

# VOICE



**tourism  
INDUSTRY**  
ASSOCIATION NEW ZEALAND

THE VOICE OF THE  
TOURISM INDUSTRY

008

ANNUAL REPORT



+ SHOTOVER CANYON SWING

# 08 09

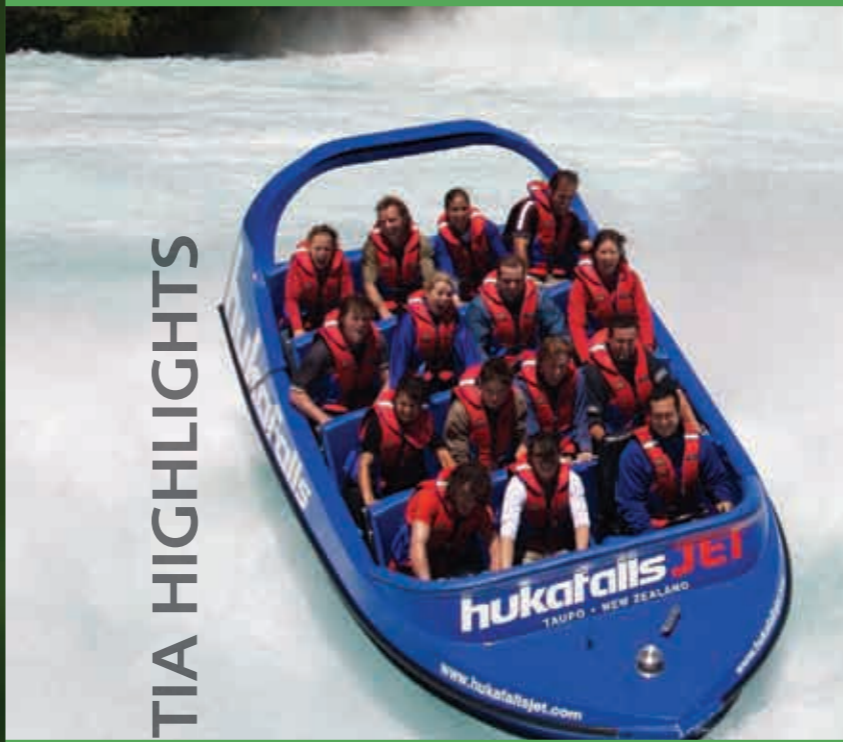
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+ KIWI ENCOUNTER

+ ZORB • THE LANGHAM, AUCKLAND • TARAWERA PICNIC • WOMAD



TIA HIGHLIGHTS



- TIA'S TOURISM INDUSTRY ELECTION MANIFESTO CREATES A NEW SENSE OF UNITY AND A STRONG VOICE FOR THE TOURISM INDUSTRY
- PRIME MINISTER JOHN KEY TAKES OVER THE TOURISM PORTFOLIO FOLLOWING TIA LOBBYING
- TIA ADVOCACY SUCCESSFULLY ASSISTS MEMBERS ON A VARIETY OF COMPLEX ISSUES
- TOURISM INDUSTRY GAINS HIGHER PROFILE THROUGH TIA EVENTS, MEDIA INTERVIEWS, HIGH LEVEL MEETINGS

## CHAIRMAN'S REPORT

The past year has been one of change – for TIA, for the tourism industry, and for the wider economic and political landscape we operate in.



Dramatic changes have taken place in the global economy which have strongly impacted the entire New Zealand tourism industry.

At the start of 2008 we were seeing the early signs of a slowdown for tourism but I don't think many forecast the suddenness and speed of the world economic downturn.

By year end there was certainly a very different feeling in the industry.

None of us have a crystal ball and while we are now starting to see the first signs of a recovery in some sectors of the economy, it is too soon to say how long it will take.

It is often said that our tourism industry survived previous challenges, like the aftermath of the September 11 attacks and SARS, because we were small and nimble enough to react quickly.

That quick response time will be more important than ever this year if we are to adapt to the rapid changes in our major international markets.

### OPPORTUNITIES FOR TOURISM

Arguably the most significant event of 2008-09 for our industry was the decision by our new Prime Minister John Key to take on the tourism portfolio. Having a top-ranking Cabinet Minister was something the industry had long desired, and we are certainly the envy of our competitors.

John Key's decision to become Minister of Tourism has definitely lifted the profile of the tourism industry and cemented its place as a bedrock industry for New Zealand's economy. That he decided tourism was worthy of his attention was due in no small measure to the Tourism Industry Election Manifesto published by TIA in the run-up to the General Election.

We have also seen considerable progress on the six priorities set out in the Manifesto and I am confident this progress will continue. As an industry, we must aggressively pursue these goals for the long-term benefit of both operators and New Zealand as a whole.

If New Zealand Inc. is to prosper, attract investment and raise its position in OECD rankings, then it is vital that the tourism industry, and the positive image of New Zealand it projects, remains strong.

And that is why a strong, widely supported industry organisation is more vital than ever.

### NEW ERA AT TIA

TIA has been through considerable change in the past year, and worked hard to make the association and its activities ever more relevant to today's tourism operators and the environment they work in.

Early in the year we appointed Tim Cossar as TIA's new chief executive. When the industry was facing significant challenges, it was not an easy time to take over but I have been impressed at Tim's passion for tourism and commitment to TIA.

Tim has steered some major changes in direction for the organisation that we are confident will be beneficial both to TIA and the wider tourism industry.

### THANKS

I am fortunate to chair a group of directors who have worked well together to ensure TIA has the tools and capability to go forward.

At last year's AGM, delegates approved a change to TIA's constitution aimed at ensuring continuity of experience on the board. Instead of annual elections for all board members, only half of the seats on the board will be required to submit to election from 2009.

I thank all the directors for their efforts through this challenging year and look forward to working with them further in future.

I also extend my appreciation to the TIA team for their hard work and dedication through what has been a very busy year. They are impressive in their enthusiasm and dedication.

Finally, I would like to thank you, the members. TIA exists to support you in your businesses but without your backing and input we cannot be effective advocates for the tourism industry. We encourage you to continue your support for your industry organisation as we seek to create the best possible environment for tourism in New Zealand.



NORM THOMPSON | CHAIRMAN

... a strong, widely supported industry organisation is more vital than ever.



+ DIVE! TUTUKAKA • CONCERT • BLEND BAR • MAGIC TRAVELLERS NETWORK

## FROM JOHN KEY



Tourism plays an important role in the success of our economy and our international brand, and has huge potential to contribute to New Zealand's future.

If we are to deliver on that potential we need to tackle the challenges the industry faces and make the most of the opportunities that lie ahead.

The Tourism Industry Association makes a big contribution. Your efforts to publicise important issues in the industry, advocate for the concerns of tourism operators, and provide valuable advice play an important role in the development of government policies.

I'm looking forward to continuing our close working relationship in the years ahead.

Best wishes

JOHN KEY | PRIME MINISTER, MINISTER OF TOURISM

**\* TOURISM IS A MAJOR ECONOMIC DRIVER AND HAS THE POTENTIAL TO HELP GET THE COUNTRY THROUGH THE RECESSION IN GOOD SHAPE JOHN KEY**



## CHIEF EXECUTIVE'S REPORT

When I joined TIA in July 2008, my goal was to ensure the Association was recognised as a central player and valued contributor to the development of tourism in New Zealand.



I can confidently say we have made huge progress towards achieving this goal. In the last few months, the tourism industry has achieved the highest profile it has ever had, in both the political and public arenas.

Prime Minister John Key's groundbreaking decision to take on the tourism portfolio reinforced the importance of the industry to New Zealand's economy, particularly in these challenging times. It has also placed tourism firmly at the centre of the political agenda.

