

VISION	To achieve sustainable growth in export earnings and delivery of quality tourism experiences	
MISSION	To support and represent our members for the purposes of facilitating business partnerships in the tourism export sector	
STRATEGY GROUP AND OBJECTIVES	KEY GOALS AND ACTIONS	KEY PERFORMANCE INDICATORS
<p>LEADERSHIP Advocate and influence environmental, cultural and social responsibility</p> <p>SOCIAL CONCERNS INCLUDE:</p> <ul style="list-style-type: none"> o Environmental commitment and advocacy o Value of Maori Culture to New Zealand o Mitigate immigration barriers for visitors and employment o International driver and visitor safety o Perception of tourism industry as a career and industry pay 	<ul style="list-style-type: none"> • Consult regularly with industry on key issues affecting the tourism industry • Build effective relationships with key stakeholders • Represent and champion member concerns • Show innovation and determination 	<ol style="list-style-type: none"> 1. Mainstream and tourism media come to TEC for comment 2. Professional respect between all agencies 3. Members happy with representation & share this publicly
<p>ADVOCACY & RELATIONSHIP MANAGEMENT Promote Tourism Export Council's position with government, industry & other key organisations</p>	<ul style="list-style-type: none"> • GST – stay informed of Australia position • Continue with positive relationship with all MBIE and related agencies eg. Immigration • TIA – maintain positive relationship but check our interests are represented • DOC – encourage and develop appropriate compliance checks for industry re guiding concessions • NZ Maori Tourism – maintain positive relationship and promote Maori tourism product to all sectors of the industry 	<ol style="list-style-type: none"> 1. IRD reverses their position re GST on margins for NZ ITOs 2. Tour escort exemption visa approved. Work with MBIE re visitor & employee visas 3. Meet regularly with TIA team re shared industry issues 4. Drive DOC to complete their responsibilities re compliance plan/ monitoring and education of non TEC members operators on PCL Possible one concession option 5. Maori Tourism Trade day & education
<p>MEMBERSHIP, MARKETING & COMMUNICATION To retain, grow and add value to membership</p>	<ul style="list-style-type: none"> • Distribute communications via newsletters, email, website/social media activity • Attend industry functions to keep profile of TECNZ and meet with members • Keep high profile with tourism and mainstream media - provide more value and perception opinions • Facilitate events and meetings • Promote and extend Young TEC organisation and activities 	<ol style="list-style-type: none"> 1. E newsletter (x 6/yr) hardcopy x1/yr, conf/forum/xmas x1/yr 2. Monitor views and attendance of TEC events 3. Analyse google analytics reports and check growth/pages view etc 4. Increase TEC inbound, Allied and YTEC member numbers
<p>BUSINESS DEVELOPMENT To develop business for Tourism Export Council members:</p>	<ul style="list-style-type: none"> • Maintain and strengthen TEC's relationship with Tourism New Zealand • Create networking opportunities for inbound and allied members • Provide channels for allied members to promote new products to inbound members • Support new allied members with opportunities to introduce their products to inbound members • Encourage distribution of Maori tourism product 	<ol style="list-style-type: none"> 1. TNZ supports TEC conference and consult on trade issues 2. At least two new initiatives that will generate new business for inbound members are identified and supported. 3. Work closer with AIAL and CIAL 4. TEC 'buddy' for new members to Conference and Xmas Symposium
<p>INDUSTRY STANDARDS & PRODUCTIVITY To uphold the Tourism Export Council's quality standards & provide opportunities for members to improve productivity</p>	<ul style="list-style-type: none"> • Build long term relationships with key MBIE staff that ensures TEC is consulted on tourism issues • Work with Qualmark & TNZ to ensure Qualmark remains relevant to industry • Ascertain NZs Health & Safety standards are in line with offshore travel sellers expectations • Ascertain TNZ's facilitation of good quality ADS groups business and guides • International driver and coach driver safety • Promote tourism as a valued career 	<ol style="list-style-type: none"> 1. Create mid level liaison between strategy group & MBIE 2. Qualmark changes to Enviro International Sustainable accreditation 3. Work with ATEC re streamline H & S process 4. Review tourism inbound course material 5. Utilise YTEC members and tourism parents as ambassadors for tourism industry 6. BCA & TEC value of group touring document