

SUSTAINABLE TOURISM BUSINESS AWARD

EVALUATION REPORT

Active Planet

Date of Evaluation: 29 November 2017

PROTECTING NEW ZEALAND'S KEY DRIVERS OF PREFERENCE



Landscapes
& Scenery



Safe
destination



Unique
experiences



Friendly
people



Affordable
activities



Clean &
unpolluted

New Zealand is known for these things, we must continue to deliver on our promise in everything we do to sustain our industry, as these attributes drive preference for New Zealand over other destinations.

“Qualmark will secure a strong long term sustainable position for the New Zealand tourism industry by protecting what makes New Zealand unique and desired, by maintaining New Zealand’s support for our industry, and by enabling businesses to be ready to embrace change”.

Qualmark’s revised criteria and approach will focus on the Economic, Environmental, People, and Health & Safety aspects of tourism businesses. These aspects will form the framework for the Sustainable Tourism Business criteria used by the Tourism Business Advisor during the on-site visit to your business. This report reflects the attributes displayed by your business within these parameters.

Dear Duncan and Nick,

Thank you for your time and hospitality during this evaluation, I trust that you found the exercise useful and productive. I enjoyed being with you to review your Tour Operators Business and being able to identify and discuss future business opportunities.

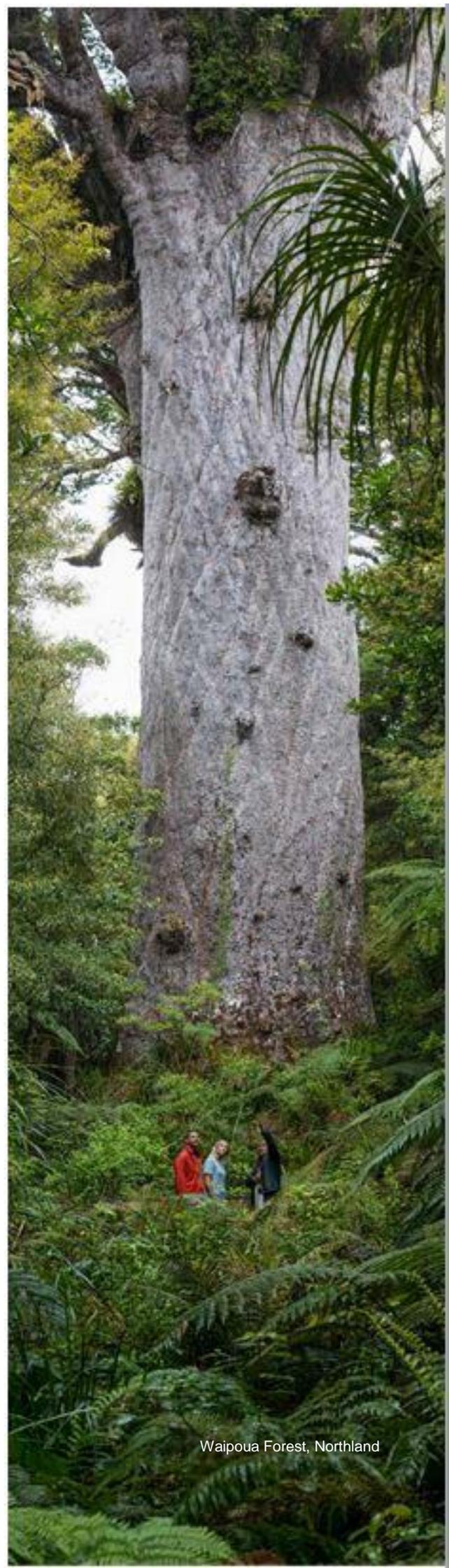
Congratulations on achieving a **Pass** for your Qualmark Endorsement. Also we can confirm a **Silver** Sustainable Tourism Business Award.

You have done well in this evaluation and this outcome confirms your attention to the professional development and management of your business.

I have discussed your comments in regard the DOC and local IWI access permits you hold with Cameron Laurence and how these may affect the outcome of this evaluation. The Department of Conservation have a number of access and guiding requirements in place to assist the preservation of the DOC access. Apart from the guiding requirements on DOC estates (provided by DOC) there are no publically available registers of who hold DOC concessions. However you may need to consider these permits to stay in line with the Health and Safety at Work Act 2015.

Keep up the great work and I look forward to chatting with you again soon.

Kind regards
Ron Russell
Tourism Business Advisor



Waipoua Forest, Northland

HEALTH & SAFETY IN YOUR BUSINESS

QUALMARK IS HERE TO ASSIST

All businesses and work places in New Zealand should be well aware of the changes made to the Health and Safety at Work Act 2015.