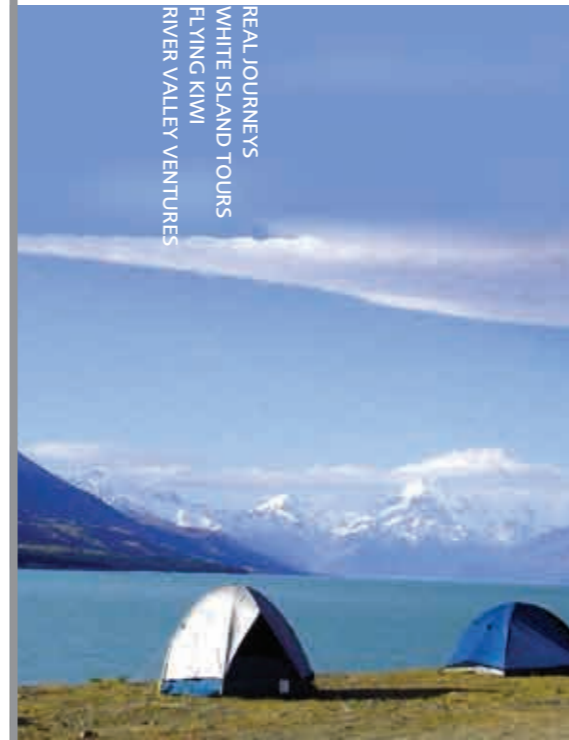
This has been reflected by the media, who

have become more willing to consider tourism as a critical industry worthy of serious coverage.

As a result, the tourism industry and TIA are better placed than ever before to have decisionmakers listen to us on the issues that are important to our members.

We have direct access to the highest levels of government on crucial issues such as international marketing, infrastructure development, climate change, conservation and workforce training.

REAL JOURNEYS  
WHITE ISLAND TOURS  
FLYING KIVI  
RIVER VALLEY VENTURES



## \* TIA IS READY TO LEAD AND SUPPORT THE INDUSTRY THROUGH THESE CHALLENGING TIMES TIM COSSAR



### MORE WORK

We have made a lot of progress but there is still much to do.

We've achieved political recognition but we need now to make sure the needs of the industry are being looked after. This is certainly not business as usual.

The key to the fastest possible economic recovery will be cooperation at all levels of tourism and TIA is working hard to build a more united industry.

In the run-up to last year's General Election, we put together the Tourism Industry Election Manifesto which reflected input from TIA members and a group of industry leaders. The resulting document (available at [www.tianz.org.nz](http://www.tianz.org.nz)) won widespread support from across the industry.

We followed this up in December with a Brief to the Incoming Ministers, (also available at [www.tianz.org.nz](http://www.tianz.org.nz)). In developing this document, TIA invited representatives of all the major tourism sector organisations to gather around one table and outline their top priorities.

While each sector had its individual priorities, there was general agreement on the need for increased recognition for tourism and a focus on a short-term tactical response to both international and domestic marketing.

This level of communication between the various organisations has not happened often enough, but TIA is committed to increasing

cooperation in order to achieve a united voice for our diverse industry.

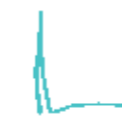
In responding to the challenges of the current economy, one size doesn't fit all. But a strong, widely supported industry organisation that can speak for all sectors is critical to achieving the goals we are collectively seeking.

In the past few months, we have brought a new focus to TIA, firmly placing the association as "the voice of the tourism industry".

We appreciate all the support we have received from members, and from other tourism organisations and agencies. In particular, I would like to take this opportunity to thank Tourism New Zealand's outgoing Chief Executive, George Hickton, for his untiring efforts in support of the tourism industry.

The Ministry of Tourism has also worked with us on a range of projects this year, and I thank them for their support.

Tourism is going to be at the leading edge of the recovery. TIA will be there to support members to reach that goal.



TIM COSSAR | CHIEF EXECUTIVE

In seven months, Tim Cossar completed more than 100 media interviews, highlighting the tourism industry's position on a diverse range of subjects. Media exposure raises the industry's public profile and highlights the value of tourism to New Zealand's economy.

# 08

APRIL

- Immigration Temporary Work Policy submission
- Fiona Luhrs steps down as TIA Chief Executive
- Oscar Nathan takes over as Acting Chief Executive
- TIA members' forum, Blenheim
- TIA members' forum, Nelson

## MAY

- NZ Coastal Policy Statement submission
- TIA presents its submission on Emissions Trading Scheme to Parliamentary Select Committee
- Tim Cossar named as new TIA Chief Executive
- Breaks and Infant Feeding submission
- PURE LUXURY New Zealand 2008, Queenstown
- TRENZ 2008, Rotorua
- Tourism Industry Awards 2008 finalists announced

## JUNE

- Tourism Energy Efficiency Programme pilot project launched
- Paul Richardson, Accor Hospitality, joins TIA Board of Directors
- TIA presents submission on Breaks and Infant Feeding Amendment Bill to Parliamentary Select Committee
- Tongariro Alpine Users' Group
- TIA members' forum, Christchurch
- New Zealand Tourism Strategy 2015 sector guides launched
- TIA members' forum, New Plymouth

## JULY

- TIA members' forums, Invercargill and Dunedin
- Tim Cossar starts as TIA Chief Executive
- TIA invites industry leaders to discuss top priorities for incoming government
- Rotorua District Council rating submission
- TIA members' forum, Napier
- Formal launch of Tourism Energy Efficiency Programme, Christchurch

## AUGUST

- Tourism Industry Conference 2008, Christchurch
- TIA & Department of Conservation (DOC) announce Limited Supply Concession Agreement
- Tourism Industry Awards winners announced at celebration dinner, Christchurch
- TIA Event Review begins
- TIA supports ITOC over GST dispute
- TIA makes oral presentation to Rotorua District Council rates hearing

## SEPTEMBER

- Adventure Travel World Summit, Brazil
- TIA launches Tourism Industry Election Manifesto
- DOC announces Milford Sound landing allocations



## OCTOBER

- TIA makes submission to ACC on 2009-2010 levies
- Outcomes of TIA Event Review announced
- TIA risk management workshop, Queenstown
- National Party launches tourism policy at TIA lunch, Queenstown
- TIA attends Whanganui Regional Tourism Organisation workshop

## NOVEMBER

- 2008 General Election
- Prime Minister John Key announces he will become Tourism Minister
- TIA signs Memorandum of Understanding with NZ Hotel Council. Prime Minister John Key is witness
- TIA presents at Careers & Transition Education Association (CATE) conference, New Plymouth
- Tongariro Alpine Crossing User Group
- NZ white water sledge safety workshop, Queenstown
- Nelson/Tasman tourism operators' workshop
- NZ Rafting Association training days, Canterbury
- TIA meets new Associate Tourism Minister Jonathan Coleman
- Tourism associations breakfast, Wellington

## DECEMBER

- Launch of freedom camping campaign and website [www.camping.org.nz](http://www.camping.org.nz)
- TIA presents its Briefing to the Incoming Minister to the Prime Minister's office

## JANUARY

- Tourism Energy Efficiency Programme 2009 starts
- Waikato conservation management submission

# 09

## FEBRUARY

- TIA seeks comment from members about proposed Resource Management Act reforms
- TIA meets immigration officials in Queenstown
- First Tourism Industry Monitor survey launched
- TIA visits members on Stewart Island
- TIA attends Jobs Summit, Auckland
- Worktime and Log Books rule submission
- Emissions Trading Scheme Review submission

## MARCH

- TIA signs Memorandum of Understanding with ATTTO
- TIA launches 2009 membership campaign
- TIA facilitates Chief Pilot Workshop, Tauranga
- Stewart Island/Rakiura conservation management submission
- Tourism Aviation Efficiency Workshop, Queenstown
- TIA presents at NZ Hotel Council roadshows, Rotorua, Wellington, Queenstown and Christchurch

## TIA SETS PRIORITIES FOR NEW GOVERNMENT

TIA is the lead national private sector organisation speaking on behalf of the tourism industry. We have direct access to the highest levels of government and speak up where it counts.

The 2008 General Election was an ideal opportunity for TIA to highlight the importance of tourism to all political parties. TIA consulted members and tourism leaders to identify the industry's top issues for the incoming Government to address, then developed the Tourism Industry Election Manifesto. This document outlined six priorities and the actions the industry sought from the Government.

The Manifesto was presented to the then Minister of Tourism Damien O'Connor at

Parliament on 10 September 2008, followed by a formal reception at the Bolton Hotel in Wellington. About 120 guests attended the launch including 12 MPs, tourism industry representatives, private sector and government department heads.

All MPs and TIA members were sent a copy of the Manifesto. The document was strongly supported by the industry which saw it as a 'rallying call' as the economy entered tougher times.

In the lead up to the election, TIA met with

representatives of the major political parties. We made impartial offers to all parties to assist with the launch of their tourism policies. National took advantage of this offer and TIA provided the opportunity for Leader John Key to launch his tourism policy to about 120 operators in Queenstown on 29 October.

