

SUSTAINABLE TOURISM BUSINESS AWARD

EVALUATION REPORT

PolyX

Date of Evaluation: 21 September 2020



Kia ora Zeprina and John

Thank you very much for your time and hospitality during my recent visit.

I very much enjoyed hearing about the Polyx journey to date, and learning about your business goals and aspirations.

You have a unique offering that has wide appeal. Traditionally you would have a focus on the international market, but due to the border closure, are looking at opportunities within the domestic market to promote your products and experiences.

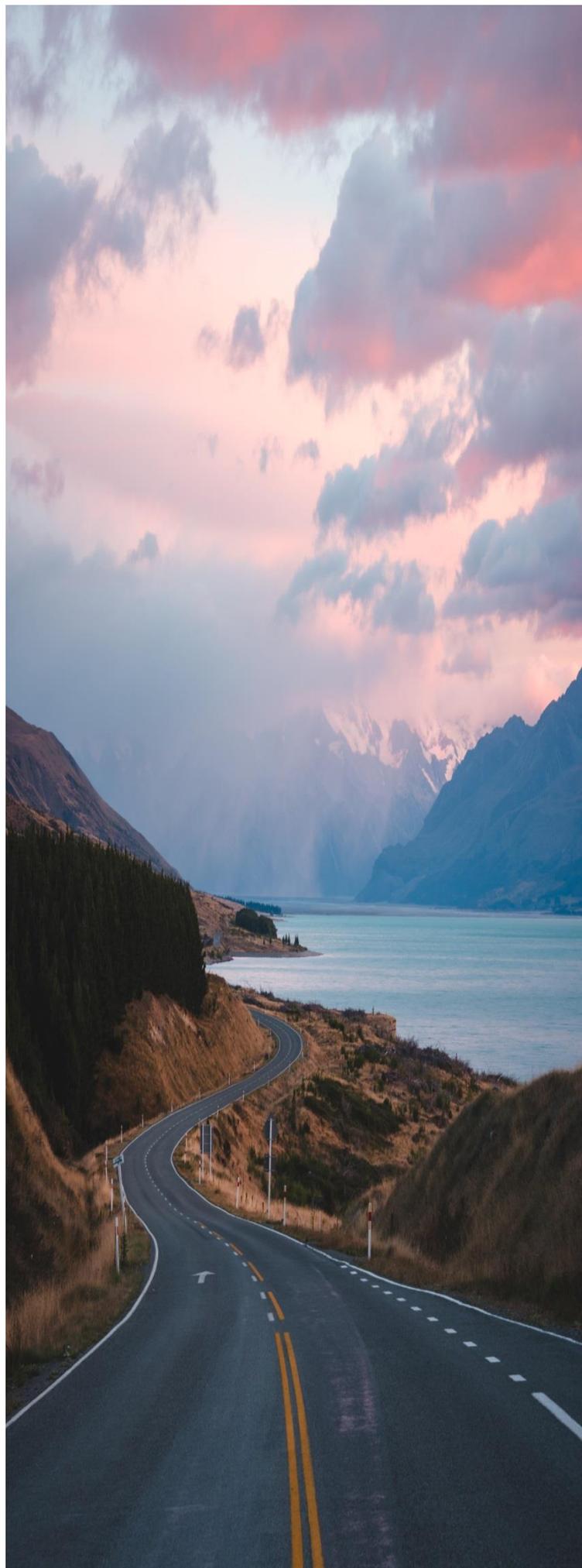
As mentioned, there were a couple of outstanding items following our assessment. You have subsequently provided your contractors agreement, and evidence of your knowledge of obligations to the Health and Safety in the Workplace Act 2015 and details of your safety management system, and training practices. This also included your environmental impact and sustainable practices statements, which have also been amended in your scoring.

Congratulations, you have received a BRONZE award for your first Qualmark Sustainable Tourism Business evaluation. This is a fantastic achievement, and a credit to your team.

I have made some notes in recommendations of the health and safety section of the report that will be important to be aware of for your next assessment, and will assist to increase your score in further assessments.

It was a pleasure working with you both, and I look forward to seeing your progress over the coming years. If there is anything I can be of assistance with, please feel free to reach out.

