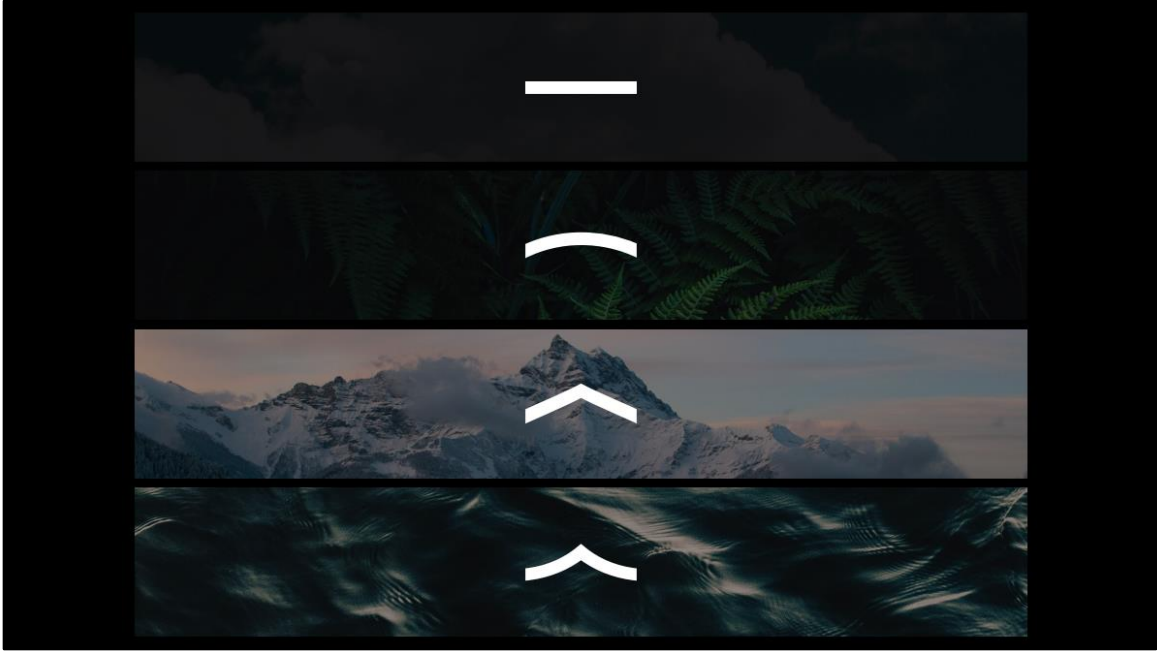


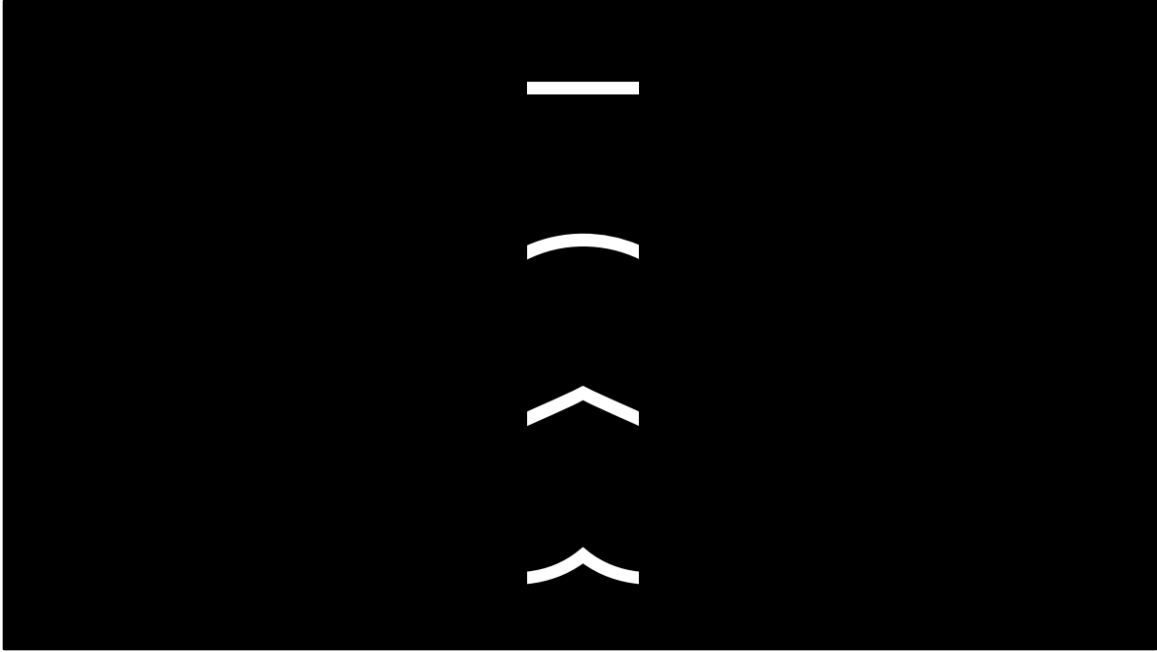
**100% PURE
NEW ZEALAND**





Ko Ranginui e tū iho nei.
Ko Papatūānuku e takoto nei.
Ko Tāne Mahuta nāna te ngahere.
Ko Tangaroa nāna te moana, ki uta ko ngā awa me ngā roto.
Ko Aotearoa tōkū ūkaipō.
Tihei mauri ora.









Today I would like to introduce you to a kaupapa, an initiative, called Tiaki – Care for New Zealand. You'll be somewhat familiar with it already, but I'm hopeful that today will deepen your understanding of Tiaki and help us to bring it to life

For example, you may not be familiar with the karakia I just kicked off this session with. That is a karakia that was composed specifically for Tiaki by a Maori academic, Dr Vallance Smith. It acknowledges four different atua, or spiritual beings, or guardians, and the physical domain they protect. You can see how this in turn is brought to life in our tohu, or our symbol. This is a good example of the Te Ao Maori approach we aim to take with Tiaki.

You can see within this tohu, the personification of nature. You can see that there is a whakapapa, starting with Rangi and Papa and coming right back to you and I. You can see that this natural world around us is something we are connected too.