As a direct response to the Manifesto, Mr Key confirmed he would take on the tourism portfolio in the new National-led Government.

### IMMEDIATE PRIORITIES

Acting in our capacity as industry leader, TIA brought together a range of tourism associations at a breakfast in Wellington in late November. Our aim was to present a strong unified voice to the Prime Minister on issues of importance to the industry.

Discussions from the meeting formed the basis for TIA's 'Briefing for the Incoming Minister'. It pointed out that it was more important than ever for tourism to maintain its presence in offshore markets. Tourism was a huge economic driver that, if properly resourced, could help turn New Zealand's economy around quickly and help other sectors do the same.

### MAKING SURE TOURISM IS NOTICED

Since the elections, a top priority for TIA has been to ensure the Prime Minister and other key politicians are well briefed on the industry's priorities and the necessary steps required to respond to the visitor slowdown.

As a direct response to the Manifesto, Prime Minister John Key confirmed he would take on the tourism portfolio in the new National-led Government.

We are positioning tourism as a major part of the solution to getting New Zealand out of recession.



+ KELLY TARLTON'S

### Tourism Industry Election Manifesto Priorities

	Progress
<b>1. Recognise tourism as a bedrock of New Zealand's economy</b> Establish a Tourism Industry Taskforce to drive a whole-of-government approach to issues affecting the industry and ensure the tourism portfolio is managed by a top ranking Minister.	<ul style="list-style-type: none"> <li>• Top-ranking Minister – <b>achieved</b>. Prime Minister John Key is Minister of Tourism</li> </ul>
<b>2. Market Destination New Zealand</b> Increase public sector investment for targeted offshore promotions to markets of strategic importance to New Zealand and for improved marketing efforts in the domestic market.	<ul style="list-style-type: none"> <li>• Extra \$2.5m funding for marketing to Australia</li> <li>• More announcements expected</li> </ul>
<b>3. Invest in vital infrastructure</b> Invest in a national convention centre, cruise ship port facilities and other infrastructure improvements required to reduce seasonality and increase spending from visitors to New Zealand.	<ul style="list-style-type: none"> <li>• Govt part-funding convention centre feasibility study</li> <li>• Work underway on improved cruise ship facilities in Auckland</li> </ul>
<b>4. Improve New Zealand's environmental performance</b> Enhance New Zealand's environmental performance and the capabilities of its tourism industry to deliver on the 100% Pure New Zealand brand promise.	<ul style="list-style-type: none"> <li>• In progress</li> </ul>
<b>5. Invest in training and work skills initiatives</b> Ensure New Zealand's tourism businesses have the people they need to do business and to deliver a high quality visitor experience.	<ul style="list-style-type: none"> <li>• New tourism and hospitality skills training programme under development</li> </ul>
<b>6. Boost the return from major events</b> Maximise the return to New Zealand of the Rugby World Cup 2011 and other major event opportunities.	<ul style="list-style-type: none"> <li>• Work underway to maximise RWC 2011</li> </ul>



We make sure tourism is noticed, better understood and better resourced.



**\* TIA IS A FIERCE ADVOCATE ON THE ISSUES THAT MATTER TO MEMBERS**

## TIA ADVOCATING FOR THE TOURISM INDUSTRY

One of our most important jobs is to tackle the issues that are important to members, no matter how complex they are, and to speak out when it matters.

These are some of the issues we dealt with on behalf of members in 2008-09.  
For more information visit [www.tianz.org.nz](http://www.tianz.org.nz).

### LOOKING AFTER TOURISM WORKERS – ACHIEVED

TIA appeared before Parliament's Transport and Industrial Relations Select Committee in June 2008 to talk to its submission on the Employment Relations (Breaks and Infant Feeding) Amendment Bill. TIA said it supported workers' rights to rest and meal breaks, but pointed out that compulsory breaks were impractical and could create unsafe situations for staff and visitors.

**Result:** Thanks partly to TIA's submission, the committee watered down rest break provisions so that these could be taken "at times agreed between employers and employees".



"Allowing employers more flexibility as to when meals and breaks are taken was a good result and a sensible outcome. Thank you TIA."

**Rachael Sweetman**  
Group HR Manager  
Ngāi Tahu Tourism



"You do a great job and when I sign the annual membership cheque I can readily see the benefit greatly outweighs the cost!"

**Karen Houston**  
Director  
International Travel College of New Zealand

### FUNDING FOR TERTIARY EDUCATION – SUCCESS

Government funding for TIA member International Travel College (ITC) was put in doubt after changes in tertiary education policy. TIA lobbied both the Tertiary Education Commission and then Tourism Minister Damien O'Connor to continue government funding for this important tourism training institution.

**Result:** Funding for ITC will continue.

### WORKING ON WORK PERMITS – GREAT PROGRESS

TIA spent considerable time in 2008-09 working on immigration issues, particularly in Queenstown where there is a high demand for employees on temporary work permits.

Following discussions with TIA in early 2008, Immigration New Zealand in Queenstown agreed that 90% of work permit applications would be processed in five working days. But officials were unable to meet this target, creating uncertainty and employment issues for both tourism operators and their employees.

TIA is seeking action from Immigration and Associate Tourism Minister Jonathan Coleman to resolve some of the issues. We also arranged for Immigration head Andrew Annakin to meet senior industry personnel from Queenstown in early November 2008.

Meanwhile, in response to the global economic downturn, the Government is restricting the availability of temporary work permits, to give New Zealanders priority where job vacancies occur.

This has raised considerable concerns in the tourism and hospitality industries, as New Zealanders are not always available or do not have the necessary skills. TIA, with support from other tourism organisations, raised the issue with Dr Coleman. We also worked with Immigration New Zealand, and Work and Income to develop an agreed process for temporary work permit applications.



"Having an effective immigration system is really important for Queenstown. Thank you Simon Wallace (TIA Policy Manager) and TIA."

**Graham Budd**  
General Manager Marketing  
Destination Queenstown



HELLS GATE MUD BATH

TOURISM IN NEW ZEALAND IS A \$50 MILLION PER DAY INDUSTRY

### SLOWING EMISSIONS TRADING – GOOD PROGRESS

TIA fronted the Government's powerful Finance and Expenditure Select Committee in May 2008 to ensure tourism industry concerns regarding the proposed Emissions Trading Scheme (ETS) were heard.

We supported ETS in principle but said the scheme's introduction had been too rushed. We called for it to be delayed to align with Australia's 2010 timeframe. TIA's analysis suggested the new legislation would most likely bring significantly higher electricity and fuel costs for tourism businesses.

**Result:** Emissions trading legislation was passed on 10 September 2008. However, in early 2009, the National-led Government said it would review ETS. TIA is working to ensure the impacts on tourism businesses are considered.



"We've found that the industry advocacy TIA provides is much more powerful than an individual operator could ever be."

**Lisa Cornelissen**  
Owner  
Martinborough Village Camping



"Through TIA's efforts we're hopeful of progressing some of the onerous requirements logbook and work time rules place on operators where driving is only a small part of their daily activity."

**Dennis Buurman**  
General Manager  
Encounter Kaikoura

### DRIVING TOURISM FORWARD – IN PROGRESS

TIA is trying to make the Land Transport Rules on work time, logbooks and P endorsements for carrying passengers more workable for sectors where driving is not the main activity.

In our February 2009 submission, we highlighted concerns that the proposed changes are overly prescriptive, and will create unnecessary, cumbersome and time-consuming compliance for many tourism operators.

### REVIEWING RESOURCE MANAGEMENT – IN PROGRESS

The review of the Resource Management Act (RMA) has major ramifications for the tourism industry. It's critical that we protect and enhance our environment and deliver New Zealand's 100% Pure promise; but it's also crucial that members operate in a healthy business-friendly environment.

TIA sought comment from members on the RMA review in March 2009, attracting one of the best responses we had on a single issue in 2008-09.

In our submission, TIA said the reforms must aim to:

- Reduce costs
- Reduce time and delays
- Find the right balance between preserving the environment and allowing sustainable economic development to occur
- Make sure councils have the capability and expertise to process resource consents in a timely and efficient manner.

## TIA WORKS WITH DOC

Working with the Department of Conservation (DOC) to improve their understanding of tourism and the needs of tourism businesses is a top priority for TIA.

A milestone for TIA in 2008 was the announcement of agreement with DOC on a new process for allocating concessions where opportunities are limited.