Nga mihi nui
Heather Bailey
Tourism Business Advisor



Sustainable Tourism Business Award

ECONOMIC						
Operations Manual/SOP's	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice	
	IN PLACE A basic document that covers key aspects of the business.		ACTIVELY REFERENCED Available to and used by staff regularly, it is a critical document and the reference tool for all business practices. Documents are regularly updated.		PROACTIVELY MANAGED A living and working document and reference point of the business. Sufficient detail allows an outsider to effectively run all aspects of the business.	
Marketing Plan	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice	
	A BASIC PLAN Covering the key markets and initiatives and demonstrates a basic understanding of the business's customer base.		STRATEGIES & TARGETS A plan that identifies immediate and future markets; and incorporates strategies and performance milestones.		RESEARCH & VISION Advertising, promotions, channel management, brand development and pricing strategies all form part of an integrated and complex marketing plan with a clear link to company vision.	
Reservations & Payments	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice	
	ARE SAFE & SECURE A robust system is in place that ensure the confidentiality and security of customer information.		IN REAL TIME Expected functions such as real time confirmation and device recognition are in place; with utilisation of channel management options.		INCLUDES PERSONAL TOUCHES Additional customer delights are incorporated. Previous customers are acknowledged and preferences catered for.	
Business Information	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice	
	ACCURATE An up to date online presence is retained		ACROSS MULTIPLE CHANNELS & DEVICES The business profile is actively managed across multiple channels and devices		MAXIMISING OPPORTUNITIES Maximum profile is maintained on www.newzealand.com; along with a strategic social/online/collateral programme	
Business Planning	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice	
	SHORT TERM ACTIONS Key aspects and thoughts can be referenced or articulated regarding the business direction		MEDIUM TERM STRATEGIES Medium term targets and measures, with allocated responsibilities		LONG TERM VISION Long term vision, goals, forecasting and strategic plans are in place, with regular reviews	
Asset Management	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice	N/A
	REACTIVE Main assets are recognised. Maintenance/repairs are reactive.		MANAGED A plan of maintenance is in place with consideration given to how seasonality impacts the business.		PREVENTATIVE All assets are recognised with a preventative maintenance programme and obsolescence strategy.	

Acknowledgements

Polyx provides an opportunity to showcase Polynesian culture through performance groups available for both scheduled functions and private events.

The business has engaged various cultural groups, and provides a platform for groups to perform gaining appropriate commercial returns.

Prospective customers connect with the business operations manager, and work through a scoping process to ascertain the event requirements. Performers are contracted and run schedules are

developed. Rehearsal dates are confirmed and a full breakdown of vendors, performers, attractions, media, advertising and ticketing processes are defined.

The business follows an initial business plan developed in 2019 following a feasibility study and report. A launch was held at Sky City pre lock down. The plan is currently under review to capture domestic opportunities. A marketing budget is in place, which covers activity online, digital and social marketing, attracting trade partners and touring groups, and via promoters such as Heart of the City.

An online presence is maintained and the website is continually being refined. A new platform is under development that will allow the sale of merchandise. Social platforms include Facebook and Instagram.

The business works from a shared office environment, with only laptops and IP assets.

Opportunities

You could benefit from extending your operating documentation to include the “how to” and “where to find” process information such as booking, quoting, event development, supplier lists, etc. A good operations manual is very valuable as a source of consistent information on how operations should be carried out. It protects the business from relying on key individuals for knowledge, and supports training and consistency. I will supply some further information on what you may include in this manual. Please ensure you review and update any documents as changes in business processes occur.

You do not appear to have a current listing on newzealand.com. This site is a key source of information for visitors researching New Zealand attractions, and there are no costs associated with the direct referrals businesses receive. Businesses that list a deal on the site currently receive much greater referral traffic than those that maintain rack pricing. The greater the business engages with the platform the higher it will rank in searches. I have sent you the operators guide on how to get this up and running.

