

## OUR PURPOSE

We lead the New Zealand cruise industry ensuring it remains a cohesive, sustainable and viable sector within the New Zealand Tourism Economy.

## OUR VALUE

In collaboration and alignment with industry partners, we provide and deliver effective advocacy, education, promotion and services to our members, wider sector stakeholders and communities.

### STRATEGIC GOALS AND PRIORITIES

#### ADVOCATE



1. NZCA seen as 1st point of contact by local and central government on sector-related issues.
2. Advocacy that supports policies.

#### EDUCATE



1. New Zealand operators deliver high quality services suitable for the cruise industry.
2. Passenger satisfaction ratings remain high through sharing of best practice.
3. Regionally dispersed new and innovative cruise tourism products and attractions are developed.
4. Increased community awareness of the environmental responsibilities of cruise lines.

#### PROMOTE



1. New ports and regions recognized and included in future itineraries.
2. Priority growth related infrastructure requirements are identified.
3. Cruise lines retain and increase their presence in New Zealand.

#### SERVICE



1. Members and key stakeholders have access to relevant data and insights that allow for informed decision making.
2. Response to issues on behalf of the industry are consistently delivered.
3. A pro-active strategy in place regarding communications and media management.
4. Value of NZCA membership is evident to current and future members.

### HOW WE WILL DELIVER

1. Advocate to Local and Central Government stakeholders strengthening and prompting informed decision making in the sector.
2. Actively monitor relevant legislation and regulations, providing input and advocacy as required.
3. Advocate jointly with third parties on other issues as required.
4. Develop an effective network of industry relationships.

1. Give guidance and education to the industry regarding quality delivery of cruise services and products.
2. Deliver an annual conference for the New Zealand Cruise industry to learn, network and collaborate.
3. Assist members to educate their communities and stakeholders on the cruise sector.

1. Engage with cruise lines on a regular basis to ensure accurate awareness of the New Zealand Cruise sector.
2. Work with stakeholders to promote exchanges in Auckland and value of sector to both the tourism industry and wider support services.
3. Support Tourism New Zealand in the promotion of New Zealand as a desirable cruise destination.

1. Provide an informative and accurate website.
2. Work with 3rd parties to produce statistics and forecasting.
3. Deliver a comprehensive communications plan.
4. Pro-active engagement with current and future NZCA members.