This was the successful culmination of two years work with DOC and the Ministry of Tourism.

DOC limits the number of concessions it grants in some areas for social or environmental reasons, making the issue of how to allocate those concessions particularly sensitive and critical for existing operators.

The Limited Supply Concession Agreement recognises the good performance of existing operators in sensitive areas and offers them the opportunity to apply for long-term concessions. This will give them the certainty to invest in their businesses and even more incentive to protect the environment they operate in.



**"After persevering with negotiations for over two years, TIA and DOC emerged with a new agreement which gave quality operators longer-term concessions and excellent renewal opportunities."**

**Dean Lawrie**  
Business Development Manager  
Ngāi Tahu Tourism

### Foster tourism on conservation land

TIA is fully engaged in a DOC project aimed at fostering commercial activity on public conservation land, particularly activity which contributes significant conservation outcomes.

TIA is giving the project very high priority because of the large number of tourism operators who rely on conservation land for their business and the concerns raised by members in relation to DOC's commercial processes.

## TIA CONTRIBUTES TO CONSERVATION MANAGEMENT

Throughout 2008-09, TIA ensured the needs of tourism operators were recognised in the development of conservation management plans for several areas around New Zealand. We consulted members about their priorities for conservation management in their area, facilitated meetings between tourism operators and DOC, and wrote submissions. Visit [www.tianz.org.nz](http://www.tianz.org.nz) for more details.



**"As small operators, we are deeply appreciative of the backup, support and assistance from TIA."**

**Peter Tait**  
Sails Ashore

## TIA AT WORK IN THE REGIONS

TIA puts a lot of effort into working with local councils, to ensure they understand the economic and social benefits of tourism for their regions.

In 2009, councils around the country put together their Long Term Council Community Plans (LTCCPs). These set out each council's plans and expenditure for the next 10 years.

TIA has helped a number of Regional Tourism Organisations (RTOs) with their LTCCP submissions. We developed a template to help simplify the submission process for them. We also provided information aimed at countering proposals by some councils who are considering various forms of tourism taxes.

Of particular and growing concern for the tourism industry is securing ongoing funding for regional tourism from local government in some regions.

TIA is working to inform local government of the role tourism plays in their communities. We want to make it clear how important council investment in tourism promotion and infrastructure is to regional and national economic development.



**"Working with Policy Manager Simon Wallace at TIA provided invaluable support to the Rotorua Region, helping build a strong submission addressing concerns of not only the hotels but other local tourism industry members."**

**Marcus Keenan**  
New Zealand Hotel Council Rotorua Region Chair



**"Tourism Dunedin approached TIA for a supporting letter to accompany a proposal to Dunedin City Council for contestable Industry Projects Funding. We were delighted with the support we received from TIA, and are pleased to advise that we received the full funding we requested."**

**Hamish Saxton**  
Chief Executive Officer  
Tourism Dunedin

## ROTORUA RATES REVIEW – SUCCESS FOR TIA

Potential rates increases of more than \$100,000 a year for some members saw TIA fronting up to Rotorua District Council in 2008.

The council proposed changing from a land-based rating system to capital value, leaving some operators facing hefty rates increases of more than \$100,000 a year.

TIA worked closely with the New Zealand Hotel Council to fight the changes, making a written submission (read it at [www.tianz.org.nz](http://www.tianz.org.nz)) and fronting up to the council hearings in August 2008.

Result: A win for TIA! In the face of strong opposition, Rotorua District Council decided to consider other options for a new rating framework.

## TIA GROWS INDUSTRY LINKS

As the lead organisation representing every sector of the tourism industry, TIA is committed to building relationships with all those involved in tourism.

### MONITORING THE TOURISM INDUSTRY

TIA joined a partnership with the Ministry of Tourism, Tourism New Zealand, the New Zealand Hotel Council and research consultancy Covec to develop the new monthly Tourism Industry Monitor (TIM). This survey provides monthly updates on the performance of the tourism sector, including the short-term outlook – vital information in challenging economic times.

### CLOSER RELATIONSHIP WITH HOTEL COUNCIL

A closer working relationship with the New Zealand Hotel Council (NZHC) was formalised with the signing of a Memorandum of Understanding on 17 November 2008. Prime Minister and Tourism Minister John Key was in attendance, one of his first tourism events after the election. NZHC board member Paul Richardson was co-opted onto the TIA board to further the closer collaboration between the two organisations.



NZHC Chair Jennie Langley, Prime Minister John Key & TIA Chief Executive Tim Cossar.

### COOPERATION ON WORKFORCE TRAINING

An agreement signed in March will see TIA and industry training organisation ATTTO working closely together on tourism workforce training projects.

### TIA GROWS INTERNATIONAL LINKS

In early September 2008, TIA invited ten members to attend the Adventure Travel World Summit in Brazil, with funding support from New Zealand Trade & Enterprise (NZTE). This support from NZTE demonstrated its growing partnership with the tourism industry.

The summit attracted nearly 700 delegates from 33 countries.

The trip was a valuable opportunity for members to make international contacts and learn from the experiences of other adventure tourism operators. International competition for the adventure tourist is growing, and New Zealand must focus on remaining ahead of the pack.



"TIA facilitated an opportunity for me to attend the ATTA World Travel Summit in Sao Paulo, Brazil. This opportunity was eye-opening. I saw what is happening in this sector beyond our region and gained a good understanding of where the South American tourism industry is heading."

Derek Melnick  
Business Development Manager  
NZONE 'The Ultimate Jump'



"TIA gave its backing to ITOC in our efforts to find a solution to the long-running GST dispute with Inland Revenue – a dispute which had the potential to cost our operators millions of dollars in backdated taxes. We were pleased to have TIA's continuing support in our discussions with the Government and Inland Revenue on this contentious issue."

Brian Henderson  
President  
Inbound Tour Operators Council (ITOC) and  
Chief Executive  
Tourmasters South Pacific (NZ) Ltd



## TIA ACHIEVES UNITY ON FREEDOM CAMPING

Following growing concerns about the impacts of freedom camping in several parts of the country, TIA took the lead by convening the New Zealand Freedom Camping Forum (NZFCF).

The NZFCF has succeeded in achieving a unified stance on how best to manage freedom camping – the first time this has happened. Some degree of enforcement will be required, but we can reduce that through education, helping campers to embrace the principle of kaitiakitanga.

The central message to freedom campers is: "Assume nothing – always ask a local". TIA launched a long-term campaign highlighting this message in December 2008, in time for the peak season.

It encourages campers to check with i-SITES, Department of Conservation (DOC) Visitor Centres or holiday parks to find out where they are permitted to freedom camp.

A new website [www.camping.org.nz](http://www.camping.org.nz) provides a 'one stop shop' for campers. The website includes information on ecowise practices, keeping safe, facilities, regional camping, what to do and where to stay in New Zealand.

We asked rental vehicle companies to link to the site and actively promote it to visitors during the booking process.

The Ministry of Tourism provided \$20,000 from New Zealand Tourism Strategy 2015 funding which was used to develop the [www.camping.org.nz](http://www.camping.org.nz) website and associated information.

### Freedom camping and councils

The NZFCF developed a set of national freedom camping guidelines which have been adopted by all South Island councils. The guidelines will support the development of regional freedom camping policies.



"I have been blown away with how action focused Advocacy Manager Geoff Ensor and the TIA crew have been; how well they coordinated the different parties (who often had conflicting views) and how practical and useful the solutions are that NZFCF members came up with."

Neil Geddes  
Executive Director  
Stray/Spaceships

## TIA HELPING REDUCE ENVIRONMENTAL IMPACTS IN TOURISM

TIA and the Energy Efficiency and Conservation Authority (EECA) joined together in 2008 to improve the energy efficiency of tourism businesses.

The Tourism Energy Efficiency Programme (TEEP) was developed as a regional pilot in 2008, offering a strong incentive for tourism businesses to identify ways to save energy, to improve profitability and help conserve the natural environment.

The 12 participating businesses received a detailed energy audit, identifying potential dollar and energy savings, at about half the normal price. The businesses also received free mentoring and assistance in implementing energy saving opportunities.

The pilot programme was so successful that TEEP was extended in 2009, offering 14 more energy audits. Businesses targeted included holiday parks, visitor attractions, hotels, land and sea transport operators, and six small to medium enterprises.