I mentioned the Tourism Export Council (TEC). If you are looking to increase partnerships with inbound tour operators, the TEC directory may be a good place to look. See: <https://www.tourismexportcouncil.org.nz/member-type/inbound-member/>

Sustainable Tourism Business Award

ENVIRONMENT & CULTURE					
Energy and Resource - IN	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	AWARE Aware of all resources used to operate, with some understanding of usage is demonstrated		MONITORING Usage is actively monitored and initiatives are in place to reduce these		FUTURE PROOFING A clear culture of reducing usage is evident. Alternate and more efficient ways of reducing energy in are being actively pursued.
Discharge & Waste – OUT	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	AWARE Aware of all discharge and waste streams caused through the operation of the business can be shown		MONITORING Discharge and waste are being actively monitored and measures are in place to mitigate/reduce		FUTURE PROOFING A clear culture of reducing discharge and waste is evident. Alternate and more efficient ways of reducing energy out are being actively pursued.
Staff Engagement / Involvement	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	MAKE AWARE All staff have an understanding of what the environmental stance and/or actions undertaken		PROMOTION The environmental stance/initiatives/culture is actively promoted to staff		ACTIVELY ENGAGED The business actively encourages participation in its environmental stance/initiatives/culture to staff
Customer Engagement / Involvement	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	MAKE AWARE Through various channels a customer can gain an understanding of what the environmental stance and/or actions undertaken are		PROMOTION The environmental stance/initiatives/culture is actively promoted to customers		ACTIVELY ENGAGED The business actively encourages participation in its environmental stance/initiatives/culture to customers
Investment and Enhancement of Operating Environment	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	AWARENESS Awareness of the business's impact on the environmental surroundings is evident		EMBEDDED VALUES Actions for enhancing the surrounding environment can be demonstrated		KAITIAKITANGA Kaitiakitanga is fully embraced as a business fundamental
Hosting other Cultures	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	AWARENESS The business is aware of different cultural expectations within their target market		ACTIONS Actions can be demonstrated, such as staff training and systems to cater for various cultures		EXCEED EXPECTATIONS Cultural idiosyncrasies are fully appreciated. Pre-emptive actions can be demonstrated.
Cultural Interpretation and Integration	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	CULTURAL EMPATHY The business is aware of and empathetic towards relevant historic and New Zealand cultural aspects		CULTURAL INTERPRETATION Active steps to ensure authenticity in interpretation have been taken		CULTURAL CONNECTIONS Cultural experiences and considerations are an integral part of the customer offering
Embracing Manaakitanga	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	UNDERSTANDING An understanding of the concept of Manaakitanga can be demonstrated		EMPOWERING The business can show key actions that it has taken to ensure that staff are empowered to deliver Manaakitanga		EMBRACING The business can demonstrate a clear culture and value of Manaakitanga throughout their experiences

Acknowledgements

The business operates from a shared office space and is paper free.

Performers are required to wear traditional clothing, with no single use consumable items. They work on a pack in pack out basis leaving no trace. The business has a written policy surrounding environmental impacts and sustainable practices that details initiatives to reduce impacts such as working from a shared office, reducing travel requirements, and waste management. The policy is subject to annual review.

Menus can be adapted to cater to cultural preferences and dietary requirements.

Sharing of culture is an integral part of the product offering, seeking to connect people with the many and varied Polynesian cultures.

A host is on hand at all times during the delivery. The welcome is an important part of the experience, to build a connection with guests. All guest have the opportunity to partake in the preparation of kai, tattoo demonstrations, weaving demonstrations and the opportunity to purchase from traditional vendors at the "shopping night market". It is important that all guests leave with an appreciation of culture.

Opportunities

Thank you for sharing your environmental impacts and sustainable practices policy.

I recommend the relevant content be added to your contractors' agreement, clearly detailing your pack in pack out requirements, and prohibited use of single use items. It would also be prudent to have a policy that your vendors and market stall providers use traditional and sustainable methods to make / source product.

Check out these videos to gain a sense of the practical meaning and action of cultural interpretation and embracing Manaakitanga.

It can be really simple and genuine actions that make all the difference

"There's truly no bigger buzz for me when I see their eyes light up or a massive smile across their face... For me, that's when I know my guests have found their connection to Aotearoa, New Zealand."

<https://www.facebook.com/purenewzealand/videos/10155435517396714/>

"Although the word is only small, the meaning is great." Kia ora.

