



## Tourism Sustainability Commitment Action Plan

### Historic Kohukohu Villa

“Historic Kohukohu Villa is committed to sustainable tourism. We believe in people having the opportunity to have authentic experiences which enrich their lives while not leaving a big impact on or damaging the environment they have just visited. Providing tourism that is present, and not consumerism driven makes it an experience people will cherish and be remembered long after they have returned home.

	Commitment	Actions we’re doing now	Actions for within the next year	Actions for within the next 3 years
1	<b>Resilience</b> - We are focused on long-term financial performance and resilience.	We’re currently running overnight accommodation and have a few key itinerary plans in place for guests, but we are looking to expand on our activities offered to guests staying and other visitors to the village.	Increasing our product range to our guests. We will be outfitting a workshop and gallery space underneath our historic home to house a place for guests to learn new skills and acquire an appreciation for recycling and reusing pre-loved items.	The gallery space will afford us the opportunity to showcase and sell the items we will be upcycling. We will look to expand our services and give other local people a place to work, assist in their upskilling, and then exhibit their work alongside ours.
2	<b>Investment</b> - We invest to create value and opportunities, and to drive sustainable practices.	We have upgraded and outfitted the west wing of the villa to accommodate up to 4 people to stay. The items used have been sympathetic to the period of the house, and have taken many trips and several months to accumulate just the right look for the pleasure of our guests while also being stylish and functional. Maintaining a ‘distinctive stylish look’ without having guests miss out on any of the usual modern conveniences or necessities.	We see too many useful items going to landfill so we would like to reduce people’s reliance on new things, and create an awareness and appreciation for pre-loved items once they have been ‘rejuvenated’ and given a new opportunity to be used and loved for longer.	Outfitting the downstairs area of our house means we will not only be turning less items away from landfill, but we will run workshop weekends where people can learn the skills to do this themselves and create more awareness for the reuse of objects.
3	<b>Innovation</b> - We innovate to solve problems, create new	Making use of the latest technologies where appropriate to reduce the number of man hours	The creation of a workshop space downstairs of the house will give us the opportunity to further develop	Keeping on top of latest technologies and ways to improve on processes will mean everyone benefits from the



	ways to do things and increase productivity.	required to perform any task. Our house renovation has been done with very little outside assistance, and we have had to be inventive with our solutions to the sympathetic renovation of an old home.	our skills, and pass them on to locals and guests too, thereby increasing the benefit of reusing, and repurposing old items previously destined for landfill.	reuse of items, but creating more efficiency in upgrading of items and using less resources to do so.
4	<b>Visitor Satisfaction</b> - We strive to always meet or exceed visitor expectations.	As owner operators we are fully committed to our guests leaving with treasured memories and a truly unique experience that they can't wait to share with their friends and family. We will never offer more than we can deliver and always make good on our word.	With our hosted accommodation and visitor experiences, we aim to increase our activities so that our guests have a wide range to choose from to suit their individual needs and ensure their time spent with us is tailored to their specific tastes and is not offered up in any generic way.	Giving guests experiences that go beyond just a bed and a meal but creating unique tailored itineraries for them involving other local operators will ensure our guests leave with a truly memorable experience, and are planning their next trip up here when they are leaving, that would be the biggest compliment.
5	<b>Culture and Heritage</b> - We incorporate Aotearoa New Zealand's culture and heritage as part of delivering a unique and authentic visitor experience.	Northland has many historic & cultural experiences on offer, and boasts many of NZ's 'firsts'. Situated in a historic precinct of New Zealand with an extremely rich history in both Māori & colonial, a visitor experience in our property guarantees to be truly authentic, and well balanced between both Māori and Pakeha culture. We have local brochures for guests with the historic walk, and we offer the historic book "Kohukohu" for guests to read, or purchase.	Our itineraries will always look to have a cultural & historic element to them, regardless of duration of our visitors stay. Even an overnight stop can include an individual guided walk of our historic precinct. Becoming more acquainted with the histories of the village and being able to pass on authentic stories of the past adds to the fabric of the guest stay. Local iwi have looked in the past to have Marae visits to help with their running costs, and we will investigate how we can work this in with our guests to give an overall cultural experience to our guests.	Encouraging better and more appropriate use of the many buildings in Kohukohu. The old school is currently used as a local gym, but this could be repurposed to be used to display local historic artifacts and historic photos. This will help give our visitors more activities in town, and more reason to stop and explore.
6	<b>Visitor Engagement</b> - We engage with visitors about how to be great travellers within Aotearoa New Zealand.	Staying at our property and engaging in one of our itineraries is a very hands-on experience, and we share all of our knowledge and experience with our guests as appropriate to the time and	Providing relevant and appropriate information on the issues facing our area, and what our guests are able to do to minimise their effect when coming to our region, and how we mitigate their impact by the	Looking to have targeted itineraries quarterly (or more if demand is high) where guests are actively involved in solutions for the local environment as part of their stay. This gives people a purpose to their holiday, helps a local



