



NEWSLETTER

MAY 2018

Women in Tourism and Presidential Change

Celebrating International Women's Day on 8 March, Skål Wellington held its AGM at the James Cook Grand Chancellor with an emphasis on transition and rejuvenation.

Sally Attfield (Tourism Industry Aotearoa) was elected President and Graham Mann (Welman Technologies*) as Vice President.

President Sally acknowledged Michael Baines as Past President and the strength of both the club and tourism in the region.

"Wellington has a unique place in New Zealand, with direct proximity to the Parliament, Government departments, Embassies and the large number of industry associations. We intend to make the most use of these connections to complement the efforts of the broader tourism industry and keep our membership entertained and informed," said Sally Attfield.



Michael Baines, Pania Tyson-Nathan, (CEO of NZ Māori Tourism), Sally Attfield (TIA), Graham Mann, (Welman Technologies)

"It is a significant year for the Wellington club, as we are celebrating a BIG birthday. The club intends to continue its proud leadership traditions. We were the first club constituted in New Zealand and we were also the first to elect a woman as President (Cecilia Vincent) back in 1990," she added.

"Regarding membership we have experienced a significant churn. Members have been transferred, other have taken up new directions. The tourism industry's DNA is change. As a Club we have focused on our own rejuvenation – creating the value proposition that will attract new members and retain the existing ones. This said we have recruited 4 new members in the last month. We anticipate we will attain 40+ members in 2018."

"I expect that each of our members will look at their own colleagues to identify those who would benefit and indeed enjoy the business networking opportunity that Skål International offers" commented Sally.

(* *Welman Technologies has changed its name – see following page*)

Skål New Zealand Congress and AGM

Wellington President Sally Attfield and Vice President Graham Mann recently attended the Skål New Zealand Assembly in Nelson. National representatives mingled with local members in the national push to form a Top of the South Skål Club involving Nelson, Blenheim and Picton.

The AGM featured the election of Skål New Zealand's first ever, female President, Trish May, from the Queenstown club. Our own Sally Attfield was also elected to the national committee as Vice President. Charlie Ives remains the National Treasurer.



From left to right; New Skål World-wide director Peter Morrison, Skål Auckland Michael Shah, Skål Wellington President and NZ Vice President Sally Attfield, NZ Skål International Councillor Leighton Cameron, NZ President Trish May, Skål Rotorua President Andrew Martin, Skål Christchurch President Bruce Garrett.

Name changes in the 04

Eagle-eyed members will have noticed that we have had some company name changes. Welman Technologies and GuestFolder are now GuestTraction. Wellington Skålleagues Graham Mann and Mike During join Christchurch Skålleague Mike Wells in this merger.

“We’ve been working in partnership for a number of years and this marks a formalisation of our existing close relationship” observed Graham Mann.

Since 2001 Welman Technologies has been supplying services to accommodation providers and more, around the world. Over this time we have seen many changes to both the industry and our company. GuestFolder, formed 2013, is a global leader in mobile apps for accommodation, including online check in, keyless entry and guest engagement technologies.

“As always, our core focus remains attracting and promoting your business to guests - and providing high-level customer service in the process. It’s business as usual for us, with the same team of people joined by the marketing and mobile app team from GuestFolder.”

Newest Members Joining Skål Wellington



Judy Chen was appointed as the Tourism Export Council's new chief executive in August 2017, following the departure of Lesley Immink, who left to contest a seat in the General Election.

Previously, Chen was New Zealand director sales and marketing for the James Cook Hotel Grand Chancellor, and was recently awarded the New Zealand Hotel Industry's Senior Hotel Executive of the Year for 2017. She is also a member of the Tourism Advisory Group and a guest lecturer at the

Victoria University of Wellington, where she graduated Master of Tourism Management in 2002.

Chen acknowledges her own good fortune in finding Wellington-based jobs following her graduation. The first was with Tourism New Zealand, where she assisted the development of Asian, Middle Eastern and North American markets, helping to organise trade shows such as Kiwi Links and the Arabian Travel Market.

Leigh Frame After completing the oversight of the \$15 million refurbishment of the Grand Mercure on The Terrace in Wellington, Leigh has now settled in as the General Manager of the Ibis. With a strong hospitality background in Australia, he has previously held senior positions at the Novotel Glen Waverley, and the Novotel Barossa Valley Resort.



Wellington Skålleagues should recall that he has attended a number of our luncheons as a guest of Philip Hilton. We are delighted to welcome him to our group and note that the Ibis will host us for the June luncheon.



Dinesh Gandhi was appointed as the General Manager of the Copthorne Hotel Wellington Oriental Bay in September 2017.