<https://www.facebook.com/purenewzealand/videos/1015555465946714/UzpfSTI4Nzg4OTU0NTc3NjoxMDE1NTY2MjM5NDcwMDC3Nw/?fref=tag>

Sustainable Tourism Business Award

SOCIAL / PEOPLE					
Job Management	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	LEGAL REQUIREMENTS All employment procedures and requirements are legal and current		STAFF APPRAISAL Staff are actively appraised and recognised		MEASUREMENT Business metrics and KPI's are extensively used to assist and improve process, recruitment, and staff management
Service Standards and Product Knowledge	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	HAVE CLEAR EXPECTATIONS Clear expectations are in place for staff when dealing with customers		ARE EMPOWERED Service delivery staff are empowered and encouraged to put things right		FORM A CUSTOMER CULTURE The business can demonstrate how it shares customer feedback with staff, and how analysis leads to an improved customer experience and internal customer centric culture
Staff Training	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	INCLUDES THE BASICS Relevant training is in place to a minimal standard		IS ONGOING AND RECORDED On-going training and updates are provided		INCLUDES QUALIFICATIONS Training and qualifications are actively promoted as a key aspect of the operating model. This is clearly demonstrated to all staff and customers.
Customer Feedback Processes	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	RECEIVED AND RESPONDED TO The business has the ability to collect feedback and respond		MONITORED AND IMPROVEMENTS MADE Multiple sources of feedback are actively monitored		USED TO CREATE A FEEDBACK CULTURE Feedback collection and analysis forms an integral part of the business strategy
Team Culture	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	RECOGNISED The business recognises the value of engaged staff		ENCOURAGED Positive behaviour and company culture is actively fostered		COHESIVE Strong and proactive leadership underpins a cohesive team culture
Community Engagement / Social Licence	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	ENGAGING A conscious effort is made to give back to the community		ENCOURAGING Staff are actively encouraged to become involved in community activities and initiatives		ONE OF LEADERSHIP The business is recognised as of value to the community and wider industry peers
Industry Engagement	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	ONE OF AWARENESS The business is aware of local industry groups and associations		ACTIVE The business is actively engaged with industry groups and associations		ONE OF LEADERSHIP The business is recognised by peers as taking a leadership role

Acknowledgements

The business has 3 employees bound by written employment agreements supplied by a lawyer. Performing groups are bound by a contractual agreement.

Feedback is invited via paper based and electronic surveys accessible via QR code. Facebook reviews are also encouraged. A full review is conducted after each event to cover feedback, look at what went well, and what can be improved.

The passion to perform and share culture drives a positive team culture through the business. The business dream is to bring opportunities to the Polynesian community, and to see performers properly rewarded for their efforts and talents whilst keeping traditions alive. Vendors have the opportunity to sell items on a cost and commission free basis.

The business is currently engaged with ATEED/Auckland Unlimited.

Opportunities

Your contractor agreement is very lean in detail around the requirements of delivery. Currently it only states that 20 dancers are to be provided. I would extend this to include items such as costume requirements, policy around interactions with guests, service standards and any special requirements (photos with guests, meet and greet etc.).

We discussed CINZ (Conventions and Incentives NZ) and their trade day “meetings” which provides opportunities to showcase products to event organisers. I can see there is a scaled down version of the show in Dec this year (due to covid), with the event returning in 2021. See: <https://www.conventionsnz.co.nz/> and <https://www.meetings.co.nz/> for further details.

Sustainable Tourism Business Award

HEALTH & SAFETY					
Reporting and Recording	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	ARE AWARE All staff are aware of the need for good Health & Safety practices		ARE ACTIVE All staff play an active role in reporting and monitoring Health & Safety concerns/issues/events		FORM A SAFETY CULTURE The business has a clear safety culture amongst the staff. Health & Safety is a key element to operational delivery.
Investigating and Improving	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	ARE AWARE All staff are aware of the need for good Health & Safety practices		ARE ACTIVE All staff play an active role in reviewing and improving Health & Safety concerns/issues/events		FORM A SAFETY CULTURE The business is in constant review of Health & Safety practices using external audit, peer review and benchmarking
Staff Engagement, Participation & Training	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	ARE AWARE All staff are aware of the need for good Health & Safety practices and issues		ARE ACTIVE Staff are encouraged to play an active role in ensuring that they fully understand their roles and requirements regarding Health & Safety		FORM A SAFETY CULTURE It can be demonstrated that all staff have a full understanding of their individual obligations and actions regarding Health & Safety. Staff take ownership and responsibility.
Leadership	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	TAKES RESPONSIBILITY Business management take a lead role in ensuring that all staff understand their requirements regarding Health & Safety		TAKES ACTION Business management walk the talk regarding Health & Safety in the business. They demonstrate a positive attitude to ensuring everyone remains.		CREATES A SAFETY CULTURE The business leaders reflect a strong safety culture. Health & Safety is a critical element of the business.
Staff Wellness	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
	IS ACKNOWLEDGED The business acknowledges that staff wellness is a factor of management		IS ACTIONED Some actions are in place to support a staff wellness programme		CREATES A WELLNESS CULTURE The business has a clear strategy and programme to fully support the staff
MINIMUM REQUIREMENTS	MINIMUM REQ'S MET				