Results from TEEP will help tourism businesses all over New Zealand to become more energy efficient. A number of case studies were completed to accompany the audits and are available on TIA's website.

### SAVING ENERGY AND MONEY!

In total, the 12 tourism operators taking part in the TEEP pilot project achieved:

- potential savings of 3000 megawatt hours (equivalent to the electricity needed to power 263 average houses annually)
- total potential savings of 711 tonnes of CO2 (equivalent to running 170 average cars for a year)
- total potential dollar savings of \$375,000



ENERGY EFFICIENCY IS GOOD FOR THE ENVIRONMENT, AND GOOD FOR BUSINESS TOO

BASE BAY OF ISLANDS

## BUILDING TIA MEMBER CAPABILITY

TIA offers tourism-specific assistance designed to help members develop more successful businesses.

### HELPING MANAGE RISK

TIA offered members a one day risk-management workshop in Queenstown in late October 2008. About 25 operators attended, representing rafting, skiing, trekking, Queenstown snow festival and all-terrain vehicles.

Other workshops offered during the year looked at "Maximising opportunities in challenging times" and advice on actively influencing local government decision-making.



### MEMBERS ONLY

TIA invited members to a series of member-only forums around the country in late 2008. These offered members an opportunity to discuss issues of importance to their businesses, and provide feedback that TIA could use in our work. Department of Conservation issues, and rising energy and fuel costs dominated many of the discussions.

### IN THE AIR AND ON THE WATER

The Civil Aviation Authority approached TIA to run a two-day Chief Pilot workshop in Tauranga in March. About 30 companies took part, with the balloon, gliding, agricultural, training, scheduled and non-scheduled sectors all represented. The workshop focused on raising safety and quality standards in the sector.

### REDUCING EXPENSES

TIA members benefit from significant discounts and deals offered by our benefit partners. Harvey Norman joined TIA as a benefit provider in July 2008.

"The one-day TIA risk management workshop was especially useful for reasonably new operators setting up to find out whether they were on course."

**Mark Orbell**  
Owner  
Ridgeline Adventures

"TIA played the important role of arranging and mediating conference calls and meetings with operators and Maritime New Zealand which allowed us to move forward and develop a whitewater boarding criteria."

**Neil Harrison**  
Serious Fun River Surfing

### Our thanks also go to:

- Accor Hospitality
- Aon
- Avis
- Bluebridge Cook Strait Ferry
- Budget
- Choice Hotels Australasia
- Interislander
- Duty Free Stores
- ecostore
- Ford
- Heritage Hotels
- Hertz
- Hit the Spot
- KEA Campers
- Mainstay Hotels
- Millennium Hotels & Resorts
- OfficeMax
- Resene
- Scenic Circle Hotels
- Telecom
- Tranz Scenic
- Westpac

### COMMUNICATIONS AND MEDIA

TIA's primary communication with members is through T-Mail, our weekly electronic newsletter, filled with updates on TIA's work and offering members links to helpful tourism business news and information. T-Mail is read each week by more than 900 recipients.

We also raise the profile of the tourism industry through media interviews, gaining thousands of dollars worth of free publicity for the industry and ensuring the public is aware of the importance of the industry to New Zealand's economy. We also seek opportunities to profile our members through the media.

## EVENTS TO BOOST THE TOURISM INDUSTRY

Each year, TIA brings tourism operators together to celebrate their industry and help it grow.



We manage some of the tourism industry's biggest annual events, as agent for the Tourism Industry New Zealand Trust.

### PURE LUXURY NEW ZEALAND 2008 21-23 May 2008

Commonage Villas, Queenstown

The second PURE LUXURY New Zealand event proudly showcased New Zealand's luxury tourism product to an international buyer and media audience. Held in the luxurious surroundings of the brand new Commonage Villas, this exclusive, business-to-business event brought together 45 of New Zealand's best luxury travel, accommodation and activity providers with a similar number of top international buyers.

PURE LUXURY New Zealand 2008 enhanced New Zealand's reputation for world-class products, set within unique and unspoilt locations. More than 90% of the Buyers said their attendance was successful.



"PURE LUXURY New Zealand was an excellent opportunity to spend more time face to face with key luxury buyers."

**Dominik Strobel**  
Director of Sales and Marketing  
Explore NZ



"TRENZ provides us with a forum for establishing new business, learning about new products, maintaining existing relationships with both domestic and international clients and giving us an overview of the year to come."

**Adele Marsden**  
Director  
New Zealand Educational Tours Ltd

### TRENZ 2008 26-29 May 2008 Energy Events Centre, Rotorua

Amid growing concern about the slowing international economy and the potential impacts for tourism, TRENZ 2008 succeeded in driving business opportunities for delegates.

Nearly 320 of New Zealand's top tourism operators participated in TRENZ 2008, successfully hosted by Rotorua for the second time. Over three days of intensive business meetings, they showcased their tourism products to 299 Buyer companies from 28 countries. Fourteen Exhibitors attended TRENZ for the first time and no fewer than 60 other Exhibitors brought new products to the international market.

There were 56 participants in the TRENZ Media Programme, representing both international and domestic media outlets and providing invaluable exposure for New Zealand's tourism industry.

The TRENZ 2008 VIP Day highlighted the breadth of New Zealand's tourism industry to about 130 business, political and economic leaders.

Networking events are an important part of TRENZ, offering Exhibitors and Buyers the opportunity to meet informally and develop their business relationships. Destination Rotorua Tourism Marketing hosted a spectacular welcome function. The TRENZ Farewell, held at the Rotorua Energy Events Centre, was a fantastic end to a well-received event.

The Tourism Industry Conference 2008 took a hard look at the world economy and its impacts on New Zealand's tourism industry.



### TOURISM INDUSTRY CONFERENCE 2008 4-5 August 2008

Christchurch Convention Centre

The Tourism Industry Conference 2008 took a hard look at the world economy and its impacts on New Zealand's tourism industry.

The programme included national and international experts who provided industry operators with a snapshot view of tourism today.

Attended by 268 delegates and 11 media, Tourism Industry Conference 2008 offered plenty of food for thought.

### TIA EVENT PARTNERS 2008-09

Members benefit enormously from the generous contributions made by TIA's Event Partners, in particular Event Supporter Tourism New Zealand and Premier Sponsor Air New Zealand. Both make significant contributions.

TIA thanks these organisations for their continuing support.

- Accor Hospitality
- ATTO
- Auckland Airport
- Budget Rental Car and Trucks
- Centaman Systems
- Christchurch & Canterbury Tourism
- Christchurch International Airport
- Destination Rotorua Tourism Marketing
- Department of Conservation
- Events & Venues Rotorua
- Green Globe
- Horwath HTL Limited
- Johnston's Coachlines
- McLaren Brown Publishing Ltd
- Millennium Hotels and Resorts
- Ministry of Tourism
- New Zealand Trade and Enterprise
- Pacific Asia Travel Association (PATA)
- Peek Display Corporation
- Philips
- Qantas
- SKYCITY Entertainment Group
- Telecom
- Vbase
- Villa Maria
- Westpac



## TOURISM INDUSTRY AWARDS 2008

5 August 2008 Christchurch Convention Centre

The Magic Travellers Network commitment to delivering world class service to independent international travellers on their fleet of coaches was rewarded when they won the Air New Zealand Supreme Award at the Tourism Industry Awards 2008.

The Tourism Industry Awards recognise the most outstanding businesses in the industry, and in New Zealand. The winners of these awards are dedicated to the pursuit of business excellence.

The Supreme Award was presented by then Prime Minister Helen Clark at a celebratory dinner attended by about 400 guests.

The winners were chosen from 30 finalists. Each finalist submitted comprehensive written entries and was visited on-site by a judging panel. TIA thanks the judges for the many hours of effort they put into selecting the award winners from a strong field of entrants.



## TIA EVENTS UNDER THE SPOTLIGHT

Are the events managed by TIA still meeting the needs of members and stakeholders? That was the question that a major review of our events endeavoured to answer in 2008.

The review looked at ways to improve the relevance and delivery of the events, as well as the benefits they deliver to sponsors, stakeholders and the wider industry.

Following widespread industry consultation, the Tourism Industry New Zealand Trust agreed on a set of outcomes that would benefit TIA members and help our industry better meet the challenges ahead. These would see TRENZ 2009 proceed as planned while other events would undergo a period of further review in 2009 with the aim of bringing back much better and stronger leadership events for the industry in 2010.

