



Strategic & Business Action Plan April 2013

Introduction:

Young - Tourism Export Council (hereinafter referred to as *young* TEC) is a sub group/committee of the Tourism Export Council and provide networking, mentoring and up-skilling opportunities for young people working in the tourism industry. They are young people will be between the ages of 18-36 years. *Young* TEC will reward achievement by young people in the tourism industry by recognising success through a *young* TEC awards scheme.

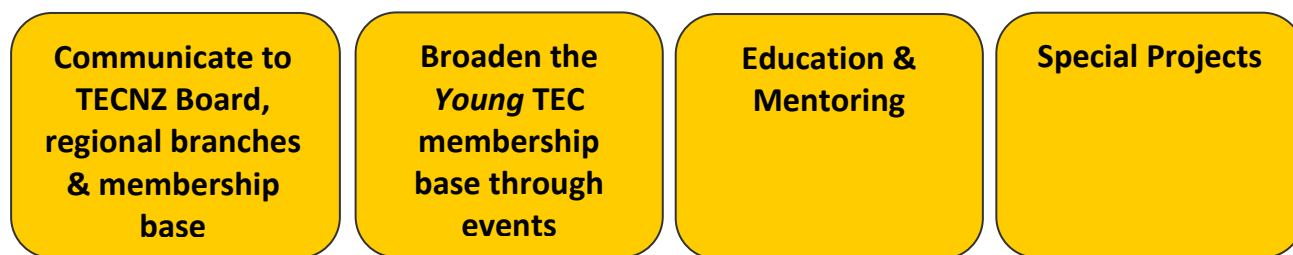
The overarching strategy of *young* Tourism Export Council is to imbue a sense of pride and ownership of the New Zealand Tourism Industry in young tourism employees. It is hoped *young* TEC will help to create a highly skilled tourism sector who are encouraged to grow and develop, and invest in the future of New Zealand Tourism.

VISION	To enhance the New Zealand tourism export industry by facilitating the development of the industry's future leaders
MISSION	To provide support, education and networking opportunities to further the professional development of young people working in the New Zealand tourism export industry

Goals:

- To provide networking opportunities for young people in the tourism industry through events and conferences.
- To facilitate a mentoring programme where young people in the tourism industry can learn and grow by shadowing and learning from senior tourism experts.
- To up-skill young people in tourism through a series of workshops and hands on training initiatives. (Professional Development Plan)
- To reward achievement in the tourism industry by a young person or people through an awards scheme.
- To create training collateral and information portals which encourage young people to consider the tourism industry as a career path, and assist them in starting their career.

CORE OBJECTIVES



EXECUTION STRATEGY

Communication & Marketing	Events & Membership	Education & Mentoring	Special Projects
<ul style="list-style-type: none"> • Delivery of consistent direct communications to <i>Young TEC</i> membership base • Continue to promote role & benefits to <i>Young TEC</i> membership base • Improve <i>Young TEC</i> presence on the TECNZ website • Increase visibility of <i>Young TEC</i> through provision of greater publicity through TECNZ media • Develop PR strategy 	<ul style="list-style-type: none"> • Encourage greater member participation at <i>Young TEC</i> events • Incorporate membership drives at every event, focused on attracting new members • Engage Universities & Tourism colleges to encourage <i>Young TEC</i> participation • Increase student membership • Engage other industry bodies with focus on careers in Tourism 	<ul style="list-style-type: none"> • Delivery of the 2014 National Development Program for Tier 1 members • Delivery of a 12-month Mentoring Program for Tier 2+3 members • Introduce a <i>Young TEC</i> educational component to TECNZ National events • Assistance with career paths 	<p>Identify opportunities to work with industry stakeholders on projects that provide economic and/or educational benefits to <i>Young TEC</i>, allowing the committee to achieve the other objectives</p>

Business structure:

- *young TEC* will be a non profit committee selected by *young TEC* members
- 2-3 volunteer regional coordinators will be called for to facilitate their regions networking functions
- The Tourism Export Council Board will have a designated *young TEC* representative
- The Chair of *young TEC* will be invited to sit on the Tourism Export Council Board in one of the co-opted roles

Qualifications for membership:

- 18 - 36 years of age. At the end of their 36th year, members will need to retire themselves gracefully
- Tourism Export Council financial member
- Non members or TECNZ or other tour operators and/or tourism related agencies are able to be members with an annual paid subscription eg. TNZ, MED, TIA, Local government, Media, Education providers

Election of Executive Committee

At the August 2012 Tourism Export Council an election of officers was held at Shantytown for the inaugural Executive Committee. Positions for the executive committee include:

- Chair – Stephen Marshall, AOT New Zealand
- Deputy Chair – Loren Heaphy, Nelson Tasman Tourism
- Secretary – Judy Chen, Grand Chancellor Hotels
- Treasurer – Dylan Rushbrook, Skycity
- Development Programme Coordinator – Briar Nash, Hilton Hotels
- Events Coordinator – Olivia Bowers-Galt, Destination Marlborough
- Membership Coordinator – Michelle Berridge, Somo Creative

30 Young TEC members attended, nominated and voted members to the above positions. During 2013 the process will be repeated and extended to all members for voting. It is hoped that the election of offices officially will be confirmed at the Young TEC Conference Day. (date still to be determined)

The Chair of Young TEC has one of the co-opted positions on the Tourism Export Council Board.

The Executive Committee will meet twice a year to set the goals and objectives for the coming year.

Proposed Revenue Streams:

Membership – free for members and \$100 incl gst for non members. As an encouragement for non members in its first years of development, there will be no payment required until the new subs year 01 April 2014.