Acknowledgements

Thank you for providing access to your health and safety policy and supporting documents including:

- Signed business policy
- Emergency procedures (fire, first aid, injury management)
- Drug and Alcohol policy
- Crisis Management plan
- Risk control Training
- Additional policy docs (drug and alcohol, motor vehicle safety, smoke free workplace, lone person policy, hygiene policy, lifting policy etc.).
- Training quiz and register of training
- Register of reporting

Opportunities

Please ensure you continue to keep your safety management system alive, and encourage reporting and recording of incidents, accidents and near misses from your people. Future assessments will focus on ensuring the system is kept alive and you keep up to date with the obligations set out in the policy. You have an opportunity to increase your score by showing greater engagement and reporting as volumes and activity grows.

Near miss reporting is the best way to put controls in place and prevent accidents from happening. It is important too that you collaborate with your performers, venues and vendors to ensure they all have safety management systems in place and are meeting their obligations as business owners.

AWARD

BRONZE

WHAT DOES IT MEAN?

During the evaluation the Tourism Business Advisor (TBA) has completed a scorecard based on what they learned and understood about your business. The score is applied based on the attributes displayed and how they align with the descriptors in each attribute or criteria.

In the example below the TBA has scored an “Excellent” for Leadership shown in Health & Safety.

	Acceptable Standards	Good Business Practices	Very Good	Excellent Standard	Representing Best Practice
Leadership	TAKES RESPONSIBILITY Business management take a lead role in ensuring that all staff understand their requirements regarding Health & Safety		TAKES ACTION Business management walk the talk regarding Health & Safety in the business. They demonstrate a positive attitude to ensuring everyone remains.		CREATES A SAFETY CULTURE The business leaders reflect a strong safety culture. Health & Safety is a critical element of the business.

All the scores will accumulate to create an average score that will determine the Sustainable Tourism Business Award.

Sustainable Tourism Business Criteria - what do the ratings mean?

Qualmark looks to recognise businesses that are delivering a holistically sustainable experience. Businesses are awarded a Bronze, Silver or Gold award depending on their performance against the Sustainable Tourism Business criterion.

Bronze Sustainable Tourism Business Award

To achieve a Bronze Award a tourism business must meet all Qualmark’s minimum standards across 40 key components contained in the Sustainable Tourism criteria. It identifies a business with a high level of professionalism, an awareness of the impact it has on the environment and a customer centric approach.

Silver Sustainable Tourism Business Award

A Silver Award is evidence of a sophisticated tourism business that consistently exceeds visitor expectations. Proactive leadership and management ensure that a culture of high performance is evident throughout the entire business. The business will have a real focus on continuously improving their economic, social and environmental performance to ensure the tourism product they deliver is a genuine, constantly improving sustainable experience.