With this view we start to see that that big mountain over there isn't just a big hill to climb up. It's not a playground. It's not something that we as humans conquer. It is an ancestor. It has its own stories and ancestors and descendants.



When you're in the forest, in the realm of Tāne Mahuta, it's not just a place to go tramping or mountain biking. Every tree, every bird, every being within that space has its own whakapapa and story. Just like ourselves.





Tiaki loosely means to care and protect in Te Reo Māori. It does not mean the same as kaitiakitanga, or kaitiaki, but probably the best way to think of it is that through this kaupapa we ask visitors to act like guardians, caring for people, place, and culture.

And if we want to know why this is an important kaupapa, or an important thing to be doing, we need to cast our minds back a couple of years.

4,917,000

Resident population of New Zealand, 2019

3,888,473

International visitor arrivals, 2019



Before COVID changed the world and border closures changed the way we travelled, this was our reality.

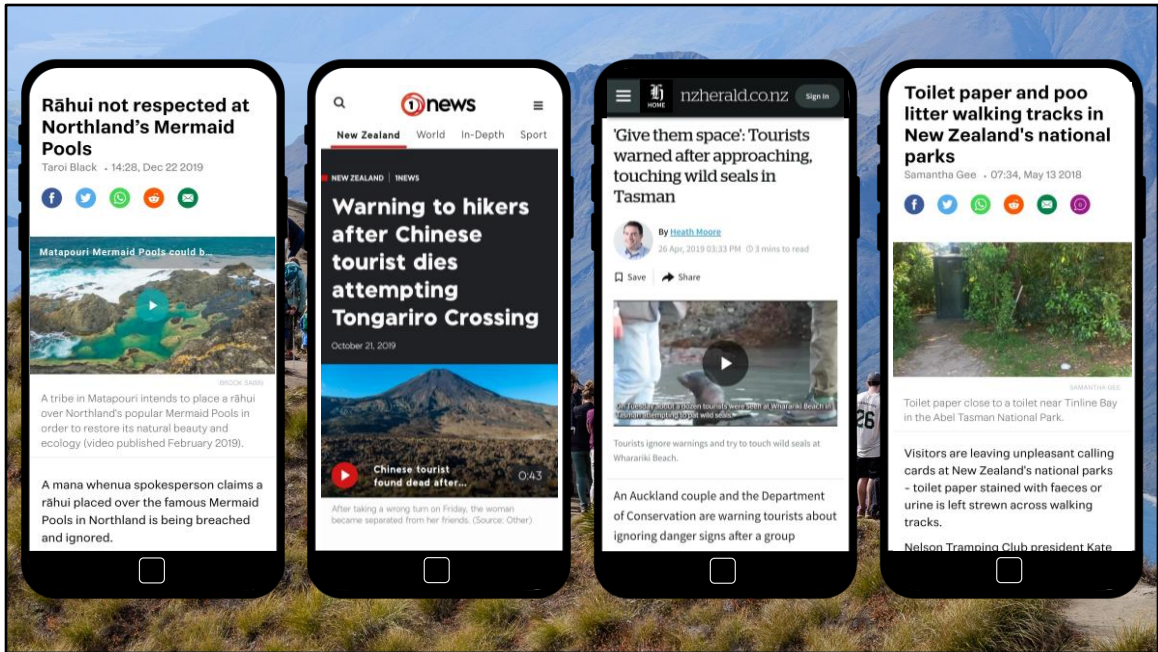
This first number represents the resident population of Aotearoa in 2019. It is of course over five million now, but still not very big by global standards.

