayer)
- can make a time and involvement commitment as the Manager/CEO or business owner
- have the passion and product to celebrate North Canterbury as a Champion Region
- have the desire to develop a competitive edge around sustainability

North Canterbury has significant environmental attractions and experiences built around water, mountains and open spaces. Many tourism operators choose to live in North Canterbury because of its lifestyle and environmental strengths. We know that this makes us all want to do as much as we can to protect and enhance the environment for ourselves, our children and future generations and to ensure our tourism product is clearly preferred by visitors.

Invest in North Canterbury - Deliver on the promise

What's involved?

- The programme is for decision makers/managers/CEOs/ business owners only
- The programme involves a Self Assessment Questionnaire, an on-site sustainability assessment, a comprehensive sustainability report, and collaborating with your Adviser to generate your Sustainability Action Plan
- Over the subsequent months, implementing your Action plan, with mentoring, advice, tools and support readily on call from your Sustainable Tourism Adviser
- Investment = \$500.00 +GST. Actual Value up to \$2,500.00 plus GST.
The Ministry of Tourism (TMT) and Enterprise North Canterbury (ENC) have collaborated to provide a highly subsidised programme. Your one-off fee of \$500.00 +GST contributes directly to your individualised advisory support (maximum 10 hours on-site, mentoring and recommendations, plus 10 hours research and reporting) with TMT and ENC, together with other supporters and sponsors, contributing the other 75% of costs
- Should you wish to engage more than 10 hours mentoring on-site, there is an option to purchase additional hours at market rates
- Writing a case study and celebrating!

How do I sign up?

1. First, talk with your STAR Adviser, Carol Taplin. Phone: 03 310 6860
2. Then sign the STAR Letter of Understanding (provided by Carol)
3. Return it with your one-off \$500.00 +GST STAR fee to:
STAR, Enterprise North Canterbury, PO Box 436, Rangiora 7440
4. Carol will then be in touch to discuss exactly when you want the programme to run for you (available over one 6-month block between November 2009 and August 2010 - it's your choice exactly when), and to organise to visit and conduct your Sustainability Assessment

Introducing your Sustainable Tourism Adviser

Carol Taplin



Carol brings into North Canterbury strong experience in tourism, business consultancy and regional development. Also holding the role of Business Support Manager for Enterprise North Canterbury, Carol has a varied working day. Broadly speaking, she says she “works alongside North Canterbury businesses to identify needs, and provide a pair of hands that help realise opportunities and get resources into the region for prosperity and sustainability”.

She came to Canterbury from Northland early 2007, when she took a project role as a Business Sustainability Adviser at Landcare Research Ltd, one of New Zealand’s crown research institutes. Prior, Carol had designed and led a business development programme for Northland’s tourism industry, under a national-first, regionally-specific economic development project. That three-year project (started in 2003) saw her work closely with the Ministry of Tourism, local body agencies and the tourism industry. Clients included: Dive Tutukaka (Supreme Winner, NZ Tourism Awards, 2006); Ancient Kauri Kingdom (Retail category Winner, NZ Tourism Awards, 2006); and Darryl’s Dinner Cruises (Tourism category Winner, Northland Business Excellence Awards, 2006).

Under the same project, she concurrently held a secondment with the Ministry for the Environment to co-design and pilot Northland’s Sustainable Tourism Charter; the regional model that has developed into the STAR programme, now being funded by the Ministry of Tourism across eight regions, including North Canterbury.

Contact Details:

Carol Taplin
Sustainable Tourism Adviser
Enterprise North Canterbury
83 Ivory Street
PO Box 436
RANGIORA 7440

Phone: 03 310 6860
Mobile: 027 242 9505
Email: carol@enterprisenc.co.nz

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