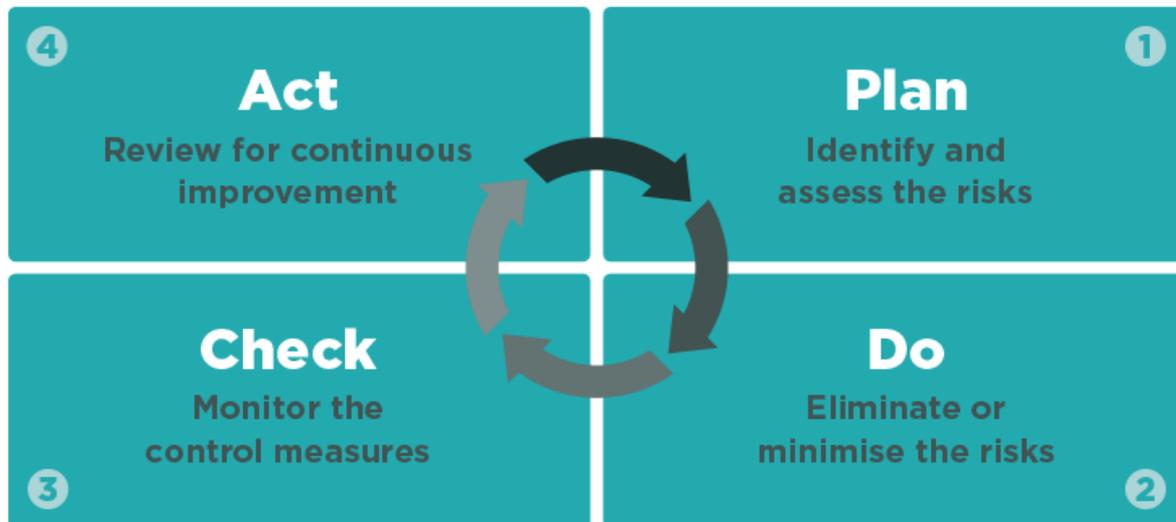
Gold Sustainable Tourism Business Award

A Gold Award recognises the best sustainable tourism businesses in New Zealand, with the delivery of exceptional customer experiences an integral part of everything they do. A Gold Sustainable Tourism Award identifies those businesses leading the way in making the New Zealand tourism industry a world class sustainable visitor destination.



HEALTH & SAFETY IN YOUR BUSINESS

QUALMARK IS HERE TO ASSIST



All businesses and work places in New Zealand should be well aware of the changes made to the Health and Safety at Work Act 2015.

No matter your business, staying ahead of these changes is the best way to manage their effect on your business – if you fall behind it can be costly and time consuming to catch up.

Qualmark is here to help you be better prepared for potential events your business may face. During this evaluation your Qualmark Tourism Business Advisor has taken a pragmatic approach to helping you to fully understand your obligations; assist with practical information and business templates; and a desire make it as easy as possible for you.

Key changes and how will they impact tourism businesses, particularly SME's?

- It's not only 'high risk' businesses that are affected. The Health and Safety legislation is about making sure that every business and employee takes responsibility for keeping themselves and each other safe.
- A primary duty of care regulation has been introduced, which means it is the responsibility of the business to ensure the health and safety of its employees (including contractors) and that other stakeholders (visitors and customers) are not put at risk from activities undertaken by the business.
e.g. if you own a holiday park, then as a landlord you will be responsible for ensuring that fixtures, fittings and grounds (for example) of your property (deemed a workplace under the new legislation) do not expose your guests to any health and safety risks.
- The Health and Safety legislation introduces a 'duty of due diligence' on all those holding governance and/or senior management positions in the business. Health and safety is a compliance obligation that must be addressed; failing to do so could result in fines as high as \$3,000,000, or prison sentences of up to 5 years. It's also worth noting that none of the financial penalties can be insured against.

CODE OF ETHICS

The Qualmark Code of Ethics requires Qualmark Licence Holders, in conjunction with their business, to:

1. Recognise and affirm the right of the customer to courteous, prompt and honest service;
2. Maintain high standards and fair practice in all business transactions;
3. Accord customers of all cultural origins equal respect and consideration;
4. Price goods and services fairly and unambiguously in New Zealand dollars;
5. Ensure that advertising is accurate and truthful, and free of any device which could create a misleading impression or otherwise be contrary to the public interest;
6. Establish and maintain procedures for the prompt handling of complaints, ensuring that all inquiries, refunds and returns of goods (where applicable) are dealt with properly and reasonably;
7. Keep proper books of account and conduct all affairs in a professional manner;
8. Uphold and observe all laws and regulations pertaining to their establishment, particularly those governing the provision and sale of goods and services;
9. Meet all responsibilities to employees by observing all laws and awards, by giving proper training and instruction, by providing adequate working conditions, equipment and facilities and supervising standards of safety and work practices;
10. Act in an environmentally responsible way;
11. Maintain high standards both in equipment and procedures to ensure that customer safety is protected as much as reasonably possible given type of business activity.
12. Uphold the interests and reputation of New Zealand as a quality destination for visitors and travellers, offering friendly, hospitable service.