This second number is how many international visitors came to New Zealand in 2019. As you can see – as a proportion of our total population it was getting quite significant. On one hand that’s amazing. It means Tourism NZ is doing an awesome job, TIA is supporting a thriving industry. It means that Aotearoa sees lots of value, both in an economic sense and in the cultural exchange and everything else that comes with tourism.



However, that level of volume can put strain on some of our local places. This is a pretty benign image right? Kinda funny even. People actually queueing up on a hike in the outdoors to take their perfect Instagram shot. But the ridiculousness of it illustrates a deeper cause for concern.

Pre-COVID, the sheer influx of visitors put strain on local communities, on infrastructure, and on nature. There were issues in certain places with litter, overcrowding, unsafe behaviours, getting too close to wildlife, disrespecting culturally significant sites, and even toileting.



Because of these issues we were also starting to see some social licence implications. Tourism in Aotearoa was at risk of suffering from too much of a good thing. It was not necessarily reflecting the aspirations and desires of local communities. And while infrastructure and policy changes can help address some of these challenges, many of the impacts were down to **human behaviour**. A difference in expectations, that is, both international and domestic visitors not behaving as their host communities would expect.

So it was in this landscape, in 2018, that the Tiaki – Care

for New Zealand kaupapa was born.

A SHARED KAUPAPA BY



Tiaki was developed collectively by seven public, private, and non-profit organisations that cross different areas of the tourism sector. You can see these organisations here. You should know most of them but if you are new to tourism there may be a couple you're unfamiliar with. TIA is Tourism Industry Aotearoa, who are an industry organisation representing businesses right across the sector. NZ Māori Tourism represent our Māori tourism operators. LGNZ is Local Government New Zealand, they represent local and regional councils. THL is a large publicly-listed tourism business that runs several brands including Maui, Britz, Mighty Campers, Waitomo Glowworm Caves, and Kiwi Experience.

All seven of these organisations sit on a collective Governance group called Te Kāhui Tautiaki. This group makes strategic decisions about the kaupapa as a collective.

ORGANISATION DETAILS:

They are, Air New Zealand (our national airline), Tourism New Zealand (who promote Aotearoa as a visitor destination), NZ Māori Tourism (an industry organisation representing Māori tourism operators), Tourism Industry Aotearoa (a member organisation that represents sectors across the tourism industry), Local Government NZ (a group representing local and regional councils), THL (a large publicly-listed

tourism company that runs several tourism businesses), and Department of Conservation (a government department in charge of national parks and native species).



We also have an independent Pou Tikanga, or Māori Tikanga Advisor who sits on the Governance Group. His name is Joe Harawira and he is a well-respected storyteller and authority in Maori culture and indigenous knowledge. Joe, along with a Paepae Group of other cultural advisors within the team, help us to incorporate mātauranga Māori into our approach.



Te Kāhui Tautiaki (the seven organisations and our Pou Tikanga) have established this kaupapa as an open-source platform and initiative. It is available for anyone with open hearts and minds pick up and elevate and bring to life in Aotearoa. It is not owned by one particular organisation, and we encourage everyone across the sector to help us bring it to life for our visitors. It aims to influence the behaviours of our visitors in a meaningful and inspirational way. It share a Māori way of looking at the world and encourages us all to view things through this indigenous lens.



And in addition to this high-level and thoughtful inspiration, we of course have the pointy end of the stick, which is how we ask visitors to live up to this idea of Tiakitanga.

