



STAR (Sustainable Tourism Advisers in Regions)
Sustainability Assessment Report

Prepared for
Lisa & Chris Preston of
Amuri Estate Retreat

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1. Report Purpose

1.1 Introduction

This report contains the results of a sustainability assessment conducted for Amuri Estate Retreat as part of North Canterbury's Sustainable Tourism Advisers in Regions (STAR) programme.

The purpose of this report is to summarise the results of the Sustainability Self Assessment completed by Amuri Estate Retreat's owners, Lisa & Chris Preston, and findings resulting from the Site Visit by Sustainable Tourism Adviser, Carol Taplin on 27 January 2010, and to provide the next steps forward.

1.2 Report Structure

This report contains:

- Background information to Amuri Estate Retreat
- A Sustainability Assessment for Amuri Estate Retreat, outlining current practices around sustainability and opportunities for improvement within the business
- A description of the next steps in the process

2. North Canterbury's STAR Programme

2.1. Background

The Sustainable Tourism Advisers in Regions (STAR) programme provides tourism operators with tools for improving their environmental performance. North Canterbury is one of the successful regions for STAR funding from the Ministry of Tourism. The other regions taking part in the programme are: Auckland, Central Otago, Coromandel, Hawke's Bay, Marlborough, Wellington, Queenstown and Wairarapa.

STAR is intended to help operators who recognise the value of improving their sustainable business performance, but need help to identify and implement the appropriate actions. Sustainability forms a central pillar of the New Zealand Tourism Strategy 2015. North Canterbury is taking a leading role in protecting and enhancing New Zealand's environment.

2.2. Objectives

The objectives of the STAR Programme are to:

- Present clear advice and tools to operators to help them improve on sustainability performance
- Ensure operators monitor and improve resource efficiencies
- Help operators choose actions to implement and plan a pathway forward that is appropriate for their individual business
- Assist operators with engagement with the local community on initiatives or conservation projects
- Prove the value of sustainable advisory services to operators
- Help operators tell a story around what they are doing – to visitors, sellers of their product and the local community
- Encourage the update of Qualmark

STAR encourages local tourism businesses to move towards sustainability at a pace that is within their capability by identifying practical, achievable and understandable actions to increase sustainable business practices. Key to the success of STAR is recognition of the fact that many tourism businesses in the region are small or medium sized enterprises (SMEs) in which restraints on time, money and knowledge act as barriers to achieving more sustainable practices. To overcome this barrier STAR participants work alongside a sustainability adviser who has the ability to create partnerships between businesses and regions to share ideas, knowledge, expertise and tools.

2.3. Desired Outcomes of STAR

The aim of STAR is to help operators improve business sustainability and ensure more tourism operators visibly deliver on the 100% Pure New Zealand brand promise.

For Qualmark operators, the STAR programme will assist businesses with the tools and expectations they need to have for Qualmark’s Enviro accreditation at the bronze, silver or gold levels. The STAR programme encourages participation in Qualmark and/or other accreditation, certification and award programmes that encourage sustainable business practices.

2.4. The STAR Adviser – Enterprise North Canterbury

Enterprise North Canterbury (ENC) is implementing the STAR programme on behalf of North Canterbury’s tourism industry and stakeholders. Carol Taplin is ENC’s contact and Sustainable Tourism Adviser.

2.5. STAR Process

The following diagram illustrates the process for the STAR programme:



3. Overview of Amuri Estate Retreat

3.1 Description

Amuri Estate Retreat is a 5-star bed & breakfast, situated in the Lesley Hills of Hanmer Springs. The 26-acre property includes an established olive grove, with 1,300 olive trees from which Amuri Estate Extra Virgin Olive Oil is made and sold to local restaurants, retail shops, and by gate sales to guests and visitors. There is also a fruit and nut orchard; the Prestons sell walnuts to local users and use the fruit in homemade preserves they serve to their guests.

The three guest rooms in the Retreat each have their own distinctive character and views. Guests have use of the large formal living room, and an expansive open-plan dining room, which feature floor-to-ceiling windows and large decks to showcase the expansive views. The public area of the Retreat also has a large kitchen, although the hosts do most cooking.

Wallace Peak Cottage has self-contained facilities and is further up the hill nestled into the olive grove and vegetable garden.

The Retreat's philosophy is to reflect the surrounding high alpine character and beauty on the property while producing extra virgin olive oil, fruit and vegetables in a sustainable way.

There is a massage therapist available in-house, and the optional 1 ½ hour 'A Taste of Italy'. This product is offered to the wider public and offers an comparative olive oil tasting, antipasto platters served with a glass of wine and a guided tour of the olive grove with the owners, who talk about the cultivation, harvesting, pressing, and marketing of olive oil.

Room tariffs \$250 - \$425 inc. GST.

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3.2 Background

Lisa and Chris purchased the 26-acre, north-facing fattening block in 1999. They promptly planted 1350 olive trees, hired rabbiters and formed a partnership with the organic division of the Christchurch Polytechnic's horticultural department to exchange the labour and expertise of the students for course credits they earned by working on-site to establish the olive grove. Over the years the Prestons put in thousands of native and exotic trees, all while themselves working in Wellington and visiting every six weeks or so. In mid-June 2006, Lisa moved on site permanently, living in the tractor shed through the middle of winter. At that time a kitchenette and logburner was installed in preference over the plastic bucket, camp stove and fan heater that had been in use prior. The tractor shed has had further conversion and is now Wallace Peak Cottage.

The vision of having guests stay and the property showcasing a living example of sustainable living to a comfortable standard to high-end consumers evolved early. Amuri Estate Retreat is providing upscale tourist accommodation that has, as two of its points of difference, a working olive grove and sustainable land management practices in place e.g. recycling of waste & water, composting food scraps, mulching, limited use of chemicals inside & outside. The Retreat has been open to guests a year now; 50 % of guests are international (with approximately half of *them* being Australian).

Lisa and Chris's philosophy of sustainable living is driven by their beliefs, although they admit that it's advantageous to see a marketing leverage within Qualmark. They appreciate Qualmark's systematic approach and the fact that participating in the responsible tourism puts a sense of urgency to initiatives and benchmarking. Amuri Estate Retreat is Qualmarked 5-star guest & hosted, and holds Enviro-Silver (Last assessment 2nd July 2009).



Chris's corporate background keeps a diligent hand on operational efficiencies; he is a franchise and interim senior management consultant. Lisa works several days as a community librarian and is a masseuse; she provides on site massage for their guests and guests of other nearby accommodation providers.

Goals:

Amuri Estate Retreat already operates within a living sustainable business model that would be aspirational to many 5-star accommodation providers. The Prestons have identified most of the gaps and acknowledge that their constraints are primarily knowledge and financial. The low hanging fruit has been effectively 'harvested' and so the STAR programme is being utilised to formally identify either very small or very large initiatives, while providing focus and resource to investigate the 'how to' not the 'what to'.

