



tourism
INDUSTRY

ASSOCIATION NEW ZEALAND

Submission to the

Ministry of Justice

on the

**Review of the Foreshore and Seabed Act 2004 – consultation
document**

30 April 2010

Introduction

1. This submission is from the Tourism Industry Association New Zealand (TIA), located in Wellington. If you wish to contact us regarding this submission, in the first instance, please telephone Simon Wallace, TIA Policy Manager on 04 494 1842 or 0272 489 375 or e-mail him at simon.wallace@tianza.org.nz.
2. This paper begins with a recap of the position taken by the Association in 2009 and then brief comment on the government's proposals for 2010 reform of the Act. It concludes with background information about the tourism industry and the role of TIA.
3. In accordance with the conditions of lodging a submission, TIA has no objection to the submission being made a matter of public record.

Comment

Recap of tourism industry position

4. TIA provided initial comment to the ministerial review of the Foreshore and Seabed Act last year. In that submission, the Association highlighted two key points, right of public access and environmental preservation of the foreshore and seabed:

Right of public access

5. Many TIA members and operators, whether they are Maori or non-Maori, rely on having access to New Zealand's foreshore and seabed for their tourism promotion and activity. These operators include sea kayakers, canoeists, boat and ferry operators, walking track guides, wharf retailers, charter fishing guides and accommodation providers such as seafront hotels, motels and bed and breakfast establishments.
6. Given the usage of the foreshore and seabed by tourism operators, TIA emphasised in its 2009 submission the need to protect the main principles of public access, namely:
 - a. Guaranteeing public access now and in the future
 - b. Regulating the rights and interests of all New Zealanders
 - c. Protecting existing customary rights; and
 - d. Ensuring certainty in respect of rights and interests in the coastal marine area.

Environmental protection of the foreshore and seabed

7. Research by Tourism New Zealand (TNZ) also makes it clear that New Zealand's environment and scenery is the major draw-card for overseas visitors. It is also important in attracting domestic visitors to New Zealand's foreshore. The industry

recognises that in order to preserve the country's clean, green brand it must encourage tourism businesses and all New Zealanders to adopt sustainable business practices resulting in protection of the environment. This includes making better use of water resources, using energy more efficiently, and improving waste and recycling processes.

8. The Association believes that any review of the Foreshore and Seabed Act should take into account the need to preserve the foreshore and seabed in its natural state.

2010 review

9. In spite of the current government's review, TIA's position is unchanged. The prime focus of the Association is to make sure that tourism operators operating in and around New Zealand's foreshore and seabed can continue to have access maintained.
10. In terms of other issues requiring attention, TIA is largely supportive of the submission made by Business NZ. The Association is a member of the Business NZ Affiliated Industries Group and supports the general principles set out by Business NZ in its submission.

Summary

11. In short, TIA's primary concern is to ensure that tourism operators who earn their living in and around the foreshore and seabed of New Zealand can continue to enjoy the access they currently have. Having more time for businesses and the public to consider the complex issues in the consultation document would have been preferable. The consultation does appear to have been rushed. Finally, the Association urges caution at the potential unintended consequences that the Government's proposals might have in the future.