Through research insights and sector engagement, we have identified five key areas of behaviour to focus on influencing in our visitors. These areas of behaviour are safe driving, outdoor safety and preparedness, respect of culture and local communities, protecting nature, and keeping New Zealand clean from litter and waste.

You'll notice these areas of behaviour are quite broad, and not specific actions in and of themselves. For example....



..... 'Protect Nature' might mean cleaning your tramping boots between hikes in the North to stop the spread of kauri dieback disease. Down south on Arthurs Pass, protecting nature might mean not feeding kea.



So as you can see these pillars are designed to support operators, RTOs, councils, and other organisations in influencing specific and localised behaviours that are important for their areas. That is why they are broad and flexible, rather than direct and specific.

Respect marae
Stick to campsites
Follow health guidance
Ask a local
Respect wāhi tapu



SHOW
RESPECT

Another example is this idea of showing respect. That is a pretty broad area of behaviour and probably means something different to each person. So underneath this we can pull out specific behaviours or actions that we want people to undertake. We could use Tiaki as an umbrella to communicate specific actions such as these.



So as you can see these pillars are designed to support operators, RTOs, councils, and other organisations in influencing behaviours that are important for their areas. That is why they are broad and flexible, rather than direct and specific.

Online bookings are required at this campsite

You must book your stay at this campsite online, even if you have a Department of Conservation Campsite Pass. Booking online helps us to manage visitor numbers and provide a good camping experience.

If you have not already booked online, visit booking.doc.govt.nz for this campsite's fees and to book your stay.

Note: Hut tickets and hut passes are not valid at this campsite.

Your fees help to maintain and develop this campsite.

Care for this campsite



Protect nature

Follow any rules restricting dogs, fires, drones, or vehicles.

Only light fires in designated fireplaces and when there is no fire ban.

Keep your distance and don't feed wildlife. Leave plants and wildlife undisturbed.



Be prepared

Boiling or treating water is recommended.



Keep New Zealand clean

Take all rubbish with you and use toilets where provided.



Show respect

Please be considerate of other visitors by respecting others space, keeping noise down, and common areas clear.

A really good example of this is on the new DOC campsite signage. You don't need to read the whole thing, but you can see here that DOC have used elements of Tiaki that are relevant for this particular context.

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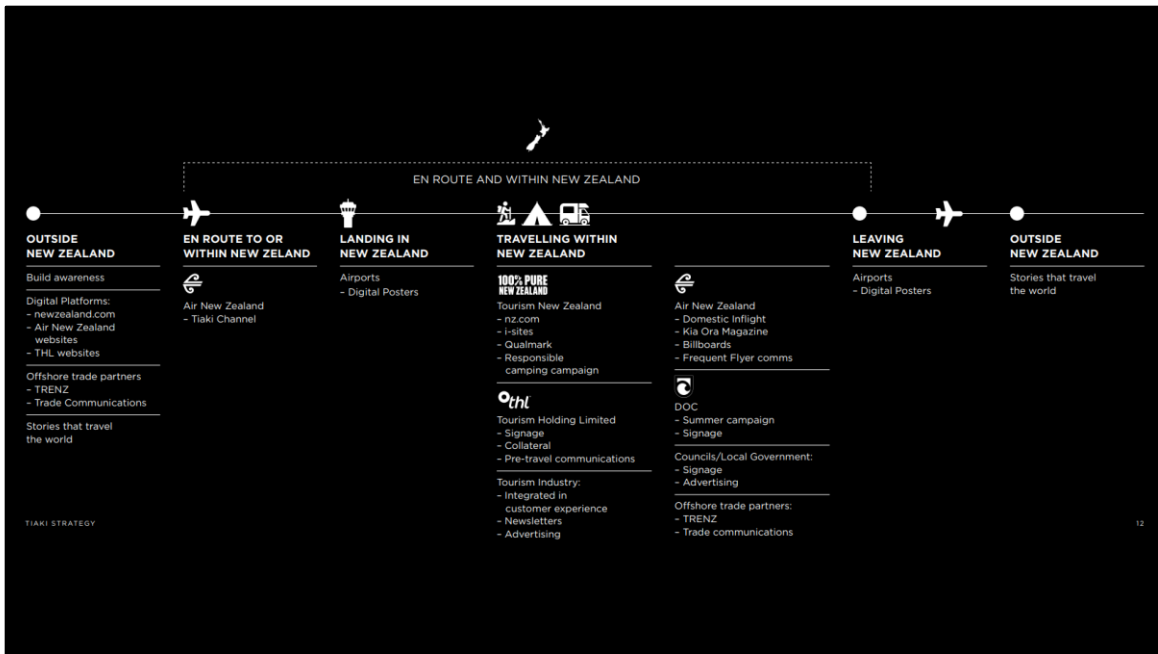
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We start offshore, with