No matter your business, staying ahead of these changes is the best way to manage their effect on your business – if you fall behind it can be costly and time consuming to catch up.

Qualmark is here to help you be better prepared for potential events your business may face. During this evaluation your Qualmark Tourism Business Advisor has taken a pragmatic approach to helping you to fully understand your obligations; assist with practical information and business templates; and a desire make it as easy as possible for you.

Key changes and how will they impact tourism businesses, particularly SME's?

- It's not only 'high risk' businesses that will be affected. The new Health and Safety legislation is about making sure that every business and employee takes responsibility for keeping themselves and each other safe.
- A primary duty of care regulation will be introduced, which means it will become the responsibility of the business to ensure the health and safety of its employees (including contractors) and that other stakeholders (visitors and customers) are not put at risk from activities undertaken by the business.
e.g. if you own a holiday home, then as a landlord you will be responsible for ensuring that fixtures, fittings and exits (for example) of your property (deemed a workplace under the new legislation) do not expose your guests to any health and safety risks.
- The new Health and Safety legislation introduces a 'duty of due diligence' on all those holding governance and/or senior management positions in the business. From next year health and safety will become a compliance obligation that must be addressed; failing to do so could result in fines as high as \$600,000, or prison sentences of up to 5 years. It's also worth noting that none of the financial penalties can be insured against.

Sustainable Tourism Business Award

ECONOMIC	
Operations Manual	Very Good
Marketing Plan	Excellent Business Practices
Payment systems	Very Good
Job descriptions	Very Good
Reservations	Very Good
Business information	Very Good
Continuous improvement	Very Good
Maintenance	Excellent Business Practices
Facilities management	Excellent Business Practices
Visitor Experience	Very Good

Criteria Comments

Your Marketing and Media plans are again rewarding your continued input to product development especially with your Wairarapa planning with Local bodies and Colleges in that region. Thank you for explaining how you have developed the short tour or day out for students to accommodate school/college and student demand. Well Done!

Opportunities

You have a number of associations and recognitions that could be considered as marketing tools e.g., Community support, Tourism organisations and environmental accreditations along with Qualmark. It could be worthwhile having these and your Qualmark Logo Hyperlinked to assist visitors in understanding what is behind them.

Simply having the logo directly linked to www.qualmark.co.nz will allow a quick view of what Qualmark means and the benefits of using a business that is Qualmark.

'Active Planet' has been recognised as one of the country's leading tourism operators by Qualmark – New Zealand tourism's official quality assurance agencies.

To earn the prestigious mark, we underwent a comprehensive on-site evaluation against industry standards of best practice. This required the business to be independently reviewed under criteria focused on the specific service, facilities, environmental practices, safety and operating systems that the business has in place.'

Sustainable Tourism Business Award

ENVIRONMENT & CULTURE	
Monitoring & Reporting	Good business practice
Resource Usage	Very Good
Discharge & waste management	Acceptable standards in place
Customer Engagement / Involvement	Very Good
Exemplary Advocacy	Very Good
Asset Register/Management Plan	Good business practice
Investment and enhancement	Very Good
Complements surrounding environment	Very Good
Cultural interpretation	Excellent Business Practices
Cultural hosting	Excellent Business Practices
Manaakitanga	Very Good
Visitor Experience	Excellent Business Practices

Criteria Comments

We discussed at some length a number of opportunities you have identified for student visitors to NZ. You asked if I could assist you by recommended a Tourism NZ contact that may assist. My discussions with Cameron Laurence suggest that it could be advantageous to make contact with Cameron and discuss who in TNZ may help you.

The outcome of your research into DOC concessions and demands from Local IWI is recognised as you suggested that you are making the appropriate contributions as required.

Active Planet is an owner operated transport business run as a Father and Son, no other staff are involved.

Sustainable Tourism Business Award

SOCIAL / PEOPLE	
Customer service standards, training, culture	Very Good
Service /Product knowledge	Excellent Business Practices
Continuous improvement	Very Good
Complaints handling	Excellent Business Practices
Feedback processes, feedback analysis	Very Good
Third party reviews	Good business practice
Recruitment processes, staff training	Acceptable standards in place
Team culture	Very Good
Community engagement	Very Good
Wider industry engagement	Very Good
Visitor Experience	Very Good

Criteria Comments

Feedback on the company planning and activities is predominantly from schools and accommodation providers.

Feedback is recorded and trends are monitored and changes made accordingly.

