

# STAR in Wellington and Marlborough

May 2009

Tourism Resource Consultants (TRC) has been contracted to carry out both Wellington and Marlborough's Sustainable Tourism Advisers in Regions (STAR) programme, on behalf of Positively Wellington Tourism and Destination Marlborough. STAR is intended to help operators who recognise the value of improving their sustainable business performance, but need help to identify and implement appropriate actions.

STAR is aligned with Qualmark's Responsible Tourism criteria, and will help maximise business performance in areas such as energy efficiency, waste management and water conservation. It will also provide businesses with advice and opportunities to involve themselves with conservation and community initiatives in their regions.

Tourism businesses adopting sustainable initiatives will gain a valuable point of difference in the face of competition, and there's potential to add value to their product offering. This is more crucial than ever in the current economic climate – operators adopting responsible practices into their product and service offer will be able to differentiate themselves in the face of any declining consumer purchasing power.

The STAR programme is funded by the Ministry of Tourism across nine regions (Auckland, Central Otago, Coromandel, Hawke's Bay, Marlborough, North Canterbury, Queenstown, Wairarapa and Wellington).

TRC will be advising businesses in both Wellington and Marlborough regions.

Contact your region for more details and to sign up (contacts below). Businesses will need to pay a nominal fee in their region to participate in the programme. It is good value considering the level of services and benefits of being part of the STAR programme.

## **What's involved with STAR in Wellington and Marlborough?**

- Workshop with other STAR participants, champions and other key stakeholders in their region.
- Self-assessment tool for businesses.
- One-on-one site visit to your business and sustainability assessment carried out by Antonia Westmacott (TRC Consultant for STAR).
- Detailed Sustainability Report following the site visit, outlining current good practice and opportunities for improvement with helpful and tailored tools and advice for your business.
- Assistance with developing an Action Plan, tailored to business needs and aspirations.
- Review and follow up (within 6 months) to monitor progress and provide further advice.

## What are the benefits?

- One-on-one advice from STAR advisor
- Cost savings for businesses via improvements in resource efficiencies
- Assists business owners identify simple, practical, achievable sustainable business practices
- Competitive advantage, marketing point of difference
- Community and conservation involvement
- Networking opportunities
- Saves operators time and resources by providing tools and information they need
- Maximises performance in Qualmark Green assessment. If you are not already part of Qualmark, they will be waiving the joining fee for STAR participants for those wanting to sign up to Qualmark.

## Who are your regional contacts for STAR in Wellington and Marlborough?

To find out more details or to sign up to the STAR Programme in your region, businesses need to contact:

**Wellington:** Michael Grace, Positively Wellington Tourism

Email: [michael.grace@wellingtonNZ.com](mailto:michael.grace@wellingtonNZ.com)

Phone: (04) 916 1206

**Marlborough:** Tracy Johnston, Destination Marlborough

Email: [tjohnston@destinationmarlborough.com](mailto:tjohnston@destinationmarlborough.com)

Phone: (03) 577 5523

Or feel free to contact Antonia Westmacott at Tourism Resource Consultants for further details.

Email: [antonia@trcnz.com](mailto:antonia@trcnz.com)

Phone: (04) 472 3114.