Probably the biggest Tiaki placement currently is the Air New Zealand safety video – you may have seen it if you’ve flown recently. This is a first introduction to Tiaki for many of our visitors to New Zealand. It introduces some of the cultural depth and storytelling behind Tiaki, the story of our atua, and a look at the world through an indigenous lens.

Arrivals

Flight	From	Sch	Est. Arr	Gate	Status
NZ811	Auckland	09:00	08:49	1	Landed
NZ843	Christchurch	09:35	09:27	1	Landed
QZ279	Wellington	09:55		1	Estimated
QZ285	Auckland	10:35	10:18	1	Estimated
NZ847	Christchurch	11:19		1	
VQ219	Melbourne	11:25	12:00	3	Estimated
NZ915	Auckland	11:25		1	
NZ203	Wellington	11:45		1	
NZ919	Auckland	12:50		1	
NZ921	Auckland	14:00		1	
NZ832	Sydney	14:30		3	
EK5121	Sydney	14:30		3	
NZ839	Auckland	14:45		1	

Departures

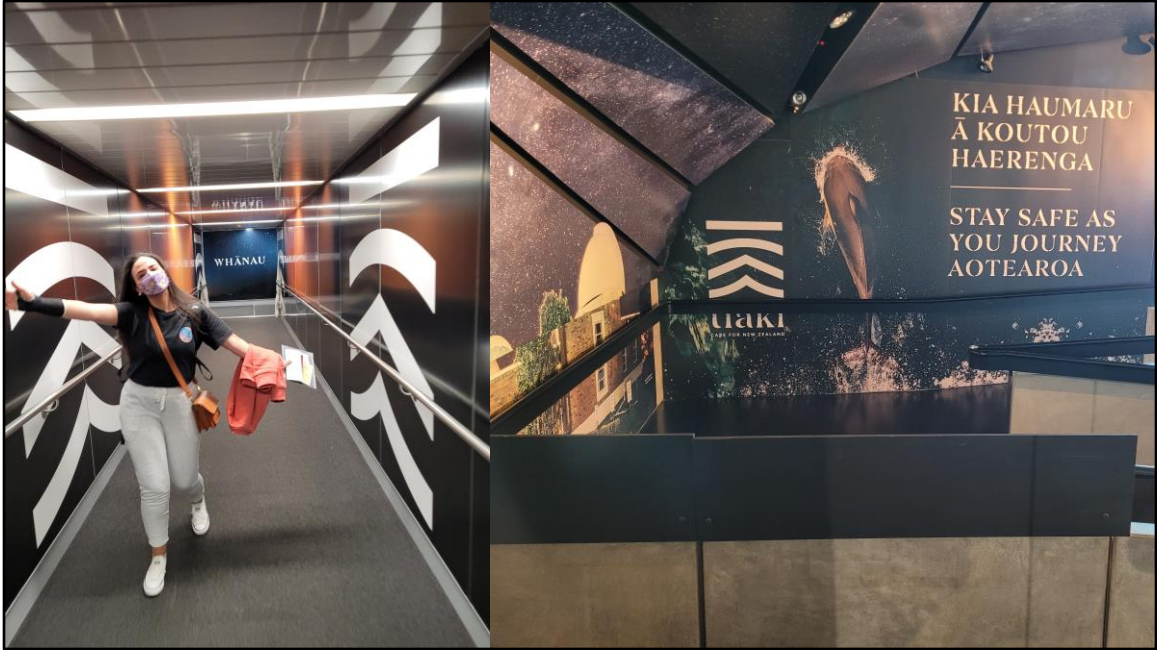
Flight	To	Sch	Est. Dep	Gate	Status
NZ914	Auckland	09:35		3	Departed
NZ844	Christchurch	10:05		1	Relax
QZ278	Wellington	10:25		4	Gate Open
QZ282	Auckland	11:05		4	Relax
NZ848	Christchurch	11:40		1	Relax
NZ918	Auckland	12:00		3	Relax
EK7580	Sydney	12:10		7	Relax
NZ804	Wellington	12:20		2	Relax
NZ850	Auckland	13:30		3	Relax
NZ852	Auckland	14:40		3	Relax
NZ832	Auckland	15:20		2	Relax
EK5122	Sydney	15:20		8	Relax
NZ831	Sydney	15:30		7	Relax

TIAKI MAKE A PROMISE TO PROTECT AND PRESERVE NEW ZEALAND.