There are some wider strategic objectives:

- To be an exemplar of sustainable business and land practice to guests and visitors
- In 5 years time, to see a shift from guests who view staying in an 'eco-friendly' accommodation as a way of easing their conscience, to guests who want to actually participate in the sustainable practice of Amuri Estate Retreat, i.e. guests actively involved in recycling, planting, gardening, educating others
- Enhance product marketing – do messages and initiatives match targeted international guests' understanding and expectations?
- Lift active participation in the sustainability movement to further their own lifestyle and aspirations

There are some annual business plan objectives:

- A benchmark that incorporates environmental, social and economic values so they can measure the operation of the purpose designed and constructed Retreat, the self-contained cottage and the olive grove and the fruit/nut orchard
- To extend the practices already in place to include some of the areas given in the Sustainable Tourism checklist
- Achieve Qualmark 'Gold' Responsible Tourism rating

The following key business plan areas have been identified:

- Financial profitability

- Product development
- Online marketing review
- Increasing community and conservation involvement
- Decreasing resource use (energy, packaging, water)

4. Sustainability Assessment

4.1 Current good practice

The information below outlines Amuri Estate Retreat's current good practice in relation to sustainability initiatives and the opportunities for improvement in these key areas. There is some overlap in some of the areas (e.g. energy efficiency and sustainable design) therefore initiatives have not been repeated.

4.11 Policies and procedures

- Have fully developed, living, used and progressive business plans and action plans in place.
- Have economic performance targets, monitoring and review policies and procedures in place, with 'aggressive' growth targets.
- Have written, utilised 'living' standard operating procedures and proactive continuous improvement processes in place (to a professional level supporting succession and due diligence rarely seen in place in an owner-operated tourism business).
- Have procurement and environmental policies in place.
- Have compliance and legislative requirements and review processes in place (e.g. First Aid, insurance and food safety Fire, Health & Safety) and implementation (i.e. inducting guests about fire evacuation and on-farm safety).

4.12 Workplace practices

- Have WWOOF¹ and FHiNZ² workers on property regularly.

4.13 Community and conservation involvement

- Have recently acquired working dog (terrier) as 'live-in rabbit'
- Partnership in ten-year project with Doc and ECan on flora pest control in crevasse (old man's beard, broom, gorse, blackberry). Accessing, observing, clearing and replanting to create walking track (35min) for guests

4.14 Waste management and minimisation

- Buys recycled products – office paper, Environmental Choice³ toilet paper.

¹ WWOOF New Zealand - Willing Workers on Organic Farms, is part of a worldwide community that promotes awareness of ecological farming practices by providing volunteers ("WWOOFers") with the opportunity to live and learn on organic properties.

² Farm Helpers in New Zealand (FHiNZ) sells a booklet listing about 190 farms throughout New Zealand. These farmers are willing to offer free accommodation and food to visitors in exchange for 4-6 hours work each day. Amuri Estate's listing = Hanmer Springs C&L P; *Activities*: Fruit, nut & olive orchard. Assist with orchard work, gardening, weeding, planting, harvesting, house cleaning, kitchen and laundry work.

³ Environmental Choice recognises the genuine moves made by manufacturers to reduce the environmental impacts of their products and provides a credible and independent guide for consumers who want to purchase products that are better for the environment. The New Zealand Ecolabelling Trust is a voluntary, multiple specifications based environmental labeling programme, which operates to international standards and principles.

- Has minimal waste philosophy across all aspects of life; re-usable shopping bags; corrugated plastic flute board spray guards & rabbit protectors reused from original olive plantings to establish natives; kitchen scraps are composted and used on vegetable garden; firewood for heating cottage is harvested from the property
- Bulk buys to minimise packaging and increase cost effectiveness; bathroom complimentary products are dispensed into permanent containers' washed and refilled where appropriate to avoid wasteful throwaway packaging
- Home grown preserves re-using glass jars and plastic containers; utilises wild foods (e.g. blackberries) and excess production from the orchard
- Waste is sorted and recycled on behalf of guests into three bins (landfill, transfer station and glass); bins are taken to transfer/recycling station approx every 3 weeks, as there is no roadside collection.

4.15 Pollution prevention

- Enjo™ (microfiber) and natural cleaners (EcoStore™ products) are used to avoid all chemical cleaners.
- Separates what little hazardous waste there is, stores and takes to Christchurch depot.
- Uses organic gardening philosophy so no outdoor chemical sprays.

4.16 Energy efficiency

- All appliances purchased for property are energy efficiency rated (e.g. 4star Energy Star washing machine, Environmental Choice).⁴
- Small losses are minimised with appliance stand-by left off; when guest wing zone or cottage is not in use, main switch board is turned off; power points checked as switched off when not in use; air drying laundry is preferred; lights turned on manually when needed, some out door lights on motion sensors.
- 75% of bulbs halogen, 10% eco bulbs with remainder being transferred over.
- Heat pumps in all rooms except cottage, which has an ECan approved, low emission burner in cottage.
- Only bathrooms and front foyer have electric under floor heating as tiles heat quickly.
- Some use of gas (cooking in cottage, water in guest & owner's bathrooms and cooking in Guest & owners kitchens); Renni gas water heating designed to include 2 systems – each located at opposite ends of the home to avoid water cooling by travelling long distance.
- Gas fire on thermostat in lounge/dining room.
- Vehicles are well maintained.
- Majority of irrigation (90%) and water supply to cottage is by gravity feed, therefore using no electricity for pumps.

4.17 Water efficiency and quality

- Native plantings are increasing with regard to climate suitability and therefore optimising water requirements; most gardens have been heavily mulched to reduce need for watering (pea straw, grass clippings, bark, leaves and stones).

⁴ Stonewood Homes 'EcoSure' features incorporated into the design of the house, i.e. appliances, lights, insulation, heat, windows, water, air quality (<http://www.stonewood.co.nz/pages/hp-ecosure.html>)

- 2x spring water feeds converge on Amuri Estate and are tapped (by 5 adjoining properties) into storage tanks (domestic and irrigation). Water is stored with UV sterilisation⁵ and filter (5+1 micron) system in place.
- Gray and black water recycled onto shelterbelt and landscape plantings through gravity fed drip irrigation system (straight to ground watering minimises water loss or application inefficiencies). Dripper irrigation on olive grove in reference to more intensive irrigation methods (300 meters of drip line) ensures water is direct to ground and minimises evaporation.
- Guests are encouraged by way of signage placed in bathrooms, to consider re-using bathroom linen rather than requesting replacement with every use and so lessening water and laundry chemical use.
- Dual flush toilets and pre-mixers in shower throughout building for water saving; appliances purchased for property are water efficiency rated (i.e. select products/ appliances that meet recognised environmental criteria (e.g. a high 4.5star water rating for the front loader washing machine).
- Dryer collects water residue, which is used on the herb garden.