Prior to his promotion to General Manager, Dinesh spent 4+ years as the Operations Manager at the Millennium Hotel in Queenstown. He held various managerial positions within the Mantra hotel chain and started his hospitality career spending 3.5 years aboard cruise ships. Dinesh has also completed extensive management studies to complement his hospitality experience.

Dinesh was raised in the Indian capital New Delhi and moved to New Zealand in 2007. He is looking forward to creating new networks in Wellington and extending these to the rest of New Zealand.

Matthew Hardy is the Passenger Services Manager at the Wellington Cable Car. Most Wellingtonians would consider it as an essential part of the capital city's infrastructure, and its very character as well. Its early development was key to the opening up of what has become one of the most prosperous and attractive suburbs of Wellington.



He has been with the company since 2007. Previously, he held management and supervisory positions at Tranzit, Hertz and Go-Ahead London. Matthew has been in the transport industry for 30 years.

Skålleagues are reminded that we are _Yyb to identify and recruit other industry colleagues that would benefit from the networking opportunities that Skål International offers. Joining is a simple application process that anyone on the Committee can help with.

Contact the President, VP or Secretary or go www.skalnz.org/wellington

Skål Wellington Diary

John Ainsworth sorts all of the venues and Ian Yeoman arranges the speakers for the year. Skålleagues are encouraged to attend and bring a colleague along. We have tried to avoid industry conflicts with dates – so please note the highlighted dates that vary from our traditional second Thursday. Should anyone have additional suggestions for speakers – Ian is working on 2019 already and would welcome the suggestions.

Date	Topic	Speaker	Venue
12 Apr	2025 Sustainability & New Government	Bruce Bassett Tourism Industry Aotearoa	Rydges Hotel
17 May	Future Of Skål	Charlie Ives Skål National Treasurer	Thorndon Hotel
14 Jun	Driving the Tourism Economy	Judy Chen Tourism Export Council	Ibis Hotel
12 Jul	Skål Wellington OUR BIRTHDAY	Past Presidents & Christchurch visiting	Grand Mercure
9 Aug	Wine & Place	Prof John Overton Victoria University	Abel Tasman Hotel
13 Sep	Liquor Licensing	Alastair Sheriff Buddle Findlay	TBA
18 Oct	President's Pick	Sally Attfield	TBA
8 Nov	Technology Trends	Mike During GuestTraction	TBA
13 Dec	Christmas Function	Season Celebration	TBA

Congratulations Skål Wellington

The April lunch recorded our very best RSVP with a 90% response. This certainly allows us to respectfully advise and plan with our host venues for accurate numbers.

Additionally, April also marked the very first time members completely used direct credits, which of course eliminates any bank charges and simplifies the treasurer's job.

Finally, we are well into another year with things going pretty well by all accounts. Skål Wellington needs a couple more folk to share the workload of the Committee. Nothing onerous simply we need diverse opinions that reflect our membership's expectations. Don't be bashful – make yourself known to Sally or Graham to discuss this opportunity.

JUST in case you missed it. Planning has started for a very special Skål Birthday Party. Diary it now: 12 July at the Grand Mercure. We promise a most memorable lunch.

Tourism 2025 Growth Framework

Simon White of Rydges Hotel hosted the April luncheon. It was great to see Simon albeit briefly but pressure of development in Wellington has him very, very busy at a number of properties, and more broadly in his new national role as General Manager Hotel Operations New Zealand. Our guest speaker was Bruce Bassett from Tourism Industry Aotearoa who updated us on the Tourism Growth Framework. Bruce delivered a comprehensive assessment that is presented here in an edited version (and smaller font). There is a link at the end for more information.

Tourism isn't a single unit, but an industry of thousands of businesses = fragmented.

Industry organises itself:

Commercially – really good at this

On issues of common interest – good at this with industry organisations

Aligning for desired industry future – not natural to the industry but doing pretty well.

All tourism businesses need to pull in the same direction – not prescriptively, but guiding or aligning.

Alignment is key word, and Framework rather than strategy is also important.

Being organised and aligned, allows the ability to tackle key issues or impediments before they impact negatively.

Equally, this applies to taking advantage of opportunities that arise.

We can then achieve industry growth 'by design', rather than 'by chance'.

Government set the tourism strategy. More policy-based than a mechanism to activate industry, and an artefact of the 'government of the day'.

In 2013 an industry-led (and government supported) project developed the Tourism 2025 Growth Framework.

How to create growth post GFC and how to achieve 'value over volume'.

Five elements of the Framework are:

Connectivity, Productivity for Profit, Visitor Satisfaction, Target for Value, and Insight.

