



tourism
INDUSTRY
ASSOCIATION NEW ZEALAND

**Submission to the
Department of Labour
on the
“Safe Use of ATVs on New Zealand Farms” Agricultural
Guidelines**

11 February 2010

Introduction

1. This submission is from the Tourism Industry Association New Zealand (TIA), located in Wellington. If you wish to contact the Association regarding this submission, please telephone Geoff Ensor, TIA Advocacy Manager on 04 496 4889 or 0272 430 800 , or e-mail him at Geoff.ensor@tiaz.org.nz
2. TIA's submission is in response to the Department of Labour's (DOL or the Department) consideration to including adventure tourism within what are currently guidelines tailored for the agricultural sector:

DEPARTMENT OF LABOUR CONSULTATION

The Department is reviewing its guidance on the safe use of off-road vehicles including the publication "Safe Use of ATVs on New Zealand Farms: Agricultural Guideline". As part of this review the Department is looking to extend this publication to apply to the agricultural, forestry and adventure tourism industries.

The Department is seeking your views on the publication "Safe Use of ATVs on New Zealand Farms: Agricultural Guideline" as well as your views on whether to:

- *broaden the scope of the document to include the forestry sector and to include a range of farm vehicles*
- *include the amendments to the Health and Safety in Employment Act 1992 that came into effect in May 2003;*
- *reflect current good practice operating in within the agricultural and forestry industries in New Zealand;*
- *ensure that the guidance material provided around this issue is consistent with other New Zealand documents; and*
- *reflect recent New Zealand and international research to ensure that New Zealand guidance documents reflect international best practice.*

Context:

3. The Tourism Industry Association New Zealand (TIA) has been involved in the development of the ATV commercial adventure tourism sector since its inception in the early '90s. It is a sector that has grown significantly and now numbers well over 30 operators nationwide.
4. TIA is a membership-based association and enjoys the support of a number of the most experienced and large ATV adventure tourism operators in New Zealand, some of whom have been operating in excess of 15 years.
5. A recent survey of just eight businesses revealed those eight alone take in excess of 18,000 visitors annually at an average of 1.2 hours driven per visitor, totalling over 22,000 bike hours. While the statistics are just a small snapshot of

the total sector (30+ operators), it helps to show the high level of activity which it undertakes.

6. Historically, tension has existed between the Department and operators over the relevancy and enforcement of the Amusement Devices Regulation 1978, but this has now largely been resolved. Most recently, the sector has been working constructively with Department officials, exemplified by DOL presenting at the 2009 ATV national safety workshop and also assisting the sector to review its best practice guidelines. TIA too has developed a strong working partnership with the Department as it seeks to provide support and direction to the sector.
7. TIA strongly supports those within the Department who are seeking to work with the industry and who recognise the pitfalls of a more punitive and 'distant' approach to achieving good safety outcomes.

Points TIA wishes to make:

8. The Adventure Tourism ATV Standards were first developed by the sector in the late '90s and have undergone constant reviews and iterations since that time. Representatives from the DOL are working with the sector now to ensure the standards are robust and continue to receive the Department's 'stamp of approval'. The current process is working because the industry still feels it *owns* the standards and the review process - albeit with DOL support.
9. TIA would be concerned at any proposal that may undermine the current ATV/DOL working partnership, a process that is also an exercise in rebuilding trust.
10. The agricultural and forestry sectors are very different to the carefully managed adventure tourism sector and TIA would fear any attempt to combine guidelines into one working document.
11. Establishing best-practice guidelines for adventure riding that has guided, well briefed, helmeted riders on well maintained bikes and keeping to known trails is an extremely different proposition to developing guidelines for the agricultural sector. TIA requests that the Department continue its current course of working specifically with the adventure sector to review the standards and assist with sector-wide promotion and adoption.
12. While calling for separation within the context of the proposed agricultural review, TIA believes the adventure sector could still offer experience and standards that may help during the review of the agricultural guidelines. The adventure sector has developed and used its own standards over a long period and much learning should be available for the good of all.
13. It is interesting to note that an estimated 80%+ of visitors who undertake ATV tours have never ridden one before, reinforcing our belief that adventure leaders are really exemplars in ATV best-practice and offer a potential source of skilled ATV instructors.

14. The Adventure Review called by the Prime Minister late last year may also have an influence on the operation of the ATV sector and the ultimate form and resting place of any standards or guidelines. Therefore the current focus of working together on existing standards and establishing a working partnership appears a wise one, irrespective of the Adventure Review's final recommendations.
15. TIA would welcome further discussions with DOL on this issue.