4.18 Sustainable design

- ALF BRANZ report 2 November 2007 re sustainable design evaluation, benchmarking it against a 'base' design. Over 30 years the savings in the house, against the base, were estimated to be \$37,813. The building was signed off as complete in November 2008.⁶
- Thermal curtains and sunshade curtains and slat blinds, fully carpeted with commercial grade underlay, ceiling & wall insulation to above maximum specifications (extra insulation from 2.3 to 3-6), double glazing and window screens to encourage passive air ventilation, ceiling fans in guest lounge and cottage, and heat transfer system in cottage on automatic thermometer-trigger system to manage heat loss and gain as efficiently as possible.
- Used Waiiau limestone and Marlborough schist in house and landscaping construction; reused timber beams from old local bridge; boulders and rocks are reused from property
- Concrete floor pads and large entrance pad work as moderate passive heat sink; building orientated to North facing
- Skylight used for natural light into stairwell; SolaTube⁷ lighting installed in internal guest bathroom

⁵ Ultraviolet germicidal irradiation (UVGI) is a sterilization method that uses ultraviolet (UV) light at sufficiently short wavelength to break down microorganisms. It is used in a variety of applications, such as food, air and water purification. Coupled with a filtration system, UVGI can remove harmful microorganisms from these environments. The application of UVGI to sterilization has been an accepted practice since the mid-20th century. It has been used primarily in medical sanitation and sterile work facilities. Increasingly it was employed to sterilize drinking and wastewater, as the holding facilities were enclosed and could be circulated to ensure a higher exposure to the UV.

⁶ <http://alf.branz.co.nz/> The ALF (Annual Loss Factor) tool is a free online aid to the thermal design of houses. It is presented in a step-by-step format providing a simple method of calculating the energy performance of conventional New Zealand houses. ALF3.2 is a verification method for determining the Building Performance Index (BPI), which can be used to show compliance with the Energy Efficiency Clause H1 of the New Zealand Building Code.

⁷ <http://www.solatube.com/> It provides exceptional lighting. The light output is incredible, providing as much light as you would expect from a skylight many times its size. It is "Green." TDDs allow you to switch off electric lights during the day, which provides savings on energy bills and also reduces environmental pollution. It is actually good for you. It has been shown in several prominent studies that increasing daily exposure to natural light can enhance mental and physical well-being, boost concentration and energy levels and a variety of other unexpected perks.

- Septic and wastewater aerated treatment system approved to NZ/Aust Standards.⁸
- Resene paints used inside.⁹
- Resene 'Cool Colour' paint used on exterior plaster of two-story wing.¹⁰
- BRANZ Property Maintenance book utilised with records and schedules in place.
- Horticultural practices sympathetic to sustainable principles; companion plantings, organic principles, mulching throughout; regular soil testing and annual water testing.
- Has engaged One Earth Matters for next phase of sustainable design and landscaping.¹¹

4.19 Market place and Supply chain

- Robust supply chain investigation (covers key pre-purchase questions to suppliers re natural ingredients, bulk supply, no packaging and affordability).
- Purchases and barter locally where ever possible e.g. waste water treatment system is a North Canterbury design & build; building materials are locally quarried; complimentary products are natural NZ made, sources local foods (e.g. Harris Meats, Marble Point wines, local honey).
- Have experience and input into olive growers industry a president / vice president roles, inputting Chris's back ground in international marketing into industry association.
- Evidence that a Responsible Tourism statement/policy is publicly displayed in the compendiums, so guests can offer feedback; environmental policy is also on website.
- Member of Qualmark, TIANZ, HSBA, @ Home New Zealand, North Canterbury Food & Wine Trail¹².
- Disability and access facilities.
- Surveys guests for feedback (visitor book, departure feedback forms, monitors Trip Advisor).

⁸ **KiwiTreat**. Contact John & Kristen **Williamson**. Horrelville, West Eyreton. P: 03 3125787
john@kiwitreat.co.nz. <http://kiwitreat.files.wordpress.com/2007/02/brochure.pdf>

⁹ Resene moved to more environmentally friendly paints, beginning in the 1950s with the introduction of waterborne paints and continuing through the 1970s with the removal of lead in paint products. In 1996, the company took a further step forward, joining the Environmental Choice programme. In 2004, Resene established PaintWise, a service that encourages the return of unwanted paint and paint packaging to selected Resene ColorShops. The scheme boosts recycling and helps reduce the burden on landfills.

¹⁰ Resene Cool Colour technology allows the coating to retain its normal visible colour but reflect heat from the surface, reducing stress on the coating and substrate and subsequent heat related damage improving the longevity of each. The technology also minimises build up of unwanted heat in the building reducing air-conditioning and cooling costs.
http://www.resene.com.au/comn/whtsnew/cool_colour_06.htm

¹¹ One Earth Matters provides a design service for urban and rural properties that responds to an age of peak oil, global warming and environmental change. One Earth Matters is based in Christchurch and was founded by Carl Pickens, a Landscape Architect with 10-plus years' experience in the industry, a background in Organic Horticulture and a passion for sustainable design.

¹² www.qualmark.co.nz/, www.tianz.org.nz/, www.athomenz.org.nz/, www.visithurunui.co.nz/,
<http://www.foodandwinetrail.co.nz/>

- Seeks to maintain balance between giving 5 star service to high resource users and resource efficiency e.g. personal control of bedroom heating/cooling/ 500 Egyptian cotton sheets and free-range local eggs.

4.2 Sustainability Assessment of Opportunities for Improvement¹³

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
4.21 Policies & Procedures	Set up monitoring processes, goals and targets for your environmental performance	<ul style="list-style-type: none"> Set up monitoring spreadsheets and monthly activity record to monitor progress and show continuous implementation of actions that reduce water energy or waste. HH Maintain progress on an Action Plan. HH 	Use this report and action plan – is appropriate for Qualmark and your business plans so utilise well
	Identify and monitor further benchmarks <i>“benchmark that incorporates environmental/ social and economic aspects”</i>	Decide what else to measure, why and how: ¹⁴ <ul style="list-style-type: none"> Financial Statistics Business Benchmarking Survey. MM EnviroMark. HM Understand & use the NZ accommodation/ Tourism industry statistics and resources.¹⁵ MM Visit www.stats.govt.nz LL 	Access Business Benchmarking Survey for free through your Deloittes (assuming chartered status)
	Formalise and write up your buying policy and include Procurement Policy in your policy and procedures manual	This policy can include specific actions around buying that you’re taking to reduce your environmental impact and positively influence your supply chain e.g. <ul style="list-style-type: none"> Need/ Affordability/Fit for purpose/ and considers Packaging/ 	www.greenlist.org.nz is designed to highlight the positive attributes by allowing you to make a simple comparison against a set of sustainability principles

¹³ Legend: Priority ‘H’ = High, ‘M’ = Medium, ‘L’ = Low. Bang for Buck ‘H’ = High, ‘M’ = Medium, ‘L’ = Low

¹⁴ Already ALF BRANZ and Qualmark benchmarked

¹⁵ The Ministry of Tourism research website www.trcnz.govt.nz gives access to the full range of New Zealand government tourism statistics, plus reports like the Tourism Industry Monitor