PROTECT NATURE KEEP NZ CLEAN DRIVE CAREFULLY BE PREPARED SHOW RESPECT

TIAKINEWZEALAND.COM #TIAKIPROMISE

We will occasionally have airport placements running, this is one in Queenstown...

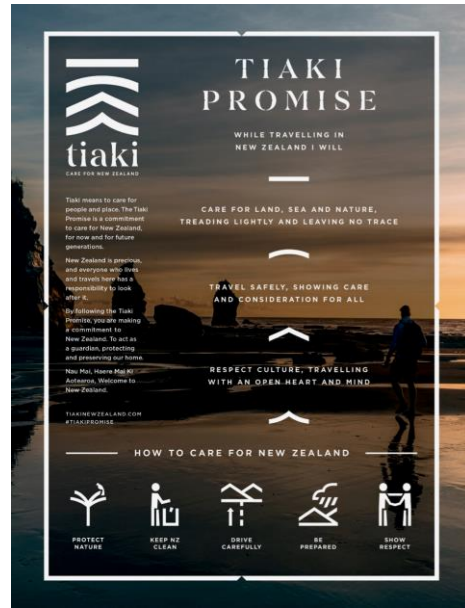


....and these are some more permanent ones in the international terminal in Wellington

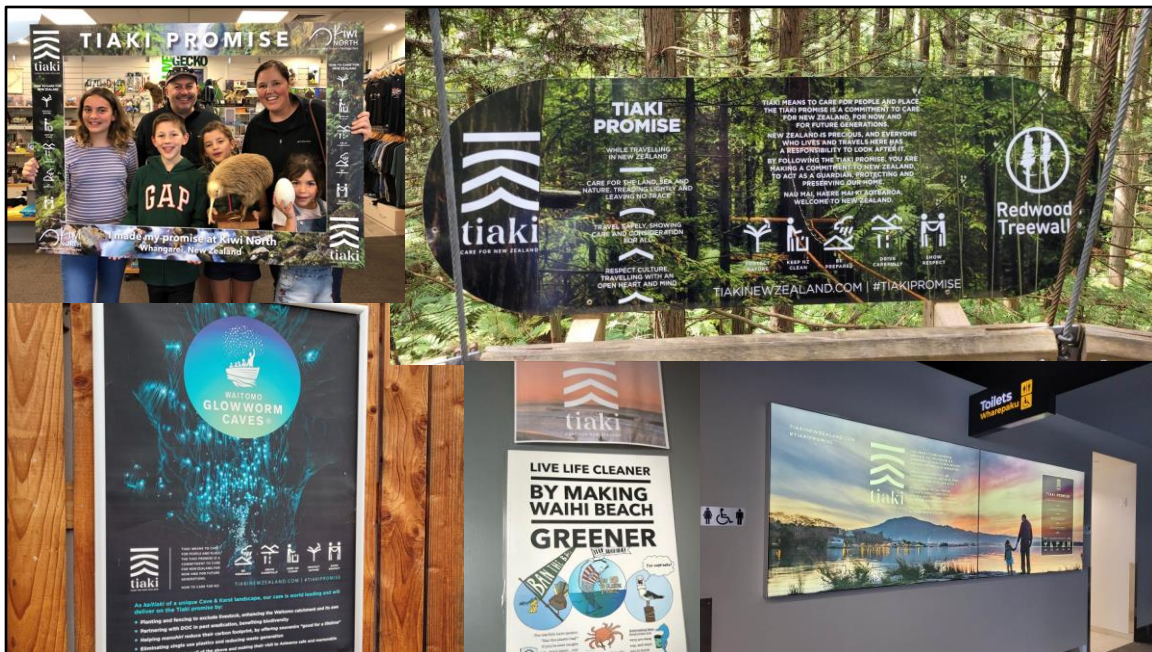



Once you've landed at the airport you may be en route to pick up a rental campervan and get given something like this, a Tiaki kete of camping knowledge, that can help guide your experience.






