

30 January 2019

Papakura Local Board feedback on the Aotearoa New Zealand Government's Tourism Strategy

Background

The Papakura Local Board has a population of approximately 45,633 which is projected to increase to 70,200 by 2033. 28% of residents identify as Māori. 24% of Papakura's residents are 14 years and under.

The Papakura Local Board Plan 2017, outcome 3: *a strong local economy*, identifies the following objective and key initiatives that specifically relate to tourism:

Objective	Key Initiatives
Increase numbers of visitors who contribute to our local economy	Promote Papakura as a visitor destination and create a schedule of sports, arts and cultural events.
	Develop visitor information packages.

Papakura Local Board response to the key questions on the Aotearoa New Zealand Government Tourism Strategy

- 1. What do you think about the government's proposal to take a more active and deliberate role in the tourism system?**
 - 1.1 In general the board supports the direction and proposed priority areas of the Aotearoa New Zealand Government Tourism Strategy.
 - 1.2 The board is heartened that the strategy is taking a collaborative approach. In Auckland's case local boards need to be part of the conversation. As mentioned in the ATEED submission increased collaboration between local and central government, the private sector and communities is important. Roles need to be clearly defined. It should be noted that ATEED have a focus on larger events. Local boards have a role at the local level.
 - 1.3 The board believes government assistance needs to be proportional across the regions. Local board areas should be part of the regional consideration.
 - 1.4 The board agrees with the implementation of an international visitor and conservation levy. The board believes that a local authority should be able to access a percentage of that levy to subsidise pressures from tourism on a region. The issue of ratepayers ultimately picking up the costs for tourism, ie: rubbish, water, sewerage etc, is a concern and local authorities need financial assistance to deal with these.

1.5 The board believes the ability to gather quality tourism data at a central point would be of huge assistance in informing decision making. This system needs to allow local authorities to access information about their local areas easily.

2. What are the areas you think should be a particular focus? Are there areas where the government's role should be limited?

2.1 The government's role in Tourism needs to be clearly articulated to avoid confusion.

2.2 Central government should be funding tourism initiatives being delivered at a local level. There should not be a cost to the local ratepayer if the initiative is a central government initiative.

2.3 Central government is the main beneficiary for tourism.

3. The draft strategy proposes five tourism outcomes for government. Do you support these outcomes and are these the right outcomes to focus on?

3.1 In general the board supports the five tourism outcomes proposed for the government.

4. The strategy identifies an ambitious work programme for government, what are the highest priority actions from your perspective?

4.1 The board believe the priority actions identified are of equal importance.

5. What are the areas in this draft strategy that you think could be strengthened?

5.1 The board agrees with the ATEED submission point that the strategy also needs to build resilience to cope with the economic downturns.

5.2 Local authorities should be able to tap into the GST revenue generated as a result of tourism to assist local bodies to fund the impacts of tourism.

5.3 "On water" recreation and tourism activities – The taxes collected from the petrol/fuel for "on water" activities should be channelled back into subsidising tourism infrastructure and rescue services such as coast guard, rescue helicopter and water based ambulance services.

5.4 Government owned camping grounds - Over the years many privately owned camping grounds have been sold to developers at key regional locations. We recommend the government purchase more land for camp sites to ensure camping facilities are available for domestic and international tourists.



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