

How to make the most of the Tiaki Promise: A guide for businesses



**The Mighty
Waikato**
Where magic runs deep





By bringing Tiaki – Care for New Zealand to life in your business, you're joining hundreds of like-minded businesses across the country who strive to inspire visitors to care for this special place. For now, and for future generations.

The Tiaki Promise is a commitment to care for New Zealand, it provides a set of principles that businesses can integrate into their operations to share their story, educate their team, and help visitors navigate and respect the region safely and responsibly. This guide will assist businesses in implementing the Tiaki Promise by delving deeper into its five pillars, and how they contribute to taking care of people and place.

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What is Tiaki Promise?

Tiaki Promise – Care for New Zealand was created through a collective national tourism industry desire to share a connection to the natural world – inspiring and helping visitors to travel safely and conscientiously through New Zealand. Tiaki Promise also serves as a valuable educational tool, guiding tourism businesses on how to integrate responsible practices and care for people and place. For more information on Tiaki Promise, head to www.tiakinezealand.com.

Presenting our visitors with a wero (challenge)

The Tiaki Promise is a wero (challenge) New Zealand Aotearoa presents to our visitors, which is a commitment to care for New Zealand.

This wero encourages all visitors to become a part of the story and play the role of a guardian that protects and preserves Aotearoa New Zealand.

Tiaki Promise - The Five Pillars:

Take Care of People



Drive Carefully ĀTA TARAIWA

New Zealand boasts some of the world's most breathtaking scenic drives. However, navigating New Zealand's roads can sometimes present a challenge. For a safe and enjoyable journey for everyone, Tiaki is here to remind everyone to drive carefully.



Show Respect KIA

MANAWANUI

Travel with an open heart and mind. By taking the opportunity to understand New Zealand's culture, history and customs, we have the potential to create a positive impact on the communities visited. In return, the people of Aotearoa New Zealand will leave a lasting impact on visitors to our country.



Be Prepared KIA MATAARA

New Zealand's great outdoors offers a unique experience that visitors may not have experienced in other destinations. Venturing out of urban areas into "off the beaten tracks" requires some preparation to ensure a safe and fulfilling adventure for visitors.

Take Care of Place



Protect Nature

TOITŪ TE TAI AO

New Zealand's nature is precious and many of our native species are endangered or at risk. Tiaki is the perfect Reminder to care for land, sea, and nature when we travel.



Keep NZ Clean

WHAKAPAITIA TE PAPA

Kiwis are proud of this beautiful country and expect visitors to dispose of their litter and waste responsibly, even in remote areas.

Understanding how Tiaki Promise can be applied to your business

1. Are you aware of the impact your services may have on the environment?
2. What are things your business has in place that embody the values of Tiaki?
3. Are you sharing how you are caring for people and place with your guests effectively?

This is important because actions speak louder than words. The modern traveller is smart, educated, and has access to a lot of information and data. Today, demonstrating your credibility visually and verbally is essential.

Examples of this may include showing your commitment visually at a business shopfront, check-in counters, ticketing areas, and promotional flyers, while digitally, it may be your website, social media platforms, and sales channels.

Tiaki is a set of values a business can adopt and pass onto their visitors. It is not a stamp of approval or an achievement; it is an intrinsic way of life and behaviour that a business should have, influencing visitors to adopt that mindset.