## TOURISM INDUSTRY AWARDS - 2008 WINNERS

### BUSINESS AWARDS

**AIR NEW ZEALAND SUPREME TOURISM AWARD WINNER**  
Magic Travellers Network  
Auckland

### TOURISM AND TRANSPORTATION SERVICES – MAJOR CATEGORY WINNER

Magic Travellers Network  
Auckland

### TOURISM DISTRIBUTION

Tourmasters South Pacific (NZ) Ltd  
Auckland

### TOURISM SERVICE PROVIDER

Travel Careers and Training Ltd  
Auckland, Wellington

### VISITOR TRANSPORT

Magic Travellers Network  
Auckland

### VISITOR ACCOMMODATION – MAJOR CATEGORY WINNER

Grand Mercure St Moritz

### HOLIDAY PARK

Katikati Naturist Park  
Katikati

### HOTEL AND RESORT

Grand Mercure St Moritz  
Queenstown

### VISITOR ACTIVITIES AND ATTRACTIONS – MAJOR CATEGORY WINNER

Agrodome  
Rotorua

### ADVENTURE ACTIVITY

Shotover Canyon Swing  
Queenstown

### EVENTS, MEETINGS AND INCENTIVES

WOMAD NZ Festival 2007  
New Plymouth

### LEISURE ACTIVITY

White Island Tours  
Whakatane

### VISITOR ATTRACTION

Agrodome  
Rotorua

### PHILIPS INNOVATION AWARD

Air New Zealand Grabaseat  
Auckland

### WESTPAC SMALL TOURISM OPERATOR AWARD

Skydive Lake Wanaka Ltd  
Wanaka

### DOC CONSERVATION IN ACTION AWARD

Karori Sanctuary  
Wellington

### SPECIAL AWARDS

GREEN GLOBE SUSTAINABILITY AWARD  
The Langham, Auckland  
Auckland

### NEW ZEALAND TRADE & ENTERPRISE EXPORT AWARD

Real Journeys Ltd  
Fiordland, Queenstown,  
Stewart Island, Te Anau

### QUALMARK TOURISM MARK OF QUALITY AWARD

Magic Travellers Network  
Auckland

### INDIVIDUAL AWARDS

PATA YOUNG TOURISM PROFESSIONAL AWARD  
William Goodfellow, Explore NZ,  
Auckland

### HORWATH SIR JACK NEWMAN AWARD

Kiyomi Gunji, Southern Travel Holdings Ltd,  
Auckland

TOURISM HELPS SHARE WITH THE  
WORLD THE RICHNESS OF OUR  
UNIQUE CULTURAL MIX

FINANCIAL PERFORMANCE AND POSITION

Tourism Industry Association NZ Inc. Financial Results

The financial result for the year ended 31 March 2009 shows a net surplus of \$94,000, an improvement of \$78,000 over the 2008 year end surplus of \$16,000.

INCOME

Membership

The 2008-09 annual membership income of \$1,067,000 is a \$104,000 increase over the previous year. A modest fee increase contributed to this result.

Other Income

Secretariat fees are payments for the financial, IT, phone, reception and other such services provided to partner tourism and travel trade associations. Secretariat income was \$65,000.

Management fees are charged by the Tourism Industry Association NZ Inc. (TIA) to the Tourism Industry New Zealand Trust to deliver major events. In 2008 these events were TRENZ, PURE LUXURY New Zealand, Tourism Industry Conference and the Tourism Industry Awards. Management fee income this year was \$823,000.

The remaining income comprises interest received \$32,000, commission and sponsorship income \$106,000 and administration fees from the Tourism Industry New Zealand Trust of \$382,000. This administration fee is an allocation of overhead expenses for rent, utilities, insurance, accountancy, etc. This is the first year the administration fee has been charged due to the creation of the Tourism Industry New Zealand Trust.

Overall total income of TIA was \$2,474,000. It is difficult to directly compare this with last year's results as this is the first year that management and administration fees have been received from the Tourism Industry New Zealand Trust.

EXPENSES

Total expenses for the year were \$2,380,000 which is \$264,000 higher than in 2007-08. This is largely because of a one-off adjustment to work in progress, which was as a result of reviewing this calculation with our new auditors. Wherever possible TIA looked to save costs in the last year. Significant savings on 2008-09 expenses were made in business development, employment costs, and legal and professional fees. Salary savings were made but they were offset by temporary staff costs to cover the Acting CEO and Acting Accountant.

SUMMARY

As a result of the above, and detailed further in the financial statements, TIA recorded a net surplus of \$95,000 with year end reserves of \$1,268,000.

Consolidation

Under Financial Reporting Standards, TIA and the Tourism Industry New Zealand Trust are required to provide Consolidated Financial Statements. The two entities are separate structures with different purposes.



TARSHA TRIPLOV | ACCOUNTANT

Summary Statement of Financial Performance

AS AT 31 MARCH 2009

INCOME	2009\$	2008\$
<b>Continuing Activities</b>		
Membership Income		
Application & Entrance fees	7,000	10,250
Membership Fees	1,059,965	952,732
	<b>1,066,965</b>	<b>962,982</b>
<b>Other Income</b>		
Secretariat & Management fees	887,537	665,375
Interest Received	31,809	106,617
Commission, Sponsorship & Other Income	488,174	49,548
	<b>1,407,520</b>	<b>821,540</b>
<b>Continuing Activities</b>	<b>2,474,485</b>	<b>1,784,522</b>
<b>Discontinued Activities</b>		<b>338,757</b>
<b>EXPENDITURE</b>		
AGM/Meeting Expenses	52,850	63,676
Business Development Expenses	6,351	42,361
Conference & Subscriptions	17,138	27,184
Depreciation	78,803	81,994
Employment Expenses	1,565,218	1,511,238
Information Technology Expenses	33,408	25,909
Legal & Accounting Expenses	16,266	84,270
Membership & Communications	25,368	36,357
Office Expenses	59,120	51,494
Public Relations	19,829	44,998
Property & Occupancy Expenses	139,906	125,311
Roadshows & Seminars	6,007	12,061
Other Expenses (WIP adjustment)	350,660	0
Taxation Expense	8,765	0
	<b>2,379,689</b>	<b>2,106,853</b>
<b>Net Surplus/(Deficit) for the year</b>	<b>94,796</b>	<b>16,426</b>

Statement of Financial Position

AS AT 31 MARCH 2009

ACCUMULATED FUNDS	2009\$	2008\$
Balance at beginning of Year	1,173,686	1,157,260
Net Surplus for year	94,796	16,426
<b>TOTAL ACCUMULATED FUNDS</b>	<b>1,268,482</b>	<b>1,173,686</b>
Represented By:		
<b>CURRENT ASSETS</b>		
Cash & Bank	24,720	25,682
Short Term Deposits	550,000	100,000
Accounts Receivable	156,122	976,281
Prepayments and other Current Assets	83,667	27,557
Work in Progress	-	350,660
Loan to Tourism Industry NZ Trust	650,000	750,000
	<b>1,464,509</b>	<b>2,230,180</b>
<b>CURRENT LIABILITIES</b>		
Income in Advance	14,425	847,293
Accounts Payable	74,470	194,808
Employee Entitlements	70,644	71,657
Other Accrued Liabilities	189,974	67,072
GST Payable	24,510	77,396
Taxation Payable	8,766	-
	<b>382,789</b>	<b>1,258,226</b>
<b>NET WORKING CAPITAL</b>	<b>1,081,720</b>	<b>971,954</b>
<b>NON CURRENT ASSETS</b>		
<b>FIXED ASSETS</b>	<b>186,762</b>	<b>201,732</b>
<b>TOTAL NET ASSETS</b>	<b>1,268,482</b>	<b>1,173,686</b>

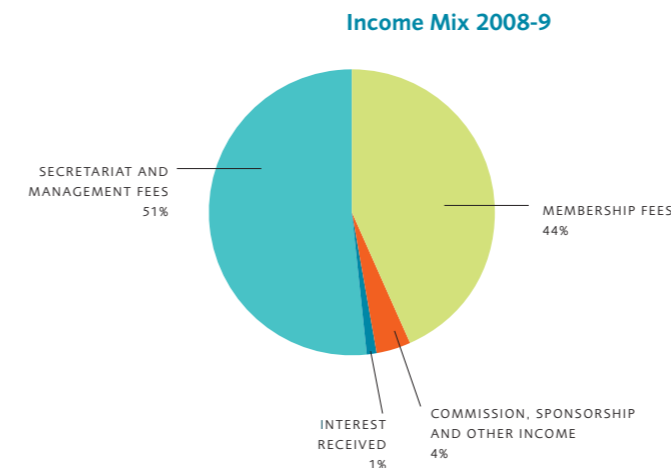
For and on behalf of the Association



NORM THOMPSON | BOARD CHAIRMAN

DATE: 20 August 2009

This is a summary of the full financial statements as at 31 March 2009. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.