You might leave your campsite and visit a tourism experience, and come across some posters, flyers, brochures such as these...






24% of New Zealanders aware of Tiaki




Embedded into the Government's National Tourism Strategy and several regional destination management plans



84% of New Zealanders believe Tiaki is important






Over **10m** passenger views and **6.5m** online views of
Air New Zealand safety video



Public Good Award and Purple Pin at Best Design Awards



15% of international visitor aware of Tiaki





Conservation as national core code and visitor
behaviour messa

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Bringing it all to life – some ideas

Now I'll get into a few thought starters on how this might be brought to life in within your business. I want to emphasize here again that Tiaki is an open-source platform designed to be adopted and used as needed to suit communities...

First and foremost it's probably useful to think about where your customers are travelling and what they are doing and tailoring Tiaki guidance to suit the relevant behaviours.




Guide your team




Guide your team

Your team plays an important role in the manaaki of visitors to your rohe. They are hosts, guides, and representatives for us all. Ensure that staff know how to share the meaning and intent of Tiaki as well as the behaviours it promotes.



Display Tiaki at your place



It may not seem like a big deal but displaying Tiaki at your place reminds visitors of these behaviours and expectations. If you think of an international visitor, they may have seen the Tiaki safety video on their flight, seen it when they picked up a rental car, when they stayed at a hotel on the way down, and seeing it again is another nudge or prompt.



Printable assets

Posters

Table talkers

Window decals

T-Shirts

Page spreads





Digital assets

Videos

Animated billboards

Static screen displays

Banners

Tiles





nikaucave_cafe Anne and Philip put the block of land which is now the Waikaretu Waterfall Bush Walk into QEII covenant over 30 years ago. Maintaining the track and continuing planting native trees is one of their favourite things to do - only made more fun when their grandchildren join them. Teaching them the joy and responsibility of being kaitiaki of this reserve is one of the ways Anne and Philip live the Tiaki Promise every day.

The children learn that as you do the mahi you get to spend time with people you love, you make a tangible difference to the world around you - and you get the reward of a hot chocolate and the



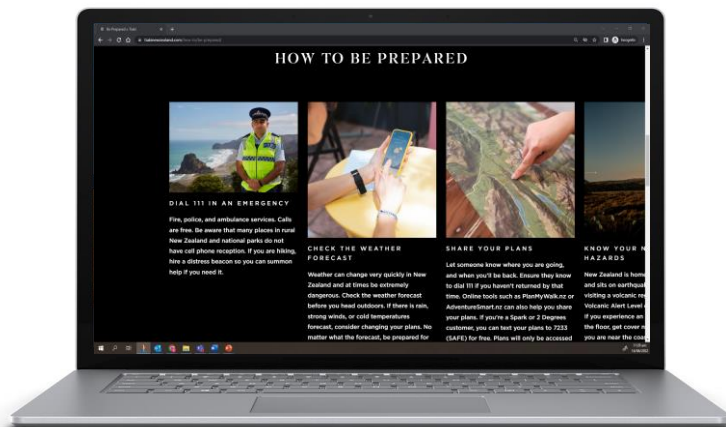
Liked by [tourism_industry_aotearoa](#) and **69 others**

AUGUST 13, 2021

Add a comment... [Post](#)

Share your commitment with
#TiakiPromise





Include Tiaki website in
booking and comms



The Tiaki website has a whole lot of details on around each travel behaviour and is intended to add value to visitors by providing really useful information about travelling through New Zealand.



Make Tiaki relevant
for your area



So we've talked about this already, but again – touch on the behaviours and stories that are relevant for your area and community

Are your visitors travelling on to the beach? The bush? The mountains? Think about the behaviours they will need to exhibit to care for the people place and culture in your area.



So, kia ora, thank you for your time and attention today. I hope you got something out of this session, and I will just leave you with a couple of final thoughts. Tiaki is only as strong as the operators and champions across the sector that adopt it. Do think about how you might bring this kaupapa to life for your visitors. It will help them to tread lightly on Aotearoa, and show your community that you are taking your responsibilities as a tourism operator seriously. I know there is so much passion and enthusiasm and action when it comes to environmental and cultural kaupapa in tourism, so do use Tiaki as a way to harness this and inspire your manuhiri.

No reira, mauri oho, mauri tu, mauri ora ki a tatou. Kia ora.