

Become net positive

Everything we do now is proactive and intentional and positively impacts the ecosystem from which we all benefit. Success will be measured as a holistic set of positive and negative economic, social and environmental impacts.

This leads to better protection of the environment and a stronger connection to the area and each other.

BECOME NET POSITIVE	ACTION	ACTIVITIES/PROJECTS	WHEN
Address climate change impacts on our region.	Work with the industry to develop a decarbonisation strategy (minimum target: reduce emissions by 50% by 2030).	<ul style="list-style-type: none"> - Conduct additional studies to better measure the true impact of tourism including carrying capacity, decarbonisation study, economic leakage, and greenhouse gas footprint. 	LONG TERM
	Help to identify infrastructure that will help mitigate and adapt to climate change and weather risks.	<ul style="list-style-type: none"> - TCDC Shoreline Management Plan. - Weather communication plan to visitor. - Assist tourism operators to develop weather-resilient plans. - DOC Climate Change Adaptation Action Plan. 	MEDIUM TERM
Redirect resources towards positive initiatives.	Encourage the development of sustainable visitor experiences where visitors give back.	<ul style="list-style-type: none"> - Develop opportunities for visitors to contribute e.g. voluntourism. - Generate revenue to invest in community initiatives. 	MEDIUM TERM
	Expand the existing sustainability program to support more tourism businesses.	<ul style="list-style-type: none"> - 200 businesses undertaking the Forever Good for your Soul programme. 	SHORT TERM
	Progress ecological restoration initiatives.	<ul style="list-style-type: none"> - Unite the people of Hauraki Coromandel to prioritise environmental protection. - Advocate for marine conservation. - Promote predator free protection areas. 	MEDIUM TERM
	Help lobby and obtain sustainable funding support for environmental protection and restoration initiatives.	<ul style="list-style-type: none"> - Establish a seat at the table to influence sustainable practices and regulations in areas such as fishing, freedom camping, pest control, cultural protection, etc. - Advocate for a visitor fee to offset the externalities of tourism. 	LONG TERM