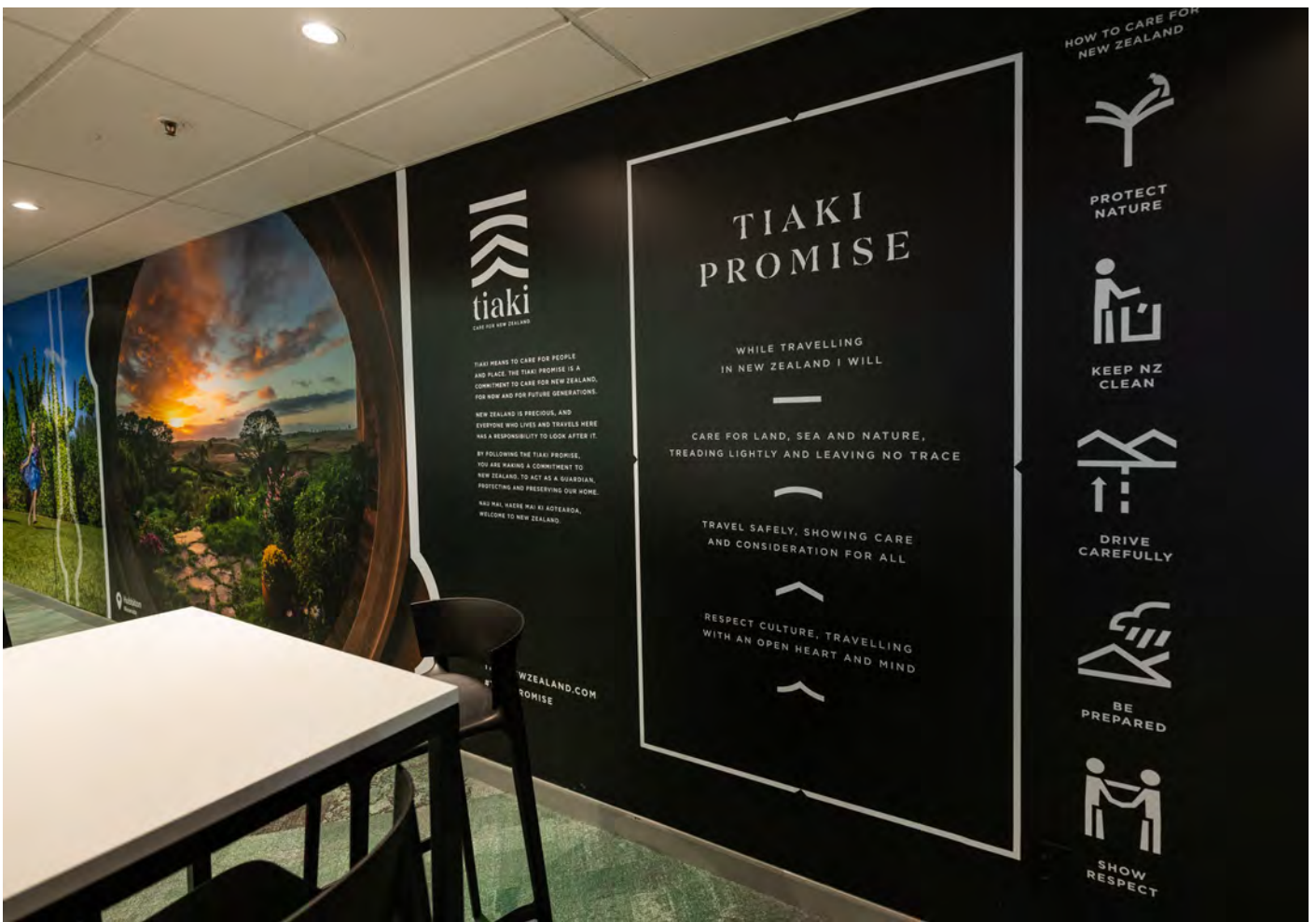
Weave the Tiaki Promise through your business

By integrating the principles of the Tiaki Promise into your business operations, you contribute to the preservation of New Zealand's natural beauty and cultural heritage.

This commitment not only enhances the visitor experience but also ensures that future generations can enjoy and cherish what makes New Zealand unique.

Embrace the Tiaki Promise and lead by example in promoting responsible and sustainable tourism.

The widespread adoption and frequent reinforcement of these principles across the visitor sector create a strong, collective commitment that benefits everyone.



How to bring Tiaki to life in your business

Tiaki is an open-source concept that encompasses assets for you utilise. The Tiaki website has videos, posters, guidelines in different languages and suggestions of how to integrate Tiaki into your operations. Here are just a few ways to incorporate Tiaki into your space.