## FINANCIAL PERFORMANCE AND POSITION

## Tourism Industry New Zealand Trust

The Trust had its first full year of operations in 2008-09, and delivered four major events. The Trust was granted charitable status in June 2008.

## INCOME

This year was the first year the Trust ran the major events previously managed by TIA. A summary of each event follows.

## TRENZ

TRENZ 2008 was successfully held in Rotorua. The event made a surplus of \$447,000 which was higher than budgeted. This result was a combination of additional spend by delegates at the event and careful management of expenses.

## New Zealand Tourism Industry Conference 2008

The conference was held in Christchurch and focused on the world economy and its impacts on New Zealand's tourism industry. The event made a loss of \$85,000.

## New Zealand Tourism Industry Awards 2008

The Awards followed the conclusion of the Conference in Christchurch. The Tourism Industry Awards made a loss of \$45,000.

## PURE LUXURY New Zealand

PURE LUXURY New Zealand was held in Queenstown in May 2008. The event made a surplus of \$18,000.

## Other Income

The Trust earned interest of \$131,000 and received sponsorship of \$45,000.

## EXPENSES

The most significant expense is for the TIA administration fee which allocates office overheads between TIA and the Trust. Research and consulting was for research work around the Tourism Industry Conference and Tourism Industry Awards.

## SUMMARY

The Trust recorded a surplus this year of \$86,000. Net equity in the Trust is \$155,000.



TARSHA TRIPLOW | ACCOUNTANT

## Statement of Financial Performance

AS AT 31 MARCH 2009

OPERATING REVENUES	2009\$	2008\$
Interest Received	130,938	44,243
Commission, Sponsorship & Other Income	45,022	30,000
	<b>175,960</b>	<b>74,243</b>
<b>Event Revenue</b>		
TRENZ		
Income	2,978,792	
Expenses	2,531,375	
<b>Net Surplus</b>	<b>447,417</b>	
<b>Conference</b>		
Income	243,350	
Expenses	328,125	
<b>Net Surplus</b>	<b>(84,775)</b>	
<b>Tourism Awards</b>		
Income	257,400	
Expenses	302,681	
<b>Net Surplus</b>	<b>(45,281)</b>	
<b>Pure Luxury New Zealand</b>		
Income	242,730	
Expenses	224,794	
<b>Net Surplus</b>	<b>17,936</b>	
<b>Total Event Revenues</b>	<b>335,298</b>	
<b>Total Revenues</b>	<b>511,258</b>	<b>74,243</b>
<b>OPERATING EXPENSES</b>		
Audit Fees	4,240	4,800
Bank Fees	4,465	292
Legal & Professional Fees	8,349	
Research & Consulting	11,778	
Other Organisations - Subscriptions	1,145	545
TIA Administration Fee	382,309	
General Expenses	7,483	
RWT	5,168	
<b>Total Operating Expenses</b>	<b>424,937</b>	<b>5,637</b>
<b>Net Surplus/(Deficit) for the year</b>	<b>86,321</b>	<b>68,606</b>

## Statement of Financial Position

AS AT 31 MARCH 2009

	2009\$	2008\$
<b>Trust Equity</b>	<b>154,937</b>	<b>68,616</b>
Represented By:		
<b>CURRENT ASSETS</b>		
Cash & Bank	144,789	509,364
Short Term Deposits	2,340,000	2,670,000
Accounts Receivable	308,834	303,460
Prepayments and other Current Assets	306,496	153,654
Resident Withholding Tax	18,673	5,168
	<b>3,118,792</b>	<b>3,641,646</b>
<b>CURRENT LIABILITIES</b>		
Income in Advance	1,839,541	2,582,967
Accounts Payable	335,503	31,063
Loan from Tourism Industry Association	650,000	750,000
GST Payable	138,811	209,000
	<b>2,963,855</b>	<b>3,573,030</b>
<b>NET WORKING CAPITAL</b>	<b>154,937</b>	<b>68,616</b>
<b>TOTAL NET ASSETS</b>	<b>154,937</b>	<b>68,616</b>

For and on behalf of the Trust

NORM THOMPSON | TRUSTEE

DATE: 20 August 2009

This is a summary of the full financial statements as at 31 March 2009. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

Consolidated Statement of Financial Performance

AS AT 31 MARCH 2009

INCOME	2009\$	2008\$
<b>Membership Income</b>		
Application & Entrance fees	7,000	10,250
Membership Fees	1,059,965	952,732
	<b>1,066,965</b>	<b>962,982</b>
<b>Other Income</b>		
Secretariat & Management fees	64,529	665,375
Interest Received	162,747	150,860
Commission, Sponsorship & Other Income	150,887	79,548
	<b>378,163</b>	<b>895,784</b>
<b>Event Income</b>	<b>1,158,306</b>	<b>338,757</b>
<b>Net Income for the year</b>	<b>2,603,434</b>	<b>2,197,523</b>
<b>EXPENDITURE</b>		
AGM/Meeting Expenses	52,850	63,676
Business Development Expenses	6,351	42,361
Conference & Subscriptions	17,138	27,184
Depreciation	78,803	81,994
Employment Expenses	1,565,218	1,511,238
Information Technology Expenses	33,408	25,909
Legal & Accounting Expenses	28,855	89,070
Membership & Communications	25,368	36,357
Office Expenses	72,213	52,331
Public Relations	19,829	44,998
Research & Consultancy	11,778	0
Property & Occupancy Expenses	139,906	125,312
Roadshows & Seminars	6,007	12,061
Other Expenses (WIP adjustment)	350,660	0
Taxation Expense	13,933	0
	<b>2,422,317</b>	<b>2,112,491</b>
<b>Net Surplus/(Deficit) for the year</b>	<b>181,117</b>	<b>85,032</b>

CONSOLIDATION

Under the Financial Reporting Standards, TIA and the Tourism Industry New Zealand Trust are required to provide Consolidated Financial Statements. The two entities are separate structures with different purposes.

Consolidated Statement of Financial Position

AS AT 31 MARCH 2009

ACCUMULATED FUNDS	2009\$	2008\$
Capital	10	10
Balance at beginning of Year	1,242,292	1,157,260
Net Surplus for year	181,117	85,032
<b>TOTAL ACCUMULATED FUNDS</b>	<b>1,423,419</b>	<b>1,242,302</b>
Represented By:		
<b>CURRENT ASSETS</b>		
Cash & Bank	169,508	535,046
Short Term Deposits	2,890,000	2,770,000
Accounts Receivable	464,957	1,279,740
Prepayments and other Current Assets	390,164	181,211
Work in Progress	0	350,660
RWT Receivable	18,673	5,168
	<b>3,933,302</b>	<b>5,121,825</b>
<b>CURRENT LIABILITIES</b>		
Income in Advance	1,853,966	3,430,260
Accounts Payable	409,973	225,870
Employee Entitlements	70,644	71,657
Other Accrued Liabilities	189,974	67,072
Taxation Payable	8,766	
GST Payable	163,322	286,396
	<b>2,696,645</b>	<b>4,081,255</b>
<b>NET WORKING CAPITAL</b>	<b>1,236,657</b>	<b>1,040,570</b>
<b>NON CURRENT ASSETS</b>		
<b>FIXED ASSETS</b>	<b>186,762</b>	<b>201,732</b>
<b>TOTAL NET ASSETS</b>	<b>1,423,419</b>	<b>1,242,302</b>