		setting. We do not want to have a negative impact on our environment, and encourage our guests with this message wherever necessary and where possible.	practices and procedures we have in place in our own business.	community which needs it, and gives the guests the satisfaction of knowing they have made a difference.
7	<b>Employer of Choice</b> - We attract, support and develop the workforce we need to flourish and succeed.	We are an extremely small family run business with only the two of us the owner operators, but we work alongside other businesses and operators in our village to give the whole area an economic boost, not just for ourselves.	Outsourcing where we can, while keeping our suppliers and sister businesses as local as possible. Using other tourism operators, like the Ranui boat to give a wider range of experiences to our guests.	Build on our local tourism operators and assist with region wide initiatives and events. Create a greater awareness of our region as a destination of choice.
8	<b>Community Engagement</b> - We actively and positively engage with the communities in which we operate, taking a leadership role to champion causes that are important to the community.	Dee previously held the position of secretary within the local tourism association, and has recently taken on the role of chairperson. There are a number of initiatives that have been proposed and we are helping create a greater awareness of our region as a visitor destination.	Kohukohu in particular has a large number of historic public buildings, but the number of volunteers for these projects is small, so giving assistance and helping get bigger projects off the ground will help to see our historic precinct be properly preserved for our future generations.	A number of important buildings in the village are underutilised as historic buildings, so we will look to have more effective historic use of them. Kohukohu is rich in colonial history, yet we do not have a local museum or any type of environment to display the local photos and artifacts. In the early 1900's we had a local photographer Charles Dawes take hundreds of photos, and we could have a permanent display space which would encourage greater visitor numbers and make the old school have a more appropriate use than a local gym.
9	<b>Sustainable Supply Chains</b> - We have socially and environmentally sustainable supply chains.	Localism is at the centre of all that we are trying to achieve. Wherever possible we aim to keep our suppliers within Northland and this is not just for our own convenience, but for the betterment and prosperity of our region as a whole. We are aiming for a win-win scenario for all of us	We will continue to source local for our suppliers, as this not only makes economical sense, but it is also better for our environment too.	Expanding on our range of products will mean we continue to source local and use more local products and thereby increasing the demand for local skills and produce.



		who choose to live here, whether born here, or have come to choose this place as our home.		
10	<b>Restoring Nature</b> - We contribute to protecting and enhancing Aotearoa New Zealand's environment, including water, biodiversity, landscapes and clean air.	Our tourism business aims to show our guests the region and what it has to offer, without having any negative impacts on the places we visit.	Becoming involved with local iwi and environmental groups to help protect our natural environment, and create no more harm than has been done already to our harbour.	Taking an active role in community groups that are working towards restoring local fauna & flora back into the region, helping to eliminate exotic species and eradicate pests.
11	<b>Carbon Reduction</b> - We act urgently to contribute to Aotearoa New Zealand's transition to a net zero carbon economy.	Reducing our reliance on fossil fuels to heat and power our home. Recycling wherever we can. Encouraging our guests to take up new initiatives.	Researching options for alternative renewable energy sources. Reduce reliance on fossil fuels for heating and cooking. Like solar power.	Keeping up to date with the latest technologies, and where possible implementing them as budget and availability allow.
12	<b>Eliminating Waste</b> - We take responsibility for the entire life cycle of products and services we use and ultimately eliminate the waste associated with these.	We monitor which plastic items can and cannot be recycled by our local centre, and avoid where possible those that cannot be recycled so we offer either glass or aluminium drinks in our minibar, & then we know they will not end up in landfill. We do not offer pod coffee facilities and all of our hot beverages do not have excessive packaging to dispose of. We keep our food waste to a minimum, and we use large bulk cleaning products to reduce our use of plastic items.	Becoming as self-reliant as possible with all items required for guests, which means growing our own produce where possible, streamlining our menu offerings to ensure the percentage of local produce is always increasing. Producing our own food products so our trips to the supermarket are reduced, and we bring less plastic waste into our home. Researching new products, like cleaning products to ensure we create as little damage as possible, and keep up to date with the latest technologies.	Having a fully functioning workshop space on the property that means we have not only eliminated as much household waste as we can, but that large items are not sent to landfill unnecessarily. Encouraging guests to see that products "things" can have more than one life in them, and they can be repurposed, reused, and refreshed to last longer and not go unnecessarily into landfill. Creating this awareness through specialised workshop weekends away for guests where they leave with new skills, and repurposed items.