Display Tiaki at your place:

Take advantage of the free Tiaki toolkit to elevate your customer experience and contribute to sustainable tourism. Integrate Tiaki resources seamlessly across your website, signage, invoices, quotes, and other communication channels. Even a simple link to the Tiaki website demonstrates your commitment, inspires other businesses and empowers visitors to become Tiaki guardians.

Storytelling:

Use the Tiaki Promise as a framework to share your commitment to sustainability and responsible tourism. Highlight your efforts by sharing your stories with visitors, use visual cues such as signage, and images around your business or via marketing material, on your website, and through social media.

Empower your team:

- **Integrate** Tiaki Promise principles into staff training, equipping them to communicate the ethos effectively with visitors.
- **Ongoing education** on sustainable practices and local knowledge, fostering a team of environmentally and culturally aware staff.
- **Encourage all staff** to explore the Tiaki Promise website and participate in regular brainstorming sessions to identify ways your business can further demonstrate its commitment.
- **Dedicate time** for staff to complete Grow Tourism's free Tiaki Promise Module, solidifying their understanding and fostering a team of Tiaki experts.



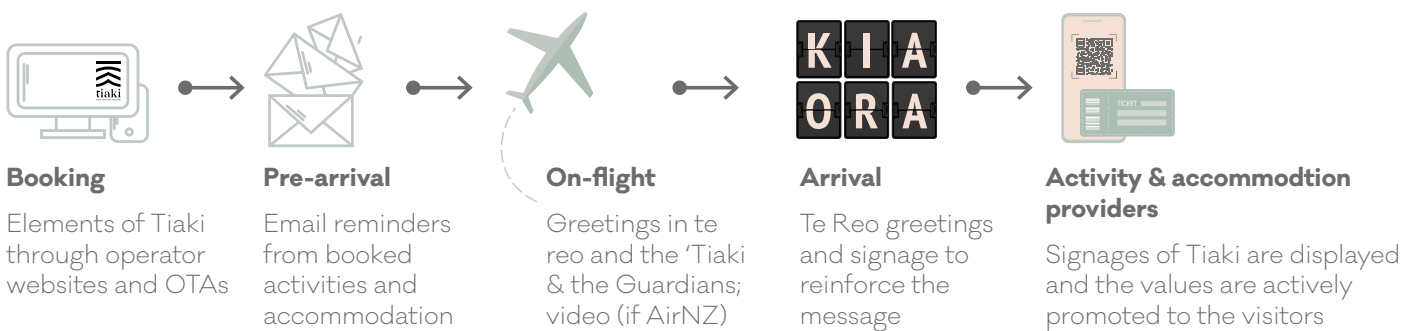
Increasing exposure throughout the visitor journey

The more frequently visitors encounter the Tiaki Promise, the more it will stand out and solidify its importance in their minds. Widespread adoption across the industry creates a sense of collective commitment.

When visitors see all stakeholders involved, from airlines and airports to hotels and experiences, it reinforces the importance of the Tiaki Promise and encourages both hosts and guests to participate.

The more touch points visitors have with the Tiaki Promise, the more likely they are to understand, embrace, and adopt its principles.

Repetition strengthens understanding and encourages responsible behaviour.