For and on behalf of the Association



**NORM THOMPSON | BOARD CHAIRMAN**

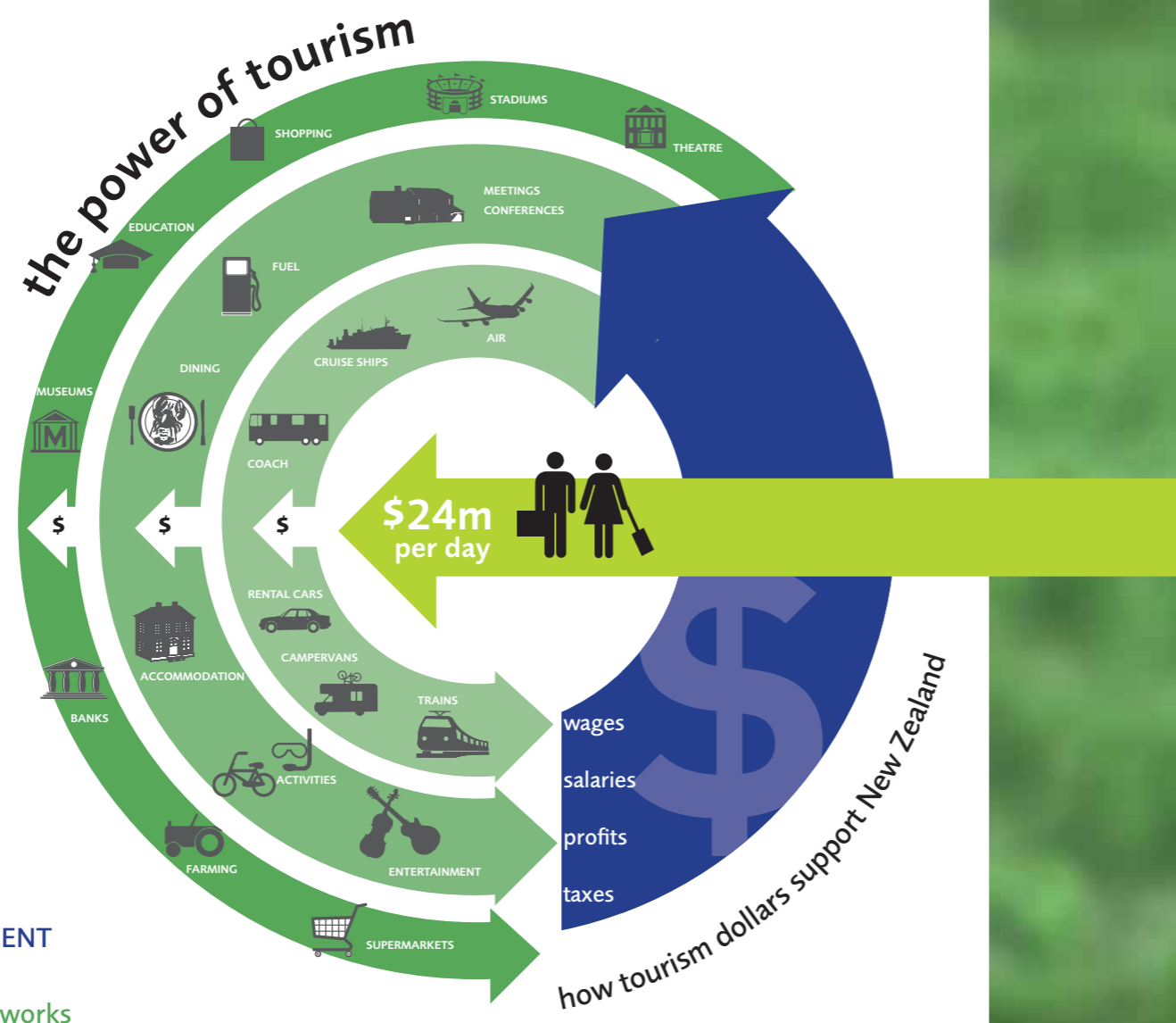
DATE: 20 August 2009

This is a summary of the full financial statements as at 31 March 2009. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

2008/2009 BOARD OF DIRECTORS TOURISM INDUSTRY ASSOCIATION



- |  |   |  |   |   |  |
|--|---|--|---|---|--|
| <p><b>Air Transport Division</b><br/> <b>Norm Thompson</b><br/>                     (Chairman)<br/>                     Deputy Chief Executive<br/>                     Air New Zealand</p>        | <p><b>Adventure Tourism &amp; Outdoor Activities Division</b><br/> <b>Geoff Gabites</b><br/>                     Managing Director<br/>                     Adventure South</p> | <p><b>Activities &amp; Shopping Division</b><br/> <b>John Thorburn</b><br/>                     Chief Executive<br/>                     Ngāi Tahu Tourism</p> | <p><b>Distribution Division</b><br/> <b>Brian Henderson</b><br/>                     Chief Executive<br/>                     Tourmasters South Pacific (NZ) Ltd</p>                        | <p><b>Hospitality Division</b><br/> <b>Simon Jamieson</b><br/>                     General Manager<br/>                     SKYCITY Hotels Group<br/>                     Auckland</p>    | <p><b>Human Resource &amp; Education Division</b><br/> <b>Kathy Slater</b><br/>                     Senior Lecturer<br/>                     School of Hospitality and Tourism<br/>                     Faculty of Applied Humanities<br/>                     Auckland University of Technology</p> |
| <p><b>Paul Richardson</b><br/>                     Vice President<br/>                     Accor Hospitality<br/>                     NZ and Fiji</p>  | <p><b>Regional Division</b><br/> <b>Paul Davis</b><br/>                     Chief Executive<br/>                     Nelson Tasman Tourism</p>                                  | <p><b>Surface Transport Division</b><br/> <b>Sue Sullivan</b><br/>                     General Manager<br/>                     The EX Group</p>               | <p><b>Tourism Services Division</b><br/> <b>Oscar Nathan</b><br/>                     (Deputy Chairman)<br/>                     Director<br/>                     24/7 Consultancy Ltd</p> | <p><b>General Industry</b><br/> <b>Fergus Brown</b><br/>                     Chief Executive<br/>                     Holiday Accommodation Parks<br/>                     Assn of NZ</p> |  |
| <p><b>General Industry</b><br/> <b>Grant Lilly</b><br/>                     Regional General Manager<br/>                     NZ &amp; Pacific Islands<br/>                     Qantas Airways</p> | <p><b>General Industry</b><br/> <b>Graeme Osborne</b><br/>                     Chief Executive<br/>                     Tourism Auckland</p>                                    |  |   |   |  |



2.5 MILLION VISITORS PER YEAR

**FUTURE STATEMENT**

The Government works closely with the tourism industry to fully develop the industry's potential and productivity to help grow New Zealand's economy and raise New Zealand's ranking in the OECD.



TOURISM INDUSTRY ASSOCIATION NEW ZEALAND  
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**tourism  
INDUSTRY**  
ASSOCIATION NEW ZEALAND

## HERE'S HOW TIA SUPPORTS YOUR BUSINESS

### Real support for your business whenever you need it

TIA exists to look after its members and help strengthen the tourism industry. We are at the centre of promoting the development and growth of New Zealand's \$20 billion tourism industry.

We provide leadership in a diverse and exciting industry. We tackle the issues that are important to you, no matter how complex they are, and we speak out when it matters.

We are here for you, our members. We are always keen to hear from you.

We are just a phone call away. Call us on 04 499 0104 or email: [info@tianza.org.nz](mailto:info@tianza.org.nz)

### Getting the most from government

- TIA is the lead national private sector organisation speaking on behalf of the tourism industry.
- We fiercely advocate to every level of government and other decision makers on the issues that matter to tourism operators.
- We make sure tourism is noticed, better understood, and better resourced to grow and prosper.
- We are committed to assisting individual members or entire sectors on a wide variety of issues.

### Building capability

- TIA offers tourism-specific business tools and projects designed to help members develop more successful businesses.
- Our advocacy team works to assist members to develop business capability, and improve bottom line and market performance. We do this through one-on-one support, workshops and newsletters.
- We create connections and put you in touch with the right people, through events like TRENZ [www.trenz.co.nz](http://www.trenz.co.nz), seminars and personal referrals.
- We keep you in touch with your industry with:
  - weekly email news updates
  - links to the major tourism-related headlines in the news each day
  - valuable reference material on our website [www.tianza.org.nz](http://www.tianza.org.nz)

### Reducing expenses

- Members benefit from discounts to TRENZ and other TIA events.
- TIA's benefit partners offer bottom line savings to your business. Visit [www.tianza.org.nz](http://www.tianza.org.nz) for details of significant savings on a wide range of business and personal services and supplies.