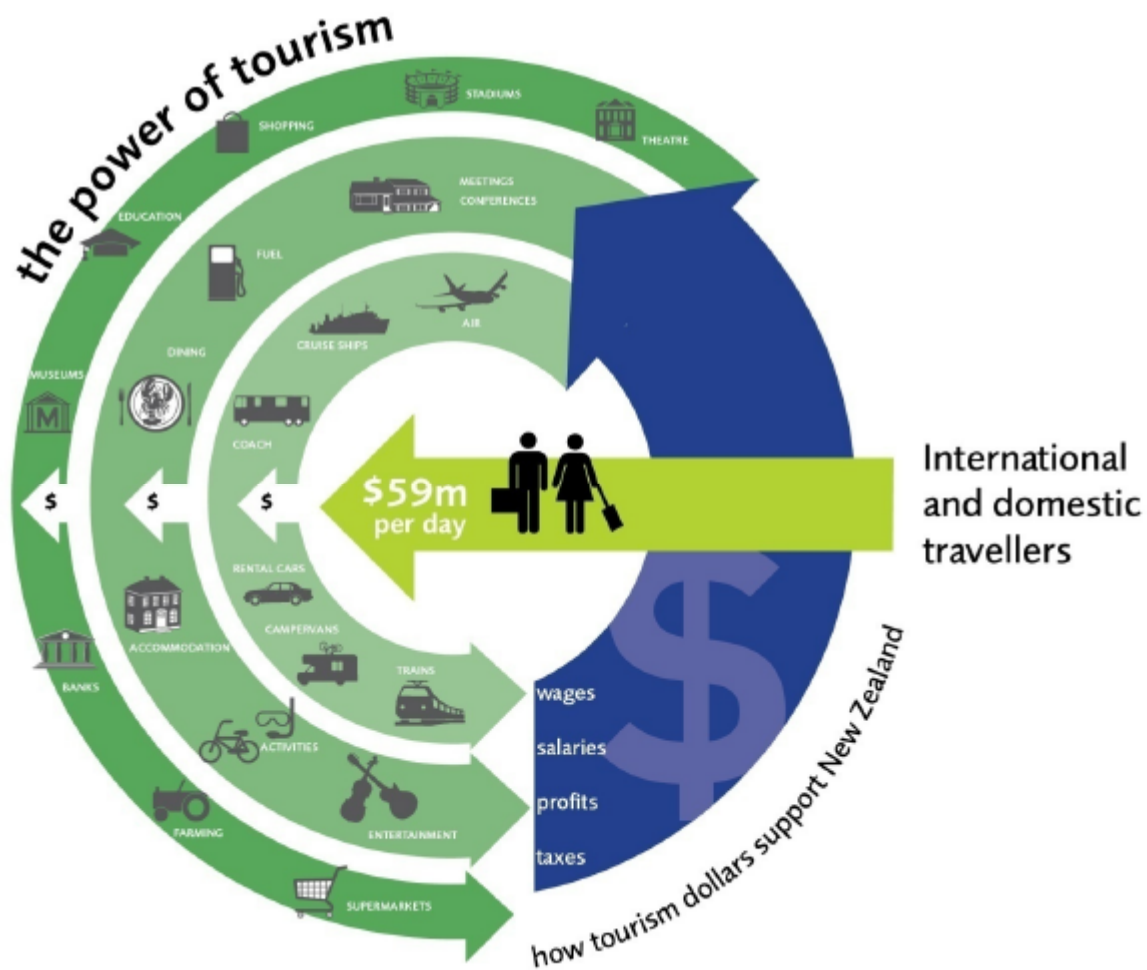
Background

A bed-rock of New Zealand's economy

12. Tourism is a major contributor to the New Zealand economy that will always be here – and won't easily go offshore. Tourism takes the lead in promoting New Zealand to the world. Thanks to our 100% pure positioning, New Zealand is recognised as one of the most beautiful, unspoiled and scenic places on earth. 100% Pure signifies pride in our country, pride in our people and culture, and pride in the unique environment and experiences that New Zealand offers.
13. The brand positioning built by a vibrant tourism industry has become an important source of national confidence and identity and a front window for "Brand New Zealand". Indeed, the clean, green, pure offer that is synonymous with New Zealand tourism has been widely adopted and used to promote New Zealand exports in a range of other industries as well.
14. If New Zealand Inc. is to continue to prosper, to attract investment and to raise its position in OECD rankings, then it is vital that the tourism industry, and the positive image it projects, remain strong.

Delivering Value

15. Below is a snapshot of the economic value provided by tourism to the New Zealand economy.
 - Tourism contributes more than 9.1% of gross domestic product (GDP) for New Zealand as well as directly and indirectly employing one in ten New Zealanders.
 - Tourism in New Zealand is a \$59 million per day industry. The New Zealand tourism industry delivers \$25 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$34 million in economic activity every day.
 - Tourism expenditure reached \$21.7 billion for the year ended March 2009. International visitor expenditure accounted for \$9.3 billion or 16.4% of New Zealand's foreign exchange earnings, with tourism second only to agriculture as the country's largest export industry.
 - Importantly, and despite more challenging times in the past two years, tourism remains one of New Zealand's largest foreign exchange earners and its contribution is felt at national, regional and local levels.



About TIA

16. TIA has been the lead association that represents the interests of about 1,700 tourism businesses in New Zealand. The Association was first established in 1955 and the businesses TIA represent cover a range of tourism-related activities – hospitality, transport, accommodation, adventure and activities, attractions and retail as well as related tourism services.
17. The primary role of TIA is to be the voice of the tourism industry. This includes working for members on advocacy, policy, communication, events and membership and business services. The TIA team is based in Wellington and led by Chief Executive, Tim Cossar.
18. TIA has been the lead association that represents the interests of about 1700 tourism businesses in NZ since the Association was first established in 1955. The businesses TIA represent cover a range of tourism-related activities – hospitality,

transport, accommodation, adventure and activities, attractions and retail as well as related tourism services.

19. The primary role of TIA is to be the voice of the tourism industry. This includes working for members on advocacy, policy, communication, events and membership and business services. The TIA team is based in Wellington and led by Chief Executive, Tim Cossar.

Main Industry Associations in the Tourism Sector