Annual Conference – \$?

Training workshops – \$?

Sponsorship – investigate key sponsors aside from hosting networking functions.

There will be some costs incurred in setup of *young* TEC and the Tourism Export Council does have some in the current budget for design work, banners and assistance with workshops etc.

Early phases of action:

1. Submissions of interest for involvement via email February 2012 with first meeting held at Trenz 2012. Expressions of interest to be sent to Loren Heaphy (Nelson Tasman Tourism) loren@nelsonnz.com. and Stephen Marshall (AOT New Zealand). Stephen.marshall@aot.co.nz
2. Committee nominations to include: President, Secretary, Treasurer, Marketing and Recruitment Coordinator, Event Coordinator, Mentor Liaison, Sponsorship Advisor
3. Business plan developed with the contribution of committee members and Tourism Export Council board, including identifying revenue streams and finalising any Tourism Export Council financial contribution.
4. Feedback gatherer on business plan from Tourism Export Council board and Matt Jones (YATEC Chairperson).
5. Host launch events held to recruit members and introduce young TEC

Action	When	Responsible
Introduce concept to members	2011 Conference Xmas Dec Forum	Chief Executive Matt Jones (YATEC)
Introduce pre planning document	Xmas Dec Forum	Chief Executive Stephen Marshall Loren Heaphy
Ask for submissions of interest from members	Xmas Forum Newsletters	Chief Executive
Initiate first Young TEC meeting	Trenz 2012 9 May 2012	Stephen Marshall Loren Heaphy
To be incorporated into TECNZ Strategic Plan	June 2012	Chief Executive TECNZ Board
Have TECNZ Board member liaison	June 2012	Chief Executive Michelle Caldwell
Call for regional coordinators	May – June 2012	Queenstown, Christchurch Top of South, Wellington Central Nth Is/Taranaki Rotorua/Bay of Plenty Auckland, Far North - tba
Regional meetings	June – August 2012	Regional coordinators
Election of committee members	August 2012 at Conference	Members
Young TEC workshop day	11 December 2012 pre Xmas Symposium	Chief Executive & Chairman

Initial marketing and recruitment:

In order to create a base of members *young* TEC will host a number of events and meetings in order to recruit *young* TEC members, and encourage current Tourism Export Council members to enrol their *young* staff. Monthly newsletters will also report and encourage re *young* TEC progress.

Main start-up events:

Trenz 2012 – submissions of interest are received February/March to identify whether possible to meet during the Trenz 2012 Trade Show in Queenstown.

The two start-up events will be held in Auckland and Queenstown, with smaller networking events held in smaller regional tourism areas including Wellington, Nelson and Christchurch.

Marketing:

- *young* TEC develop a website and facebook arm branching off from the main Tourism Export Council website
- *young* TEC use Tourism Export Council's current email database in order to send our e-newsletters and e-invites to launch events and encouraging membership.
- *young* TEC have a presence at Tourism Export Council events in order to encourage operators to sign up their young staff members.

Proposed annual events:

Trenz Trade Show – an opportunity to recruit and meet potential members. This could be in the form of a breakfast meeting prior to the trade days beginning and/or a separate evening function after the networking ceases

Annual conference – A networking and training conference that would be interlinked to the annual Tourism Export Council conference or held as a separate one day conference

Xmas Symposium - day before the Xmas Symposium which would feed into Explore NZ networking function. Xmas Symposium this year is Wed 12 December.

Training workshops – Training workshops would focus on up-skilling *young* TEC members in their outlined areas of weakness and interest i.e. Sales training, Online training, HR Training, Public speaking, the Inbound tour operator structure.

Networking events – Networking events may be held alongside training workshops in order to better utilise time and travel costs.

- Meetingz and or CINZ
- RTO-IBO trade meet
- Xmas Forum (day before) 12 December

Young TEC Development Programme

As from 2014, there will be a Professional Development Programme available for members to participate that will be conducted during the winter months or quiet season. It will be in the form of 7-8 weeks with evening sessions approximately 3 hours long with guest speakers, discussions and networking available. Initially these workshop sessions will be videoed in the region with the highest number of members and then webinars available for other members to participate in.

This will be a paid participation which will cover the cost of the manuals and resources developed. (price to be determined at a later date)

Suggestions of what might be included as per discussed at the December 2012 meeting include:

- Customer service / how to host famils /upselling
- Domestic & international markets, focus on emerging markets
- Distribution incl online distribution & marketing / social media / new technology
- Resources guide book / acronyms / statistics
- Public speaking / presentation skills
- NZ cultural training
- Sales planning
- Industry overview – explaining what is ADS, PKP, etc.

Mentoring Programme:

Once the development programme is set, it is proposed that *young* TEC members will be matched with industry mentors so that during the programme members will have access to an experience industry representative - mentor.

Neither the *young* TEC member nor the mentor will be required to pay for the mentoring service, however some sponsorship may need to be acquired if travel is required for either the mentor or mentoree.

Awards Scheme:

The Tourism Export Council is keen to introduce an awards scheme for a *Young* TEC candidate recognising achievement in the tourism industry in 2014. The recipient of this prize includes:

- 2 weeks in any Tourism New Zealand office global
- Flights with Air New Zealand
- Accommodation with Accor

More details on how to enter and the criteria available at a later date.

Thank you for participation and interest and we look forward to assisting you with the establishment of the *young* Tourism Export Council.

Loren Heaphy

International Marketing Manager

nelson&tasman tourism
TE MANAAKI TĀPOI

Stephen Marshall

General Manager