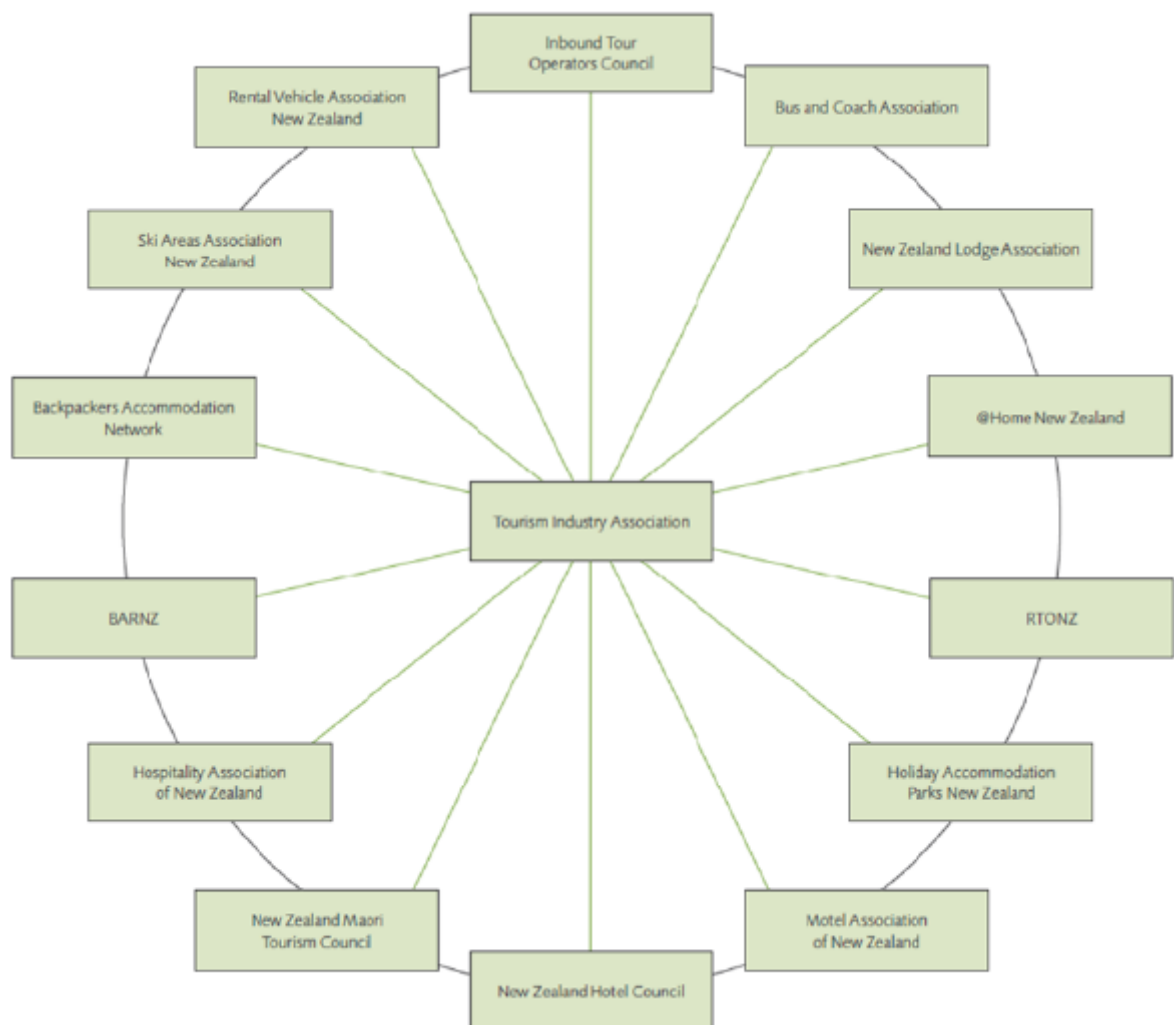
Geoff Ensor
Advocacy Manager
Tourism Industry Association
11 February 2010

Background on the Tourism Industry

About Us

16. TIA has been the lead association that represents the interests of about 1700 tourism businesses in NZ. The Association was 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.
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, membership and business services. The TIA team is based in Wellington and is led by Chief Executive, Tim Cossar.

Main Industry Associations in the Tourism Industry

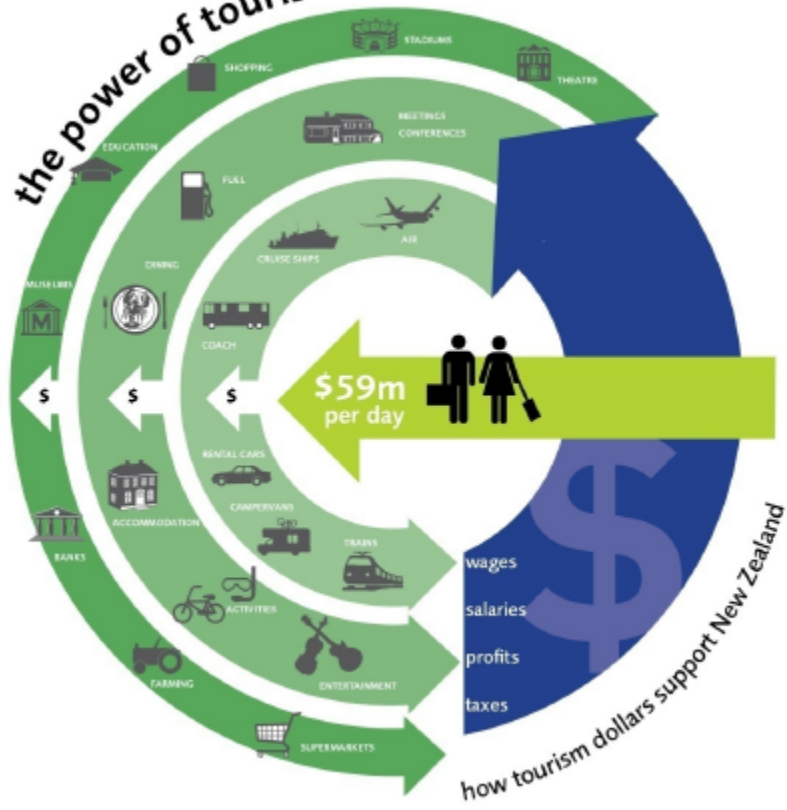


Delivering Value

18. Below is a snapshot of the economic value provided by tourism to the New Zealand economy.

- Tourism contributes more than 9% of gross domestic product (GDP) for New Zealand.
- Tourism directly and indirectly employs nearly one in ten New Zealanders (184,800 total) in full-time equivalent (FTE) jobs.
- 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.
- The tourism industry's contribution is felt at national, regional and local levels.

the power of tourism



International and domestic travellers

how tourism dollars support New Zealand