



tourism  
INDUSTRY

ASSOCIATION NEW ZEALAND

**Land Transport New Zealand  
Draft Vehicle Equipment Amendment Rule (Rule 32017/2) 2007  
Submission**

19 April 2007

## Introduction

1. This submission is from the Tourism Industry Association of New Zealand (TIA), located at Level 4, Travel and Tourism House, 79 Boulcott Street, Wellington.
2. If you wish to contact us regarding this submission, in the first instance, please telephone Geoff Ensor, Sector Manager on 04 496 4889 or e-mail him at [geoff.ensor@tianza.org.nz](mailto:geoff.ensor@tianza.org.nz)
3. This submission comments on Land Transport New Zealand's (LTNZ) Draft Vehicle Equipment Amendment Rule (Rule 32017/2) 2007.
4. Our Association has consulted with its Members to seek their views in the preparation of this submission. We recommend that our submission be read alongside those you may have received from other businesses in the tourism and transport sector.

## About Us

5. TIA advocates for the interests of the tourism industry in New Zealand. The businesses we represent generate more than 85% of New Zealand's tourism-related revenue.
6. Tourism is a \$17.5 billion industry (\$8.4b from international and \$9.1 from domestic tourism) with international tourist expenditure accounting for 18.7% of New Zealand's total export earnings.<sup>1</sup> The industry, directly and indirectly, employs 1 in 10 New Zealanders in a diverse range of businesses – the majority of which are small and medium sized enterprises. Not only is tourism important because of its size, representing 9.4% of New Zealand's GDP, it is:
  - Highly employment intensive;
  - Regionally disparate; and
  - Very diverse - ranging from large stock exchange listed companies to small cottage industries.
7. These businesses cover a range of tourism-related activities – hospitality, transport, adventure and activities, attractions and retail and related tourism services. In many cases, regional tourism businesses have developed around regional assets divested by other industries and have revitalised those assets and the communities that depend on them.

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<sup>1</sup> "Key Tourism Statistics – September 2006", Ministry of Tourism website

8. The tourism industry in New Zealand consists of more than 8,000 small and medium sized businesses. Of these businesses, most employ less than five people.
9. New Zealand welcomes more than two million overseas visitors to its shores every year. The domestic tourism industry is also important in helping to sustain a vibrant tourism industry, as evidenced by the more than \$9 million that comes from domestic visitors each year.

## Objective of Amendment

10. The following is an excerpt from questions and answers provided by Land Transport New Zealand (LTNZ) to inform submitters on the objective of the proposed Amendment.

**Consultation on proposed amendments to the Vehicle Equipment Amendment [2007] - Proposed changes to the vehicle noise testing provisions**

**Questions and answers for public consultation**

**7. What is the purpose of the amendment Rule?**

*The purpose of the amendment Rule is to reduce vehicle noise by targeting the noisiest vehicles in the fleet (the 'gross emitters'), while minimising the impact on the majority of vehicle owners whose vehicles are not causing the problem. The 'gross emitters' tend to be vehicles purposefully fitted with modified exhausts that emit noise well above the legally allowable decibel limits. Although they make up a small percentage of the overall vehicle fleet, these vehicles cause a great deal of public annoyance.*

**10. Are the proposed changes needed?**

*Excessive vehicle noise is a significant public concern, particularly in some urban areas. Numerous public complaints are made about people operating their vehicles in an inconsiderate manner (eg, vehicle convoys, burn outs, drag racing, using loud stereos), and levels of exhaust noise.*

## Comment

11. TIA understands the purpose of and motivation for the amendment and endorses the proposed changes. Our Association also supports in full the submission put forward by the Bus and Coach and Rental Vehicles Associations, also members of TIA.
12. The main role of TIA is to advocate on behalf of its Members so they have the best opportunity to run successful, high quality businesses delivering world class experiences to both local and international visitors. This advocacy ranges from reducing the compliance costs for small businesses through to helping the

Department of Conservation (DOC) develop consistent, fair and sustainable policies for commercial use of public conservation land.

13. Increasingly, a need for responsible destination management forms a major part of our advocacy thinking – ensuring that outcomes are not only fair and reasonable for our members but also embrace world class practices in quality, safety and environmental sustainability. The destination of New Zealand is positioned by Tourism New Zealand in international markets as 100% pure. This is very powerful, but can easily be undermined.
14. There is mounting evidence that noisy cars driven by boy racers and others are increasing in many communities. Our Association is concerned about this trend and its affect on local communities including residents, accommodation providers and visitors. It appears as though a disruptive minority is having a significant and negative affect on the lives and experiences of the majority.
15. New Zealand's 100% pure market positioning is under threat from behaviour that is offensive or threatening. Excessively noisy vehicles, often in groups and driven at speed, are offensive and disruptive. Overseas visitors in particular are drawn to New Zealand for features that include clean fresh air, the 'laid back' lifestyle and friendly welcoming people – in every way, boy racers are the absolute antithesis of these ideals.
16. Noisy cars driven excessively fast in urban areas as well as being extremely intimidating and disruptive, can also have serious and even fatal consequences involving innocent pedestrians or drivers. A recent example occurred last year in central Wellington, when a young woman was fatally injured as she crossed the road at night – killed by a boy racer.
17. Large accommodation sectors in particular are becoming increasingly concerned about damage to New Zealand's international reputation. Noisy vehicles driven at speed are not socially acceptable in many countries. While written and electronic marketing of New Zealand is important, word of mouth continues to be the most significant driver of domestic and international visitor flows. New Zealand's reputation is being put at risk by stupid and dangerous behaviour.
18. The proposed changes to the vehicle noise testing provisions appear to go some way to controlling the issue of noisy vehicles. It is important, however, that the Police continue to use the power they have to deal with noisy vehicles and boy racers, and that any change to legislation is matched with strong enforcement of unacceptable driving behaviour.
19. Finally, noise pollution is not the only outcome of vehicles with modified exhausts driven at excessive speed. At a time when environmental issues have never been more prominent, such vehicles are arguably some of the worst emitters of all vehicles on New Zealand roads and further detract from New Zealand's 100% pure market positioning.

## **Recommendation**

20. TIA supports the purpose of the amendments to Vehicle Equipment Amendment (2007) in order to reduce vehicle noise by targeting the noisiest vehicles in the fleet while minimising the impact on the majority of vehicle owners whose vehicles are not causing problems.

Tourism Industry Association

April 2007