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		<p>Environmental Choice/ Bulk purchasing options</p> <ul style="list-style-type: none"> • Focus on Reduce, Reuse THEN Recycle priority • Actively consider sustainability in the design of products and services you use (e.g. whole of life consideration, operating costs vs. purchase costs). • Verify that local suppliers are using goods/services from local sources • Seek information from suppliers on their sustainability policies <p>HH</p>	<p>NZ Business Council for Sustainable Development info on supply chain: http://www.nzbc.org.nz/supplychain/</p> <p>http://www.med.govt.nz/templates/ContentTopicSummary_37890.aspx</p> <p>http://www.ecobob.co.nz/EcoBusiness/Browse.aspx</p> <p>For office supplies – OfficeMax Enviro Range http://www.officemax.co.nz/index.php?page_id=154</p>
<p>4.22 Workplace Practices</p> <p><i>Note: NO staff but volunteers</i></p>	<p>Continuously foster own personal and professional development</p>	<ul style="list-style-type: none"> • Visit other local champion businesses to look specifically at their sustainability and environmental management initiatives for transferable ideas. HH • Engage mentoring services BMNZ, or another suitable business mentor. HH • Ongoing high-level research re sustainable design options (Carl Pickens already engaged). HM 	<p>Helen Beattie, Rippinvale Farm Stay, Hanmer Springs – Qualmark Enviro Gold</p> <p>www.businessmentor.org.nz</p> <p>Dale McEntee HDC biodiversity officer; Janet Fraser EDC indigenous re vegetation policy planner; Jamie McFadden, Hurunui Natives DoC Motukarara Nursery</p>

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
	Professionally allocate and monitor duties and responsibilities between governance and management	<ul style="list-style-type: none"> Have role descriptions and responsibilities in place. HH 	Director's meeting to pose questions like: If both are Directors, who is MD? Who is FO? Who is GM?
	Look to reduce mechanical control of grassed areas (olive grove rows and orchard)	<ul style="list-style-type: none"> If not grass, what can you grow between the olive trees? - economy of scale – establish market first16 MM Investigate Introducing grazing livestock, i.e. chickens, goats, sheep, or turkeys. Are there other crops that would be good companions with olives, i.e. grapes, lavender, flowers, other herbs? MH 	Lifestyleblock.co.nz www.stockmangrassfarmer.net/ www.nzte.govt.nz/explore-export-markets/market-research-by-industry/Food-and-beverage/ Lifestyle block adviser re goats.
	Successfully grow more of our own vegetables, flowers, fruit & nuts, and have surplus sold to local market.	<ul style="list-style-type: none"> Re-locate veggie garden to more accessible place for guests to utilise. MH Plant vegetables throughout gardens; lift companions plantings e.g. chillies and tomatoes in hot dry beds with natives, strawberries as bed edges 	
4.23 Community & conservation Involvement	Contribute to TWO community activities ¹⁷	<ul style="list-style-type: none"> Monitor and record all community contributions in Spreadsheet (in the same way you would already record Vouchers/ Complimentaries). MM Consider sponsorship – find an 	

¹⁶ Mowing a lot of pasture = wasted grass = 10 mows a year = machinery and fuel use = stock means zoning and fences. Alternatively tether goats or miniature sheep down rows with moveable ground wires. Across Canada there is growing interest in small breeds of cattle such as the Dexter and Mini Herefords which can be successfully farmed on very small holdings. The cattle can be used for the production of milk and meat. Locally grown trumps organic' is a trend resulting from economic downturn. As a result, environmentally conscious consumers now prefer the idea of buying locally grown (but non-organic) foods.

¹⁷ ...required for Qualmark Gold

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		<p>aligned community group or project. MM E.g. Arbor Day planting with local school, Meals on Wheels</p> <ul style="list-style-type: none"> • Lift PR leverage from current sponsorships i.e. clearly articulate expectations and conditions of sponsorship and gain formal agreement prior to committing, make sponsored relationship public with endorsement from sponsored party. MM 	
	<p>Contribute to ONE conservation activity</p>	<p>The existing ECan/ DoC pilot area needs to be clearly articulated and translated (purpose, goals, rationale, participants)</p> <ul style="list-style-type: none"> • A page on your website that shows progress (photos and journal entries) • Incorporate conservation projects into tourism product development e.g. consider adobe brick wall of involvement or wooden plaques from the property (slash a track, make a brick - have your name and input immortalised on the walkway wall of work) HM <p>Explore local biodiversity and options for setting the grounds up as a particular habitat. MM</p> <p>Participate hands-on in the Hanmer Springs Wilding Pine Control</p>	<p>Contact Dale McEntee, Biodiversity Ambassador, Hurunui District Council. P: 03 3148816</p> <p>Contacts Steve Brodie or Wayne King March 28 and April 18 and May 30 are</p>

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		<p>Hanmer Springs Weedbusters: www.conservationvolunteers.org.nz/.../hanmer_springs_weedbusters_wilding_pine_control. MM</p> <p>Initiate buy a tree for guests HM</p> <p>QEII conservation covenant ¹⁸ Some funds for fencing? Would only be for the gorge area? MM</p>	<p>next dates; meet 10am at the Hanmer Springs Sports Pavilion, usually goes till about 2pm</p> <p>Trees for Travelers¹⁹ is a Kaikoura-wider programme managed by a not-for-profit organisation, so inappropriate for Amuri Estate to join, but aspects of the principles and implementation can be translated and down-sized to fit a one-property model</p> <p>Open Space Magazine</p>
4.24 Waste Management	Start measuring and monitoring waste (e.g. volume of rubbish to landfill; volume of recycling; buckets of	<ul style="list-style-type: none"> • By monitoring waste streams work out ways to reduce. • Look at volume per collection or 	http://www.responsibletravel.co.nz/monitoring.php

¹⁸ QEII Trust helps private landowners in New Zealand to protect significant natural and cultural features on their land through open space covenants in perpetuity. Features protected include landscapes, forest remnants, wetlands, grasslands, threatened species habitats, and cultural and archaeological sites. QEII National Trust was established in 1977 to encourage and promote the protection and enhancement of open space. With a core activity of securing long term protection of natural and cultural features, usually by the legal mechanism of an open space covenant, QEII acts as a perpetual trustee to ensure the values remain protected forever.

¹⁹ Enables you to play an active role in reducing the impact of climate change as tree planting makes a significant contribution to reducing the effects of global warming by absorbing CO2 throughout the trees life; guests can check the location of their tree by keying your unique tree number into the 'find your tree' box, which uses Google earth mapping and zooming to display its location:

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
	kitchen scraps) and look to reduce amounts	percentage landfill to recycling. HM	
	Continue to avoid waste	<ul style="list-style-type: none"> For all home office work, set printer to Draft settings and put used paper in tray; shred paper and compost; minimise paper use by using email wherever possible; double sided printing; reuse envelopes; refillable pens. HM Fully utilise electronic advertising and administration processes instead of print media. HM Set up a Bokashi bucket for non-compostable organic / kitchen scraps. HM Paper incineration on farm with ash returned to garden. HM Investing in an office shredder means paper could be used in compost or as mulch on garden to reduce water requirements. HM Could use the shredded paper to make recycled paper cards along with flora weed waste or flowers to sell/ use as thank you or confirmation cards/ or as self-drive activity options for guests. HL Consider whether products can be recycled, sold or donated after use. HH 	<p>http://www.ecobob.co.nz/EcoBusiness/Browse.aspx</p> <p>See OfficeMax eco range of products</p> <p>http://www.bokashi.co.nz/</p>
4.25 Pollution	Rechargeable batteries	Replace any and all existing batteries when spent with rechargeable batteries	