A considerable amount of feedback is verbal especially from the students and the company operates with a no surprises approach to clients.



Sustainable Tourism Business Award

HEALTH & SAFETY	
Operating & safety management systems	Excellent Business Practices
Reporting, recording and investigating	Good business practice
Staff engagement and participation	Very Good
Training	Excellent Business Practices
Leadership	Very Good
Continuous improvement	Very Good
Visitor Experience	Very Good

Criteria Comments

Thank you for providing detail of your independent H&S auditor. It could assist you in keeping abreast of changes and legal outcomes e.g. Case Law if you carry out a formal review with an independent auditor say bi annually.

H&S incidents/accident recordings show a trail of reporting from start to finish including medical, school, and to parent. Well Done!

Opportunities

Consider engaging a H&S Auditor on a regular cycle say bi-annually to review your practices and keep you informed about any legal changes that may develop as the legislation is bedding down.

Further detail as it comes to hand appears on the WorkSafe web site which you can subscribe to free of charge: www.worksafe.govt.nz/



Sustainable Tourism Business Award

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AWARD	SILVER
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Tertiary: Bus and Coach	Standards Evaluated	Standards Not Met	Evaluation Status
Bus and Coach	5	0	Pass

Tertiary Evaluation	Standards Evaluated	Standards Not Met	Evaluation Status
Tour Operators	11	0	Pass

ACTION PLAN

The following actions could be of great benefit to your business. We encourage you to look in to each suggestion.

- | | |
|---|---|
| 1 | When you add your new Qualmark Logo to your web site you could add a Hyperlink to assist viewers in understanding that Qualmark is the official NZ Government mark of Quality. The Qualmark office will assist you with the text. |
| 2 | Consider engaging a H&S Auditor on a regular cycle say bi-annually. |
| 3 | Subscribing to WorkSafe web site for free updates and guidance on the Health and Safety at Work Act 2015 could help with understanding any legal interpretations as they come to-hand. |
| 4 | It is recommended that the reviewing of the Concession requirements of DOC and IWI become part of your HSWA audits. |

Sustainable Tourism Business Criteria - what do the ratings mean?

Qualmark looks to recognise businesses that are delivering a holistically sustainable experience. Businesses are awarded a Bronze, Silver or Gold award depending on their performance against the Sustainable Tourism Business criterion.



Bronze Sustainable Tourism Business Award

To achieve a Bronze Award a tourism business must meet all Qualmark's minimum standards across 40 key components contained in the Sustainable Tourism criteria. It identifies a business with a high level of professionalism, an awareness of the impact it has on the environment and a customer centric approach.

Silver Sustainable Tourism Business Award



A Silver Award is evidence of a sophisticated tourism business that consistently exceeds visitor expectations. Proactive leadership and management ensure that a culture of high performance is evident throughout the entire business. The business will have a real focus on continuously improving their economic, social and environmental performance to ensure the tourism product they deliver is a genuine, constantly improving sustainable experience.

Gold Sustainable Tourism Business Award



A Gold Award recognises the best sustainable tourism businesses in New Zealand, with the delivery of exceptional customer experiences an integral part of everything they do. A Gold Sustainable Tourism Award identifies those businesses leading the way in making the New Zealand tourism industry a world class sustainable visitor destination.



CODE OF ETHICS

The Qualmark Code of Ethics requires Qualmark Licence Holders, in conjunction with their business, to:

1. Recognise and affirm the right of the customer to courteous, prompt and honest service;
2. Maintain high standards and fair practice in all business transactions;
3. Accord customers of all cultural origins equal respect and consideration;
4. Price goods and services fairly and unambiguously in New Zealand dollars;
5. Ensure that advertising is accurate and truthful, and free of any device which could create a misleading impression or otherwise be contrary to the public interest;
6. Establish and maintain procedures for the prompt handling of complaints, ensuring that all inquiries, refunds and returns of goods (where applicable) are dealt with properly and reasonably;
7. Keep proper books of account and conduct all affairs in a professional manner;
8. Uphold and observe all laws and regulations pertaining to their establishment, particularly those governing the provision and sale of goods and services;
9. Meet all responsibilities to employees by observing all laws and awards, by giving proper training and instruction, by providing adequate working conditions, equipment and facilities and supervising standards of safety and work practices;
10. Act in an environmentally responsible way;
11. Maintain high standards both in equipment and procedures to ensure that customer safety is protected as much as reasonably possible given type of business activity.
12. Uphold the interests and reputation of New Zealand as a quality destination for visitors and travellers, offering friendly, hospitable service.