

**Guidelines to making a submission on your Long Term  
Council Community Plan (LTCCP)  
December 2008**

We know you are very busy and that many of you may not have made submissions on the LTCCP before, but TIA believes this is a time that tourism's voice must be heard very loudly and clearly.

The LTCCP dictates your council's activity and spending and they are reviewed every 3 years, most reviews are well underway now for completion in 2009.

If you think your visitor industry is important to your region then it is critical that you have a voice and say very clearly what you feel strongly about and how your suggestions will benefit the wider community.

This submission guide is designed to help you put the strongest possible tourism case to your council. It is not an attempt to write your submission for you, but it does draw your attention to a number of points that may strengthen your submission and make it more compelling.

**Submission action points and considerations**

- Contact your council and establish the LTCCP process:
  - Who can you meet with to talk about the plan?
  - Is the draft plan out for consultation?
  - When must your submission be in council hands?
- Talk with your Regional Tourism Organisation.
  - Do they have a submission or helpful information?
  - Can you draw on the RTO submission and reinforce their key points within your own?

**Consider including the following:**

- **List the scale** of the New Zealand tourism industry:
  - Tourism is a fundamental contributor to New Zealand's economy and way of life.
  - Tourism contributes close to 10% of gross domestic product (GD P) as well as directly and indirectly employing nearly one in ten New Zealanders.
  - Tourism in New Zealand is a \$50 million per day industry.
  - The New Zealand tourism industry delivers \$24 million in foreign exchange to the New Zealand economy each day of the year.

- Domestic tourism contributes another \$26 million in economic activity every day.
  - Tourism expenditure reached \$20.1 billion for the year ended March 2007. This represents 18.3% of New Zealand's foreign exchange earnings.
  - Importantly, and despite more challenging times in the past 12 months, tourism remains one of New Zealand's largest foreign exchange earners and its contribution is felt at national, regional and local levels.
- List the **visitor statistics for your region**, this can be gathered by ringing your RTO and/or visiting the [Ministry of Tourism Research site](#).
  - **The Prime Minister is now the Minister of Tourism.** This is a clear signal that our tourism industry and its contribution to New Zealand is recognised at a Central Government level. This point should be highlighted in your submission.
  - **Make reference** to the [New Zealand Tourism Strategy 2015](#). Draw attention to the 4 outcomes, in particular : 'The tourism sector and communities work together for mutual benefit'

## **1. NEW ZEALAND DELIVERS A WORLD-CLASS VISITOR EXPERIENCE**

*In a competitive international environment, it is vital that we capitalise fully on the many wonders New Zealand has to offer. We must deliver products that are high quality, authentic, unique and delivered with superb service.*

## **2. NEW ZEALAND'S TOURISM SECTOR IS PROSPEROUS AND ATTRACTS ONGOING INVESTMENT**

*Our goals for the industry can only be realised if we can ensure continued profitability for those involved, and secure the investment required to continue upgrading our products.*

## **3. THE TOURISM SECTOR TAKES A LEADING ROLE IN PROTECTING AND ENHANCING THE ENVIRONMENT**

*These actions are essential to protect tourism's greatest asset, and ensure the ongoing prosperity of our tourism industry.*

## **4. THE TOURISM SECTOR AND COMMUNITIES WORK TOGETHER FOR MUTUAL BENEFIT**

*Tourism is a major economic contributor to many regions of the country. It is important that communities and operators build strong relationships and recognise each others' important contribution.*

In addition, draw attention to the principles **of Kaitiakitanga and Manaakitanga** that underpin the strategy and are at the heart of our future direction. Kaitiakitanga fits very well with the community outcomes sought by local government:

### **KAITIAKITANGA**

The guardianship and sustainable management of natural, built and cultural resources for the collective benefit of current and future generations

### **MANAAKITANGA**

Sharing exceptional and natural hospitality, knowledge and beliefs, on the basis of mutual respect between host and visitor

- Say what you want, but be very clear how this will meet **wider community outcomes** – this is what local government are charged with achieving
- If possible, **speak to your submission** when the opportunity is presented. Don't read it out, just articulate the main points and let your passion and commitment do the rest!

### **Pointers for submission construction:**

- Give context to your submission:
  - Who you are
  - What is your business
  - How long have you lived and worked in the area
  - What sector do you represent within the wider tourism industry
  - Why are you making a submission
- Show the national picture:
  - Tourism's contribution to the economy
  - The NZ Tourism Strategy 2015 and its key outcomes
  - Kaitiakitanga and Manaakitanga – guiding principles
  - PM as Minister of Tourism: Recognition of tourism's importance
- Show the regional picture:
  - Regional visitor statistics
  - Tourism's contribution to your communities social, economic, cultural and environmental outcomes

- The need for investment at a local level to meets national tourism objectives and visitor expectations
- List your priorities for the LTCCP:
  - State how each of your priorities will benefit the community
  - Show what parts of the plan you support and why
  - If you agree with points raised by your RTO, reinforce these...
- Be objective and succinct:
  - Avoid long-winded and dense script. Short, clear, numbered bullet points work best
- Consider working with others in your sector:
  - Individual submissions are important, but tourism's voice can be lifted in your region if some degree of unity is demonstrated.

***Demonstrating knowledge of community outcomes and a desire to contribute to them, is at the heart of a successful submission***