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
Prevention		<ul style="list-style-type: none"> Use the power of the consumer to try and reduce demand for the non-recyclable batteries. Maybe offer rechargeable batteries for sale and advising tourists to buy rechargeable batteries because the others aren't recyclable; offering courtesy battery rechargers at reception for guests to use. HM 	
	Dispose of remaining cleaning chemicals	Dispose of inherited cleaning chemicals <ul style="list-style-type: none"> donate to local church or school or simply take to hazardous wastes depot. HL 	
	Laundry powder	Research environmentally alternatives for laundry as would like to be chemical free <ul style="list-style-type: none"> Soap nuts could be of interest given that you could possibly grow them yourselves in the nut orchard Ecostore laundry powder is widely used in B&B industry. HL 	http://www.soapnuts.co.nz ²⁰ http://www.ecostore.co.nz/products/laundry/
	Collateral	<ul style="list-style-type: none"> Choose cold set printing (newsprint) wherever possible instead of heat set printing (glossy) as this uses considerably less energy. MM Select paper with a high recycled content to virgin paper. HM If appropriate, choose uncoated paper, as a higher percentage of 	http://www.horton.co.nz/site_resource/library/Environmental/Horton_Green_printing_brochure.pdf

²⁰ Soap nuts are antimicrobial. This means that they help in breaking down the grey water in the septic system. Also, you do not have to do a rinse cycle when you do your laundry with soap nuts. This can save gallons of water every wash cycle.

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		<p>paper can be recycled from these grades compared with coated paper. MM</p> <ul style="list-style-type: none"> • Select the lowest paper weight suitable for the job: the lighter the paper, the less raw material needed in the first instance. MM • Buy paper products from a reputable source, ideally one that has been endorsed by the Forest Stewardship Council, as this supports the growth of responsible forest management worldwide. HM 	
	Redecorating/ maintenance	<ul style="list-style-type: none"> • Consider Enviropaints for interior and exterior redecorating. HM 	
4.26 Energy Efficiency	Start measuring and monitoring energy use <i>(required in any accreditation programme and necessary if you want to monitor progress)</i>	<ul style="list-style-type: none"> • Establish baseline by collating data from electricity and gas bills. HH • To ensure accurate monthly electricity bills, read the electricity meter monthly and phone in these readings to your supplier. This will ensure the electricity bill more accurately reflects the electricity consumption, helping smooth cashflow and match expenses with revenue. HH • Investigate Enista energy management system. Contact Steve Groufsky, Business Manager 	<p>Automated Excel template emailed on request – just ask your STAR adviser</p> <p>Nova Solutions (brochure supplied by STAR adviser)</p>

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		P: 03 348 4943 E: steve@novasystems.co.nz MM	
	Conduct an energy audit	There is opportunity to try and reduce these costs despite being a low-commercial user; B&B is probably a high residential user.	Within the STAR programme, application for a fully subsidised Energy Audit can be arranged on your behalf through MainPower – please let your STAR adviser know if you would like to apply (valued \$1000 and designed to provide you with cost-saving advice re electricity use) The Tourism Energy Efficiency Programme – check out http://www.tianz.org.nz/main/tourism-energy-efficiency-programme/
	Vehicles ²¹	<ul style="list-style-type: none"> • Introduce logbook in car to record mileage against petrol. HM • Minimise use of vehicles. HH • When upgrading look at GreenFleet. HH 	Use the GreenFleet Procurement Tool (VPT) to compare choices by bringing together sources such as Rightcar & manufacturers own data – www.greenfleet.org.nz
4.27 Water Efficiency & Quality	Measuring and monitor water use <i>(acknowledging measurement side of things when water is not metered and from a natural resource is a conundrum)</i>	There are a few options for measuring water usage <i>(initiative considered in the medium-long term for most businesses; est. \$200 investment. If going for Qualmark Enviro Silver/Gold, do</i>	A flow meter see here for an explanation: http://www.hbrc.govt.nz/LinkClick.aspx?fileticket=ck4qhfGsAN4%3D&tabid=244&mid=1235

²¹ 4x4 Ford Explorer and red ute; Chris thinks they are relatively high oil/ petrol users, with older vehicles and farm maintenance

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		<p><i>consider)</i></p> <ul style="list-style-type: none"> • Flow meter • Water meter. HL • Whr meter • Reinitiate rainfall and soil moisture monitoring using ironmeters (different depths) and irrigate as required²² • Consider capturing water from cottage roof –currently discharged to sump. 	<p>Install a water meter: http://www.watermeters.com.au/category8_1.htm (Est. \$200 and need to get a plumber to install).</p> <p>Connect a whr meter (such as the popular cento-meter) to the water pump. This will measure your electricity use of the water pump. If you find out from the pump specifications what the pressure rate is, the water flow is a function of the pressure and time (between which your meter reading was taken). So you will know how much water has been used.</p>
4.28 Sustainable Design	Composting success	<ul style="list-style-type: none"> • Bokashi for kitchen scraps non-compatible with composting. HL • Research/ reading/ advisor/ teacher • Worm farm • Master successful composting; utilise juices. HH 	<p>http://www.bokashi.co.nz/ Waimakariri District Council (Rangiora or Oxford)</p> <p>Permaculture information in own library.</p>
	Next phase of sustainable design and landscaping	<p>One Earth Matters investigating</p> <ul style="list-style-type: none"> • Consider(ing) solar panel system 	<p>www.eeca.govt.nz has information on microgeneration e.g. solar panels</p>

²² Reduce costs - Many studies have shown that water usage can be reduced by ten percent or more if soil moisture monitoring and prediction systems are used. Increase Yields - Yields can be increased through soil moisture monitoring. Plant stress is reduced and fertiliser more effectively used when over watering is reduced. Easy to Use - Readings are available at any time. When decisions have to be made the information can be obtained on the spot.

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		installation for Wallace Peak Cottage. HM	and small scale wind turbines to generate power
4.29 Market Place and Supply Chain	Identify target market and tailor marketing accordingly <i>“engage with customers through communications that resonate”</i>	Define unique selling proposition <ul style="list-style-type: none"> • Define value for money – position as e.g. 5star, sustainable etc on tariff enquiries. HM • Look at competitors reviews on TripAdvisor et al • Log Wotif pricing/offers by main competitors. HH • Insert questions of sustainability into customer surveys. HM • Find out international expectations for sustainability & how this factors in their purchase decision. HH • In order to persuade guest to stay 2nights, focus on customer service and aim for repeat visitors who WOM. HH 	
	Review marketing plan and activities	Review current advertising against return <ul style="list-style-type: none"> • Ensure you know where every guest heard/ found/ booked with you. HH • Get a website review – Create a blog that is linked to our website.²³ MM 	A link to a great site with regards to getting online information about how to get your website humming (or at

23 Currently the website states “Chris and Lisa Preston have built Amuri Estate Retreat as an environmentally sustainable venture. Sharing a love of the outdoors, the land and its history, they continue to study the area and willingly discuss their knowledge with guests”. Given the strong positioning and innate sense of the property, the Preston’s ultimate aspiration re *providing an integrated experience for guests that sees guest participating in the sustainable practice of Amuri Estate* could be significantly up-valued in their own positioning

