



tourism
INDUSTRY
ASSOCIATION NEW ZEALAND

Submission to the
Department of Conservation and Fish and Game Council
on
Fishing Licences
28 October 2011



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Introduction

1. The Tourism Industry Association New Zealand (TIA) appreciates the opportunity to provide input into whether non-New Zealand residents should be charged higher fees for fishing licences. TIA has talked with a cross-section of members in compiling this submission. For any questions relating to the paper, in the first instance, please contact TIA Advocacy Manager, Geoff Ensor, on 496 5000 or by e-mail to geoff.ensorr@tianza.org.nz.

Comment

2. TIA is concerned that international anglers are being unfairly targeted and the association does not support a higher licence for this group. It firmly believes New Zealand should be finding ways to actively encourage international anglers, an activity group which exemplify the type of visitor the country's marketing efforts have been targeting, e.g. international anglers tend to spend more per person than the average international visitor, they contribute economically to communities well off the beaten track and they tend to be longer stay
3. It is suggested that river tension between resident and non-resident fishermen may reduce if it was known that non-resident anglers were paying more for their licence. TIA does not think fee structures will mitigate tension which appears to have been more based on the perception that opportunities to catch fish in uninterrupted seclusion is under threat. Whether this is true or not, TIA does not agree that charging non-resident anglers higher licence fees will lead to better relationships.
4. While overseas examples are quoted, TIA does not believe this means New Zealand should follow suit. Given our remote location and the global financial crisis, a strong argument exists for keeping the status quo rather than risk any disincentive to such an important market group
5. TIA is concerned by the precedent of charging non-resident anglers a higher fee. Arguably, all international visitors incur a New Zealand Inc 'management' cost, but they also pump nearly ten billion dollars into the economy annually and contribute over 16% of the country's foreign exchange earnings.
6. A move to target international anglers is likely to prompt other land managers and communities to look for similar opportunities with other groups. New Zealand could incrementally become expensive with our international visitors regarded as cash cows, rather than guests who also make a significant contribution to our economy
7. TIA believes that more creative and fair funding opportunities may exist e.g. encouraging all anglers (resident and non-resident) who are buying a licence to contribute some extra money to a targeted (and identifiable) fishery management fund. For example, hunting guides have created game animal medallions as a funding source and it may be worth Fish and Game and DOC talking with the Professional Fishing Guides Association (PFGA) to see if fishing guides could consider similar innovative ideas.

Summary

8. In summary, water quality and well managed fisheries are important to New Zealand's tourism industry, but TIA doesn't believe an inequitable licence fee structure is the way to address funding constraints. The Association hopes the agencies involved will continue to talk with key stakeholders and ensure an equitable and workable funding stream is achieved.

Geoff Ensor
Advocacy Manager
Tourism Industry Association New Zealand
28 October 2011

Background information

A bed-rock of New Zealand's economy

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

Delivering Value

12. Below is a snapshot of the economic value provided by tourism to the New Zealand economy:
 - Tourism contributes more than 8.7% of gross domestic product (GDP) for New Zealand as well as directly and indirectly employing one in ten New Zealanders.
 - Tourism in New Zealand is a \$61 million per day industry. The New Zealand tourism industry delivers \$26 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$35 million in economic activity every day.
 - Tourism expenditure reached \$22.4 billion for the year ended March 2010. International visitor expenditure accounted for \$9.5 billion or 18.2% of New Zealand's foreign exchange earnings.
 - Importantly, and despite more challenging times in the past three years, tourism is again New Zealand's largest foreign exchange earner with its contribution felt at national, regional and local levels.

About TIA

13. TIA has been the lead association that represents the interests of about 1,700 tourism businesses in New Zealand. The Association was first established in 1955 and the businesses TIA represent cover a range of tourism-related activities –

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

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