



Bush and Beach

Leaders in Sustainable Tourism for 37 Years

Bush and Beach Regenerative Tourism and Sustainability Commitment

Bush and Beach started operating in 1984 with a simple set of eco-principles, which have changed over the years to become our much broader Regenerative Tourism and Sustainability Commitment. We recognise that we must protect and enhance the physical and social environment on which our business depends.

We will never be completely sustainable as every industry has impacts, but we are committed towards becoming more sustainable. Bush and Beach are leaders in sustainable tourism in New Zealand and below are just some of the commitments to regeneration and sustainability we have made.

Regenerative Tourism

Regenerative tourism is the idea that tourism should leave a place better than it was before. At Bush and Beach we take a percentage of all of our income from tours and invest it in ways that improve the environment of New Zealand.

- New Zealand native birds are under constant threat from introduced pests so in 2015 we decided to help. We pay one of our guides to go out once a week to work with the park rangers to help get rid of these pests. That work continues to this day.
- We have partnered with 'Trees that Count' which is an organisation that plants native NZ trees to regenerate our native forests.
- When we can, we also take part and fund local planting sessions in the areas we visit.

Sustainability Commitment

Sustainable tourism is based on 3 main principles: environmental sustainability, social sustainability and economic sustainability.

Environmental:

- We hold concessions to operate responsibly in parks run by Auckland Council and the Department of Conservation. Part of what we charge goes back to these organisations to help maintain and develop the parks.
- Qualmark is New Zealand tourism's official quality assurance organisation, Bush and Beach holds their Gold award - the highest that they have.
- We were one of the first tourism companies in NZ to become Carbon Neutral by achieving carbonZero certification. This also means we are committed to reducing our carbon emissions every year and the metric we monitor is the carbon emissions per 1,000 passengers.

- We believe in the principle of Kaitiakitanga (guardianship and protection) and that all of us (locals and visitors alike) are kaitiaki of the land we visit in the way we treasure, protect and conserve it.
- We are totally supportive of the measures in place to fight Kauri Dieback disease and respect the Rahui put in place by Te Kawerau a Maki. All of our vehicles carry back up shoe cleaning equipment.
- Whenever possible we will use re-useable items, rather than disposable ones, to save waste. If you come on our nature tours that include an afternoon tea stop, you will see this in action as we use real glasses and real mugs!
- We operate a soft plastics recycling scheme in the office as well as recycling paper, hard plastics and tins.
- Our electricity supply company is Ecotricity who are Carbon Zero rated and NZ's greenest electricity supplier.
- We remove rubbish that we come across on our tours so that it can come back to the office to be recycled or disposed of properly.
- We purchase products that will do the least harm to the environment.
- We print a minimum number of brochures to reduce resource use and those that we do print are printed on FSC certified or recycled stock.

Social:

- We support sustainable focussed companies such as the Piha Store, which has gone plastic bottle free.
- When our tours require a stop for lunch or food we will always go to one of the locally owned food providers in the communities that we visit.
- We sponsor the Piha Bowling Club and use the venue with local catering for several of our tours.
- We sponsor the Piha Surf Lifesaving Club's annual fundraising.
- We purchase as locally as possible and use sustainable suppliers where possible.
- We pay above the living wage hourly rate for all of our employees and contractors.
- Provide buses and drivers for local community events at no charge.

Economic:

- By investing in new vehicles with the latest in fuel saving technology we are reducing our costs and reducing the impact of emissions on the environment.
- We are developing new markets and tour products to ensure that the business is viable across the whole of the year.
- We ensure a healthy financial performance to help to fund environmental and community initiatives and protect the longevity of the company.
- We will purchase from fair trade and living wage providers where possible.
- Drivers are trained how to minimise fuel usage when driving which helps financially as well as environmentally.

In addition to all of the above we are committed to Manaakitanga (loosely translated as hospitality) which is key to our visitors' experience. We pride ourselves on being generous and caring how we make visitors welcome, and recognise the need for respect between different people, groups and cultures.

- Our guides educate about all aspects of New Zealand life, the nature, the people, the environment and social history.
- When booking online all visitors are given the option to add funds to our Regenerative Tourism Scheme which engages them with local restoration projects.
- We provide opportunities to experience nature in ways that lead to greater understanding, appreciation and enjoyment of the environment.
- All of our guides have a passion for the environment, want to care for it, learn more about it and share it with others.
- Our guides also share their knowledge of the ecology restoration projects undertaken by communities and Council to deepen the visitor experience.
- We offer insights into Māori culture and history to give visitors a greater understanding of Aotearoa to enhance their experience.
- We encourage feedback from our clients so that we can continually improve our visitor experience.

August 2022