

# SUSTAINABILITY POLICY

## VISION

Destination Hauraki Coromandel is pleased to share our vision that ***tourism enriches life for locals and visitors, contributing directly to the protection and enhancement of our cultural and natural environment.***

We pledge to lead local industry sustainability initiatives and practices, with our activities filtered through a lens of environmental impact and our actions undertaken in a socially and culturally respectful manner. This will allow us to live up to our responsibilities supporting the New Zealand Tourism Sustainability Commitment and Tiaki Promise.

Our aim is to:

- Ensure that all people associated with Destination Hauraki Coromandel, including its Board members, employees, Settlers, contractors and tourism operators understand and share our commitment to the principle of sustainable tourism development;
- Conduct all our activities in a way that is consistent with sustainability and reflects local understandings of stewardship and kaitiakitanga; and
- Create an open and aware environment for all who visit and live in our destination.

## GOALS

Destination Hauraki Coromandel's goals are to:

- Educate visitors to *The Coromandel* to commit to sustainable tourism and protect our marine and forest ecosystems and biodiversity.
- Set in place a destination management plan that consults with local communities, advocates for their issues and enhances our brand of *The Coromandel – good for your soul.*
- Advocate for a zero-carbon Coromandel and the elimination and recycling of waste in our region.
- Encourage our industry to advocate for and practically support pest control to protect our natural environment and endangered species.

## OBJECTIVES

- Undertake marketing campaigns that always include sustainability messaging and highlight the need for low impact travel etiquette and the development of sustainable tourism products.
- Achieve carbon zero certification for our operations by 2022, with an ongoing reduction focus.
- Implement zero waste across our operations by 2022.
- Integrate sustainable destination management as a key principle of our regional development and assist 25 local tourism businesses to achieve sustainability certifications by 2024.
- Support the achievement of Predator Free Coromandel status by 2035.
- Collaborate with local entities and iwi to establish appropriate infrastructure to support our goals.
- Create a sustainability action plan as a framework for setting and implementing social and environmental goals, objectives and actions.
- Update the 'Sustainability in Action' document with latest actions that we take and others may follow

## COMMITMENTS

Destination Hauraki Coromandel is committed to:

- Completing an annual review of our sustainability action plan and related operating practices. We commit to track, measure and report on our sustainability performance, including our waste and carbon emissions with a commitment to continual improvement in these areas.
- Complying with relevant environmental, public and occupational health and safety, hygiene and employment legislation and all other applicable legislation and requirements;
- Establishing and promoting a culture of sustainability and environmental responsibility in our supply chain.
- Considering the impacts and optimum results for domestic business travel. Carbon emissions must be offset when flying domestically. Offshore travel is not permitted, unless authorised by the Board.
- Clearly demonstrating our values to suppliers and agencies we engage in procurement activities and to encourage change and build momentum in our region, country and the world.

## APPROVAL

Approved and adopted by the Board of Trustees at a meeting of the Board on **29 November 2022**.

A handwritten signature in black ink, appearing to read 'John Sandford', with a stylized flourish at the end.

*John Sandford, Chairperson of the Board*