Educational Videos



Care for Place
Tiaki Promise - A Guide for Businesses

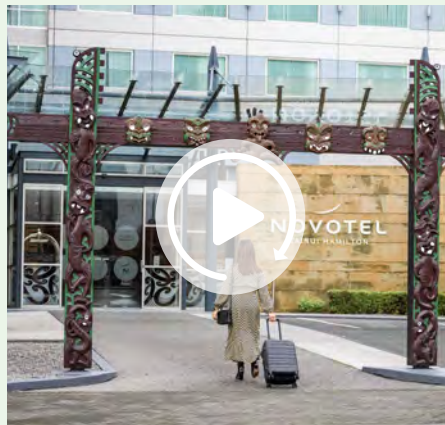


Care for People
Tiaki Promise - A Guide for Businesses

Case Studies



Bare Refill



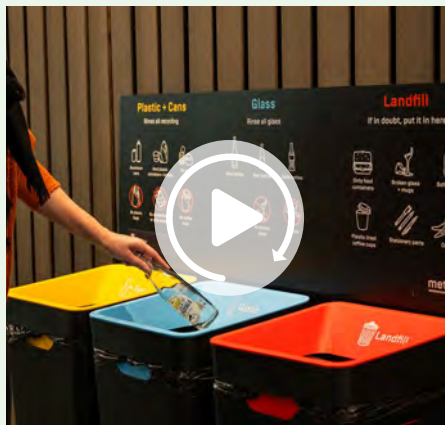
Novotel & Ibis Tainui Hamilton



Hayes Common & Weave Eatery



Hamilton Zoo & Te Kararo

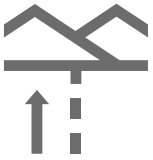


Hamilton Airport



Hamilton Gardens

How you can support and encourage visitors to commit to the Tiaki Promise



Drive Carefully



Show Respect



Be Prepared



Protect Nature



Keep NZ Clean

- When interacting with visitors, are you demonstrating the kindness and warmth in the spirit of manaakitanga (hospitality)?
- How about taking it a step further by telling manuhiri a bit about the cultural concepts that underpin this friendliness?
- Are you showcasing the way your business is fulfilling the principles of Tiaki?
- Help visitors navigate and respect the region safely and responsibly.

The following examples can assist businesses in implementing the Tiaki Promise by focusing on one of its five pillars.





Drive Carefully

New Zealand boasts some of the world's most breathtaking scenic drives, but navigating our roads can sometimes present a challenge.

Even before a visitor's arrival, you may have the opportunity to ensure your visitors have a safe and enjoyable journey. This is especially important if your business is located in a remote area.

While providing essential details like directions, parking information, and route options from various starting points, you can also take this opportunity to remind them of key safe driving practices in New Zealand.

- Stay left
- Always carry your license
- Take your time
- Learn the road rules
- Don't drink and drive
- Watch your speed

Educate visitors: Provide information about your local roads and high-risk areas, driving conditions, and safety tips. An option could be to include this information in booking confirmations, welcome packs, and on your website. Be comfortable with engaging with visitors, ask where they are off to next, and offer to check road conditions, closures and weather alerts.

Signage: Place clear and informative signage around your premises to remind visitors to drive on the left, adhere to speed limits, and be cautious in unfamiliar terrain.

Offer alternative means of transport: Provide alternative options for visitors such as shuttle services, call them a Taxi or Uber, or recommend other reliable local transport options to reduce the need for visitors to drive.

Resources:

- Have digital guides on hand in case you feel you need to raise your concerns around safe driving.
- Utilise Tiaki Promise assets such as logos and guidelines on your website and promotional materials.
- Be resourceful and utilise other forms of communication that you already have in place. E.g. on the bottom of booking confirmation – provide resources around driving safely.





Show Respect

Encourage your staff to greet all visitors with open hearts and minds, fostering a sense of belonging.

Recognising and appreciating cultural differences – whether within New Zealand or from international visitors – builds positive connections within the communities you serve.

Experiencing the manaakitanga (hospitality) of Aotearoa New Zealand will leave a lasting impression on both a business and their visitors.

- **Respect our maraes (meeting grounds)**
- **Stick to the campsites**
- **Follow public health guidance**
- **Ask a local**
- **Respect wāhi tapu (sacred places)**

Cultural education: Empower your staff to become cultural ambassadors: Encourage staff to learn basic greetings in Te Reo Māori and share interesting stories about local history and traditions. This can include explaining the significance of landmarks and cultural practices in the area. By fostering understanding and respect for Māori culture, your staff can create a truly enriching experience for visitors.

Respecting our whenua (land): Integrate the Tiaki Promise principles into your daily operations. Train staff on respecting culturally significant sites like maraes (meeting grounds) and wāhi tapu (sacred places). Encourage visitors to stick to campsites and follow public health guidance to minimise impact on the environment. Always ask a local if unsure about cultural norms or proper etiquette.