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		<ul style="list-style-type: none"> • Link into IBO and tourism distribution channels with increased focus. MM • Attend fully subsidised Enterprise Training “Marketing your Business for FREE” workshop May 25th and subsequently lift use of PR and media. HM <p>e.g. Get an article in Inside Tourism MM Utilise social media²⁴. ML</p> <ul style="list-style-type: none"> • Complete Transit SH7a signage application already underway. HM • Clear articulation of current depth and richness of offer potentially undersold i.e. added services provided for majority of guests e.g. considering options on site dinners provided on request, formal pick up / drop off service, pre-dinner drinks and hors d'oeuvres each evening, full evening turndown service offered, lunches and picnic baskets by prior arrangement. HM • Lift sustainably orientated Guest Delighters; jam made from wild 	<p>least to gather inspiration!) Katherine Koziel of Marketing Online http://www.business-website-advice.com/blog/index.php/katherine-koziel/</p> <p>Tourism Results New Zealand represents regional-based tourism organisations to the inbound tourism sector, overseas wholesalers and corporate and conference and incentive organizations</p> <p>Inside Tourism recent Issue provided http://www.socialted.com/ Socialted.com is a new service for small businesses looking to get involved with the rapidly growing online social media marketing trend, but without the time or understanding of what’s required in terms of budget, time frames or direction.</p> <p>http://www.accomobility.com/Accomo</p>

²⁴ SOCIAL media has changed the way people plan their travel confirms. Jason’s Travel Media has surveyed how travelers use social media - and if accommodation and activity operators were embracing the opportunities of web 2.0. Of a 216 travel consumers surveyed, 89 percent plan on taking at least one domestic holiday this year. They select from a range of sources when it comes to planning, with 91 percent heading to websites related to their destination, and 47 percent swearing by travel books and guides. When planning, 64.5 percent read online reviews of accommodation and activities. Of those returning from a trip, 30 percent share their experience online in photos and travel stories. This level of activity is set to increase, based on current uptake trends among travelers: 32 percent of social media-savvy consumers have begun to use these websites in the last year. Of those who use social media in general, 33 percent interact with businesses on *Facebook*, *Twitter* and other social media websites.

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		<p>blackberries; Olive oil for sale, range of olive oil soaps may be used as gifts; HL</p> <ul style="list-style-type: none"> • Display QM Enviro Silver & enviro policies in front reception. HL • Lift accessibility marketing (case study accessible tourism). HL • An art map could be used to tell the story of the interesting decor items. HL • List yourselves on GreenList et al. ML 	<p>bilityAU/Home.html²⁵</p>
	<p>Product development</p>	<p>The pond (folly) - pave terraces with slabs made by guest who have worked on property when staying – prayer circle – HM</p> <p>Continue to develop <i>A Taste of Italy</i> (olive oil tasting and olive grove tour); HH</p> <ul style="list-style-type: none"> • Gazebo for tastings • Fire oven for pizza instead of antipasto • Purchase small batch press (1kg) 2-3 months during winter season, guests can pick and press their own bottle of oil – a part of Taste of Italy; an optional extra for \$X <p>Offer excellent quality interpretation of the</p>	<p>Review OraOra Resort, Kerikeri as a case study. http://www.oraoraresort.co.nz</p>

²⁵ A unique guide to accommodation, activities, products and services for visitors to Australia and New Zealand - with particular attention paid to the accessibility needs of those with mobility challenges.

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
		natural, cultural and historical heritage of the local area is offered to guests - this is where Amuri focuses on conservation, geography, sustainability; provide a Library in-house (establish great reading materials in guest lounges re history of area, sustainable design, ecology etc); include NZ EcoWise Travel guide in compendiums. HM Increase seasonal and local food use; MM	http://www.responsibletourism.co.nz/resources/pdf/ECO-WISE.pdf
	Olive growers collaboration ²⁶	Lift olive growers collaboration and regional spread/ sharing of wisdom, expertise, and machinery. As only commercial horticulture in Hanmer Springs Basin, isolation to some extent needs to be countered. MM	
	Industry collaborations to buy local	Increase mutually beneficial collaborations with other like-mined tourism operators for deals for guests with local businesses; encourage guests to buy local <ul style="list-style-type: none"> Partnerships to bulk buy e.g. office stationary, toilet paper, Enjo orders, eco bulbs etc. MH 	<i>* To counter the difficulty of limited supply chain re economics in HS</i>
	Champion sustainable tourism in	<ul style="list-style-type: none"> Continue to develop your unique story 	

²⁶ Have experience and input into olive growers industry a president / vice president roles, inputting Chris's back ground in international marketing into industry association

Key Performance Area	Aspect (what to do)	Opportunity for Improvement (how to do it)	Source(s) of Further Information
	North Canterbury	<p>to tell to visitors, distribution partners and the local community. HM</p> <ul style="list-style-type: none"> • Assist in the write up of case studies at the completion of the programme (including description of the business, lessons learnt, advantages and difficulties of improving business sustainability, next steps for the business). MM • Tell your business's story of the sustainability journey in appropriate marketing and public forums, including championing Year Three recruitment and the North Canterbury Business Awards 2010 (Exceptional Tourism and/or Exceptional Sustainability Categories). HM 	
	Accreditation schemes	<ul style="list-style-type: none"> • Make sure you prioritise your actions to align with the Qualmark Enviro eligibilities (see Appendix 2. for Qualmark Responsible Tourism Criteria). HM • Prioritise specific initiatives that will help towards accreditation, become eligible for accreditation or equivalent within 6 months of commencing STAR programme. HM 	

5. Achieving Future Results

5.1 Develop your Action Plan

The next step in involvement in the STAR Programme is for you to develop your Action Plan (see Appendix 1).

The Action Plan is a Statement of Intent setting out specific steps or actions that Amuri Estate Retreat has committed to implement, in support of them achieving future results in the area of sustainable business practice. Your Action Plan sets out actions for immediate, short-term, and long-term implementation, based on 'Opportunities for Improvement' as identified in the Sustainability Assessment above.

You can choose from the list of 'Opportunities for Improvement' as outlined in this Sustainability Assessment, and any other actions you think are particularly relevant to your business. Remember to make sure you prioritise your actions to align with the Qualmark Enviro eligibilities (see Appendix 2. for Qualmark Responsible Tourism Criteria) if you are seeking Qualmark accreditation.

It is important to be as specific as possible in your action plan – the headings in the Action Plan template will help you with the implementation process:

- Opportunity for Improvement
- How
- When
- Who
- Comment
- Date Completed

5.2 Submit your Action Plan

Send your Action Plan to carol@enterprisenc.co.nz as soon as possible and within a maximum of 2 weeks of receiving this report. You can contact Carol with any questions on (03) 310 6860 or via email. Carol will review and provide and provide any additional relevant resources as you move into the implementation phase.

5.3 Implement Your Action Plan

5.4 STAR Progress Review

As part of involvement in the STAR Program, a review of progress against your Action Plan will be conducted with the STAR Adviser within six months of your receipt of this report.