The singular Goal of Tourism 2025 was for annual tourism expenditure of \$41 billion by 2025, currently on \$36 billion.

Since then specific initiatives have also emerged:

People and Skills 2025 - guide decision-making on workforce development (2015).

Tourism 2025 - Two Years On Refreshed Tourism 2025. Introduced the emphasis on infrastructure and sustainability (2016)

Tourism Sustainability Commitment 2017. Enable tourism businesses to operate sustainably.

Tourism Insight Framework 2017. Galvanise industry to improve and support industry development.

Collectively = Tourism 2025 ecosystem allows the most pressing issues to be tackled within this ecosystem.

Most importantly, this is a live and dynamic system that is current and relevant.

The Tourism Sustainability Commitment 2017 by TIA is an industry led and owned platform

Research indicated "...sustainability is a core value of the tourism industry."

Highlights:

Vision of "Leading the World in Sustainable Tourism"

The values of Kaitiakitanga, Manaakitanga and Whanaungatanga

Economic, Visitor, Host Community and Environment are the 'balanced-scorecard'

8 industry-level Goals to be achieved by 2025 (including \$41b by 2025)

14 business-level commitments to be picked up by individual tourism operators

A measurement system to allow tracking over time

200 sign-ups so far. Goal is 1000 by year-end.

Individual actions of many businesses will make a difference. Bottom up approach.

Momentum is building with the TSC being an essential part to how industry does business.

The key driver is moving from 'creating growth', to 'optimising growth' for industry, our visitors, New Zealanders and the environment.

This is the balanced scorecard approach of the Tourism Sustainability Commitment. Over time, its measurement system will show the progress being achieved.

Right now, questions around 'social licence' are forming a larger part of the dialogue on and around the tourism industry, and this needs an industry response.

This response should address issues and develop the narrative on how tourism benefits communities.

Tourism 2025 has clearly been a success in relation to its economic Goal, but now a more holistic picture of success is needed. The Tourism Sustainability Commitment does this to some extent, but we need to pull it all together.

We are now working to bring these threads together with TIA leading a project to develop a Reset Tourism 2025 over the next 12 months.

Tourism 2025 Growth Framework (continued from preceding page)

Things we want to achieve include:

- A more complex and holistic 'Vision' for the tourism industry - ambitious and wider than the singular \$41 billion economic goal.
- A way to integrate Tourism 2025 and the Tourism Sustainability Commitment so they become one-in-the-same.

A new set of Actions that will shape our efforts over the next few years towards achieving the Vision. Alignment with government strategies or objectives for tourism – the public and private sectors are in this together. The way we run this project will be important also. As with the process to develop Tourism 2025, the journey will be industry leadership and ownership of its overarching strategy that is really important.

This 'live' Tourism 2025 Growth Framework approach has served tourism well and has been effective in ensuring that key issues are tackled.

New Zealand tourism now has an industry owned and operated sustainability platform – a really significant development.

The Reset Tourism 2025 will pull the most important elements together and set the right Vision for our times, and a new set of Actions.

Our key aim is to keep the tourism industry ahead of the curve in relation to the opportunities and challenges that exist.

TIA is committed to taking the lead with this programme. We see it as critical to ensuring the long term success of the tourism industry, our industry members and for all New Zealanders.

Over recent years, Tourism 2025 has been central to considering industry issues and driving change. TIA has worked hard to keep it top of mind across the industry and with government.

<http://www.sustainabletourism.nz/>



Sarah Meikle (CEO, Wellington Culinary Event & Festival Director, Visa Wellington on a Plate) joined us for the first luncheon of the year in February and delivered an interesting talk on the relationship of food and tourism. It was our first occasion to meet the new GM at Copthorne Oriental Bay. Dinesh and his team delivered a great selection of food, and of course we had that fabulous view from the restaurant. Well done all.

Food is woven into our cultural identity as New Zealanders, but it often doesn't get the same recognition as other mainstays of Kiwi culture, such as our love of our awe-inspiring landscapes, the outdoors, music and sport. Yet, we should be proud of our food culture. It

forms the backbone of the country's economy is an experience that every visitor to New Zealand must partake (they must eat...) and has immense social value to families, communities and society in general. Our produce is special, with incredible kaimoana such as paua, mussels, crayfish, whitebait and kina, the best lamb in the world, tasty grass-fed beef and wild and farmed venison, not to mention our superb coffee, wine, and craft beer. New Zealand's cultural and ethnic influences from Europe, Asia, and the Pacific have given rise to a distinctive fusion of flavours. We have chefs who respect the land from which our food comes from and the talent to transform it into something amazing. So why aren't we shouting our food story to the world?

