



tourism  
INDUSTRY

ASSOCIATION NEW ZEALAND

**Submission to the  
Local Government and Environment Select Committee  
on the  
Freedom Camping Bill**

**29 June 2011**

## Introduction

1. This submission is from the Tourism Industry Association New Zealand (TIA), located in Wellington. If you wish to contact the Association regarding this submission, in the first instance, please telephone Geoff Ensor, TIA Advocacy Manager on 04 496-4889 or 0272 430 800 or e-mail him at [geoff.ensor@tiaz.org.nz](mailto:geoff.ensor@tiaz.org.nz)
2. TIA welcomes the opportunity to be able to comment on the Freedom Camping Bill. The Association would be grateful for an opportunity to appear before the Committee when oral hearings are scheduled.

## Comment

3. In December 2007, TIA established a forum aimed at better management of vehicle-based freedom camping. This has become known as the New Zealand Responsible Camping Forum (NZRCF). Forum members include:
  - all New Zealand's leading campervan companies;
  - Local Government New Zealand (LGNZ);
  - Regional Tourism Organisations New Zealand (RTONZ);
  - the New Zealand Police;
  - the Ministry for the Environment (MfE);
  - the Tourism Strategy Group – a division of MED (TSG);
  - the Department of Conservation (DOC);
  - the New Zealand Motor Caravan Association (NZMCA);
  - Tourism New Zealand (TNZ);
  - Holiday Accommodation Parks NZ (HAPNZ)
  - the New Zealand Transport Agency (NZTA), and
  - the Rental Vehicle Association (RVA).
4. The NZRCF has succeeded in achieving a unified stance on how best to manage freedom camping. It is accepted by everyone that some degree of enforcement will be required, but we can reduce that through education and helping campers to embrace the principle of kaitiakitanga.
5. Forum members have been unanimous in their belief that strong, clear and targeted camping information is the cornerstone for achieving responsible camping practices in New Zealand. The strongest long-term gains will come from developing a culture of environmental care underpinned by national and local visitor-friendly information
6. As chair of the forum, TIA visited 18 regions during 2010 and talked with a wide range of community representatives about better management of camping and how national

efforts could be supported locally. Forum actions were universally appreciated, as was its information-weighted approach rather than a focus on regulation and enforcement.

7. The Forum, however, has felt increasing pressure to help establish a nationally consistent enforcement regime that can be used to fine campers who deliberately ignore local information and camp in places and/or in ways that are not tolerable for communities.
8. It was felt that this would act primarily as a deterrent, while providing a tool for land managers when deemed absolutely necessary. Used sparingly and wisely, a nationally consistent enforcement regime will support the information-based approach and help remove community tension that has grown from a sense of powerlessness when campers have ignored local advice and direction.
9. At a meeting of the forum in April 2010, LGNZ committed to the following action *'LGNZ will advocate for regulation change under S. 259 of Local Govt Act and legislation change (if required following further discussion) to establish a national instant fine and the opportunity for a nationally consistent enforcement regime'*
10. The Freedom Camping Bill is a result of that Forum action and LGNZ's commitment to seeing it delivered.
11. In summary, TIA broadly supports the Bill, but is aware that it has been developed within a tight timeframe. For this reason especially, TIA urges those considering submissions to reflect on points raised by land managers, campervan companies (and their representatives) and others who will be directly affected by the Bill. To be effective, the Bill must work at the coalface and the devil will most certainly be in the detail.

## **About the Tourism Industry**

### **A bed-rock of New Zealand's economy**

12. Tourism 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.
13. 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.
14. If New Zealand Inc. is to continue to prosper, to attract investment and to raise its position in OECD rankings, then it is vital that the tourism industry, and the positive image it projects, remain strong.

### **Delivering Value**

15. 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 \$22.4billion for the year ended March 2010. International visitor expenditure accounted for \$9.3 billion or 18.2% of New Zealand's foreign exchange earnings, with tourism currently ahead of the dairy industry as the country's largest export industry.
- Importantly, and despite more challenging times in the past two years, tourism remains one of New Zealand's largest foreign exchange earners and its contribution is felt at national, regional and local levels.

## About TIA

16. 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.
17. The primary role of TIA is to be the voice of the tourism industry. This includes working for members on advocacy, policy, communication, events and membership and business services. The TIA team is based in Wellington and led by Chief Executive, Tim Cossar.
18. TIA has been the lead association that represents the interests of about 1700 tourism businesses in NZ since the Association was first established in 1955. The businesses TIA represent cover a range of tourism-related activities – hospitality, transport, accommodation, adventure and activities, attractions and retail as well as related tourism services.
19. 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.

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