The review will include a self-assessment Sustainable Business Practices Checklist and a consultation with your Adviser. The review process will be used to identify new opportunities for improvement in the sustainable business practices for Amuri Estate Retreat, and to work through any barriers to progress that may develop.

Appendix 1.

Sustainable Business Practices Action Plan for Amuri Estate Retreat

Statement of Intent:

We, **Lisa & Chris Preston, of Amuri Estate Retreat** intend to take the following steps to improve our sustainable business practices:

No.	Opportunity for Improvement	How	When	Who	Comment	Date Completed
For immediate implementation:						
4.21 Policies & Procedures	<ol style="list-style-type: none"> Set up monitoring spreadsheets and monthly activity record to monitor progress and show continuous implementation of actions that reduce water energy or waste. Formalise and write up your buying policy and include Procurement Policy in your policy and procedures manual 	<ul style="list-style-type: none"> Get spreadsheet templates from Carol. Make list of appliances that consume electricity & what their energy consumption/energy rating is. Note on this what appliances are on stand-by. Review appliances on stand-by, i.e. do they need to be on stand-by, if not shut them off. Review our supplier's sustainability policies 	19/3/10 By end March By Sept 10 By Sept 10	CP CP CP/LP LP	Have modified dates to start 1 April 2010 <ul style="list-style-type: none"> Living Nature, Traituer, Starline, Harris Meats, Marble Point Winery, Contact Energy, Printer, Magazine publishers, Caltex/Chevron, CRT, OfficeMax, and Chevron. 	20/3/10
4.22 Workplace Practices	<ol style="list-style-type: none"> Visit other local champion businesses to look specifically at their sustainability and environmental management initiatives 	<ul style="list-style-type: none"> Set up appointments with Marble Point Winery, & Charwell Lodge. 	By Sept 10	LP	<ul style="list-style-type: none"> Marble Point is using organic cultivation for grapes/wine production. Charwell Lodge has Enviro Gold listing. 	

No.	Opportunity for Improvement	How	When	Who	Comment	Date Completed
	<p>for transferable ideas.</p> <p>2. Engage mentoring services BMNZ, or another suitable business mentor.</p> <p>3. Have role descriptions and responsibilities in place.</p>	<ul style="list-style-type: none"> Register with BMNZ on their website Elect Managing Director and appoint responsibility for Marketing, web sites, Financial Comptroller, Operations (housekeeping, kitchen/cooking, Taste of Italy), Grounds/Grove Maintenance at AGM. 	<p>By Sept 10</p> <p>By Sept 10</p>	<p>CP</p> <p>CP/LP</p>	<ul style="list-style-type: none"> Have mentor work with us on product development & marketing, and goal setting. Write up job description for each role. 	
4.23 Community & Conservation Involvement	<p>1. Participate with creating community initiatives for senior services in Hanmer Springs.</p> <p>2. Sponsor community group.</p> <p>3. Work with ECAN/DOC on Regional Pest Management Strategy</p>	<ul style="list-style-type: none"> Help to organise public forums for discussion of needs. Facilitate these forums to provide clear outcomes for action, and to distil community views for HDC. Fund raise for 'Meals on Wheels' through olive harvest Continue to be involved with Medway Rd residents on this project by organising & participating in working bees. Contact 'WeedBuster', Steve Brodie, to see if they are interested to be involved in joining together with the Medway Rd group. 	<p>By Sept 10</p> <p>July-Aug 10</p> <p>Sept 10</p> <p>By March '11</p>	<p>LP</p> <p>CP</p> <p>LP/CP</p> <p>CP</p> <p>LP/CP</p>	<ul style="list-style-type: none"> Have had telephone/face-to-face conversations with Helen Beattie, Helen Clyde-Smith, Judy Clarkson, Robert Crawford, Laurel Downs & Jan Roberts. All interested to hold & attend a public meeting. 22/3/10 Lance (ECAN) came by on 1/3/10 to do some work with Chris (spraying) on the OMB. 	

No.	Opportunity for Improvement	How	When	Who	Comment	Date Completed
		<ul style="list-style-type: none"> Create website blog that shows progress (photos and journal entries) of working bees, progress with eradication of noxious pests, and walkway development. 				
4.24 Waste	<ol style="list-style-type: none"> Start measuring and monitoring waste (e.g. volume of rubbish to landfill; volume of recycling; buckets of kitchen scraps) and look to reduce amounts Consider whether products can be recycled, sold or donated after use 	<ul style="list-style-type: none"> Create spreadsheet that records # of trips to the transfer station, # of bins (by type-paper/plastic/cans, glass, non-recyclable) of waste. List high consumables, i.e. Juice, soft drinks, wine, beer, etc.. and note what packaging is disposed of & what is able to be recycled. Identify the products we have that need to be replaced and look for alternative ways of disposing them, i.e. donation or sold. 	<p>By Sept 10</p> <p>By Sept 10</p> <p>By Sept 10</p>	<p>CP/LP</p> <p>LP</p> <p>LP</p>	<ul style="list-style-type: none"> Need to know what is actually being recycled by HDC & that will drive how we purchase supplies & what packaging to try to avoid, e.g. is glass being recycled? Is it better for us to buy cans, glass, plastic or paper packaged milk, beer? Sheets, magazines, plates, placemats, towels, tools 	
4.26 Energy Efficiency	<ol style="list-style-type: none"> Establish baseline by collating data from electricity and gas bills. 	<ul style="list-style-type: none"> Plot on spreadsheet what electricity consumption overall has been (monthly) since opening (01/02/09) & overlay this with our monthly occupancy rate. To ensure accurate monthly electricity bills, read the electricity meter monthly and phone in these readings to your supplier. This will ensure the electricity bill more accurately reflects the electricity consumption, helping smooth 	<p>By Sept 10</p> <p>Sept 10</p>	<p>LP</p> <p>LP</p>		

No.	Opportunity for Improvement	How	When	Who	Comment	Date Completed
	2. Vehicles	<p>cashflow and match expenses with revenue.</p> <ul style="list-style-type: none"> Introduce logbook in car to record mileage against petrol. Minimise use of vehicles. 	Sept 10	LP		
4.27 Water Efficiency & Quality	1. Measuring and monitor water use	<ul style="list-style-type: none"> Plot major usage of water on spreadsheet. Create maintenance spreadsheet for water, i.e. irrigation checks – hosepipe connections, drippers, ballcocks on tanks, and domestic water checks – faucet drips, ballcocks on toilets, outside taps & hosepipe connections, water filters cleaned/replaced. Ironmeters x 2 installed in olive groves to monitor soil moisture levels (chart moisture levels & irrigate when readings are between 10-15 on shallow gauge & 15-20 on deeper gauge). Purchase & set up rain gauge & chart rainfall. 	<p>By Sept 10</p> <p>By Sept 10</p> <p>By Sept 10</p> <p>By Sept 10</p>	<p>CP</p> <p>CP</p> <p>CP</p> <p>LP</p>	<ul style="list-style-type: none"> Washing machine (est. use/load), Irrigation of olives (75klitres/night both tanks on, or 30klitres/night one tank on), Landscape watering (get flow rate of hand held hose x #of hoses x time) Need to check that ironmeters are operating properly – have been unused for many years. Need to determine where to set up 'stations' and build protective covers for each set of gauges, i.e. 2 gauges/station. 	
4.28 Sustainable Design	<p>1. Worm farm</p> <p>2. Master successful composting; utilise</p>	<ul style="list-style-type: none"> Set up in compost area Read composting book & re-design existing system. 	Sept 10	LP	<ul style="list-style-type: none"> Rangiora contact 	

