

Notice of Motion - Proposal to establish a UN WTO Monitoring Observatory (INSTO)

In accordance with Standing Order 3.11.1, the following Notice of Motion has been received from Board Chairman Paul Walden for inclusion on the agenda for the Waiheke Local Board meeting being held on 23 November 2017:

Recommendations

That the Waiheke Local Board:

- a) endorse the proposal to establish a United Nations World Tourism Organisation (UNWTO) International Network of Sustainable Tourism Observatories (INSTO) project in collaboration with the University of Otago Department of Tourism.
- b) approve funding of \$9,000 from LDI community response budget for the first year of the INSTO initiative.
- c) delegate a local board member to represent the board on the INSTO Stakeholder Group and Local Working Group.

Background

1. The Waiheke Local Board has received a proposal to establish a United Nations World Tourism Organisation (UNWTO) International Network of Sustainable Tourism Observatories (INSTO) project, in collaboration with the University of Otago Department of Tourism (attachment B).
 2. The UNWTO International Network of Sustainable Tourism Observatories (INSTO) was created in 2004 with the objective to support the continuous improvement of sustainability and resilience in the tourism sector through systematic, timely and regular monitoring of tourism performance and impact in order to better understand resource use and foster the responsible management of tourism.
 3. This proposal envisages collaboration between the Waiheke community (represented by a Local Working Group comprising diverse stakeholders) and senior academics from the Department of Tourism at the University of Otago (who have substantial expertise in sustainable tourism strategy development and monitoring). Their participation is supported in principle by their Head of Department, Professor Neil Carr, pending an agreed memorandum of understanding.
 4. The goal is to develop a strategy that ensures tourism is sustainable in the context of a unique natural, social and cultural environment and a community that values that environment.
 5. The first step will be an application to the INSTO which provides evidence of:
 - a) Establishment of a viable **Local Working Group** – comprising a range of parties committed to the programme, including local government, tourism provider networks, relevant stakeholders based on tourism impacts;
 - b) The **Preliminary Study** – which sets out detailed information on destination profile, analysis of tourism activity and impacts, risks and other issues relating to tourism and the community's quality of life, goals of the projects, key impacts indicators (positive and negative) e.g. local satisfaction with tourism, tourism seasonality, employment, water management, waste management, energy management, economic benefit, marine or fauna and flora impacts;
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- c) Development towards constructing a **local sustainable tourism strategy**;
- d) A proposed **monitoring programme**, comprising a set of linked monitoring projects to be undertaken by graduate students and others, extending over at least three years and including a plan for utilising the monitoring data;
- e) **Capacity** to undertake the proposed monitoring project;
- f) **Letters of support** for the proposed project from local (or central) government.

Proposed timeline and tasks:

Task	Responsibility / capacity	Hrs reqd (approx)	Progress deadline
Initial awareness-raising activity in the community, through island media channels	Initial Steering Group (SG)	20	15 Dec 2017
Liaison with Otago University team	SG delegate	20	15 Feb 2018
Engagement of <i>all essential</i> key stakeholders in the development of the INSTO project proposal	SG	60-80	15 Feb 2018
Establishment of a 'Local Working Group'	SG		
The development of a 'Preliminary Study' (all essential background information to inform the development of a draft sustainable tourism strategy)	LWG – tasks shared relevant to skills	200	15 May 2018

- 6. It is proposed a Stakeholder Group of 6-8 people undertake initial activities such as establishment of the Local Working Group. It is recommended that representatives of the Local Board, the Waiheke Tourism Forum and Auckland Tourism, Events and Economic Development (ATEED) be members of this group.
- 7. Essentially Waiheke 2016 could provide a basis for developing a tourism strategy. The document was developed in collaboration with Auckland Council and went through a robust community engagement process. A number of tourism related issues were raised within Essentially Waiheke 2016, a strategic framework document.
- 8. This proposal aligns with the board's initiative to develop a sustainable tourism strategy within its 2017 Local Board Plan.

What is sought from the local board?

- 9. An outline of the support sought from the local board included under attachment B.
- 10. In summary this includes board commitment to a minimum three year initiative and funding support of \$27,750 over three years (as below).

<i>Budget item</i>	<i>Estimated \$ (inc gst)</i>
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	<i>over 3 yrs</i>
Travel costs – Otago University staff and students <input type="checkbox"/> 3 trips per year X 4 people (\$300 pp return Air NZ, + ferry + Discount Taxis + airport parking Dunedin = total \$1,750 per trip = total \$5,250 pa) <input type="checkbox"/> Dates and flights booked in advance to optimise the budget <input type="checkbox"/> Accommodation, food and local transport provided to Otago University staff and students <i>gratis</i> by Waiheke residents and tourism providers <input type="checkbox"/> Petrol vouchers	\$15,750
Meeting costs – LWG and public meetings <input type="checkbox"/> Catering (tea/coffee and bikkies X 6-8 pa = \$800 pa) <input type="checkbox"/> Venue hire (community halls [public meetings] X 3 pa = \$300 pa) <input type="checkbox"/> Printing / stationery (\$300 pa)	\$ 2,400 \$ 900 \$ 900
Website development and maintenance <input type="checkbox"/> Establishing and maintaining a Waiheke-based website/webpage to disseminate INSTO information (linked to the Local Board website)	\$ 3,000
Data management <input type="checkbox"/> Wages for management of monitoring data collation	\$ 3,000
Other essential costs – <input type="checkbox"/> UoA library associate membership for one member of the LWG, 3 years <input type="checkbox"/> Koha for marae hui (1 pa = \$600 total)	\$ 1,200 \$ 600
TOTAL SOUGHT FROM LOCAL BOARD over 3 years	\$27,750



Authors	Paul Walden, Chairperson, Waiheke Local Board
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