Support local communities: Promote local businesses, artisans, and cultural sites. Encourage visitors to engage with and support the local community.

Language and etiquette: Offer basic language guides and etiquette tips to help visitors communicate and behave respectfully.

Resources:

- Provide staff access to cultural education programs and materials.
- Create a language and etiquette guide for visitors.
- Incorporate Tiaki Promise values into your customer service training and materials.





Be Prepared

Exploring New Zealand's great outdoors can be vastly different from city experiences.

By offering some preparatory advice, you can help visitors leaving urban areas have a safer and more enriching adventure.

- Dial 111 in an emergency
- Check the weather forecast
- Share your plans
- Know your natural hazards
- Swim between the flags
- Follow the land safety code
- Check out a visitor centre

Emergency plans: Develop and communicate clear emergency plans to staff for natural disasters, medical emergencies, and other potential crises.

Information distribution: Ensure visitors have access to local emergency contact numbers, maps, and information about weather conditions.

First aid training: Train your staff in first aid and ensure there are well-stocked first aid kits available on your premises.

Sustainable practices: Encourage visitors to plan their trips in a way that minimises their environmental impact, such as using reusable water bottles and shopping locally.

Resources:

- Create a dedicated emergency information section on your website.
- Display Tiaki Promise messages on quotes, emails, and booking confirmations.





Protect Nature

New Zealand's nature is precious and many of our native species are endangered or at risk.

By embracing Tiaki Promise, businesses can help ensure a healthy future for our ecosystems.

An example of this could be to encourage visitors to join us in caring for our land, sea, and wildlife.

- Give wildlife space
- Leave your drone at home
- Clean your gear
- Check it's alright before you light
- Don't feed the wildlife

Environmental education: Include messages of care for place in guided tours or experiences, educate visitors about local ecosystems and conservation efforts.

Wildlife protection: Implement guidelines to protect local wildlife, such as keeping a safe distance and not feeding animals.

Sustainable operations: Share messages around sustainable practices such as reducing waste, conserving water, and using renewable energy sources.

Support conservation projects: Partner with local conservation organisations and encourage visitors to participate in volunteer activities or donate to conservation projects.

Resources:

- Provide educational materials on local flora and fauna.
- Develop partnerships with conservation groups for collaborative initiatives.
- Use Tiaki Promise branding on all educational and promotional materials.





Keep NZ Clean

New Zealand's stunning landscapes deserve to be cherished.

Here's how your business and visitors can contribute to a clean and healthy Aotearoa for generations to come.

- Use a rubbish or recycling bin
- Pack in, pack out
- Use a toilet
- Pack a bag and bottle
- Camp with care

Clearly marked bins:

Provide ample, clearly labelled bins for rubbish, recycling, and composting throughout your property and activity areas.

Zero-waste:

Implement zero-waste initiatives like refillable water stations for visitors or offering package-free food choices.

Welcome packs:

Include a reusable bag and reusable water bottle in welcome packs, for guests to borrow while visiting or offer them for purchase.

Educational resources:

Provide brochures, information sheets, or QR codes in rooms or during briefings that explain the importance of keeping NZ clean and what visitors can do to help.

Organise clean-up events:

Partner with local businesses or arrange volunteer opportunities for visitors to participate in beach clean-ups or park clean-up initiatives. This could also include team building days for staff. Keep a stock of reusable gloves and rubbish bags available for guests who want to help with impromptu clean-ups during their stay.

Promote reusables:

Encourage visitors to pack reusable bags, water bottles, and containers by showcasing the benefits on your website and during bookings. You could also consider offering rentals of reusable items like water bottles, hiking poles, or picnic gear.

Partner with local businesses:

Support local vendors who also prioritise sustainability and responsible waste management.



Additional Resources and Tools Available:

Hamilton & Waikato Tourism - www.waikatoz.com/industry

Tiaki Promise - www.tiakineewzealand.com

Grow Tourism - www.growtourism.com

