

# What we did

## SUPPORT FOR MEMBERS IN 2023

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Every year Tourism Industry Aotearoa works to enhance the industry on multiple fronts – 2023 was no different. Some of our proudest moments and achievements on your behalf include:

### Advocacy

- Released the industry-led strategy, "Tourism 2050: A Blueprint for Impact".
- Undertook three workforce surveys to provide a clear indication of the challenges and opportunities in relation to workforce for the industry. The survey positions TIA well to advocate for the industry on workforce, immigration and training issues.
- Secured improvements to the Accredited Employer Work Visa process including the exemption of 27 tourism and hospitality roles from the median wage requirement, holding the exemption wage rate and the removal of the proposed Restricted Occupation List. The AEWV working period was also extended from three to five years. Obtained increased caps for the Working Holiday Visa along with a six month extension for Visa holders already in the country.
- Campaigned heavily for tourism funding and an industry-managed funding mechanism to boost tourism infrastructure and industry-good activities.
- Made submissions on a raft of central and local Government initiatives and legislation including



Adventure Activities Amendment Regulations, Freedom Camping regulations, Fair Pay Agreements, Emission Trading Scheme, Auckland Council's draft budget, Future of Local Government, Natural and Built Environments Bill, the Resource Management Act reforms, Department of Conservation processes, the National Climate Adaptation Plan, and the Customs and Excise Amendment Bill.

- Engaged with the Department of Conservation on Tongariro Alpine Crossing, Milford Opportunities Project, Cathedral Cove and significant site closures, and concessions processes.
- Championed the need for improved tourism data as part of the Tourism Data Leadership Group, which led to the Minister of Tourism and Hospitality endorsing investment into a number of new tourism data to support the sector, with these being procured by MBIE.
- Advocated to retain tertiary tourism programmes at university level and for tourism to be accepted as a new NCEA subject in senior secondary schools.

## Engagement



- Delivered our first members-only Tourism Election Forum from Parliament, bringing candidates from across the political spectrum together to discuss tourism policy and debate issues prior to the General Election.
- Attracted significant media profile for the recovery challenges of the industry.
- Assisted the wider tourism industry by facilitating the Drive Safe programme, the Responsible Camping forum, Accommodation Forum, Hotel Regional Chairs, Small Business Reference Group, Recreation Aotearoa, and the Tourism Association Network.
- Assisted with the former Government's Better Work Action and Environment Plans to address key systemic issues facing the tourism workforce.
- Contributed to the Aotearoa Circle's Tourism Adaptation Roadmap, a significant body of work on tourism climate change scenarios.
- Forged and maintained close working relationships with media, central and local Government officials, politicians and other tourism industry groups.
- Kept members abreast of timely issues via the Discussing Tourism webinar series and a range of resources and information on MyTIA member-only website. Webinar topics and content included sustainable business practices, summer emergency preparedness, adventure activities regulations, and business continuity.
- Provided members with useful discounts for products and services, with the generous support of our partners and sponsors.

## Sustainability



- Led the implementation of the industry's Tourism Sustainability Commitment which aims to see every New Zealand tourism business contributing positively to our people and cultures, our environment and our economy.
- In partnership with RTOs, helped hundreds of tourism businesses progress their sustainability actions with personalised support as well as group workshops and collaborative projects.
- Continued the annual Tourism Sustainability Commitment (TSC) declaration to better understand our industry's progress on sustainability.
- Ran a successful Responsible Tourism Webinar Series that covered carbon elimination, waste elimination and the Tiaki Promise and visitor behaviour change.

## Events and Communications



- Enabled the rebound of the tourism industry by delivering TRENZ, drawing more than 1,300 delegates and elevating New Zealand tourism's profile at home and overseas.
- Our events team fostered pride in the industry with a very successful New Zealand Tourism Awards event, attracting more than 400 delegates.
- More than 300 delegates enjoyed our Tourism Industry Summit on new technology in November, drawing strong media coverage and a high satisfaction rating.
- Our communications team drew attention to critical industry issues and celebrated its progressive recovery.
- We initiated the successful Aroha of Tourism campaign to highlight the broad contribution of tourism businesses to New Zealand society.
- Kept our members informed of regulatory changes, events and industry updates through our weekly e-newsletter Te Aka Tāpoi.