No.	Opportunity for Improvement	How	When	Who	Comment	Date Completed
	juices					
4.29 Market Place and Supply Chain	<ol style="list-style-type: none"> Identify target market and tailor marketing accordingly. Review marketing plan and activities 	<ul style="list-style-type: none"> Record guest feedback about how they heard about Amuri Estate/Taste of Italy, & how they booked their stay, i.e. instant booking, phone call, email... Complete template of customer database (make user-friendly) and USE IT! Register on Wotif. Come up with pricing/offer strategy for Wotif. Compare with other offers by B&B in area. Go to TNZ/Responsible Tourism websites and find what they've researched about inter'l visitor expectations on sustainable tourism. 	<p>Sept 10</p> <p>Sept 10</p> <p>Sept 10</p>	<p>LP</p> <p>LP/CP</p> <p>LP/CP</p>		
>> For implementation over a medium term (6-12 month timeframe):						
4.21 Policies & Procedures	<ol style="list-style-type: none"> Identify and monitor further benchmarks 	EnviroMark.	March 11	LP	<ul style="list-style-type: none"> Download criteria from EnviroMark website. Find other Envriomark B&B's to learn from. 	
4.22 Workplace Practices	<ol style="list-style-type: none"> Ongoing high-level research re sustainable design options (Carl Pickens already engaged). 	Design of 'A Taste of Italy' outdoor courtyard and 'Reflective Garden', and 'Eco-Holiday Cottage' using sustainable materials, & promoting sustainable principles.	March 11	CP/LP	<ul style="list-style-type: none"> Carl completed 1st draft of concept plan for courtyard 10/3/10. Site meeting with Carl on 30/3/10 to finalise concept plan of courtyard & review 'Reflective Garden' 1st draft concept plan. 	22/3/10

No.	Opportunity for Improvement	How	When	Who	Comment	Date Completed
4.25 Pollution Prevention	<ol style="list-style-type: none"> Buy paper products from a reputable source, ideally one that has been endorsed by the Forest Stewardship Council, as this supports the growth of responsible forest management worldwide Use building materials that are free of pollutants, sourced from sustainably managed forests, & locally sourced. 	<ul style="list-style-type: none"> Use Office Max for purchasing recycled paper products. Select the lowest paper weight suitable for the job: the lighter the paper, the less raw material needed in the first instance. Purchased sustainably grown Canadian western red cedar. Untreated and durable. One coat of organic wood oil already applied for use in 'A Taste of Italy' courtyard & screening of utility areas. 			<ul style="list-style-type: none"> Have opened an account with Office Max. 03/10 Carl Pickens offered us the materials he used in Ellerslie Garden Show 3/10. 	
>>> For implementation over the long term (initiated within a 12 month timeframe):						

Key: Opportunity for Improvement Timeframes

- > Immediate implementation, with *minimal* or *no* direct financial cost involved;
- >> Medium term (6-12 month) implementation, potentially subject to cost benefit analysis;
- >>> Long term planning and implementation, subject to cost benefit analysis.

Date Action Plan and Statement of Intent Completed:

Signature: _____

Appendix 1. Qualmark Responsible Tourism Operations Criteria

Responsible Tourism Operations Criteria: Environment and Social

Minimum requirements

- Any past environmental/community problems have been effectively overcome.
- All necessary statutory licences, permits and/or consents have been obtained and are current. This includes concessions and/or consents for operating on land other than owned or leased.
- Where applicable, an operator's land use complies with all regional, district and conservation management plans in place for the area. This is particularly relevant where the area is a national park, reserve and/or marine reserve.
- In regions which offer recycling (whether kerbside or transfer stations at dumps), facilities are in place for staff and customers/guests to collect and separate waste for recycling.
- Evidence that a checklist has been used to review the environmental impact of the business (refer to Responsible Tourism Toolkit for a Responsible Tourism Checklist if you have not already completed one).
- Any environmental claims made in promotional materials (including website communications) can be substantiated.

QUALITY SCORES

0	1	2	3	4	5
<input type="checkbox"/> Where applicable, effective air, water, noise and/or light pollution management is in place.		<input type="checkbox"/> Evidence from the Responsible Tourism plan of action that you are monitoring at least 1 aspect with evidence of improving efficiency e.g. in water, waste, gas, electricity, fuel or reduction of carbon emissions.**		<input type="checkbox"/> Evidence from the Responsible Tourism plan of action that you are monitoring at least 2 aspects with evidence of improving efficiencies e.g. in water, waste, gas, electricity, fuel or reduction of carbon emissions.**	
<input type="checkbox"/> Evidence that a checklist has been used to create a Responsible Tourism plan of action* which is regularly reviewed, and is included in staff induction and training.		<input type="checkbox"/> Staff follow the Responsible Tourism plan of action and can communicate it.		<input type="checkbox"/> Evidence that a Responsible Tourism statement/policy is publicly displayed, so guests/customers can offer feedback.	
<input type="checkbox"/> Evidence of effort made to reduce waste, energy and water consumption (1 action in each aspect or 3 actions in total).*		<input type="checkbox"/> Evidence of effort made to reduce waste, energy or water consumption (3 in each aspect or 9 actions in total, including at least 1 in each aspect).*		<input type="checkbox"/> Evidence of effort made to reduce waste, energy or water consumption (5 in each aspect or 25 actions across all aspects, including at least 2 in each aspect).*	
		<input type="checkbox"/> Evidence of contributing towards at least 1 community or conservation activity.**		<input type="checkbox"/> Evidence of contributing towards at least 1 community and 1 conservation activity.**	
				<input type="checkbox"/> An individual or team within the business has formal responsibility for implementation of the plan and possible improvements.	

Scoring and eligibility for Qualmark Enviro Logo

For information on the Qualmark Enviro-Bronze, Enviro-Silver and Enviro-Gold logos, see page 8 of the Responsible Tourism Guide.

TICKS	SCORE	LOGO ELIGIBILITY
At least 2 ticks in column 1	One	N/A
All ticks in column 1 and 2 ticks in column 2	Two	N/A
All ticks in column 2	Three	Qualmark Enviro-Bronze
All ticks in column 2 and three in column 3	Four	Qualmark Enviro-Silver
All ticks in column 1, 2 and 3	Five	Qualmark Enviro-Gold

* Use the Responsible Tourism Guide for examples and ideas. The Responsible Tourism Checklist can help form your plan and what you might target for improvement.

** Use the Responsible Tourism Guide for explanation and examples.

*** Qualmark expects monitoring to have been in place for at least 6 to 12 months to show improvement – refer to page 11 in Responsible Tourism Guide.